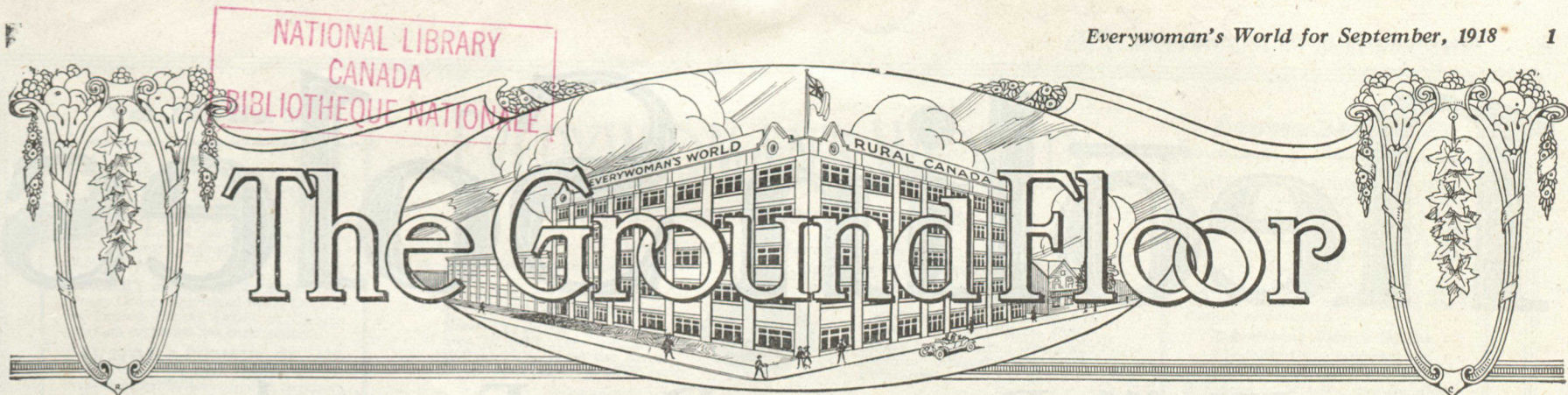




The Dawn of a New Religion

OLD in antiquity, it is lived, taught and preached the wide world over. It is the Religion of Common Sense. By it men grow strong and women beautiful. Its object is humanity and its churches rise from the ruins of the past. It does not make peace with the skies—it makes peace with its fellow men. It is a wonderful and kindly religion—this religion of Common Sense.

A Day of Miracles

BUT in this—as in any other religion—its Saviour and disciples are those who have known Golgotha. Hemlock comes high to-day and few care to pay the price of the Cross, but there are a few fearless individuals who still believe in the miracles of Common Sense. They believe that by a miracle Common Sense will overthrow and over-rule the mighty God of Public Opinion. An old offender is Public Opinion, with a long record. It has opined Mary Magdalenes and upheld polygamy, it has fathered superstition, mothered ignorance and given free passes to those two boon companions—Immorality and Prudishness. But Common Sense is still fighting an Allied fight—fighting that Right shall win.

Our Responsibility

TO-DAY parents know that they are every day making indelible impressions upon the young and growing mind, that the future of their young depends—not on chance but on the ever-watching, ever-guiding parent care.

We who are grown up forget to grow down again. We forget that Susie or Jimmie are still children of the rainbow, living in a dream world peopled by their own imagination. It is the little ten-year-old Indian Savage of to-day that we have to mould into a man of strong individual virtues for the battles of to-morrow.

Courage is Victory

AND so we dare stand forth in the clear light of Common Sense and defy Public Opinion. We dare to say—our children, our young men and women *shall* be taught that sex is not evil—but good—their questions *shall* be answered and their home training *shall* be that of Common Sense and not Hypocrisy. We will put into their hands books of knowledge—books of worth and books of self-help. We will build ourselves a race of virtuous strength that shall ever be a protection and a safeguard.

Because we are firm believers in this religion of Common Sense we offer to place in the hands of parents, teachers and youth these very books that shall build well the House of Life.

We offer to enroll any reader or

Name This Month's Cover—Win \$25.00

WE want a suitable name for this month's cover and will pay \$25.00 for one. This cover is so lovely and so charming that we are going to reprint it to supply the big demand that is going to be made for copies for framing. And we want to have a fitting title printed on each copy we send out. Won't you try to supply us one? The artist who painted it knows the incident that inspired the picture but he found it too difficult a matter to name it. And we find it equally difficult, so we are leaving it to our readers.

For the best title we receive on or before October 15th, we will pay the sum of \$25.00. You may send us as many suggestions as you wish. Announcement of the winning title will be made in the December issue.

Send your suggestions addressed as follows: September Cover Name, EVERYWOMAN'S WORLD, 259 Spadina Avenue, Toronto, Ont.

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sources are devoted to upbuilding of the youth of Canada—whose aim is to bring to its members books

Don't Miss These Big October Specials

"The Woman in the Room"

By ZONA GALE

IF you were a man—a lonely man who craved a woman's smile to welcome you when you returned from work each day, and just couldn't find the woman; if you created for yourself a phantom presence that you felt within, every time you opened the door, and then suddenly discovered your ideal existed—one floor down—what would you do? Or, if you were the woman—then what? You'll want to read Zona Gale's version to find out what "The Woman" really did.

"A Princess for the Night"

Sounds like a Lady Betty romance by C. N. and A. M. Williamson, doesn't it? A shy and timid little country mouse is mistaken for a royal princess travelling incognito—and all that happens to her in the short space of 24 hours makes a big night and a very interesting story. One of Mabel Burkholder's best.

"Shadows of the Salient"

By Ex.-Sgt.-Major HECTOR MACKNIGHT

A continuation of these splendid thumb-nail sketches of the trenches by a Canadian "over there." They come to us, intimate glimpses of soldier life, direct from overseas.

"Pay Your Money and Get Your Choice"

A splendid plea for a better type of moving picture.

"Legends of Hallowe'en"

The same old story—bobbing for apples, walking backward down stairs, etc., told in a new way.

COMING!

"Behind the Barrage"

More trench tales by Ex.-Sgt. Major Hector Macknight.

"Banking on Betty"

By EDITH G. BAYNE

An exceedingly clever and amusing tale of a man and his secretary. He insisted she should never flirt—and he hadn't even a Chinaman's chance when he fell in love with her himself.

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