

1,800,000

LESS than seven years ago the circulation of THE AMERICAN MAGAZINE was 350,000 copies at fifteen cents a copy.

Today the circulation of THE AMERICAN MAGAZINE is 1,800,000 copies at twenty-five cents a copy. This is the largest circulation, at this price, ever attained by any magazine.

Yet the reason for it is very simple.

A few of us are interested in fiction or articles, but we are all of us interested in life. Lincoln read few books after he became of age, but he never wearied of meeting people.

In our smaller way we are like him. We buy THE AMERICAN MAGAZINE because it is life—people.

We say to ourselves as we read it: "Why, I knew a man just like that. He was just an ordinary man, too." But it pleases us to see that an ordinary man can overcome extraordinary obstacles.

As Emerson says, it "encourages and liberates us."

We like to be *encouraged—liberated*. It is a great thing to lay down a publication with the feeling that you are a bit different than you were when you picked it up—that you have discovered something about yourself that will make it possible for you to *use* yourself more effectively.

That is the secret of THE AMERICAN MAGAZINE. It is the reason why 1,800,000 men and women buy it every month.

If it were merely "literature," 1,800,000 copies at twenty-five cents a copy would be an incredible circulation. But who can measure the possible circulation of a magazine that is *life*?

The August 25 Cents
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