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Messrs. Savory & Moore, Chemists to The King, and makers of the well-known Infants' Food, issue a little Book entitled "The Baby," which gives a great deal of useful information on the Care and Management of Infants.

A USEFUL GUIDE

The book contains hints on Feeding, Teething, Development, Infant Ailments, and such matters as Sleep, Exercise and Fresh Air, which are so important for baby's well-being. It also contains a chart for recording baby's weight, a dietary for older children, and recipes for simple nourishing dishes. It forms, in fact, a useful mother's guide, which should find a place in every home. It is not intended to take the place of medical advice, when such is needed, but it will often serve to allay needless anxiety, and indicate the right course to be pursued.

FREE TO MOTHERS

Those who are genuinely interested in the subject may obtain a Free copy of the Book by sending name and address on a postcard to Savory & Moore, P.O. Box 1601, Montreal.

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The big wash and the little wash can now be done easily in the early morning, with the Connor Ball-Bearing Washer. No more need you endure the terrible drag and strain that goes with the old, hard, hand-rubbing way of washing.



The Connor Ball-Bearing Washer

will do the hard part of your washing. It will do away with half of your work, and ALL of your drudgery on wash-day.

This washer works on a set of large ball-bearings; two motor springs reverse the motion of the tub as it is swung from side to side. This gentle motion forces the hot suds through every thread and fibre of the clothes, leaving them thoroughly clean.

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Write at once and get one of our catalogs describing the requirements of the up-to-date home laundry, and its conveniences. It gives actual photographs of our different models and describes them fully. We will tell you how you can have one delivered to you—no matter where you live in Canada. Address,

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An ideal Straw Hat Color in every way—Not too glossy and still fast and water-proof. Makes old hats look just like New; not like old hats painted over. Also works well on Satin Slippers and Basket Work.

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For the Canadian Woman Who Thinks and Feels

Vol. V., No. 5

MAY, 1916

MURRAY SIMONSKI
Superintending Editor

EDITORIAL

A New Kind of Economy

THE reason Germany has been able to stave off defeat by the Allies is because of her genius for utilizing to the utmost her country's resources.

In Germany nothing is allowed to go to waste.

By her tremendous organization she has been able to reclaim nearly everything that used to be thrown away and remake it into necessities of life.

In Canada some portion of nearly everything is allowed to go to waste.

What our housewives throw away in teaspoons our husbands cannot bring back in shovels.

What our factories burn up the earnings of our people could hardly buy.

But what we are concerned about especially is paper.

Paper—the common, everyday sheet of paper we find in our homes in the form of newspapers, magazines, wrapping paper and books, is wasted more than any other commodity.

What becomes of five hundred million pounds of newspapers, magazines and wrapping paper that find their way into our homes every year? Burned—the most of it.

Burned! Just as if we took five million one dollar bills and put them into the furnace—for that is what the real value of that paper is.

What a colossal waste! What a colossal shame!

Right now we Canadians face the possibility of a paper famine, especially of that kind of paper used in the making of magazines and books. Our paper mills finding it increasingly difficult to procure the raw material in the form of old paper, rags and sulphite, are being forced into curtailing their production. The result—well, one day we may wake up to find our morning newspaper greatly reduced in size and our favorite magazine either dead or a mere shadow of its former self; our walls bare instead of papered; our store purchases arriving to us loose instead of wrapped; our book stores depleted of stocks, and even our photographs, which were taken a few days previous, unfinished because the photographer could not get the paper to print the negatives on. We may not become a paperless nation, but the things made of paper will be so greatly increased in price as to be almost prohibitive unless—Unless we learn to save that five million dollars of waste paper every year.

We must save our waste paper and see that every scrap of it gets used again by our paper mills for making paper. It is a patriotic duty.

What's in a Name?

In looking over the daily papers you will note one way in which women are backward in taking their place beside men, and that is in the matter of names. The Governor General does not sign his name "Artie" nor does General Sir Sam Hughes go down to posterity according to his own signature as "Sammy" and we have yet to see Sir Robert Borden dub himself as "Bobbie." Sir John Hendrie would blush to find himself in print as "Johnnie" and there would be something doing did Sir John Eaton see himself described as "Jackie."

What business, professional or public man uses anything but his full name unless his parents saw fit—and un-

wisely—to bestow on him an objectionable appellation when he may shield himself behind his initials?

But how many Hatties, Katies, Lizzies, Minnies, Daisys and Mamies are signing all manner of public communications and documents all over the country to-day? Woman wants the vote—Manitoba has just given it to her—and claims that she is capable of marking that ticklish scrap of paper to the betterment and greater advantage of the nation, but she cannot break away from the pet diminutive of the home, the endearing nickname of the family circle. Pet names, diminutives and nicknames are only permissible in the close intimacy of the home and even there they are in questionable taste when strangers, acquaintances or friends are present.

But in public and in print they are absolutely and entirely out of place. They lack dignity, and the woman who hasn't sense enough to be dignified in public and in print should keep out of both.

The Name and the Fame

A Subscriber writes:—

"Why, oh, why, was it necessary to have such names as Dr. Leonard Keene Hirschberg, Felix J. Koch, Joseph Krauskopf and Madeline Zeiner, four of them all in the one issue? I feel very confident that your editorial staff was convinced of their loyalty or neutrality, but they do not look pleasing in times like these. If their material is valuable and they are known to be on the right side in their sentiments, could they not use a nom de plume? That is honorable, for no one is blamed in literature for using a pseudonym. So many such names are bound to cause ill feeling. Let me give you an instance.

"A friend of mine who had not known your magazine at all became much interested when I showed it to her, displayed my refrigerator and called her attention to the Little Mary contest. I had decided to go into this myself (I want a new piano) and had intended to ask her to subscribe, but when I saw her interest, I suggested that she go into the contest herself. She decided to do so, and took a copy home with her. A few days later she was here again, and was looking over the March number. She is an intelligent woman and was looking at the names of the contributors. She immediately pointed out those four names I have given here and said, 'No, no, I want nothing to do with a magazine that contains articles signed by such German names.' She was very decided about it and as I have not had a chance since of talking with her, I do not know whether she has relented or not. If that was the opinion of one, why wouldn't there be many others who would refuse to subscribe for the same reason? As for me, I object as strongly as she does. Can you give the reason why this was done, if I may ask it?"

DEAR READER,—

It is unfortunate that so many of our writers have German-sounding names, but it can't be helped. We can only assure our readers that all material is subject to the closest scrutiny before publishing, and the pedigrees of our writers are ascertained as far as possible. It would hardly be fair to writers to publish their stories and articles under any but their own names, since our writers take a pride in the production of their work.

Dr. Hirschberg is of Russian birth, but was raised and educated in America, as was Dr. Krauskopf. Felix J. Koch is strongly pro-ally in his sentiments, and who would believe that Madeline Zeiner is the pen name for Muriel Smith?

Some months ago your Editor was accused by a reader of possessing an "un-British name," but when that reader was assured that he was born, raised and educated right here in Toronto, our reader was satisfied that her suspicions were misplaced.

Once and for all, let us say that EVERYWOMAN'S WORLD is a Canadian product—Canadian to the core.

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MONEY may be sent by Post Office Money Order, Registered Mail, Express Money Order or Check, to which exchange has been added.

BE CAREFUL to sign your name and give address plainly written when sending remittances.

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EW-10



DIMPLES AND TEETH

Who is presumptuous enough to doubt their charm? What havoc a few smiles wrought in the history of past generations!

And to this day, the woman with the gay little laugh finds life easier on that account.

We can't all have dimples—but we can, most of us, have beautifully white teeth. So clean and pleasant to look upon that our friends will say—"I love to see her smile".

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actually whitens the teeth. Try it. You will find it quickly removes that stubborn yellowish tinge that so many tooth pastes will not affect. You may employ it fearlessly—it will not injure the enamel. And you will like its pleasant taste—and the sensation of cool cleanness it leaves in the mouth.

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