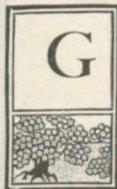




Forwarning and Forearming

Against Deadly Social Diseases



GREAT secrecy has surrounded the whole question of Venereal or Social Diseases.

Because of ignorance—the result of the old-time secrecy—thousands and tens of thousands of young men have fallen from grace, have come to grief, have paid in many cases no less a penalty than death itself.

Worse than this, young girls and women in countless numbers have through them been condemned to a real death, entailing untold suffering, and have been cheated out of the greatest blessings of life—little children and happy homes.

But now new hope arises. Light is being shed upon these old-time matters of darkness.

The Ontario Government will, it is announced, at its present session, decide on what steps Ontario should take to cope with the problems in question. Saskatchewan has already stepped ahead of the other provinces in this matter, having made it compulsory to register cases of venereal disease, even as is done with smallpox and other less terrible diseases.

Venereal diseases are more common than you know. It is believed by authorities qualified to know that there is as much syphilis as tuberculosis in this country to-day. It is reported of New York City that out of nearly six millions of people making up its population, over one-quarter of these have some form of venereal disease. Ten out of every hundred people in that city have syphilis. Eight out of every ten men, and five out of every ten women have had gonorrhoea at least once! About five thousand people die in New York City each year as a result of syphilis and its complications. Nearly a third of the serious operations upon women are necessary because of gonorrhoea.

We have no reason to believe that the situation in Canadian cities is any better. Nor throughout Canada, even in the rural places, is there any immunity so far as is known from these diseases, nor are we to believe that investigation would show less shocking statistics!

With these facts before us, *our duty is plain!* We must give our readers the facts, wherewith they may be enlightened and may educate others; we must give them, or make available to them, more facts even than can be judiciously published in EVERYWOMAN'S WORLD. And, as announced at length in our February issue, this we are doing, knowing that the right education, wholesomely given, will be the biggest factor in stamping out these deadly diseases.

In EVERYWOMAN'S WORLD for April will be published the findings, from one of our own staff writer's investigations, on why young people err. The question is asked, "Are you responsible for these crimes?" You will surely want to have the answer and know the truth.

Then, for the May issue, we will deal with "Playing with Fire"—a subject upon which every girl should be fully informed.

Mrs. Jean Blewett will write in June EVERYWOMAN'S WORLD on "How Shall I Tell My Children?" In the July issue will be given "Some Lessons from the Children's Shelter."

You will agree that you simply must have this information and you will get it all in the nicest, purest and most wholesome form as it is published in EVERYWOMAN'S WORLD. If your subscription is soon expiring it will be well to renew it early to ensure getting your copy for each month, since the demand for EVERYWOMAN'S WORLD is as great as we can supply and we cannot undertake to furnish any back copies.

"Letting in the Light"

A COPY of this remarkable booklet for you free! As announced last month, and again this month (see page 32) we have issued a little booklet, "Letting in the Light," to elaborate upon the matter published in EVERYWOMAN'S WORLD. This booklet is for distribution to our readers *only*. It gives all the information that any parent or young person will need or want to know to protect themselves and their loved ones from the dread social diseases.

This booklet is sent to any EVERYWOMAN'S WORLD reader on request for the nominal price of 25c. to cover cost of publication and postage.

To anyone whose subscription to EVERYWOMAN'S WORLD has expired or is soon about to expire we will, on receiving a renewal, send the booklet free as offered in the coupon below. We will also send it free to any new subscriber who requests it when sending their subscription or in other words, any new subscriber to EVERYWOMAN'S WORLD asking for this booklet at the time of remitting \$1.50 for EVERYWOMAN'S WORLD will receive it free.

Fill in the coupon below and mail it now while you are thinking about it. On all renewals the subscriptions will be extended for a full year from expiry date of present subscriptions. You will be glad that you have taken advantage of this offer.

Other Big Features Coming

WHILE giving our conscientious attention to these vital matters of health we have not deviated from our plan laid some months ago—to make EVERYWOMAN'S WORLD replete with the features the women of Canada want—contents representing national needs of the moment, household assistance and a larger percentage of real entertainment.

The April issue ushers in, not only Spring itself, but all its attendant considerations. It is to be our Easter Issue.

If Everywoman's World Is Late

IF your copy of Everywoman's World is late in reaching you, or perhaps is lost altogether, please remember the difficulties under which EVERY ONE is working just at present.

We are trying to give you the best delivery service possible and will gladly replace lost copies or extend subscriptions to cover.

The mail service throughout Canada has been greatly disorganized owing to the previously unheard-of congestion of the railroads and the depletion of staffs in post offices and elsewhere due to the Military Service Act. The unusually severe weather of the past couple of months has meant further great delays and in such cases, magazines, which are in the second classification of mail matter, must give precedence to letters, etc. Such unforeseen contingencies as heatless days are constantly confronting us. They all mean delay that is far reaching in its effects.

Before complaining of non-delivery, kindly allow a couple of weeks after publication date for your copy to reach you.

Conditions everywhere are unusual and we will all help best to get them back to normal quickly if we exercise a little tolerance. So we ask that you co-operate with us and

—BE PATIENT!

Here are a few of the features you may look for: "The Intruder," by Beatrice Redpath—a most unusual story, more attractively written than anything we have published in some time.

"The Gerrard Street Mystery," another of the series of weird tales by John Charles Dent, the scene of which is laid in Toronto, and the effect of which is fascinating to the least susceptible reader.

"The Princess Irene," a fairy play by Norah M. Holland. So insistent has been the demand for back numbers of EVERYWOMAN'S WORLD containing Miss Holland's Celtic Fairy Tales, we find it impossible to promise a sufficient supply. The series of fairy lore will be broken in April only to allow of a little variety. "The Princess Irene" will be as engaging as the author's other productions. It is advisable to secure a copy of the April issue containing the play, immediately upon its issue. If you are a subscriber, be sure your subscription is not allowed to expire, and thereby cause you to miss the remaining stories in this series.

They are absolutely unsurpassed in present day fairy lore production. They are not designed especially for children, but are, instead, gems of literature that will enhance any library.

"The Magpie's Nest" is nearing its close. The last two instalments—April and May—represent the climax of the story. WATCH FOR THE ANNOUNCEMENT OF OUR GREAT NEW SERIAL IN THE APRIL ISSUE.

THE CANADIAN WOMEN'S WAR LEAGUE! Witness its introduction this month on page 29 and get the April number for a report of its first step in the way of progress. Also, you will undoubtedly have joined, and will want to see that your name is included in the list of members.

New Practical Clothes Conservation

APRIL will see the first practical step, after its formation this month, of our FASHION MAKE-OVER DEPARTMENT. In these days of forced economy, the greatest measure of thrift can be effected through clothes conservation. Miss Helen Cornelius, who has a genius for making-over, and a keen desire to help you to do likewise, will solve all your clothes problems. Give her a chance to help you!

Our Food Department has become an indispensable companion to Canadian housewives. Miss Caldwell has ideas in store that will mean money saved for you, if you follow in her wake. Marjory Dale is preparing for you, an attractive page of Easter dainties.

Jean Blewett will have more to say to mothers on the necessity of entering heartily into the public affairs of the nation. On her own page, too, through her "Everywoman's Forum" she has wisdom to dispense, answers to questions, that will not fail to interest.

For the Children

"KIDDIES KUT-OUTS"! At last they've come! An alluring array of finery to be made for "Nancy," by all our little readers. We won't color them. We leave that to the kiddies. And what is better, we will distribute prizes to the little artists who paint the ten best trousseaux for Nancy. Marjory Daw, who designs the page, will judge them, Kut-Outs are the delight of all little ones. Don't let them miss the fun! Get them working on them this month—we introduce them on page 22—and watch for our May issue for their next appearance.

We could continue at much greater length, listing the other coming features, but the few items mentioned will be sufficient to intimate to you the type of magazine next month's EVERYWOMAN'S WORLD will be. It will be on sale at all news stands, but the coupon below will bring it to your door twelve times without any bother on your part. Fill it in!

Date.....

CONTINENTAL PUBLISHING CO., LTD.,
Toronto, Canada.

Gentlemen,

Enclosed please find \$1.50. Please enter my ^{new} renewal subscription to EVERYWOMAN'S WORLD for one year and send me without any extra cost to me a copy of your booklet "Letting in the Light."

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