



## WHERE TRADE IS BRISK

*The second of four advertisements descriptive of The Saturday Evening Post*

Those who seek the explanation for the signal advertising success of The Saturday Evening Post usually overlook one chief factor.

They know that it has 2,000,000 circulation weekly.

But they do not realize that the return it yields to advertisers is due not solely to the brute force of a huge circulation, but also to the finesse of a systematic distribution which gets that circulation in the heart of the markets most profitable to the advertiser.

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Where trade is brisk, there the Post is strongest.

Where Post sales are light, there the sales of other commodities are likely to be the most difficult.

The unique selling plan of the Post has given it a distribution which necessarily parallels the commercial possibilities of each section, each city, each district. Post advertisements, therefore, most thoroughly cover those places where are the best opportunities of sales for the products advertised, and do not disperse their energy in unpromising territories.

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This somewhat extraordinary condition is due to the fact that the Post is sold not as a magazine is sold, but as a commodity is sold.

It has not clung to the traditional method for distributing publications—which is, in effect, turning the output over to a selling agent.

Instead, it has developed to the highest degree the exclusive individual sales organization of the manufacturer.

This organization consists of:

- (a) A central head at Philadelphia.
- (b) 8 territorial sales managers and 40 highly trained correspondents.
- (c) 50 roadmen, calling on and developing local agents.
- (d) 2000 district agents, each in charge of a small territory.
- (e) 50,000 boy agents in all parts of the country, working under the supervision of the district agent.

And this organization is a permanent one. The mortality among the boy agents is less than 10 per cent—90 per cent of them continue to sell the Post from one year to the next. And 85 per cent of their

sales are to regular customers at whose houses or offices they call.

This broad organization studies the potentialities of every section of the country, down to the most minute sub-division. If a swift wave of prosperity runs over a community, that community at once responds with increased sales of the Post—the very place where increased sales of most advertised products may be obtained. If a certain street in some city develops greater activity, there the Post sales mount immediately. Each agent has a quota which he is expected to reach, and this quota is continually revised to meet changing conditions.

One day in Chicago the police department suddenly decided to enforce an old ordinance forbidding the sale of magazines or weeklies on city newsstands. Other publications lost heavily, but through quick work by Curtis representatives on the spot, the Post that week had 95 per cent of its normal circulation in Chicago.

This Post system gives it in effect 50,000 movable newsstands, which can follow channels of trade and tap the points where people congregate. They do not have to wait for sales to come to them. They go to the sales.

In other words, the system involves a promotion as well as a distribution—which is just what every manufacturer tries to get.

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Alert, prosperous, accessible communities produce larger Post sales in proportion to population than those which are depressed, or declining, or difficult of access.

And the alert, prosperous, accessible communities offer the best opportunities of sales for other commodities; there the most dealers are located; there the salesmen call most frequently.

The advertiser in the Post, therefore, is exerting a minimum of his effort in talking to people who will not buy his goods and to communities where his goods are not on sale.

A maximum of his effort goes to the intensive cultivation of the brisk and promising markets.

*The circulation of the Post parallels commercial opportunity.*

THE CURTIS PUBLISHING COMPANY, INDEPENDENCE SQUARE, PHILADELPHIA

*The Ladies' Home Journal*

*The Saturday Evening Post*

*The Country Gentleman*