

Five Million Circulation

The Saturday Evening Post	2,225,000
The Ladies' Home Journal	1,925,000
The Country Gentleman	<u>850,000</u>
Total Curtis Publications	5,000,000

(February Issues)

These five million copies of Curtis Publications influence the purchases of those who determine the markets for most manufacturers

The unit in buying is the family rather than the individual. In the United States there are 24,351,676 families. But not all of these families are able to choose their goods by brand or quality; some lack money, others lack ability to read understandingly, still others do not appreciate quality merchandise.

In 1919 only 5,332,760 individuals declared incomes in excess of \$1000. Since in some families more than one individual declared an income of \$1000, the number of families represented by these

returns is somewhat less than 5,332,760. Furthermore, of the families with incomes of over \$1000 a certain percentage cannot be included in the market for selective merchandise, because of inability to read understandingly, heavy demands on income and lack of discrimination in buying.

Taking all these factors into consideration, it seems probable that the market of most manufacturers is determined under ordinary conditions by less than five million families.

Curtis circulation covers virtually every city, town and hamlet in the country, and reaches that class in each community which has a dominant influence on the sale of merchandise.

THE CURTIS PUBLISHING COMPANY

INDEPENDENCE SQUARE, PHILADELPHIA, PENNSYLVANIA

The Saturday Evening Post

The Ladies' Home Journal

The Country Gentleman