



Everywoman's World Directory of Standard Canadian Products

Ammonia Powder

Eze Manufacturing Co., Limited, Toronto, manufacturers of Star Ammonia Powder, quite the best help on the market for washing and scrubbing and for washing dishes. Takes less than other brands to soften water. Besides being a most satisfactory cleanser, is a thorough and pleasant disinfectant—it destroys disease germs. No other powder is so rich in ammonia gas. Washes clothes, white goods or woollens, paint work, oilcloths, windows, floors, etc., and dishes, cutlery, glassware, kitchen utensils, milk pails, baths, marble, etc., and in fact everything. Demand Star Ammonia from your grocer.

Boats and Engines

Davis Dry Dock Co., Kingston, Ont. Established 1865. Manufacturers of tugs, passenger and freight steamers, life boats, gasoline engines, general repairs, dry dock. Write for descriptive catalogue.

Breakfast Food

The Chisholm Milling Co., Limited, Toronto, manufacturers of Ralston Wheat Food. Ralston Wheat Food is a special brain food, healthful and nourishing for both old and young. It is delicious and appetizing. Only 15c. for a large package at your grocer's, or sent direct.

Canoes, Motor Boats, Etc.

The Peterborough Canoe Co., Limited, Peterborough, Canada, manufacturers of high grade canoes of all kinds. Also Skiffs, Sailing Dingys, Motor Boats and boating supplies. We have a special boat for outboard motor. The quality of "Peterborough" boats is guaranteed. Send for catalogues.

Chocolates

The Private Stock Package, made by Patterson's, Toronto, was the first "dollar a pound" candy sold in Canada (\$1.25 in the Western Provinces). To-day it deservedly enjoys a tremendous sale, and is perhaps the best known of all boxed candy. It may be had in various sizes from 1/2 to 10 pounds and in two assortments. Of course Patterson's make many other lines ranging in price from 50c. to \$1.50 a pound, each one containing the greatest possible value commensurate with its selling price. For sale by most druggists and confectioners.

Fencing

The Banwell-Hoxie Wire Fence Co., Limited, Hamilton, Ontario, manufacturers of Peerless wire fencing, gates, etc. Peerless galvanized steel fencing is made by the Open Hearth process, which time and other tests have proven to be the best. By this process all impurities are burned out of the metal thus removing one of the chief causes of rusting. There is a Peerless fence for your every need! Peerless Poultry Fence, closely woven, is a complete barrier against small poultry. Peerless Perfection Fence is strongly made—will resist the attacks and onslaughts of large animals. Peerless Lawn Ornamental Fencing and Gates enhance the beauty of your premises and protect lawns, flower beds, etc. If you need fencing, write us your requirements and we will send you full information on the Peerless fencing that suits your individual needs.

Home Decoration

Benjamin Moore & Co., Limited, of Toronto, manufacture what is known as "Muresco" for wall and ceiling decoration. There are sixteen beautiful tints to choose from, and it is easily applied; will not rub off, crack or peel. Sold by all leading hardware and paint stores. "Muresco" makes "Your Home" beautiful.

Ice Cream Freezers

Home Made Ice Cream has always been economical and healthy and as pure as you wish to make it but Peerless Freezers, made in Canada, have made the making easy, neat and swift. Made and guaranteed by The Wm. Cane & Sons Co., Limited, Newmarket, Canada. Sold at all good hardware stores.

Illuminating Glassware

The Jefferson Glass Co., Limited, 388 Carlaw Ave., Toronto, are the only Canadian manufacturers of illuminating glassware. Their special "Moonstone" glass is the most efficient reflecting medium known; it also has a dainty appearance. They also make many beautiful designs in color, decorated and etched shades, bowls, &c., &c. Always ask for Canadian made glass.

Indurated Fibreware

The E. B. Eddy Co.—Tubs, pails, etc. Baby will enjoy his bath if you use a fibreware tub. No cold sides to upset his equilibrium as in the galvanized ware, and no possible splinters in this smoothly finished, light weight, but wearing article.

Infant Tablets

Douglas Infant Tablets (formerly Hennequin's) for babies and small children. Destroy worms, regulate the bowels, relieve teething troubles, allay feverishness, cure indigestion, colic, diarrhoea, constipation, etc. Do not contain morphine, opium, or other narcotic. Price 25c. at your druggist, or by mail direct. Address, Douglas & Co., Napanee, Ont.

Infants' Wear

Henry Davis & Co., Ltd., Toronto, Ont., manufacturers of Priscilla Brand hand-made infants' wear. We manufacture only hand-made goods for infants, such as bonnets, booties, jackets, and all articles required for infants. All goods are made of pure wool and perfect in workmanship. Our goods bear the trade mark of the famous Priscilla Knitting. Our catalogue is at your command, showing the varied designs we make. A post card will bring it to you by return. We would suggest your sending for our Special Three-piece Set—bonnet, jacket and booties, all wool, silk edged and ribbon ties, attractively boxed, for \$1.75.

What is Thrift?

Cash Prizes for Best Answers



AS A PEOPLE we Canadians have not come to realize the full meaning of efficiency, of avoiding loss, of utilizing waste material, of spending money wisely.

We have not known the meaning of *thrift*.

Thrift does not mean the hoarding up of money in an old sock, or in a bureau drawer; it is rather a matter of spending,—spending or investing or saving *wisely*.

Since there is need that each one of us Canadians get the right idea about this very important matter, the editors of EVERYWOMAN'S WORLD want your definition of *thrift*.

Perhaps you can cite an example from your own experience or observation that will serve to illustrate.

Think it over. Talk it over with your friends. Then send us your answer to the question, "What is Thrift?" Take your cue from the "Production and Thrift" advertisement published for the Government of the Dominion of Canada on page 27 of this issue.

Write on one side of the paper only. Do not have your letter exceed 300 to 600 words in length. Send your letter early, or before May 30th.

Sender of first prize letter will receive \$5.00 cash; 2nd prize, \$3.00; 3rd prize, \$2.00. Decisions will be placed in favor of the ideas suggested rather than for fine writing.

We shall expect you to take part as a patriotic duty, and we hope, as well, that you will win one of the cash prizes. Address answers to Production and Thrift Division, EVERYWOMAN'S WORLD, Toronto.

P.S.—Would you include in your ideals and practice of thrift any special favor for worthy, standard Canadian-made goods that are good value at a reasonable price? If so, please state why.

Kodakery

Wouldn't you like to look over a collection of pictures of the old home days, showing the intimate scenes that are now but tender memories? You would have such a collection now, if picture-making had been in your childhood as simple as it is to-day. The Kodak system of all-by-daylight picture-making enables you to provide for your children a collection such as would be priceless to you, had it been possible when you were a youngster. "At Home with the Kodak" is a little booklet, gratis, which tells how to make such pictures. Kodaks are made by us in Canada. Canadian Kodak Co., Limited, 582-592 King Street W., Toronto.

Matches

The E. B. Eddy Co.—Pioneer match-makers of Canada. Eddy's "Silent Parlor" and about 30 other brands—all made from faultless lumber. (See washboards and fibreware.)

Mattresses

The Toronto Pad Co., Limited, 333 Adelaide Street West, Toronto, Ont., manufacturers of The Fischman Mattress, guaranteed for 3,000 nights. Each mattress is numbered and dated from the date of its delivery from the factory. We stand behind

this guarantee in every respect. Try one on thirty days' trial—your money back if you are not satisfied. There is a distinction about a Fischman Mattress, that places it in a class by itself. Thirty-five rows of little patented spirals of resistance, embedded in cozy cradles of cotton and wool, make the difference between it and an ordinary mattress. No springs are necessary. It is guaranteed not to sag or spread, and to be absolutely noiseless. If you are looking for more comfort ask your dealer to show you the Fischman Mattress, or write to us for full information.

Mops and Polish

O-Cedar Polish, the wonderful furniture and woodwork polish, dusts, cleans and polishes at the one operation. It is not a gummy, sticky coating but a liquid which cleans and polishes. Seeming blotches and blemishes disappear and all the original beauty of the grain is brought out, leaving a hard, dry, lasting lustre. It is economical because used with water—half and half.

O-Cedar Polish Mops are treated with O-Cedar Polish. They pick up every grain of dust and hold it. They not only dust the surface but they polish it. Easily cleaned and renewed. There are over a million of these mops in use and every one giving satisfaction. They are guaranteed. Made in Canada by the Channell Chemical Co., Ltd., 369 Sorauren Ave., Toronto. Sold by all dealers from coast to coast.

Ointment

"Mentholatum," the best household ointment made in Canada, is a scientific combination of menthol (the active principle of peppermint oil) with other valuable medicinal and antiseptic agents.

Mentholatum is absolutely harmless and can be used on the most delicate skin, as an external application for colds, catarrh, burns, bruises, chaps, croup, etc. It is indispensable and should certainly be in every home, especially where there are children.

If you have never used Mentholatum, send ten cents for a large trial box; your medicine chest is not complete without it. For sale at all drug stores, 25 and 50 cents. The Mentholatum Co., Bridgeburg, Ont.

Pianos

Gerhard Heintzman, Limited, Toronto, Can., manufacturers of the Gerhard Heintzman Grand Self Players and upright pianos, of the highest quality only. The Gerhard Heintzman pianos are the result of over half a century of experience and study by masters of harmony, and are recognized as leaders in the musical world, because of their superior tone quality, their durability and beauty of design and finish. Critics select Gerhard Heintzman pianos and player pianos because they consider them the best pianos made. Your present instrument taken in part payment and convenient terms arranged. Visit our warerooms if you can; if not send for catalogue and full information.

If You Want a Piano with refined appearance, tone, quality, responsiveness, and permanency—a piano you will love to play and hear—then make a careful examination of the "Newcombe" piano! It is the only piano equipped with Howard's Patent Straining Rod.

We also carry "Newcombe" Player Pianos which excel for human-like control and temperament.

Write for our catalog. Special attention given to mail orders. Newcombe Piano Co., Ltd., Toronto.

Poultry Feed

The Chisholm Milling Co., Limited, Toronto, manufacturers of Purina Chicken Chowder and Purina Chick Feed. Purina Chick Feed grows "chesty chix" and keeps them in a healthy condition. Purina Chicken Chowder is a special growing feed for the newly hatched chicks and should be fed in addition to Purina Chick Feed. If you are interested in poultry-raising, secure a copy of our latest Purina Booklet. It is sent free for the asking.

Red Cedar Chests

Keenan Woodenware Manufacturing Co., Ltd., Owen Sound, manufacturers of Moth Proof Red Cedar Chests, made in any size or style to suit your requirements. If you have a corner in your room, or a space under the window, or would like one that would slip under a bed, advise us just what you want with exact outside measurements, giving the height from the floor to the top of the chest, and we will quote you.

Rubber Goods

The Dominion Rubber System is composed of the Canadian Consolidated Rubber Co., Limited and Associated Companies. They operate eight factories, and have twenty-eight branches throughout Canada. They make all kinds of rubber goods, including the famous "Jacques Cartier," "Merchants," "Granby," "Maple Leaf," "Dominion," and "Daisy" brands of rubbers and rubber boots, "Dominion" automobile, motor-cycle, and bicycle tires, "Diamond" hot water bottles, "Dominion" raincoats, "Dominion" bathing caps, "Fleet Foot" outing and sporting shoes, and a thousand-and-one other articles made of rubber, such as elastic bands, fruit-jar rings, shower-bath curtains, hospital supplies, etc.

The headquarters of the Company are in Montreal, P.Q., but, as stated above, they have branches at all important centres.

Silverware

Canadian Wm. A. Rogers, Limited, manufacturers of high class table silverware and hollowware. Head office, Toronto. Branch sales-room and warehouse, Winnipeg.

Underwear

Kingston Hosiery Co., Kingston, Ont., manufacturers of Imperial underwear. One of the oldest underwear mills in Canada. Established 1880. Look for the crown on every garment. Made from the best Australian wool on full-fashioned machines. We also manufacture cotton underwear made from the best Egyptian cotton for summer wear.

Vacuum Cleaners

The Clements Manufacturing Co., Limited, 78 Duchess Street, Toronto, manufacturers of "Cadillac" Vacuum Cleaners, the only complete line of electric and hand power cleaners "Made in Canada." We also manufacture "Cadillac" mops and polish. If unable to find a "Cadillac" dealer in your town, write us for descriptive booklet.

Wall Covering

The Alabastine Co., Limited, Paris, Ont., manufacturers of Alabastine wall coatings. These come in beautiful soft tints, which harmonize with any woodwork or furnishings. Alabastine has been made in Canada for 30 years from Canadian and British materials. It is the modern sanitary wall covering. Write to-day for our free portfolio of suggestions for decorating. This gives you a wide range of color schemes from which to choose for any room you wish to decorate and the offer of free stencils in many different and artistic designs. Please mention Everywoman's World when you write. Address: The Alabastine Co., 15 Willow St., Paris.

Washboards

The Very Latest Thing on the market is Eddy's Indurated fibreware two-sided board, made of compressed pulp, gives almost everlasting wear.

Let us Make in Canada a Bigger, Better, Busier Commerce