



## A REAL NATIONAL MEDIUM

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

Some one once asked Queen Victoria how long it would take her to send a message to all her subjects, to the furthestmost confines of her empire. She replied, "Eighteen months."

\* \* \*

In one week you can send a message to the furthest confines of the United States—into every city, every tank town, every R. F. D. route—through The Saturday Evening Post. Through the Post, you can, almost instantaneously, not only talk to the buying public of the whole country, but also flood every channel of distribution, wholesale and retail, with the knowledge of what you have to offer.

The rapidity with which the Post carries to every essential point is due to the fact that it is a *real national publication*.

To be truly national in the United States, a medium of communication must reach not only all parts of the country geographically, but it must reach all sizes and types of community, all intelligent classes of people, all interests, both sexes, all ages. It must be wholly without limitation.

\* \* \*

The Post is free from limitations of age and of sex. Its appeal is to the youthful as well as to the mature. While it probably has more women readers than any except the purely women's publications, it also is read by more men than any other publication.

It is clear of limitations of scope, covering not one subject or group of subjects, but all subjects—reviews, literature, fashion, fiction, religion, social progress, commerce, politics, science.

It holds no brief for any one class—it is not capitalistic or muckraking or militant.

It is independent in politics and presents all sides of controversial subjects. In the last presidential campaign, Mr. Wilson, Mr. Taft and Mr. Roosevelt, all told their stories through the Post. At the outbreak of the European war, eminent spokesmen for each combatant laid their cases before the American people through the Post.

The Post reaches all sections of the country, its circulation having been developed in proportion to the dissemination of population and the degree of business activity.

It penetrates to communities of every type and size—37 per cent. of its readers are in large cities, 41 per cent. in smaller cities and towns and 22 per cent. in rural districts.

Above all, it is free from the limitations of thin distribution, its circulation being large enough to give it in each community a clientele which makes it a powerful local factor there.

There is but one limitation on the Post, and that is the same limitation that all manufacturers face—the limitation imposed by the varying intelligences and purchasing powers of the public. It does not go below the line of people who can afford and appreciate a \$1.50 periodical.

\* \* \*

In brief, the explanation of the power of the Post as an advertising medium is four-fold:

1. An editorial policy which builds upon the dominant motive of American life—the impulse to survive.
2. A method of sales and distribution which automatically takes it to those places where trade in most commodities is most brisk.
3. An established place as a barometer of advertising activity, continually impressed anew upon active business men.
4. An utter freedom from limitations which makes it a truly national medium.

The Saturday Evening Post goes to fully two out of every five families accessible to national markets who enjoy incomes which make them probable purchasers of most nationally advertised goods.

It reaches them, and the channels of trade which supply them, with a promptness and incisiveness which achieve in a few months results which the merchandising methods of the past would have taken decades to accomplish.

THE CURTIS PUBLISHING COMPANY, INDEPENDENCE SQUARE, PHILADELPHIA

*The Ladies' Home Journal*

*The Saturday Evening Post*

*The Country Gentleman*