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# The Ground Floor

**O**UR good wishes to you for 1918 are hundredfold. They call for health and happiness, success and prosperity. They are comprised of the best of the old and the heartiest of the new. We intend to play a vital part in bringing these wishes to realization, and the most effective method we can employ will be to offer you twelve issues of EVERYWOMAN'S WORLD that will be of invaluable service to you in the various capacities wherein a good, wholesome home magazine, is relied upon for leadership, for economic guidance, for relaxation and for general digest of national affairs. We begin with this January—"Canada Ahead" number. We follow with one of the liveliest issues we have yet produced—our EVERYWOMAN'S WORLD for February.

### Look To Your Signature!

"DOES Your Signature Look Like You?" asks Professor Arthur B. Farmer in an article on chirography that will provide more real interest for you than did even that in the December number on bald-headed men, or his last in this issue—"Whom Should these Girls Marry?" Prof. Farmer demonstrates, by means of photographs and accompanying signatures, how simple it is, to read character from handwriting.

### Canada's Indian Poet

VERY few had the privilege of knowing Miss E. Pauline Johnson, Canada's Indian poet, as did Mr. Frank Yeigh, the prominent journalist and lecturer. He was, to a great extent, responsible for her success on the

public platform. He contributes a biographical sketch of her, to February EVERYWOMAN'S WORLD—"E. Pauline Johnston—An Appreciation and a Memory," that sheds new light upon the life-history of a bard who has had too little publicity in the native land she has so immortalized through her poems.

### War-Time in YOUR Village

**J**UST how has the war really affected your village? Possibly there is as yet no visible difference. Not so, with the villages in England. They are too near the heart of things bellicose. Frances Sargent outlines in: "War-Time in an English Village," just what life in such an environment means these days. It is a distinctly interesting little tale, well told, and emanating from truths that strike home.

### Another Fairy Tale

**E**NTHUSIASM over the fairy tale: "The Leprechaun of Slieve Dearg" which appeared in our December issue, has been so general, that we asked Miss Norah M. Holland to write another. She has just completed: "The King's Son of Erin" in her inimitable style. It will be published in its entirety next month. Miss Holland has consented to continue with a series of these fairy tales, which will appear exclusively in EVERYWOMAN'S WORLD. She has merited her reputation as one of the foremost raconteurs of fairy lore. "The King's Son of Erin" is an exquisite production.

Another piece of fiction that will have wide appeal is Harold C. Lowrey's war story: "His Unknown Mother."

It is thrilling without being sensational. Further it maintains the Canadian spirit EVERYWOMAN'S WORLD has been advancing through its pages.

### Nursing in Canada

**T**HE marvellous achievements of the Victorian Order of Nurses, since the founding of the order in Canada, are admirably set forth by Madge Macbeth in an article which she contributes to the February number.

Another intensely human work that exists among us is the care of the blind. "But," asks Myrtle Leeta Cherry—"what of the Blind? Are we caring for them?" She confines the answer to a couple of columns in February EVERYWOMAN'S WORLD.

### Valentine! Who's Guilty?

**W**E have not forgotten that February is the month of Valentines, while preparing our plentitude of attractive features for next month's issue. And, by the way, if someone were to ask you just now, to quote some of the original Valentines—could you? February EVERYWOMAN'S WORLD will be in your hands in plenty of time to put you right on this point before any one does put the question to you.

Just now, while you have in mind the interesting, entertaining and helpful features to be included in the February issue, it is advisable that you insure its safe delivery.

The coupon below, properly filled in and accompanied by \$1.50 brings EVERYWOMAN'S WORLD to your home every month for a year.

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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 Get Your Year's Subscription

**I**F 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.

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