

PRICE CUT IN HALF



WOMAN'S HOME COMPANION	Regular
COSMOPOLITAN	Price
REVIEW OF REVIEWS	\$6.50
HIGHLAND PARK NEWS-LETTER	

Sensational Price for a Limited Time \$3.25

We are very fortunate in being able to arrange with the 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-advance subscribers.

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.

WOMAN'S HOME COMPANION

The Woman's Home Companion is for every member of the family. For our bright, earnest, cultured, home-loving American woman it is an ideal entertainer and helper in 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

A leading magazine for eighteen years. With the recent change of ownership it has been improved. It is far better in every respect, and aims to be the best in its field. Every year or so there's one notable advance in the forward movement among many magazines. This year it is the Cosmopolitan. And this shall be a splendid permanent success. Its gains in newsstand sales and in subscriptions have been remarkable. And these are due only to the new life and real merit. The Cosmopolitan is printing WHAT THE PEOPLE WANT. It contains regularly the best fiction, best special articles on timely topics and best illustrations that money can buy.

REVIEW OF REVIEWS

Many other publications are desirable, and you may prefer this or prefer that fiction and art publication, but the Review of Reviews is necessary. Substantial American men and women are going to keep up with the times and they are going to take the shortest cut—which is the Review of Reviews. Twelve hundred pictures a year; departments giving the best that is in all the other important magazines all over the world; timely and informing articles, almost as fresh and full of news interest as a daily paper; and Dr. Albert Shaw's interpretation of the public men, events and issues of the month, in "The Progress of the World."

Don't wait; the offer is good for new and renewal subscriptions. Arrange for your magazine reading now. You are really getting the Highland Park News-Letter FREE and still saving money on your magazines by accepting this offer so great, is the reduction.

Your name and address, accompanied with \$3.25, entitles you to this special price if order is sent this month.

Remit to SHERIDAN ROAD PUBLISHING COMPANY, 16 Laurel Ave., Highland Park, Illinois.