



Are you the business manager of the home?

Are you managing that home as your husband manages his business? If not, you are missing something of success—ease—satisfaction.

Your husband has trade journals, financial newspapers, law reports to help him in his business, according to what his business is.

Just as your husband buys and studies the best publications he can find on his work so you should buy and study the best publication you can find on yours.

That publication is the WOMAN'S HOME COMPANION.

The January Number

contains fifty-six features which are fifty-six reasons why every woman needs it. Seven of them are stories for your entertainment; twelve of them are articles for your instruction, and thirty-seven of them are specific departments to help you in your work—the business management of your home.

As the men say: "Business is business." "Do it now."

WOMAN'S HOME COMPANION

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