

Join the renaissance of a great old magazine:

1975 will bring a new era in the impressive 87-year history of *Saturday Night*—a history already dotted with some of the great names in Canadian writing, from Pauline Johnson to Robertson Davies, from Stephen Leacock to Mordecai Richler.

Through the decades *Saturday Night* has set a high standard in Canadian writing and comment. But in 1975 it will be better written than ever because its editors will have fresh resources to draw on. Its illustrations will be more handsome—and often in color. The magazine will be twice as thick. It will retain all the best of what it's been and add a great deal more. It will satisfy its readers and provide a perfect environment for its advertisers.

The new *Saturday Night* will be published 10 times a year; January/February and July/August being combined. The first of the new issues comes out this May.



Leaders

Saturday Night will be the magazine of reporting and opinion for the leadership groups in Canada—the decision-makers in the professions, business, the arts and government.

Politics

In its new format *Saturday Night* will provide the most substantial ongoing analysis of Canadian politics at the federal and provincial levels and will continue its series of profiles of Canadian political leaders.

Business

Saturday Night will expand its coverage of business and industry. In a time when economics mean more than ever, its coverage of the economic scene will be detailed, thoughtful and perceptive.