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CANADIAN HOME JOURNAL

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EDITORIAL CHAT

Do you know the feeling of pride with which a mother looks upon a daughter developing into full vigorous girlhood? Well, if you do, you know just how we feel when we see this magazine pushing into the front rank of women's magazines in America.

Our readers have made possible the wonderful improvements made during the last year, and in return we promise to do everything in our power to make it still more worthy of their favor in the future.

In the matter of covers we are spending more money to secure good covers than the usual magazine spends for its entire contents. We know that our readers appreciate our using good covers and that they are pleased to see the advances we have made in this direction.

Our readers must agree with us that the June number marks another step in our progress. There is a new serial, two splendid complete stories, the concluding chapters of another serial, ten pages of fashions, enough recipes to keep our readers cooking and eating for a month, music, and a host of other good things.

No part of magazine publishing is worthy of more consideration than the selection of a serial story, and it was only after weeks of consideration and the reading of many of the best stories that we selected "The Third Man" for our next serial story. The author, Silas K. Hocking, is a writer whose fiction is well known where good books are read. "The Third Man" is not a story of "drawings rooms" and "pink teas," but rather a story of the real everyday kind of a young man, who, while not sure he loved the girl, still he did not want her to marry a man whom he thought was unworthy of her.

To learn just how the difficulty was overcome you had better read the first instalment on our recommendation; after that we are sure you will be just as anxious as we were to find out just which of the three men the heroine will marry.

No person has ever told us just why so many marriages are performed in June, but the custom appears to be a popular one, and for that reason we have prepared some interesting articles, giving advice to the bride-to-be about floral decorations, customs at the weddings, furnishing the bride's home, and many other things she should know about preparing for the happy event.

Our short stories this month are somewhat above our standard, and what is better, they are from the pen of two of our brightest Canadian contributors. We want the magazine to be thoroughly

Canadian, and will always give Canadian authors the preference.

Lois Rayburn's wedding is a well-told story of a beautiful girl's devotion to her fiance. Even though he had apparently become an invalid for life, Lois insisted upon keeping her promise. Read the story, you will like it.

There are moments in the lives of most married couples in which it would only require a few words to start a wordy war between husband and wife. The air seems to be charged with electricity.

Well, it was on just one of these occasions that "Joe" unknowingly brought home to his wife a box of beauty roses that was intended for another person. It was a strange mix-up, and it cost "Joe" just twenty dollars to keep his wife from suspecting the truth. It is an excellent story, and well worth reading.

Luncheons, menus and culinary conceits are in the issue in abundance. Luncheons for June, menus enough for every day for two weeks will help the busy housewife decide the vexed question of what she will prepare for the family. Then there is a splendid number of timely recipes that are well worthy trying and keeping for reference.

Our readers have asked us for some time to give them more fashions. We hesitated to do so owing to the limited amount of space available in which to place the good things we prepare for our readers each issue. The demand for more fashions has become so general that we have given ten pages to fashions and kindred matters in this number. It is only another indication of how anxious we are to at all times give our readers what they ask for.

Dr. Hastings, Medical Health Officer for Toronto, has written a splendid article on the extermination of flies. Every one of our readers should read this article, and enlist in the army of women who will "swat" every fly they see this summer. Nothing that can be done around the home is more necessary from a sanitary standpoint than the extermination of the flies.

The change made in our Journal Juniors Department will be appreciated by our younger readers. Most of them like puzzles, and when they know that they will be given a prize for the solution of the puzzles they will be more than anxious to

send us the answers and endeavour to secure a valuable prize. Another new serial will be started in our July issue.

SPECIAL NOTICE—We have moved our offices from 61 John Street, to larger offices at 26-28 Adelaide Street West, Toronto. Our readers should use this new address when writing us.

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