

FUND FOR THE LISCOLN FARI


## SCHOOL AND COLLECE WORI

## What the Confidence of Women Will Do

Three times recently has the price of The Ladies' Home Journal been increased; the magazine has passed through a financial depression without harm, yet in not a single month for four years and a half has its circulation even touched the million mark. : Each edition has exceeded a million; this

## April Number is 1,100,000 Copies

During these four years and a half it has printed and actually sold over 56 millions of magazines. This without sample copies, premiums, gifts or clubbing. Every copy bought at its full price. The reason is simple: The Ladies' Home Journal has the confidence of American women.

The Curtis Publishing Company philedolphi

