



Thousands of these and similar booklets are requested every month by Home Journal readers.

## 22,000 Letters in One Day

One of the ways by which an editor knows that his magazine is being read and believed in is through the letters he receives.

When his mail becomes lighter he looks for some editorial weakness.

When it increases steadily it is a positive indication to him that the magazine is stronger and better.

\* \* \*

Twenty-two thousand letters from readers poured into the correspondence department of The Ladies' Home Journal on Monday, November 29.

That was nine days after the December number of the Home Journal had been issued.

Within three days a reply was on its way to every reader who asked a question.

A great number of these replies were personally dictated.

Over a period of less than three weeks 150,000 Home Journal readers sat down and wrote letters about the Christmas number—120,000 more than last year.

A single page brought 62,992 answers.

One booklet shown above drew 28,064 requests for copies of it.

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The department that handles this huge daily mail and distributes it to the 26 editors who answer it is not very large.

But it is very efficient and so highly systematized that it refuses to be swamped by any volume that comes to it.

We shall be glad to explain to any one interested in the scientific handling of a large mass of correspondence the methods involved in the disposal of Home Journal letters—how they are distributed, digested and answered.

It is an interesting department among many interesting departments in the Curtis plant.

THE CURTIS PUBLISHING COMPANY, INDEPENDENCE SQUARE, PHILADELPHIA