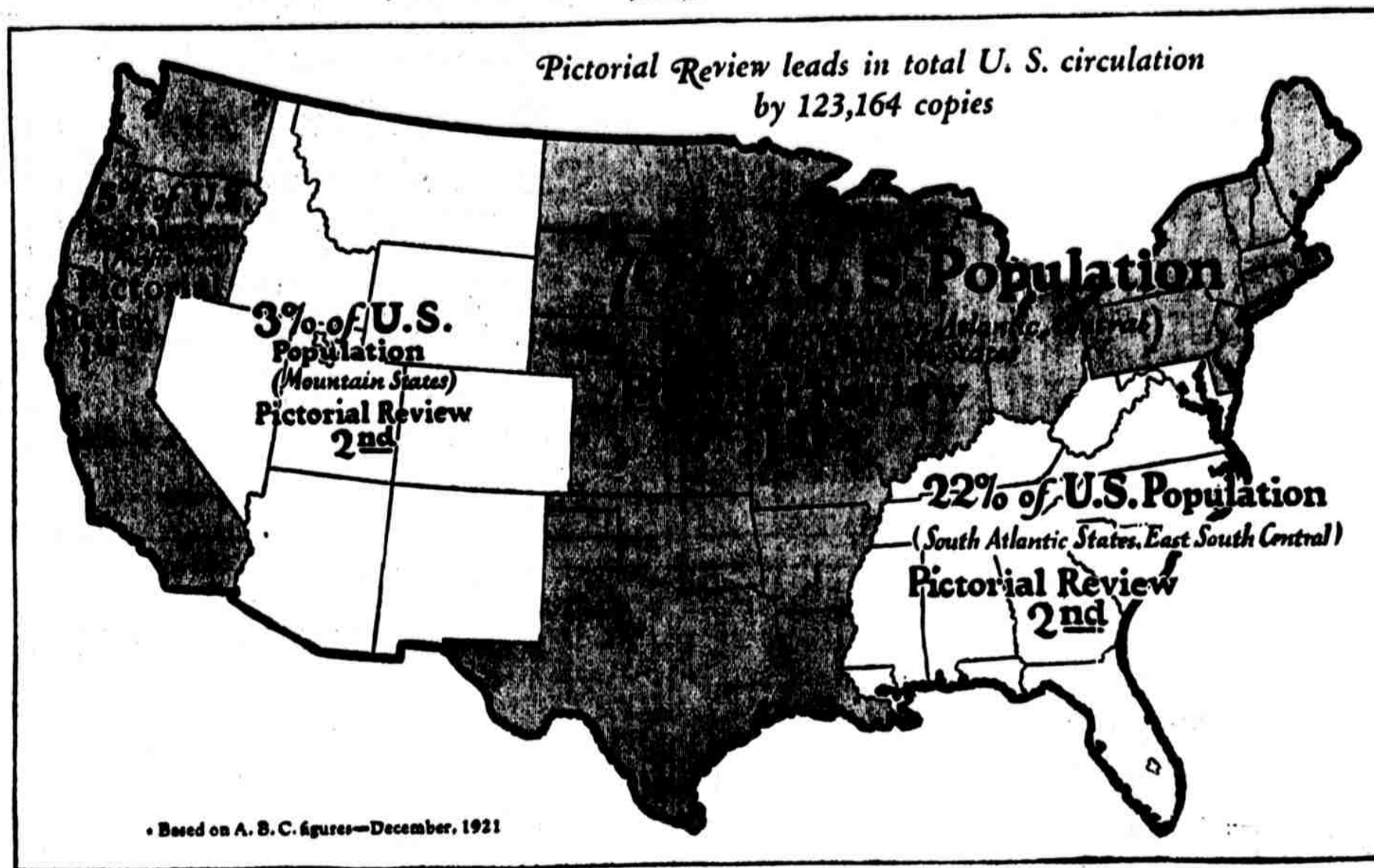


What makes leadership in magazines?



A study by states of the judgment of over 2,000,000 women

In the United States Pictorial Review leads by 123,164 copies monthly!

By the deliberate judgment of the women of America it has maintained this leadership month after month.

From fifth to second in six years.

From second to first in four years.

This astounding growth has taken place in large part unheralded. Yet it tells a real and vital story to advertisers!

What is back of this judgment? Why have the women accorded this leadership?

What is the peculiar quality in the content of Pictorial Review that makes it preferred—that wins for its fiction, its articles, its fashions, such recognition and success?

Here is the record:—

The Pulitzer Prize for the last two years was awarded to novels published serially in Pictorial Review.*

Edward J. O'Brien, foremost authority in judging

* 1920, "The Age of Innocence" by Edith Wharton.
1921, "Alice Adams," by Booth Tarkington.

Where are you selling?

Pictorial Review leads its nearest competitor in the following sections

NEW ENGLAND STATES
Maine Massachusetts
New Hampshire Rhode Island
Vermont Connecticut

by 21,449 copies

MIDDLE ATLANTIC STATES
New York New Jersey Pennsylvania

by 24,290 copies

EAST NORTH CENTRAL STATES
Ohio Indiana Illinois
Michigan Wisconsin

by 35,138 copies

WEST NORTH CENTRAL STATES
Minnesota Iowa Missouri
North Dakota South Dakota
Nebraska Kansas

by 3,905 copies

WEST SOUTH CENTRAL STATES
Arkansas Louisiana
Oklahoma Texas

by 825 copies

PACIFIC COAST
Washington Oregon California

by 1,624 copies

In total U. S. circulation
by 123,164 copies

short stories, has for five years awarded first place to Pictorial Review among women's magazines and last year first place among all magazines. Pictorial Review being the only woman's magazine receiving any award.

Pictorial Review's leadership on such national questions as education, divorce, maternity insurance, motion pictures, the younger generation, has met with outstanding response.

Its patterns, illustrated each month in Pictorial Review, have come to be the largest selling patterns in America.

Something of quality and something in treatment—more spirited, more alert—is what the women of America have recognized in this single magazine.

How they have evidenced this is told graphically, indisputably by the figures.

Since women have accorded this leadership, it is inevitable that advertisers will follow. The October edition now on the press carries nearly \$250,000 more advertising than the October issue 1921

PICTORIAL REVIEW

Over 2,000,000 circulation monthly