

CANADIAN HOME JOURNAL.

An Illustrated Magazine devoted to the interests of Canadian Women.

EDITED BY
FAITH FENTON.

PUBLISHED MONTHLY BY
THE HOME JOURNAL PUBLISHING CO.
(LIMITED.)

CHAS. A. E. CARR (LONDON), President.
GEO. E. ELLIS (TORONTO), Secy.-Treas.

BUSINESS OFFICE AND PRESS ROOMS:
24 King Street West,
Rear Building, Manning Arcade, Toronto.

MONTREAL OFFICE, 246 ST. JAMES ST.
SUBSCRIPTION PRICE:
\$1.00 Per Year; Single Copies 10 Cents.

In presenting our midsummer number to the public, we do so with the consciousness that it is worthy of their hearty approval and support.

We do not claim to have reached perfection; but we do claim that the CANADIAN HOME JOURNAL stands unrivalled in the field which is especially its own; and we do assert that it is the best journal for women and the home that has ever been published in Canada.

We are yet a young publication, and therefore unable wholly to fulfil our ambitions; but with the continued encouragement and support of the ever-enlarging circle of our readers, we hope to rapidly attain to even greater things.

We do not beg for especial favour or grace as a Canadian publication. We desire that the paper be received upon its own merits. If it bear favourable comparison with other similar magazines of foreign production, then we ask that the preference be given to the CANADIAN HOME JOURNAL, which treats of home interests, which illustrates home scenes, which is written by home lovers, and produced by home workmen, and which breathes the true spirit of Canadian homes.

We ask for whatever of support and encouragement can be honestly given 'to the native born.'

The August issue is an unusually attractive number, both in illustration and reading matter. The special contributions of summer verse are by the graceful and tender poet, Jean Blewett, and two bright young writers, Maud Tisdale and Alma McCollum.

An interesting personal reminiscence of a visit to the poet Whittier by Miss Agnes Maule Machar, and a cleverly illustrated sketch of Evening at Hanlan's Point, are features of this number. An untheological review of Ian Maclaren's "Mind of The Master" will also prove of interest to many; while Midsummer Beauty Hints are given by one of Canada's cleverest skin specialists—Miss Moote.

The many departments, Fashion, Household, Music, Art, Women's Sports, etc., are up to their usual standard of interest; while Cousin Maud's chat for the children is as charming as usual.

The business department of the CANADIAN HOME JOURNAL desires to thank the secretaries and presidents of those societies affiliated with the Canadian National Council for their prompt return of list of members.

Our purpose in making the request, was to secure as many names as possible, in order that we might begin sending out sample copies of the CANADIAN HOME JOURNAL to all individual members of these societies. And as the lists will comprise the names of many thousands of women, it will take some time to cover the ground.

Where immediate response to our request is impossible, we shall be glad to have the lists at the earliest convenience of the officers.

We should also like to ask our subscribers, newspaper dealers and readers in general to forward their orders for any extra copies of the CANADIAN HOME JOURNAL early in the month; since we purpose utilising all unsold copies of the magazine by sending them out to members of societies affiliated with the National Council.

Apart from the desire to make our magazine known, we wish, in as far as possible, to place the monthly reports of the work of the National Council in the hands of Canadian women.

Orders have come to us for the July issue which we have not been able to fill. Therefore we request that in as far as possible they should be sent in early.

Agents for our magazine are asked to make returns weekly. We also urgently request subscribers to notify the business office promptly—

1. If their magazine does not arrive.
2. If it is delivered in a damaged condition.

Complaints have reached the office concerning the torn or soiled condition of several magazines upon delivery. This is a fault of the mailing office, which we and they also are anxious to prevent. We can only do this by such cases being reported.

* * *

A WORD TO ADVERTISERS.

"Upon the Pocketless Dress of . . .
Women Hang the Keys of Trade."

Woman is the buyer of everything, everywhere woman is the active partner of the home and silent partner of the office.

The better the woman, the more directly she is interested in her husband's stockings, hats and other things. The woman clothes the children; she is thrown into relation with every establishment where goods for men and boys are sold.

Woman directs the care of the garden. Woman has the hand or the underhand of designating everything used in the house, on the house and about the house.

A woman who would not read advertisements would not be a woman, consequently all women read advertisements.

Advertising statements are really news to women. The shrewdest advertisers in the world are writing advertisements which appeal directly to women. The publication which has succeeded, and which will always succeed, is the one printing the most matter of general interest to women and the family.

This paper is printed especially to reach the Canadian homes, and contains the official reports of the National Council of Women and affiliated societies, which represents many thousands of the best class of women in Canada.

Advertisers cannot reach a larger or better field than this and cannot select another medium in Canada of such general interests solely for women as the CANADIAN HOME JOURNAL.



THE
NASMITH CO.
51 KING ST. EAST, TORONTO LIMITED.

HAVE YOU?
IF NOT, WILL YOU?

TRY NASMITH'S
DELICIOUS
CHOCOLATES
CHOICEST
BON-BONS

In Purity, Richness and Delicacy of Flavor,
Nasmith's Chocolates and Bon-Bons are unexcelled

We will forward on receipt of price—

1-lb. box, 65 cts. 3-lb. box, \$1.50
2-lb. box, \$1.05. 5-lb. box, 2.30

Delivered FREE in any part of Canada.

By sending in \$1.00 for a year's subscription to the CANADIAN HOME JOURNAL, you can get from the J. D. Nasmith Co. of Toronto, a 1-lb. box of their choicest Chocolate Bon-Bons, sent post paid.

THE HAIR

To Curl It

and make it stay,
USE

CURLINE

Proof against warm air and dampness, and retains its effect for days, often weeks. A boon to ladies at this season. A 25 cent bottle gives ten times its price in Comfort and Satisfaction.

To Color It

to any desired shade, use the

INTERNATIONAL
HAIR REJUVENATOR

Far superior to any ordinary dye. It produces fine, natural shades, without greenish tints. Is harmless and will not rub off. Anyone can apply it. 8 Colors, 3 Sizes, \$1, \$2, \$3. With Full Directions.

To make it Grow

and to remove Dandruff,
USE

HAIR MAGIC

A tonic which acts direct upon the Follicles and Scalp, reviving nature's flagging energies and restoring a beautiful and bountiful growth, besides restoring it to its natural color. A fine dressing and should be on every toilet table.

These Preparations are for sale by all first-class Druggists and Hair Dressers, or will be sent on receipt of price.

DORENWEND CO., LTD., 103 AND 105 YONGE ST., TORONTO.

Canada's Leading House for WIGS, SWITCHES, BANGS, WAVES and all articles of the toilet. CATALOGUES FREE

Don't Take Chances

And buy cheap preparations that you know nothing about, especially when they are complexion remedies, and overlook those that have an established reputation and are highly recommended by the medical profession.

Don't use drugs that are called complexion remedies that you must continue to use in order to keep the complexion nice. After a while you become so addicted to the habit you cannot get along without them.

The PRINCESS TOILET PREPARATIONS are pure and harmless and when a cure is effected it is not necessary to continue their use.

We have cured thousands of cases of
ECZEMA ACNE PIMPLES BLACKHEADS WRINKLES
LIVER SPOTS RED NOSE
SCRAWNY NECKS FRECKLES HOLLOW CHEEKS
SUPERFLOUS HAIR removed permanently by ELECTROLYSIS.

We have Treatments for every defect of the Face, Hair, Hands and Figure. Write or call and consult us free. Send stamp for booklet, "HEALTH AND GOOD LOOKS." CANADA'S ONLY COMPLEXION SPECIALISTS.

MISSISS MOOTE & HIGH

The Graham Dermatological Institute 41 CARLTON ST., TORONTO
Telephone 1838



HAIR TREATMENT



Is your Hair weak, faded, falling out, or getting gray? If so, consult **BARNES, THE HAIR DOCTOR**, and take a course of thorough treatment. He guarantees to promote and strengthen the weakest hair to a strong and healthy growth. If you have dandruff, scurvy or itching humors at the roots, try **BARNES' DANDRUFF CURE** and **HAIR GROWER**. It prevents the hair from becoming thin, faded, grey or wiry, and preserves its luxuriance and color; it keeps the scalp cool, moist, and healthy; cures itching humors; thoroughly removes dandruff, as well as toning up the weak hair roots and stimulating the vessels and tissues which supply the hair into nutrition, and adds the oil which keeps the shafts soft, lustrous and silky. No other preparation will do as much as **BARNES' DANDRUFF CURE** and **HAIR GROWER**.

Ladies' Hair Cutting, Singeing, Shampooing and Dressing contracts for ladies' schools out of town, for weddings and parties.

F. BARNES, 413 Spadina Ave.

PHONE
2348