



The Ground Floor

Membership in Home Library Association Growing Fast

Readers are Enthusiastic Over Proposal of Everywoman's World to Supply Them with the Association's Valuable Books Without Cost



THE Home Library Association has been received with more enthusiasm than we had ever hoped. It has been welcomed by our readers with loud acclaim. The opportunity we have provided and offered them—that of receiving without cost of any kind, valuable books otherwise unobtainable has been appreciated, and since the announcement of this service in the July issue of EVERYWOMAN'S WORLD, the membership coupons inserted therein have been received by the Association's Secretary, in our office, in hundreds.

There is the greatest need in Canada at the present time for information along lines of moral reform—of moral truths. It has been a tested fact that when people know themselves they are safeguarded. In spite of this there has never been distributed in this country, the proper literature, presented in the proper form, laying bare the social evils of the day and the methods of offsetting them.

Lack of knowledge has been responsible for the moral degradation of many a girl and boy, in fact, many a man and woman. Parents do not, and apparently cannot, teach their children the truths of life, because they, themselves, have never been informed.

At the present time, loathsome diseases, terrible in their effects, are rampant. Unlike smallpox and similar infections, there is very little isolation, because there is no adequate way of finding out these diseases. There remains but one sure method of overcoming them—the distribution of comprehensive literature that will provide the individual with a means of personal defence. Otherwise, no girl or woman, boy or man—or even child—is safe from innocently contracting one or other of these.

This constitutes one of the reasons why The Home Library Association has been formed.

Books at low prices—so as to be within the reach of all—MUST be made available to people in all parts of the Dominion. The Home Library Association of Canada will do this.

The Association has published many books and pamphlets for mothers, fathers, boys and girls in Canadian homes. This literature is safe in any hands. All matters discussed in these books are handled delicately. They offer no danger to even the most fastidious and prudish conscience.

In addition to these books on moral matters, and social reforms, The Home Library Association of Canada gives its readers the opportunity of receiving books of general interest which are impossible to obtain in the usual way, through general sale.

What it Means to be a Member of the Association

EACH new member of the Home Library Association may receive at once free of all cost any of the Association's publications up to 50c. in value. Or they may apply this 50c. as discount on any standard book listed in the Association's catalogue. Thus, all the newest \$1.50 publications listed in the Association's catalogue cost members only \$1.00. Standard \$1.00 books may be obtained for 50c., and so on.

Furthermore, each member will be accorded the opportunity once each month of obtaining \$1.00 worth of the Association's newest publications free of all cost.

We want our readers to receive the fullest benefits of the membership in this great Association. We want them to be able to obtain the Association's present and future publications without loss. We want them to enjoy the great privileges conferred on members of the Association, of obtaining discounts on all the best books published, and especially on the works dealing with the great truths of life, which should be in Every Canadian home.

Free Membership—Marvellous Advantages!

SPECIAL arrangements have been made with the Home Library Association whereby subscribers to EVERYWOMAN'S WORLD will be enrolled at once as members of the Association, without any cost or fee of any kind.

On receipt of your new or renewal subscription, to EVERYWOMAN'S WORLD, you will be sent, at once, your membership card.

And in addition to the books you may receive at once, remember that your membership will bring you the further opportunity of receiving \$1.00 of the Association's newest books every month, absolutely without cost.

Mail the coupon at once. Get your membership card and books now!

IF you are a new reader, apply at once for your card of membership in the Association.

If your subscription has expired, or is about to expire, kindly send your renewal at once, so as to obtain the fullest benefit of this remarkable opportunity. You need and want EVERYWOMAN'S WORLD in your home. It provides a wealth of wholesome entertainment and valuable information and ideas that make for greater household efficiency and economy worth to you many times the small investment that will bring it to you every month in the year.

Make your Choice from this List

"Letting in the Light"

PLAIN facts about the "pestilence that stalketh in darkness." Four chapters in this book tell of the social scourges. The mother's part is most beautifully and ably handled by Mrs. Jean Blewett. Dr. C. K. Clarke gives the plain facts on the prevalence of social diseases in Canada, and Dr. W. S. Plewes gives a few typical cases of innocent infection that come under the family physician's eye. This remarkable book has received the endorsement of leading clergymen and social workers throughout the country. Price 25c.

"Double Standards"

By DR. O. C. J. WITHROW

SHOULD there be one moral standard for a man and another for a woman? This little book strikes a note on this grave problem of the double standards which must be made dominant in this day. Price 10c.

"The Romance of Growing Slender on Three Meals a Day"

By GORDON ROGERS

A DELIGHTFUL and interesting story which contains invaluable advice for those who would reduce. A gripping love story, holds your attention from first to last, while you are given valuable information by a man who thoroughly knows his subject. Price 15c.

"The Strength of Ten"

A Book for Boys, by DR. WINFIELD SCOTT HALL

THIS is a great book for boys by this well-known lecturer who has done so much in the interests of all safe and sane education. He explains what manhood is and how a boy may win it. Every father should read this book. Every boy from 10 to 15 years of age should have a copy. It is helpful and stimulating. Price 25c.

"Life's Story"

A Book for Girls, by JEANETTE WINTER HALL

HERE'S a little book which you simply must have for your daughter. You will find it just what you are looking for. In it the great truth of life is told in a simple, beautiful and comprehensive way as only one who has been a mother could tell it. Price 25c.

"Playing With Fire"

By MRS. WOODALLEN CHAPMAN

EVERY girl from 15 to 25 years should have the privilege of reading "Playing with Fire." It points out, among other things, that girls are not safe unless they realize just wherein their own greatest danger lies. A book that girls themselves, and especially their mothers, greatly appreciate. Price 10c.

"Facts for Fighters"

By DR. O. C. J. WITHROW

ALL of us are fighters. There are certain facts about ourselves which must be faced if we are to fight the enemies within ourselves and conquer them. Dr. Withrow sets forth facts about our sexual nature as to which there can be no controversy—fundamental facts clearly and beautifully told. Price 10c.

"If Every Man Were Straight"

By DR. O. C. J. WITHROW

IF every father and mother knew how to teach their sons of the future dangers that may attend a life of impurity, much misery and suffering would be avoided by thousands of good women and little children. Dr. Withrow deals with plain facts in a plain way in this booklet. Price 15c.

"Our Sons"

By W. L. CLARK

A NEW book written in a new way, explaining life in the form of youth. Parents, teachers, boy-workers should read this book carefully and catch its spirit as well as the wealth of information it contains. Cloth bound, 235 pages, 16 full-page illustrations, gold title and stamping, price \$1.05 postpaid.

"The Key to Health, Wealth and Love"

By DR. JULIA SETON

DR. SETON has written a wonderful book, showing just how, by proper treatment of the mind, these three things can be added to all of us. A book which should be in every home. Price \$1.10 postpaid.

"Plain Facts for the Married"

By DR. WILLIAM LEE HOWARD

THIS book is written in the form of consultations with the Doctor. Each consultation takes up with husband and wife a different phase of their relations, health, difficulties, correct habits, and a wealth of other questions which trouble married people. This is one of the best works of this famous physician. Price \$1.10 postpaid.

"How to Live Long"

By DR. WILLIAM LEE HOWARD

THIS book is a universal favorite. In it Dr. Howard shows how human life can be prolonged and man and woman physically and mentally productive beyond the usual number of years. Price \$1.10 postpaid.

Complete list of all the publications issued by the Association sent on request. Please write for it.

SIGN AND MAIL THIS COUPON TO DAY

To Subscription Department,
EVERYWOMAN'S WORLD, Toronto, Ontario.

Gentlemen:—Please enter my new (renewal) subscription to EVERYWOMAN'S WORLD for one year, for which I enclose \$1.50. This enrolls me as a member of The Home Library Association of Canada, and you will kindly send me my membership card by return mail.

I have ticked off on the list attached my first 50c. worth of the Association's books, which I am entitled to receive postage paid.

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