

Every man can be heard in proportion to his voice

The ceaseless struggle of industry is fought in many arenas. One of these arenas is national publicity.

There, as in the raw material market, on the financial exchanges, in the labor market, in the field of retail competition, may be witnessed the battle for supremacy.

National advertising, however, differs from these other arenas in this:

The weak has just as much chance as the strong.

The young stands level with the old.

Everywhere else the match is unequal. Raw materials can be cornered. Men can be hired away. Markets can be shot to pieces by vicious competition. Stocks can be driven down, loans blocked, notes called.

National publicity alone offers a fair field and no favor. For *no one can get a corner on public attention.*

In so huge a medium as The Saturday Evening Post, the number of contestants and the size of their efforts can never be so great as to close the doors to others.

While the big factors are vying with one another, they are constantly broadening the opportunities for the whole industry. However large the share they may win for themselves, they are also opening up new avenues of trade for all the smaller factors. The market can be dominated. But it is too vast ever to be monopolized.

We know, among many typical cases in point, of one industry in which several large firms were using from 25 to 50 pages a year each in the Post. A smaller competitor entered with only a few pages, and at the end of the year found that his business had received a greater stimulus than it had ever known before.

Whether for firms which are ambitious to dominate, or for those lesser firms which do not hope for leadership, and yet depend upon the national market, The Saturday Evening Post offers a distribution so intensive that the waste of competition is reduced to a minimum, and a market so vast that its full potentialities can never be exhausted.

THE SATURDAY EVENING POST

The medium of dominance

A book reprinting the series of advertisements of which this is the last, will be sent free upon request addressed to the Advertising Department, The Curtis Publishing Company, Independence Square, Philadelphia.