



Pasting Addresses by Machine

The Mailing Room Works on a Tight Schedule

## A Ton Every Three Minutes

Philadelphians traveling about the country buy their copies of The Saturday Evening Post on Thursday morning no matter where they are—in the United States or Canada.

We are asked frequently how it is possible to put the Post on sale in every town on the same day.

Two million copies of the Post are distributed every week.

This means that trains have to be met and transfers made.

It means that we must know schedules for every train to every town, and pick the train that will get the publications there on time, whether by mail, freight or express.

Every possible contingency must be met. Each order, single copies or thousands, must be counted, addressed and wrapped to meet this relentless schedule.

Such a distribution is possible because a fleet of automobile trucks loaded with mail sacks and bundles is leaving the Curtis Building day and night to catch trains.

The mailing begins 6 days in advance and continues up to the very last minute.

The same system applies to the Ladies' Home Journal and The Country Gentleman.

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A ton of Curtis publications is shipped away every three minutes every working day of the year.

About 75 per cent. of them go by mail.

To relieve congestion at the postoffice and to expedite the sorting of this volume the Government works in the Curtis

Building. Fourteen postoffice clerks are here. They toss bundles of magazines into the mail bags with the accuracy of a crack shot.

They are, however, only a small part of the force required to distribute the editions of the Post, the Home Journal and the Country Gentleman.

The shipping division is being fed constantly by the great presses. It moves systematically, accurately and quickly.

Magazines are counted by hand. Address labels are pasted on subscription copies by unique machines that make mistakes almost impossible.

Three-quarters of the magazines are shipped in direct sacks, thus relieving the postoffice of much work they would otherwise have to do.

Six hundred thousand dollars is paid to the Government for carrying the Curtis publications.

Every night the Government weighers turn in a statement of weight shipped, and a check is drawn against the cash deposit which the Curtis Publishing Company always maintains in the Philadelphia postoffice.

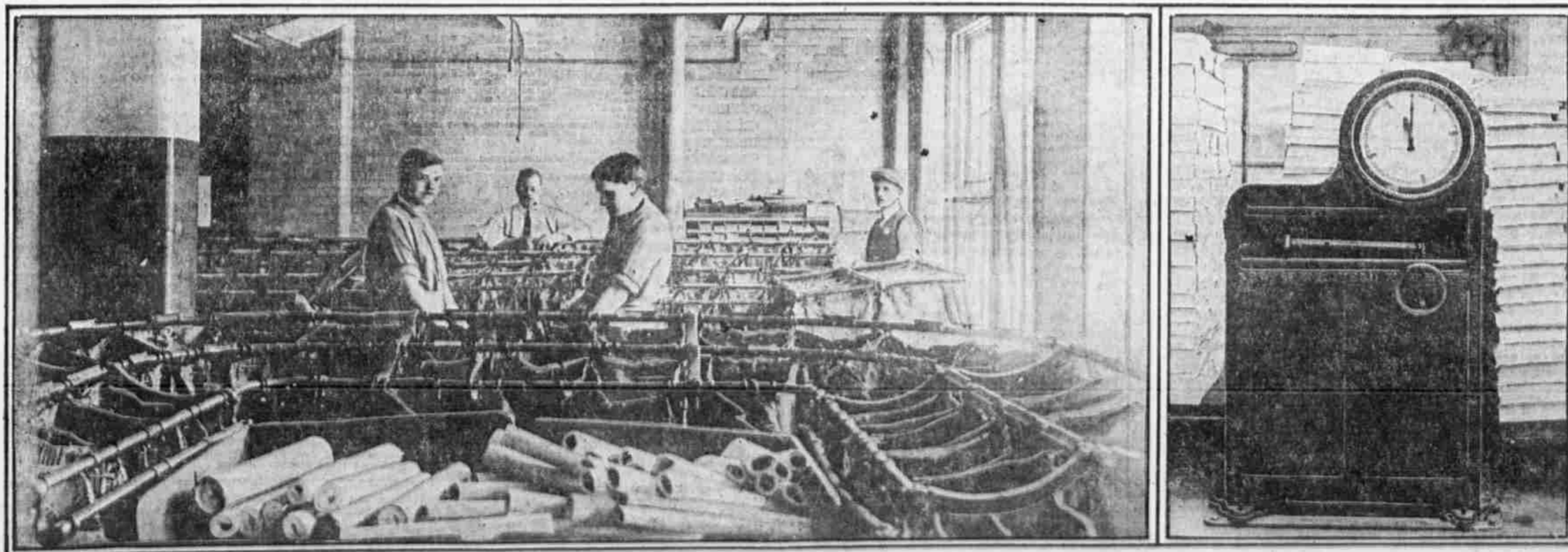
Many more thousands are paid to the railroads and express companies for transportation.

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There is no more interesting phase in the manufacturing and circulating of millions of magazines than the actual process of sending them off.

Philadelphians and visitors to the city will find guides at the Curtis Building, who are glad to show, on any business day, the details of the system and speed involved in this task.

### THE CURTIS PUBLISHING COMPANY, INDEPENDENCE SQUARE, PHILADELPHIA



Government Clerks Sort the Outgoing Publication Mail and Weigh It All in the Curtis Building