A Plain Talk to the Business Men of Pensacola.

Every business man of Pensacola is out for business. All of the leading business men who draw their trade from Pensacola or its immediate surrounding territory, are advertisers in The Journal's Daily edition, and they are getting the best kind of results from that advertising.

They are covering Pensacola completely and covering a part of their trade territory outside of Pensacola. They can cover all of their trade territory outside of Pensacola by using The Weekly Journal in addition to the Daily.

Do you know, Mr. Business man, that The Weekly Journal now has a more Escambia county readers outside of Pensacola than the Daily? I don't know that by using both the Daily and the Weekly you can reach nine out of every ten white families in Escambia county? Do you know that the advertising rate in the Weekly is so low that you simply cannot afford, as a purely business proposition, to stay out of The Weekly Journal?

Don't think because you read the Daily and do not see the Weekly that everybody else does the same thing. Everybody in the city who is anybody reads the Daily, and everybody in the country who is anybody reads either The Daily or the Weekly— the majority of Escambia county people read the Weekly. You want the trade of all of them— no matter which paper they read—and the only way you can reach them is by advertising in both papers.

Let us run your advertisement in The Weekly Journal. The cost is very low, and the results are sure.

Ring those No. 1000 and ask for Mr. Bernard, Mr. Mays or any journal representative and he will call upon you.