

START THE WEDGE AT CINCINNATI AND THE ENQUIRER WILL MOVE YOUR GOODS IN THREE SURROUNDING STATES

**YOUR
ADVERTISING
APPROPRIATION**

The Richest Trade Section Between New York and Chicago—

With a Unique *One Newspaper* Opportunity for Advertisers

When you Advertising Buyers and Advertisement Writers return to your desks—"Consider the Cincinnati Enquirer."

Get out your map. Note how Cincinnati—the Queen City—is the strategic point at which to direct a selling campaign affecting *three States*.

Cincinnati's 402,175 population offers vast possibilities to any advertiser. Cincinnati is also the *trading centre* for hundreds of prosperous towns and cities within a radius of 50 to 100 miles in Indiana, Ohio and Kentucky. Interurban lines and a network of railroads link them together.

The Enquirer offers a *one newspaper key* to this rich field.

The Enquirer is the *only* 5c newspaper in Cincinnati. It is also the *strongest* morning newspaper in the adjacent sections of three big States.

For four generations, the Enquirer has been the favorite paper of Cincinnati's best homes and in other towns—reaching the best people in each place. Being a morning paper they read it at a time when the mind is most receptive, the faculties clear, when the world's news comes in complete form. The Enquirer has their confidence and local advertisers realize this.

Even in its news make-up, The Enquirer is distinctive. It has features that are quoted throughout the country. The daily Enquirer and The Sunday Enquirer represent a circulation that is 100% usable to any advertiser.

Now is the time for you to "Consider Cincinnati" as an outlet for your products and it can be made a permanent source of revenue. And when you do "Consider Cincinnati," good judgment will invariably select The Enquirer as the one newspaper to move your goods.

Foreign Representatives:

I. A. KLEIN
Metropolitan Tower
New York

JOHN GLASS
People's Gas Building
Chicago

