

EDITORIAL CHAT

Did your magazine reach you late last month? Perhaps it is a useless question to ask, as nearly every reader had just cause to complain of late delivery of the June issue. The old saying about an excuse is about right, "Excuses are unnecessary, your friends do not require one, your enemies will not believe it," but, honest, it was not our fault. A large corporation wanted the land on which our printer had his shop, and, well, we had to move, so the magazine was late.

A number of our readers have asked in what part of Canada was the scene shown on our June front cover. We thought that every person knew that it is a view on the Gorge of the Niagara River. It is a rather unusual photograph of that section of Canada. Perhaps, for that reason, it was not easily recognized.

Our July cover shows Mount Assiniboine, near Banff, Alberta. The plates were made from a photograph and are an excellent example of the development in the art of color engraving in Canada. This cover is one more of the six best views in Canada we promised to publish some time ago.

Another new serial starts in this issue. The title, "The Red Seal," gives but a slight conception of the splendid romance wound round the principal characters by the author, Morice Gerard. The story is of the time of Cromwell, when to love and win a woman often meant to fight for her in place of asking for her hand, which is usual at the present time. There is much exciting adventure and a strong undercurrent of love running through the whole story. In fact, it is one of those kinds of stories that one desires to finish reading before laying down. We have published a liberal instalment in this issue, and we feel quite sure our readers will enjoy the story and will be anxious to read the chapters that will follow.

Another large instalment of "The Third Man" appears in this number. The heroine of this story has already made friends with thousands of our readers, and they will be anxiously waiting to read the second instalment. To those of our readers who failed to read the first chapters our advice is they had better look up the June copy and read the first chapters. If the

June copy has been loaned get it back, as by missing the first chapters, you will be missing one of the best parts of any serial story ever published in the CANADIAN HOME JOURNAL

ever published in the CANADIAN HOME JOURNAL.

The "Butterfly" is an exceptionally well written short story that tells of complications that arose from a misunderstanding of

a young lady who unintentionally overheard a conversation between her fiance and one of his gentleman friends. It illustrates just how close this couple came to separate owing to a misunderstanding. It might be well for the young ladies among our readers to read this story carefully. Let it serve as an instance of how foolish it is to have a misunderstanding with their best young man.

Of more than unusual interest will be found the illustrated

article on Monte Carlo and Pisa. There is such an element of mystery and beauty about both of these quaint old cities that makes them unusually attractive to the European traveler. Katharine Hale, with her usual splendid ability, pictures both of these places in such a manner that one can almost believe, after reading the article, that they have visited these historic places. Monte Carlo is, perhaps, the most beautiful and inviting city in the world, and Pisa is known the world over for its Leaning Tower, beautiful cathedral, and other magnificent buildings, that contain works of art by masters long since departed. You should read this article, it will prove very interesting to you.

There is perhaps no factor at work among the women of the Dominion of Canada with a greater power for doing good throughout the whole Dominion than the National Council of Women. The 19th Annual Convention, which was recently held in London, marked another step in advance for this splendid organization. The account of the convention, written by Margaret Walker, should be read by those not conversant with the work being done by this association.

So many requests have reached us for copies of our national anthem, "O Canada," that we decided to reprint the full words and music in this number. There is a growing desire on the part of Canadians to become better acquainted with this chant, and the republishing of the words and music will afford thousands this opportunity.

In the Journal Juniors' Department will be found a series of puzzles for our younger readers. We were much disappointed that none of our readers have as yet sent in the correct solutions for the puzzles appearing in our June number, the answers for which are

ber, the answers for which are given on page 16 of this issue. Try it again, boys and girls, and see if you cannot do better this month.

Much time is saved by HOME JOURNAL readers in following carefully the recipes and menus given in each number. These are always timely, and from our personal knowledge are reliable.

CONTENTS 1912 July **FICTION** THE BUTTERFLY THE RED SEAL -THE THIRD MAN II DAVID KENDALL'S HOLIDAY SPECIAL FEATURES NATIONAL COUNCIL OF WOMEN 6 TWO HISTORIC EUROPEAN TOWNS MUSIC -13 **FASHION DEPARTMENT** GOWNS OF SUMMER SILK -20 PRETTY SUMMER FROCKS DAINTY DRESSES FOR YOUNG GIRLS SIMPLE MODELS FOR WASH DRESSES 23 FASHIONS FOR THE CHILDREN A PRETTY NEGLIGEE 25 WHAT'S NEW ON THE COUNTERS 26 THE NEW VENETIAN RELIEF EM-BROIDERY 27 MATTERS OF MENU IULY LUNCHEONS - -17 CULINARY CONCEITS FOR THE HOUSEHOLD HOUSEHOLD DECORATION - -18 HOUSEHOLD HINTS SPECIAL DEPARTMENTS AROUND THE HEARTH JOURNAL JUNIORS -WOMEN'S INSTITUTES 28 FROM THE PUBLISHERS 34 DRESSING TABLE - -GIRLS' CLUB 38 BUT THAT'S ANOTHER STORY

SUBSCRIBERS'
ADVERTISEMENT
GUARANTEE

Readers of the "Canadian Home Journal" are fully protected when buying from any of our advertisers. We know that every advertiser in this issue is reliable, and that our readers will be dealt with fairly and honorably. Should any of our readers have an unsatisfactory dealing with any of our advertisers we will undertake to have asatisfactory adjustment made or the money refunded. This absolute guarantee is good only when our readers tell advertisers when dealing with them that their advertisement was seen in the "Canadian Home Journal."