

One of Two Things Must Happen

YOU CAN DECIDE WHICH

As publishers of the CANADIAN HOME JOURNAL, we are confronted with a perplexing situation--we must either push forward in our efforts to publish a magazine worthy of Canadian womanhood, or step back into a rut of uselessness, and allow the magazine to become unworthy of being a leader of thought among Canadian women.

We desire the former course because we believe many thousands of our women appreciate the assistance the CANADIAN HOME JOURNAL has been to them, and are anxious for us to continue our policy of speaking fearlessly on vital Canadian questions.

Many causes have forced up our publishing expense enormously. Year after year we have continued to improve until now we have first call upon the work of many of the best authors, writers and illustrators in America. Canadian women will, we believe, continue to encourage the publishing of a clean, wholesome woman's magazine containing their own literature and presenting Canadian ideals.

The situation confronting us is that to keep up the high standard we have established, we must make a slight increase in our subscription price. It is not much--only fifty cents, but you need not pay the increase now if you will accept our offer of renewing your subscription at the old rate before July 31st.

Our offer is a simple one-- send us \$1.50 now, and we will extend your subscription for one year, no matter when it expires. Pay now and save 50c. If you desire to extend your subscription for two years or more, send us \$1.50 for each year.

After July 31st, the subscription price of CANADIAN HOME JOURNAL will be \$2.00

Canadian Home Journal

71 Richmond St. W., Toronto

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