

Why Thousands of Women Say: "The Best Home Journal yet"

We offer nothing for snobs, hypocrites or parasites. We do not specialize in sob stuff, sex stuff, new isms or ologies, exotic customs or manners, or the latest creeds and fads of the neurasthenics. We believe that the popular taste is infinitely better than the shut-in eclectics and common scolds dream of, and we intend to prove our conception by giving our vast family of readers the very best and most wholesome in literature and art and all-round helpful suggestions.

A husband who will do the family washing and call it a lark is a pretty good sort—particularly if he makes a good job of it. Millions of husbands know how to wash babies, though they rarely boast of it. Dishwashing is an all-family job in most homes where there is pull-together harmony. All of which puts us pretty solidly on a self-help basis as a nation.

The editorial program of The Journal is self-help one hundred per cent.

*Blanche M. Currier,
Editor of The Ladies Home Journal.*

A Color Print of the Church Where Washington Worshipped

Jules Guerin has painted for the February HOME JOURNAL a full-page picture of the historic old Christ Church at Alexandria, Virginia, where George Washington worshipped and was a vestryman. It is reproduced in full color—a print that you'll want to cut out and frame. Later it will be sold for one dollar. You get it now as one of more than two score features in THE HOME JOURNAL for twenty cents!

Recipes from France and the Old South

Did you ever hear of Crème de Pommes? Can you make beaten biscuits, or a real chicken Brunswick stew? The February Journal has a French cook's own favorite recipes for cooking apples—and a Richmond woman's recipes for some of the good things that Virginians ate "befo' de wah."

Half a Hill

By Eleanor
Hallowell Abbott

Take three letters sent into the past; three unexpected answers, a week-end in the country, a garrulous stage driver and a violinist who played only in the dark, and you have the makings of this absorbing mystery.

Ladies' Home Journal stories are setting a high mark for interest and entertainment. And they are here in quantity as well as in quality. Besides the others mentioned on this page you'll find in the February issue

Out of the Fog

By Grace Sartwell Mason

The Silver Sixpence

By Ruth Sawyer

Little Deeds of Kindness

By Byers Fletcher

Don't Get Left

Thousands of women missed the January issue of THE LADIES' HOME JOURNAL because they didn't buy it on January 1. Don't wait this month until the newsdealer says: "Sorry—sold out!" The way to be sure of getting the beautiful big February issue is to

Buy It Today

Going to Give a Party on Valentine's Day?

Everyone had a good time at the party Claire Wallis describes in the February HOME JOURNAL, and you'll make a hit with all your friends if you follow the suggestions in A Valentine Party in Five Reels. It's movie stuff—and heaps of fun.

The Target

By
Holworthy Hall

"To my cousin Allan Bannatyne," the eccentric millionaire's will read, "that he may learn the thoughts and emotions of his fellow creatures by human experience, I bequeath a summer at the fashionable summer resort of Seaward." The young psychologist took the gift, though he didn't want it, and he became The Target in this unusually clever story by an unusually clever writer. Read it, in the February LADIES' HOME JOURNAL.



Homes at \$4700 to \$9000

Building costs, we're told, will take a tumble this spring, and very likely it will be possible for you to put up that house you have been dreaming about. One thing is sure—the small house, planned for economy in construction and in housekeeping, is the thing for 1921. Ladies' Home Journal architecture has long been a model—there are whole towns of Ladies' Home Journal houses. In the February issue there are pictures and plans of

Five Small Houses

that will offer valuable suggestions to the 1921 home builder. The costs are reasonable—from \$4700 to \$9000.

Crossed Wires

By Josephine
Daskam Bacon

The girl from the West wanted to know Society. The society woman, for a lark, gave her a house party—brought together entertaining folks, and furnished the girl with gowns from her own wardrobe.

But she didn't count on any such mix-up in her own love affairs as develops in this story—one of Mrs. Bacon's best.

Read it—in the February HOME JOURNAL.

Johnny Funny-Bunny and the Tadpole Baby

By Harrison Cady

"There's a cute baby down on Tinkham's Mill Pond," said Li'l Timmy Meadow Mouse, "that's been under water for nigh onto three days."

Both of Johnny Funny-Bunny's pink ears twitched with surprise.

He gathered together his wife and children and they all rushed down to the pond to see the new baby with no hands or feet.

Harrison Cady tells the whole story for the kiddies in the February HOME JOURNAL, and, best of all, he has painted pictures in full color which can be cut out and stood up. . . . Children of all ages love the Cady Cut-Outs.

Caruso, Farrar, Galli and Howard Sing Tonight:

What goes on behind the scenes on a big night at the opera? The big singers—are they nervous? What do they do when they are off stage? Kathleen Howard, herself a member of the Metropolitan Opera Company, gives away some of the secrets of her fellow artists.

A Ten-Cent Bowl May be Made Beautiful

Luster china is expensive when you buy it in the stores. Yet you needn't be an artist to do this sort of painting—Dorothea Warren O'Hara, whose painted china and glass are models of the art, tells every step in luster painting.

It's Not Too Early to Think of the Rose Garden

You buy a pound of candy for a dollar, and in an evening it's gone. If you should put that candy dollar into a rose plant you would have several years of enjoyment as the plant came to bud and blossom, to beautify your garden and your home.

J. Horace MacFarland, who knows roses of all kinds better than almost any other man in America, has written for the February HOME JOURNAL an article about his favorite flower that tells the whole story of the roses—how to prepare the soil, when to plant, how to care for the bushes and the varieties that have been found best for your particular part of the country.

The New Senator's Wife Made 650 Calls; Spent \$50 on Visiting Cards, and More for Taxicabs Than for Food

The new Administration will bring to Washington new Cabinet officers, new Senators, new Representatives—hundreds of them, all told, to whom the customs of official society in the Capital City are utterly unknown. . . . Many a new senator's wife is going to wish that her husband had never gone into politics when she learns the routine of calls that she must make, the social ranks that she must observe, the difficulties of living properly and entertaining in the right way. Frances Parkin-son Keyes, wife of Senator Keyes, of New Hampshire, has written from her own experience as a new senator's wife, and the pictures she gives of society in the Cabinet and Senatorial circles of Washington's official season are vividly entertaining and amusing. With a new Congress coming in soon you'll be interested in learning what Mrs. Senator from your state will find in store for her. Mrs. Keyes' article in the February LADIES' HOME JOURNAL is full of personalities and anecdotes. Read it!

Why Your Child Should Eat Spinach

"It's good for him," you say. Yes, but why? And why milk? Why butter? Why string beans? Why eggs? It's because they contain vitamins, the newly discovered mysterious force that controls growth and life. Read *Making Friends With Vitamines*, and regulate your children's diet so they'll be strong boys and girls.

Dainty Things for Baby

A pretty new sweater; some new handmade dresses from Belgium—easy to copy; a muff for the baby-carriage handle; a nursery screen with handy pockets; a bib that is different; a pillow cover. These things, pretty for the baby and a joy to the mother, are shown in a splendidly helpful page in the February HOME JOURNAL.

The Heart That Understands

By
Edith Barnard Delano

She was a frivolous flapper with a Mona Lisa smile. He was a poet. And her young heart fluttered and throbed as he danced with her.

Youngsters are funny, and Mrs. Delano makes Anna Isabella irresistibly amusing in this story in the February HOME JOURNAL.

Save it for an evening when the world looks blue—and see how it will brighten the corners for you.



Dresses Rich With Embroidery

Paris has furnished the ideas for a score of lovely embroidery touches that are shown in the February LADIES' HOME JOURNAL—such needlework as will make your summer clothes the envy of all your friends. There are full directions for every stitch of the needle.

Saving Fifty Million Dollars by Thrift

The fellow who wrote that old saw about taking care of the pennies must have come from Lancaster County, Pennsylvania. That's the home of Thrift. The farm people in that county piled up \$50,000,000 last year. Basketweaving was one way they saved. If you need more money you may find a suggestion in this article.

The Seven Conundrums

By E. Phillips Oppenheim

"It will fall to your lot," she told her suitor, "to kill the only man I have ever really cared for." Strange indeed was the courtship of Naida Modeschka, of the Russian ballet—for it was a courtship of death itself—death directed by Mephistopheles. In The Seven Conundrums, of which this story is one, THE LADIES' HOME JOURNAL has obtained the best work Mr. Oppenheim has ever done.



The Primary School of Politics for Women

The new woman voter's first ballot was cast for President, but now she is going to the bottom of this political business and learn it from the ground up. In an article in the February JOURNAL Elizabeth Jordan tells where the start should be made. Read Education for Citizenship.

The February Edition Is More Than Two Million Copies

The February issue of THE LADIES' HOME JOURNAL is a book of 172 pages, containing 44 separate and distinct features—short stories; installments of novels that later will sell for \$1.75 to \$2 in book form; inspiring special articles on a great variety of interesting subjects; and helpful departments of fashion news and

patterns, housekeeping ideas, needlework, entertainment, gardening and architecture; besides poetry and colored pictures suitable for framing.

More than two million copies will be printed, but unless you buy today you may be disappointed, as thousands of women were disappointed last month. There

are only two ways to buy THE LADIES' HOME JOURNAL—by subscription at \$2 a year (address The Curtis Publishing Co., Philadelphia, Pa.) or from a newsboy or news-stand at 20 cents a copy (\$2.50 a year or 25 cents a copy in Canada). The February edition is sure to be exhausted quickly—Buy Your Copy Today!

All in the February Ladies' Home Journal

172 Pages — 20 Cents