

A RECORD

The largest issue of The Saturday Evening Post ever published appears today.

It contains 104 pages besides the cover.

This record size is made possible by the greatest volume of advertising ever carried in a single issue—240 columns.

It is not a special issue, built up by special effort. In fact, every one of the issues of the past four weeks and the next three weeks far exceeds in amount of advertising its corresponding issue of 1915.

These increases simply represent the cumulative result of the judgment and experience of leading national advertisers over a period of many years.

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We believe that the steady increase in the volume of advertising in The Saturday Evening Post is due to three basic causes:

1. An ever-widening belief in advertising.
2. An ever-growing reliance in The Saturday Evening Post as a vehicle for advertising.
3. A healthy confidence throughout American business.

THE SATURDAY EVENING POST

OUT TODAY

**THE CURTIS PUBLISHING COMPANY
INDEPENDENCE SQUARE, PHILADELPHIA, PA.**