

20 REASONS WHY COSMOPOLITAN GAINED IN CIRCULATION WHEN IT RAISED TO 20c

1. We added more to Cosmopolitan than we added to the price.
2. Cosmopolitan was always worth more than any periodical ever published and is worth even more than that now.
3. Cosmopolitan constantly prints the biggest stories of the biggest authors in the world.
4. Cosmopolitan has more exclusive contributors than any periodical on earth.
5. The pictures in Cosmopolitan represent the finest expression of existing illustrative genius.
6. Cosmopolitan regularly contains a novel by ROBERT W. CHAMBERS (incidentally a new one begins in the July issue).
7. Cosmopolitan is presenting a series of distinguished novels by JOHN GALSWORTHY.
8. AMELIE RIVES (Princess Troubetzkoy) is scheduled for numerous appearances in Cosmopolitan in the course of the current year.
9. FANNIE HURST henceforth confines her writings solely to Cosmopolitan.
10. MARY ROBERTS RINEHART is one of many new Cosmopolitan stars.
11. GEORGE RANDOLPH CHESTER relates the Adventures of "Get-Rich-Quick Wallingford" in Cosmopolitan alone.
12. HARRISON FISHER draws all the Cosmopolitan covers.
13. SAMUEL W. MERWIN'S "Love Affairs of Henry the Ninth," the best big boy yarns of our time, continue to run in Cosmopolitan.
14. BOOTH TARKINGTON'S "Penrod" escapades are recounted solely in Cosmopolitan.
15. Whenever GEORGE ADE discovers a fable in his system, Cosmopolitan is the one magazine that secures it—one in July.
16. ARTHUR SOMERS ROCHE is telling a detective tale in Cosmopolitan which has brought all America upstanding.
17. LILLIE LANGTRY, the belle of a past generation, has chosen Cosmopolitan as the medium for her very important autobiography.
18. HERBERT KAUFMAN is taking the unique men of the country apart and explaining their motors and motives to Cosmopolitan readers.
19. CRAIG KENNEDY, the scientific detective, pits his wit against the shrewdest criminals and runs them to earth twelve times a year in Cosmopolitan.
20. JACK LONDON has made Cosmopolitan the residuary legatee of his powerful art and has willed to its subscribers among other priceless manuscripts, "Michael," best beloved of all his noble dogs.

These facts explain Cosmopolitan's million plus circulation. Never before has there been so much eminent and interesting reading in any one book. Cosmopolitan has attained a position never previously reached by a literary medium.

Its product is literature of a pronounced distinction.

It is the best magazine, it has the best authors, the foremost illustrators and the consistent support of more than a million cultured and particular families.

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ON THE CORNER