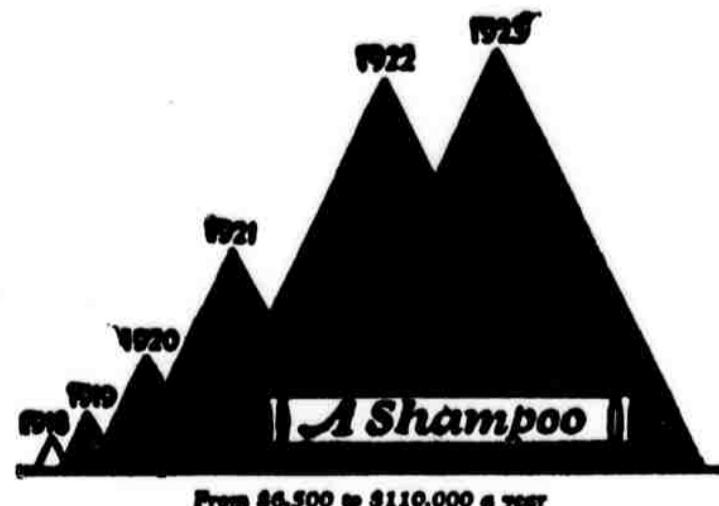


The American Weekly

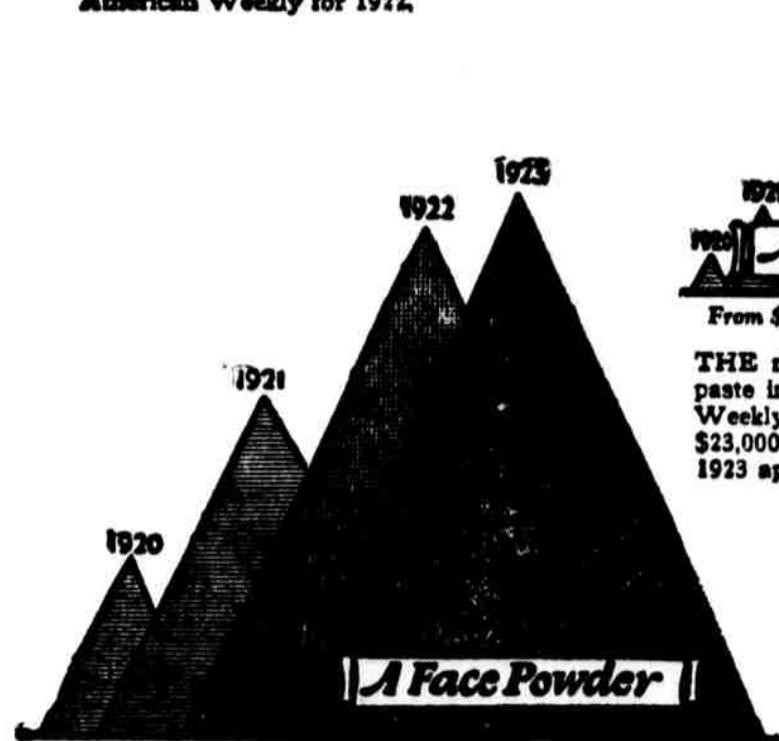
The most EXCLUSIVE publication



A CERTAIN shampoo manufacturer invested \$6,500 for his modest beginning in The American Weekly. His appropriation for 1923 is \$110,000.



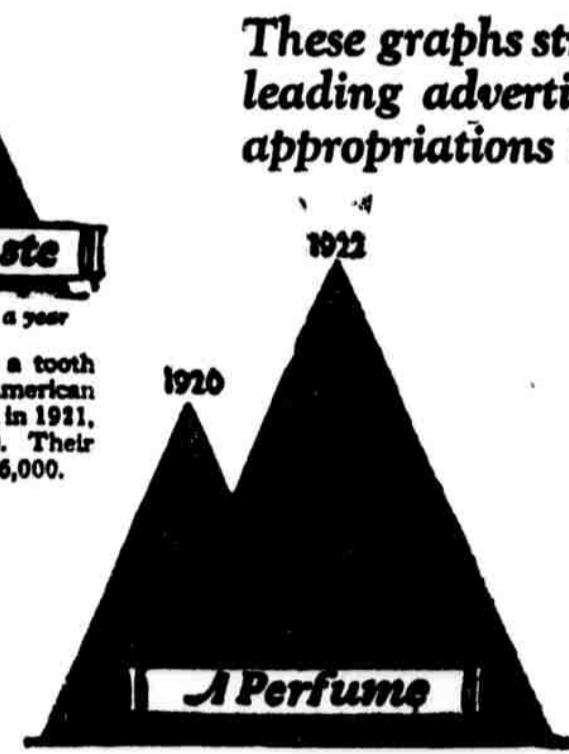
A WIDELY advertised face cream doubled its 1920 appropriation to \$88,000 in The American Weekly for 1922.



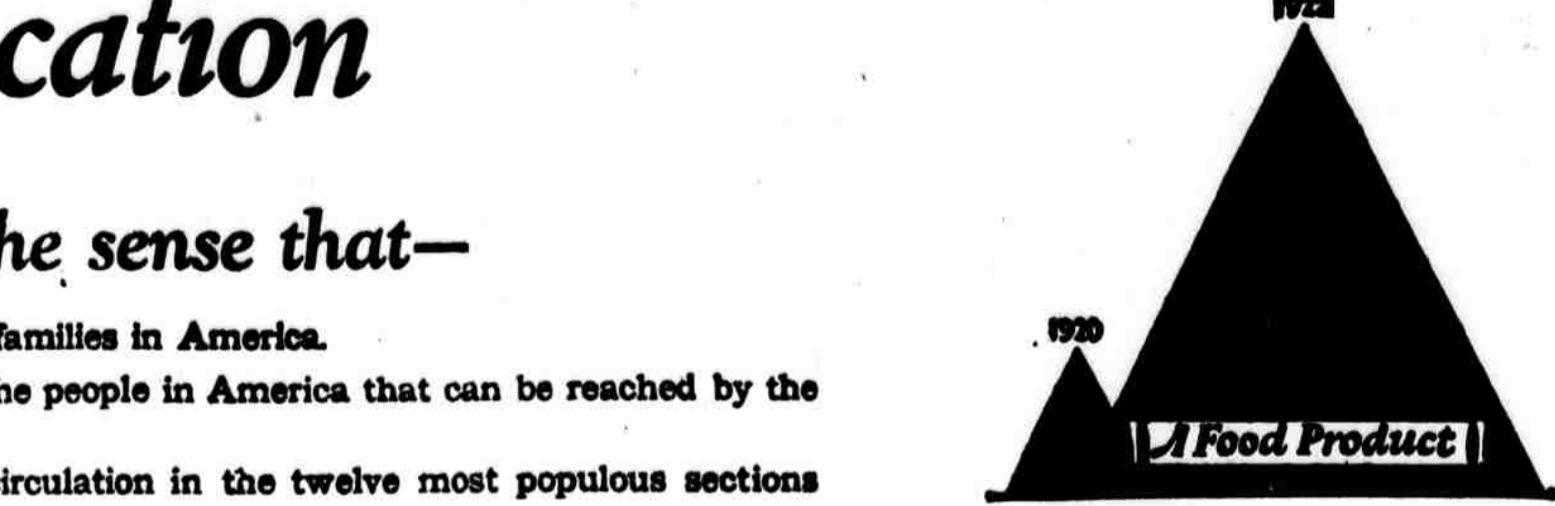
THE appropriation for a well known face powder in The American Weekly in 1920 was \$44,000. For 1923 it is \$138,400.



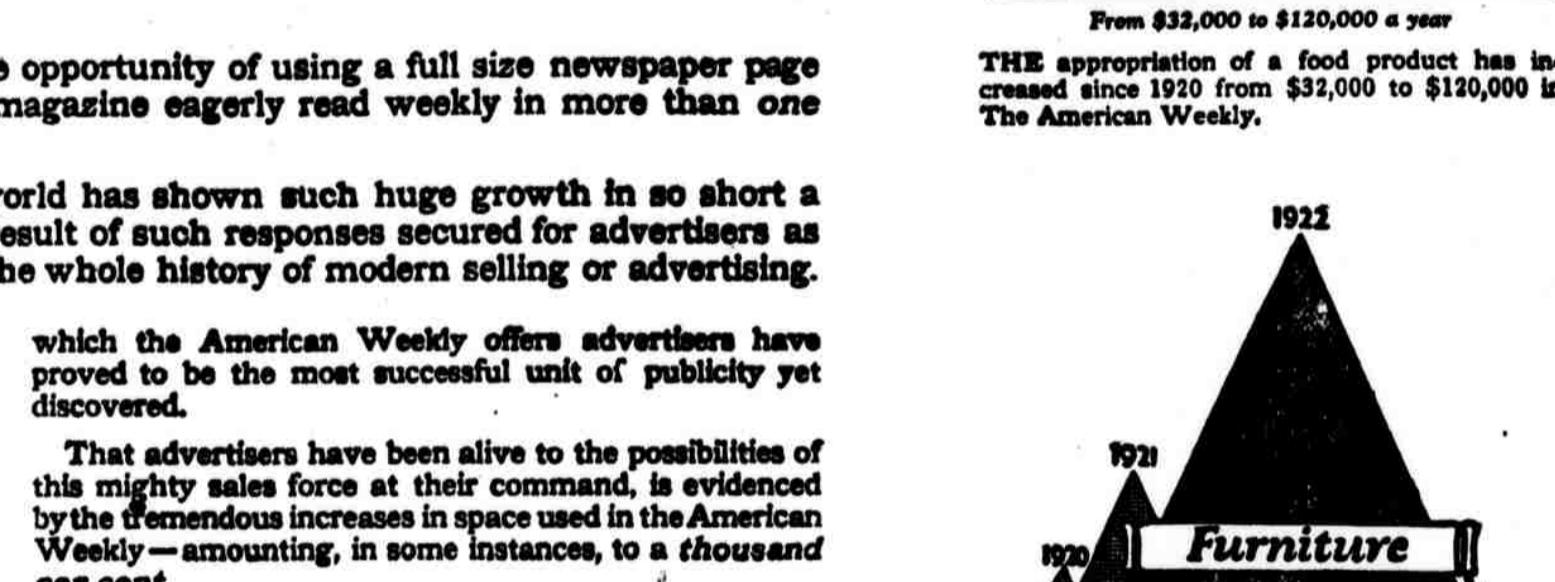
THE manufacturers of a tooth paste invested in The American Weekly in 1920, \$12,000, in 1921, \$18,000, in 1922, \$23,000, in 1923, \$36,000. Their 1923 appropriation is \$66,000.



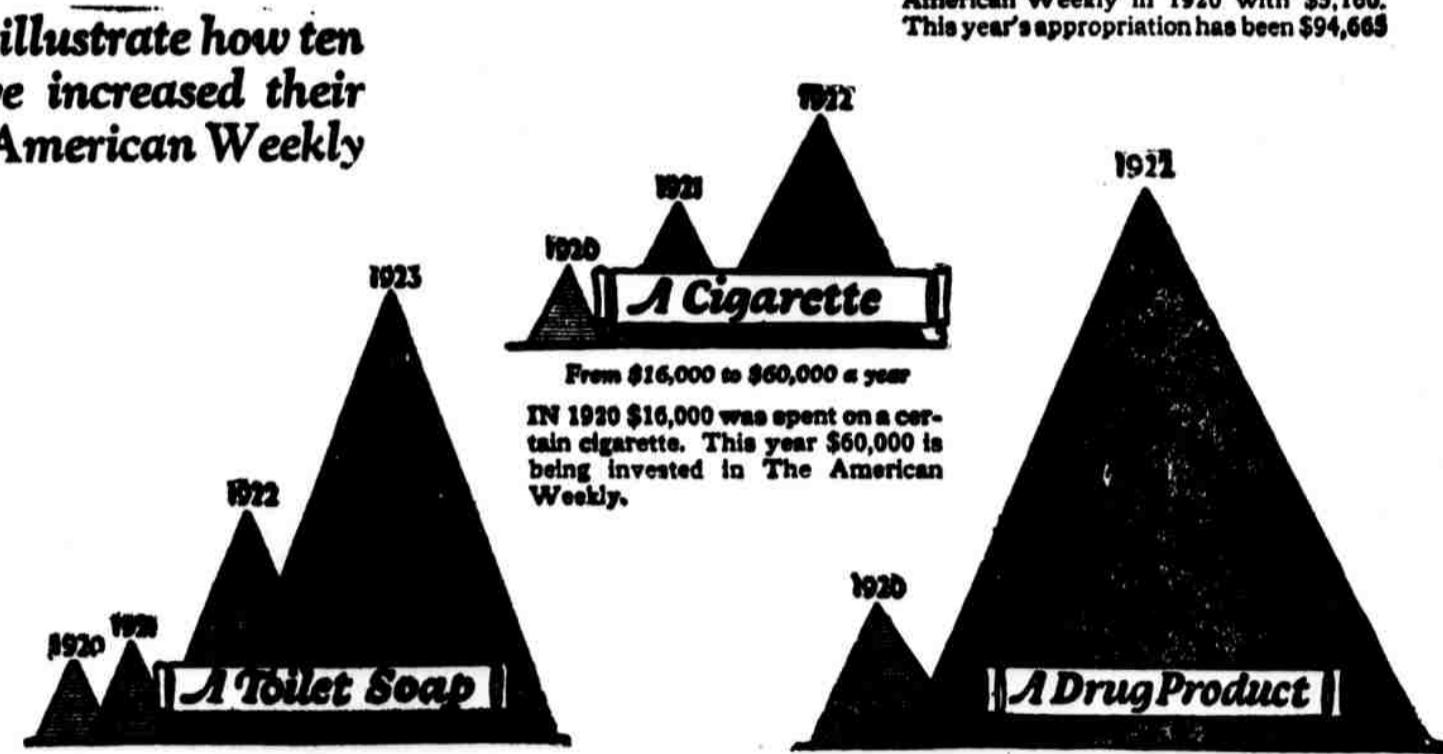
THE manufacturers of a high grade perfume spent \$80,710 in The American Weekly in 1920. Since then their appropriation has been increased 50% to \$120,000.



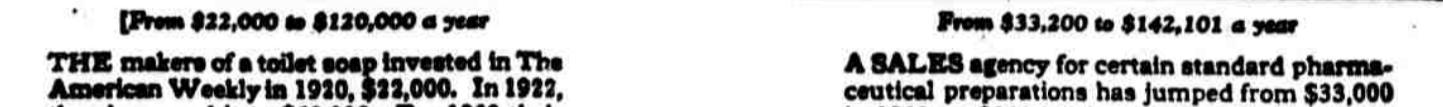
THE appropriation of a food product has increased since 1920 from \$32,000 to \$120,000 in The American Weekly.



A FURNITURE concern tried out The American Weekly in 1920 with \$5,160. This year's appropriation has been \$94,665.



IN 1920 \$16,000 was spent on a certain cigarette. This year \$60,000 is being invested in The American Weekly.



THE makers of a toilet soap invested in The American Weekly in 1920, \$22,000. In 1922, they increased it to \$60,000. For 1923 their appropriation has jumped to \$120,000.



A SALES agency for certain standard pharmaceutical preparations has jumped from \$33,000 in 1920, to \$142,101 in 1922 in The American Weekly.

And these are only a few instances of the record increases made after thorough tests of the giant sales-producing power of The American Weekly for products of every type.

IT IS obvious that such tremendous increases could only be based on RESULTS. It is proof unquestionable that tremendous mass circulation, concentrated on the great centers of mass population, does bring unprecedented results. And it is the best evidence that shrewd adver-

tisers have proved that the use of FULL COLOR PAGES OF FULL NEWSPAPER SIZE is the most powerful means of moving merchandise ever placed at the disposal of manufacturers who seek, or have obtained, a distribution nation wide.

The American Weekly is issued with the Hearst Sunday newspapers in the following cities:

NEW YORK—American BOSTON—Advertiser
ROCHESTER—American DETROIT—Times
SYRACUSE—American CHICAGO—Herald & Examiner

MILWAUKEE—Telegram SEATTLE—Post-Intelligencer
WASHINGTON—Times SAN FRANCISCO—Examiner
ATLANTA—Georgian LOS ANGELES—Examiner

THE AMERICAN WEEKLY · A. J. KOBLER, Manager · New York, 1834 Broadway; Chicago, Hearst Bldg.

Read by 3,500,000 families—"If you want to see the color of their money—use 'color'." A. J. K.