

The Value of Advertising Depends Upon Two Things



*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 advantage 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.