

National Advertising is local advertising in each of a thousand communities

The modern advertiser informs his sales force of the actual proportions and scope of his advertising campaign by reducing it to terms of separate communities.

Some companies supply to each salesman loose-leaf forms, one for each city in his territory. An example of such form is shown here.

Armed with this information, the salesman enters the city prepared to give the merchants facts about the advertising in the one place in which the merchant is interested, and to make apparent to him the true economy of national advertising.

He also knows, from the sales quota figures, just how much his minimum orders in that city must be.

To assist manufacturers and advertising agents in the preparation of such figures, The Curtis Publishing Company

is issuing in pamphlet form, detailed statements of the exact circulation of each of its publications in each county, city and town in the United States,

and of the *combined* circulation of all three Curtis publications in each county.

These statements were compiled by an actual count of subscribers and sales copies—a task which required the services of 100 clerks for a period of five months. They are accurate and complete, and represent only full-paid circulation, obtained without premiums, cut-rates, clubbing or installment offers.

The thorough and intelligent use of such circulation figures as these will be of service to every national advertiser in making his campaign more productive. A copy will be sent upon request to any manufacturer or sales manager.

State.....	Michigan
City.....	Grand Rapids
Population 1920 Census.....	137,624
One half the native white families *	12,158
Circulation of our advertising in Ladies' Home Journal in this community.....	4,475
Total cost for year of our advertising in this community (six color pages).....	\$149.82
Estimated volume of department store business in Grand Rapids (1920).....	\$11,347,000.
Estimated volume of sales in our line (1920).....	\$226,940.
Salesman's quota in this community	\$45,000.
Our customers and prospects:	
Friedman-Spring D. G. Co.	
Herpolsheimer Co.	
Paul Steketee & Sons	
Chas. Frankla & Co.	
Wursburg D. G. Co.	
* Income-tax statistics and investigations show that on the average one-half the native white families represents the bulk of the purchasing power for selective merchandise.	
The figures given are only for the city proper. Our advertising also reaches the surrounding territory from which the trading population of the city stores is drawn.	

THE CURTIS PUBLISHING COMPANY
INDEPENDENCE SQUARE, PHILADELPHIA

The Ladies' Home Journal
The Saturday Evening Post *The Country Gentleman*