

# MR. LAWSON TALKS ABOUT HOW HE GOT HIS START IN LIFE

By ERNEST H. LAWSON

**H**OW would you like to get a hundred letters every day from your friends—sometimes two or three hundred? Wouldn't the work of opening and reading these letters and replying to these friends be most interesting? With all the work in connection with handling the business of the circulation of

EVERYWOMAN'S WORLD, the most interesting part to me has always been the reading of my daily mail from all parts of Canada.

The Editorial Department and its editors and contributors place the magazine in my hands every month and it is my duty to sell and deliver them to our subscribers everywhere. So I write advertising to reach new friends and I correspond with old friends who are introducing the magazine to the women of Canada who need and want it, and many times through the letters that come to me I am able to make recommendations to our editors that prove very helpful in keeping EVERYWOMAN'S WORLD live and full of those articles, stories and departments which please and instruct and influence for good over half a million readers everywhere in Canada each month.

## My Old Church Club

About 16 years ago, in 1900, I think it was, I was connected with a Toronto church, and we wanted to form a young men's auxiliary club. We got our organization ideas from Success Magazine, and called ourselves the "Success Club." The club quickly grew to a membership of over 100 and we had for years many fine meetings—we went in for debates and sports and Christian work of all kinds. This club was one of the first young men's church clubs in Toronto, or even in America. The idea grew and was very practical and helpful then and is to-day.

As first President of this "Success Club" I spread the Success gospel by taking subscriptions for Success Magazine all over Canada, and especially in Toronto. I earned so many prizes that it was not long before I decided to take up the publishing business as my profession.

## My First Orders

A short time later, I joined the Ladies' Home Journal and Saturday Evening Post Organization and, seeing its possibilities, although they were then not as fully developed as now, I started in to secure new readers for it in Canada. My first order for the Saturday Evening Post was for 60 copies every week. I later became Canadian Manager and had the pleasure of watching the sales increase until I was receiving over a carload of copies every week for my customers.

In these many years that I have been connected with the circulation work of great magazines, I have travelled widely over Canada and started thousands of boys and girls and men and women on the way toward good earnings through their after-school or spare-time efforts.

## Boys Who "Made Good"

I could name hundreds of boys who started in those days, only a few years back, who have made good in every way. Many of them may read these reminiscences and will look back with pleasure to the joy that they had in earning their first

money under Ernie Lawson, the "Post" man or "Pony" man, as I was often called.

## Filling a Need in Canada

My years of experience with these good publications have served to increase my faith in the future of the great magazine, EVERYWOMAN'S WORLD. I heartily believe and know that Canadian women want and need this real Canadian publication and that it is being read and appreciated by every member of the family because it is Canadian in point of view and sentiment—made by Canadians, sold by Canadians and in every way "all our own." To me it is not any wonder that even now EVERYWOMAN'S WORLD is read in one out of every ten Canadian homes from the Atlantic to the Pacific—by half a million Canadians each month. I look forward to the day when its circulation will be even twice as great.

Perhaps now you understand better why I enjoy so much reading my pile of letters every morning and try to so encourage our friends and workers in all parts of Canada that they will be strengthened in their work and encouraged to

put off qualifying it and then went away and forgot about it."

Out of curiosity, I looked up her last year's entry and it was a dandy—had exceptionally high marks—but, of course, had to be disqualified because she did not render the small service required by the rules.

## Note This Point Carefully

Another lady wrote me the other day and asked if she would be required to give any time or service not called for by the rules. I wrote and said "No: but by all means give us all the time you can and we'll pay you well for it. As a contestant it is not required of you by any means, and if you can't—why you will receive a handsome reward as well as our best thanks, and your entry will surely go to Mr. Shaw to be judged for the major prizes. That is guaranteed. It would not make any difference to Mr. Shaw if you gave us a thousand-fold service beyond what is required by the rules."

## Our Christmas Tree

I can't close this rambling chat without a reference to the "Success Club's Christmas Tree" for our boys and girls (see page 42). Beyond the cash prizes (1st prize \$25.00) and the guaranteed gifts, I have in mind what the "Success Club" did for me and my friends years ago, and I want to see the Canadian boys and girls of this generation helped toward manliness and womanliness in their every thought and action.

This new "Success Club" should grow and at least plant many first seeds of success for hundreds. Through it the boys and girls may earn their first money "all their own"; but beyond that they will, many of them, be stimulated to real independent effort that will have far-reaching results for good.

Parents should encourage their boys and girls. Have them enter the simple contest and then with us, help them in their first early and most difficult steps.

Don't let them fail in what they try to do, and you will see what I have seen thousands of times—your boy or girl will expand and grow until what were formerly impossibilities will become easy.

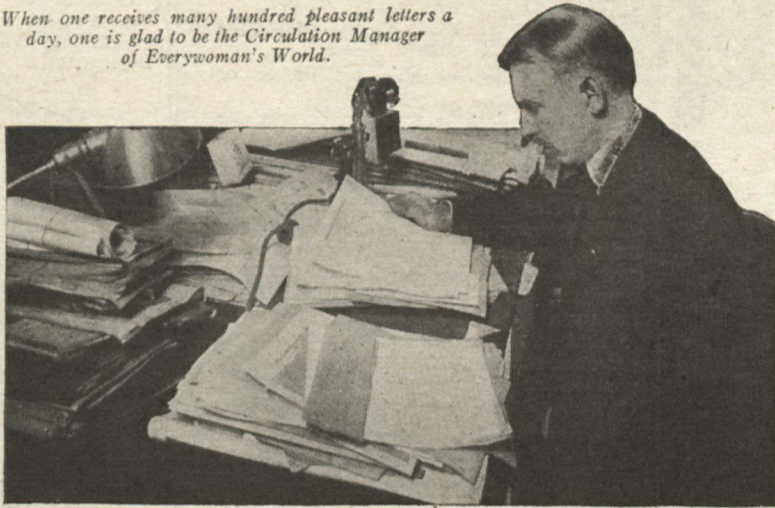
Children who are tongue-tied or shy will develop freedom of thought. They will learn the value of money. They will learn the real meaning of such words as courtesy, tact, enthusiasm—in a word, their whole character will be developed.

## Will You Write to Me?

Now, I shall be very glad to receive the letters of interested readers of this article, whether you are especially interested in the work of our magazine editorially or from any other standpoint. You possibly have suggestions which would be very helpful to us editorially and messages which we could pass on to the thousands of readers throughout Canada.

When writing, perhaps you would like to send in your entry for the Overland Touring Car and the other big prizes, or perhaps you have a boy or girl who would like to try for one of the Success Club Christmas Tree prizes. If so, send them along when you are writing, and thus add to your pleasure in reading EVERYWOMAN'S WORLD by that of having a real part in its development.

When one receives many hundred pleasant letters a day, one is glad to be the Circulation Manager of Everywoman's World.



continue the good and remunerative service that is increasing the scope and power for good of a great Canadian publication.

## A Big Surprise

The Puzzle Contest for the Overland Touring Car and 49 other prizes (see page 41), is one of the big surprises to me. I thought when it was planned that the pictures would be so easy to solve, but to my surprise, very few entries have been entirely correct. In a way, this may be a good thing, because the work of the Judges will be easier, and trying to puzzle out the pictures gets every one talking more about the magazine, which is what we want you to do. We could not afford to give an Overland Car or \$850.00 in cash as first prize, if we did not get the good-will of thousands of new friends through such a contest.

We have laid aside several thousand dollars for special rewards and prizes, so that every contestant complying with the conditions of the competition is sure of getting a valuable prize.

## A Confession

It is a great contest, and the best entry must win. Last year, I suppose that several hundreds of readers entered the contest and did not later qualify according to the simple rules. Many left it until too late, or forgot. One lady who was entered in last year's contest came in the other day and entered the new contest. In referring to her previous entry, she said, "I

# LADY ELEANOR: LAWBREAKER

(Continued from page 52)

Eleanor made an impulsive movement forward.

"Give it to me!"

"Not so. I shall put it in safer custody. Sycamore, is your horse fed and saddled?"

"Yes, my lord."

"Are you ready for the road? Then, my bold highwayman, get you toward London. Take this to your master, and tell him the missing will is found. Register it, replevin it, habeas corpus it, or do whatever your knavish trade finds necessary, and don't forget your fees. Mount, legal freebooter, and away. Off with you!"

Lady Eleanor sprang forward to intercept the clerk, but Brandon stood before and stopped her.

"He must not take that to London," she protested.

"Pardon, madam, but he must."

"I will not have it so. The property is yours."

"Not a stiver of it. You said you would stop the signing, and you have done so, but you cannot have everything your own way, Nell."

Lady Eleanor recognized that here at last was the Brandon spirit she had been so anxious to arouse, and knew, too, that she could not prevail against it. She sank into a chair, and covered her face with her hands. Mrs. Lessingham stepped for-

ward, her face grave but sympathetic.

"Charlie, does it mean that, after all, you have nothing, when you thought a fortune was yours?"

"Admirably and excellently put, dear Mrs. Lessingham," assented Brandon. "That fact has sobered even Will, here. I am without a roof, so let us from under this one. The Brandon Arms will shelter us to-night."

"Are you so utterly bereft?"

"Absolutely. Most excellent audience, you catch the point precisely. Blessings on such an audience, say I. I told you it was a farce—the Farce of Brandon Hall—for one night only. And so for the road. Away! 'Stand not upon the order of thy going, but go at once.'"

The two women accepted their dismissal without speaking, but Woodward approached Brandon quite steadily, and placed his hand on the other's shoulder.

"Charlie, I'm sorry for you, hugely sorry. 'Pon my word, I am.'"

"For me? Nonsense, Will," laughed Brandon. "I'm a free man, I tell you. Off with you! Sorry for me? No need of that, but—Dick Sheridan! Oh, poor Dick Sheridan! Fortune has hit you below the belt."

He followed Woodward to the door, and there paused, turning with a sweeping bow to Eleanor.

"Heiress of Brandon, I salute you," he said, with a courteous sincerity that removed any suspicion of exaggeration from his words. "Hail, and farewell!"

Then he, too, passed through the doorway, a second time exiled from the home of his ancestors. (To be continued)

## XMAS FUN FOR THE KIDDIES

(Continued from page 18)

trifle is found in the surprise balls, great will be the glee of each small recipient.

Bring the afternoon to a close with a Story Circle. All the children sit in a ring on the carpet while some grown-up person or older child entertains them with stories, preferably of Christmastide.

NOTE.—The Editor will gladly send the names and addresses of stores in Toronto that sell Christmas favours. Enclose three cents in stamps for reply.

"Games and Pastimes for Children," by Grace Lee Davison.—This is a book of some 200 pages containing directions for playing a great many novel games for all occasions, including Christmas. The instructions are easy to understand and any boy or girl would appreciate the book as a Christmas gift. It is published by Little, Brown & Co., of Boston. The price is \$1.75 postpaid. If you wish a copy, EVERYWOMAN'S WORLD will get it for you.

# Weaning Baby Without Trouble

Save Baby from discomfort and yourself from worry at weaning time by gradually replacing mother's milk with the 'Allenburys' Foods.

Give the 'Allenburys' Milk Food No. 1 alternately with the breast until the weaning process has been entirely completed because it closely resembles the maternal milk. Then, if Baby has turned six months, introduce the 'Allenburys' Malted Food No. 3.

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# GIVEN FREE

GIRLS, it's the height of fashion now to wear beautiful jewelry with your own birthstone. What month were you born in? Tell us and obtain this exquisite Princess Birthstone Pendant and Ring, and a fashionable Wrist Watch. This lovely pendant is the very newest design, richly gold finished and encrusted, and the beautifully engraved drop will have the proper setting for the month of your birth. Its chain is fully 15 inches long and fastens at the back with a safety clasp. It will delight you and all your friends. The handsome ring to match it is solid gold shell with high claw setting in the newest style. Both contain fine manufactured birth stones as follows:

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The beautiful bracelet watch comes in two styles—handsome nickel case with neat light grey strap to match or rich gun metal with dark leather strap. It is accurate and reliable and jewelry stores sell similar watches at \$5.00 to \$10.00 each.

Girls, to get all these grand presents, write to-day and get only 25 bottles of the lovely new Princess Royal Perfume to introduce among your friends at 10c. each. Six delicious odors: French Rose, Carnation, Wood Violet, etc. Everyone wants two or three bottles. They go just like hot cakes. Return our \$2.50 when the perfumes are sold and you will promptly receive, all charges paid, the beautiful pendant and ring just as represented, and the handsome watch, too. You can get without selling any more goods by simply showing your grand presents to your friends and getting three of them to sell our goods and earn our fine premiums.

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