



Lady Astor says —

ABOUT THE JOURNAL—

"The Ladies' Home Journal played a large part in my younger life. I send it to several girls' schools in England, and they get as much pleasure out of it as I do in the days when I have the time for such helpful reading."

ABOUT "THE FASHIONS OF TO-DAY"

"A right attitude about clothes is vital to our worth as citizens. To have clothes admired as clothes is sheer vulgarity."

"It makes my heart ache to see some flappers with their pretty little faces painted and their poor little bodies in their tawdry finery flaunted like flags on a circus tent."

Nancy Astor

Lady Astor Douglas Fairbanks Mrs. O.H.P. Belmont Gifford Pinchot Booth Tarkington

Lady Astor

American-born peeress and Member of Parliament, strikes without fear at The False Gods of Fashion, and describes the costumes that she finds sufficient for London's social and political life.

Douglas Fairbanks

Takes you with him on the movie lot, shows you how his great new film "Robin Hood" is being made, tells why he chooses athletic parts, prophesies the future of Motion Pictures.

Mrs. O. H. P. Belmont

Bares for you the secrets of her personal experience—how she was ostracized by society, first because she was divorced and then because of her great suffrage fight—and foretells the day when women will be dictators.

Gifford Pinchot

Next Governor of Pennsylvania, frankly exults that the women nominated him, and tells how with their help he overthrew boss rule.

Barton W. Currie

Editor of The Journal, writing from actual observation here and abroad, contrasts conditions in "Wine-Soaked Europe and Dry America." It is a stirring indictment of rum.

Booth Tarkington

America's leading novelist and playwright, presents his one-act comedy, "The Trysting Place," written especially for The Journal. Your club may put it on without charge, for charitable purposes.

What About Our Schools?

CHARLES A. SELDEN writes the first article in a great new series of interest to every parent and teacher, pointing out the ways to lift our nation from illiteracy to education.

Joseph C. Lincoln

Of Cape Cod fame, GEORGE WESTON and OLAF BAKER contribute serials. Mr. Baker's "Dusty Star" is different from anything you have ever read.

Women's Club Biennial

JOSEPHINE DASKAM BACON gives her impressions of the great Federation meeting and of some of the notable women who attended.

Edith Barnard Delano

There are short stories of unusual merit by such favorites as EDITH BARNARD DELANO, ROLAND PERTWEE, FRANCES NOYES HART, SARAH ADDINGTON.

Ethel Lloyd Patterson

Exposes many of the secrets of the beauty parlors in "Why Grow Old?"

The Fashion Pages

Feature the fall bride, with wedding dress and trousseau from Paris; and tell you also how to buy or make your autumn wardrobe—hats, gowns and suits.

The Household Pages

Overflow with recipes and with time and money savers.

IF YOU want to dress correctly and stunningly—without much cost; if you want to have a beautiful home and have people eager to know you; if you want the cultivation and poise that adds so much to a woman's charm—then The Ladies' Home Journal is YOUR magazine.

Its pages are packed each issue with features that strike to the very heart of your personal problems and desires. Millions of women have reaped enormous profit from its articles, unbounded pleasure from its stories. You can, too. Buy the big September issue—194 pages—to-day for 15 cents.

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