

A Practical Testimony to the Vitality of **THE** *Freeman*

The editors of the *Freeman* report with gratitude and satisfaction that their friends, the readers of this magazine, evidenced their approval of it in December by purchasing 2500 Christmas gift subscriptions.

This represents almost 14 per cent of the previous mail circulation. We are assured by experts in the publishing trade that this response is phenomenal and perhaps unprecedented.

Last year comparable gift subscriptions were fewer than five hundred.

Our Christmas gift subscription appeal was confined to four full-page advertisements in this magazine. There was no outside promotion and no special solicitation. We wish to thank each of our readers who gave the *Freeman* for Christmas.

We are likewise happy to report that as the *Freeman* enters 1953 its circulation stands at the highest figure in its brief history.

THE EDITORS