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More Lines of Display Advertising Were Carried by THE NEWS-TIMES During July than by the Tribune

☐ A steadily increasing circulation—guaranteed over 17,000 daily and 18,500 Sunday—a desire to grow and progress as South Bend grows and progresses—a policy of giving real co-operation to the advertiser and a determination to back the city's business men at every opportunity, have proved a winning combination for The News-Times. For months it has made consistent advertising gains over its competitor, the Tribune.

☐ For the month of July, just closed, it carried 13,500 lines more display advertising (nearly 1,000 inches) more than the Tribune. There is but one explanation, that the advertiser is securing results from the copy he is running in The News-Times; that he is appreciative of the co-operative efforts put forth by this newspaper; that he believes The News-Times has actually seen the vision of the greater South Bend of the future and feels this

newspaper means to go ahead courageously, whole heartedly and fearlessly, as any leader should.

☐ South Bend is to double its population within the next few years. To take care of this marvelous growth, every institution in the city must enter into the spirit of the thing and be able to look far into the future, plan and develop. The newspaper which can look ahead and anticipate these things, literally sees around the corner into the future, deserves the support of the entire community.

☐ The way the people of South Bend and surrounding territory have backed The News-Times is, we believe, a splendid example of how a progressive newspaper is appreciated. And may we say right here—we are truly grateful for this evidence of good will.

The July Advertising Score of South Bend's Newspapers is Interesting

(The following table was compiled by unbiased, expert checkers outside The News-Times organization, for the month of July and is figured in column inches):

	TRIBUNE	NEWS-TIMES		TRIBUNE	NEWS-TIMES
Clothing	3143	Inches 3506	Amusements	1783	Inches 1814
Ladies' Ready to Wear..	640	600	Tobacco	24	18
Department Stores	7217	8160	Building	945	682
Shoes	1323	1351	Automobile and Acces...	948	1707
Jewelry	290	263	Miscellaneous	2506	2125
Drugs	433	126	Total Local	25106	26333
Furniture	2327	2791	Local News-Times excess.....		1227 inches
Music	342	345	Foreign Advertising	9745	9483
Food Products	1220	1038	Foreign-Tribune excess		262 inches
Financial	1270	1245	Net excess News-Times		965 inches
Soft Drinks	695	662			

These figures are for the MORNING ONLY edition of The News-Times. Evening figures show the same result, including the Sunday paper.

The wonderfully increased circulation and the ever growing prestige of The News-Times now stamps it the most favored advertising medium in northern Indiana.

SOUTH BEND NEWS-TIMES

Daily Circulation 17,000—GUARANTEED—Average Sunday 18,500