

How Can a Manufacturer Find His Best Market?

Is your product one that discriminating people will prefer and buy?

Where are the discriminating people who will buy your product and how may they be reached most economically?

Into every city and hamlet the vast sales organization of The Curtis Publishing Company has gone, seeking discriminating people who would buy Curtis Publications without price concessions.

Curtis workers were not allowed to offer cut prices or premiums or special offers. They were not allowed to sell on any installment plan—they were required to sell the publications on their merit alone.

Today five million copies go into homes

of discriminating people who have preferred Curtis Publications and have paid for them at the regular price.

This market has been won by years of effort. Today the manufacturer seeking distribution can utilize for himself the accomplishment of those years of effort.

Advertising pages of Curtis Publications open the doors for his message to discriminating families who buy merchandise on the basis of quality.

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 Issue)

Curtis circulation covers virtually every city, town and hamlet in the country, and reaches that class in each community which has a determining 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