

This is a message to BUSINESS MEN in the Philadelphia zone who have won national fame -and to the ADVERTISING AGENCIES whose intelligent work has greatly assisted them in gaining and deserving national prominence.

The Philadelphia Zone and the New York Zone are so closely related that each in great measure is dependent upon the other.

The two zones, together with their environs, represent one-eleventh of the total population of the United States, the proportion of representation of this eleventh, being

## Philadelphia <br> 3 parts <br> New York . . . . .... . 8 parts

In the New York Zone-among the morn ing and Sunday newspapers-the NEW YORK AMERICAN represents ONE-FOURTH of all the people who read newspapers.

All of these people also read evening newspapers, just as the people in Philadelphia or in any other progressive community read both morning and evening newspapers.

The value of a morning or an evening newspaper as an advertising medium is not in the least impaired because of the fact that people read them both. Each paper fills its place in the community, and both fill an important place.

The argument in favor of advertising in morning newspapers as against evening news papers, or the argument in favor of advertis ing in evening newspapers as against mornin newspapers, is the outgrowth of competition that's all.

No arguments against the value of either will hold water. Both are good advertising me diums, and wise business men will use them both. Neither is better than the other, and he man who claims to the contrary is not close student of advertising

The NEW YORK AMERICAN, as the ac cepted representative of one-fourth of the people in the New York Zone, must be accepted y business men in the Philadelphia Zone want ing New York trade, as a very important, very necessary and very valuable advertising medium.

If any do not recognize its value, then it is about time that they give it the consideration it deserves. No advertising campaign in the New York Zone can be complete withou employing the advertising columns of the NEW YORK AMERICAN.

For over twenty years ONE-FOURTH of the people in the New York Zone have de pended upon the NEW YORK AMERICAN for their morning news. People become thoroughly acquainted with a newspaper during a period of twenty years. They like it and they read it, and they know where to find in it every thing they want to read. They expect advertisers to furnish them with business news They want advertising news in the morning quite as much as they want it in the evening. Why not?

All through these twenty years the circulation of the NEW YORK AMERICAN has kept pace with the increase in population in the New York Zone, thus steadily maintaining its representation of a fourth of the people.

## so?

Do you, BUSINESS MEN, and you, ADVERTISING AGENTS, want the trade and good will of these people?

Do you know of any better way to get it than by advertising in the NEW YORK AMERICAN?

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