

# A DECREASE OF 10% IN ADVERTISING COST

IT has continuously been the policy of this company to offer to the advertiser circulation in large volume at the lowest cost commensurate with the expense of publication.

The present rate for advertising space in *The Saturday Evening Post* was based upon a circulation of 2,000,000.

During the paper shortage the sale was restricted, in spite of a growing unfilled demand.

With improvement in the paper market, and in anticipation of further reductions, the circulation is being allowed to expand automatically—without forcing, without premiums, without clubbing, without installment subscriptions—but only through gradual increases in the number of copies allotted to each sales agent.

## THE RESULT IS AS FOLLOWS:

Net paid circulation, Nov. 6 issue . . . .	2,036,911
“ “ “ Dec. 4 issue . . . .	2,101,350
“ “ “ Jan. 1 issue . . . .	2,143,764
“ “ “ Feb. 5 issue . . . .	2,180,210
“ “ “ Mar. 5 issue . . . .	2,181,465
“ “ “ April 2 issue . . . .	2,198,410
“ “ “ May 7 issue . . . .	2,225,000

(These figures subject to final A. B. C. Audit.)

This means that *The Saturday Evening Post* is today delivering a surplus circulation, above that on which its rate is based, of at least 200,000 per week.

This increase in circulation has already reduced the cost of advertising in *The Saturday Evening Post* 10 per cent.

## THE CURTIS PUBLISHING COMPANY

