

SALE Opens Today

The Ladies' Home Journal
20c the Copy

Christmas Number

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At Your News-stand

All That Women Want at a Price All Can Pay

"Is it really helpful?" is the test each LADIES' HOME JOURNAL article must pass before I publish it as a service to women in social, civic, commercial, industrial or professional life.

"Is it wholesome, inspirational, of the highest possible quality?" must be answered in the affirmative before I finally select the ten or twelve stories in each number. Tales contrived for their "sex lure" and low appeal have no place in The Journal.

"Is it art; will it encourage a love for the beautiful; is it worth framing?" I ask when selecting a painting for color reproduction.

"Is it practical; in good taste; does it apply in the modern home?" is the criterion by which I judge each of the new ideas worked out in the development of the departments for which The Journal is famous, whether Paris fashions, needlework, entertainment or household management.

Incidentally, we are building up a new department, to be called PRACTICAL POLITICS, which I feel confident will be of extraordinary value to millions of our readers.

I try to make each separate, single feature worth the whole price the reader pays for the entire contents of the number.

*Blanton W. Currier,
Editor of The Ladies Home Journal.*

Will You Journey With Sir Philip Gibbs "Through Enchanted Seas"?

The world war produced no greater war correspondent than Sir Philip Gibbs. Millions of Americans read his dispatches daily through a long, dreadful period of anxiety.

Now this gifted writer has turned his pen to fiction and has written for the December Journal a story that has all the thrill and vividness of war news, although it is not a "war story."

A beautiful Armenian girl set out after the war to find the man she had met in Asia during the war. He was not her lover, but when she meets him, during a remarkable voyage on the enchanted seas of the Near East, what happens will hold you breathless to the last line.



A Hundred Ideas for Christmas Gifts

How to make them, how to choose them for every member of your family! Almost a complete magazine by itself is the material we offer to help you plan for a real Christmas. Here are the titles of Christmas articles that fill many pages:

*Presents to Please the Most Fastidious Maid.
Handmade Gifts That are Proofs of Real Friendship.
Gifts One Girl Can Make for Another.
Christmas Cakes Make Dainty Gifts to Send Our Friends.
Gifts for the Woman Who Likes Things for Her Room.
Presents—Useful and Simple.
Gifts That Add to Housekeeping Joys.
Santa Claus Designed These Toys for You to Make.
Gifts Children Will Treasure.
A Page of Christmas Toys.
Dainty Remembrances for the Guest's Room.
Easily Made Lingerie with a Festive Christmas Touch.
Some New Christmas Candies.*

Safe Motherhood

Fourteen foreign countries have made motherhood a safer privilege for their women than it is in the United States. And in ten foreign countries it is safer to be a baby than it is here.

Every year fourteen thousand mothers die in childbirth; every year we lose two hundred and fifty thousand babies before they have had half a chance to get a hold on life.

How the Children's Bureau is helping to wipe out the charge of criminal negligence in America is told by William Harper Dean in his article, "Safe Motherhood," in the December Journal.

Mother Tried So Hard to Make Them See

She had been a rare mother of a large family, now grown up.

She had saved the Noah's Ark and all its vividly painted inmates for years.

At the Christmas reunion of the family her heart burned with a great longing to revive through the old Ark some of the mother-happiness of the far-off Christmases when her sons and daughters were young. She had a further idea, too. But when children grow up and grow apart.

"The Noah's Ark," by Elsie Singmaster, is truly a big Christmas story.

Making a Community Happy

Mary Holt had reached the age when a woman wonders if a reference to old maids is meant to be personal. She lived in a small town and was bored. She was beginning to milder; but she didn't! Instead, she hit upon a fine plan and did wonders for her community. Her plan is worth a lot of imitating.

THREE OLD WOMEN WITH BRIGHT RED HAIR dictate what women will wear throughout the world—and the Callot sisters now decree that the day of the flapper is over. If there is a flapper in your home—daughter, wife or mother—see that she reads Mary Brush Williams' description of her visit to the great Callot dressmaking establishment in Paris.

Why Not On the Way Home?

"On November 10th I went to 30 news-stands in New York to buy a November Journal. They were all sold out. So I crossed the river to Jersey City and borrowed my sister's." Your Christmas copy is obtainable today.



Billie Burke Exhibits This Winter's Clothes

Very smart and wearable is Miss Billie Burke's black velvet afternoon frock, for it is cut along most approved lines. You really shouldn't miss the charming photographs of Miss Burke, wearing the latest winter designs created by Harry Collins. Fashion, it seems, has returned to lace and embroidery. Simple and practical—nevertheless stunning—are all the Journal's selections from Collins' winter stock.

America's Most Popular Author



ZANE GREY'S books are now selling by hundreds of thousands more than those of any other American author. More than 2,000,000 of his books will be sold this year in the United States and British possessions. That is probably the record for any writer of the present day. Read Zane Grey's story, "The Great Slave," in the Christmas Journal and you will not wonder at his unprecedented popularity. It is beautifully illustrated in bright color.

You Will Want to Frame It

Ask your art dealer his price for a full-color reproduction of one of Maxfield Parrish's paintings eight and a half by fourteen and a half inches in size!

A Florentine Fête is one of Parrish's finest works. He has lavished on it the wondrous coloring for which his brush is famous, he has painted into it a romantic grace and a gorgeous richness that will lend beauty and warmth to any room in which it is hung. This picture has been beautifully reproduced in the December HOME JOURNAL, in true color, on fine paper, ready for framing. Many will be glad they have bought this issue for the painting alone.

"Life Is Cheap"

Said the Bolshevik Woman

"But could you, could you —"

"Sentence a man to die? Why not, if he deserves it?"

If the war and the revolution have taught us anything, it is that life is cheap." She was not more than twenty-two, but she was one of a Bolshevik tribunal, the Tchezochrika, that condemned no one knows how many suspects to death at Baku.

And it was at Baku that Maude Radford Warren met her and got her story, somewhat harrowing but true in every last detail.

Its vivid pictures recall the terrorist women of the French Revolution.

Keep your car from catching cold! Use it regularly throughout the winter months. There is only one way to make sure that the water in your cooling system will not freeze; and that way is fully described in the Christmas Journal.

Something Worth Real Money to You

A page full of colorful pillows gives you a splendid suggestion for Christmas presents. You see the pillows just as they are in the full beauty of all their colors, and the article tells just how to go about making them at very small cost.

"The Horrors of a Deserted Home" Page the "Anti" Who Said That!

Were you amazed at the number of women who voted at the election last month? You would not be if you knew more about the younger generation of leaders who assisted the suffrage cause to victory and are now stepping out into the first rank wherever women are organizing to make the best of their 100 percent.

citizenship. Elizabeth Jordan, in a splendid article, illustrated with numerous photographs of well-known organizers, tells who The New Women Leaders in Politics are, and why. It is one of many Journal features that will keep women alive to the duties and opportunities of their new political freedom.



What Better Christmas Gift At Any Price?

This One Costs Only \$2.00

Every year more and more folks learn that one doesn't have to spend a purseful of money to buy Christmas gifts that are certain to please and sure to give a whole year of enjoyment. They give a subscription for THE HOME JOURNAL to the women on their Christmas lists.

Buy the December number and then ask yourself: "Where can I find a \$2.00 present more satisfactory than twelve such magazines, each as full of color, inspiration, helpfulness and entertainment as this?"

A Full-Color Maxfield Parrish Gift Announcement GIVEN With Each Order

On Christmas morning each person for whom you order this ideal present will receive by mail a rarely beautiful announcement of the gift sent in your name. One of Maxfield Parrish's richest paintings, *Castles in the Air*, has been reproduced especially for this announcement, with absolute fidelity to the gorgeous colorings of the famous original. The announcement includes a beautifully printed page devoted wholly to a seasonal Christmas message in your name. There is no charge whatever for sending this announcement to each person for whom you send us an order.

The Hundred Best Recent Books

What book, of all those printed this winter, would you like best to read—or to buy as a gift for a friend?

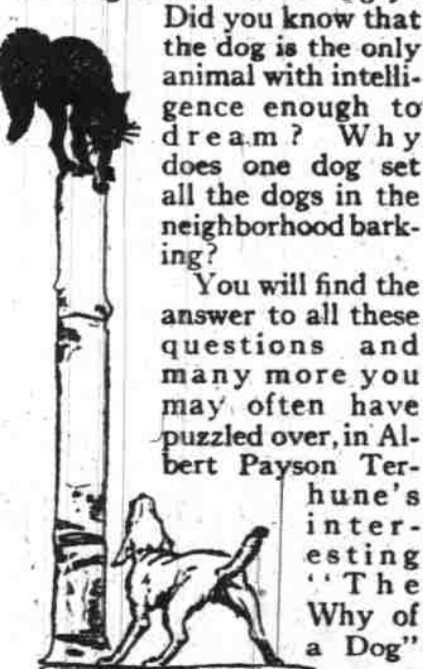
To help you select just such books, the Editors of THE HOME JOURNAL asked Louise Maunsell Field, a well-known book reviewer, to select the one hundred best recent books. Her list will help make this Christmas a happy one for you—or for your friends.

Do You Know the Why of a Dog?

Why does your pup chew up the premises? Why does a dog wag its tail when happy and a cat wag its tail when angry?

Did you know that the dog is the only animal with intelligence enough to dream? Why does one dog set all the dogs in the neighborhood barking?

You will find the answer to all these questions and many more you may often have puzzled over, in Albert Payson Terhune's interesting "The Why of a Dog"



Before You Learn What Happened at Baku you will have read one of the most fascinating stories of mystery, romance and amazing adventure that E. Phillips Oppenheim has ever written. This is one of his series of SEVEN CONUNDRUMS—each a thrilling story in itself.

Women Executives In Movie and Drama

You may know all about the movie queens—what they wear, eat, think, dream—but do you really know anything about the big women executives of the movies and drama—women who write, stage and direct great productions? In this new profession women are already at the top. You will find a fund of startling news in Henry MacMahon's article, Women Directors of Plays and Pictures—in the Christmas Journal.

Can Kindness Ever Be Cruel?

Perhaps not; but kind cruelty is nevertheless practiced, both consciously and unconsciously, by many employers of women. There was a case of the sort in Temple Bailey's story, "Wait—For Prince Charming." The girl was secretary and stenographer to a rich man who cherished beauty in a strange way.

THE OFFICE DOG has been rummaging about in out-of-the-way nooks and crannies, and he's picked up many a curious bit of humor and many a whimsical dash of verse that will delight and amuse the whole family.

Christmas Menus

Times may have changed in many ways, but Christmas still holds pride of place as a time for hospitality and festivities of all kinds.

On the shoulders of the housewife for a week or so before the Holiday season rests such a multitude of duties that she is "worried sick" for fear one little overlooked detail will spoil the Holiday cheer.

The Christmas Journal takes away much of the worry. Five big articles by nationally known experts tell how to plan all the dinners, how to serve the turkey, chicken, duck or goose; how to make new Christmas Candies; how to make delicious Confections from Canned Fruits and how a Luncheon for the Holiday Guest can be quickly prepared.

Clothes for Your Children

Whether they are just out of long dresses or "old and six," you can get from the patterns pictured in the Christmas Journal the suits and dresses which you have long sought—those that combine attractiveness with serviceability.

Cut-Outs For Kids

There is delight for the youngsters in "Little Mr. Squirrel's Christmas Party"—not only in the beautifully colored cut-outs, but in the story Harrison Cady has written to go with his pictures.

One Each Minute While Harding Is President

On March 4, 1921, when Harding takes the oath of office as President of the United States, if your newsdealer should begin to sell over his counter an edition of THE HOME JOURNAL, at the rate of one copy each minute, twenty-four hours a day, every day in the year, the last copy would not be sold until the end of Harding's four-year term, in March, 1925!

Yet month after month the huge editions of The Journal are sold during the first few days of

the month—because the editorial content includes all that women want at a price all can pay.

The copies are sold either for 20 cents (in Canada 25 cents), or at the full advertised yearly subscription price, \$2.00 the year (in Canada \$2.50).

Premiums are never given to induce Journal readers to send their subscriptions. Journal subscriptions are never offered "in club" with other publications, and never sold on the installment-payment plan. The

Journal never carries any subscribers in arrears.

No other monthly magazine has ever reached a "net-paid" circulation approaching that of THE HOME JOURNAL on any such basis. No cut-rates, no premiums; no "schemes"; no "deferred payments." Just the magazine itself at its advertised price.

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