

COWAN'S

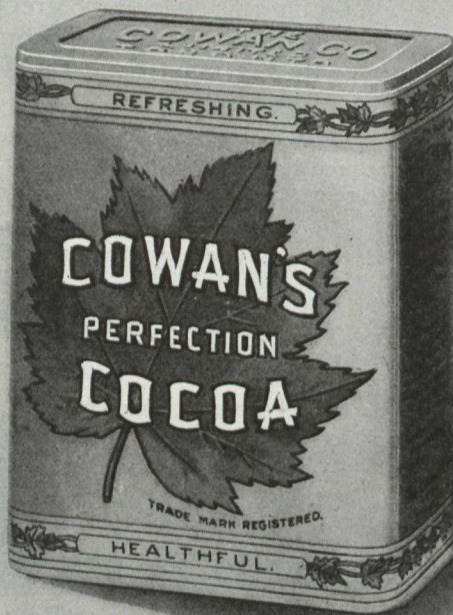
PERFECTION

COCOA

RESERVE POWER

COWAN'S nutritious Cocoa should form part of the daily diet at this season of the year. It strengthens and builds up the reserve powers of the body, and in this way helps to combat epidemics. Children are very fond of this nourishing food. It makes them robust and able to withstand inclement weather. Start the day right with Cowan's Cocoa for breakfast. Order a tin to-day.

THIS illustration shows a cluster of Cocoa Pods as they are found on the tropical tree "Cacao Theobroma." After the beans are removed and dried, they are shipped to Cowan's, where by a special process of roasting, their fragrant aroma and delicious flavor are retained, and may be enjoyed by users of Cowan's Perfection Cocoa.



MADE IN CANADA AT COWAN'S SUNLIT PLANT
TORONTO

The Path That Lies Before

(Continued from page 11)

The brave! Who say they die?
Their deathless story
Rings 'cross the emblazoned sky
Of England's glory.

Only cowards die. The brave
Seeing beyond with piercing eye,
Rest forever in a nation's love,
And Never die.

Tennyson says:
"The names of these who fought and fell are like a banked-up fire that flashes out again from century to century."

Duty to Those at Home

WE cannot all be enlisted in the army. We cannot all be members of our heroic Expeditionary Force, but we all are, or should be, enlisted in a common cause. We should all have our faces set towards a common purpose—the destruction of military autocracy and the enthronement of freedom upon earth. We should turn our backs upon everything that interferes with the exertion of all our powers towards this end.

We can only do this by unity of spirit and co-operation in action.

Peace

THE great German offensive has been turned into a great German retreat. Daily and hourly the Germans are being pushed back to the Rhine. The spearhead of the Allied advance in the most difficult and dangerous places is your gallant sons and husbands from Canada. Now that the German offensive has failed and the Allied offensive has succeeded, the German peace offensive was not unexpected—an offensive perhaps more dangerous than we think. This is an offensive we can assist in combating at home. It is hard to say how many mealy-mouthed pacifists of Lansdowne type the Allied Countries possess, or to conceive the extent of their influence.

We cannot accept a compromise from or negotiate terms of peace with the present perjured and blood-stained German Government. Of what use would a treaty of peace be with such a body? It would simply be treated as a scrap of paper at the earliest moment it suited their purposes to do so. Terms of peace must be settled in Germany, with a victorious Allied Army on German soil, with a beaten, chastened and degenerate Germany, not with the boastful arrogant Germany of to-day.

The treaty of peace must rest on the sovereign will of the German people—when they have learned the necessity of respecting the rights of others, a people willing to be governed by the principles of humanity and common-sense. The terms of peace must rest on something more satisfactory than a paper document authorized by the Prussian Military Caste.

The British Flag

THE British flag floats in the skies as a sign and a covenant to all who come under its folds and claim its protection, of justice, of civil and religious liberty. This has not come by chance. It is the result of centuries of struggle, and centuries of sacrifice. We enjoy these privileges by reason of the toil and bloody sweat of those who have gone before and the call comes to us now to defend, and to defend to the death, and to hand these principles down unstained and untarnished to those who come after us. Better that we should perish as a people than that the Union Jack should lose its true meaning and significance. Every man, woman and child can do something to help in this hour of need. The blood of our dead heroes calls us from the ground, for greater action, greater sacrifice, and it would be strange indeed if the most selfish and self-centred among us did not feel the thrill of a new patriotism, the call to a new duty. If the manhood and womanhood within us is not stirred by the scenes through which we are now passing, nothing will ever touch it.

Result of the War

THE world can never be quite the same again. We will either be hardened and debased by the horrors, the cruelties, the barbarities through which we have passed, or we will be ennobled and elevated by the sacrifices, sufferings and services we have given and endured on behalf of humanity. I believe it will be a better world, where higher ideals and nobler resolves will prevail, where the golden rule will have a greater place—where consideration for our fellow men will have a greater part in our thoughts and conduct than before.

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What Future Does She Face?



ONLY a Little Girl to-day—what will She be To-morrow? In your heart you want her to be happy—you want to care for her—protect her and educate her. But—what future does she face? That is a question you must answer Now. Her future is yours to make. Next year and all the years of her life are in your hands to-day. What future does she face? Will you help her to face life with the same clear womanly gaze—will you make her an honored and happy wife and mother? Or will her eyes close over hot tears of betrayal—will you make of her a Magdalene—because she did not know and never was taught to understand? Answer these questions fairly. Meet your responsibility squarely. You've either done your duty or you haven't. Is her future safe or is it in peril?

HOW SHALL I TELL MY CHILD?

Written by that friend to mothers, Mrs. Jean Blewett, will be an invaluable friend and guide to you. There is no mistaking the earnestness, the tender sweetness and the flaming heart of mother-love that lies behind her appealing message. Every mother with a child's future in her keeping needs Mrs. Blewett's womanly counsel and advice. The price of this little book cannot be estimated. In actual cash, however, it costs 35c. It will be given you free in addition to two others of equal value with each new or renewal subscription to EVERYWOMAN'S WORLD. Your subscription also enrolls you as a member of EVERYWOMAN'S BOOK AND MUSIC CLUB and entitles you to secure a \$1.00 selection of books or music each month free of all cost. Make your other selection now from the list given on page 64. Mark the books wanted by number, fill out the coupon, mail it to us to-day and receive your books or music by return mail. If your subscription has not yet expired, renew to-day and receive full membership benefits. Your present subscription will be continued a full year from expiring date. Don't miss this great opportunity.

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