A few opinions on the value to advertisers of THE NEW YORK EVENING POST

Manly Marcus Gillam the expert in drygoods advertising, formerly editor of the Philadelphia Record.

"Plenty of readers of a paper like the Evening Post are worth to the average advertiser several times the number of readers of most papers of a cheaper grade. There is very little waste timber among their readers. The name of such a paper with its readers is a household word, its doctrines law, its endorsement a guarantee."

Charles Austin Bates the famous expert at writing and planning advertising—Vanderbilt Building, New York.

"Its reading matter is absolutely reliable. When you feel that way about the reading matter, you feel the same toward the ads—you cannot help it. I believe 80 per cent. of the 25,000 Evening Post readers read the ads."

Printers' Ink (Editorial) "The Little Schoolmaster of the Art of Advertising"—the national authority on this subject.

"The advertiser who will use but one evening paper in New York City, will, nine times in ten, act wisely in selecting the Evening Post. In influence and respectability it easily takes the lead among evening papers."

R. W. Nelson General Manager the American Type Founders' Company.

"The New York Evening Post is the handsomest newspaper in the United States."