

The Ford Is Economical

THE average man can easily afford a Ford car. It is the most inexpensive car to drive.

20 to 25 miles on a gallon of gasoline is an every-day occurrence. 33 miles is frequently reported by Ford owners. Yearly repair expenses of less than one dollar are not unusual. The car is light in weight, and tires give more mileage on a Ford than on any other car.

You can buy a Ford for yourself and one for your wife for the price

of one car at \$1000. You can run both Fords at about the same expense as for one larger, heavier car.

You can always sell a "used" Ford at a good price. You have to accept a big reduction for a "used" larger car.

Go and take a ride in the 1917 model. See how comfortable it is. And stylish, too—stream line effect, tapered hood, crown fenders, beautiful finish. You need one for business. Your wife and children need one for pleasure and health.

Ford Motor Company of Canada, Limited, Ford, Ontario

Over 700 Ford Service Stations in Canada.

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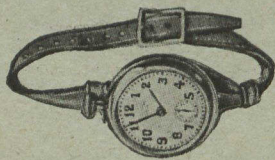
The Treasures You Most Want Given to You by *Everywoman's World*

Do you know that right within your easy reach, and obtainable from *EVERYWOMAN'S WORLD*, absolutely without cost, are many of the little treasures you would love to own? That solid gold necklet you saw in the jeweller's, the new silverware, the set of dishes you need—a hundred and one luxuries and necessities for yourself and your home are yours in return for just a few minutes of your spare time spent telling your own friends how much you like *EVERYWOMAN'S WORLD* and how useful, entertaining and interesting it would be to them. Below is a list of a few of the newest rewards that we are offering our Club Raisers. You can easily send a list of two or three subscribers to *EVERYWOMAN'S WORLD* and earn any one of them. It is so easy to get subscriptions to *EVERYWOMAN'S WORLD*, that you will find the work a pleasure. Women everywhere appreciate this worthy magazine, and gladly order it as soon as you tell them it is all Canadian, and let them see how wonderfully complete it is in every interest of women and the home. Use this copy as your sample or send for more sample copies to-day. We will also send order books, descriptive literature, envelopes on request.

Isn't There Something Here You Would Like to Have?

Beautiful and Reliable Wrist Watch

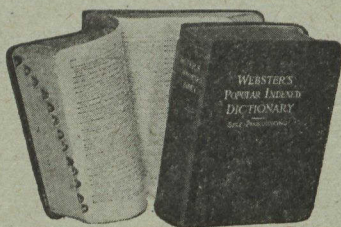
This beautiful, neat wrist watch is the newest style. The case may be either solid gun-metal or nickel silver at your choice. It is stem wind



and set, and has porcelain dial with enamel figures and gold decorations. It is a reliable time-keeper, and is thoroughly guaranteed for one year. Given for sending a club of only 5 subscribers to *EVERYWOMAN'S WORLD* at \$1.50 each. Postage paid.

Fine Dictionary for the Home

Fine, limp, leather bound Webster Dictionary, with leather tabbed thumb index. This grand book contains, in addition to a complete mod-



ern dictionary, a list of foreign words and phrases, a dictionary of synonyms and anto-

noms, a dictionary of legal terms and commercial terms, and many other valuable features. You will be proud to have this beautiful volume in your home. Sent, all charges paid, for securing only 4 subscriptions to *EVERYWOMAN'S WORLD* at \$1.50 the year.

Solid Gold Ring, Set With a Genuine Pearl

Pearl jewellery is in great vogue now and you should by all means have a pearl ring. This beautiful ring will delight you. It is warranted solid gold, 10k, and is set with a beautiful, lustrous whole pearl. Given for securing 4 subscriptions for *EVERYWOMAN'S WORLD* at the regular price, \$1.50 the year.



Solid Gold Florentine Pendant and Chain

This most exquisite piece of jewellery is warranted solid 10K Gold throughout and it is hand wrought. The fine curb chain is full 15 inches long, every link solid gold. The pendant is an exceptionally beautiful design set with a sparkling synthetic amethyst and a genuine baroque pearl drop. You could not desire a more handsome piece of jewellery. Sent postage paid for securing only four subscriptions to *EVERYWOMAN'S WORLD* at the regular price of \$1.50 the year.



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