

# How Can a Manufacturer Judge Where Permanent Markets May be Built?

*Sales quotas may be measured by Curtis Circulation more accurately than by population figures*

In some communities a larger percentage of families have the intelligence and means to express a conscious choice of merchandise than in other communities. How, then, can the buying power of a community be judged?

Curtis Circulation enables a manufacturer to measure the varying buying power of communities.

Where Curtis Circulation is high in proportion to population, a manufacturer of good merchandise is likely to find surplus sales opportunity, and where Curtis Circulation is low in proportion to population, it is a fair indication that the community is subnormal in its purchasing power.

For Curtis Circulation has been obtained by a vast sales organization which has sought out in every city and county those who are able and willing to buy Curtis Publications for their quality without price concession of any kind.

*A community with a high percentage of Curtis Circulation furnishes a market which yields to aggressive selling, while one which appears subnormal in Curtis Circulation lacks initiative in buying.*

We shall be pleased to mail to any manufacturer a pamphlet giving the exact circulation of each of the Curtis Publications in every county and in every city of over 1000 population in the United States.

*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*