

If You Don't Believe the War Is Over —



Look at These Summer Magazine Covers

WHILE shedding tears for the war sufferers, give a thought to the magazine editors of the United States. They gave up about as much for the war as anybody. Probably several million dollars' worth of fiction about how the gay young hero came to New York or Chicago, made his millions, and won the girl, had to be hurriedly junked in April, 1917, and thrust away into editorial safes where it still languishes, while the authors were called on to do a hurry-up job of Ersatz fiction in which the hero went to the front instead of to the great city, and the final closeup with

the heroine in Paris with bombs dropping instead of on Broadway with corks popping.

And, worst of all, the magazines had to sacrifice their Summer bathing-girl covers for two whole years. Nobody but a magazine editor knows why the cover must always display the picture of a girl in August—always in August, and generally in June, and in July, too—unless a child with fireworks is substituted. The deep psychological reason for this is one of the secrets of the trade. It is not to be supposed that all the men in this country sleep through the Sum-

mer, and that the women do nothing but sit on the beach in creations. But that is what they do if you believe the art editors.

Well, at any rate, the magazines set their teeth and nobody responded to their country's call. For two Summers the June, July, and August covers displayed about the same thing that they showed in the other three seasons—beautiful girls dressed as nurses, or canteen workers, or motor corps drivers, or Salvation Army maids. This was reasonable enough; the girls who had been able to

afford the expensive bathing suits seen on the magazine covers must all have been able to get across and take part in the war, yet one may suppose that even in France they might have had time to swim a little bit in the hot weather and so give the magazines an excuse for printing a new style of swimming costume. But perhaps the editors knew that the American public would never stand for the French bathing suits.

However, the girls have taken off their uniforms. The war is over. There is a rush back to beach costumes on the front covers.