

The American Weekly

The most **EXCLUSIVE** publication

THE most exclusive in the sense that—

No other one medium reaches 3,500,000 families in America.

No other one medium reaches 22% of all the people in America that can be reached by the printed English word.

No other one medium concentrates its circulation in the twelve most populous sections of America.

No other one medium offers advertisers the opportunity of using a full size newspaper page in **COLOR** (three colors and black)—in a magazine eagerly read weekly in more than one out of every five homes in the country.

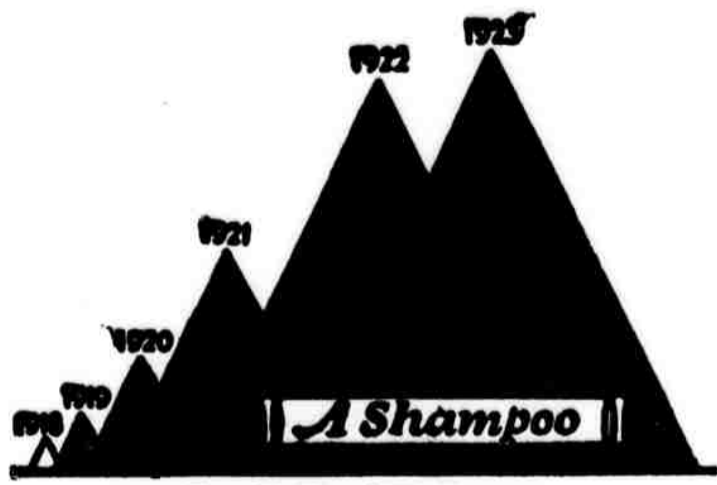
No other one medium in the advertising world has shown such huge growth in so short a space of time—a growth that is the direct result of such responses secured for advertisers as have been entirely without a precedent in the whole history of modern selling or advertising.

"EXCLUSIVE" is the one word that adequately describes the tremendous sales-making energy of the American Weekly—a medium that has the largest circulation of any periodical published—a magazine that is intensively read by every member of the family in no less than three million five hundred thousand homes.

By the test of actual experience, by solid evidence of results obtained, the full color pages of newspaper size

which the American Weekly offers advertisers have proved to be the most successful unit of publicity yet discovered.

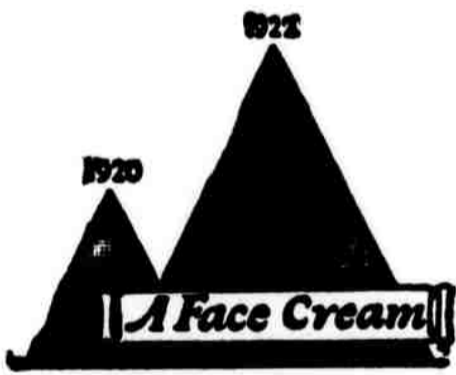
That advertisers have been alive to the possibilities of this mighty sales force at their command, is evidenced by the tremendous increases in space used in the American Weekly—amounting, in some instances, to a thousand per cent.



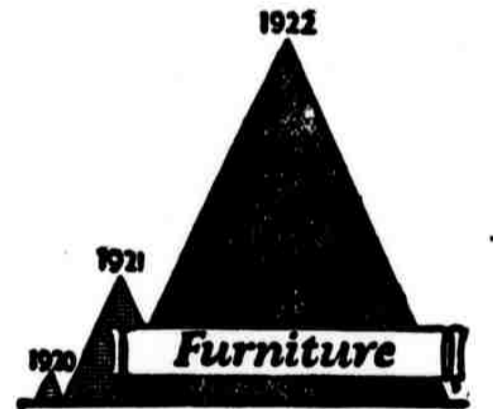
From \$6,500 to \$110,000 a year
A CERTAIN shampoo manufacturer invested \$6,500 for his modest beginning in The American Weekly. His appropriation for 1923 is \$110,000.



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

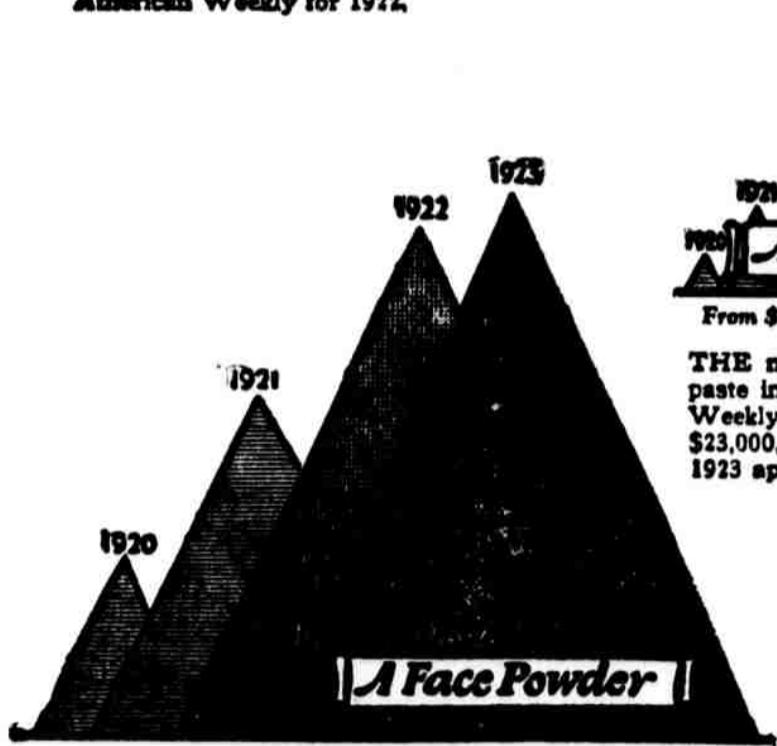


From \$44,000 to \$88,000 a year
A WIDELY advertised face cream doubled its 1920 appropriation to \$88,000 in The American Weekly for 1922.

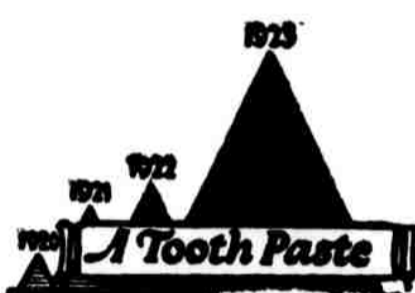


From \$5,160 to \$94,665 a year
A FURNITURE concern tried out The American Weekly in 1920 with \$5,160. This year's appropriation has been \$94,665

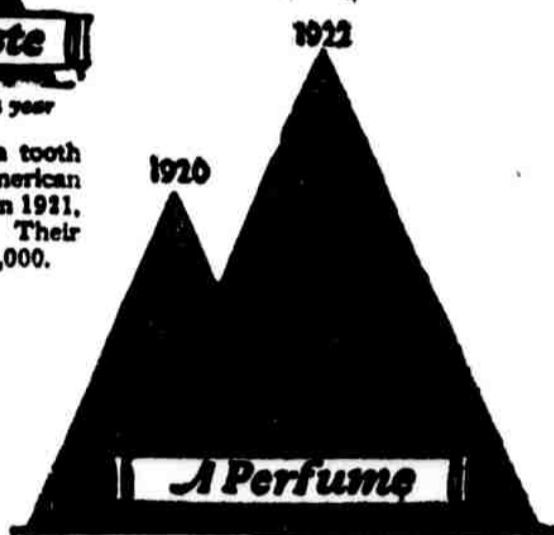
These graphs strikingly illustrate how ten leading advertisers have increased their appropriations in The American Weekly



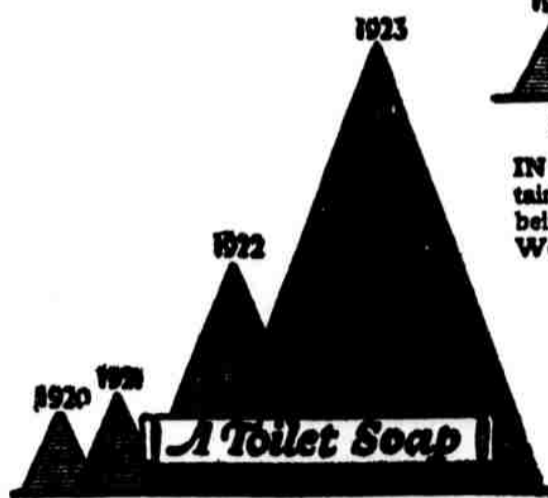
From \$44,000 to \$138,400 a year
THE appropriation for a well known face powder in The American Weekly in 1920 was \$44,000. For 1923 it is \$138,400.



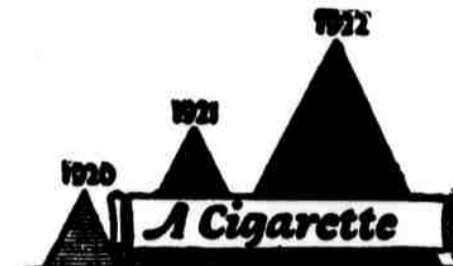
From \$12,000 to \$66,000 a year
THE manufacturers of a tooth paste invested in The American Weekly in 1920, \$12,000, in 1921, \$23,000, in 1922, \$30,600. Their 1923 appropriation is \$66,000.



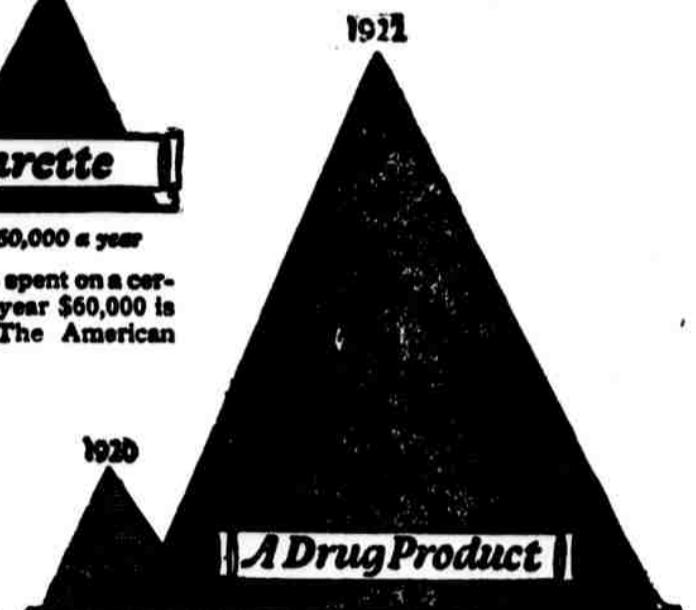
From \$80,710 to \$120,000 a year
THE manufacturers of a high grade perfume spent \$80,710 in The American Weekly in 1920. Since then their appropriation has been increased 50% to \$120,000.



From \$22,000 to \$120,000 a year
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.



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



From \$33,200 to \$142,101 a year
A SALES agency for certain standard pharmaceutical preparations has jumped from \$33,200 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:

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|--------------------|---------------------------|--------------------|----------------------------|
| NEW YORK—American | BOSTON—Advertiser | MILWAUKEE—Telegram | SEATTLE—Post-Intelligencer |
| ROCHESTER—American | DETROIT—Times | WASHINGTON—Times | SAN FRANCISCO—Examiner |
| SYRACUSE—American | CHICAGO—Herald & 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.