



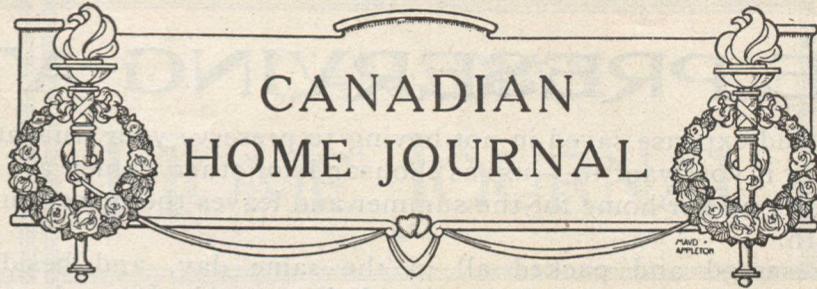
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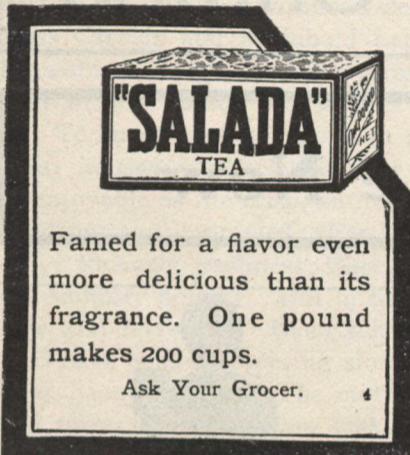
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TORONTO, OCTOBER, 1910.

CONTENTS

| | |
|--|----|
| EDITORIAL | 5 |
| MUSIC—LOVE'S SORROW | 6 |
| THE GINGERBREAD HOUSE, Story | 7 |
| HINTS ABOUT HOUSECRAFT | 9 |
| JEANNE OF THE MARSHES, Serial | 10 |
| A BIT OF ATTIC PHILOSOPHY | 12 |
| LA TRISTESSE, Story | 13 |
| THE BUSINESS OF HOME-MAKING WITH THE JOURNAL'S JUNIORS | 14 |
| THE HOUSEWIFE'S ASSISTANT'S MATTERS MUSICAL | 15 |
| AROUND THE HEARTH | 16 |
| HOUSEHOLD DECORATIONS | 17 |
| JOYS OF HALLOWE'EN | 18 |
| THE DRESSING-TABLE | 19 |
| CONCERNING CANDLES | 20 |
| THE CHILDREN'S TEETH | 22 |
| CANADIAN GIRLS' CLUB | 23 |
| FROM BASKET TO JAR | 24 |
| THE JOURNAL FASHIONS | 25 |
| IN THE SHOPS | 26 |
| THE HOUSEHOLD EXCHANGE | 28 |
| CANADIAN WOMEN'S PRESS CLUB | 34 |
| WOMEN'S INSTITUTE | 35 |
| SONGS OF AUTUMN | 37 |
| SOME STITCHERY | 38 |
| MY LADY'S GARDEN | 40 |
| HOUSEHOLD HINTS | 41 |
| CULINARY CONCEITS | 44 |
| BUT THAT'S ANOTHER STORY | 48 |
| | 49 |
| | 50 |



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Do you make clothes for yourself or family? If you do read Page 48.

EDITORIAL CHAT

OUR OCTOBER COVER is by an artist, hitherto unknown to our circle, whose work we are sure you will approve. Our July summer girl, taking a plunge in the surf, was admired, our August maiden, guiding a motor-boat was a bright and bonny lass. The September girl, ready for a canter on her favorite horse, was pleasing to the eye. But we hope you will like, just as much as any of these, the Lady of October, with her dignified calm of demeanor. Mr. V. W. Newman, the artist, has given us other studies which are equally pleasing, and we know you will approve them.

THE HOUSEKEEPERS, we know, will enjoy the contents of this number in which they will find articles of practical helpfulness in the home. "The Housewife's Assistants" deals with those aids to modern cleaning and baking which scientific invention has brought to the aid of the woman who looks after the welfare of the household. The sweeping and dusting and three meals a day are practical considerations which concern all of us. We cannot live without eating, even if we imitate Mr. Upton Sinclair and starve for health's sake. We cannot live very comfortably or in civilized conditions, without taking cleaning day into consideration. Therefore, whatever tends to lighten the toil of preparing the food and getting rid of the dust, should be of interest to the housekeeper. Most Institute members have already seen illustrations or demonstrations of how such labor-savers as the vacuum cleaner and the fireless cooker do their task.

OUR FICTION is unusually good this month. We have already found that "Jeanne of the Marshes," the serial by Mr. Oppenheim, is appreciated, and we assure our readers that as "the plot thickens," the interest becomes keen and exhilarating. The Wicked Princess and the Noble Heroine are quite as entertaining types as were found in the old-fashioned three volume novel. Mrs. MacKay has written one of her most delightful stories in "The Gingerbread House" and the illustrations by Mr. Lester Ambrose do justice to the narrative. The story is one of home life which makes a tender human appeal and which, we are sure, you will all enjoy. "La Tristesse," by Miss Marjorie Pickthall, is a narrative of unusual delicacy and imaginative charm. The description of the quaint old village, with its superstition and its cruelty, is subtle and true, while the devotion of the lovers who leave it for a brighter world is an exquisite touch of idealism.

HOUSEHOLD DECORATION and the Household Exchange will, we hope, be departments to encourage correspondence from our subscribers, who will always be welcome, either as contributors or inquirers.

HALLOW E'EN is more than a merry-making—it has become an institution. The games and refreshments of the last night of October are something which nearly every household takes into consideration. Therefore, we

have been mindful of your requirements, and have provided in this number an article which contains a variety of suggestions for entertainment and diversion on that merry occasion.

PURE FOOD articles which we have used have created much interest among our readers and we are sure that the contribution in the present issue, entitled "From Basket to Jar," will prove most entertaining reading to all who care to know about the process of wholesale preserving. Miss Lake found the factories at Winona a scene of decided interest, both in manufacturing activity and in environment, and her description of her visit will make your enjoyment of plum preserves or peach jam all the keener. We should like our readers to realize that only the best goods, prepared in the cleanest manner, are worth consideration by the up-to-date housewife.

THE PHOTOGRAPH ILLUSTRATION is very much desired for our exchange department. If you can send us an article on a new idea in household management or convenience, accompanied by photograph, it is all the more welcome. The articles should not be long. Three or four hundred words on one or two subjects will be better than a variety of recipes. The name and address of the sender must always be given. The editor undertakes no responsibility regarding the household exchange hints, but prefers always to publish the authority for the special recipe or article.

THE CANADIAN GIRLS' CLUB is a department which is open to all our girl readers, and which we should be glad to have them address, in connection with any matter of interest. The photograph contest in connection with a girl's room, has not yet resulted in our obtaining a satisfactory photograph, and we shall be glad to receive from our girl friends any letters or illustrations regarding the furnishing of a room. There is a large range of matters, not directly concerned with home life, which interest girls and they may feel free to write at any time on any of these matters to the Canadian Girls' Club.

OUR CHRISTMAS NUMBER is already on the way and will be something for our circle to regard with more than passing interest. The fiction, which is always one of the most important features, as Christmas is the "story" season, is by Canadian writers whose work would be welcome anywhere. One of these is a new writer, but we are certain that when you read "The Comforting of Eugene" you will admit that the author can tell a story well worth reading more than once. Mrs. Sheard's "The Turn of the Tide" is a delightful and cheering tale, and Miss Marion Wathen's "A Pound of Tea" is a Christmas narrative of the good, old-fashioned order. The special features will be of unusual attractiveness and we hope to secure another "rebus," such as excited you all last year.