

RESPONSIVENESS AND RESPONSIBILITY

The third of four advertisements descriptive of The Ladies' Home Journal.

In the six months ending April 20, 1915, the editors of The Ladies' Home Journal received 268,512 letters from readers.

These letters asked for suggestions on caring for babies, making gifts, decorating rooms. They asked for house plans. They asked how to trim hair and hats, how to make dresses, to plant gardens, to organize Sunday School classes. They wanted ideas for entertainments. They came from expectant mothers, from women writing club papers, from lonely women craving a friendly touch.

They were the outpouring of hopes, foibles, troubles, confidences, experiences.

In them you might read the whole upward trend of American womanhood.

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The bond between the Journal and its readers is more than mere interest in the printed page.

The vast correspondence between hundreds of thousands of women and twenty-six skilled editors makes the Journal a living, breathing personality to its readers.

"Whatever you want to know, ask The Journal," is the slogan of this service. Every letter is answered fully. Many replies are personally dictated or even written by hand.

There are today 4500 babies all over the country who are being fed, bathed, dressed and trained by the directions of the Journal's physician. Their progress is painstakingly charted, and individual reports and instructions sent regularly to the mothers.

More than 40,000 children have been thus reared up under the care of the Journal.

More than 30,000 homes have been built in this country from Journal plans. One whole community in a Southern city is referred to as "Ladies'-Home-Journalville."

Such service as this means absolute reliance upon the Journal, and a good will which extends to the advertiser.

It means buying power. Where there is a baby, there is a real home. Not a halfway-house between the North Shore and Palm Beach, but a normal, earnest home, dreaming upward, eager for all that is new and progressive, with thousands of wants just developing and with an income increasing year by year—a young home, with empty spaces picked out for the new chairs it hopes to have soon, with ambition to have more luxuries, and with the education of a family brightening the horizon ahead.

Likewise, people who are planning to build houses are people who are about to buy many things and who have the ready money to buy them—and where are they more likely to study the selection of these things than in the very columns from which they have chosen the house itself?

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Such a correspondence also shows a high responsiveness.

When 25,934 women send 4 cents apiece to the Journal in answer to a single page about Christmas gifts—when in six months 41,966 readers write to the needlework editors—it means that Journal readers are in the habit of acting upon the ideas they read about. That they are responsive in the highest degree.

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This tendency to act extends to the advertising columns. That has been proved by the experience of hundreds of manufacturers.

Responsiveness is based upon responsibility. Readers know that the Journal takes just as much responsibility for the integrity of its advertising columns as for that of its editorial contents and its tremendous departments of personal service.

And this brings results to the advertiser.

Inquiries from readers received by Ladies' Home Journal Correspondence Departments in six months ending April 20, 1915, compared with the corresponding period 1914.

	6 mo. to April 20, 1915	6 mo. to April 20, 1914	Increase	Decrease
Art	3775	2111	1664	
Home Building	50500	3850	46650	
Gardens	1481	362	1119	
Poster Cover Orders	12123	4966	7157	
Children's Department	11542	12821		1279
Home Parties	21476	13830	7646	
Minister's Social Helper	5472	4224	1248	
Table and Cooking	5624	5437	187	
School Entertainments	2651	1924	727	
Miscellaneous Entertainment				
Inquiries	19603	8697	10906	
Home Dressmaking	7092	5613	1479	
Hair	8183	7267	916	
Millinery	2344	1764	580	
Children's Clothes	2197		2197	
Miscellaneous Fashion Inquiries	30585	18213	12372	
Furnishing the Home	3460	1885	1575	
Girls' Problems	928	1194		266
Good Form	3238	3294		56
Household Problems	3487	438	3049	
The Care of Babies	10245	10926		681
Music	982	931	51	
Needlework	41966	14446	27520	
Pretty Girl Questions	5056	4998	58	
Prospective Mothers	2994	4142		1148
Reading and Literature	1261	1264		3
Miscellaneous Inquiries about				
History, Biography, Drama,				
etc.	10247	24931		14684
Totals	268512	159528	127101	18117
TOTAL INCREASE			108984.	

THE CURTIS PUBLISHING COMPANY, INDEPENDENCE SQUARE, PHILADELPHIA

The Ladies' Home Journal

The Saturday Evening Post

The Country Gentleman