

Why the Adams Company use Evening Newspapers

"We use the evening newspapers in our advertising, because their rates are lower and they cover the field," was the statement made by the managing owner of the Adams Furniture Company, which is a very large concern like the Paine Furniture Company of Boston, Flint or Horner or Cowperthwait of New York, or W. B. Moses & Sons of Washington, D.C.

like Flint or
Moses

"Do you think that the tendency is to growth upon the part of the evening papers?"

"Yes. In the evening people have time to read. The women all read evening papers. It is only the business men who read morning papers."

read in the
evening

"Do they? For instance, do you find time to read more than the most salient features?"

People have Time to Read in the Evening

"No, I do not. I certainly have no time to look at the ads in the morning papers, while I do read the ads in the evening papers. I think it is obvious that people haven't time to read newspapers very much in the morning."

"The News has ample capital, and under its new management has become