

More than 1,000,000 April 1919 and still going

400,000 was the circulation of The American Magazine in 1915. The April 1919 issue is more than 1,000,000. What happened?

The American Magazine found a job—did it—and did it very well, evidently, since two and a half times as many people like it now as did then.

First, last and all the time The American Magazine's job is to help its readers to answer such questions as are bothering them personally.

If we can help them as individuals we have done the best we can do toward helping the country as a whole—for what is the country "as a whole"? It is nothing but a collection of individuals.

So far as the American Magazine's job is concerned it makes no difference whether the nation is at war or at peace—prosperous or poor—stable or unstable.

As human beings we have got to go right on through all these conditions—whatever they are.

And whatever the conditions, there are always personal problems to meet—personal questions to answer—personal decisions to make—about your

health, or your education or any one of many other questions.

Just because you are human you will always have problems! For example, since the end of the war you haven't noticed that all your burdens have fallen away, have you? No. Not by a long shot. New burdens—new problems—confront you.

It is the American Magazine's job to live right along with its readers—through whatever conditions come—collecting for them the most helpful facts and ideas, from the very best sources—to assist them to a solution of their personal problems.

This is the policy of The American Magazine. And there is plenty to do.

Perhaps the coming of the millennium would put this magazine out of business. But there is no sign of the arrival of the millennium yet.



The American Magazine

THE CROWELL PUBLISHING COMPANY
WOMAN'S HOME COMPANION
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FARM AND FIRESIDE