

A New Pride in Canada

By CHAS. C. NIXON

I BELIEVE that every Canadian is justly proud of the high place occupied in the markets of the world by Canadian hard wheat flour, by Canadian cheese, and by Canadian apples.

I believe we will come to be just as proud of our Canadian manufactures at home.

Naturally, as a young country, we have not as yet been exporting any great percentage of our "Made-in-Canada" manufactures, other than perhaps in a few special lines.

Canadian-made goods have for the most part so far been for Canadian people. We have bought them, as we must always buy them, in competition with goods from other countries.

Our Platform

We will always make discrimination between good and bad Canadian articles. Quality and price must be the first determining factors.

But after these considerations, Why not?—"Made in Canada" first for Canadians; or, if you will, a sentiment that knows goods to be "Better because better" "Made in Canada."

We would not have any Canadian buy Canadian goods or manufactures merely because they are Canadian; rather would we buy "Made in Canada" products because they are as good as, or better value at the same fair price, than others made in foreign countries.

We would withal be fair. There is no need to erect—in the name of patriotism—a wall of prejudice against our foreign friends and neighbours. Foreign countries will always have certain products that are unique—things that we want and ought to buy. But there is no conceivable reason why we should prefer an "imported" label to a superior product of Canadian manufacture.

Canadian-made goods are worth buying and they are worth advertising.

Perhaps you, as a reader of Everywoman's World can hardly believe it, but there have been some few, fairly progressive manufacturers, who have not thought well of advertising and have not seen fit to advertise heretofore. Seemingly poor unenlightened individuals they have not realized that they have in a way been advertising all the time, in spite of the fact that they have endeavored to hide their light under a bushel instead of manfully announcing their goods in the open market place.

I want to help a great many Canadian manufacturers of good Canadian-made goods to realize more and better sales for their goods that we can get for them through advertising. I am going to give cash prizes to those of our

readers who will help me to interest them.

\$100—70 Cash Prizes

Perhaps the Christmas festivities and all of the extra work late in December kept you from answering the questions asked at that time. There is yet time and I want you to

1st.—Out of all the more well-known articles that you use daily in your home, name as many as you care to, and tell me in each case who are the makers.

2nd.—If any of them are particularly worthy and you think other people would be benefitted in knowing about them, please mention the fact and say why.

3rd.—Let me know briefly just what you think of "Made in Canada" goods and tell me any particularly interesting experience you have had with them.

4th.—Kindly mention five (if there are this many) articles not made in Canada that are in use constantly in your home. Please mention why you like these.

It is our desire that you take part in this great demonstration for patriotic reasons. But we want to make it even more interesting—hence the following cash prizes for the best answers to the above questions:—

1st Prize.....	\$15.00 cash
2nd "	10.00 "
3rd "	5.00 "
4th "	3.00 "
5th "	2.00 "

And 65 prizes of a crisp new one dollar bill to each of the senders of the 65 next best answers.

Awards will be made, if possible, in time to announce the winners in the April number of Everywoman's World.

By taking part in this contest and sending us the answers to the questions you will help along this great cause very greatly indeed. Here's my best wish to you for the best of good luck and success in winning one of the bigger cash prizes. Address your letter to:

Chas. C. Nixon

"Made-in-Canada Division"
EVERYWOMAN'S WORLD, TORONTO

The Personal Declaration—Will You Sign It Too?

I am sure that you intended to sign this Declaration before, but I understand how easy it is to overlook these things. I'll appreciate it very much if you will sign it and send it now.

PERSONAL DECLARATION, Favoring "Made-in-Canada" Merchandise for Canadians

Editors, Everywoman's World.

I,, desire to help build up Canada
[Sign name in full and indicate whether Mrs., Miss or Mr.]

by purchasing "Made-in-Canada" goods and merchandise, and in so far as I am informed will give the preference (at least during the war) to Canadian trade-marked goods that are guaranteed by the maker to be entirely satisfactory and as good value or better value than obtainable in other goods.

Dated this.....day of.....191.....

Post Office.....Province.....Street No. or R.M. Route.....
(Mention if you also submit letter in prize competition answering four personal questions about experience with "Made-in-Canada" goods)

THE PIN MONEY CLUB

Exclusively for the Women Readers of Everywoman's World. Its one idea "To Make Money for its Members." You can make \$25.00 extra "Pin Money" this month—join the Club to-day.

A Personal Letter from the Club's new Secretary.

Dear P.M.C. Members and Prospective Members,—

More than I can tell you in cold printed words do I appreciate the grand spirit of approval of our Pin Money Club plan, as expressed to me in letters received from our friends during the past few weeks. In fact, so many earnest women, and girls too, have written in to us, expressing their desire to join the club with "The one idea—to make money for its members" that Everywoman's World has appointed me as the Club's special secretary. From now on it will be my monthly duty to answer all your enquiries and correspondence and to help you in every way possible to make more and more money each month, as time goes by.

I feel that it was a particularly good thing to have started the Pin Money Club this year. In hundreds and hundreds of homes throughout Canada there are women and girls who have a little spare time each day that they would gladly devote to some easy, dignified money-making plan if only work was available to which they could turn without any previous experience, and which would not take them from their regular duties, except in their spare time. The "Pin Money Club" has surely filled this long felt need and given an opportunity for money making, hundreds of times greater than Canadian women have ever had available before.

I expect February to be one of the banner months for our members. Already there are nine new members whose earnings are nearing the \$50 mark, and I am sure that there will be upward of two hundred members who will earn sums of from \$10.00 to \$25.00. Don't you just feel that you should write to me to-day so that I can start you making money too?

An excellent indication of the ease with which "Pin Money Club" work can be carried on is shown in the experience of Willie J. Arkless, a fourteen year old Winnipeg boy. Willie had been reading the announcements in Everywoman's World and about four weeks ago wrote in, saying he wanted to make some money too in his spare time after school. He sent us the snapshot photograph of himself which is shown here, and you will note that owing to an accident which he suffered some time ago, he has only one leg. Master Arkless told us quite frankly that his main reason for wanting to join the "Pin Money Club" and earn money was so that he might provide himself with a real good pair of crutches as the ones he had had so far were not strong enough and always broke, leaving him in a very unpleasant and helpless way indeed.

We sent Master Arkless our "Pin Money Club" outfit, not expecting with his handicap that he would be able to accomplish much in less than a month or more. To our surprise, within one week he secured 20 new subscribers—and as a result we had a special pair of fine \$5.00 crutches made to his order here. Here is a letter from Willie, telling us, in his own little way, of his accomplishment:—

Winnipeg, Manitoba,
January 11th, 1915.

Gentlemen,—
"I am glad to let you know how I obtained the 20 subscriptions to Everywoman's World which has enabled me to get a valuable pair of crutches which I needed, as I unfortunately only have one leg.

"Well, when I got my copy of Everywoman's World, I went to different houses nearby and told them that the magazine was a good one and showed the sample copy you sent me, and generally got their order, but if they asked me to call again or were undecided, I put their name and address down in my note book and called back when they told me to.

"It took me only a few days to get the twenty subscriptions after school hours."

Yours truly,

RICHARD WM. ARKLESS.

Writing to us again, just a couple of days ago, Willie reports having 18 more new subscribers, and he is asking for more sample copies and order blanks. Master Arkless should make \$100.00 easily from his Pin Money Club work.

I was very gratified to receive a nice letter from Willie's father expressing his great appreciation of the advantages Everywoman's World and the Pin Money Club had brought to his son. He says that Willie is delighted with the work and will keep right on getting more and more subscriptions to Everywoman's World in Winnipeg, and making more and more money. Here are my congratulations

and respects to an earnest, willing and stout-hearted boy, doing his level best under many disadvantages.

Another kind and appreciative letter has just come to hand from Hafford, Sask. I appreciated it especially because of its writer being an experienced journalist. Read this extract from her letter:—

Dear Sirs,—

"I have just received the specimen copy of Everywoman's World, and I certainly think it a very good magazine for so small a price. I intend to boost it as much as I can. I have good facilities for doing this, as I am a member of the Canadian Women's Press Club, and a staff writer on the North-West Review, of Winnipeg. I am giving Everywoman's World a good review in my column in the latter paper.

"I will do the best I can to help the magazine because I like it."

And now here is my best of all messages to all my friends. After trying hard for a long time to secure a gift of exceptional merit and value that every woman would want and appreciate, our management have, secured Canadian rights for the "Beautiful Queen's Court" stationery. A photograph of a box of this lovely stationery is shown here. I have been granted the special privilege of offering this stationery as my gift to "Pin Money Club" members. To every new member of the Pin Money Club I will send this lovely box of Queen's Court stationery, each sheet exquisitely embossed with your own initial in French gold. You obtain membership in the Pin Money Club—the club with "the one idea—to make money for its members" and will receive this lovely box of Queen's Court stationery, embossed with your initial, by sending only one new or renewal subscription to Everywoman's World. You surely have a friend who would like to have her subscription come in through you—or perhaps the subscription of one of your friends expires soon and you can send in her renewal—or your own.

As soon as I hear from you I will send full particulars of our grand money making plan and your box of stationery, so try to write to me at once—to-day if possible. With best wishes to all our members and coming members.

Yours for success,

Marion Selwyn

Secretary,
The Pin Money Club,
Everywoman's World



You will be more than delighted with the lovely box of Queen's Court stationery. It contains two dozen sheets of pure white linen not paper, 10½ by 6¼ inches in size, two dozen envelopes to match and combination guide lines and blotter. Each sheet will be richly embossed with your own initial in French gold. Join the P. M. C. to-day and get it.