

Revolutionizing the Newspaper Field

Upsetting the Records of All Omaha Papers of All Times

THE OMAHA BEE

For the Year 1922

Net Daily Gain, 14,153

Daily Average Circulation, 71,878

Net Sunday Gain, 18,932

Sunday Average Circulation, 77,521

Exceeding the gains (eleven months' figures) of the second paper by 6,927 copies Daily, and 7,190 Sunday; exceeding the gains (eleven months' figures) of the third paper by 6,117 copies Daily, and 9,734 Sunday.

By these unprecedented gains, based on the superior merit of The Omaha Bee as a newspaper, and not on any freak of feature or trick of fortune

The Omaha Bee Cuts in Half

the former claimed lead of other papers, and proves how rapidly a real newspaper can acquire quantity and quality of circulation at the same time.

Hear Ye! Hear Ye! All Advertisers!!

There is a real buy today in the Omaha field! 71,878 Daily and 77,521 Sunday circulation with PLUS BUYING POWER and --- an advertising rate per 1,000 readers that is less (buying power considered) than that of any other paper

| | Daily | Sunday |
|--------------------|-------|--------|
| THE OMAHA BEE | .0189 | .0175 |
| Second paper . . . | .0189 | .0194 |
| Third paper . . . | .0188 | .02 |

Phone AT-lantic 1000 for Details and Information

The Omaha Bee

Advertisers!
Its 1923 -
Let's Go!