



# Remaking the Magazine Map

Nineteen years ago The Saturday Evening Post was not on the magazine map; to day it is written straight across it.

Nineteen years ago two thousand people bought The Saturday Evening Post; today two million buy it.

Slowly, steadily, resistlessly, week by week, month by month, year by year, it has forged ahead, not only in the volume, but in the character of its circulation, until today it is the dominant publication of America.

It is big because intelligent America is big and because it faithfully reflects dominant American ideas.

The Saturday Evening Post is not bought for its shape, though most periodicals are following it into the "flat" size. It is not bought for its make-up, though most periodicals have sincerely flattered it in this respect, too. Nor is it bought for a book or any other premium, because it is never given away with premiums. It stands firm-footed on its merits and its price. It is bought by people who want to read it.

The Saturday Evening Post is not a news weekly, because the daily can handle day-by-day news better than any periodical; but in its editorials and special articles written by the men in America and Europe best informed on their subjects, it comments on and supplements the news of national and international importance.

Wherever important things are happening, wherever history is in the making, the trained correspondents of The Saturday Evening Post will be found, getting, weighing and sifting the facts for Post readers.

Whenever a big man has a big thing to say, or an important idea to get before the country, he naturally turns to The Saturday Evening Post.

It does not publish articles based on half truths. Circulation stimulated by sensations has no solid or permanent value.

It is an illustrated but not a "picture" weekly. Picture weeklies are skimmed through. The Saturday Evening Post is read through.

The Saturday Evening Post is not a "story paper" but it publishes the best stories that are written—those distinctively American stories the country has come to know as Post stories because they deal with the life, work and affairs of the American people in original, vigorous and vital ways: man's stories—the struggles, the tragedies, the triumphs of the world that works—the tremendous drama of the little fellow in shop, in store, in office—the swift, vivid romance of American business—the strivings of its captains, its kings—their littleness, their bigness, their ruthlessness, their kindness, their adventures, their battles—the chronicle of the camp followers and guerillas of finance—their "treasons, stratagems and spoils"—stories that lead through wilderness, village and city to the farthest bounds of the seven seas—tragic stories, humorous stories, love stories, but always stories of real men and women—stories with happy and unhappy endings, but never dull stories.

The Saturday Evening Post has become the dominant publication of America because it has the American pioneer spirit. It has never been satisfied to follow a leader. It has always sought and welcomed new blood, encouraged and developed new writers and artists. It is always just ahead of the periodicals that follow the blazed trail.

Every issue of The Saturday Evening Post is a week of American Life. Every issue has two million man-power behind it, with two million family-buying-power for the advertiser.

**More Than Two  
Million a Week**

**THE SATURDAY  
EVENING POST**  
The Dominant Publication

**The proof is  
in the Post**

INDEPENDENCE SQUARE · PHILADELPHIA PA.