

Capital Character *and* Credit

---are the three recognized dimensions of business.

The fourth is Tradition. Any business which has endured for 91 years, has given proof of its service to the public.

The Palladium covers the entire world with the news organizations with which it is allied. Two of the greatest news gathering organizations furnish world news:

The Associated Press
The United Press

In addition to these news services, Washington representatives of National prominence, furnish a digest of important happenings at the National Capitol.

The local news gathering organization of the Palladium stretches over a radius of 30 miles from Richmond, and covers every news item of local interest.

The result is a superior newspaper, with a superior circulation.

The Richmond Palladium in fifteen years has increased the daily circulation of its editions from less than 1,000 to more than 12,000—

Each year an increasing number of institutions who seek the patronage of the territory with a radius of 30 miles, are capitalizing on the confidence and good will, which the Palladium has established in the minds of its 12,000 readers.

THE RICHMOND PALLADIUM
Established 1831