



What makes leadership in magazines?

The judgment of over 2,000,000 women
or of a few men?

THE women have said it emphatically, again and again and again—"We are another kind of woman. We want another kind of magazine—a magazine that somehow answers our modern spirit."

Unbelievably, unprecedentedly, one woman's magazine has grown from fifth to fourth—to first place.

Do advertising men hear the voice? Yes and no.

Who can say how much of present day advertising misses fire because of its unwillingness to recognize what it is that women think about and care about and read about?

In the meantime the present-day woman goes about her business, and buys her soap and sugar and cold cream for modern honest-to-goodness reasons. She buys her magazines for honest-to-goodness reasons. And the

advertisements and the magazines, the soap and sugar and cold creams that get her, are the ones that speak her modern language and meet her modern needs.

Pictorial Review believes that its own steady and unflinching growth is to be attributed to its understanding of these same women. Pictorial Review speaks their language. Speaks and thinks about the things they speak and think about. And women sense it.

Circulation figures speak unmistakably. Over 2,000,000 women accord first rank to Pictorial Review. Prefer it to all others. Give it their confidence and look to it for the information and inspiration they really want.

Can advertisers seeking to influence these same women deny the leadership they have accorded?

The impressive facts and figures

Pictorial Review's Growth to Leadership achieving the greatest circulation ever attained by an American monthly magazine.

February, 1912	600,000	. . .	5th among women's magazines
February, 1918	1,386,261	. . .	2nd among women's magazines
February, 1922	1,927,905	. . .	1st among women's magazines
March, 1922	2,013,859	. . .	1st among women's magazines
April, 1922	2,065,612	. . .	1st among women's magazines

PICTORIAL REVIEW

First among Women's Magazines