

# BOVRIL

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AND AT ALL BOOKSELLERS

## The Care of Silverware

Ever go into the home of a prosperous friend for dinner, and see the beautiful silverware arranged on the snow-white table linen and sideboard?

Ever in your own home notice how beautiful the silver looks after being properly cleaned, the different articles of jewelry, rings, toilet sets, silver handbags, etc.?

Ever stop to think of the hard labor and work it takes in the average household to clean Silverware? All the rubbing, scrubbing and polishing.

Ever think of the cost of the Silverware and consider that the rubbing and cleaning of it by the old methods wear away more silver than the hardest ordinary usage—rubbing is *Positively Ruinous* to plated ware?

The average life of Silverware is all the way from three months to a century according to the care that is taken of it. In some cases priceless heirlooms are handed down from generation to generation and the problem is always how to restore the natural lustre and brightness without injury.

There is one ABSOLUTELY SATISFACTORY way to clean Silver, Gold and Plated Ware, and WITH NO RUBBING. Thus the articles are not scratched—the surface is not marred or injured in the slightest—in fact we guarantee Wonder-Shine Silver Cleaner in every possible way. It does the work perfectly in one-quarter the time, and many articles can be cleaned at once.

At All Leading Dealers 25c and 50c per package  
THE ORIGINAL GENUINE

**WONDER-SHINE**  
SILVER CLEANER

Read our Advertisement Guarantee on Page Three of this issue.



## CANADIAN GIRLS' CLUB

Planning for a Wonderful Club Organization for 1912

Will you help us get 500 new members? Those who will send a few subscriptions ask to have a sample copy sent to a friend, especially some one in a small town.

I WANT to thank you all for the splendid success of the Club during the past year. These last two months especially have been notable ones, and you can imagine it was a joyous sight to me to see so many of our blue order blanks in the order files each day.

### WHAT OUR SUCCESS PROVES

We have proved that our Canadian girls will give their hearty support to a magazine of our own country. We have proved that the boasted energy, enthusiasm, aggressiveness, willingness to take up new interests, of the girls in United States is no greater than these same qualities in our Canadian girls. We have shown that the Girls' Club can be one of the most important factors in the success of the JOURNAL.

### WHAT OUR SUCCESS BRINGS

In 1912 we will have a more separate and permanent organization than we have had before. We will have a little newspaper of our own, and I hope you will all contribute your experiences to help make it interesting. We will have our own stationery and a club emblem. I want every member not only to be proud of CANADIAN HOME JOURNAL, but of belonging to the Club which is helping make the JOURNAL the equal of any magazine published in any country.

### THE 10,000 WATCHWORD

Will you take this for your watchword? The JOURNAL has shown wonderful improvement in these past two years, and we are confident of its future success. Every Canadian woman should lend her support, and we belong to an organization that is to tell every one of them about the JOURNAL and secure 10,000 new readers in 1912.

### ENTHUSIASM ALWAYS WINS

"Dear Secretary:

Will you send copies to these subscribers now. I'll have more very soon. Every one of my subscribers has liked the Journal even more than she anticipated. My enthusiasm won their orders in spite of their doubts, and now they are as enthusiastic as I am.

"People say I am such a thorough believer myself that they can scarcely refuse to give the Journal a trial. I must say I enjoy persuading people into believing as I do, and the satisfaction of every one has been a great pleasure. I only wish I had more time to work.

"Very sincerely,

"A Busy Home-maker."

"Dear Friend:

"I am sending you renewals for last year's subscribers and several new names. The subscribers have been delighted and have told all their friends, so it is not half so difficult to get orders now as last year, when only my own enthusiasm

and a sample copy was all they had to depend upon.

"You are certainly treating us well in allowing the same rate on renewals as on new orders. It encourages one to build up a circle of subscribers. In a small place like this after a few years one would have all the new names she could possibly get.

"Very sincerely,

"\_\_\_\_\_"

### CONDITIONS OF MEMBERSHIP

We want every girl who can get us ten or more subscriptions to join the Club. You don't have to get great big lists to be a member. It isn't necessary to make a regular business of it. We want hundreds of members who will get subscriptions from their immediate friends and relatives.

You will be surprised how many attractive things you can earn with a few orders; later you may be encouraged to increase your work and rise through the ranks of those who earn \$40 or \$50 a year to those who earn several hundred dollars.

### TO ENLARGE THE CLUB

If you think you may be able to get many or few subscriptions, write to us. If you positively cannot join, will you suggest it to some one else? Do you know of some one living in some small place where we probably have not a subscriber? I will be glad to send a marked copy calling attention to the Club.

Just think, if we can get 700 members sending fifteen or twenty subscriptions each, 200 sending fifty, 100 sending all the way up to five or six hundred, what a tremendous help it will be in building success for the JOURNAL. Doesn't that make you realize better what an organization can accomplish if each member does a little?

### START WITH THE NEW YEAR

First—because these next few months are splendid subscription months. People are deciding what magazines to take, and this is the psychological time to tell them of the JOURNAL. And next—because you do not want to lose any time in starting in the race for the yearly prizes. It doesn't take such a lot of subscriptions to win a prize, because we know that a great many of our workers have not the time or opportunity to get great big lists, and we want them to have a chance.

So will you write me to tell you all about the Girls' Club? Send a post card right now while it is fresh in your mind. Remember about that old and famous robber, "procrastination," who steals time right under one's nose.

Very sincerely,

The Secretary.

Canadian Girls' Club,