



# *The* **THREE WISE MEN** *are ancient history*

**I**T'S A FACT . . . and it's high time men faced it! Taken all-in-all, there isn't a more generally intelligent, wholesomely interested (or interesting), accurately informed group of people in the world than modern north shore housewives.

Even there we do them an injustice. They've made the term "housewives" as antique as an antimacassar (whatever that was) and we have to admit "homemakers" expresses what they really are a lot better.

Men who understand the women of today (commercially, at any rate) will tell you this: "feminine intuition" went by the boards with the rest of the old-fangled ideas.

Today, the woman with a top-ranking as Homemaker is a clever shopper . . . a clever budgeter. She reads WILMETTE LIFE and believes what she finds there . . . and what's more, follows its shopping information when she sets out to buy!

## **WILMETTE LIFE**

*for more than 20 years the Home Paper of the community*

**AND THE BUYING GUIDE  
OF THRIFTY SHOPPERS**

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