

THANKS!

*Let's Keep On Building—
You and We Together*

The July Advertising Score

News-Times Total Display Advertising 35,816 inches
Tribune Total Display Advertising - - 34,851 inches
Gain of News-Times over Tribune - - 965 inches or

**13,510 LINES
GAIN**

¶ South Bend was destined to grow.

¶ We knew it—felt it—'twas in the very air. Months before the close of the great war, seeing nothing short of complete victory, The News-Times began a systematic preparation against that day when concentrated human energy would turn from war work to the greatest reconstruction period in history.

¶ 'Twas a big job—The News-Times knew it—and literally peeled its coat for the task. Looking back, a short year ago to that day, when the entire force was called together to perfect and adopt plans to meet the big issues to come, The News-Times recalls, with pardonable pride, the confidence and determination which each and every man on the staff entered into the work.

¶ Cooperation—Broaden the policy of the paper—Uproot selfishness—Be real builders and the rest will come. These were the cardinal points around which this work was planned.

¶ To be passively interested in the success of worthy movements was not enough. If it was worth wishing for, it was worth working for and if necessary, spending for. The news columns and advertising inches must be ready at all times to get behind and boost for any cause that was for the betterment of the people or the business of South Bend.

¶ The public quickly recognized this spirit—Caught it and went to work with The News-Times. Subscriptions began to literally pour into the office of the circulation department. Advertisers, quick to take advantage of the rapidly growing prestige of The News-Times, freely used it as a medium of appeal.

¶ We knew we were building, but how rapidly we did not know until our nearest competitor recently compiled a table of figures that acknowledge The News-Times to be the leader of the field.

¶ Even though too busy to have kept a complete check on the different advertising mediums for several months past, we are not too busy to thank the generous public for the great forward strides The News-Times has made by their cooperation and support.

THE NEWS-TIMES

Morning—Evening and Sunday
Daily Circulation 17,000 Sunday 18,500