

**1,500,000 Women in War Industries Alone**

- 205,000 in canneries
- 275,000 in textile mills
- 212,000 sewing machine operators
- 130,000 in knitting and hosiery mills
- 100,000 women mechanics
- 100,000 in munition plants
- 400,000 making military equipment
- 95,000 shoe workers
- 45,000 clerical workers in Washington alone

# 12,000,000 pay envelopes for women

**T**WELVE million women earning money—women's money in women's pockets!

And sixty years ago there were not half a million women in "gainful" occupations in the United States.

This is the biggest change yet that the war has brought to men and women.

**Women chauffeurs!** Taxi companies and private families already use them. **Women police!** New York City already has 6,000 women on its police reserve force.

**Automobile builders!** In automobile factories thousands of women are making spark plugs, operating drill-presses and assembling parts.

**Women farmers!** At least two million of them. **Women cigar salesmen!** **Women draughtsmen!** **Women electricians!** **Women elevator boys!** Everywhere! **Women street car conductors!**—thousands of them!



**500,000**  
IN MUNITIONS AND EQUIPMENTS

These women make ammunition, guns, gas-masks, tent-poles, cots, axes, spades, scientific instruments.

**Women in war industries!**—Already a million and a half of them!

When the war first came home to us, business men scanned the

**"For MEN must FIGHT and WOMEN must WORK"**

future anxiously. With a quarter of a million men being called to the Colors each month, would industries have to shut down?

They did not gauge the spirit of our women, or they would never have doubted. Even before the war became our war, before our men were called, our women were following eagerly the record of what women were doing on the other side to keep their countries' industries going.

**Keeping the industrial fires burning**

Were women "over there" really doing men's work just like men? That was the breathless question! The thing that would indeed revolutionize the very fabric of our life.

And the extraordinary answer came—under the authority of the British War Office itself:—That in the 1701 jobs at which women are employed, a woman is "just as good as a man, and for some of them better."

It was in November, 1916, that an English manufacturer made the

statement: "Given two more years of war, and we can build a battleship from keel to aerial in all its complex detail and ready for trial, entirely by woman labour."

And recently, a ship was indeed launched on the Clyde built "almost entirely by woman labour."

**Factories made over to fit women**

But the great lathes? Could a woman turn them?—Just make her a lighter one, a "woman-size" lathe, and she'll turn it faster than ever a man turned his!

And the standing, standing all day long?—Provide seats! She'll be brighter, brisker at the job than any weary man ever was.

They shortened the hours! Provided rest rooms, cloak rooms, dining rooms. Made over factories employing thousands of women, equipped them with specially made-to-measure-to-woman-size machinery!

And women quietly, surprising-

ly, under these new conditions, were paying their way—actually delivering as much as a man, and in many cases more.

This is the extraordinary story that was told by Pictorial Review to American women, and was received by them with keen interest.

**The spirit of American women**

With a spirit as alert as our women's own, Pictorial Review, even before we entered the war, sent Mabel Potter Daggett abroad to record the splendid work that women were doing in Europe.

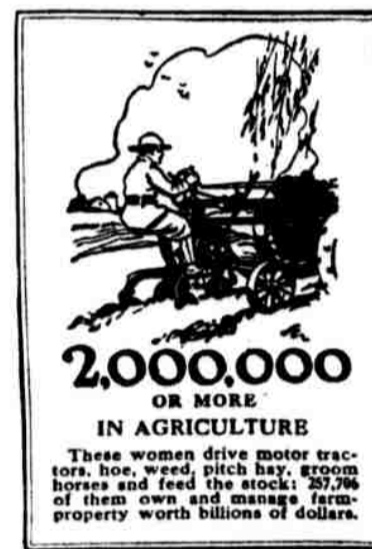
With a vigor worthy of its readers, Pictorial Review, since the war, has kept those readers constantly in touch with the broader issues of a world opened wide to women. And Pictorial Review readers have responded splendidly to these contributions and to the broad, comprehensive work Pictorial Review has always tried to do in matters of vital interest to women.



**478,000**

IN TEXTILES AND GARMENT MAKING

They weave the fabrics and sew the uniforms, overcoats, bedding, underwear and clothing of all kinds for Uncle Sam's boys.



**2,000,000**  
OR MORE  
IN AGRICULTURE

These women drive motor tractors, hoe, weed, pitch hay, groom horses and feed the stock; 27.7% of them own and manage farm-property worth billions of dollars.

**Topics which have been discussed in a broad comprehensive way by Pictorial Review**

By MABEL POTTER DAGGETT

Author of "Women Wanted" and the first woman to be sent abroad to study the new status of women

- "An American Woman at the Front"
- "The Woman in Khaki"
- "Women Who Wear War Jewelry"
- "The New Wage Envelope"
- "The Open Door in Commerce"
- "Woman's Progress in the Professions"
- "At the Gates of Government"
- "The Rising Value of a Baby"
- "The Ring and the Woman"

Every one of these articles was a vibrant, dramatic picture of conditions on the other side. Every one pointed out with insight and vision, the deep bearing these changes in women's life today will have on women's life in the future.

By IDA CLYDE CLARKE

Pictorial Review's Washington Editor

"Woman's Share in the Nation's Task" Pointing out particular needs for women's war service—voluntary and paid—as they arise. Just whom to write to—just what is required.

"Your Boy and Mine"

Through this service, Pictorial Review has repeatedly obtained for anxious families definite news of their boys.

"Who's Who in War Work"

Photographs and reports each month of women performing important war service.

"The Community Idea—a War Emergency Measure"

In cooperation with the Government, Pictorial Review, by explaining and advocating Community Canning, Buying, Gardens and Markets, aroused the interest and cooperation of women.

By HELEN RING ROBINSON

The first woman senator in the United States

"Preparing Women for the Ballot"

"Woman's Work as Wholesale Housekeepers"

"The State—It is We"

"Where Do We Go from Here?"

Twelve million women in the United States have the power to vote. This series discussed vital problems in this connection and urged women to take a broader interest in civic and national questions.

By ANNA STEESE RICHARDSON

"The Women Who Works and Her New Freedom"

Three keen articles on the economic, industrial and social conditions which women who work encounter.

By ARTHUR T. VANCE

Editor of Pictorial Review

"A Plain Talk to the Federation of Women's Clubs"

A vigorous appeal to this organization of 6,000,000 women to make itself a power for permanent community, municipal and industrial betterment.

"Why Not a Permanent Government Bureau of Woman's Work?"

A suggestion which drew comments from Louis F. Post, of the Department of Labor, The Hon. Champ Clark, Speaker of the House, Senators, and hundreds of others.

By LADY ABERDEEN

President of the International Council of Women

"In Time of War Prepare for Peace"

What the welding together of the woman-power of the nation means to the future of the world.

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