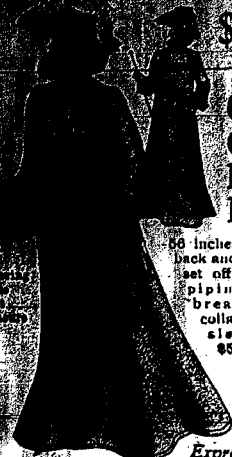


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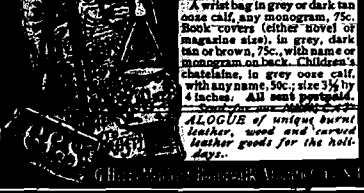
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...the first panel...
...the second panel...
...the third panel...
...the fourth panel...

"The day returns and brings us the round of irritating concerns and duties. Help us to play the man, help us to perform them with laughter and kind faces, let cheerfulness abound with industry. Give us to go blithely on our business all the day, bring us to our resting beds weary and content and undishonored, and grant us in the end the gift of sleep—Amen."

On the third panel are the presentation words:

It gives me great pleasure to say that through the kindness of

I am to be permitted to come to your home twelve times, on the twenty-fifth of each month.

Very cordially yours,
THE LADIES' HOME JOURNAL.

On the fourth panel is the head of Minerva, the Goddess of Thought and Patroness of the Liberal Arts.

The card is lithographed in such beautiful colors that it is one of the daintiest message-cards to go with a present that has ever been originated.

Now, if you wish to make a present of a year's subscription to THE JOURNAL to a friend we will send one of these cards, in your name (for your name will be written in the space on the presentation panel), so that it may reach the person you wish to favor on Christmas morning. Only bear this in mind, in ordering a subscription of this sort do not forget to give your own name as well as the name and address of the friend to whom the subscription is to be sent. Unless otherwise requested the subscription will be commenced with the January number, which, together with the card, will be received on Christmas Day.

Is this not a dainty way to send a gift to one of your friends at Christmas? Remember, always, that a year's subscription to THE JOURNAL does not end with Christmas Day. It really begins then and lasts the whole year: twelve times your kindness comes to your friend, who receives twelve reminders of your remembrance of her, while each day that she looks at the pretty calendar on her desk the thought comes to her to whom she is indebted for it.

(Can you imagine a single dollar going further or likely to give more pleasure for a whole year?)

THE CURTIS PUBLISHING COMPANY, Philadelphia.



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