



Outstanding Features of the June Issue



JUNE is a month of many considerations. It suggests brides, holidays and holiday-making, better babies, and the initial drive upon summer food conservation. All these questions are foremost in the minds of the reading public and it rests with EVERYWOMAN'S WORLD to answer them.

Our June issue will compel attention for the variety of its attractions. The second instalment of our new serial, "My Lady Caprice," by Jeffery Farnol, the famous English novelist, will constitute a goodly amount of entertainment. In addition to this, "A Beastly Bit of Bother," by Virginia Coyne; "Red Feather Rides to the Sea," a delightful fairy tale for the young by Will H. Ogilvie; "The Flower of Happiness and Sorrow," by Florence Livesay, wherein the author portrays some of the strange wedding customs of our Ruthenian fellow citizens, and the concluding chapter of "The Haunted House on Duchess Street," will uphold the excellent standard of our fiction.

The Canada Food Board keeps the Canadian women informed monthly upon the newest developments in food matters through EVERYWOMAN'S WORLD. Besides the page usually devoted to this, an article written exclusively for us by Ishbel M. Ross of the Food Board, "Europe Toils to Avert Famine" will appear. The articles supplement Miss Katherine M. Caldwell's Food Department, which will contain information of absolute necessity to the housewife at this season of the year.

June ushers in strawberry season, contingent upon which is the need to can and otherwise conserve this and other fruits, as a measure of economy as well as a patriotic duty. Miss Caldwell will prove that at least for small centres community canning provides for systematized

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.

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!

thrift, to the benefit of the individual. She will present also the newest devices to facilitate this canning. Her Experiment Kitchen will contain suggestions for practical gifts for the June bride.

OUR Make-Over Fashion Service is becoming more and more popular. It has proved a real boon to readers who require advice on the remodelling of clothes. Miss

Helen Cornelius, our fashion artiste, will always be glad to answer queries of this kind. Our entire fashion department will be expanded next month. It will contain more and better designs, all supplemented by "EVERYWOMAN'S NEEDLECRAFT COMPANION," particulars concerning which are presented below.

Jean Blewett announces the opening of a new monthly feature. For some months she has been conducting on her "Own Page" "Everywoman's Forum," wherein queries on all subjects of interest to Canadian women are answered. These have been arriving so "thick and fast" that it has become necessary to enlarge the department. Beginning with the June issue this will be found under its own heading, separate from Mrs. Blewett's Own Page, and she invites correspondence.

With the arrival of the first day of June one naturally begins to plan how, when and where to spend holidays. EVERYWOMAN'S WORLD will act as a guide. We will publish next month photographs of favorite holiday spots in Canada. More detailed information relative to these, we will furnish upon request.

Some of the other bright features the June issue will contain are: "Y.W.C.A. Hostess Houses for Soldiers," "Toy Making as a New Canadian Industry," "The Gateway to the Silent World" (a plea on behalf of the silent deaf) by Madge Macbeth, "The Rise of Elsie Ferguson"—a chronicle of the achievement of one of the most successful movie actresses of the day. "The Progress of Your War Garden," "Better Babies," as well as the regular departments—"The Bunny Page," Madge Macbeth's picture page of Canadian women who do things, Business Guide for Women, Health Department, Marjorie Dale Recipe Page and the others.

June issue of EVERYWOMAN'S WORLD will be the liveliest yet. Don't fail to fill in the coupon below so that there will be no chance of missing your copy.

Everywoman's Needlecraft Companion Given to You Extraordinary Offer to Our Subscribers

IN these days of forced economy, when every hand is busy, when every woman has her attention focused upon means and ways by which she may stretch the family purse—or her own individual finances—to the limit, it is not surprising that there should be a constant demand from readers of EVERYWOMAN'S WORLD for a bigger, broader, more comprehensive department devoted to every form of Needlecraft. To meet this need we are publishing a new magazine devoted entirely to needlecraft and every subscriber to EVERYWOMAN'S WORLD may receive it regularly, free of any expense beyond a slight postage charge.

Everywoman's Needlecraft Companion fills a long-felt want in Canada, and has been hailed with delight by lovers of needlework throughout the Dominion. They acclaim it as the ideal magazine for devotees of needlecraft, wherein they may look for dependable instruction on embroideries of all kinds, crochet work, knitting, tatting, and every other variety of plain and fancy needlework.

Hundreds of New Designs

NEITHER care nor expense is spared to supply the readers of Everywoman's Needlecraft Companion with the newest and most original designs for embroideries, initial monograms, etc., as well as novel ideas for crochet and knitted goods. Designs by leading experts in each branch of the art are presented.

Patterns Easily Secured

FOR the embroidery designs that require patterns for working, the Needlecraft Companion provides an ideal service. Patterns for all designs shown may be obtained for a few cents at leading shops throughout the Dominion, or we will mail them to you direct,



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postage paid. The service is most complete. Where no patterns are required, complete instructions for making are given.

The companion is issued quarterly and mailed direct to you. It contains no advertising, but is filled from cover to cover with all that is newest and best in every branch of needlecraft.

How to Secure Your Copy for a Whole Year

IF you are at present a subscriber to EVERYWOMAN'S WORLD, send your renewal to-day, together with only ten two-cent stamps to cover postage, wrapping, entering, etc., and we will enter you for an entire year's subscription to Everywoman's Needlecraft Companion, sending your first copy at once. Your subscription to EVERYWOMAN'S WORLD will run on for a full year after expiry date.

Show this great offer to a friend who does not at present take EVERYWOMAN'S WORLD, send her subscription with your renewal and we will send the Needlecraft Companion to both for a whole year, all postage paid.

Use the Coupon

REMEMBER this point—only the subscribers of EVERYWOMAN'S WORLD receive the Companion. It is not sold as a separate magazine, but fills the important need for better Needlecraft information for which we have not sufficient space in EVERYWOMAN'S WORLD.

The edition is limited—you should sign and mail the coupon very soon if you wish to make sure of your copies. The last edition was very quickly exhausted, and we have had to hold over many orders till the next issue. That is the reason for our request to send your order now, even though your subscription may not expire for several months.

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Enclosed please find \$1.50 to cover my New Renewal subscription to Everywoman's World for one year. In accordance with your offer please enter my subscription for Everywoman's Needlecraft Companion for a full year. I am sending ten two-cent stamps to cover postage, wrapping, mailing charges, etc.

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