In these stirring surroundings you are in a mood for marvels, and you may wish to know what is the most remarkable thing about TIME. It is this. TIME is the magazine to which men and women become devoted. Among the thousands at this Fair today there are hundreds of men and women who, if asked to name their favorite magazine, would quickly reply, "TIME." A strong feeling of this sort is rare. Lots of people have pet dogs; some are devotees of Paderewski; nearly everybody has a hobby. But, until TIME was invented, no one ever thought a magazine could take the same place in the hearts of men and women as their hobbies: trout fishing or bridge or rare-book collecting. But that is just what TIME has done. If you could gather together the people in any city or town in America who care about what is going on in the world, you would find that most of them care strongly and personally about TIME.
TIME IS NOT A MAGAZINE
but
AN INVENTION

The printing press was invented by Gutenberg in 1452.* 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.

RUFUS C. DAWES: The pertinent but brief comments of TIME on the happenings of the day have perfectly met the needs of the man who must read as he runs. It has stimulated discussion and thought and deserves the great prominence it has won. ANDREW W. MELLON: TIME fills a very real need and renders useful service. TIME succeeds remarkably well. MARGARET B. 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 newstandsmen 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
BOOKS ART MUSIC THE THEATRE CINEMA
SPORT AERONAUTICS "PEOPLE"
MILLIONAIRES MILITARIES
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 task today than it was then. Today it re-

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— the assembly of 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, writes 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 importantly) 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 bad 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. ELI: Reading TIME keeps me in touch with the progress of political thought, science, art and the doings of distinguished persons. It is always interesting. CARMEN 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. FLORES: 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 house. J. HOWARD PEW: I wonder sometimes that any staff can live up to so high a standard of snap and intelligence. MILLARD C. 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 420,000 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

Today over 420,000—and still growing—
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 25,000 votes. No other magazine has received half as many.

And who are the rest of the 420,000 TIME devotes? 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 50% 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 (Soup): "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.
JOSHUA W. BAILEY, N. C.
W. W. WARENO BARMORE, N. J.
ALDEN W. BARKLEY, Ky.
HUGO L. BLACK, Ala.
WILLIAM E. BORAH, Idaho.
ROBERT J. BIXBY, Ohio.
W. J. BRADY, A. D.
JAMES P. BRYAN, S. C.
ARTHUR CAPPER, Kan.
BENNETT CAMP CLARK, Mo.
JAMES COIGNEY, Mich.
BRONSON CUTTING, N. M.
JAMES D. DAVID, Pa.
JOSEPH H. ERICKSON, Mass.
MATTHEW G. FOSTER, Neb.
CARL T. GOLDBERG, Md.
DWIGHT R. HASTINGS, Del.
GEORGE W. JENSEN, Neb.
WILLIAM H. KING, Utah.
WILLIAM G. MAIDOO, Ga.
GEORGE MCCALL, Kan.
ERNEST MARSHALL, N. D.
JAMES P. M itchell, Idaho.
DAVID A. REED, Pa.
MORRIS SHEPPARD, Tex.
HERBERT E. TIsCH, Utah.
ELMER THOMAS, Oreg.
MILLARD E. TYNDALL, Mich.

Bankers and Investment Men too. Says F. B. Odlin (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 Prebrey: "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!"

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.
Paper 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."

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 as much 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.

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 PRO-SOVIET?
Back in '25 and '27 when everyone was predicting the collapse of the Soviet, TIME set forth facts which wrought heavily against any such prediction. In '29 and '30 when everyone was ecstatic about the success of the Soviet, TIME pointed out that the system had by no means solved its difficulties. Today everybody knows that the U.S.S.R. has been going through a famine.

WHAT IS THE DIFFICULTY TIME ENCOUNTERED IN CUBA?
Because of TIME's frank reports on Cuba's dictatorship, President Machado has banned many copies of the magazine containing Cuban news.

HOW DOES TIME GET ITS SUBSCRIBERS?
People are offered a trial period of TIME, 17 issues for $1.00. 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).

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.

ARTHUR TRAIN: As essential to my satisfactory existence as the milkman. I like its manner of presentation, its pert tone, its disregard of persons.

ERNST ELM CALKINS: A new device to lighten the burden of keeping up with the news. . . . Never dull.

ROBERT P. SCRIPPS: Youthful vigor and vivacity. . . . Edited with a very intelligent respect for the relative importance of events and personalities. / F. B. RENTSCHLIER: 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'NEILL: Above all I like its speed / C LADY 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 TIMES 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 thousands 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 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 President Roosevelt’s voice was a phonograph record, or if Al Smith 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.

At the time of the Zangara trial a careful study was made of the assassin’s voice and accent. The actor who took the part was so successful that one indignant citizen remarked, "It’s perfectly outrageous to drag a murderer out of jail and put him on a radio program."

There was also the case of the New York financier whose butler congratulated him on his fine radio speech. The financier denied having been on the air, and a dispute followed which threatened to sever a long, happy relationship between master and servant. Many such anecdotes have sprung up around The March of TIME. They all seem to point up the realism of the program.

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 FACTS

TIME is the only national magazine with larger advertising revenue today than in 1929.

With the single exception of the Saturday Evening Post, TIME carried more pages of ad-

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 CAPPERS: You serve us a 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 CANNY: I marvel at the extraordinary breadth of information which you succeed in putting into TIME / MRS. MARK SULLIVAN: I read TIME cover-to-cover / G. S. WOOLWORTH: I read TIME because it gives the week’s news in condensed form /
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 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 TIME advertisement recently played a
humble role in a heroic drama. When Governor
Allen and Senator Long of Louisiana were strug-
gling to think of a logical reason for making last
February 4th a holiday (to avert a banking crisis)

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
of which it summarizes the news.

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

JOHN HAYS HAMMOND: TIME has no equal.

JOHN FRITZ ACHESON: It has been my ex-
perience that when once a person subscribes to
TIME he will never abandon his subscription.

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

JAMES DINSMORE TUV: 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 pub-
ication better attuned to those who do things
in this country.

KARL BICKEL: Exceedingly valuable and im-
portant for every newspaper man.

HERBERT BAYARD SWOPE: TIME under-
stands and practices the difficult art of conden-
sation.

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 be-
fore 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. BURCH: The only way I can
keep up with events in America while I am
abroad.

ROY W. HOWARD: Cleverness of condensa-
tion, good judgment in selecting the worth-
while.

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

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

MARY ROBERTS BINEHART: I long ago dis-
covered 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 420,000 families start reading TIME? They tried the magazine on the special trial offer of 17 issues for $1.00. They became enthusiastic, devoted readers before they subscribed regularly.

Why not try out the TIME idea? Let us make you this same trial offer of 17 issues of TIME for $1.00. You may join the other 420,000 and become eternally grateful for a refreshing new experience in your weekly reading. If not, our loss will be greater than your risked dollar.

Ask the attendant in this building to have the next 17 issues of TIME sent you. If you are not in the building when you read this, write

TIME, Inc.
350 EAST 22nd STREET, CHICAGO, ILLINOIS

YOU may send the next Seventeen Issues of TIME and bill me for $1. [This offer for new subscribers only]

Name
Street
City State

THIS CARD IS READY FOR MAILING — IT NEEDS NO STAMP
301
THIS BOOKLET WAS PRINTED BY R. R. DONELLEY & SONS COMPANY
WHO PRINT TIME EACH WEEK
AT THE LAKESIDE PRESS
YOU ARE INVITED TO SEE THE TWO DONELLEY EXHIBITS

1. WORK OF THE LAKESIDE PRESS
   - GRAPHIC ARTS PAVILION, GENERAL EXHIBITS BUILDING, A CENTURY OF PROGRESS EXPOSITION.

2. INTERNATIONAL EXHIBITION OF FINE PRINTING - 8TH FLOOR, LAKESIDE PRESS BUILDING, OPPOSITE THE 23RD ST. ENTRANCE TO EXPOSITION.