

From 25,000 to More Than 800,000 in Ten Years of Steady Growth

THE COUNTRY GENTLEMAN was bought by The Curtis Publishing Company in July, 1911. At that time it had about 25,000 circulation.

For ten years its circulation has grown steadily, at the rate of about 80,000 copies a year, until now it is read each week in the homes of 800,000 families who buy or subscribe for it at the full price.

The following table shows the average net paid weekly circulation of THE COUNTRY GENTLEMAN for each year since it was acquired by The Curtis Publishing Company:

1911	29,178
1912	76,318
1913	193,024
1914	263,682
1915	310,085
1916	357,098
1917	388,871
1918	399,777
1919	463,574
1920	651,008
1921	(April 16 Print Order).	832,000

This growth has been attained without offering any other inducement than the contents of the publication—without cut rates, premiums, clubbing offers or installment subscriptions.

The COUNTRY GENTLEMAN

THE CURTIS PUBLISHING COMPANY

INDEPENDENCE SQUARE

PHILADELPHIA