



Zane Grey's New Story

Zane Grey has given to Ladies' Home Journal readers his greatest novel—THE VANISHING AMERICAN. A novel that he has spent ten years in writing, and which he regards as the most vital he has ever written.

It is the story of an American Indian, Nophaie, last of a noble line of redmen, and of the beautiful Marian, from a background of house parties, money and culture.

It is a story of their struggle to untangle the knotted skein of love and life. Of lurking danger, of hot, passionate anger and the sharp crackling of rifle fire.

The old Zane Grey thrill of adventure is here, the vigor of life in the open that made his last Journal serial, The Call of the Cañon, so memorable.

Mr. Grey has laid his novel in the great desert country, which he describes as no one else can. He pictures to us vividly the nobility of the Indian and the cruel way he has been wronged by the white man—the soul of a great race now vanishing from the earth.

Beginning in the November issue of THE LADIES' HOME JOURNAL.

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To Home Journal Readers: "It is a source of great satisfaction and inspiration to be able to reach the immense Ladies' Home Journal audience with what I regard as my best novel. I would rather publish my stories in The Journal than in any other magazine and the sense of its millions of readers living over again the adventures of my hero and heroine gives me a real thrill. Zane Grey"

A Year's Literary Program for Women's Clubs

"What shall we study this year?" Here is a comprehensive year's program for Women's Clubs prepared under the supervision of Mrs. Thomas G. Winter, their national president. Presenting the notable novels, short stories, drama and poetry of our time which people of culture read and discuss.

Mrs. Catt on the Sham in Women's Rights

Carrie Chapman Catt, veteran suffrage leader, discussing sham rights versus real rights, asks: "Have women lost their heads with their new freedom?" Should a woman keep her own name after marriage or take her husband's? Should motherhood without marriage be tolerated?

Housekeeping in the Little House by Alice Van Leer Carrick

Haven't you dreamed of the little house that would be just right—compact, efficient, labor saving? Mrs. Carrick begins a new series telling how thousands of women are eliminating the drudgery. Also: New Thanksgiving recipes and dainty needlework for Christmas gifts.

Winter Fashions ~ direct from the Great Paris Opening

First showing in America of the new sleeves, skirts, waistline and the new slanting neckline ordained by Paris. The Journal Fashion Editor's personal selection among 5000 coats, suits, dresses and hats. The clothes shown in The Journal will be in style until they are worn out.

About Benjamin Franklin and Jonathan Edwards

William Lyon Phelps starts a new series on "Makers of American Literature," as vivid and entertaining as his famous Bible Series. Also articles by Walter Damrosch, by Elizabeth Frazer and by Dr. Henry Dwight Chapin. More than fifty features in the 218-page November issue.

For Mothers Whose Sons Went to France

A beautiful, poignant story for Armistice Day, by Mary Raymond Shipman Andrews, called "Yellow Butterflies." Eleanor Hallowell Abbott's charming "The Setting Hen." Other notable fiction by Maurice Hewlett, Bessie Beatty, Joseph C. Lincoln, Clifton Lisle and Frances Noyes Hart.

The Journal offers something real and useful to every girl and woman in America. It will help you to dress beautifully and inexpensively. It will help you to make your home charming. It will help you make people want to meet you—help you to talk, to interest them. It will give you poise and real culture. It will help you to become a better partner in the home, a more intelligent mother, a better friend and guide to your children. That is why millions of women read The Journal regularly and profit by it.

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