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# Canadian Home Journal

## MORE ABOUT OUR CELEBRATION

**A** little thought when we announced our birthday celebration that it would receive such spontaneous support from our readers. Almost every mail brings us letters from persons interested in making the celebration a success. From the Atlantic to the Pacific the women are joining heartily with us, and if they continue as they have started there will be little doubt as to its success.

Perhaps you missed reading the announcement in our August issue about the good things we are to have on our fifth anniversary. If you have overlooked it just look up your August copy and read it.

Lack of space in this issue prevents us repeating everything said about the celebration. New developments since we published the last issue has enabled us to add some additional good things to those promised in our August number.

When we announced our new serial by one of the best Canadian authors, we did not expect to also secure the serial rights of Mr. Oppenheim's latest story, "Jeanne of the Marshes." However, our efforts were successful, and the opening chapters appear in this issue. A friendly word of advice from one who sat up most of the night reading it is to read it and tell your friends about it.

We have secured two new stories from Mrs. I. E. McKay. They are both good and will appear in our next issues and, by the way, the new Canadian serial is by the same author, and is acknowledged to be the best story ever written by a Canadian author. You may be impatient to read the first chapters, but just wait, the good things in this life are usually those we have to wait for.

Many of those sending us letters accepting our invitation to take part in our fifth anniversary comment on the clean, wholesome reading matter in each issue. There is a growing feeling of resentment

among the better class of women at the class of reading matter in some foreign publications. There are some things a parent should tell a child when alone that are not in good taste to discuss in a magazine. Our readers need have no fear that anything of that nature will appear in the Canadian Home Journal. We are publishing a letter from one of our subscribers that voices what we believe to be the opinion of thousands of Canadian women. Read it over and let us hear from you.

Have you accepted our invitation? We want you to help us celebrate. Mind you it is not necessary to send us a present—it's the other way about. We will send presents to all who accept the invitation to help us celebrate our fifth anniversary. Just turn to page 32 of this issue for particulars.

There is no doubt in our mind as to every Canadian woman being anxious to advance the interests of Canada. This can be done in an effective manner by inducing your friends and neighbors to read Canadian publications. The present is Canada's growing time, and if we are ever to become a great nation we must work together and help build up Canada for Canadians.

This large sixty-page issue is one we feel proud of. We want you to read it carefully and let us know how we can still further improve it. The suggestions we

receive from our readers are of the most value to us in making plans for the future.

Now, I will ask you frankly, have you a friend that is not now reading The Canadian Home Journal? If you have, then help us to roll up the 40,000 readers by November 1st.

There are thousands of women in Canada that at present do not know the true value of this magazine. If we can send a sample copy to any of your friends tell us and we will send one free.

*William G. Rook*  
President

August 10, 1910.

MR. WILLIAM G. ROOK,

President of The Canadian Home Journal, Toronto.

Dear Sir:

I have read in the August journal your appeal to subscribers to help celebrate the fifth birthday of The Canadian Home Journal. It will be a pleasure for me to help in any way that I can. Though I have only taken the Journal for six or seven months, I feel I'm rather a young member to dictate or criticize if anything in the Journal displeases me, and yet that is what is asked of us on page two in the August number. Being a Canadian, I'll take the greatest interest possible in our own journal.

There are one or two suggestions I would like to make, i.e., the original ideas of the members for new ways of doing things throughout the house. Let us call this department "Exchange Ideas," "Original Ideas," or "Suggestions"—something instead of "What Other Women Have Found Out," which would be too much like copying from the Ladies' Home Journal.

Another suggestion—DO NOT let any member or any person start a department on "How Shall I Tell My Child," such as has been done by the Ladies' Home Journal. Their page on this subject in the July number is positively repulsive, and if anything like that is ever started in our journal, I, for one, am done with it. But from my Journals that I have read, I'm sure they will never stoop to such degrading and UNNECESSARY information. Even the cover picture on the L. H. J. July number is "silly." I trust there will never be anything like it shown in our Journal.

Could you tell me if I could procure a copy of our May number cover? I should like to have one (without advertisements). Enclosed find stamp for reply. I have written several of my friends to learn if they will become subscribers to our Journal, and expect soon to send in their subscriptions.

If there is anything that I can do for the Journal, from my home in the far West, I should like to be commanded. I have a kodak, and if any snapshots from here would be of interest I would send some.

Wishing the Canadian Home Journal a very, very happy birthday and continued success, I remain, a sincere friend of the magazine,

Mrs.....