

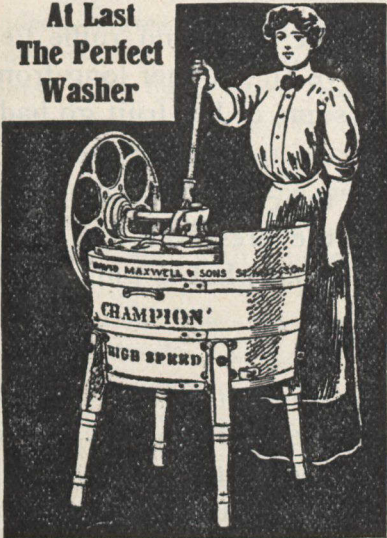
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Turn to page 32
and read the whole
page carefully,
it will surprise you



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Number 5

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TORONTO, SEPTEMBER, 1910.

CONTENTS

EDITORIAL CHAT	5
EDITORIAL	7
MUSIC, ALICE WHERE ART THOU	8
PATRICIA THE BEAUTIFUL SHOPPER, Story	9
SOME ASPECTS OF THE HARVEST IN WESTERN CANADA	11
HOUSEHOLD DECORATION	13
A FORLORN VICTIM, Story	14
CANADIAN WOMEN'S PRESS CLUB	16
THE JOURNAL'S JUNIORS	17
AROUND THE HEARTH	18
THE MUSKOKA CONFERENCE	19
A WOMAN'S WAY, Story	20
THE AUTHOR OF CRANFORD, A Sketch	22
JEANNE OF THE MARSHES, Serial Story	23
IN THE SHOPS	25
CANADIAN GIRLS' CLUB	27
A CORNER OF COMMENT	28
FASHIONS	33
DAINTILY EMBROIDERED APRONS	42
HOUSEHOLD EXCHANGE	43
FROM THE PUBLISHERS	44
POPULAR SUPERSTITIONS	45
WOMEN'S INSTITUTE	46
A CUP OF TEA, Story	48
THE BUSINESS COLLEGE	51
THE DRESSING TABLE	53
MY LADY'S GARDEN	54
HOUSEHOLD HINTS	56
CULINARY CONCEITS	57
BUT THAT'S ANOTHER STORY	58

EDITORIAL CHAT

OUR NEW SERIAL is by an author whom you will be sure to like. Mr. E. Phillips Oppenheim is one of the best known of modern English novelists and is deservedly popular, as "something happens" in every chapter. Yet it would be entirely unjust to call his narratives "sensational" in the objectionable meaning of that adjective. They are exciting, but wholesome, and never "leave a bad taste in the mouth." The story which we have been so fortunate as to secure, "Jeanne of the Marshes," is one of Mr. Oppenheim's best efforts in fiction and we are sure you will all follow with breathless interest the fortunes and misfortunes of Jeanne and her sweetheart—who have the proverbial ill-luck of true lovers. Later on, we shall publish a Canadian serial by one of our most widely known writers.

OUR PURE FOOD ARTICLES have, we believe, been of interest to many of our readers. The summer season and early autumn are pre-eminently the months for "putting up" fruit and vegetables. The aroma of autumn always bears a hint of grape juice or tomato catsup. Those who have not the opportunity or the time to look after all these tasks for themselves will be glad to read of just how the work is done on a large scale in one of our most extensive factories. The E. D. Smith establishment at Winona is situated in one of the finest fruit districts in Ontario, with the experimental fruit farm belonging to the Government at Jordan Harbor, not many miles away. In our October number there will be an article on this factory, written by Miss Anna Lake of *The Globe*, who is a reliable authority on matters of this nature, and whose articles on "The Size of the Loaf" created a discussion which reached thousands of households.

HOUSEHOLD DECORATION is a subject which appeals to all our readers and, although we have in the past endeavored to meet the demand for information on its various branches, we have had no special department for its discussion. Beginning with the October number we shall have a page devoted to the subject, conducted by Miss Jessie E. Rorke, who has several times contributed such matter to this journal. Miss Rorke will be glad to conduct correspondence on subjects connected with household decoration and we hope our readers will make extensive use of the page.

OUR JUVENILE READERS are asked to read "Cousin Clover's" announcement in this issue and to try for the prizes offered therein. We want every small person among our circle to send in letters dealing with what he or she would like to see on that page. Any of you who have a story to tell about your animal pets or your school adventures must regard "Cousin Clover" as a friend who will always be glad to hear from her young readers.

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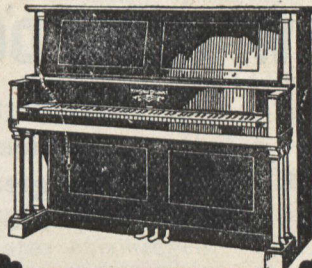
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