

# The Ground Floor

**W**ILL you spend a few minutes with us? We want to have a little "confidential chat," in behind the scenes in our editorial sanctum where all the good things, which are sent in and which are brought in, are gathered together, planned out and made ready to place before you and everyone of our vast congregation of readers, numbering hundreds of thousands everywhere throughout Canada.

Let us call this chat "Getting in on the Ground Floor."

There is no reason why you shouldn't "get in." We invite you. We welcome you. We are looking forward to this chat with you every month. We promise it will both interest and entertain you.

A great many of our readers visit us, or drop in to see us. It is indeed a poor day when some of our friends do not happen in and talk with us.

## The Fascination of Editing

**T**HERE is the greatest possible interest manifested by them as they learn and see with their own eyes the working out of the complex details, and as they see the extent of the organization necessary for gathering in and assembling the matter—the news, the special articles, the stories, the photographs, the art illustrations, and all that goes into EVERYWOMAN'S WORLD month after month for your entertainment, your information, your education, to help you in a thousand and one ways, which this magazine alone is helping you, if you are a Canadian living in Canada.

We have told many of our visitors and callers about the great new plans which are constantly being evolved for making EVERYWOMAN'S WORLD still better and better for you and all of our readers. We have been telling them during recent months of the new era into which EVERYWOMAN'S WORLD enters with this issue.

One cannot stand still; one must progress and go ahead or go behind; one must keep up or get off the trail.

It is the same with a magazine, as with an individual. And so we take this bigger step ahead, beginning with the September issue, to be in keeping with these momentous times—these times of crisis, these times of reconstruction and readjustment.

## Our Men at the Front

**C**ERTAINLY they should claim our first consideration! Anything we can do for them no matter how great, can be but an infinitesimal fraction of what they are doing for us; any sacrifice we may make for them is not to be thought of at all as sacrifice compared with what our boys at the front have given up even unto the supreme sacrifice of life itself in order that we and all that we hold dear may live.

Just what to send the boys, or to a boy at the front, is an ever-present problem. What would the boy like to have? What are others sending to their boys? That's what everybody wants to know and so we have gone out to gather up the information of what is being sent and what ought to be sent, and we place it before you beginning this month on page 40. We want to know what you are sending and what your friends are sending, and what you know about what the boys at the front are looking for and want to receive in the way of things from home, so we ask you to write to us, sending

this information, and to make it interesting for you to pass on this information for others of our readers who want it we have arranged a little competition and are offering cash prizes and of course we will pay for all contributions we use, even though they do not happen to rank in with the special prize winners.

## Helping With the Food

**S**URELY everyone is fully awake at last to the facts of the crisis in the world's food supply!

The question comes right home to everyone, what ought I to do? What can I do to help?

Everyone is in sympathy with the spirit of the occasion, as Food Controller Hoover of the United States has put it,—“To lose the war because we were unwilling to make the necessary efforts and the required sacrifices in regard to the food supply, would be one of the most humiliating spectacles in history.”

The answer to your question as to what you can do, you will surely find on one or more pages of this September issue of EVERYWOMAN'S WORLD, giving you such practical information about what others are doing and informing you as to what is expected of you and of every loyal Canadian to help in conserving the supply of food to cope with the impending crisis. You can count on receiving much additional information month after month on this vital subject which must concern everyone of us so vitally over many months to come. If there is some special information which you are wanting on any question relating to food, do not hesitate to write us for it, addressing your letter care of Miss Katherine M. Caldwell, Editor of the Food Department.

## Our Fiction Stories

**I**N these serious times of stress and strain, we must not forget to relax and to rest and to keep up stout hearts with cheerfulness, and so we publish stories as usual. You will like "The Curé's Love Story," a tale of Old Quebec, and the war story, "The Soul of a German" is most interesting. Of course, you are reading Isabel Paterson's great story "The Magpie's Nest," which is being published in serial form first in EVERYWOMAN'S WORLD—the next installment being in this issue. Some of our readers have criticized this story rather severely, but as they go on with it, they will recognize the story at its true worth—a really great novel, with a good moral. Of course you know it is by one of our famous Canadian authoresses, her second successful novel,—following that great success, "The Shadow Riders," which ranked as one of the leading best sellers last season.

Every month a great many of our readers tell us that they would have EVERYWOMAN'S WORLD if only to get Jean Blewett's Own Page of Happiness. You will find your own beloved Jean Blewett,—genial, loveable Jean Blewett, with her usual satisfying writings in EVERYWOMAN'S WORLD again this month, only the position for convenience in making up the forms for the presses has been allotted nearer to the back of the book, and if you are right-handed—as most people are, and opening your magazine leaf it over from the back to the front—as most people do, you will appreciate it all the more in this position, since you will get to it sooner.

## L. M. Montgomery's Career

**I**F you have read "Anne of Green Gables" and other stories written by L. M. Montgomery, you have, of course, been following with the deepest and fascinating interest her own story of her career as written exclusively for EVERYWOMAN'S WORLD, gotten for you only after much persuasion on our part. She has named the story "The Alpine Path," which suggests the hard, upward climb which almost everyone must come through in life, and especially in journalistic life, before they arrive anywhere.

The fourth installment of this intensely human and yet restrained autobiography of this noted Canadian authoress appears this month, beginning on page 8.

## Canadian for Canadians

**A**S you read and appreciate the other good things packed in full measure into this issue for you, we know you will stop to think of it all and marvel at the fact that it has all been made possible in EVERYWOMAN'S WORLD within so short a time for you and the women of Canada, who, until four years ago, were without any real medium or champion, serving your interest whole-heartedly in a national way. It has come back to us time and time again, almost every day, a few letters from some interested reader somewhere in Canada, section after section and from almost every section voicing appreciation of EVERYWOMAN'S WORLD, and the fact that it is published right here in Canada by Canadians for Canadians. These readers of ours tell us how much this means to them, since they feel, rightly, that EVERYWOMAN'S WORLD, being Canadian, has so much in common with each one of our readers, so much that each one of us needs in this young country of great distances and sparse population, so much that we cannot get even from the best of the United States magazines, which come over here and which have no interest and never can have any close personal interest in our needs as Canadian women here in Canada.

## Still Better to Come

**T**HE departments in this September issue, each brimful of interest to every reader and covering subjects on which every member of the household can find information and entertainment, is not in any way a special number; it is but a forerunner of even much better things and still better value to follow.

Do you like it? Then let us know. We want the appreciation of our friends. It helps out a great deal. Can you suggest any improvements? Write and tell us. We value your opinion.

And just here may we remind you that the word of encouragement spoken to us or to a friend is always appreciated. It helps to smooth over many otherwise rough places—times of discouragement it may be, perchance, and appreciation certainly spurs anyone on. It especially spurs the Editors and Publishers on to do yet better and better, and we are sure that you appreciate, along with us, the main satisfaction that comes to one from the knowledge that one is doing some little thing in the world which people appreciate and from which they admit having secured benefit.

—The Editors.