

PICTORIAL REVIEW

Now America's First Woman's Magazine

THERE are different opinions as to what constitutes Leadership in the Magazine field. . . Some believe that Circulation is the principal test.

If that is your viewpoint—Pictorial Review now has the largest circulation of any 20-cent magazine, and the largest United States circulation of any monthly magazine.

Others contend that the price of the publication has a material bearing on prestige and leadership.

If they are right—Pictorial Review sells for 20 cents a copy, whereas its nearest competitor, The Ladies' Home Journal, sells for 15 cents a copy.

Still others maintain that Editorial policy, as expressed in a magazine's contents, is the strongest test of leadership.

Pictorial Review years ago inaugurated a policy of directing its Editorial appeal to the progressive, alert, wide-awake woman in the home. The response was immediate and positive. Pictorial Review's circulation showed a steady and consistent increase and this new following is composed of the women who lead in local, state and national movements.

For ourselves, we feel that all of these are of the utmost importance in proving Leadership. But we also feel that there is one other important factor—Growth.

No publication has grown so steadily and consistently in circulation as Pictorial Review.

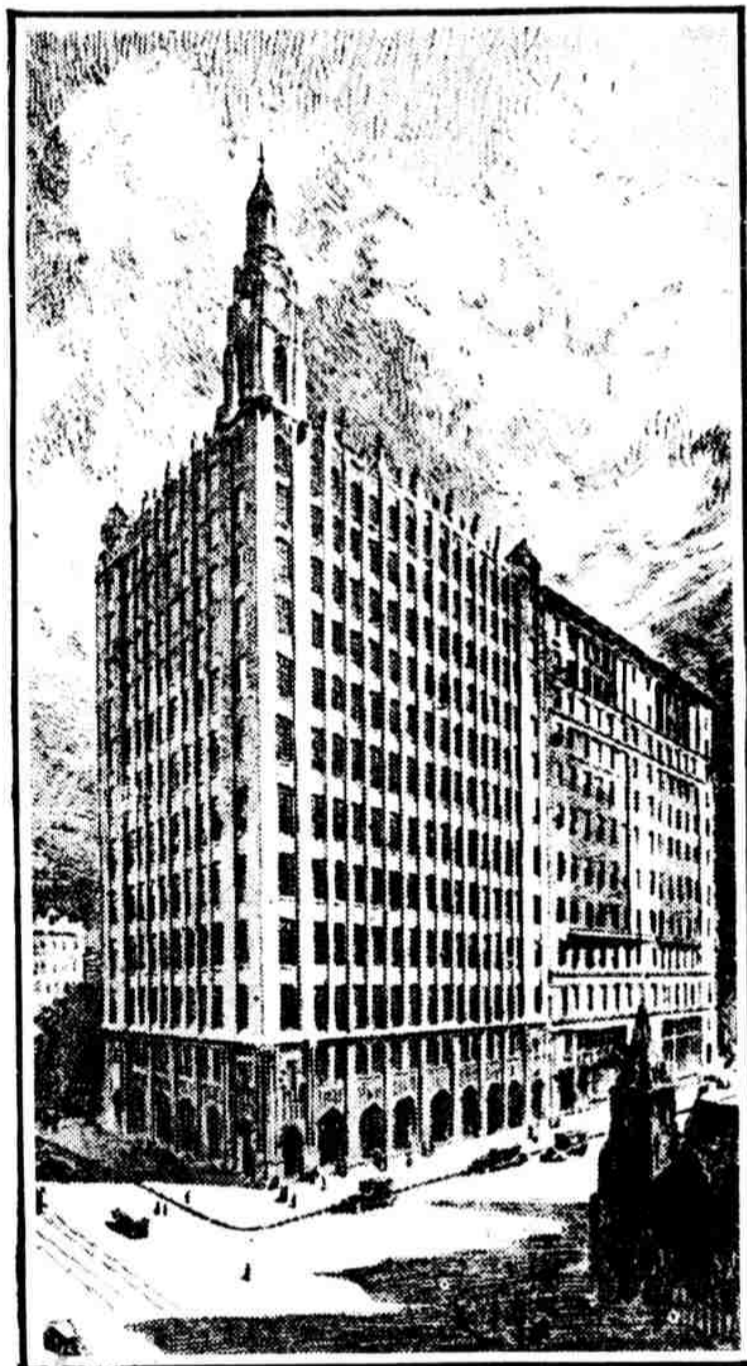
Present circulation—1,800,000 copies monthly.

No magazine has ever made such consistent and large gains in advertising as Pictorial Review. The first six months of 1919, show an increase of nearly a million dollars in advertising over the same period of 1918.

No magazine of its class has as many subscribers as Pictorial Review.

We believe that these facts definitely establish Pictorial Review as America's Leading Woman's Magazine.

In attaining first position in the woman's field for Pictorial Review, I wish to make public acknowledgment of the splendid co-operation and intense heart interest of my associates.



THE NEW PICTORIAL REVIEW BUILDING
39th Street and Seventh Avenue
NEW YORK

The great increase in the circulations of all the Pictorial Review Company publications—Pictorial Review, the Quarterly Fashion Book, the Monthly Fashion Book, the Spanish editions and four other publications, and our aim to maintain the very highest printing standards, have made necessary increased printing facilities and floor space.

As an addition to the thirteen story plant there is being erected a new twelve story building with 200,000 square feet of floor space, costing nearly \$3,000,000. It will be one of the two largest publication printing plants in this country.

Let us help finish the job by buying our share of the
VICTORY LIBERTY LOAN

President and Publisher

The following comparison of the Pictorial Review and Ladies' Home Journal circulations is based on the last itemized figures furnished by the two magazines, plus the percentage of gain indicated in the last net paid figures published by them.

STATES	PICTORIAL REVIEW	LADIES' HOME JOURNAL
New York	175,166	152,839
New Jersey	43,133	56,334
Pennsylvania	141,195	146,262
Delaware	2,838	4,316
Maryland	13,536	19,632
District of Columbia	11,951	13,173
North Atlantic States	387,839	392,756
Ohio	155,451	97,284
Indiana	61,485	44,332
Illinois	109,370	107,141
Michigan	64,074	56,873
Wisconsin	40,080	31,720
Minnesota	53,304	40,576
Iowa	30,533	44,640
Missouri	23,324	46,281
North Dakota	8,979	11,400
South Dakota	12,102	11,064
Nebraska	26,973	23,377
Kansas	33,733	30,026
Middle States	688,110	544,734
Maine	14,641	13,975
New Hampshire	8,931	8,862
Vermont	6,231	5,812
Massachusetts	7,007	69,914
Rhode Island	9,277	9,978
Connecticut	42,419	28,230
New England States	152,508	140,771
Kentucky	19,440	19,873
West Virginia	14,378	17,232
Tennessee	20,985	20,626
Alabama	15,288	13,589
Mississippi	9,896	9,653
Louisiana	17,283	10,665
Texas	38,534	56,372
Oklahoma	25,732	24,884
Arkansas	14,527	14,062
South-Western States	195,883	186,956
Montana	13,367	16,870
Wyoming	4,031	4,871
Colorado	24,942	21,985
New Mexico	4,324	3,484
Arizona	5,153	5,412
Utah	7,444	8,590
Nevada	1,748	2,064
Idaho	8,308	10,285
Washington	48,390	36,320
Oregon	24,522	30,508
California	80,123	82,167
Western States	222,952	213,556
Virginia	20,636	29,171
North Carolina	12,256	21,183
South Carolina	10,675	13,082
Georgia	21,931	23,098
Florida	12,446	13,832
South-Eastern States	77,964	100,306
Miscellaneous		5,151
Total U. S.	1,725,256	1,584,290
Canadian & Foreign	74,809	166,785
Grand Total	1,800,065	1,751,075

You will notice that the States are grouped by geographical division and that these figures show Pictorial Review not only has a larger circulation in 4 of the 6 sections, but in total United States circulation leads the Ladies' Home Journal by over 140,000 copies monthly.