

# Establish Your Sales Quota For Every County

Those manufacturers who have had difficulty in establishing a sales quota, or in estimating their potential market, in each community, will find guidance in a leather-bound volume, just issued, which contains an intensive analysis of the distribution of the Curtis publications in every county and every town throughout the United States.

This analysis is based upon an actual count of every subscription and every sale of each of these three periodicals.

The resultant figures may be followed in determining sales quotas for any high-grade product. For the sale of these publications closely parallels the opportunity for all trade in every locality. They appeal to the

more intelligent and prosperous families. They are sold only at full price, without premium, cut-rate, clubbing or installment offers. They are sold by an organization of thousands of subscription and sales agents, who cover every community and penetrate every remote district.

By comparing Curtis sales in any county with Curtis sales in another where your own market is thoroughly developed, you can with fair accuracy obtain an index of relative buying strength and alertness and establish a sales quota for the county.

Present business conditions demand this kind of intensive analysis of potential markets, followed up by equally aggressive selling and advertising methods.

*Upon request we shall be glad to supply a copy of this volume to any manufacturer desiring to check up his sales quotas and potential markets.*

## THE CURTIS PUBLISHING COMPANY

INDEPENDENCE SQUARE, PHILADELPHIA

*The Ladies' Home Journal*

*The Saturday Evening Post*

*The Country Gentleman*