The New
Munsey Magazine


I have made this sweeping change in Munsey's Magazine, cutting out all serial stories, for the reason that magazines built on old lines have lost their grip on the public. The day-for-the serialization of novels in monthly periodicals is gone, and gone forever.

The public is no longer willing to wait from month to month for fragments of a novel, the whole story dragging through six or eight or ten months. And the novel is the great pulling force in periodical publications. Without it, magazine circulation as a whole, that is, normal, spontaneous circulation, not bargain-counter circulation, would drop perhaps eighty-five per cent.

Weekly publications, Sunday supplements of the daily press and the dailies themselves have usurped the place of the monthly in the presentation of serial stories. But the monthly magazine has its place. It can do what the dailies and weeklies cannot do. It can publish a complete book-length novel in a single issue, and this "puts it all over" the serialized novel, however ideally presented.

The upshot of Munsey's Magazine is the opening up a new field of wider usefulness and wider popularity for magazines. It gives them a definite work to do and solves the problem of furnishing new books to the public at a price well within the reach of all.

In inaugurating this bold policy in magazine making, Munsey's Magazine has given the public something new and something big. The complete novel in Munsey's for December (Christmas issue) is

BLACK IS WHITE

by George Barr McCutcheon

It is as good a novel as McCutcheon has ever written, and McCutcheon stands with the very first in popularity among the novel writers of the present time. A gauge of his popularity is found in the fact that in book form, at $1.50 a copy, his novels sell up into the hundreds of thousands.

In Munsey's Magazine "Black is White" will cost you 15c; in book form it will cost you $1.50, and in Munsey's Magazine you will get it first—get it before it has ever appeared elsewhere.

The complete novel in Munsey's Magazine are no more extravagant, but full-length book could contain. The plot is that of a magazine and contains a magazine's worth of reading pages. It is a complete novel, a magazine novel in reading pages—more pages than a magazine novel can fairly claim.

Munsey's Magazine is the one weekly that gives an average, say, two serial novels a year. Munsey's Magazine will now get in a big novel, something which your competitor magazine cannot give you.

On all News-stands
15c a copy
By the Publisher from the Publishers, $1.50

Frank A. Munsey
New York

Malone Takes Oath
And Does Some Boxing

New York, November 29—William F. "Buck" Maloney, professional boxer, took the oath of allegiance last evening inconnection with a 10-round bout for his American title at the Madison Square Garden. After the battle Maloney’s popularity has increased since his recent victory over Peter Naughton, and he is now a popular representative of the American fighting."