

# This Is The Day of The AFTERNOON PAPER

Readers Everywhere Are Realizing the Tremendous Advantages of the Afternoon Paper and Advertisers Have Learned That They Get Best Results From It.

## “Today’s News Today!”

Why wait until tomorrow when you can get the News of the World Today?

When our Evening Edition goes to press it carries the news of the world Twelve Hours in Advance of Any Morning Paper.

# THE ASHEVILLE GAZETTE-NEWS IS THE HOME PAPER

Women do most of the buying for the family and the majority have no time to read a morning paper. At night they do read the GAZETTE-NEWS and check over the advertisements and decide on the things they need for tomorrow.

Human beings are the same all over the world and people do read the afternoon paper, reflect on the advertisements it carries, and buy accordingly.

Circulation outside the buying zone of Asheville has no value to the local merchant for it is not possible for them to sell goods in Texas, California or Alaska, even if the paper circulates in those places.

# THE HOME PAPER Goes Into the Home—Brings Results THE GAZETTE-NEWS