

EVERYWOMAN'S WORLD

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SUBSCRIPTION PRICE of EVERYWOMAN'S WORLD is \$1.00 per year, payable in advance. Single copies, 10 cents. Toronto, British and United States subscriptions, \$1.25 a year; foreign subscriptions, \$1.50 a year.

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

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Trade Mark Registered 1913, Department of Agriculture, at Ottawa, by Continental Publishing Co., Limited, Toronto, Canada.



Entered as second class matter at the post office, Toronto, Ont. Entered as second class matter, Sept. 23, 1915, at the post office at Buffalo, N.Y., under the Act of Congress of March 3, 1879.

For the Canadian Woman Who Thinks and Acts

PUBLISHED THE 15TH OF THE MONTH PRECEDING MONTH OF ISSUE BY CONTINENTAL PUBLISHING CO., LIMITED, TORONTO, CANADA

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Vol. VI. No. 3

A Personal Chat with the Editor

SEPTEMBER, 1916

"NOW, will you be thrifty?" This is what you will ask yourself when you have read the October Thrift Number of EVERYWOMAN'S WORLD; and you will thoroughly enjoy it, as the ideas it presents are novel, and interestingly written.

Woman's Greatest Gift to Man

WOMAN'S greatest gift to man is normal, healthy children. A strong, sturdy race of Canadians is needed now more than ever before, and Doctor Mariam shows, in a charming manner, just what the chief requirements are for the mothering of children that they may be healthy in body and wholesome in mind. Every woman must recognize the economy of having her children well born, especially when we look around and see so many who are obliged to spend large amounts in doctors' bills—one woman has spent more than \$2,600.00 in ten years trying to keep her daughter in health so that she may retain her position in society and, at least, appear to be well. Had she been better born this vast waste of health, energy, time and money would have been saved.

How many mothers spend all their energies in saving their daughters in every way they can, and in caring for the health which would otherwise break down under the strain of the girl's daily work. All that might have been saved, had the mother seen to it that her daughter was assured of good health from the very beginning.

Is Your Boy, Blonde or Brunette?

THIS clever article will settle for all time the controversy on the superiority of the blonde over the brunette and *vice versa*. With its help you can decide definitely for which class of vocation your boy is suited. There is a large number of occupations which blondes should avoid and many for which brunettes are not fitted. Professor Farmer gives lists of these, and the reasons why they are unsuitable. Attached to this article is a chart of questions for parents to answer and mail to Professor Farmer, who will give them a personal reading of their sons' qualifications, and natural aptitude for some particular line of work. All parents are invited to ask Professor Farmer any questions they wish concerning the health and special bent of their boys, and girls also. All letters will be answered personally and in strict confidence.

A scene from our Great New Serial, starting in the October issue

Lady Eleanor: Lawbreaker

By ROBERT BARR

THIS scene gives you an indication of the kind of action with which this great story abounds—a story whose equal has not been written in the last ten years. The tale moves, moves, moves, and you are simply held enthralled by it from the moment you start it. Lord Brandon loves his cousin, Lady Eleanor, and finding himself alone with her takes advantage of the opportunity to declare his love. She spurns him, and the following dialogue takes place:

B.—"Eleanor, you break my heart. You loved another, and I, fond fool, never suspected it. Curse luck is mine. But Nelly, your young heart is not forever sunk in an untimely grave?"

L.E.—"It is."

B.—"It must not be. 'Tis against nature. I, living, protest against the monopoly of the dead. Let me teach you to forget."

L.E.—"You cannot. To me my lost love is more real than hosts of living men. Were I to tread the streets of London, his wan ghost were at my side, the only vital being in the throng to me, the multitude vanishing from my sight in his dear presence. Dead, you say; all else is dead, and he and I the sole survivors. I swear to God in heaven that none but he shall ever call me wife."

B.—"Then may God in heaven spare a thought for me! None of His creatures need it now so sorely. Nelly, it is for your grief I should sorrow, but I am indeed selfish, as you charge me, and it is my own woe that fills my thoughts. Him you love is dead, yet, dying, loved you. My love lives, but turns from me with loathing."

This is just a small taste of the story. You will thoroughly enjoy the whole of this latest of Robert Barr's works.

Commences in the October number of EVERYWOMAN'S WORLD. Be sure to read the first instalment, and you will want to read all the rest.

My Greatest Thrift Experience

OVER five hundred letters have been received on this live subject—letters that have written it up in every possible phase and aspect. A number of these will be published in the October issue. All these writers show a ready willingness on the part of the women of Canada to follow the Government's edict that we, as individuals and as a nation, should practise Thrift. Some one of these experiences will give you the very idea for which you have been looking.



"When in doubt, buy it." So says the charming young lady who commands the entrance to the October thrift number.

The Higher Things of Life

We regret that the second instalment of "Three Things Every Boy Must Have" has been crowded out for want of space. It will appear in the October issue.



Is This a Picture of Your Boy

IF it is, do you know what occupation in life he is best fitted for? Professor Farmer will tell you that he loves music, and takes a keen delight in handling musical instruments. Therefore, what vocation in life could he be better fitted for than to be on the concert stage or a salesman for musical instruments? And what a mistake it would be to try to make a chemist or a preacher of him! Read "Is Your Boy a Blonde or a Brunette?" in the October issue and learn why colour is such a determining influence in a boy's future.

Relics

A READER asks: "Is love a relic of barbarism or a product of modernity?"

It is neither—and it is both.

A relic is "something left after the rest is lost or decayed." Love is not a relic—it is, as it has always been, the living, most vital force in life and it will continue to be the living, most vital force for all time.

But some of the manifestations of love savour of barbarism and are an undesirable phase of modernity. These chief "relics of barbarism" are shown in the arts employed by some women to attract—notably in the use of paint and powder.

A healthy, live complexion is attractive to man—it is an evidence of good, clean health. The presence of rich, red blood is attractive to the beast—the taste of it makes them ferocious, and it is their nature to be ferocious. But that which is artificial is attractive to neither.

When a woman endeavours to imitate the natural colour of the blood that shows from beneath the skin in her cheek, by applying red paint and powder to the surface of her skin, she lies. But she fools no one. She can't blind people into thinking that this artifice is real; she is living a lie, and who loves a liar? Lies are another relic of barbarism and woman's artifice should be a relic and not a modern fact.

This leads us up to a clever little article in the October issue by Mrs. Gerald Robinson—"When a Girl is in Love." It has really nothing to do with painting and powdering. It simply indicates how a girl can love—with discretion—and you know if a girl is discreet she will let her reason govern her affairs even more than the influence of her personal appearance.

How Our Government Makes Thrifty Housekeepers

THE Government does not dictate to you how you should spend or save your money; neither does it direct the running of your home. But it does operate various departments that are closely allied to the home, and these departments provide information that is needful and necessary to every housekeeper's welfare. Canadian women do not avail themselves, to any extent, of this very valuable information with which the Government is willing to supply them. This article shows you how the Government is ready to help you run your home in a practical, business like and efficient manner.

Good Short Stories in the October Issue

THE October issue will have a number of exceptionally good stories, every one of which is well worth reading.

"The Beautiful Lie."—The beautiful story of a beautiful mother who acted a beautiful lie in a beautiful way that her little crippled son might forget his affliction. A story with a heart throb.

"After Office Hours."—If you were the little office girl to a doctor who loved a girl who jilted him, and you were given the information before it reached him, and you resented it because of your loyalty to your employer— And then he looked at you and saw you for the first time and— Would you have done as Betty did?

Betty was original and created an unusual situation. You will enjoy this story.

"The Climax."—The story of how Editor Gray learned that there is a climax to every life, though it is not always apparent to the world. The author, a beautiful girl, furnished this climax, and it is one to which we must all come. A most unusual story.

Big Articles Now in the Course of Preparation

"Mending Seventeen-cent Socks."—The opinions of many of Canada's leading men and women on the wisdom—pro and con—of the woman who mended seventeen-cent socks.

"Women in Unique Occupations."—About enterprising Canadian women who, by their own initiative, have built themselves into unusual paying positions.

"How to be a Perfect House-Husband."—For husbands only; that they may learn how to make their wives happy.

"My Career."—By Margaret Anglin, the wonderful story of a wonderful woman; a Canadian who is one of the greatest living actresses.

"The Business of the Women's Institutes."—Where you will get some idea of the great, lasting work done by this twentieth century institution.

"The Perfect Farm House."—After much thought, time and money it has been evolved and will be given to the readers of EVERYWOMAN'S WORLD in the near future.