

COURIER-JOURNAL

ADVERTISING

PRODUCES RESULTS



General Nutrition Centers

October 30, 1975

Mr. Anthony J. Costello
General Manager & Publisher
COURIER-JOURNAL
67 Chestnut Street
Rochester, NY 14604

Dear Mr. Costello:

I would like to first thank you for the special attention given our advertising program by your people and second inform you of the tremendous response that we, at the General Nutrition Center, received from our advertisement in the Courier-Journal.

We were at first skeptical but your account executive, Mr. Celeste, explained to me the benefits of your paper and how the Courier-Journal can be used as a marketing tool for the General Nutrition Centers.

Our Midtown branch enjoyed a remarkable amount of sales from coupons in the Courier-Journal ad the very first day, and in speaking to my associate managers at the Greece Town and Eastview stores I found they were also getting a great deal of response from the same ad.

In closing I must say that General Nutrition Center is pleased and our advertising plans have changed to include the Courier-Journal.

Sincerely,

GENERAL NUTRITION CENTER

Sally Furla
Sally Furla
Manager, Midtown branch

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