

A Business of \$200,000 for His Store Last Year in a Village of 971 Inhabitants



CURTIS M. JOHNSON
President of Johnson & Sons, Hardware Dealers, Rush City, Minnesota

“We wish the manufacturers of every article in our store would advertise to the farmers,” writes Curtis M. Johnson, merchant of Rush City, Minnesota.

“The bulk of our trade is with farmers. They are the best buyers on earth, but they have to be shown. That’s where advertising helps.

“The advertisements of our lines in *The Country Gentleman* go on working for us after we lock the store at night.

“Our store slogan is ‘What You Get At Johnson’s Is Good.’ To live up to that we carry the widely advertised lines because they are always dependable and are the most in demand.”

Farming is fast becoming modernized in standards and requirements—but the farmer remains a close reckoner of market values. He has faith in The Country Gentleman as a reliable business guide. Its growth in ten years from 25,000 to over 800,000 circulation is the proof. This confidence of the farmer is an incalculable asset to advertisers and, as Mr. Johnson points out, a direct aid to the merchants handling their goods.

The COUNTRY GENTLEMAN

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