



## KEEPING AHEAD OF THE TIMES

*The fourth of four advertisements descriptive of The Ladies' Home Journal*

When William H. Taft was Secretary of War, an editor of The Ladies' Home Journal appeared before him at a hearing on a question of national policy. With good-natured reproach, Mr. Taft said: "Because of your recent article in the Journal on this subject, we have been flooded with thousands of letters from all over the country. Almost all the women I know have written to me—including even my mother and my wife."

The influence which the Journal exerts in public affairs is an indication of its keenly up-to-date appeal.

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Primarily the Journal is a home paper.

But no home is a real home in which there is not some thought of vital things outside the home—of great movements, of social change, of the relation of the home to school, to business, to politics.

Just so, no publication which spoke only of the three C's—cooking, clothes and children—could appeal completely to the modern home.

The Journal for many years has been in the van of national progress.

It was the pioneer among magazines to fight the patent medicine evil.

It led the fight for the preservation of Niagara Falls.

It led in the abolishment of the common drinking cup.

Ten years ago it took up the question of a sane and safe Fourth of July.

It first gave national impetus to the civic clean-up idea.

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There are in the Journal regular departments devoted to the girl who works.

There are articles advocating a broader influence for the church—discussions of the saloon—of public health—of educational problems.

There is fiction on other subjects than love; stories of business life and public interests.

The Queen of the Belgians selected The Ladies' Home Journal as the one publication through which to send a personal appeal to the women of America for help for her stricken people.

Men of affairs, not ordinarily willing to appear in print, recognize that the Journal helps to shape

the thought of American women, and contribute discussions of topics of national importance.

The President of the United States has just selected the Journal as the vehicle for his endorsement of the first authoritative expression of the memorial to be established for Mrs. Wilson.

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Years ago The Ladies' Home Journal showed the mistake of women's clubs devoting their time to dabbling in literature and history, when in their own cities were bitter local problems crying to be studied and solved. Today we find most women's clubs doing big, constructive work in their home communities. And we find in the Journal a department officially endorsed by the General Federation of Women's Clubs and containing each month an inspirational message from Mrs. Percy V. Pennybacker, the President of the Federation.

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"The Journal today," said its editor recently, "sees actual light on the horizon of the present 'woman's movement,' and it intends henceforth to take out of that movement those elements that stand for actual progress and explain and advocate them. The Journal will reflect the best of the new tendencies and interests among women, so that the mother of yesterday and the daughter of today can both claim The Ladies' Home Journal as their magazine, grafting on to the very best of yesterday the very best of today."

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The power of The Ladies' Home Journal is derived from:

1. The prestige of 31 years of leadership.
2. Authoritative touch with every interest of the home and family.
3. Direct service through a vast personal correspondence with its readers.
4. Brilliant interpretation of every new and vital phase of modern life.

Thus are confidence and responsiveness bred.

The reputable manufacturer may share in these through the advertising columns, which enjoy the same prestige, the same authority, the same personal relationship, the same ever-renewing vitality.

THE CURTIS PUBLISHING COMPANY, INDEPENDENCE SQUARE, PHILADELPHIA

*The Ladies' Home Journal*

*The Saturday Evening Post*

*The Country Gentleman*