

PHILA. MONDAY, MARCH 27, 1922

How Can a Manufacturer Effectively Reach His Market Through Advertising?

Curtis Publications Go Far Toward Influencing the Sales of Branded Merchandise to 24,000,000 American Families

Some manufacturers with products of low price and universal appeal sell wide markets, but the portion of those markets which they can directly influence through advertising is limited.

Of those who compose the market for products of low price and universal appeal, some cannot read and others do not receive ideas from the printed page with sufficient impact to lead to buying action.

But those who cannot be directly swayed by advertising are indirectly influenced by the printed page.

Those who do not get ideas from the printed page must of necessity imitate or

ask those who do, or must take what the merchant offers.

The merchant, in turn, is influenced in his selection of merchandise by those patrons who have definite wants.

Five million copies of Curtis Publications directly mould the buying habits of several million families and indirectly influence purchases of many other families.

Five million copies of Curtis Publications go far toward reaching directly and indirectly the American market for branded merchandise, however broad the manufacturer's appeal may be.

The Circulation of Curtis Publications— 5,000,000 Copies

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

(February Issues)

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