

WESTERN UNION TELEGRAM

RECEIVED AT
 2700 9 11 COLLECT

THE HAYES MESEROLE MANUFACTURING CO.,
 880 SOUTH WABASH AVENUE
 CHICAGO, ILL.

October 28th, 1922

The Hayes Meserole Manufacturing Co.,
 Milford, Conn.

Gentlemen:-
 The Hayes Meserole Manufacturing Co. have definitely felt the response to the full page in the American Weekly.

The demands on this territory make it advisable that this office carry a reserve stock of about 2500 Gr. instead of the original 500 planned.

I am enthusiastic about what the American Weekly did for us in this territory in giving us the use of their field men. It will affect materially not only the dealers and jobbers we have already established, but those we did not sell at first.

Yours very truly,
 NORTH AMERICAN IMPORT CO., INC.,
 President

Regards.

WESTERN UNION TELEGRAM

F. W. WOOLWORTH CO.
 WOOLWORTH BUILDING
 NEW YORK
 EXECUTIVE OFFICE

October 12th, 1922

Mr. A. J. Donohue, President,
 Hayes-Meserole Mfg. Co., Inc.,
 10 W. 23rd Street, New York City.

Dear Sir:-
 The re-orders coming in from the districts indicate a tremendous success for Nell Brinkley Hair Wavers.

We want to make sure that you are prepared to take care of the stores with prompt shipments and would appreciate your looking into the matter of production yourself and letting us know.

Yours truly,
 F. W. WOOLWORTH CO.,
 BY -J.S.S.

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S. BLECHMAN & SONS, INC.
 802-804 BROADWAY
 NEW YORK
 October 31, 1922

The Hayes-Meserole Mfg. Co.,
 Milford, Conn.

Dear Sirs:
 The NELL BRINKLEY HAIR WAYER has secured a huge success! With the excellent help of the merchandising and advertising staffs of the AMERICAN WEEKLY, we were able to secure a distribution of this Waver among 80% of the Dry Goods and Department stores within a radius of 50 miles of New York City.

Ever since the appearance of the full page advertisement in the AMERICAN WEEKLY of October 22nd, we have been swamped with orders for the NELL BRINKLEY HAIR WAYER.

In order that our supply of the NELL BRINKLEY HAIR WAYER may keep pace with the tremendous demand, we find it necessary to ask you to increase our order placed with you several weeks ago to 1000 Gross. It is very urgent that a substantial portion of this order be shipped at once.

In conclusion, let us congratulate you and the publishers of the AMERICAN WEEKLY on this truly remarkable achievement.

Very truly yours,
 S. BLECHMAN & SONS, INC.,
 President

WESTERN UNION TELEGRAM

Results!

-how a single Color Page in the American Weekly is swamping a manufacturer with orders-

THE response to the first advertisement that ever appeared in any publication for this Concern—representative of the large and quick results possible from the full color pages of The American Weekly. Full size newspaper pages, printed with smashing color effects, insure 100% reader attention. 100% reader attention in more than 3,500,000 homes, means REAL purchasing power.

Mr. A. J. Donohue, President of the Hayes-Meserole Manufacturing Company, Millford, Conn., writes The American Weekly as follows:

"I thought you would like to see some evidence of the tremendous response to our full page advertisement in the American Weekly, on 'Nell Brinkley' Hair Wavers.

"I am enclosing for you a handful of telegrams and letters that have been received since the publication of the advertisement.

"We have instructed our advertising agents to place a substantial color contract with you for 1923."

The American Weekly delivers a tremendous selling force—functioning the next day in sales. It is the most powerful means of moving merchandise ever placed at the disposal of National Advertisers.

A Magazine issued with the Sunday editions of
 NEW YORK—American CHICAGO—Herald-Examiner
 SYRACUSE—American WASHINGTON, D. C.—Times
 ROCHESTER—American ATLANTA—American
 BOSTON—Advertiser LOS ANGELES—Examiner
 MILWAUKEE—Telegram SAN FRANCISCO—Examiner
 DETROIT—Times SEATTLE—Post-Intelligencer

THE AMERICAN WEEKLY
 NEW YORK, 1834 Broadway A. J. KOBLER, Manager CHICAGO, Hearst Building

The American Weekly

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