The Value of Advertising Depends Upon Two Things

Two Points	The Class of People who read the Announcement and The Circulation of the medium through which it is made

The Examiner

SUBMITS FOR YOUR CONSIDERATION

Two Facts	FIRST—That it reaches the great buying-class of San Francisco and the Coast—the live enterprising people who read advertisements and take anvantage of the offers made by advertisers. SECOND—That its circulation exceeds that of any other San Francisco daily paper by at least 12,000 to 15,000 copies per day.

These are simple propositions, both capable of demonstration, and together worth your most careful consideration. Though The Examiner's advertising rates appear to be high, the fact that the paper reaches the people, and more of them than any other medium, and that the class of people reached is the buying class, renders it the medium par excellence for the retail dealers of San Francisco.