

They Used One Great Color Page in

THE AMERICAN WEEKLY

They report a substantial increase in sales in every considerably sized city and town in America!

THE FLEISCHMANN COMPANY
 FLEISCHMANN'S YEAST FLEISCHMANN'S SERVICE
 100 WASHINGTON ST., NEW YORK, N. Y.

April 8th, 1920.

DEPARTMENT OF SALES PROMOTION
 Publishers of American Weekly Magazine,
 New York City.

Gentlemen:

Some time ago, with a view to determining the complete function of Fleischmann's Yeast, as a natural, health-giving element, an investigation was made by the most competent authorities in this country; and as a result of their researches, very wonderful facts were revealed that placed Fleischmann's Yeast at the forefront of those substances that benefit the body. It was developed that this yeast not only was active in the treatment of many ordinary physical disorders, but that it acted as a conditioner—helped the growth of the young and could be used most beneficially by those advancing in years.

It was found rich in the new substance discovered in foods, namely: the Vitamines. All the benefits these wonderful substances, the Vitamines, could give to the human system, Fleischmann's Yeast could give in like measure, being one of the rare foods in which the Vitamines were found to a considerable extent.

With these scientific facts established, we looked around for media to present the "Yeast for Health" idea to its proper audience. We considered a number of magazines, the American Weekly coming under our attention. When we took our first page, we naturally thought there were possibilities from your immense circulation, but frankly, we did not expect the tremendous and immediate response we did get from this medium.

Our first page appeared in the American Weekly Magazine March 14th. The results were wonderful. At all our offices we have had an immense number of written requests for our booklet, "Yeast for Health," showing a wonderfully distributed circulation of your magazine in all parts of the country from the Atlantic to the Pacific. Furthermore, our agents, everywhere, and we have them in every town and city of considerable size in the United States, report an increase in sales that is most substantial. It is too early to give definite figures on results, but they have demonstrated the value of the publication so conclusively that we are going to use more space with you.

Very truly yours,
James H. Crowley
 Manager, Sales Promotion

DONOVAN-ARMSTRONG
 ADVERTISING
 TWENTY HUNDRED AND ELEVEN CHESTNUT STREET
 PHILADELPHIA

April 3rd, 1920.

Publishers of American Weekly Magazine,
 American Circle Bldg., New York City.

Gentlemen:

We presume by this time that you have heard from The Fleischmann Company about the wonderful results they obtained from their first page in the American Weekly Magazine, March 14th, 1920.

We have been helping this great industry with their advertising for the past four years. In that time an increasing interest has been shown in Fleischmann's Yeast by the general public.

But it remained for the American Weekly Magazine to uncover the most immediate interest and buying activity.

We have been handling advertising for a long time now and should be inured to unusual advertising experiences.

If anything ever came nearer to giving us a sensation than the March 14th advertisement, we don't know what it was. That page acted like a charge of dynamite.

Very truly yours,
W. J. Griswold

A good product, a seasoned advertising agency, an effective advertisement, and a circulation in more than two and a half million of the more progressive and well-to-do homes of America is a combination that is bound to bring phenomenal returns.

FOODS—an advertiser featuring a cook book in his advertising spent \$8,000 of a \$25,000 appropriation in the American Weekly, 40,000 inquiries—80% of the total inquiries received—came from this single page in the American Weekly.

BOOKS—a mail order book advertiser secured, from a single color page in the American Weekly, \$700,000 worth of direct orders, a larger volume of orders than ever received from any other advertisement in any newspaper.

BUILDING MATERIALS—One color page in the American Weekly brought 30,000 inquiries for a product costing from \$500 to \$10,000.

TOILET GOODS—45,000 coupons, each with ten cents enclosed, were received from one color page in the American Weekly offering a small sample of a staple toilet preparation. The names of any of these manufacturers will be furnished on request.

Mail order advertising is placed on the basis of results. Have you noticed how often the great color pages of the most successful mail order advertisers reappear in the American Weekly?

EVERY Sunday in the year two and a half million of the more progressive and well-to-do families of the United States look for the American Weekly as one of the principal features of the

- NEW YORK AMERICAN
- CHICAGO HERALD AND EXAMINER
- BOSTON ADVERTISER
- WASHINGTON TIMES
- LOS ANGELES EXAMINER
- SAN FRANCISCO EXAMINER
- ATLANTA GEORGIAN-AMERICAN

Giving the largest color pages available in any publication, together with the largest and most progressive circulation in America, The American is quite naturally the best advertising medium for the advertising of any and every sort of product.

Two and a Half Million Families Read the American Weekly
 "If you want to see the color of their money—Use Color" A. J. K.



The American Weekly

Main Office,
 1834 Broadway, New York
 Telephone 7000 Columbus

A. J. KOBLER,
 Manager

Western Office,
 Hearst Building, Chicago.
 W. J. GRISWOLD,
 Western Representative.

A great color page in the American Weekly is, in itself, a complete national advertising campaign.

The American Weekly is the only publication combining national circulation with the fresh, local interest of the progressive daily newspaper.