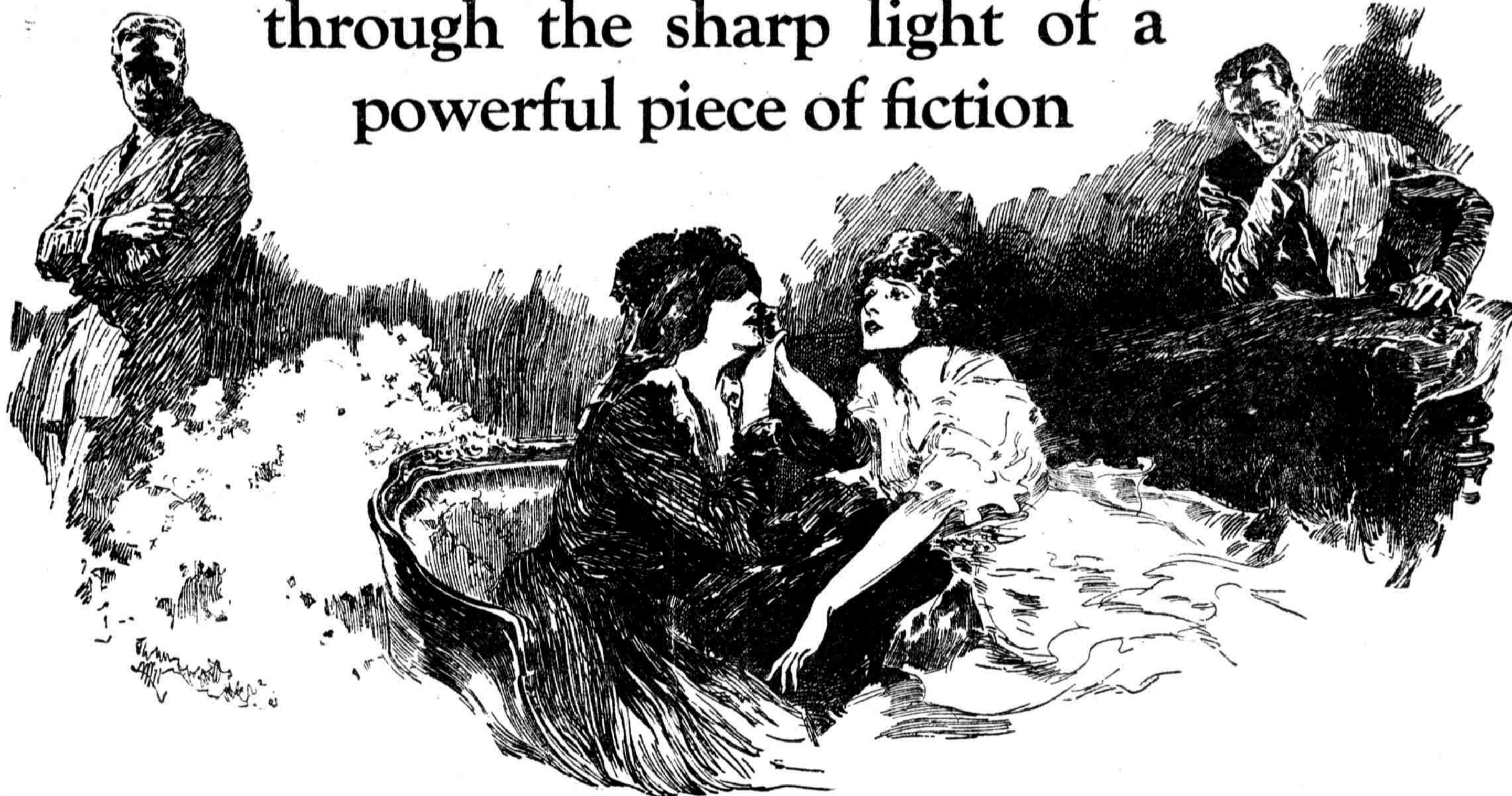


Once in a while we understand friend or family through the sharp light of a powerful piece of fiction



For such vigorous and revealing fiction, over 2,000,000 families are going to a woman's magazine!

WHEN one woman walked, with a clear conscience, out of the front door, and actually left a good husband and three babies—in order to find her own soul—countless husbands sat up bewildered and gave thought.

Wives, mothers, daughters quivered—then thrilled at the new understanding of their own possibilities.

A piece of fiction!—Nora's action in Ibsen's "Doll's House" had shaken violently men's and women's comfortable assumptions. Affected profoundly the thoughts and actions of an entire generation.

When Brieux flung full in the face of the world his "Damaged Goods," tens of millions of women stared wide into each others' eyes. When Shaw flashed his "Getting Married" upon a scandalized society, he clarified for thousands of men and women, married or about to be married, their own ideas and attitudes regarding marriage.

Do magazines realize the power of fiction which illuminates so startlingly our deepest problems? Have any of them guessed the strength of its following?

Women—the demanders of vigorous fiction

YEARS ago, all women's magazines were blandly offering their readers mere "stories" as a complement to the more helpful household and needlework pages.

Then Pictorial Review boldly stepped out of the ranks. It was the first to print a novel not written down to a supposedly immature public. A novel stripped of sentimentality. Free of compromise with the conventional requirements.

From that day on, Pictorial Review has had an assured

following, on account of the character of its fiction. A steady, continually increasing number of women have learned to look to Pictorial Review for fiction that actually vivifies. It is the vindication of Pictorial Review's belief that women are the most discriminating readers of fiction.

Four novels now being widely discussed were first printed in Pictorial Review

DURING the past year, Pictorial Review gave to its readers the first opportunity to read four of the season's best sellers and much discussed novels. Every one of them had a special meaning.

Edith Wharton's "Age of Innocence" is being read by millions for its sharp contrast between the insincerities and cramping restrictions of the generation that preceded us and the sincerities and freedom of our own day.

Booth Tarkington's "Alice Adams" draws reader after reader to its pages for its pitiless picture of the heart of a girl such as we are constantly meeting.

Joseph C. Lincoln's "Galusha the Magnificent," whimsical and heart-warming, and Kathleen Norris's "Beloved Woman," a searching study of family indulgences, touched widely differing points of response. In the current issue, Corra Harris's "Eyes of Love" throws light on perplexities that beset young couples of today.

IN short stories, the field in which American writers excel, Pictorial Review has on three separate occasions been accorded first rank among popular magazines. On the newsstands today is the October issue, in which eight masters of the short story, whose rank is high on both sides of the Atlantic, light up the life that is around us.

Each of these stories deals vividly with our own civilization, our dreams, or the situations we have actually to meet.

Such fiction wins an assured and loyal following. To meet its demand Pictorial Review is printing 2,100,000 copies of its October issue.

Hugh Walpole	Holworthy Hall	Melville Davison Post	Wallace Irwin	Irvin S. Cobb
Wilbur Daniel Steele	Nina Wilcox Putnam	Clarence Budington Kelland	Ellis Parker Butler	Maxwell Struthers Burt
Stacy Aumonier	May Sinclair	Ethel Watts Mumford	Samuel Hopkins Adams	Jeanette Marks
Susan Glaspell	Frances Noyes Hart	Mary Synon	Achmed Abdullah	Edith Barnard Delano
Louis Joseph Vance	Elinor Mordaunt	Richard Washburn Child	Eleanor Hallowell Abbott	Mary Cholmondeley

are among the short story writers of first rank whose sincerity and vividness enrich the pages of Pictorial Review.

PICTORIAL REVIEW

2,100,000 COPIES OF THE OCTOBER ISSUE HAVE BEEN PRINTED