

worth while for any unsuccessful contestant to enter the next one. We would appreciate suggestions for puzzles, contests, and any ideas and criticisms on the present contest that any of our readers may care to submit.

A Timely Christmas Suggestion

EVERYWOMAN'S WORLD
is coming to

M.....
for Twelve Months
with Christmas Greetings
From.....

The above Christmas greeting card, full size 3 3/4 x 2 3/4, handsomely printed on a heavy antique card will be mailed so as to be delivered Christmas morning simultaneously with the Christmas copy of *EVERYWOMAN'S WORLD*. Every Christmas gift subscription will receive the handsome Christmas number.

Forward Christmas Subscriptions now so that they can be entered in good time.

A Christmas gift that will live for a whole year and bring to your friends a monthly reminder of your kindly thoughtfulness, should surely have first consideration with every careful giver.

Such a Christmas gift is a year's subscription to *EVERYWOMAN'S WORLD*—a pleasure that will live twelve whole months. This is an ideal Christmas gift, and we make it very easy for you to use it.

\$5.00 Cash for You from Everywoman's World—Christmas Pin Money Easily Earned

There are a great many people in your neighborhood who will welcome the Christmas suggestion given above, and will gladly act on it when brought to their attention. There are, as well, many subscribers near you whose subscriptions soon run out and who will gladly send renewals if called on.

Take this copy of *EVERYWOMAN'S WORLD* among your friends and neighbors. Send 15 yearly subscriptions (or renewals) at \$1.00 each postpaid, and we will at once give you for your trouble \$5.00 cash. In fact, you may keep this from the amount collected and send us \$10.00 net, covering the fifteen.

Thousands of subscriptions reach us direct at this season of the year, and really any enterprising man or woman can easily secure 15 in a few hours. There is no other way in which \$5.00 can be earned so easily.

Subscriptions must reach us not later than Dec. 15th, in order to entitle you to this offer, and on request, all Christmas gift subscriptions will receive our special Christmas Card properly inscribed.

Address your subscriptions to the Special Christmas Offer Division, *EVERYWOMAN'S WORLD*, Toronto, Ont.

What Will I Give For Christmas?

By LIONEL DAVIS

I HAVE just finished reading the article "I am a Proud Mother this Christmas" on page 11 of the Christmas number of *EVERYWOMAN'S WORLD*. It appeals to me deeply and stirred my emotions.

The other articles, beginning with the Editorials and ending with Marjory Dale's Recipe page, I have read with satisfaction, because it has been possible for us in Canada to put out so much good, helpful, uplifting and entertaining reading in an all-Canadian magazine for Canadian women.

EVERYWOMAN'S WORLD is yet far short of the high ideals we hold and which we hope to realize eventually, when, with the kindly, practical interest of our loyal Canadian readers, we reach those better things for which we have planned.

As President of the Company publishing *EVERYWOMAN'S WORLD*, I wish to take this opportunity to thank our readers, one and all, for many kindnesses and considerations extended to us, and I would suggest that after reading this issue, you decide that *EVERYWOMAN'S WORLD* is just about the nicest present you can send to your friends this Christmas. It will be appreciated by true, loyal women, all the more because it is Canadian and holds so much of interest to Canadians, and promises even much greater things during the coming year.

Awards for Letters Regarding Trade Marks

"I DO not inspect any article with the prospect of buying unless it be stamped with some well known trade mark." This sentiment, as expressed in letters coming to *EVERYWOMAN'S WORLD* covering trade marks, is fast becoming a fixed habit with Canadian women who desire always to get best value for their money and absolute satisfaction out of all purchases. It is quite the right attitude to take. Any thinking, experienced housekeeper will agree on this point.

The first prize of \$10.00 cash awarded in the trade mark naming contest in August, September and October issues of *EVERYWOMAN'S WORLD*, has been captured by Miss Elizabeth Pollard, of Harrow, Ont. The ten additional prizes—each a box of beautiful gold embossed initial stationery with envelopes to match—have been taken by the following:—

Mrs. L. M. Trace, Innisfree, Alta.; Mrs. V. H. C. Abbott, Silverdale, B.C.; Miss Margaret Hope, Elmont; Miss Ethel J. E. Dunning, Aurora, Ont.; Miss Jean Russell, R. R. No. 2, Pakenham, Ont.; Mrs. E. G. Hutton, Ormstown, Que.; Miss Eva A. Maskell, 66 Willow St., Halifax, N.S.; M. J. Clarke, 89 Park Row, Woodstock, Ont.; Miss Edith M. Russell, Dartmouth, N.S.; E. J. Tarrion, Baggage master, I.C.R. Station, Amherst, N.S.

Will each of the foregoing kindly write us and advise the initial wished, in case the prize may be desired to be used as a Christmas gift for some one else?

\$5.00 in Extra Contest

THIS prize was won by Mrs. E. Everett Burnside, of Kingston, Ont. Very few took part in this contest, which was a disappointment to us, because we felt that there must be a great many products in Canada as yet only locally known, but which are good enough to warrant favor more generally. It will oblige us greatly if every reader will look up the offer on page 6, and let us hear about more products that are not as yet widely known.



In Toronto

Where To Shop For Christmas

¶ Toronto is recognized as a great shopping centre by Canadian people because of its many excellent shops and because of the uniform courtesy and assistance which the Toronto merchants extend to all out-of-town customers.

¶ Especially is this true where the purchaser wishes to have the goods sent by mail. Every merchant sees that the utmost care is taken in selecting articles to meet the

requirements specified by the purchaser in the letter—with the result that the customer is often better satisfied than if the goods had been selected in person.

¶ Below we give some of the interesting places to visit in Toronto when doing your Christmas shopping, and some suggestions for gifts which can easily be ordered by mail and save much tiring thought and real work.



Hear the pure, sweet tone of the

**Columbia
Grafonola**

at \$110.00

When shopping, come in and hear any of your favorite selections—Grand Opera or Popular Music.

WE HAVE ALL THE RECORDS ALL THE TIME

BURNETT PIANO & GRAFONOLA CO.

9 Queen St. E. (2 doors from Yonge) Toronto
Phone M. 3224

Speaking about FOOT COMFORT and corns and bunions and things
How Do You Expect To Be Comfortable
and avoid the pains and aches and the hideous appearance of deformity if you persist in jamming your feet into leather cases designed to hide the fact that you have feet inside them?

NATURAL TREADS

are the shoes you are reading about in various magazines and papers, and are so scientifically built and foot shape that when worn your feet will be strong and remain perfect. They will be 100% efficient. Think of it.



Made in Canada

They will positively cure all soreness in feet. Why? Because they are made like feet. Toronto's largest hospital has adopted them exclusively. Are we slaves to fashion to an extent of deformity? If you are willing to be convinced call at our store or mail card for our book, sent free, "The Feet and How to Treat Them," with measurement form. We exchange until you are comfortable.

Natural Tread Shoes, Limited

329 Yonge St. - Toronto, Canada

FACE PROTECTION

The complexion is worthy of care—and proper care. Powdering is not always beneficial; it can be harmful. Many powders work positive injury.

DR. PARTIN'S

Face and Healing Powder

Is the work of a famous specialist. It beautifies and soothes. Comes in flesh color, white, mauve, and the fashionable orange. Prices according to size, at \$1.00, \$1.50, \$3.50 and \$5.50 the box. A sample of any shade on request.

DR. PARTIN'S INSTITUT DE BEAUTE

105 Yonge Street Toronto, Ont.

**PATTERSON'S
Candies for Xmas**

Unexcelled in quality, assortment, and style of packing. Mail orders solicited. Correspondence invited.

114 Yonge St., Toronto, Ont.

MUSIC—That is the Spirit of Xmas

NO Xmas would be complete without music, and the best music in the world is yours to command if you own

**THE NEW EDISON
Diamond-Disc
PHONOGRAPH**

the instrument Thomas Edison spent five years to perfect. Patronized by H.R.H. the Duke of Connaught. Our store is also musical headquarters for the

New Scale Williams Piano

as well as Martin-Orme, Chickering and others: autoharps, toy pianos, boys' bugles, drums, etc.

**THE WILLIAMS & SONS CO.
RS LIMITED.**

145 Yonge St. - TORONTO
21 King St. East - HAMILTON



**City
Dairy
Plum
Pudding**



¶ For six years we have sold them in Toronto only.

¶ This year we offer them to the Ontario readers of *Everywoman's World*.

¶ A pudding in a fancy box (3 lb. gross) by parcel post prepaid anywhere in Ontario for One Dollar.

¶ Orders must be in on or before December 18th to insure d. livery before Christmas.

¶ Remit by money order.

CITY DAIRY COMPANY, Limited, TORONTO

Visit the

GIFT SHOP

For Practical Gifts at 25c. and up

SEE OUR CHRISTMAS CARDS, MOTTOES, SHEET PICTURES, FRAMED PICTURES, Etc.

We do Picture Framing of Photos and Pictures

Snapshots enlarged to 8 x 10 from any film or plate for 35c.

PHOTOART CO.

294 Yonge St. - Near Wilton Ave. - Toronto

Are Your Corsets Tailored to Your Measure?

MILADY, the discriminating dresser, is as particular about the perfect fit of her corsets as her gowns, for it is most important of all wearing apparel. If the corset does not fit perfectly, the gown does not present that smart appearance a tailored garment should.

There is an individual air about the figure wearing tailored garments. Insist that your dealer supply you with Bias Corsets. If he cannot, write us direct, and we will send you our beautiful new catalogue, showing many models and designs, also measurement blank and full particulars about self-measurement.

BIAS CORSETS

41 Britain St. Toronto, Ont.

