

FAIRY SOAP

For toilet and bath

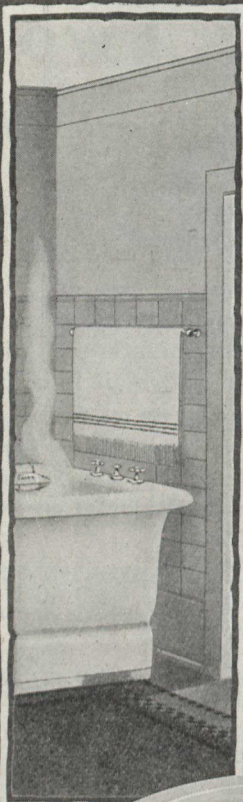
Fairy Soap is refreshing because of its purity and pleasing cleansing quality.

Skilled soapmaking experts use only the choicest materials in making it.

Fairy Soap is as pure as its whiteness suggests. Each cake is kept clean and sweet by the dainty tissue wrapper and the individual box in which it is enclosed.

The white oval cake fits the hand

THE H.K. FAIRBANK COMPANY
LIMITED
MONTREAL



"Have You a Little Fairy in Your Home?"



Ideal Xmas Gifts at Small Cost

CORSON'S IDEAL ORCHID PERFUME, the favorite of discriminating women everywhere, may now be obtained in dainty gift packages ranging in price from 1/2 oz. size at 50c to the 2 oz. at \$2.00. They make delightful gifts.

Your druggist can suggest many sensible and pleasing gifts at small cost from his range of

Corson's Perfumes and Toilet Preparations

Ask for them by name and ensure satisfaction. The Corson line at all good drug stores includes a wide range of Perfumes, Toilet Waters, Cold Creams, Massage Creams, Face Powders, etc.

Have You Tried Corson's Charcoal Toothpaste?

Readers of EVERYWOMAN'S WORLD who have tried this newer, better, more efficient toothpaste have declared "The Dainty Silver Grey Dentifrice" to be ideal. If you have not yet made the acquaintance of this famous preparation take advantage of this

SPECIAL TRIAL OFFER

For 25c in stamps or coin, we will send postage paid a full size 25c tube of Corson's Charcoal Toothpaste and a generous trial size bottle of Corson's Ideal Orchid Perfume. Take advantage of this opportunity to-day. Address

SOVEREIGN
PERFUMES
LIMITED

146 Brock Ave., Toronto



25c

The Tube at all Good Druggists

THE CANADIAN WOMAN AND HER COUNTRY'S PRODUCTS

Will You Co-operate? \$20.00 in Cash Prizes!

By CHAS. C. NIXON

CANADA is a young country. We are a people just beginning to realize the possibilities of our Canadian manufacturers, many of whom are not as large or as well known generally as they will become some day, through your kind favor and thoughtfulness and the help we shall give them through EVERYWOMAN'S WORLD.

There are products made in Canada, like Star Ammonia, that are very high grade and better than mere first class. You can buy them in almost any store where such products are to be had, but you will have to ask for them by name or by trade mark. The dealer ordinarily will not push them, for various reasons best known to himself, but you may find it greatly to your advantage to buy them.

For instance:—

One EVERYWOMAN'S WORLD reader writes us, "Star Ammonia is one of the best helps in both washing and scrubbing, and for washing dishes. I have also found it takes less than other brands to soften the water."

This product is made by the Eze Mfg. Co., of Toronto. Their trade mark and package, with little advertisement, appears in EVERYWOMAN'S WORLD special page of trade marks each month.

Wouldn't it be worth your while to buy a box of Star Ammonia, try it, and let us know what you think about it? We desire to help along a great many products of this kind made in Canada, and put up by some of the smaller manufacturers, who as yet cannot afford to advertise in a very big way. So we have planned this contest to enlist your help in this patriotic work and get you to report to us.

WE want you to purchase, especially, one or more articles as advertised in the trade mark page of EVERYWOMAN'S WORLD, which product heretofore you have not used, and give it a trial. Then write us a short letter giving criticisms and pointing out virtues or good points. In this way, we shall enable the smaller advertisers to find out how you like their products, and, if anything is wrong, or the products prove to be especially good, these worthy Canadian manufacturers will be assisted very materially.

Will you plan now to make the purchase? Select the goods you will try. Then after you give a fair trial, write us a letter and tell us what you think about it.

Sender of the first prize letter will be awarded \$10.00 cash. Five additional prizes, each a crisp, new one dollar bill, will be given for the next best letters.

Another \$5.00 Prize

THEN there are a great many other Canadian manufacturers making good products about which very few people as yet know anything, because these manufacturers have not done any advertising as yet. We want to help these manufacturers too. Shortly we shall have a special department in EVERYWOMAN'S WORLD for them, devoted entirely to their smaller advertisements. The help we can give them is suggested in the following letter recently sent to us by one of our good friends in an Eastern Ontario city.

"Mack's Norub is an article which I fear is not as well known as it should be, as I have never seen it advertised, but still I think it should be used in every Canadian home on wash day. It is manufactured by Mack's Laundry Specialty Co., Almonte, Ont., a picturesque town near Ottawa.

"Its trade mark is a tiny girl with two kittens. One black kitten is perched on her shoulder while she is lifting a snowy white kitten out of a tub of Mack's Norub. The suggestive words are printed above: 'It makes 'em white.'"

"Norub sells for five cents per cake, but only one half cake is used with a cake of good laundry soap for medium sized washings. One of Norub's many good points is that you do not use any blueing (full directions come on wrapper). I have used it for three years, and feel I could not wash without it, as it makes washing easy in hot, warm, or cold water."

Now we want to learn about more good products of this kind that are made in Canada, and we want to hear more about Mack's Norub. Will you write and tell us about such products as you have discovered. We'll pass on the good things to benefit other Canadian women.

Sender of best letter or idea in this connection will be awarded \$5.00 cash. Five additional prizes, prizes that we shall be proud to have you receive, will be awarded.

Address all letters in these connections to "Canadian Manufacturers' Department," Advertising Division, EVERYWOMAN'S WORLD, Toronto.

WHAT our attitude in this matter should be is very well expressed by a woman writing in a recent issue of the "Canadian Courier." She says:

"We were talking, the other day, about buying Canadian manufactures, when a woman who prides herself on her smartness of attire said: 'There are certain things you simply cannot get in Canada—that is, if you wish to wear the best.'"

"We admitted that she was quite right with regard to one or two items mentioned, and then one of us, who is most earnest in the campaign for Canadian goods, said: 'At least, we should give everything Canadian a fair trial, and even make suggestions where we think improvements might be made. We can help wonderfully by encouraging our own manufacturers. I have often been ashamed of the carelessness of Canadian women in regard to their own Canadian productions.'"

After reading the foregoing, I thought that we ought to have a suggestion box of some kind

into which every loyal Canadian could drop a word of encouragement or helpful criticism to be passed on for the benefit of others. What do you think about it? Will you co-operate? Then write to us and take part in the interesting contests as outlined in the foregoing, which we have opened to make the idea even more interesting and helpful.

IT has been very gratifying and most encouraging to note during the past year, and especially in recent months, the growing sentiment favoring Canadian made products—sort of a national trade consciousness. We notice this in the many letters that reach us daily, and it is expressed often by people we meet and by callers who happen in to our offices. One Toronto lady came in recently to tell us how well she liked the sentiment expressed in the little skit, "My Creed," which appeared in the trade mark editorial for October. She had it enlarged to display at her booth in a Church bazaar featuring "Made in Canada" goods. What do you think of it? We reprint it for your information:—

"I believe in Canada. I love her as my home, I honor her institutions, I rejoice in the abundance of her resources. I have unbounded confidence in the ability and enterprise of her people, and I cherish exalted ideas of her destiny among the nations of the world.

"Anything that is produced in Canada, from Canadian materials, by the application of Canadian brain and labor, will always have first call with me. And it's only good business on my part that it should."

I WOULD like to say a few words, just in conclusion about EVERYWOMAN'S WORLD, published in Canada, just as good as we can make it, for Canadians.

For this coming Christmas season, is there any one other gift so suitable to send to a friend as EVERYWOMAN'S WORLD, over a whole year—quite aside from any patriotic feeling!

Think it over, and notice the Christmas gift announcement elsewhere in this issue, by our Circulation Division.

"EVERYWOMAN'S WORLD in every home in Canada!" We know you will endorse that motto! Take part in the contest "What Did Little Mary Buy?" and you'll enjoy helping us to realize on that worthy motto.

Some people have said to me that they would not care to go out and get a big list of subscribers for any magazine. They thought that a big list was necessary in order to win the Ford Motor Car. This is not the case at all. For instance, Mr. Geddes, who won the automobile two years ago, secured incidentally, only three subscribers, and he is now putting himself through college on the money—the cash value of the car—which he received from us in place of the car.

Why not have a try in the contest? See if you can figure out the groceries. Then send your answers. You'll find it all exceedingly interesting and with good luck, attending you—my! how happy you'll be when returned a winner!

The Idea That Won Reward

GOOD ideas for advertising are said to be almost as scarce as the proverbial hen's teeth. And yet our little contest in a recent issue for a live idea, suitable to advertise a breakfast food, brought in some very clever ideas that could with very little additional work be adapted to profitable use.

The prize of \$5.00 cash has been taken by the idea submitted by Miss Margaret Becks of Little Current, Ont. Here is the text of the matter she sent, to go with the very rough outline of sketch submitted:

"Now wouldn't it be jolly,"

Fair Fanny Fanny said,

"If little snowflakes ceased to fall

And Kellogg's Corn Flakes fell instead."

Even the children do not forget to say "Kellogg's!"—they know who makes the food they love so well for breakfast, lunch, and before bed, and which mother never hesitates to give them.

Several other ideas submitted were exceedingly choice and might be preferred by some advertising men and by manufacturers in place of the foregoing. But this one has such a pleasing jingle to it; and because the selling message is brief and well rounded out it appealed first over all the others to our Advertising Manager.

Best for Its Purpose

THE \$5.00 cash prize for naming the trade mark on our special page that is the best for its purpose has been awarded to Arthur Wildbur, Gravenhurst, Ont. This contest seemed to be very difficult, because it is so hard to choose just one from many and give good reasons why. The hard things, however, are the things worth while, and now Mr. Wildbur has \$5.00 to pay him for his venture, and he had the fun of it all as well.

Other Trade Mark Prize Awards

THE \$5.00 cash prize for the best letter on "What the trade marks mean to me," has been captured by Miss E. Frankfurth, of Comber, Ont. Only a very few took part in this contest; it would seem because heretofore the trade marks have not meant a great deal to Canadian women. Much greater interest is now being manifested, thanks to the trade mark features in EVERYWOMAN'S WORLD. Look over the new offer regarding trade marks in EVERYWOMAN'S WORLD this month and let us hear from you about them.

7% Investments

YOUR attention is directed to an exceptional opportunity for investment in bonds that will pay you 7% interest in place of 3% that you are now getting on your money.

The Bonds we can place with you carry absolute security, a guaranteed interest of 7% per annum and the privilege of withdrawing all or any part of your investment at any time after one year on 60 days' notice.

These bonds are issued in denominations of \$1,000.00, \$500.00 and \$100.00 each. They are drawn to run five years, are absolutely non-assess-

Embodying three essentials required by all careful and shrewd investors: Safety, Profit, and Money Back

able and afford an excellent opportunity for persons desiring to invest either large or small sums of money.

Drop us a line, stating the amount that you may wish to invest, and we will send you full particulars regarding these securities which have been so satisfactory over many years.

If you are coming to Toronto, arrange for an appointment in our offices and we will explain to you in person all details of these securities and give you the facts that make them very attractive investments.

NATIONAL SECURITIES CORPORATION, Limited

Room 309-311 Confederation Life Building, TORONTO, ONTARIO

Controlling THE SIMON COMPANY, LIMITED, Authorized Capital, \$1,000,000; SIMON BROS., LIMITED, Authorized Capital, \$800,000; CANADA CASKET CO., LIMITED, Authorized Capital, \$800,000.