



Curtain fire

The old way was to put advertising *behind* the selling force of a business.

The new way is to put advertising *ahead* of the selling force.

Just as the modern general hurls over the heads of his charging regiments a curtain fire from the heavy artillery, so the modern manufacturer prepares the way for his attacks by a continuous fire of advertising.

The Saturday Evening Post is the heavy artillery of commerce.

It is the Dominant Publication of America.

Those manufacturers who, through advertising, dominate in their respective industries, are the dominant users of space in its pages.

They know that the market which the Post sweeps is so vast that it cannot be exhausted.

Never yet has there been in the Post an advertising campaign, no matter how great, that even approached its full potential of the trade to be won there.

The house that could get all the business in its line, of even half of these two million families, would be unable to take care of the orders.

The largest advertiser in the Post is still increasing his schedule.

This market can never be monopolized. There are industries in which a dozen or more manufacturers are constantly using the Post. Each is increasing his own sales. And each is helping all the others. Together they are steadily widening the bounds of a

market in which there is always room for still more contenders.

Thus the competition made possible by the Post is a great constructive force.

The struggle is swift and keen, and open to all. In this arena every man, small or great, may win according to the strength of his stroke.

The Post cuts down the waste of competition and distributes goods to the consumer at lower cost.

Its volume of advertising today is huge because there is so much merchandise to be moved, and because the Post has proved to be the economical means of moving it.

In this week's issue are advertised the products of 120 different businesses. The majority of the advertisers are the leaders of their fields.

Most of these manufacturers appropriate a small percentage of their gross sales for advertising. Every dollar invested in the Post must produce in actual sales not less than \$50. Otherwise advertisers would not continue to use the Post.

This vast volume of sales which Post advertising stimulates is a stabilizing influence felt throughout the entire commercial structure of America. Not only the manufacturer and the merchant, but also the banker, today recognize the power of the Post. It forms a legitimate basis for credit.

The Saturday Evening Post is a curtain of fire under which the whole front—salesmen, jobbers and dealers—moves forward and sweeps the field.

More Than
Two Million Buyers

**THE SATURDAY
EVENING POST**
The Dominant Publication
INDEPENDENCE SQUARE • PHILADELPHIA PA.

This Week's Issue
140 Pages & Cover