



In the last ten years woman
has progressed forty years

she spends less time at home

but... she is a better housekeeper
than her mother was

IS the woman of today different from the woman of ten years ago? Yes! Her range of interests would have staggered her mother.

Her wardrobe is three times as large. She uses tons of rings, face powder and beauty creams, cuts her hair, plays golf and is generally far more sophisticated in every way.

Yet in spite of all this she is a better housekeeper than her mother was. She appreciates the values of style in serving food; she feeds her family more scientifically; cares for her children more intelligently—runs her home with her head rather than her hands.

She has been able to do these things because she has found more leisure—leisure in which to read, study and interchange ideas.

Where did she find the time? She has no more help. Today only 10 per cent of the homes in America boast of servants.

She has won this time largely by putting into effect efficient methods of housekeeping. Ten years ago she used to walk 7 miles a day in the kitchen. Today, thanks to properly



Anyone who thinks that women is less practical than she was ten or twenty years ago doesn't know the facts.

It is the business of McCall's Magazine to know the facts. For a copy of McCall's, look for the exciting advantages of its editorial content. See how generally they dovetail with the things that the woman of today is most interested in—art, music, play, books, health, sports, child

care, dietetics, household economy and management, architecture, decoration, gardens, beauty, religion, psychology, sciences, games, fashion, politics, fiction, and special articles by the world's foremost writers of fiction and special articles.

planned kitchens, this mileage has been reduced to 3 miles a day by setting cupboard, table, sink and stove in proper relation to one another.

The woman of today cannot be judged by the measuring rods of 1917. For woman's progress in the last ten years has been as great as it was in the forty years preceding.

And the great force which has been largely instrumental in bringing this about is the enterprise of the woman's magazines.

The leading women's publications are no longer edited with a pot of paste and a pair of scissors. They have studied woman's needs as a great university studies the requirements of its student body. They have become counselors of many-sided usefulness to women and have pointed the way to greater efficiency and a fuller enjoyment of life.

McCall's is one of the magazines that can tell you about the woman of today... about her tastes, preferences, desires and ambitions. The McCall Company, 236-250 West 37th Street, New York City, Chicago, San Francisco, Boston, Atlanta, Toronto.



McCALL'S
MAGAZINE

The September Issue is out today.



There are no other McCall's Magazines with better circulation than the September issue of McCall's Magazine. For it is the finest and the most interesting of all. The September issue is the one that every woman should read. It is the one that every woman should read. It is the one that every woman should read. It is the one that every woman should read.

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