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ROYAL YEAST CAKES

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E. W. GILLETT COMPANY LIMITED

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EDITORIAL CHAT

The REBUS COMPETITION could not be decided in time for an announcement in the page for the Juniors; but we are able to make an editorial announcement concerning it, which will keep our young readers from waiting in suspense until next month. The winner of the Rebus prize is Miss Mildred Burns, of Hampton, Ontario, whose letter was numbered sixty-eight. We had a curious experience this year, as the prize winner was the only one out of scores of contestants to have a solution exactly corresponding with the author's text. There was one group in the rebus which gave most of the trouble. Some interpreted it as "orphans," some as "families," some as "the poor," and we decided to adhere absolutely to the author's words, "poor families." There were one or two other pictures in the rebus which proved confusing to some competitors. However, it has been a most interesting contest all around, and we have received solutions from all points in Canada, from Cornwall, P.E.I., to Victoria, B.C. As a rule, the answers were most neatly written and were a pleasure to read.

OUR SUBSCRIPTION LIST was the most cheering feature of our Christmas menu. We hardly hoped to exceed last year's record, when one week brought a thousand subscriptions through the mails, but such a happy condition has come true, and we have been kept busy sending out receipts and Christmas cards to accompany them. Many of these subscriptions were sent as gifts of the season, showing that our friends appreciate our efforts to give them a JOURNAL which will be welcomed in the Canadian household. Thousands of subscriptions came in during the fortnight before Christmas and made our mails satisfactorily heavy. While such results are most gratifying, they urge us to renewed effort to prove worthy of such confidence and make the record of 1912 even more creditable than anything of the past. From every one of our nine provinces come these good Canadian dollars, with assurance of appreciation, from Prince Edward Island to the Pacific Province. We trust that our old friends may long continue our readers, and that the new friends will come to the conclusion that

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EDITORIAL CHAT

a yearly subscription to the CANADIAN HOME JOURNAL is a good habit.

OUR DEPARTMENTS will be as ably filled as ever. Through some mistake, probably a delay caused by Christmas mails, Jennie Allen Moore's letter for "Around The Hearth" did not reach us in time for publication in our January issue. However, it will greet you once more in February, and, we hope, for many months to come. We are glad that our readers are feeling a personal interest in this department and are writing about their various needs, as the members of the staff wish to come into personal touch with those for whom they write. Miss Rorke's articles on "Household Decoration" are such as will prove valuable to all readers, as they are essentially practical, being concerned with the everyday home and containing sensible and original suggestions on a subject which is of interest to every woman. "The Dressing-Table" is always supplied with a question drawer, and the editor of "Matters Musical" is glad to answer inquiries.

OUR CONTRIBUTORS have been unusually profuse in their attention during the last month, and we should like them all to observe certain editorial requirements, in order that the greatest general comfort may be secured. It is not necessary to send a letter with manuscript. In fact, it is much better merely to write the name and address on the manuscript, as a letter may be mislaid easily. A stamped and addressed envelope ought to be enclosed for return of manuscript, should it prove unavailable. It is quite impossible for an editor to give specific criticism in the case of returned manuscripts, and such return does not imply that the rejected story or article is without literary merit. It merely indicates that it is not suited to the purposes of this JOURNAL. We are asked sometimes what class of articles we wish to secure. At present, we are desirous of obtaining illustrated articles of a domestic or household nature. Articles descriptive of historic towns or villages, unless written with special vividness, are not in demand. We have found that our readers are essentially practical and are anxious to read about actual conditions and doings.