

Reversible Closing—How very practical and easy to adjust is this model. No buttons or hook and eyes over the fronts; just a simple crossing of these parts, and a fastening at the back. This model is good for percale, gingham, lawn, drill, linene, seersucker, or galatea. It is neat and comfortable and easy to develop. The pattern is cut in 6 sizes: 34, 36, 38, 40, 42 and 44 inches bust measure. It requires 6 yards of 44-inch material for a 36-inch size. The skirt measures 3 yards at its lower edge. A pattern of this illustration mailed to any address on receipt of 10c in silver or stamps.

1495-1485—An Attractive Afternoon or Calling Gown—This pleasing model shows a charming development of Ladies Waist Pattern 1495, and Ladies' Skirt Pattern 1485. As here portrayed, gray broad cloth was used with satin facings in a darker shade, and vest of shot taffeta. The waist has several new style features. The vest is lapped below a tiny chemisette of lace. The sleeve has a deep cuff in new shaping. The skirt is finished with revers at each side. Serge with satin facings embroidered or trimmed with rows of soutache braid would be nice for this costume. Velvet with satin is also good. The Waist Pattern 1495 is cut in 6 sizes: 34, 36, 38, 40, 42 and 44 inches bust measure. The skirt pattern 1485 is cut in 6 sizes: 22, 24, 26, 28, 30 and 32 inches waist measure. It requires 7½ yards of 44 inch material for a 36-inch size. The skirt measures about 3½ yards at the foot. It may be finished in raised or normal waistline. This illustration calls for two separate patterns which will be mailed to any address on receipt of 10c for each pattern in silver or stamps.

1472—A Stylish Up-to-Date Model—Girl's Dress with Sleeve in Either of Two Lengths—For this neat and becoming model striped galatea was used in blue and white, with white repp for trimming. The dress is a one piece design, with belt stitched to position at raised waistline. The fronts may be slashed and finished with eyelets for laced closing, or, this closing may be simulated. The sleeve in wrist length has a band cuff. The short sleeve is finished with a shaped cuff. The pattern is cut in 4 sizes: 4, 6, 8 and 10 years. It requires 3 yards of 36-inch material for a 6-year size. A pattern of this illustration mailed to any address on receipt of 10c in silver or stamps.

The Value of Habit

Many mothers are troubled with constipation in the nursery. And it is a common cause of dull skins, shadows under the eyes, or blotchiness of the complexion. It is not a good thing to get into the habit of giving medicines constantly for constipation. Try what diet and regular habits will do. Speak to a child seriously about the dangers of constipation. Many doctors declare that more than half of the ills of the flesh can be traced to this cause. See that the child gets into good habits, and remember the importance of diet. Fruit for breakfast is an excellent thing, and just as economical as any other food. Children like stewed fruit, such as prunes or apples; whilst fresh fruit in season is always appreciated in the nursery. Then toasted brown bread is a change; porridge or any of the well-known cereals counteract the tendency to constipation. When children are about twelve or fourteen years of age, constipation, if it is neglected, is very apt to cause anaemia.

The Unseen Years

By H. Bedford Jones

When I feel thy fingers bear
Tenderly on mine,
Swift within me springs a prayer
For this life of thine
Let thy hand be not afraid,
True and manly, quick to aid,
Bearing sorrow undismayed,
Sturdy son of mine!

When I feel thy little heart
Pulsing here on mine,
Swift I feel a prayer upstart
For this life of thine.
Let thy heart be wise and sure,
Sweet and innocent and pure,
Strong to comfort and endure,
Little son of mine!

Skipping

I do not think very many mothers are aware what a splendid exercise skipping is in cases of weak ankles and flat feet. If children can be induced to take up skipping exercises for five or ten minutes night and morning, it will very soon cause a strengthening of the muscles and ligaments of the ankle and the legs. Children with weak chests, also, will benefit from skipping exercises, because of the influence of deep breathing and the fact that they are compelled to take in more

oxygen, whilst of course they get rid quickly of waste matters, during exercise. So allow skipping ropes, and make the older children try trick skipping, giving prizes for those who excel, and who do best in backwards and forward skipping, cross arms, etc. It will make a great difference to their development.

Mother Graves' Worm Exterminator will drive worms from the system without injury to the child, because its action, while fully effective, is mild.

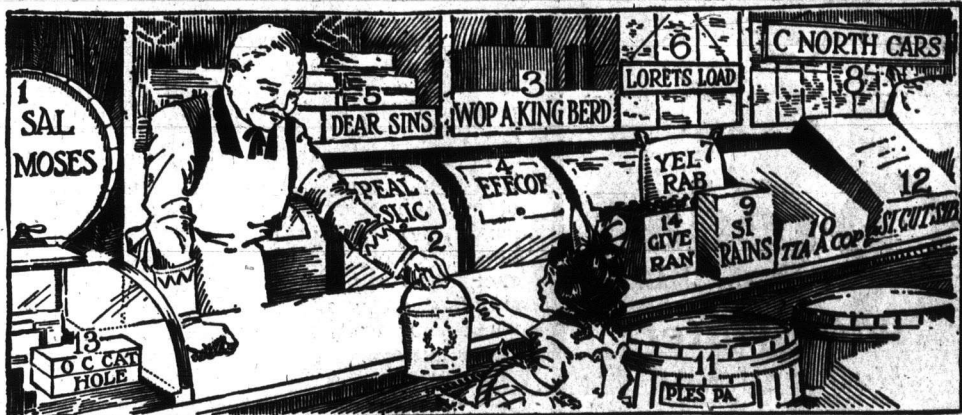
If you put a thimble over the end of a blind-rod it will slip along the end quite easily, without any danger of tearing the material of the blind.

A mixture of linseed oil and lime-water is splendid for burns. It should be bottled and kept for emergencies.

When there is a sudden fall of soot on the carpet the best way to deal with it is this: Sprinkle dry salt over the soot and leave it a short time. Then lightly sweep both soot and salt into the dust-pan. If care is taken, no sign of the soot will remain.

What Did Little Mary Buy?

1916 Ford Touring Car
FIRST PRIZE
For the Best Reply
\$1000.00
In other Fine Prizes
Also Given



JOHN BROWN owns a prosperous grocery store in a thriving Canadian town. He is a live merchant and attributes much of his success to his novel methods of creating interest in his store.

Recently, he took several lines of his regular goods, put them under cover in boxes and barrels, and wrote the name of each article on the outside. Only he mixed up the letters in each name so that instead of spelling the right name of the article, it spelled something different altogether. For instance box 9 contains Raisins, but Mr. Brown jumbled the letters in the words Raisins until they read "Si Rains." Then he



FIRST PRIZE
1916 Five Passenger Ford Touring Car. Value \$530.00
Clever Readers of The Western Home Monthly
sending the best correct or nearest correct sets of answers can share in the distribution of

Thousands of Dollars Worth of
MAGNIFICENT PRIZES

Including this 1916 Ford Touring Car, \$450.00 Upright Piano, \$75.00 Columbia Grafonola, \$50.00 Clare Bros. High Oven Range, 1916 Cleveland Bicycle, Genuine Singer Sewing Machine, \$35.00 Kitchen Cabinet, Genuine Waltham Men's and Ladies' Watches, English Dinner and Tea Sets, Roger's Silverware, and a host of other grand prizes too numerous to mention here. Big Illustrated Prize List will be mailed to you direct.

THIS CONTEST IS ABSOLUTELY FREE OF EXPENSE

If your answers gain 120 points you will win First Prize

A FEW HINTS.—The goods mentioned under each of the fourteen numbers, are staple lines such as are to be found in every grocery store and in regular use in every home. No trade-mark names or products of any particular firm or manufacturer are given,—just the regular name of each product or article. A good plan is to write down the names of all the things usually found in a grocery store and use the list as your guide. Be careful, because Mr. Brown was clever, and sometimes he made two or three words, and even more out of a name. The judges will award the prizes in this contest, according to the points gained by each entry, and we will fully advise you of the method, when your answer is received. For instance, 60 points can be gained by sending a correct answer to each of the twelve names you can guess, there are ten points given for general neatness, ten for style, spelling, punctuation, etc., and when you qualify, 40 points additional can be gained. Take lots of time to puzzle out your answer, be neat and careful, and you can win a good prize.

THE OBJECT OF THE CONTEST.—Every loyal Canadian will approve of the object of this great contest. Frankly, it is to advertise and introduce EVERYWOMAN'S WORLD, Canada's greatest magazine, to hundreds of new homes, which should know that a magazine of such excellence and real worth is being published right here in Canada by Canadians for Canadians. You can help us to do this, when you enter the contest, but you do not have to be a subscriber nor are you asked or expected to take the magazine or spend a single penny in order to compete and win the touring car or one of the other magnificent prizes.

EVERYWOMAN'S WORLD is now the established favorite in more than 80,000 of Canada's best homes. Though that is the greatest circulation ever attained by any Canadian magazine, it doesn't satisfy us. Our motto is "Everywoman's World in Everywoman's Home." Hundreds of Canadian homes which may not know it now, will welcome this handsome, interesting, up-to-the-minute magazine, and once it is introduced they will want it every month.

If, therefore, when your answers are received, we find them to have gained sufficient points to merit standing for the judging and awarding of prizes, we will write and tell you so, and send without cost, a sample copy of the latest issue of this greatest of Canada's magazines. Then, in order to qualify your entry, we will ask you to do us the small favor of introducing it to three or four friends and neighbors. We will even send you sample copies to leave with each friend and neighbor, if you will tell us they would like to have them. State your willingness to accord this favor when you submit your answers. The company agrees to pay you in cash, or reward you with a handsome gift for your trouble, entirely in addition to any prize your answers may win in the contest.

Follow These Simple Rules Governing Entry to the Contest

1. Write your answers on one side of the paper only, and put your name (stating Mr. Mrs. or Miss) and address on the upper right hand corner. Anything other than the answers and your name and address, must be on a separate sheet.

2. All letters must be fully prepaid in postage. Do not forget to put a tax stamp.

3. Members and employees of Continental Publishing Co., Limited, and of EVERYWOMAN'S WORLD, also their relations and friends are not allowed to compete.

4. Boys or girls under fourteen years of age are not allowed to compete.

5. Contestants will be permitted to submit as many as three sets of answers to the puzzle, but only one set can be awarded a prize.

6. Different members of a family may compete, but only one prize will be awarded in any one family or household.

7. Judging will be done by three Toronto gentlemen, having no connection whatever with this firm. Prizes will be awarded according to the number of points gained on each entry; 120 points, which is the maximum, will take first prize. Points will be

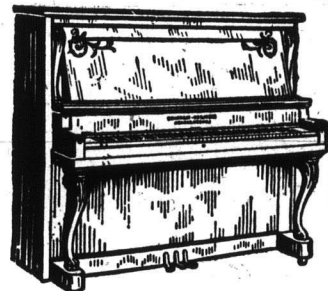
awarded for each correct answer, also neatness, handwriting, punctuation, and fulfilling the conditions of the contest. Prizes will be awarded 1st day of March, 1916.

8. Each competitor will be required to show the copy of EVERYWOMAN'S WORLD, which will be sent without charge, to three or four friends or neighbors who will want to subscribe. For this service the company agrees to reward you with a cash payment or a handsome gift. Such rewards to be entirely in addition to any prize your answers may win.

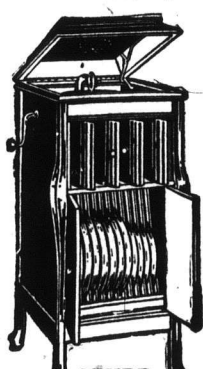
9. This contest is absolutely free of expense. Contestants are not required to be subscribers or readers of EVERYWOMAN'S WORLD, nor are they asked to subscribe or buy anything. In awarding the prizes, the judges will have no knowledge of whether the entry comes from a subscriber or not.

Address your replies to the **CONTEST EDITOR, EVERYWOMAN'S WORLD**

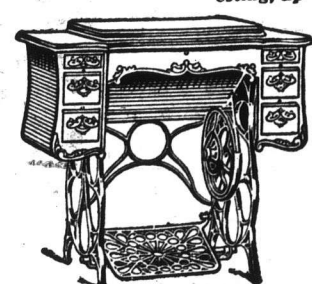
Continental Publishing Co., Limited, 5 Continental Bldg., Toronto, Ont.



SECOND PRIZE
Handsome Upright Piano
Value \$450.00



THIRD PRIZE
Columbia Cabinet
Grafonola



FIFTH PRIZE
Famous Singer Sewing
Machine



4th PRIZE
Clare Bros. Famous
High Oven Range



SIXTH PRIZE
1916 Model Cleveland
Bicycle



SEVENTH PRIZE
Magnificent Ideal Kitchen
Cabinet