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It is a fact that the

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MURAT HALSTEAD, Editor,

**Is the Best Paying Advertising Medium  
in Brooklyn.**

HAVING all the elements of value—quantity and quality of circulation, character, ability and the confidence and support of the public—it is gaining ground in all directions every day, and advertisers appreciate the situation . . . . .

**Be sure it is on your list.**

N. W. AYER & SON, Newspaper Advertising Agents, Philadelphia.