



Zane Grey's New Story

The Call of the Cañon is a romance of the new West—a story of adventure and mystery, of conflict between the bigness of Arizona and the jazz of New York.

It is the story of a society girl and her war-torn lover—a gassed and shell-shocked soldier who finds health and strength and a new vision of happiness in the cañon country.

Told in Mr. Grey's ever-fascinating manner, one thrill follows another in the adven-

tures of the tenderfoot girl, new to the tang of the outdoors, losing and finding her love amid the mystery of the colorful cañon.

Zane Grey, master teller of Western stories, has never written a better novel than *The Call of the Cañon*. It is his first serial in *THE HOME JOURNAL*, and it will be published in four generous installments. The first is in the big November issue—out today.

Don't miss it!

Jazz Must Go

Listen to the gibberish of jazz:

"Do you park?" asked the youth, and he laid his cheek firmly against hers as they toddled. She was a snappy dame, who rolled her own and shimmied a mean eyelash. He was a hair-netter, a necker, the hero of many a petting party, and he could sling a mean line—no ham would be the wife for him.

What does it all mean? It is the slang of ultra-modern youth—the accompaniment of indecency in dress, in talk, in behavior.

We have given our young folks freedom; we are seeing it fail as they dance hellward by the jazz route. Now it is time to wake up—to get *Back to Pre-War Morals*.

In the November issue of *THE HOME JOURNAL* is the first of a series of articles for mothers and fathers who are concerned about the future of their sons and daughters.

Are you?

Book of Books

A really great series of articles on the Bible has been written for *THE LADIES' HOME JOURNAL* by Professor William Lyon Phelps, of Yale. It is not a religious series. It is for all men and all women of all faiths and all creeds. Competent judges proclaim that this is the most interesting and illuminating series that has ever been written on the Bible.

The need for these articles is very great, for there can be no greater benefit in our present-day civilization than a knowledge of and a love for the Bible.

No one who knows the Bible and learns how to read it for the miracles of inspiration, beauty and wisdom it contains will remain uneducated. No one to whom the Bible is a closed book is educated. The first of these splendid articles, entitled "Human Nature in the Bible," is in the November issue of *THE LADIES' HOME JOURNAL*.

Dollar Save.

Twenty cents invested in the November issue of *THE HOME JOURNAL* may save you a hundred dollars or more.

Dr. Woods Hutchinson's advice as to *Fall Colds*, and another article on the children's *First Year in School*, may save you a big doctor's bill.

The ten fashion pages, with new hats and wraps and suits and frocks and children's clothes, may save you money in dressing your family this winter.

There are many early Christmas-gift ideas—Ukranian and Bohemian tablecloths; appliqué, handmade bags, neckwear and towels in the needlework department; fascinating china painting—all things that you can make and all dollar savers on the Christmas list.

How to Get Married—and Eat—on \$25 a Week, and other household articles, will show you how to save money in your kitchen.

172 Pages—More Than 50 Features—in the Big November

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