

His Store Sold \$650,000 Worth of Merchandise Last Year in a Town of 5140 People



FRED P. MANN
President of
The North Dakota
Retail Merchants'
Association

"Our success," writes Fred P. Mann, merchant of Devil's Lake, North Dakota, "is due largely to foreseeing that the isolation of the farm had ended with the coming of the automobile. We believed the farmer and his family thereafter would know and buy the best.

"When we built our new store twelve years ago we hired a city architect and told him to make it the largest, brightest and handsomest country-town store in the state.

"We built it for farmers, and 85 per cent of our trade is with farmers. Many of them drive regularly twenty and thirty miles to trade with us, and several hundred of our best customers live more than fifty miles away.

"The goods that have cemented our customers to us are those lines farm families know so well through national advertising. *The Country Gentleman* furthers this demand, for it is in a great many farm homes in this community."

THE CHANGE which Mr. Mann describes was discerned also by The Country Gentleman about the same time. Like Mr. Mann, it kept pace with this new development of farm life. That is why its circulation has grown from 25,000 to over 800,000 in ten years. That is what enabled it to carry last year an investment in automobile advertising, that was 272 per cent of its nearest farm competitor.

The COUNTRY GENTLEMAN

THE CURTIS PUBLISHING COMPANY, INDEPENDENCE SQUARE, PHILADELPHIA, PENNA.
The Ladies' Home Journal The Saturday Evening Post The Country Gentleman