

Magazines Sold ^{FP Post} By Old Company _{4/19/68}

NEW YORK (AP) — The Ladies' Home Journal, one of the first women's magazines to openly discuss sex problems, was sold by Curtis Publishing Co. Wednesday along with American Home.

The magazines were purchased by Downe Communications, Inc., which publishes the syndicated newspaper supplement, Family Weekly, for 100,000 shares of Downe common stock valued at approximately \$5.5 million.

Martin S. Ackerman, president and chief executive officer of Curtis, said the sale on the magazines will enable Curtis to concentrate on the Saturday Evening Post and the company's three other publications.

The Ladies' Home Journal, started in 1883 by Cyrus H. K. Curtis, founder of Curtis Publishing, was one of the first mass circulation magazines to publish an article on venereal disease. The magazine was a pioneer in the open discussion of sex and the demand for sex education in public schools.

These innovations came during the editorship of the husband and wife team of Bruce and Beatrice Gould, who were editors from 1935 until their retirement in 1962.

Ackerman said the sale of the Ladies' Home Journal and American Home was in line with his previously announced plans to remove Curtis from the

mass circulation market. Ladies' Home Journal has a circulation of 6.8 million and American Home has a circulation of 3.6 million.

Shortly after taking over Curtis Publishing Co. last April, Ackerman announced his intention to improve the quality of Saturday Evening Post and reduce its circulation from 6.7 million to 3 million.

By refining the circulation to the higher income groups, Ackerman said, the magazine has

become more desirable for advertisers and the cost of publication is cut.