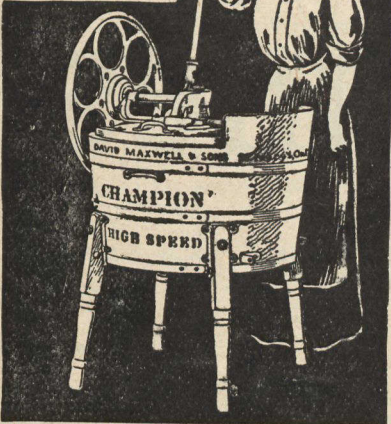


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NOTICE—Subscribers in change of address should give the old as well as the new address. Please notify promptly if your Journal does not reach you.

TORONTO, JUNE, 1910

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Editorial Chat

OUR NEW NAME may come as a surprise to some of our old friends. As a matter of fact, we have almost been obliged to take it, as so many of our subscribers have emphasized the fact that they like our "Canadianism." Henceforth, the publication will be known as CANADIAN HOME JOURNAL, instead of THE HOME JOURNAL. We feel that the change is a wise one and will be appreciated by our readers. The attempt to give you articles and stories representative of your own country has met with your sympathy and encouragement, and we feel that the change of name will be merely in accordance with the general policy of the publication. There was a time when Canadians were extremely timid and deprecating concerning their own productions, but that period is past. "Made in Canada" has become a popular label, no less for publishing than for pianos.

OUR VACATION NUMBER should be a welcome visitor to your homes, as it contains so much information which the holiday-maker will find of value. The article on "Tips to London and Back" explains the true inwardness of the situation which is often perplexing to the tourist who is crossing the ocean for the first time. The article on the requisite equipment for the feminine traveller will also be of practical help and interest to all who are contemplating a holiday tour. Beauty spots in Canada have not been neglected, and one pictorially presented, from the Capilano Canyon of British Columbia to the summer delights of the Waegwoltic Club, Halifax.

THE FICTION FEATURES, we are glad to say, have met with the general approval of our readers. Mrs. McClung's story, "The Return Ticket," which is published in this issue, is a pathetic, yet all-too-lifelike sketch of a sad journey. Next month we hope to publish Mrs. MacKay's story, referred to in our May issue, and from Mrs. Sheard we have a charming narrative to brighten the August number.

OUR COVER DESIGNS are such, as our readers find, a bit of brightness, in keeping with the season. This month's design, which the artist, Mr. Lester J. Ambrose, calls "The Love Token," is an exceedingly dainty study of feminine charms, in the appropriate setting of an old-world garden.

THE EXTRA SIZE of our May issue has been adopted for this June number also. The advertising, as most of you will observe, makes such a change imperative, and the four extra pages are merely proof of how our advertising value is esteemed. However, the reader need not feel for one moment that the editorial interest will be sacrificed, as additional reading matter really gives you a supplement to the ordinary JOURNAL size.

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Vacation
Is Coming**

When getting together your outfit don't forget that one of your greatest necessities is *Pure, Sweet Milk and Cream*. You know how difficult it is to secure these articles in Summer camps. Take along with you a case or two of "CANADA FIRST" Evaporated Cream and Condensed Milk. These are guaranteed absolutely pure and with them in your larder you are guaranteed *Fresh Milk at all times*.

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