



# THE IMPULSE TO SURVIVE

*The first of four advertisements descriptive of The Saturday Evening Post*

The Saturday Evening Post contains more advertising than any other periodical.

Many manufacturers make it the backbone of their campaigns, and some employ it alone. In various important classifications it contains from 40 to 80 per cent. of all the national advertising.

Its volume of advertising has increased every year for ten years.

And more than 85 per cent. of its advertising last year came from advertisers who had also used it the year before.

Only one thing can account for such dominance—and such an enduring patronage from the most astute manufacturers in the country—

This one thing is *proven merit as an advertising medium.*

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The strength of the Post lies in its vast circulation, its thorough distribution and its acute interest for millions of intelligent, prosperous readers.

Back of all this is the editorial policy.

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Founded by Benjamin Franklin in 1728, The Saturday Evening Post was bought by The Curtis Publishing Company in 1897.

It then had a circulation of 1800 a week.

Today it has more than 2,000,000 a week.

This growth has come because from the first there has been a consistent idea behind the Post—the idea of Americanism.

All human actions are governed by three impulses (1) the impulse to survive, (2) the impulse to mate, (3) the impulse to play.

American life is characterized more by the survival impulse than by any other. "Business" is the keynote of America. It has the most intense concern for the American man, and for his family, who are anxious to understand the mystery which takes so much of his time and thought.

Most periodicals had been based on the play impulse and the mating impulse. They thus became entertaining and romantic. The Post was based on the survival impulse, and thus became vital. And its editor saw no reason why it should not at the same time be entertaining and romantic.

The Post brought into being an entirely new school of fiction—the business story and the special article—dealing not with serried ranks of statistics, but with the very blood and sinews of business.

The roar of machinery, the click of the ticker, the grease and grime of work—here was a new country, and the Post homesteaded it. The "glory that was Greece" and "the grandeur that was Rome" were interpreted into the enthusiasm that is Chicago.

In politics—so involved in the business life of the country—it opened up a rich field. Hitherto everybody with an "honorable" prefixed to his name had been regarded either as a saint or a sinner. The Post argued that he was a human being, made of the same sort of dust as the doctor or the village blacksmith. It praised his virtues, tried to explain his motives, laughed at his poses and pretenses. This laughing has oftentimes made him squirm a bit, but it has proved good for his soul.

The whole drama, tragedy and comedy of the struggle to survive in business and public life was made more absorbing even than the struggle of the hero in the time-honored story of adventure in distant lands.

The mating impulse and the play impulse were by no means forgotten. The same standard of sanity was applied to love stories and all the "lighter" sort of fiction, to the treatment of sports, the theatre, travel, art, to verse and to illustration. A Saturday Evening Post cover, wholesome, sympathetic, universal, represents the searching "human interest" that runs through the whole publication.

Thus has been created a weekly that is modern but not yellow; informing but not stodgy; entertaining but not frivolous.

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Because it so closely interprets the major interests of most Americans, the Post each week enters 2,000,000 American homes to be read with zest by every member of the family.

And it is significant that the Post is taken into a large majority of these homes by the man—the member of the family with the least time and least inclination for reading, and therefore most difficult to reach.

From its appeal to the whole family—including that least accessible member—the man—is derived much of its stalwart energy as an advertising medium.

THE CURTIS PUBLISHING COMPANY, INDEPENDENCE SQUARE, PHILADELPHIA

*The Ladies' Home Journal*

*The Saturday Evening Post*

*The Country Gentleman*