



## THE POWER OF PRESTIGE

*the first of four advertisements descriptive of The Ladies' Home Journal*

It has been said that more manufacturers have successfully started in national advertising through The Ladies' Home Journal than in any other way.

It is true that almost the entire history of modern advertising has been spanned by the lifetime of the Journal.

When the Journal was founded, more than 31 years ago, advertising was a somewhat discredited method used almost blindly to promote a few sorts of commodities. Today, advertising is an integral factor in the selling of goods of every kind, including the most staple.

Advertising may now be entered upon with far greater assurance of success than most business procedures.

In this development the Journal has been a constant leader.

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With its background of experience, and with undiminished editorial energy, The Ladies' Home Journal is today more powerful than ever.

To the veteran advertiser it offers a seasoned vitality—an established market always capable of more intensive cultivation—a known quantity and a known quality.

To the new advertiser it offers a clientele of 1,600,000 loyal families, the result of a refining process that has gone on for a whole generation. They are families long trained to respond to advertising, to know that any product admitted to the Journal is absolutely worthy of their patronage, and endorsed by an introduction from an old and trusted friend.

"What is your favorite magazine?" an impartial investigator asked of 7155 women. 2919 answered "The Ladies' Home Journal."

The Journal stands apart.

By the example of its success, it has brought into being more competition than any other national periodical. Round it has grown up a large group of women's publications, many of them of high character and large circulation.

But the Journal remains the admitted leader.

Selling at \$1.50 a year, it maintains a hold on 1,600,000 of the most responsive, home-loving homes in the country.

Last year it contained advertising to the amount of \$2,544,417. More than 86 per cent. of this came from firms who had also used its columns the year before—the surest indication that they found the results worth while.

Today a single issue carries the advertisements of more than 125 different commodities, from half-inch announcements of baby-clothes and rose bushes up to two pages in colors for automobiles.

It pays the general advertiser who uses it to create an impression and to build good will. It pays on direct inquiries where the exact sales are checked up in dollars and cents. It enlists the enthusiasm of retail merchants for the products advertised in it, and it often solves the problem of winning the jobbers' support.

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The manufacturer to whom advertising is still an uncertainty will do well to consider the 31 years' record of The Ladies' Home Journal, built from the first upon the success of advertising, and its outstanding position today—a huge and powerful exponent of well-rounded, well-grounded national salesmanship.

THE CURTIS PUBLISHING COMPANY, INDEPENDENCE SQUARE, PHILADELPHIA

*The Ladies' Home Journal*

*The Saturday Evening Post*

*The Country Gentleman*