

October Cosmopolitan is a Giant in the Land



The Colossus of Rhodes, from a rare old print



If laid end to end October Cosmopolitan would reach from London to Paris

TWO thousand years ago the Colossus of Rhodes, a statue ninety feet high, costing one hundred and fifty thousand dollars and taking twelve years to build, was a giant in the land. People came from near and far to gaze at it and then go back home and tell the natives about it. The statue was one of the seven wonders of the ancient world.

TODAY a magazine, Cosmopolitan, is a giant in the land. If you were to pile up the October edition of Cosmopolitan (1,164,000 copies) one copy on another you would have a shaft of magazines extending more than four miles in the air. Beside it the Colossus of Rhodes would look like a tooth-pick.

It costs almost three million dollars a year to produce the twelve numbers of Cosmopolitan that you can buy for twenty-five cents each. Every month the public pays more for the privilege of reading Cosmopolitan than it pays for the single edition of any other general magazine.

Unlike the great giant of antiquity, this modern giant goes out to the people instead of their coming to it. In 24,000 cities, towns and hamlets, across the length and breadth of the

land, more than a million people watch and wait for the day Cosmopolitan is placed on sale.

The ancient Colossus attracted multitudes because of its size and because it represented Hilo, the Sun God, a popular Diety of the day.

Cosmopolitan attracts millions because it publishes the best work of the greatest writers and the greatest artists in all the world in the best magazine that it is possible to produce.

This great magazine is, indeed, a giant in the land—a giant in size, in excellence and in influence.

Right near you there is a place where October Cosmopolitan is for sale. Get your copy quickly because this month's supply will soon be exhausted.



The 100,000 words in Cosmopolitan's editorial section would make a good-sized book

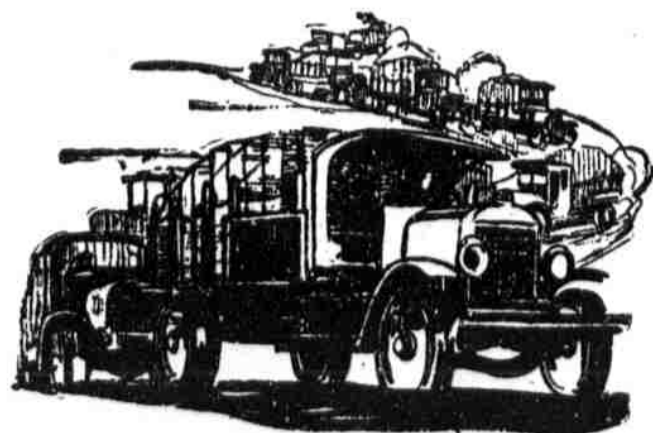


It requires this vast amount of paper to print a single edition of Cosmopolitan



It takes about ten hours for 80,000 soldiers to pass a given point. At this rate Cosmopolitan's circulation would take more than 140 hours

Writers in October Cosmopolitan	
Peter B. Kyne	Robert W. Chambers
Report Hughes	Percival Gibbon
Frank R. Adams	James Oliver Curwood
Basil King	Albert Payson Terhune
Arthur Somers Roche	Ella Wheeler Wilcox
Meredith Nicholson	Jack Boyle
Frederic Arnold Kummer	Kenneth L. Roberts

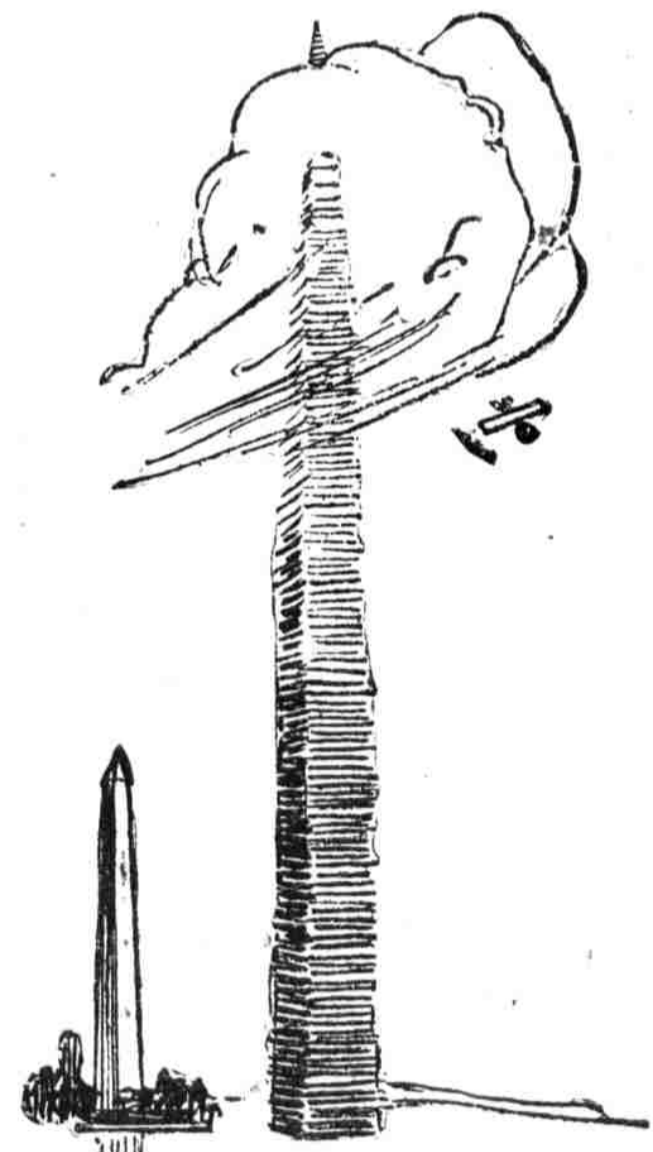


120
5 ton trucks

would be required to carry October Cosmopolitan



for the October edition of Cosmopolitan



October Cosmopolitan would make a shaft forty times as high as the Washington Monument

Artists in October Cosmopolitan	
Harrison Fisher	James Montgomery Flagg
W. T. Benda	Lee Conroy
Dean Cornwell	Grant T. Reynolds
Howard Chandler Christy	W. D. Stevens
J. Scott Williams	E. L. Chase
F. X. Leyendecker	Paul Bransom
	H. R. Ballinger