

Where a Manufacturer Can Build Permanent Markets For Quality Merchandise

Five million copies of Curtis Publications
are sold at the regular price

The Saturday Evening Post	. . .	2,225,000
The Ladies' Home Journal	. . .	1,925,000
The Country Gentleman	. . .	850,000
Total Curtis Publications	. . .	<u>5,000,000</u>

(February Issue)

Nowhere are Curtis Publications sold at a bargain price. Nowhere are they sold with premiums or clubbing offers or on any installment plan. Everywhere purchasers express their desire to read Curtis Publications by paying the regular price.

The five million families who

pay the regular price for Curtis Publications offer permanent markets for quality merchandise.

We shall be pleased to mail any manufacturer or sales manager a booklet showing Curtis Circulation in every county and in every city over 1000 population in the United States.

Curtis circulation covers virtually every city, town and hamlet in the country, and reaches that class in each community which has a determining influence on the sale of merchandise.

THE CURTIS PUBLISHING COMPANY

INDEPENDENCE SQUARE, PHILADELPHIA, PENNSYLVANIA

The Saturday Evening Post

The Ladies' Home Journal

The Country Gentleman