

# The Ladies' Home Journal

## Over Two Million Copies of the May Number

The Government has lifted the restrictions on paper.

Now, I can give magazines of a size I never dreamed of before.

I used to think a 100-page Ladies' Home Journal a marvel: this month it is 184 pages.

Instead of 4 stories, we are giving 8.

Instead of 40 articles, we are giving 60 and 65 in each issue.

We gave our wonderful war pictures in full colors. Now, we give not only those but the pictures to our stories have started in full colors.

Almost double in size is the magazine: yet the price is the same: 15 cents.

*Edward Bok*

Editor of The Ladies' Home Journal

### 20,000 Persons

Couldn't get THE LADIES' HOME JOURNAL last month: it sold so fast.

*It Will Probably Sell Out Even Faster This Month*

Get a Copy To-Day



### Four Full-Color Peace Pictures

No finer souvenirs of the great Armistice Day can be imagined. Thousands will frame them. You get not one—but four—all for 15 cents, in the May LADIES' HOME JOURNAL.

*"Honest: They Let Me Lie Here And Rot—That's What They're Doing!"*

That's what our wounded boys in the hospitals write home. Is it true? We have the right to know the truth. And the truth is here: in an article you can believe. Every one of us who has a boy in the service who is wounded or may get sick should read this story. It is in the May LADIES' HOME JOURNAL.

### Girls Who Won Out

Not once, but three times. The cream of the girls of 10 states. What did they do? It's told in the May LADIES' HOME JOURNAL.

### Did You Know They Were Making Pictures With the Typewriter?

Portraits of the American girl, of Clemenceau, and, of all things, a landscape! Every typist can be an artist. See the pictures given on a full page in the May LADIES' HOME JOURNAL.

### We Ought to Laugh More

That is what the radiant rollicking stories in the May LADIES' HOME JOURNAL make you do—you feel as if you have had a bath of laughter. Try them—and feel happy!

### 8 Short Stories and Serials

Each bright and happy, and just full of pictures; some of them in full color.

*Stories That Will Make You Feel Young*

### The 1-Cent-A-Week Man

A man refused a job at the rate of 1 cent for the first week—2 cents the next—double each succeeding week. The employer then figured out how much he would have earned at the 52d week. No corporation could pay it: the United States Government couldn't. No one could. How much do you think it was? It's in the May LADIES' HOME JOURNAL.

### A Man Shaves 20 Miles

During his lifetime. That is, if he is fair-skinned. If he is dark, he shaves even more. You don't believe it? It's all figured out for every man in a little table, as the razor goes over his face, in the May LADIES' HOME JOURNAL.

### Does Housework Prevent Childbirth?

#### A Man Says "Yes"

Here is a startling question. A great Englishman says that all but the glass-eyed will answer "Yes." So Zona Gale went into this throbbing question, investigated it, and her article fairly sparkles with interest. It's in the May LADIES' HOME JOURNAL.

### What are We Women Going to Do?

So busy were women in war days. But the war is over. Now, what? Hundreds of women are asking this. One woman in Washington has the answer, for she sits at a great gateway of women's industries, and thousands of women write and talk to her. She has dug deep. Read her article that points the way in the May LADIES' HOME JOURNAL.

### Want, Really, to Laugh?

Then do read about the Professor who really didn't want to kill Germans, but killed and captured them on every hand. He just couldn't help it. The story is in the May LADIES' HOME JOURNAL.

### A Whole Spring Dinner on One Plate

Why not save steps, plates, dish-washing? And the plates are made so that you can do it. Look, too, what you get on them and what to put on. Beautiful pictures show them to you in the May LADIES' HOME JOURNAL.

## Two Millions of One Magazine

Last month the public pushed THE LADIES' HOME JOURNAL beyond the 1,900,000 mark. Yet over 20,000 persons were disappointed because they couldn't get the magazine!

This month we not only touch the wonderful 2-million mark but go over it—a figure that no monthly magazine has ever reached: an uncharted land!

The magazine this month reaches the high mark of 184 pages: 60 pages more than any May number in its history!

That means the printing of 368 millions of pages of one issue of one magazine—an edition so gigantic as to be almost unbelievable.

It required a month of all-nights and all-days to print it.

*The Curtis Publishing Company*



### Does a Wife Vote Like Her Husband?

Thousands have said this would happen if women got the vote. Now, is it true? A woman has gotten at the facts, and she tells them, just as they are, in the May LADIES' HOME JOURNAL.

### When Paderewski Closed His Piano

To become the Premier of Poland we saw one of the most dramatic and romantic pictures of the war. How did it come about? Why did he give up an income of \$200,000 a year? What did he say himself just before he left America? Here is the complete story from information from his own stepson. It's in the May LADIES' HOME JOURNAL.

### Now, Mother Really Would Not Behave!

So thought her big daughter and bigger son, and they didn't know what to do! For mother would be young—she would be happy; she would push back her locks of hair, smile at her big girl and boy, and then she would do something else. One day out went every old dry dusty book in the house: the next day, old pictures would go and new ones would appear. New colors ran riot over the house. Old wall papers went and new cretonnes came. Then dinner parties began. And mother would go to the games. She would go and live in the college town where her children went. But the climax came when the daughter came home to find her mother swapping chocolate peppermints with her dignified Professor of English Literature. That was too much! The daughter was in despair. The boy merely said "Gee!"

It's just pure comedy in this story—deliciously fresh, rollicking with fun. You'll feel after reading it as if you had a bath of laughter.



### Americanization is Everywhere in the Air



But what do they mean by it? We ought to know. It is already a question, and it's going to be a bigger question. The man who knows more about it than anyone else is Secretary of the Interior Lane. That's why THE LADIES' HOME JOURNAL asked him to explain it. And he does in the May number. Read this brief article and you know.

### How I Wrote The Battle Hymn of the Republic

Do you know? The story is very interesting. Not at all in the way you would think such a masterpiece might be written. Julia Ward Howe, in her own words, tells it in the May LADIES' HOME JOURNAL.

### The Two Men in Her Life

Many a girl has to make the choice that Lillie did. But it isn't easy. And other girls don't find it easy, either. Perhaps they can get help from the story of "Lillie of the Valley" in the May LADIES' HOME JOURNAL.

### As a Tribute to Our Boys

What is the wise thing for a community to do? What is a good memorial? What is a wise tribute? A community house? A clock tower? A playground? A town library? Which? Here are 12 pictures of suitable ideas. They're in the May LADIES' HOME JOURNAL.

### Uncle Sam's Bluebirds

Do you know who they are? The Army Nurses. It's a wonderful story about them—the finest-dressed girls in the world. The bravest, too. Read about them in the May LADIES' HOME JOURNAL.

### Keeping Step With Your Husband—A Wife Must in These Days

How can she? What can she do so that her wifehood will not be a failure? Of course, it is possible—and easy. We

asked a woman to find out, and she did. And she tells it in the May LADIES' HOME JOURNAL.

### On, What Week-Day Was I Born?

Thousands ask it. Or, on what week-day will such and such a day fall? There's the best perpetual calendar ever

invented, given complete, so that you can cut it out, in the May LADIES' HOME JOURNAL.



### "I Tell This Intensely Personal Story Only for One Reason" Says an American War Bride

"Because I may convince some girl or wife that her job is not through when her boy comes home from the war, but that it may just have begun"—And then she tells a story that words cannot describe. Superlatives cannot do it justice. It is the most thrilling American girl's story that has come out of the war: it will stay with every girl and woman who reads it. Only an American girl could have stood up under such an experience: only an American girl could tell it as she does. It is, of itself, worth your buying the May LADIES' HOME JOURNAL.



### What America Did What Great Britain Did What the People of France Did What the King of the Belgians Did When the Famous Armistice Was Signed

The world went wild with joy. But four great outstanding events occurred, each the expression of a nation. These four great events have now been preserved in four superb full-color paintings; souvenirs to be treasured of one of the greatest days in the world's history. Thousands of dollars have been spent to make and print these remarkable paintings that you buy for a dime and a nickel.

### I Whacked Him in the Face: The First Time I Met My Future Husband

Think of starting a courtship in that fashion: a marriage that was to last for fifty years and give to one woman the greatest experiences that could come to her. She really lived the most thrilling romance that a girl could read of or dream of in her wildest dreams. She married Buffalo Bill! And out into that trackless West she went with him. Dangers on every side. And she met them. One after another. What we formerly read in "dime novels" we now read as actually happening, and to a woman. For in the May LADIES' HOME JOURNAL Buffalo Bill's widow begins her autobiography by telling what it meant "Being Courtied by Buffalo Bill."

### Why Her Women's Society Went to Pieces

Mrs. Elliott was president, and her "society" just wouldn't "go." She wanted to give it "all up." She couldn't get at the trouble. Then, all of a sudden, she did: a trouble that exists with a great many women's clubs and societies. There's a lot in this article for club women. It's in the May LADIES' HOME JOURNAL, and it reads like a story, swift and interesting.

### Want to See Your Boy Come Home?

Wouldn't you like to go and see your boy land when he docks in New York? If you can't, let us take you there through clever Edna Ferber's pen. She tells you exactly how your boy feels, what he does and what he thinks about coming home. It's in the May LADIES' HOME JOURNAL, with striking pictures.

### Can a Woman Run Her Home as a Man Runs His Business?

Most women say "No: It can't be done." But, is that so? At least, here is the man who has gone into this subject deeper than any other man in America. Read what he says. He shows how it can be done. It's in the May LADIES' HOME JOURNAL.

# They're All In The May Ladies' Home Journal

AND IT COSTS ONLY 15 CENTS