

A Market Bigger Than You Can Supply

No man can visualize 2,000,000 circulation.

No man has ever seen gathered together 2,000,000 families of the high character, the broadly varied interests and the large purchasing power of those who buy The Saturday Evening Post.

But some conception of the size of such a market can be gained from this thought:

If every family that reads the Post should suddenly turn to you to buy your goods, your business would be utterly demoralized. For the demand would be greater than you could supply.

When you advertise in the Post, no matter how successfully, you do not at best sell more than a small part of the market which it offers you.

Even if you should win 50%, there would still be left a vast, unconquered field of 1,000,000 or more

families which are potential customers.

This 1,000,000 would include many whom you have already partly sold—more susceptible, a more fertile opportunity than any other 1,000,000 you could find.

This is the reason why so many great manufacturers employ a constantly increasing amount of space in the Post.

They realize that any one advertisement has a circulation, not of two million, but only of that part of two million whose attention the advertisement is able to hold.

The full value of each advertisement is not realized until the next, and the next, and the next, have finally crystallized interest into action.

And that always there remains a huge, half-sold market, demanding still further and more intensive cultivation.

THE SATURDAY EVENING POST

The medium of dominance

"Consistency" will be the subject of our next advertisement, to appear September 26.