

To Manufacturers and Merchants Who Value the Touchstone of Advertising

Don't depend upon *old ways alone* to utilize the great *new forces* the world is developing. Don't figure on *getting back* to where you were—figure on *getting ahead*. New currents have been turned on. Business is vibrant with *new possibilities*. Things will never again be just like they were. Readjust your advertising *before it readjusts you*.

The world has been converted into a gigantic reel of *brilliant, vivid pictures*—history in the making. We have become a nation of *photo gazers*—reading the lurid story from week to week in the photographic reproductions of the news.

There is no gainsaying it—the picture gets across as never before. Your advertisement, showing live photographs of your goods—life-like reproductions by intaglio, in *close company* and in the *same tint* with the graphic news photographs, glows with an incandescence which literally pulls the

attention. Nothing is left to the imagination; the story is told almost *without words*.

You big, national advertisers *have been barred* from this most effective form of advertising because it gave you *small circulations only*. The *Hearst newspapers* have put the *multiplication table* to the *pictorial gravure* section. To be able to secure advertising in such a section, with over *one and a half million circulation*, provides such a *new and powerful* method of reaching the public that neither you nor your advertising agent can *overlook it with justice* to your appropriation.

The Giant of Gravure Publications

HEARST'S

PICTORIAL GRAVURE

Issued weekly as a SEPARATE SECTION with

The New York Sunday American

The Chicago Sunday Examiner

The Boston Sunday Advertiser and American

→ *Circulation Over 1,500,000 Every Sunday* ←

FIRST ISSUE TO APPEAR SUNDAY, MARCH 3, 1918

This new gravure photographic Section will have all the pictorial resources of

The International Film Service
The International News Service
The Hearst-Pathe Weekly and
The News-Gathering Organizations
of the Hearst Newspapers

Pictorially, it will have *no rival* in this or any other country. In circulation it stands with the *very largest* weekly and monthly periodicals.

Because of its great circulation, advertising space in *Hearst's Pictorial Gravure* is being sold at *less per thousand of circulation* than in any gravure section ever published. The rate is *much lower* than that of any national periodical of equal circulation.

Newspaper readers are today more responsive to *well-considered, attractive advertising* than ever before. Merchants in various cities have already learned the *special productiveness* of the gravure section—the added attractiveness made possible by the splendid art work and the convincing, life-like photographs.

While we are making a special appeal to *national advertisers*, who may use the entire million-and-a-half circulation, and contracts and orders from representative national users of space are coming in rapidly, it is not our purpose to exclude local merchants from the advantages of this section.

Space will also be sold for *each of the three cities separately* at rates proportionate to the individual circulations of the papers.

The entire space is *necessarily limited*, and will be kept limited.

Don't wait until it is *all contracted for*. Write for particulars and rates—or for a representative to call, or request your advertising agent to do so *at once*.

A. J. Kobler, Advertising Manager
American Circle Building, New York