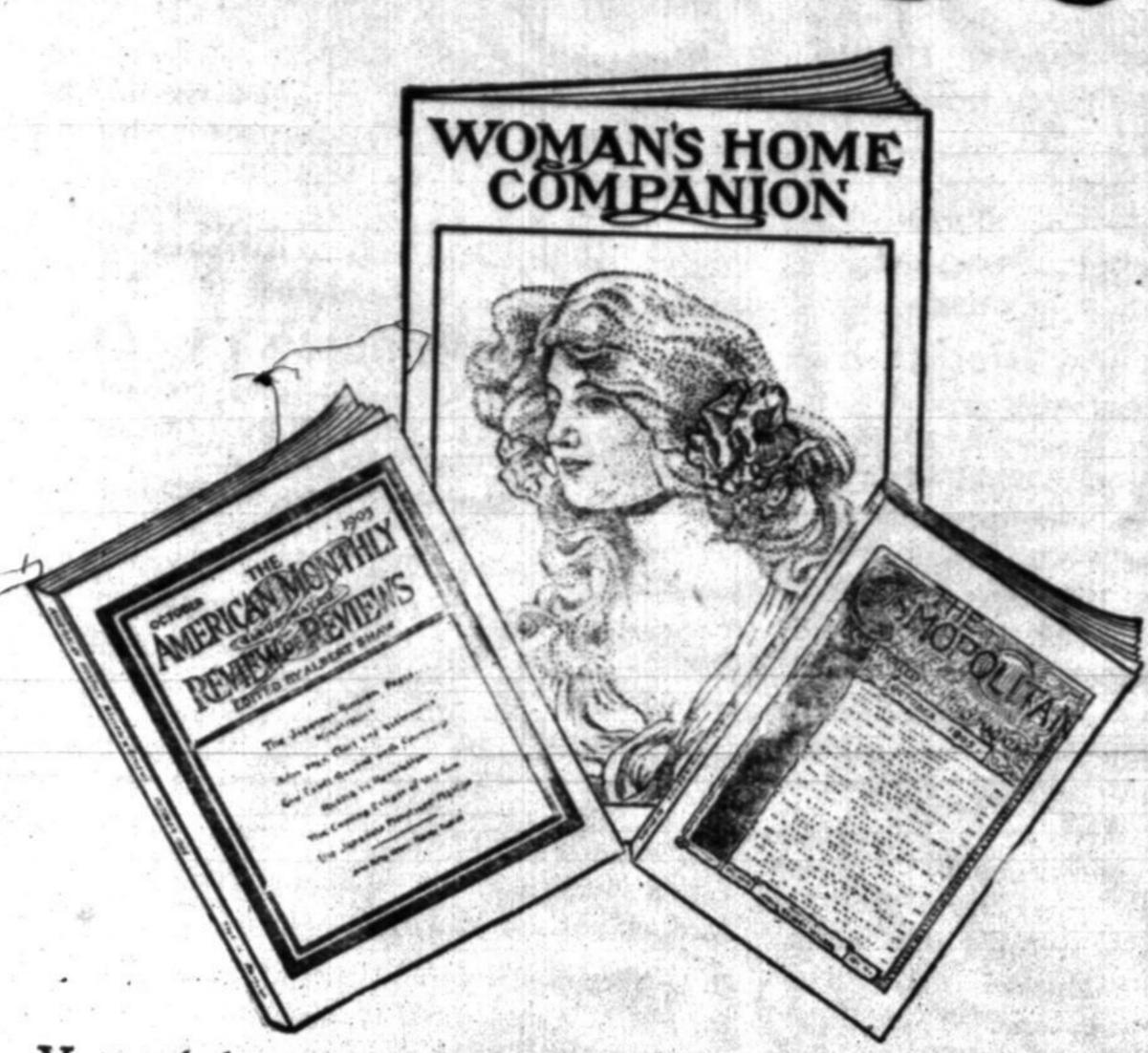
PRICE CUTIN HALF



WOMAN'S HOME CMPAN ON COSMOPOLITAN REVIEW OF REVIEWS HIGHLAND PARK NEWS-LETTER

Regular Price

\$6.50

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Sensatonal Price for a Limited Time \$3.25

We are very fortunate in being able to arrange with he publishers of these three well-known magazines to offer a subscription for the coming year at this sensational price. We have decided to let our readers have the full advantage of the reduction and to cut the price of the Highland Park News-Letter as well, in order to get quickly a large body of paid-in-adanvce subscribesr.

You ask how is this offer possible if the three magazines have a fixed value and are not like the commodities usually offered at bargain prices.

The Explanation

It is well known to every one in business that in fixing a selling price there must be added to the manufacturing cost of marketing. The cost of marketing a magazine is a big item, and these three publishing houses decided to unify their efforts to get new readers, making one organization do the work, and divide the cost of marketing by three. That is why this year you can buy three magazines that fit the needs of every home for half price.

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The Woman's Home Campanion is for every member of the family, For our bright, earnest, cultured, home-loving American woman it is an ideal entertainer and helperlin a thousand congenial ways; but the fathers and brothers and sons join in its perusal by the fireside, and the children eagerly turn to the pages that are written for them.

The issues for the forthcoming year will be unique [in conception and execution, rich and varied in contents, and brilliant with the finest, most elaborate and artistic illustrations obtainable.

COSMOPOLITAN

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