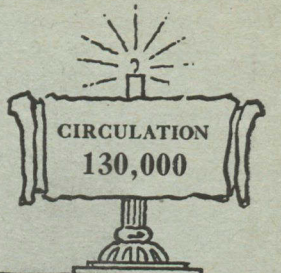




# EVERYWOMAN'S WORLD GINGER JAR



VOLUME 4

Published for all interested in the progress of EVERYWOMAN'S WORLD

No. 2—SPECIAL

## FORD CAR A REWARD FOR SKILL

Also Thousands of Dollars in Other Prizes and in Cash being given away by Canada's Great Home Magazine. Free of Expense to You.

Would you like to have a Ford 5-passenger Touring Car, 1917 Model, all your very own as a gift from us? Would you like to receive a check for \$300.00 or \$150.00 or \$100.00 or one of the fine, large cash checks which go to the fifty prize winners in the interesting contests announced on page 34 of this issue? This money will buy you many of those comforts or pleasures that have been longed for—perhaps for many years—the first payment on a home, the opportunity for a real vacation trip, help and assistance for wounded soldiers just returned or the opening of a real bank account.

You can win one of these magnificent prizes!

Can you figure out Percy's Puzzling Letter on page 34?

### About Puzzles

Have you ever considered the educational value of puzzles?

Mr. Sam Lloyd, probably the greatest "puzzlist" of all times, who is at present Editor of The Ladies' Home Journal Puzzle Page, and author of the very entertaining Cyclopaedia of Puzzles, which has recently been published, says of puzzles: "Puzzling is a pastime of very ancient growth, rich in historical associations and embracing much that is romantic as well as scientific. I have always treated and considered puzzles from an educational standpoint, for the reason that they constitute a species of mental gymnastics which sharpen the wits and train the mind to reason along straight lines." He further refers to puzzles and competitions as "a school of cleverness and ingenuity."

People from far and near in all parts of Canada can get a great deal of educational value and much entertainment from figuring out Percy's puzzling letter on page 34 of this issue. Can you figure out the answers? If you are clever enough and believe you can get them all correct you should send the answers soon and try to win the Ford car or the other big prize you

want. Full particulars will be sent to you when we receive your answers.

### 500,000 Readers

Will you picture to yourself what 500,000 Canadian readers really mean?

Your preacher on Sunday has an audience of 100 to 500 souls. The big city of Toronto has, say 70,000 homes—yet this great Canadian home magazine goes into more than 130,000 of the leading homes throughout Canada each month and talks to at least 500,000 readers and probably a great many more, because the magazine is loaned from friend to friend.

About one home out of every eight or ten throughout Canada is now subscribing to EVERYWOMAN'S WORLD. Think what it means to play your part in helping this great power and influence for better things to become still greater! Why should it not be extended to at least twice its present circulation?

If you can figure out Percy's puzzling letter on page 34 of this issue then send in your answers and take part in "helping to make for Canada and her people a greater and greater home magazine of EVERYWOMAN'S WORLD." Big rewards will repay you for your kindly assistance.

## Independent Judging Committee Will Award the Big Prizes

Absolute Fairness and Impartiality thus Guaranteed to Every Contestant

To ensure absolute fairness in awarding the prizes in EVERYWOMAN'S WORLD'S great contest, the following judging committee of three has been appointed. These judges are all prominent business people and well known throughout Canada. They have no connection whatsoever with EVERYWOMAN'S WORLD, they will have no personal knowledge or acquaintanceship with any contestant; and you may be sure that they will make the awards fairly and squarely on the basis of the merit of the qualified entries submitted to them. You can therefore feel certain that if your entry has been properly qualified according to the rules of the contest, it will receive the careful attention and impartial consideration it deserves.

We are glad to have Mr. H. D. Cantlon as Chairman of our Judging Committee on this interesting contest.

Mr. Cantlon was for several years manager of a branch of one of our best known and strongest banks and is at present an

official of one of the largest Canadian Advertising Agencies. His many years of business dealings with people in all parts of Canada have built for him a sterling reputation for integrity and fair dealing. Your interests will be carefully looked after under Mr. Cantlon's chairmanship.

Miss Mary A. MacMahon, the second member of the Judging Committee, has been for many years superintendent of the Employment Dept. of the Underwood Typewriter Co. in Toronto, and she brings to her task a knowledge and understanding of women and girls that will surely be of service to her in her new task.

The third member of our committee of Judges is Mr. C. S. Furness, a prominent and well known advertising man of the firm of A. McKim Co., Limited, Toronto. Mr. Furness is an old newspaper man, having been for many years connected with the Toronto Daily News, one of Canada's best known newspapers.



H. D. Cantlon



Miss M. A. MacMahon



C. S. Furness

## Act Promptly If you Want to Win the Car

If you have not yet sent your solution to the letter that is Perplexing Percy, turn to page 34, right now, sharpen your pencil and see if you can figure it out. You'll get an hour's delightful entertainment and put yourself in line at the same time for the magnificent prizes that are being given.

Readers are reminded that the contest closes soon so no time should be lost in sending your entry.

If you have already sent a solution and have had it acknowledged you should lose no time in qualifying it according to the simple conditions governing the contest.

### A Few Winners of Big Prizes in Recent Contests

More Than 10,000 Others have received big prizes and rewards from Everwoman's World

### Won Magnificent \$450.00 Piano



Mrs. Florence Clark Montreal, Que.

Mrs. Clark answered last season's puzzle and complied with the qualifying condition in a very short time. She was delighted with her prompt reward for this service, and could hardly believe her good fortune when the judges decided that her entry took 2nd place and she got this beautiful \$450 piano. Read her letter:

"Montreal, P.Q.

Dear Sir:

I cannot tell you how delighted I was to receive your telegram and to learn I had been awarded the second prize. It certainly was a surprise and a great pleasure to me to find that I had won a \$450.00 prize.

I am sending my photograph with this letter and would very much appreciate it if you will kindly return same when you have finished with it, as I have no copy. It will be one of my greatest pleasures to tell all my friends of my good fortune and persuade them to read our fine woman's magazine.

Wishing you every success and assuring you of my endeavours to increase the circulation of EVERYWOMAN'S WORLD, I remain your happy contestant.

Mrs. Florence Clark."

### Won \$100.00 Columbia Grafonola

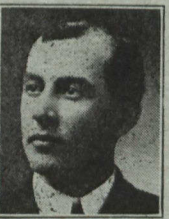


Dorothy Paschke Stanstead, Que.

"Stanstead, P.Q. Dear Sir: I beg to acknowledge receipt of your wire re my good luck in the Ford Touring Car Contest. I can't say whether I am more pleased or surprised at winning this prize. The Grafonola was what I wanted above everything else, so much that I verified your wire at the Telegraph Office before writing, fearing some of my friends were trying a practical joke, as they all knew what I wished for.

Yours truly, Dorothy Paschke."

### Another Winner of \$300.00 Motor Cycle



Wallace J. Cordingly Regina, Sask.

advising him of his success:

"Regina, Sask., April 10, 1917.

Dear Sirs:

Your wire received this morning advising me that the judges in the Overland Car Contest have awarded me second prize, the Indian Motor Cycle.

I most sincerely thank you for the prize and wish you and EVERYWOMAN'S WORLD every success in the future.

I am mailing you, under separate cover my photo as requested.

Thanking you again, I am,

Yours very truly, Wallace J. Cordingly."

### Two Winners of Motor Cars Recently Awarded

Think of Winning Prizes Like These as the Result of an Hour's Effort

When the judges had completed their work of judging in our last contest, we had the pleasure of sending Lorne Hicks, of Centralia, the following telegram:—"The

Judges award you the First Prize, the Overland Touring Car. Send certificates and photograph by return of mail."

The photograph came along in good order together with a letter from the delighted winner. After some correspondence, Lorne Hicks decided he would like to pick out the car from the Overland Warerooms in Toronto and drive

it home. A few days later he came to Toronto, and we were very surprised to find that Lorne was a young fellow of only 17 years of age. The photograph did not do him justice, as it makes him look older. Well, Lorne and his father and a couple of friends picked out the magnificent car that Lorne had won and he drove the car home himself, with his friends, to Centralia, Ontario, a matter of some 146 miles.

After Lorne got home, he wrote us the following letter:—"I must say we are all greatly delighted with my car. It seems a large prize to win for so little effort. Have had many letters from readers of EVERYWOMAN'S WORLD from different parts of Canada, some congratulating me and others asking if it was really so that I received a car. I must say that the management of EVERYWOMAN'S WORLD was prompt and courteous to me throughout the contest and I wish your magazine every success in the future."



### 12 Year Old Boy Wins \$100.00 Prize

If this success can be gained by a twelve year old lad, can't you realize what a wonderful opportunity our contests and competitions present for you? Lyle writes:

Saturday afternoon I received your letter and the check for \$100.00, being first prize in the contest. I just want to tell you I was a happy boy and thank you very much.

It was easy to get the subscribers to Everywoman's World which I sent, and I could have done even better if it had not been so cold after I got home from school.

Lyle F. O. Benson, 18 Mountain St., Hamilton, Ontario

## Facts About Everywoman's World and the Company that Publishes it

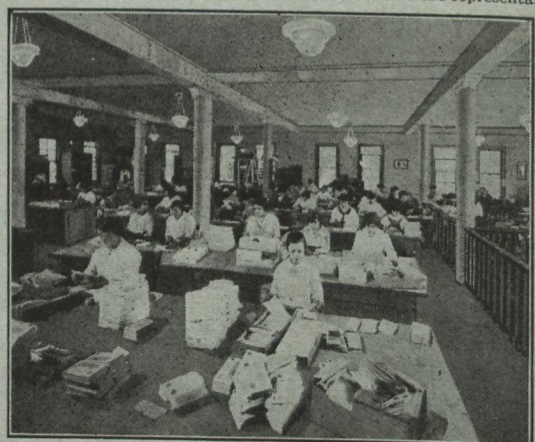
Continental Publishing Company Limited, the owners and publishers of EVERYWOMAN'S WORLD, is one of the strongest and best known publishing houses on the North American Continent. This Company is entirely and absolutely Canadian and maintains in addition to its great plant, warehouses and offices in Toronto, offices in Montreal, American offices in New York, Philadelphia and Chicago, and an office in London, England. The Company does a great International business and is well and favourably known almost all over the world.

Four large presses are required to produce EVERYWOMAN'S WORLD. The largest of these, a great rotary magazine press, is the only machine of its kind in Canada. It prints more than 3,000 copies of 16 pages each per hour, or over 384,000 pages of EVERYWOMAN'S WORLD each working day, while the issue is running. Three other great presses print the handsome coloured covers in which EVERYWOMAN'S WORLD is bound each month.

The average edition of EVERYWOMAN'S WORLD weighs over 80,000 pounds (or 40 tons). More than 500 pounds of inks are consumed in printing a single edition.

More than 1,000,000 postage stamps are used in connection with the Company's business in a year.

Over 16,000 men, women, boys and girls acted as the representatives of EVERYWOMAN'S



View of the Circulation Department, where your letter are received and answered

WORLD last year, looking after renewals and sending new subscriptions to Canada. "EVERYWOMAN'S WORLD in EVERYWOMAN'S HOME" is their motto. During the past three years alone the Company has paid out over \$100,000.00 in prizes, premiums, cash commissions and salary bonuses to its subscription correspondents in all parts of Canada. Many of the Company's most successful earners got their first start in this interesting and profitable work through their participation in one of the Company's great and interesting contests. This great magazine—the largest and most successful in Canada—and the Company publishing it have been built up by the goodwill of the people of Canada. Its solid foundation and continued prosperity are tributes to its policy of public service—of promises honestly made and art. The success of EVERYWOMAN'S WORLD and its best standing throughout America are tributes to Canadian journalism. You will be proud to be the correspondent of such a publication.