

This Page Is Worth Your Reading

But Don't Take Our Word—Investigate For Yourself

WITH the November issue of EVERYWOMAN'S WORLD, you will remark a decided change in policy. It is the belief of the Editors that in these days when there are so many activities to engage the attention of each one of us, it is necessary that we assimilate as much knowledge, entertainment, practical education, news, as we can, in the briefest manner possible. It should be presented to us so, and in the most acceptable, exhilarating form.

EVERYWOMAN'S WORLD has always striven to give its readers just what they want when they want it. But its new mission is to condense this to save their time without making the contents of the magazine less pleasing in effect.

You will note in this month's issue the vast number of short, illustrated articles. Herein lies our plan of presentation. The eye will grasp the whole idea of an article, when it is written in pictures, in a far less time than it could be understood through reading a page of type. Witness the marvellous success of the "movies." They tell stories in a half hour that would take two in the reading. Consequently—

From now on, Everywoman's World will be a semi-pictorial magazine, giving the women of Canada as concisely, pleasingly and intelligently as possible, the news of the moment, in every channel in which they are interested.

The whole magazine will be written in language all can understand. That is—there will be nothing in these pages too scientific or too extreme for the taste of the average reader, and at the same time there will be something—many things—to appeal to the appetite of all.

Lady Aberdeen and Mrs. Lloyd George will Write for Everywoman's World

There will be a constant improvement in the type of Fiction published. The brevity of other articles will make more room for an increase in this department. Readers will already have noticed such names as Ellis Parker Butler, Jeffery Farnol, Eleanor Hoyt Brainerd, Cyrus Townsend Brady, Sir Arthur Quiller-Couch, E. F. Benson, Katherine Tynan and other famous English and American authors.

Every month some new features will be listed. They will carry their own endorsement. In the very near future (as soon, in fact, as the English mail arrives safely with them) will appear in EVERYWOMAN'S WORLD two articles over names well known throughout the British

Empire—Mrs. David Lloyd George, wife of the Premier of Great Britain, and Lady Aberdeen, President of the International Council of Women, beloved by Canadians when and since she resided at Rideau Hall, Ottawa, as



the wife of the Governor-General. Further and more complete announcements of these features will appear at a later date.

Reaching the Heart of the Housekeeper

THIS is how it happened. On the President's desk one morning was a letter from an old subscriber, enclosing a "delicious recipe." It "had been in the family for years," she wrote, "and possibly some of your readers would enjoy it." Being a mere man, the President rang for Marjorie Dale. "Take it away," he said, "I've just had breakfast, but it makes me hungry." Marjorie Dale took it away—she took it home and tried it. Then she pronounced it perfect. So did the men about the office who sampled it. And that's how it started. The recipe was published with the story of how it came to us. Other housekeepers began to send in their favorite recipes, and soon Marjorie Dale's Page of Famous Recipes became a regular feature of EVERYWOMAN'S WORLD.

Every recipe you use of Marjorie Dale's has passed a double test with flying colours—the test of long years of family use and Marjorie Dale's personal test. Not a recipe is published until Marjorie Dale has tried it out herself. And Marjorie Dale knows—she is a Pure Food

Expert—a Domestic Science Graduate and several other imposing things as well as one of the most charming members of our staff.

And EVERYWOMAN'S WORLD has had the assurance of their readers that they have indeed "reached the Heart of the Housekeeper" and incidentally the heart of the Head of the House, as well. We feel it is a commendable "reach." Marjorie Dale's page will come to you each month for the next twelve, as well as fifty other pages of selected departments and reading matter. All you have to do is to indicate that you want them, by enclosing a \$2.00 bill with your name and address, directed to EVERYWOMAN'S WORLD, Continental Building, 253-259 Spadina Ave., Toronto, Canada.

He's Done It, He Has! Robert W. Chambers—

Has done it again. Done what? Why written another fascinating tale of romance and young lovers. He has taken a dash of the fire of youth, mixed it well with man's undying adoration for a certainly beautiful young widow, seasoned it with soft spring breezes and whispering streams and added spice and piquancy in the form and figure of a devoted white bulldog and the public "is served, madame," with one of the best stories Robert Chambers has yet written.

The Pilgrim is coming in an early issue of EVERYWOMAN'S WORLD. Watch for the white bulldog—he's a winner—and as for the young widow—well, we know what we think about her. You must decide for yourself.

The Port of Missing Boys and Girls

Where do they go—those boys and girls who are "missing" from the home fires each year? Those pitiful but brave young crusaders, who leave us in such increasing numbers—to seek fortunes in the port of dreams come true. How many weather the storms of life and make a safe harbour and how

many are just missing and never come back? That all depends on the wise father and mother back home—it all depends on how much somebody's boy or girl had been taught at home about life as it really is—not as it is imagined. If you have a boy or girl whom you do not want to make "the port of the missing" give them the self-help and self-knowledge that will be their safeguard. Turn now to page 64 and let us send you the books that will help you to help them.

You Are Invited to Join Everywoman's Book and Music Club, No Expense Attached—Great Benefits to All Members

THE publishers of EVERYWOMAN'S WORLD have formed a Club for the exclusive benefit of their subscribers. This club will be known as

"Everywoman's Book and Music Club"

Neither care nor expense will be spared to make it the most useful and beneficial club to which any woman can belong. The enthusiasm with which the readers of EVERYWOMAN'S WORLD are greeting the idea ensures the fact that the Club will soon become what we intend to make it—the greatest boon Canadian women have ever had.

The object of EVERYWOMAN'S BOOK AND MUSIC CLUB is to give its Members the opportunity of securing the latest books and best music without cost to themselves. Special books that every woman should read, as well as the best music for the home, are published by the Club. Each Member is given, on joining, a \$1.00 selection of either books or music free of all cost. Furthermore, Members are given an opportunity of securing an additional \$1.00's worth of the Club's books or music each month, also free of all cost or expense of any kind.

Then there is another great benefit which Club Members will enjoy. Any favourite book or loved song, if not listed by us, will be secured by the Club for Members at from 10 per cent. to 50 per cent. discount from the published price.

This special buying-privilege which is made possible through the co-operation of the Branch Offices of EVERYWOMAN'S WORLD throughout Canada, the United States and England, is extended to Members absolutely free of cost.

All These Special Privileges for Members Only

WE desire to emphasize that membership in EVERYWOMAN'S BOOK AND MUSIC CLUB is not for sale. The much sought-for books and music offered in the Club's catalogues cannot be bought. These books, as well as many other special privileges, are for Members only.

Membership in EVERYWOMAN'S BOOK AND MUSIC CLUB is given at once to each new or renewing sub-

scribers to EVERYWOMAN'S WORLD whose subscription is mailed direct on one of the Club Coupons which appears throughout each issue.

By sending your subscription now, or your renewal, if you are at present a member, on one of the coupons which you will find elsewhere in this issue of EVERYWOMAN'S WORLD, you not only receive EVERYWOMAN'S WORLD for a full year, but you are at once elected a Member of EVERYWOMAN'S BOOK AND MUSIC CLUB, and may receive at once, postage paid, your own selection of \$1.00's worth of any of the Club's publications, free of all cost. In addition, you are also given the opportunity of securing \$1.00 of the Club's newest publications or music each month during the year. That is one of the finest features of the Club.

Turn now to the list of books offered this month, on page 60. Fill in the coupon, mark the books wanted by their number, then enclose it in an envelope with \$2.00 to cover your subscription to EVERYWOMAN'S WORLD, and mail it to us to-day.

Your membership and the books chosen will be sent to you by return mail.

Privilege to Your Friends—Benefit to Yourself

TO make EVERYWOMAN'S BOOK AND MUSIC CLUB of greatest benefit to all, every Member should help to extend the scope of its influence and power for good just as far as possible. You have friends who will welcome this great opportunity. Please tell them all about EVERYWOMAN'S WORLD and its great Club. Each new member you secure whose subscription is sent in on one of the Club's coupons, will receive her \$1.00 selection of books and full membership in the Club at once, and in addition, you will receive an extra \$1.00's worth of the Club's publications (your own choice) absolutely free of all cost.

You can easily think of two or three of your friends who will gladly join the Club at once. How easy and pleasant it will be for you to secure an extra \$1.00's worth of books or music free for each one you send! And remember, each will also receive a selection of \$1.00's worth of the Club's publications free.

Great Future Value in Membership

MEMBERSHIP in EVERYWOMAN'S BOOK AND MUSIC CLUB is an unusual opportunity and privilege right now, but remember that the benefits to you will increase and multiply as the months go by. Many wonderful new books are now in the course of preparation and they will be offered to our Members as rapidly as they are ready.

Similarly, the Club's Music Department is busy on new compositions and securing the rights for some of the most famous standard and popular compositions to offer its Members. From time to time, as these new books and music are added, a catalogue will be sent to you so that you will have the fullest advantage of your opportunity of securing your \$1.00's worth of books each month free.

If your subscription to EVERYWOMAN'S WORLD has not yet expired, you should renew at once anyway, and receive your membership and books without delay. Your subscription will be continued a full year from date of expiration and you will receive all the Club advantages without further delay. Send in your renewal to-day.

Where to Find the Coupons

THROUGH this and other issues of EVERYWOMAN'S WORLD are several of the Club's announcements. At the bottom of each announcement is the Club's Membership Coupon.

Look for these coupons and read carefully announcements made by the Club in each issue.

For any other particulars you may wish, please address:

THE SECRETARY,
EVERYWOMAN'S BOOK AND MUSIC CLUB,
Continental Publishing Co., Ltd.,
259 Spadina Ave., Toronto, Ont.

N.B.—Present members of the Home Library Association will automatically become members of EVERYWOMAN'S BOOK AND MUSIC CLUB and will receive all its privileges.

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MONEY may be sent by Post Office Money Order, Registered Mail, Dominion Express Money Order, or Cheque to which exchange has been added.

CAUTION—CHANGE OF ADDRESS. We shall change the address of subscribers as often as required, but in ordering a change, the old address as well as the new must be given before the change can be made.

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