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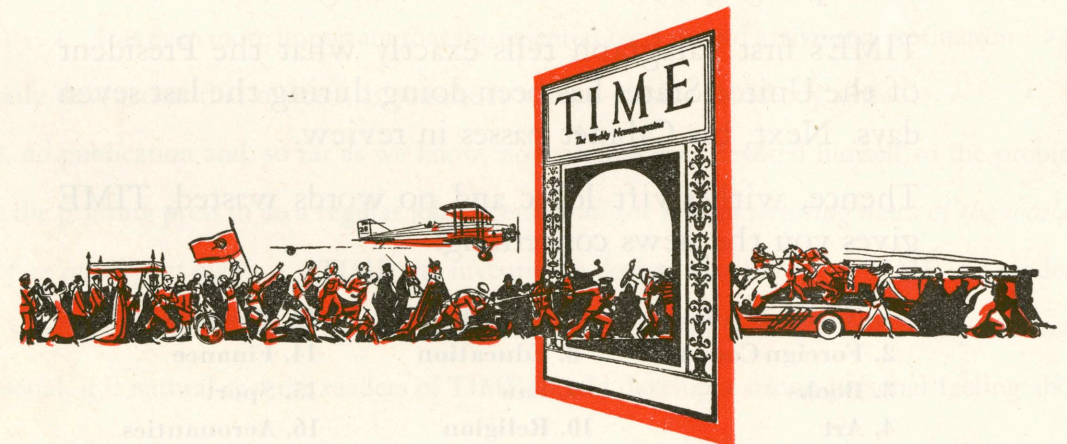
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MARCH *of* TIME



THE MARCH OF TIME

The story of TIME, The Weekly Newsmagazine, which isn't a magazine at all, and about which the most remarkable thing is not its size or age or speed, but this: TIME is the magazine to which intelligent men and women become devoted.



JULIAN STREET: Wherever I go I find your readers a devoted band / **GERALDINE FARRAR:** It stimulates and informs / **THOMAS W. LAMONT:** A brilliant feat / **ALBERT H. MORRILL:** TIME has become for me almost a disease, beneficial however / **WILLIAM LYON PHELPS:** Admirable / **ARTHUR TRAIN:** As essential to my existence as the milkman. I like its manner of presentation, its pert tang, its disregard of persons. /



The NEWSMAGAZINE Idea

From every news-source in the world, TIME collects all available information on every event.

This information, verified, is compressed into brief and vivid paragraphs, which record the significant facts.

TIME's first paragraph tells exactly what the President of the United States has been doing during the last seven days. Next, his Cabinet passes in review.

Thence, with swift logic and no words wasted, TIME gives you the news concerning:

- | | | |
|----------------------|----------------|-----------------|
| 1. National Affairs | 7. The Theatre | 13. Business |
| 2. Foreign Countries | 8. Education | 14. Finance |
| 3. Books | 9. Law | 15. Sport |
| 4. Art | 10. Religion | 16. Aeronautics |
| 5. Music | 11. Medicine | 17. The Press |
| 6. Moving Pictures | 12. Science | 18. "People" |

"All the news of all the world of all the week"



TIME IS NOT A MAGAZINE

but

AN INVENTION

The printing press was invented 500 years ago* ♣ Ever since, it has been the principal mechanical means of moving facts from one place to another—that is, from one mind to another mind ♣ In modern times, the principal function of the printing press is to transport news—from a few thousand minds (who make the news of politics or science or art) to hundreds of millions of minds (to whom the news is important or interesting) ♣ But how much of this news gets lost on the way! ♣ How many people read, read, read,—and still are only half as well informed as they would like to be! ♣ You see the problem ♣ It is not enough that the printing press should scatter millions of copies of millions of facts—like snow-flakes in a daily world-wide snow-storm ♣ It is even more important that the essential facts should arrive at a destination ♣ And the only destination that matters, is somebody's mind—inside somebody's head! ♣ Now, until 1923, no publication and, so far as we know, no man had ever devoted himself to the problem of how to use the printing press to do a regular job of getting *all the most interesting news of the world into the mind of an intelligent man* ♣ TIME was invented to do just that job ♣ TIME is a modern invention as surely as the incandescent light is, or the camera ♣ And since the service it performs is so highly personal, it is natural that the readers of TIME should develop a strong personal feeling about it.

* By Johann Gutenberg (1398-1468).
There are 45 Gutenberg Bibles in the world.
A. W. S. Rosenbach will sell you one for \$125,000.

CHARLES D. HILLES: I have been a reader of TIME since its inception. I depend upon its comprehensive survey of world news . . . Practically all my friends are also constant readers of TIME and find it a necessary companion. / ANDREW W. MELLON: TIME fills a very real need and renders useful service. TIME succeeds remarkably well / MARGARET BADOLLET SHOTWELL: TIME is the salt of magazines /

HOW AND WHY TIME WAS INVENTED

Like nearly every invention, its mother was Necessity. First, there were two young men who had the necessity of making their way in the world. Like thousands of other young men, they thought they could make their way, if they could think of something to make that other people needed. But neither of them had any mechanical ability—so it was no use playing with physics or chemistry. They were cub reporters—Briton Hadden on the *New York World*, Henry Luce on the *Chicago Daily News*. What could reporters make? If there was one thing which people didn't seem to need it was more newspapers or magazines.

One question haunted them: "If there are so many fine newspapers and magazines in the world, why are so many of our friends so ignorant of so many of the things going on every day around them?" One of New York's greatest editors gave them a frank answer. "People don't want to be informed. They just want to be amused."

But that didn't satisfy the two cub reporters. That kind of cynicism was too pat. There must be another reason.

There was.

The best newspapers printed all the news. Fine

magazines were full of interesting articles. But no publication had ever devoted itself to the single job of getting all the essential news-facts into one man's head and making them stick.

The two reporters got together* to invent such a publication. From the newsstands they collected a huge bundle of newspapers and magazines—a week's output of news. The cost: \$6. Here was a mine, a mountain, a forest of material! Night after night the reporters fussed and fretted over this hoarded treasure of news-facts. It took them three months to assemble, select, condense, and finally, to edit the first (unpublished) issue of TIME. It was crude. But!

(1) It could be read in an hour and a half.

(2) It contained *all* the news of the week of general interest to intelligent men:

	NATIONAL AFFAIRS	FOREIGN NEWS		
EDUCATION	LAW	RELIGION	MEDICINE	SCIENCE
	BUSINESS & FINANCE	THE PRESS		
BOOKS	ART	MUSIC	THE THEATRE	CINEMA
	SPORT	AERONAUTICS	"PEOPLE"	
	MILESTONES	MISCELLANY		

(3) It contained nothing that an educated man couldn't understand.

(4) It was readable.

To do in one week what these two cub reporters did in three months, to do it much better, is no easier job today than it was then. Today it re-

* In Baltimore—both having taken jobs on the *Baltimore News* owned by the late rich Publisher & Groceryman Frank H. Munsey.

quires a large editorial organization with many ramifications.

The method is the same—but into the hopper today goes every important American newspaper and dozens from foreign lands. Added to this are hundreds of magazines, many of them highly technical. Added to this are people all over the world who will answer TIME's questions at the drop of a telegram. Added to this is a staff of 18 editors and writers. Added to this is a corps of researchers whose duty it is to verify every fact before it appears (nakedly and without qualification) in TIME.

But the invention remains essentially as it was—to assemble a great mass of facts about what all humanity is doing in the course of seven days; to sort out these facts into logical piles; and then to put each little pile together in a brief, simple story which is utterly clear.

And with all this organization, TIME remains a one-man magazine. By which we mean two things: that it is written *by* one man and written *for* one man. By which we mean (1) that the Managing Editor reads every single word, rewrites a good many of the words, and (within human limitations) lets no story into TIME until he is satisfied that every word in it serves the purpose of getting a most interesting item of

news safely and swiftly into his reader's head. (2) There is no effort to please one reader with this story and another reader with that one. TIME thinks of itself as having just one reader. Everything that goes into TIME is something which TIME thinks he must want to know. And (even more important) nothing goes into TIME which TIME thinks he doesn't care about knowing. Thus he, the TIME-reader, reads TIME from cover-to-cover. There are no big headlines to attract him to one story more than to another. There are no "feature" articles.

"Tell me," says the TIME-reader, "tell me all the most interesting things which have happened in the world since I saw you last. I'll give you an hour and a half."

TIME, having sweated for a week to meet that challenge, begins "Last week President Roosevelt . . ."

TIME is written *by* one man, *for* one man. Between the two has been established an understanding and confidence.

Says President Livingston Farrand of Cornell University, "I should find myself at a loss indeed if I were deprived of its weekly visit. But my anticipations of pleasure and profit are never disappointed."

JOSEPH B. ELY: Reading TIME keeps me in touch with the progress of political thought, science, art and the doings of distinguished persons. It is always interesting / CARMÍ A. THOMPSON: You have established a new method. One reads TIME without feeling that it is a digest, but rather that it contains original up to date news in short readable form / IRVING S. FLORSHEIM: Splendid / R. K. ARCHIBALD: Sheer worth /

NICHOLAS ROOSEVELT: TIME gives me concise and reliable summaries of national and international events, particularly valuable during my service abroad / KENT COSTIKYAN: . . . Is the favorite magazine in our home / J. HOWARD PEW: . . . I wonder sometimes that any staff can live up to so high a standard of snap and intelligence / SEN. MILLARD E. TYDINGS: TIME is an unsurpassed chronicle of the day's events /

DOES THE TIME INVENTION WORK?

THE CIRCULATION CHART TELLS THE STORY

In 1923 TIME had less than 20,000 subscribers. Today over 440,000 homes receive TIME every week. TIME's circulation has increased at the rate of 1,000 copies a week through more than 150 weeks of nation-wide depression. TIME never uses high-pressure methods to get readers. TIME has twice as big a circulation as was ever obtained by a \$5.00 magazine.

And there is probably no other publication in the world which so many people read regularly from cover-to-cover.

18,500
1923

43,465
1924

75,228
1925

110,552
1926

139,109
1927

189,238
1928

234,731
1929

303,965
1930

364,827
1931

405,977
1932

431,999
1933

Today over
440,000
-and still
growing-
1934

WHO ARE THESE PEOPLE SO DEVOTED TO THE TIME INVENTION?

As we told you at the beginning of this book, the most remarkable thing about TIME is the devotion which its readers have for it. The number of subscribers doesn't begin to tell the story.

In the last three years, dozens and scores of "polls" have been taken by various institutions asking people to name their favorite magazine. The result is almost invariably the same. Among educated Americans, TIME is the great "vote-getter" of the century.

Poll any group of representative Americans. Poll the College Presidents or all the people who ride in airplanes. Poll the best customers of the best grocery stores in your town, or all the Presidents of Railroads.

Poll the editors of newspapers or the passenger list of the *Ile de France*. Poll the members of the Junior League or the leading farmers of Iowa. Poll doctors, bankers, ministers, artists.

Poll the younger graduates of Harvard, Yale, Princeton, Wisconsin, Michigan, Vassar, Smith, Stanford or any good college. Poll the makers of automobiles or the housewives of Winnetka, Ill. Poll Will Rogers.

Poll any group of men or of women you choose—if the group is representative of standards of achievement or standards of living, you will find that TIME is not merely read; TIME is "favorite"!

All the polls mentioned above have been already conducted by impartial research men. In each case TIME is favorite. Altogether in these polls TIME has received 36,000 votes. No other magazine has received half as many.

And who are the rest of the 440,000 TIME devotees? They are the same sort of people, the articulate groups in every community, in every walk of life.

Consider these assorted facts about TIME's readership.

☞ Name any big U. S. corporation, examine its roster of executives and directors. From 30% to 50% of its men are regular readers of TIME, for the tycoons of industry must be informed. Says P. W. Litchfield (Goodyear Tires): "I have been a constant reader of TIME since it was first offered to the public." Says Newcomb Carlton (Western Union): "TIME's unchallenged record has won first rank in my interest." Says Edsel Ford (Autos): "TIME answers a long felt

need." Says Cecil H. Gamble (Soap): "I depend on it."

☞ U. S. Senators and Representatives, though already overburdened with the business of voting, were not too busy to vote on the question of what is their favorite magazine. TIME carried both houses without debate, with no party discriminations. Here are some Senators who are regular TIME readers:

NATHAN L. BACHMAN, Tenn.
JOSIAH W. BAILEY, N. C.
W. WARREN BARBOUR, N. J.
ALBEN W. BARKLEY, Ky.
HUGO L. BLACK, Ala.
WILLIAM E. BORAH, Idaho
ROBERT J. BULKLEY, Ohio
W. J. BULOW, S. D.
JAMES F. BYRNES, S. C.
ARTHUR CAPPER, Kan.
BENNETT CHAMP CLARK, Mo.
JAMES COUZENS, Mich.
BRONSON CUTTING, N. M.
JAMES J. DAVIS, Pa.
JOHN E. ERICKSON, Mont.

CARTER GLASS, Va.
P. L. GOLDSBOROUGH, Md.
DANIEL O. HASTINGS, Del.
HIRAM W. JOHNSON, Cal.
WILLIAM H. KING, Utah
WILLIAM G. MCADOO, Cal.
GEORGE MCGILL, Kan.
GERALD P. NYE, N. D.
JAMES P. POPE, Idaho
DAVID A. REED, Pa.
MORRIS SHEPPARD, Tex.
ELBERT D. THOMAS, Utah
ELMER THOMAS, Okla.
MILLARD E. TYDINGS, Md.
A. H. VANDENBERG, Mich.

☞ Bankers and Investment Men too. Says F. B. Odium (Investment Trust): "For three years I have been reading TIME more consistently than any other publication." Says Thomas W. Lamont: "A brilliant feat." . . . And this feeling is universal. In the Chase National Bank 65 officers and directors are regular readers of TIME.

☞ Note to Hostesses: Better not ask Yale Alumni to play bridge on Friday evenings. One out of every three will be busy reading TIME.

☞ Note to Bachelors: The same thing goes for young Smith and Vassar graduates. TIME is their favorite magazine. (And says Aurelia Henry Reinhardt: "To the students in Mills College, TIME is the *sine qua non* for current news.")

☞ From Fort Collins, Colorado, Mrs. L. R. Broderick wrote to TIME: "Last summer I started wondering where the next \$5 for TIME was coming from. That is the one good thing in life that we can't afford to forfeit." Her solution: She raised three little pigs which were given to her, and sold them on Feb. 1 to pay for a year's subscription to TIME, with enough left over to buy herself a gingham dress, her husband a pair of overalls.

☞ Advertising executives have been wild about TIME since it first appeared. Says Frank Presbrey: "If I could take only one publication in the U. S. aside from a daily, it would be TIME." Says Wm. H. Johns: "And how!"

WM. D'ARCY: Anybody taking up any issue cannot help but sense the strength of your editorial policy. TIME represents the march of progress / M. G. BRAINARD: The one magazine that we consider indispensable. I read it thoroughly each week as does each member of my family / C. F. KETTERING: A very constructive piece of magazine and review work / FRED G. GRUEN: Of all the magazines I read, I could least dispense with TIME /

GEORGE BARR BAKER: Today TIME is an American institution. It is the one periodical with which I feel I can scarcely dispense / JANE ADDAMS: TIME, in my opinion, has actually accomplished what several other publications have attempted during the past 40 years / M. LEE MARSHALL: To TIME in perpetuity the Pulitzer Prize for journalism / BRUCE BARTON: I read TIME every week, starting at the back and working forward /



Q Newspaper men, though themselves in the business of news, find TIME, as Edwin C. Hill says, "Not only fascinating, from cover to cover, but absolutely indispensable."

Q In any group of articulate Americans, among authors, feminists, doctors, lawyers, educators, politicians, statesmen, architects, manufacturers,

retailers, cartoonists, explorers, actors and actresses, musicians, army and navy officers, in every field of human endeavor, you will find TIME subscribers with impressive names and an even more impressive regard for TIME. And you will be struck with the popularity of TIME also among younger men and women who will be big names tomorrow.

QUESTIONS OFTEN ASKED ABOUT TIME

DOES TIME REALLY GET ALL THE IMPORTANT NEWS BETWEEN ITS COVERS EACH WEEK?

Yes, author-historian Gilbert Seldes recently wrote that he had carefully checked copies of TIME for the past two years, and had found only one news item omitted which he considered should have been included.

IS TIME MORE READ BY MEN THAN WOMEN?

As nearly as it is possible to estimate, TIME is read equally by men and women. In many households TIME causes a weekly squabble between husband and wife to see who gets it first.

DOES TIME TAKE THE PLACE OF A NEWSPAPER?

By no means. TIME cannot begin to compete with the essential duties of a good newspaper. The newspaper offers you the "spot" news several days a week ahead of TIME. It also gives you local news, and such things as stock market reports and baseball results. And, oddly enough, you will find that the more you read TIME, the more you will enjoy your newspaper.

IS TIME CONSERVATIVE?

Conservatives think not.

IS TIME RADICAL?

Radicals think not.

DOES TIME OFFEND PEOPLE?

Yes.

CHARLES C. HART: I am a TIME addict. It is my favorite gift to friends; members of the Legation staff are adjured to subscribe for it. Thus am I surrounded by well-informed young men / **GLENN FRANK:** There is the priceless virtue of aliveness in all that TIME does. It etches public figures unforgettably on the reader's mind. It gives a vibrantly living quality to its word pictures of men and events. A rare union of art and intelligence /



FOR WHAT REASON, CHIEFLY?

Chiefly because it is blunt (giving all the news briefly and fully, TIME cannot waste time beating about the bush).

DOES TIME MAKE ERRORS?

This question is asked particularly because TIME goes to press with such speed every week. The answer is "Yes". Occasionally TIME slips, and the mistakes that call forth the greatest fire from readers are on the subjects of science, medicine and the Bible.

ARE THESE ERRORS CORRECTED?

Yes, TIME conducts a unique self-correcting system in its letters-to-the-editor column.

DOES TIME HAVE A PIPE LINE TO THE WHITE HOUSE?

No.

WHERE DOES TIME GET ITS EXTRA FACTS OF INTEREST ABOUT PEOPLE?

From books, magazine articles, personal contacts, telephone calls and many other sources. Often one little paragraph in TIME about a person or an event is meticulously selected from enough data to fill a volume.

IS TIME ON THE SIDE OF THE NEW DEAL?

TIME takes no side for or against any "Deal," new or old, good or bad. The present administration has made news as have few before it; has been given much space in all newsorgans. TIME has watched with care, reported with impartiality experiments, successes, failures.

IS TIME ANTI-NAZI?

TIME takes no side, reports the facts as they are. But the Hitler government has banned TIME in Germany.

HOW DOES TIME GET ITS SUBSCRIBERS?

People are offered a trial period of TIME. Practically all present TIME readers got started in this way. The result is that those who have become regular subscribers are eager and constant readers.

WHY IS TIME WRITTEN IN NEW YORK AND PRINTED IN CHICAGO?

Because New York is the most important news center, and Chicago, because of its central position in the United States, is the most practical place from which to send out TIME, and have it arrive at almost all American destinations on the same day each week.

HOW DOES TIME GET ITS NEWS FROM NEW YORK TO CHICAGO?

It is flashed from New York by teletype (instantaneous typing over the wires).

ROBERT P. SCRIPPS: Youthful vigor and vivacity. . . . Edited with a very intelligent respect for the relative importance of events and personalities / **F. B. RENTSCHLER:** TIME struck an entirely new note in the magazine field. TIME has a unique and terse but clear manner of getting all the important news, and facts / **W. O'NEIL:** Above all I like its speed / **CARVETH WELLS:** I would not miss it for anything /



WHO CONTROLS TIME?

70% of its stock is owned by the executives, editors and employees—most of it by the men who helped found it, and who work as hard as ever today.

WHAT ONE THING ABOUT TIME DO ITS CRITICS PICK ON MOST?

Those flip captions under the pictures.

WHAT ONE THING ABOUT TIME CALLS FORTH THE MERRIEST FAVORABLE COMMENT FROM ADMIRERS?

Those flip captions under the pictures.

DO TIME'S PUBLISHERS ALSO PUBLISH OTHER MAGAZINES?

Yes, FORTUNE and THE ARCHITECTURAL FORUM.

"THE MARCH OF TIME!"

TIME'S RADIO PROGRAM

"The MARCH OF TIME!" On a thousand fronts the history of the world moves swiftly forward . . ." Perhaps you have heard these words coming from your loud speaker on Friday evenings at 8:30 E.S.T. (WABC and Columbia network) during TIME's scheduled programs. They raise the curtain of the radio show which, by vote of the critics, is the most interesting program on the air.

Like TIME, this program is an invention, a

completely new way to portray the march of world events by radio.

It's quite a task, this business of dramatizing actual events and portraying actual people. Truth is not only stranger, but harder than fiction. What will happen next week is something which no one can plan ahead of time. So the large staff which produces these programs must be ready on short notice for a battle at the Chinese Wall, the crash of a dirigible, a world's record ski jump, or an amusing prank of French schoolboys.

Perhaps the outstanding feature of The March of Time is its remarkably accurate portrayal of famous people in the news. You would be surprised at how many letters are received asking if famed public characters actually took part in the program.

May we say, once and for all, that every portrayal on these programs is done by one of TIME's own actors? Every voice, every note of music, every sound effect is produced right in the studio.

Many anecdotes have sprung up around The March of Time, all seeming to point up the realism of the program. Best known incident is, of course, the White House request in January that simulation of the voice of President Roosevelt be omitted from the program. One of the reasons given for the request was that a considerable number of people who tuned in on The March of Time thought they were actually hearing the President and the White House received a continual stream of letters asking why the fact that the President was going to speak had not been announced in advance.

It was Actor William Perry Adams' meticulous studies of Roosevelt newsreels and radio speeches that enabled him to capture such a faithful copy of the President's voice.

It is this constant search for accuracy and completeness that makes The March of Time so well liked by so many thousands . . . the same kind of thorough energy that goes into TIME.

TIME'S ADVERTISING

Even if you are not particularly interested in advertising, you may have a friendly curiosity to know why TIME has enjoyed such continued and increasing patronage from advertisers, though in direct competition with many older and larger magazines.

This is the reason.

Advertisers want a well-read magazine for their advertising messages. And they profit by TIME, not just because it is read by influential, well-to-do people, but because these people like TIME as they like no other magazine . . . and read it devotedly from cover to cover.

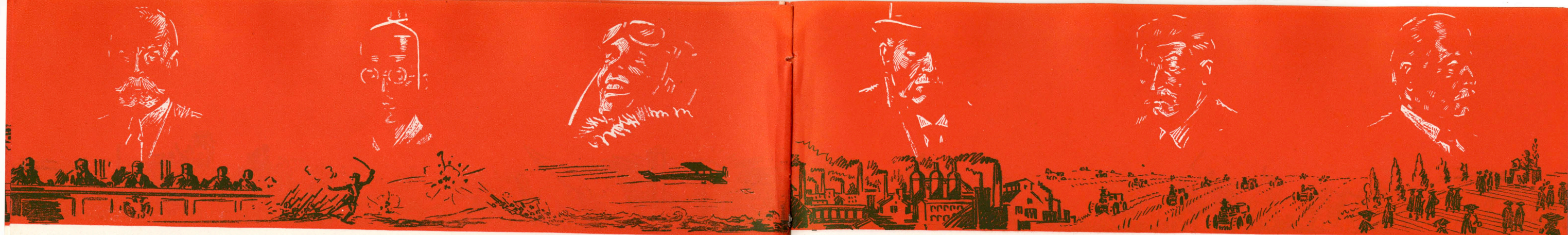
SOME NON-TECHNICAL ADVERTISING FACTS

☞ With the single exception of the *Saturday Evening Post*, TIME carried more pages of advertising during the past year than any other national magazine.

☞ TIME has adopted and announced a policy which is unique in the publishing world. It

JULES S. BACHE: The one magazine that I read directly I receive it, and read through to a finish to the exclusion of any interruptions / SEN. ARTHUR CAPPER: You serve us piquant sauce on good red meat. TIME's readers enjoy front seats for the passing show / CORNELIA OTIS SKINNER: The most enthusiastic admiration of TIME. I depend on it . . . / PAUL BLOCK: I rarely come across a friend who is not a reader of your publication /

WM. ALLEN WHITE: TIME writes history through the perspective of gay detachment so that the readers of TIME may enjoy yesterday as it will seem when they are ancestors / HENRY SEIDEL CANBY: I marvel at the extraordinary breadth of information which you succeed in putting into TIME / MRS. MARK SULLIVAN: I read TIME cover-to-cover / C. S. WOOLWORTH: I read TIME because it gives the week's news in condensed form /



limits the amount of advertising which may be published in any one issue.

¶ A manufacturer sold a potential of \$200,000 worth of moving picture cameras, all directly traceable to a single page in TIME. Scores of other advertisers have found TIME just about their most economical medium per dollar of sales.

¶ A TIME advertisement played a humble role in a heroic drama of the dark days of 1933. When Governor Allen and Senator Long of Louisiana were struggling to think of a logical reason for making February 4th a holiday (to avert a banking crisis) they phoned at 2 A.M. to General Manager Newmyer of the New Orleans *Item-Tribune* in despair. They were sure "nothing in the world" ever happened on that day.* But Mr. Newmyer had just been reading, in TIME, a column advertisement of the Benjamin Franklin Hotel in Philadelphia

* Incidentally, the editor of TIME marvelled that Senator Long and his associates didn't realize that February 4th was the date of the opening of the first convention of the Confederate States in America.

GEORGE ADE: At first I did not like it—too jerky, too high-strung, too staccato. After a while I got into the swing of the thing, in sympathy with your efforts to cover a large field of happenings in the minimum amount of space and verbiage. Now when a copy of it arrives I curl up and read almost everything in it /
F. H. BEDFORD, JR.: By far the best / **MARY E. WOOLLEY:** Stimulating as well as useful /

containing a February almanac. Item: "February 3 and 4, U. S. severs diplomatic relations with Germany, 1917." So February 4, in Louisiana, banks closed for a new legal holiday.

¶ A recent investigation showed that TIME readers spend twice as much in a year for foods, shoes, ginger ale, hats, gasoline as the same number of average families. That's one reason why TIME last year gained more advertising pages and more advertising revenue than any other magazine.

¶ Another and perhaps more direct reason for TIME's gains: as TIME circulation grows it becomes more and more important in relation to the best retail stores through which national advertisers sell their goods. During the past year 25 new surveys in 121 department, grocery and drug stores reveal that TIME now reaches more Best Customers per dollar of advertising than does any other major magazine.

A CORNER OF TIME'S LETTER FILE

Perhaps you have read quotations from subscriber letters on the bottom of preceding pages. Here are a few more. TIME has received literally thousands of them. We hope the printing of these statements will not be interpreted as boastful. Millions of people have never read a copy of TIME. Thousands don't like it. Some actively hate it. So the reason for showing you these quotations is simply this: The people who *do* like TIME, like it intensely. They are so enthusiastically devoted to it that, regardless of how busy they are or how important their positions in the world, they gladly and voluntarily write and say how much they like TIME.

FRANK L. POLK: No one who wishes to keep abreast of the news—domestic and foreign—can do without TIME.

ROBERT A. MILLIKAN: I like the conciseness with which it summarizes the news.

MRS. RUDOLPH SPRECKELS: I look forward each week for your new issue. All the important news of the world. . . . TIME's politics are unbiased.

JOHN HAYS HAMMOND: TIME has no equal.

JOHNFRITZ ACHELIS: It has been my experience that when once a person subscribes to TIME he will never abandon his subscription.

ALBERT KAHN: Your ability to publish issue after issue equally newsy and peppy is a real achievement.

JAMES DINSMORE TEW: The only magazine I read from cover-to-cover.

J. O. EATON: The only magazine I read with any degree of regularity.

HORACE W. DAVIS: I can't imagine any publication better attuned to those who do things in this country.

KARL BICKEL: Exceedingly valuable and important for every newspaper man.

HERBERT BAYARD SWOPE: TIME understands and practices the difficult art of condensation.

H. H. SPRINGFORD: If TIME is not already the most important magazine published, it is on the road to become so.

CHARLES F. NOYES: Marvelous. The most valuable magazine that comes to me.

RALPH ADAMS CRAM: TIME is indispensable.

W. P. KENNEY: TIME fills a place never before attempted by any other magazine. . . . A national authority.

WALTER WINCHELL: It keeps me informed on what news I overlooked in the daily gazettes and what news I was scooped on.

SCOTT NIXON: TIME never grows old.

BERNARD M. BARUCH: The only way I can keep up with events in America while I am abroad.

ROY W. HOWARD: Cleverness of condensation, good judgment in selecting the worthwhile.

WALTER DURANTY: TIME is awfully snappy and damn well done and gives a hell of a lot in a short space.

PARKER DAVID SANDERS: Often have I marveled at the amount of special information which Editors of TIME are able to bring.

MARY ROBERTS RINEHART: I long ago discovered that I could learn more from TIME than in any other manner.



TRY TIME

We have told you that the most remarkable thing about TIME is the almost fanatical devotion which its readers have for it. Perhaps this has led you to ask yourself, "If readers are so enthusiastic, why doesn't everybody read it?"

The answer is simply this. TIME doesn't work for everybody. TIME may work for you. It may not. We don't know. But we do know that it is not practical to judge TIME by one issue, or two. TIME, as we have said, is an idea . . . an invention which cannot be grasped by the ink and paper of a single copy.

How did these 440,000 families start reading TIME? They tried the magazine on a special trial subscription offer. They became enthusiastic, devoted readers before they subscribed regularly.

Why not try out the TIME idea? Let us make you our trial offer of 40 issues of TIME for \$2.50. As soon as you begin to read the Newsmagazine we believe you will become eternally grateful for a refreshing new experience in your weekly reading and that you, too, will become devoted to TIME.

TIME Inc.

350 EAST 22nd STREET, CHICAGO, ILLINOIS

**YOU may send the next
Forty Issues of TIME
and bill me for \$2.50**

— [TIME costs \$5 a year-15c a copy. This special offer to new subscribers only brings the Newsmagazine to you for only six cents a copy.] —

Name _____

Street _____

City _____ **State** _____

THIS CARD IS READY FOR MAILING — IT NEEDS NO STAMP

At the End of a Busy Week—

Each week—sometime between Saturday's dawn and Sunday's sunset—TIME's subscribers bring themselves up-to-date on the happenings of the past seven days.

After an hour with TIME they may indeed consider themselves well informed. Their minds hold in a coherent story the scraps they may have read in the daily press. They have checked up on a hundred events which had entirely escaped them. All there is to know of the week they know—and they *know* that they know it.

Is it any wonder that the busy men and women quoted in these pages are TIME readers—that next week will find them and a thousand new subscribers reading TIME?

(See next page)

A CYCLE of TIME . . .

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