



WOMEN WANTED

Your Wife — Your Daughter



food

3,000,000 war gardens planted by women in 1917
 \$350,000,000 worth of crops raised in backyard gardens in 1917
 Fruits and vegetables to the value of several millions dried in 1917
 400,000,000 quarts of food preserved in eight months
 1,000,000 loaves of bread saved each day



army & navy supplies

5,000,000 women working in 50,000 Red Cross work rooms
 IN SIX WEEKS, THEY DELIVER
 3,681,895 surgical dressings
 1,517,076 pieces of hospital linen
 424,550 hospital garments
 240,621 knitted articles
 201,563 miscellaneous supplies
 13,000,000 articles in all sent abroad by Nov. 1917
 3,000,000 surgical dressings going monthly to France
 \$36,000,000 of garments for our troops in 1917



relief work

19,000 Red Cross nurses for army service
 1,000 volunteering per month
 25,000 being raised for home service
 75,000 women have taken First Aid Courses
 34,000 have taken courses in home nursing
 500 Red Cross chapters dispense canteen service in this country

AMERICA'S woman power is thirty-five million strong.

Do you know that when the nation's call to our women came—fifteen days after war was declared—it found them on their feet? Throughout the length and breadth of the country the answer came "America, we are here."

Not a village but had its women's organization ready to be turned over to whatever war work there was for it to do.

The women were there!

Do you know that this enormous power, this vital, vigorous force, this woman power of our nation has been recruited? Is organized and working?

It did not happen overnight

Fifteen days after war was declared, the Council of National Defense appointed nine women—national leaders—to marshal and direct this enormous woman power of the nation. In less than two weeks, these women, summoned to Washington from states as far apart as California and Rhode Island, had got together and formulated a tentative plan for organization.

Immediately this plan was sent out to leading women in each of the forty-eight states:

The organizations were there. Five thousand of them, with two million women enlisted as members.

The women of our country were awake—

active women, working women, thinking women—women accustomed to take a share in civic work, social work; women in industry, in commerce, in the professions, home women—ready for national work.

How could they be so ready, so fit, so able to do this work, if they had not been thinking women, with real interests, women's-size duties and obligations?

Your wife—your daughter.

Man alive! Don't think for a moment that this huge movement, this tremendous awakening of the woman power of the nation has been going on without touching your wife, your daughter.

This very night when you go home, see your wife with new eyes. Speak to her with a new interest. Know what it is that she really does, what it is that she thinks about and works about.

The women of this country grew up long ago

American women grew up long ago. There is no better reflection of this growing up, this broadening out of women's interests, than women's own attitude toward the one magazine that cut loose from all the old-fashioned ideas of what a "woman's magazine" should contain.

"Women's magazines", as edited for years by men who were blind to the awakening of women, simply did not reach the progressive women.

Inside and outside the home, this large and ever-growing class of women could find nothing for them in the narrow round of household topics, the simple school-girl fiction which other women's magazines provided.

How large this class of women is, how vital a part it plays in the nation's life, is attested by the volume of the contribution these women have made, in dollars and cents alone, to the effective carrying on of the war.

One magazine has grown with them

One magazine had the vision years ago to drop all "talking down" to women—to step out from the ranks and to begin publishing articles on the vital problems of the modern woman's life—to lead the way to the interests towards which women were themselves turning.

From the moment of its adoption of this policy, Pictorial Review began to grow. So stable, so sound has been this policy, that year by year the number of its readers has increased. Today Pictorial Review has the largest 20c circulation in the world.

Steadily it has been leading the women of America in this broadening of their interests. It was the first women's magazine to send a woman abroad to get first-hand the story of the tremendous changes this war is making in women's status.

You have not read the story, but your wife has thrilled to it—your daughter has. It is the ringing call to every intelligent woman!



finance

1,000,000 women subscribed to First Liberty Loan
 \$1,154,389,075 subscribed to Second Liberty Loan by and through women
 18,000 women in one state alone and nearby counties helped sell the Third Liberty Loan
 17,000,000 pieces of publicity on Second Liberty Loan distributed through women
 (Figures for the Third Liberty Loan are not yet compiled)



social work

WOMEN ARE DOING CONSTRUCTIVE WAR WORK IN THESE DIRECTIONS:
 Registration of women for national service
 Protection of women drawn into industries
 Maintenance of wage standards
 Training women for industries
 Maintaining good housing conditions in factories
 Protection of children from labor
 Relief for families of enlisted men
 Recreation for men in camps
 Americanization of aliens



war industries

205,000 women in canning industries
 275,000 in textile mills
 212,000 in garment trade
 130,000 in knitting and hosiery mills
 95,000 in shoe factories
 100,000 women mechanics
 100,000 munitions workers
 400,000 making military equipments
 45,000 clerical workers in Washington alone

Pictorial Review is recognized as the Magazine that is reaching progressive women today

Since the war, 100,000 more families read Pictorial Review every month, while other women's magazines have been virtually standing still.
 In ten years Pictorial Review's circulation has grown from 200,000 to 1,500,000.
 Today, Pictorial Review is read by one family in every six having an income of \$1000 and more

per year. Business men spend \$2,500,000 yearly to advertise their products to Pictorial Review readers.

Eighty-four per cent of these advertisers are men who have stayed with us—who have found year after year that it pays to advertise to Pictorial Review readers.

Largest 20-cent Circulation in the World—1,500,000 copies monthly
\$2,500,000 Advertising Revenue—Only one other monthly Magazine has as much.

PICTORIAL REVIEW

America's Greatest Woman's Magazine