



WM HOWARD HOOPLE  
PRESIDENT  
LOUIS CHEVROLET  
VICE-PRESIDENT AND  
CHIEF ENGINEER

## AMERICAN MOTORS CORPORATION

CAPITALIZATION \$ 1,250,000

141 BROADWAY  
NEW YORK

FACTORY - PLAINFIELD, NEW JERSEY

December 22, 1916.

Hearst's Magazine,  
119 West 40 Street,  
New York.

Gentlemen:-

Why did we select Hearst's Magazine for our 1917 campaign?

Principally for the following reasons:

1. The comprehensive and certified report from the Auto Directories Company shows that from among the 50,000 readers of Hearst's Magazine who were investigated, some 19,256 own cars, and 60% of this number own cars valued at \$1200. and over. Inasmuch as the AMERICAN SIX is sold for \$1285. we are particularly interested in this report.
2. We consider Hearst's Magazine as one of the best editorial values in the monthly magazine field.
3. The AMERICAN SIX is manufactured at Plainfield, N.J. hence our first, best and easiest market is located East of the Alleghenies.  
An analysis of your circulation shows a marked concentration in this section.

We understand that 90% of your magazine is sold on the news-stand. 15% circulation of this character should be good circulation by every method of reasoning, since it forces you to keep your product at its best in order to maintain your usual monthly sales and your circulation guarantee.

Very truly yours,

L.C/C.

*Louis Chevrolet*