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ESTABLISHED 1856

Confidence is the greatest factor that enters into the buying of seeds, since you are buying not a finished product, but only the means by which your garden may be either a success or a partial or complete failure. You will make no mistake in placing confidence in SIMMERS' SEEDS.

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**J. A. SIMMERS, LIMITED**  
Bulbs, SEEDS, Plants  
TORONTO, ONT.

**FOR BEST RESULTS**

A BOOK YOU WILL SURELY WANT

**Pollyanna Grows Up**

The sequel to Elenor H. Porter's POLLYANNA, the book you laughed and cried over, and then read over again.

**Pollyanna Grows Up**

takes up the "glad" girl where she was left off before, stays with her awhile, then jumps ten years, finally marrying Pollyanna off. Good prospects, surely.

Ask your Bookseller to let you know when

**Pollyanna Grows Up**

comes in. He should have it shortly after March 25th.

**WILLIAM BRIGGS**  
Publisher  
TORONTO, CANADA

**McDonald's TESTED SEEDS**

Are all of the highest quality, hundred of varieties especially suited for Canada, all described in our handsome

**FREE CATALOGUE**

just off the press. McDonald seeds mean sure crops. Send name and address to

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**Kenneth McDonald & Sons, Limited, Ottawa.**

**NEW BOOKS**

By KATE STANDISH

Are You In It?

The Canadian Woman's Annual and Social Service Directory. E. P., A. E., and E. C. Weaver. Toronto: McClelland, Goodchild and Stewart.

**W**HO is the head of the Women's Institutes in Prince Edward Island?

Who is the president of the Women's Civic League of Winnipeg? I want to know about the Local Council in Victoria. To whom shall I write?

And more questions, and still more; wherefore this excellent directory, which begins with a calendar, Canada and the Royal Family, and before the last page, takes in every woman in the country. There is simply nothing left out; from coast to coast it tells everything that Canadian women have done in 1914 and are going to continue to do in 1915 for Canada. More than in any other book, in this annual, you will get a comprehensive picture of Canadian life—from a woman's point of view, of course, but when you get it from that, you have about all there is. There are the National Council of Women, the Daughters of the Empire, Labor Organizations, Women's Institutes, Housewives Leagues, Teacher's Associations and Press Clubs and 100 more, representing women organized, within ten years, it seems to me, to do things and get things done.

However, the book is not arranged according to clubs; these just come in. According to the table of contents, the field covered deals with the political status of women, women in the home, child welfare, education, professions and employment, journalism and literature, art, music and the drama, agriculture and country life, community work, health, recreation, temperance and purity, reformatory and correctional agencies, socializing agencies, and social training. We knew our women were busy, and that they were doing a great deal for their homes, for Canada, for life generally; we knew this and needed just such a book to let us see how wide and deep their activities and interests were. The Canadian Woman's Annual is vividly alive, because it gives all the facts, written by the women who know what is going on. It will interest all Canadian women, even if they are not members of some of the clubs or societies written about; although, judging from the number of women's organizations represented, there can hardly be a woman in the country who does not belong to some club or society.

**What Paper Do You Take?**

"The Clarion," by Samuel Hopkins Adams. New York: Houghton Mifflin Company.

"The Clarion" has been on my table for some months and I had not thought particularly of recommending it to you, thinking that the evils of newspapers with which it deals form a peculiarly American Problem.

But the other day an incident was brought to my notice which would go to show that our papers labor under the same business and social difficulties as "The Clarion" did; and so Canadian newspaper owners and you, their readers, will also likely find "The Clarion" of interest.

Young Mr. Hal. Surtaine went up against the wishes of the girl he wanted as his wife, his father, the whole town; stuck to his business as he saw it to tell all the news, the whole news, all the time—that being what a newspaper is for. He won out—got back the girl, his father and the town. It's very nice, and so is the girl. I think you ought to read it, and I know you'll like it.

**The Why of a Recipe**

"Principles of Food Preparation," by Mary D. Chambers. Boston: The Boston Cooking School Magazine Co.

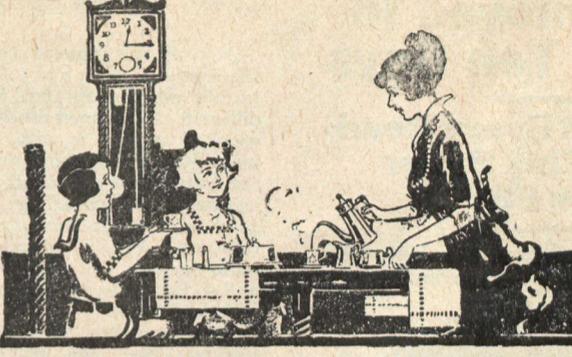
If you're interested in knowing the "why" back of your favorite recipe, it's here. If you can't tell "why it didn't come out right," this book can tell you. I asked it a number of questions and it answered satisfactorily.

"The Principles of Food Preparation" takes up in successive chapters foods in their uncooked state, and describes the effect of heat applied in different ways—that's cooking. Does your butcher sell you tough steak? Perhaps the toughening occurs in your own kitchen; and you can find out why in this book.

As a number of experiments and questions are given in each chapter, the book would be very useful to a teacher of Domestic Science, or to any woman who wanted to teach the principles of cooking to a class of girls. It must not, however, be thought that recipes are omitted. On the contrary, the number given would be enough, I should judge, to last an ordinary housekeeper's housekeeping time.

**Books Received**

"The Last Shot," by Frederick Palmer. Scribner's. \$1.35.  
"Sweet Apple Cove," by George Van Schaick. Small, Maynard and Company. \$1.35.  
"Arcadian Adventures with the Idle Rich," by Stephen Leacock. Bell and Cockburn. \$1.25.  
"Land Marks," by E. V. Lucas. Bell and Cockburn.  
"The Eyes of the World," by H. B. Wright. The Book Supply Co. \$1.35.



**COWANS PERFECTION COCOA**

Mothers are glad to see the children enjoy Cowan's Perfection Cocoa, because they know it is so good for them.

Pure Cocoa is rich in food value and is so easily digested.

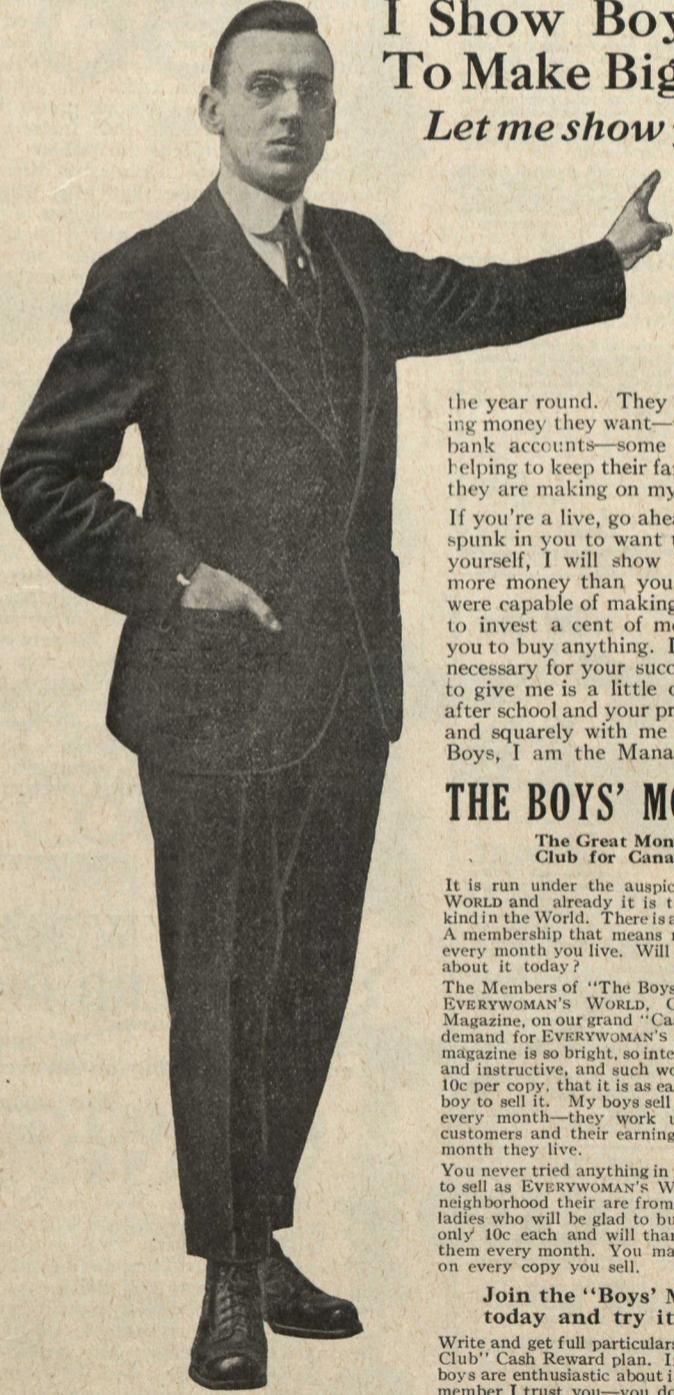
"Made in Canada."



Quarter-pound Half-pound & one-pound tins

**I Show Boys How To Make Big Money**

*Let me show you how—*



I've started more boys making big money than any other man in Canada. Right now I can point with pride to over fifteen hundred boys, who are making steady incomes every month all the year round. They have all the spending money they want—they have their own bank accounts—some of them are even helping to keep their families on the money they are making on my plan.

If you're a live, go ahead boy with enough spunk in you to want to make money for yourself, I will show you how to make more money than you ever thought you were capable of making. I don't ask you to invest a cent of money. I don't ask you to buy anything. I supply everything necessary for your success. All you need to give me is a little of your spare time after school and your promise to deal fairly and squarely with me when I trust you. Boys, I am the Manager of

**THE BOYS' MONEY CLUB**

The Great Money Making Club for Canadian Boys

It is run under the auspices of EVERYWOMAN'S WORLD and already it is the largest Club of its kind in the World. There is a membership for you—A membership that means money in your pocket every month you live. Will you write and ask me about it today?

The Members of "The Boys' Money Club" all sell EVERYWOMAN'S WORLD, Canada's Great Home Magazine, on our grand "Cash Reward" plan. The demand for EVERYWOMAN'S WORLD is so great; this magazine is so bright, so interesting, so entertaining and instructive, and such wonderful value at only 10c per copy, that it is as easy as fun for any live boy to sell it. My boys sell more and more copies every month—they work up big steady lists of customers and their earnings are increasing every month they live.

You never tried anything in your life that is as easy to sell as EVERYWOMAN'S WORLD. Right in your neighborhood there are from fifty to one hundred ladies who will be glad to buy copies from you at only 10c each and will thank you to bring it to them every month. You make a big cash reward on every copy you sell.

**Join the "Boys' Money Club" today and try it at my risk.**

Write and get full particulars of my great "Money Club" Cash Reward plan. If fifteen hundred other boys are enthusiastic about it you will be too. Remember I trust you—you don't invest anything—not a single nickel. I will send you by Express all charges paid the number of copies you think you can sell. I will trust you with them until you sell them. Then you just keep your cash reward out of your sales and return the balance to me.

**Look alive and write to me today and you can make \$5.00 clear profit this month.**

Give your full name and address plainly and also tell me your nearest Express Office, if it is different from your Post Office address. Address:

**H. GROVER ALLARD, Box 62, Manager, "The Boy's Money Club" EVERYWOMAN'S WORLD - TORONTO, ONT.**