

PRINTERS' INK 131



The South Bend Market

SOUTH BEND, the shopping center for Northern Indiana and Southern Michigan, offers one of the best balanced markets in America. In the heart of rich farming territory, South Bend is also the central and largest of a group of hustling industrial cities and towns. A dozen electric and steam railroads radiate from South Bend.

This territory is the home of such nationally known manufacturing plants as the Studebaker Corporation, the Oliver Chilled Plow, Singer Sewing Machine, Wilson Shirts, Ball-Band Footwear, Stephenson Underwear, South Bend Watch, Dodge Manufacturing Co., Clark Equipment Co., and scores of others.

The thousands of highly paid workers in these plants, and the thousands of prosperous grain, fruit, stock and dairy farmers make up South Bend's "Shopping Crowd."

The only successful way to cover this balanced market of 175,000 consumers is to use the newspaper publishing morning and evening editions.

THE SOUTH BEND NEWS-TIMES
Morning Evening Sunday
J. M. STEPHENSON, Publisher
Foreign Representatives: CONE, LORENZEN AND WOODMAN
Chicago New York Detroit Atlanta Kansas City

PRINTERS' INK

Studebaker
and
SOUTH BEND

SIXTY-SEVEN years ago "five brothers by the name of Studebaker" started a wagon shop in what then was the frontier town of South Bend.

So began The Studebaker Corporation, which is capitalized at \$45,000,000 and employs 9,000 workers in manufacturing automobiles, wagons, and harness—known the world over.

Studebaker is spending twenty million dollars in new factories in South Bend.

Before Jan. 1, next new Studebaker plants costing \$8,500,000 will be in actual operation.

More than 2,300 new houses must be built to take care of the highly paid workers Studebaker will bring to South Bend this year.

The city will have a population of 100,000 by Jan. 1, 1920. And South Bend also is the shopping center of an unusually large and prosperous farming territory dotted with small manufacturing towns.

Not sentiment, but sound business judgment, is responsible for Studebaker's twenty million dollar expansion in South Bend.

And sound business judgment is prompting many national advertisers to cover the South Bend market through the one paper that blankets the territory with Morning, Evening and Sunday editions.

THE SOUTH BEND NEWS - TIMES
Morning Evening Sunday
J. M. STEPHENSON, Publisher
Foreign Representatives: CONE, LORENZEN & WOODMAN
Chicago New York Detroit Atlanta Kansas City

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A Worthwhile Market

THE only way to thoroughly cover the South Bend territory, a balanced and growing market of 155,000 factory workers and farm families, is by using the newspaper publishing morning and evening editions.

The South Bend market is expanding rapidly. The Studebaker Corporation is spending millions in building new plants. Oliver Chilled Plow will spend millions in additions. Other nationally known South Bend manufacturers are increasing their capacity. Thousands of additional workers are pouring in. Farmers in this territory are as prosperous as anywhere.

Experience with "The News," a morning paper, convinced us that "working people" preferred an evening paper. "The Times" found that business men and farmers wanted a morning paper. The two were combined in THE NEWS-TIMES, which thoroughly covers the market, morning, evening and Sunday. Duplication is so small as to be negligible.

THE NEWS-TIMES maintains a service department which co-operates fully with advertisers.

THE SOUTH BEND NEWS - TIMES
Morning Evening Sunday
J. M. STEPHENSON, Publisher
Foreign Representatives: CONE, LORENZEN & WOODMAN
Chicago New York Detroit Atlanta Kansas City

PRINTERS' INK 103

South Bend Responds

NATIONAL advertisers find the South Bend market responsive.

This for two reasons:

First, the market itself consists of 175,000 intelligent, progressive Americans engaged in almost every line of human endeavor. Beside being the home of such manufacturers as Studebaker, Oliver and Dodge, the South Bend territory embraces some of the finest food producing land in the country—dotted with manufacturing towns. South Bend is the shipping center of an unusually well balanced market.

Second, the South Bend market can be thoroughly and completely covered by using one medium—the South Bend News-Times. This newspaper publishes morning, evening and Sunday editions. It blankets the territory with 17,000 daily and 18,000 Sunday circulation.

That's why national advertisers describe the South Bend territory as unusually responsive.

South Bend News-Times
Morning Evening Sunday
J. M. STEPHENSON, Publisher
Foreign Representatives: CONE, LORENZEN & WOODMAN
Chicago New York Detroit Atlanta Kansas City

(The Above Advertisements, prepared by the Lamport-MacDonald Co. of South Bend, are part of The News-Times series now running in Printers' Ink.)

Advertising South Bend

- The South Bend News-Times believes in South Bend—believes in South Bend's future, its growth and coming greatness.
- With this end in view, The News-Times for the last several months has been running page advertisements in Printers' Ink—one of the leading advertising weeklies of the country—besides a number of other publications along similar lines. And the idea carried all through this series of advertisements is to tell the outside world what is happening in South Bend these days—the expansion of Studebakers, the need for new houses, the millions of dollars being spent here in improvements of all kind.
- The News-Times has been telling facts we all know, but the outside world knows a little or nothing about them, except perhaps in a very general way. The Printers' Ink advertising campaign for South Bend is just one of many things The News-Times has in mind and is putting into effect as the leading, dominant, all around newspaper of this section.
- How this new policy of The News-Times is succeeding is shown, we believe, in the July advertising score of South Bend newspapers.

THE NEWS-TIMES CARRIED 13,510 MORE LINES OF DISPLAY ADVERTISING THAN ITS COMPETITOR DURING JULY.

SOUTH BEND NEWS-TIMES

DAILY CIRCULATION OVER 17,000—GUARANTEED—AVERAGE SUNDAY 18,500