

To the fathers and mothers of America

ONE of the most touching moments in the life of a family occurs on the evening before the little one goes to school for the first time. It is then the parents realize that the control of the child's future is placed largely in other hands. The baby is passing into childhood, and it will be but a few years before he is ready to enter the battle of life.

Events are moving so fast today that never before was a thorough and liberal education so necessary. Today, more than ever, the youth of America should get the sort of education that will, in training and environment, develop strength of purpose and stability of character.

And in no other country in the world is it so easy to obtain such an education as in America.

Our public-school system is the best; our private schools are more numerous, more competent and, what is still more important, more democratic than the private schools of any other nation.

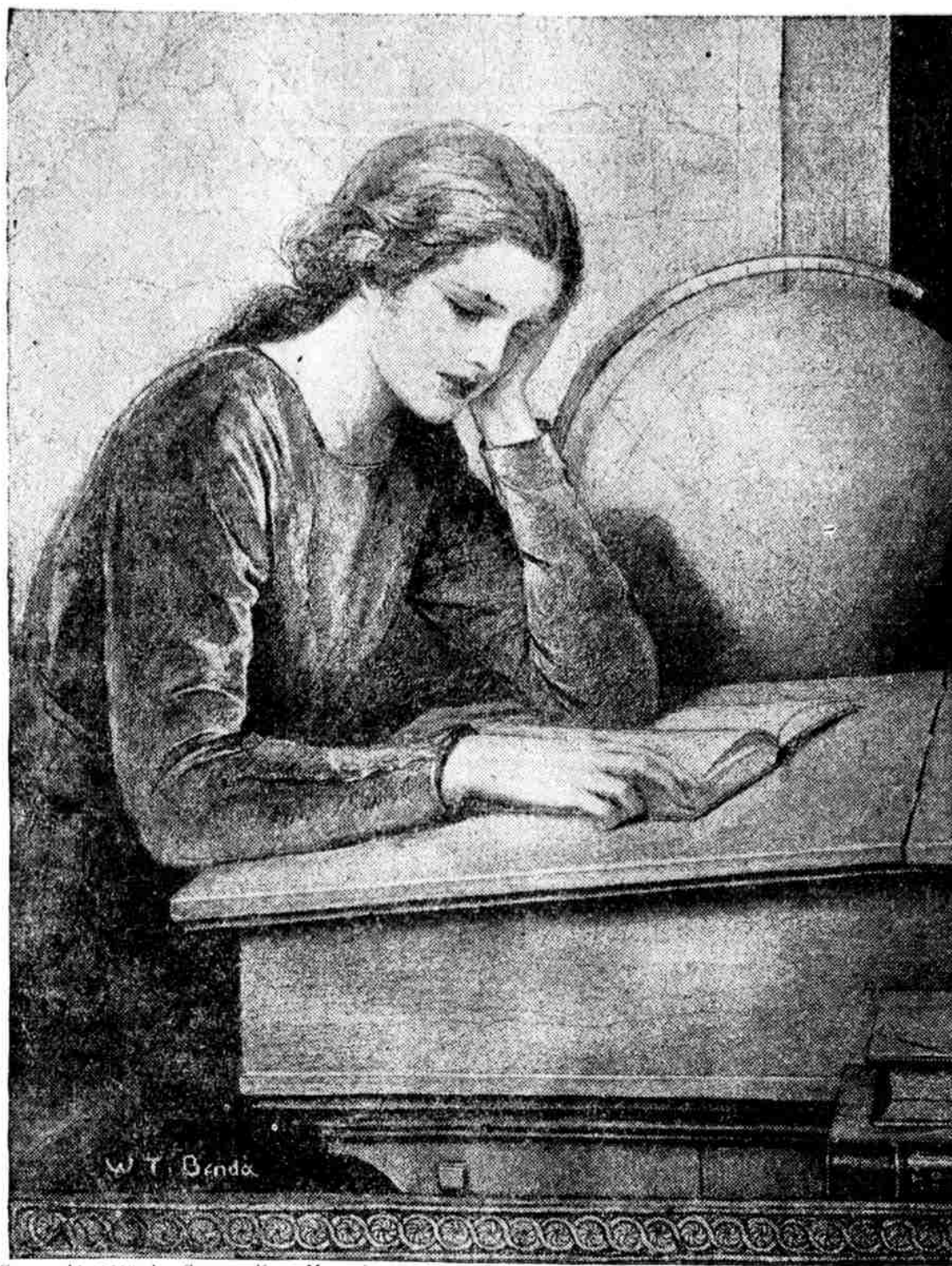
American fathers and mothers whose first and greatest consideration is the future of their children know that Democracy writes the text-books of America.

"Tis education forms the common mind," wrote Alexander Pope many years ago. Certainly a high standard of educational methods and ideals has made America the greatest democracy of all time.



The greatest service a magazine can perform is to help direct parents in the selection of proper schools for their children.

Several magazines are performing this service, and to them may be credited the growth



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and the wide-spread appeal of our great private schools.

For the past twelve years, year after year, Cosmopolitan has not only published a great volume of private school advertising, but it has, through its Educational Club, personally helped thousands of parents to select schools best suited to the requirements of their sons and daughters.

With more than a million circulation each month among the most intelligent and the most progressive element of the magazine reading public, Cosmopolitan has easily become America's leading school advertising medium. Indeed, the private schools of America, during 1918, invested more than \$100,000 in the advertising pages of Cosmopolitan, and this is twice as much as they

invested in Cosmopolitan's nearest competitor in the school advertising field.

The private schools tell us that they depend largely upon Cosmopolitan for increase in their enrollments—in fact, it is said by many of these schools that Cosmopolitan sends them more pupils each season than all the other magazines combined.

This has been accomplished, not only because of the tremendous volume of school advertising Cosmopolitan publishes, but also because Cosmopolitan is bought and read in more than a million homes that prefer the best work of the greatest writers and artists in all the world.

To publish the work of these writers and artists, month after month, in the best magazine that it is possible to produce is an achievement in which Cosmopolitan feels a justifiable pride.

But to give to the parents of America a school information service unexcelled by any other magazine—to become known among the private schools as their most prolific source of enrollments—is an even greater achievement.



In the July number of Cosmopolitan, which you can buy today, there is a most comprehensive educational directory containing announcements of two hundred and sixty-eight of the best private and vocational schools in America.

If you are contemplating the selection of a school, you will find the right one in the pages of this month's Cosmopolitan. And after you have made your selection, we shall be happy to have you tell us that Cosmopolitan has been of service to you.

Cosmopolitan

"America's Greatest Magazine"

Cosmopolitan's Own Supremacy Insures Supremacy for Its Advertisers