



3,000,000 war gardens [planted by women in 1917 \$350,000,000 worth of crops raised in backyard garden in 1917

Fruits and vegetables to the value of several millions dried in 1917

460,000,000 quarts of food preserved in eight months

1,000,000 loaves of bread saved cach day



WOMEN WANTED Your Wife - Your Daughter

A 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 approfessions, home women-ready for magazines provided. 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.

MERICA'S woman power is thirty- ing women-women accustomed to take find nothing for them in the narrow a share in civic work, social work; round of household topics, the simple women in industry, in commerce, in the school-girl fiction which other women's

> 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 womento 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



mance

1,000,000 women subscribed to First Liberty Loan \$1,154,388,075 subscribed to Second Liberty Loss by

and through women 18,000 women in one state alone

and nearby countieshelped sell the Third Liberty Loan

17,000,000 pieces of publicity on. Second Liberty Loan dis-tributed through women * (Figures for the Third Liberty

m are not yet compiled)



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 lines 424,550 hospital garments 240.621 knitted articles 301,563 miscellaneous supplies

13,000,000 articles in all sent abroad by Nov. 1917 3,000,000 surgical dressings going monthly to Fran

\$36,000,000 of garments for our troops in 1917



19,000 Red Cross nurses for army service

1,000 volunteering per month 25,000 being raised for home servio

75,000 women have taken First Aid Courses

\$4,000 have taken courses in home nursing

800 Red Cross chapters dispense enteen service in oountry

pointed 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 fortyeight states.

women enlisted as members.

-active women, working women, think-

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.

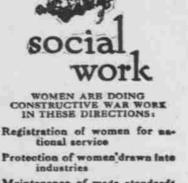
"Women's magazines", as edited for The organizations were there. Five years by men who were blind to the thousand of them, with two million awakening of women, simply did not reach the progressive women.

The women of our country were awake Inside and outside the home, this large has. It is the ringing call to every and ever-growing class of women could

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 intelligent woman!



Maintenance of wage standards Training women for industries . Maintaining good housing comditions in factories Protection of children from labor Relief for families of enlisted

Recreation for men in camps Americanization of allens

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 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 nave 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





205,000 women dustries 275,000 in textile mills 212,000 in garment trade 130,000 in knitting and hosiery 95,000 in shoe factories 100,000 women mochaniciane 100,000 munitions workers 400,000 making military equipmonts

45,000 olerigal workers in Wash ington alone

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