

In

1923		MARCH						1923	
Sun.	Mon.	Tue.	Wed.	Thu.	Fri.	Sat.			
				1	2	3			
4	5	6	7	8	9	10			
11	12	13	14	15	16	17			
18	19	20	21	22	23	24			
25	26	27	28	29	30	31			



Lead All Omaha Newspapers in Display Advertising Gains

Because The Omaha Bee makes money for its advertisers, our business is good . . . and keeps getting better every month. For many consecutive months The Omaha Bee has led the field in the percentage of gains made in display advertising. In March, besides leading in the percentage of increase, The Omaha Bee led in the total number of inches gained. This lead was 1,877 inches over the next newspaper.

And the Gains in Circulation Are Also Phenomenal. The Greatest in History

Despite the fact that other newspapers are making "gross" misrepresentations relative to the phenomenal growth of The Omaha Bee, we ask that you notice the figures below for the March Circulation. We have compared March and February of 1923; March of this year and March of last year. We have tried to make it very clear, quick and easy to visualize.

Realize, too, that with every new thousand subscribers the advertising rates become lower. It is as though your coal dealer gave 2,100 pounds in January, 2,300 pounds in February and 3,000 pounds in March. Increase the volume of your advertising in The Omaha Bee and you will get Greater Results per dollar invested.

March circulation figures compared for quick reading:

March Circulation Figures Show How The Omaha Bee Is Gaining

Comparison of March, 1923, Circulation, Daily and Sunday, with February, 1923, and March, 1922:

	Daily	Sunday
March, 1923	73,997	80,029
February, 1923	71,558	78,661
Increase	2,439	1,368
March, 1923	73,997	80,029
March, 1922	71,775	78,365
Increase	2,222	1,664

Comparison of Circulation for last week of March, 1923, with average for February, 1923, and March, 1922:

	Daily	Sunday
Last Week March, 1923	75,794	82,630
February, 1923	71,558	78,661
Increase	4,236	3,969
Last Week March, 1923	75,794	82,630
March, 1922	71,775	78,365
Increase	4,019	4,265

City and Suburban Circulation last week March, 1923, compared with same in February, 1923 and March, 1922:

	Daily	Sunday
Last Week March, 1923	41,528	42,216
February, 1923	37,284	38,067
Increase	4,244	4,149
Last Week March, 1923	41,528	42,216
March, 1922	36,737	37,043
Increase	4,791	5,173

Here are the March Figures in Display Advertising

Figures Showing The Omaha Bee Making the Greatest Gains.

THE OMAHA BEE

Local	1923—28,291 inches
Display	1922—22,904
	Gain 5,387 inches
National	1923—10,524
Display	1922—6,477
	Gain 4,047
	Gains 9,434 inches
*Automotive	1922—3,992
Display	1923—1,748
	Loss 2,244
	Total gain 7,190
	Total per cent of gain over 1922 is 21.5%.

WORLD-HERALD

Local	1923—42,394
Display	1922—37,072
	Gain 5,322 inches
National	1923—12,058
Display	1922—10,103
	Gain 1,955 inches
	7,277
*Automotive	1922—4,557
Display	1923—2,593
	Loss 1,964
	Total gain 5,313 inches
	Total per cent of gain over 1922, 10.3%.

The Omaha Bee total gain, 7,190 inches
 World-Herald total gain . . . 5,313 inches
 The Omaha Bee lead 1,877 inches
 World per cent gain 10.3
 Omaha Bee percent gain . . . 21.5

The third newspaper showed losses in every display advertising classification; their total loss being 3,811 inches, or 9.7 per cent.

* All of the Omaha Newspapers showed a loss in automotive advertising because last year the Automobile Show was held in March, while this year it was held in February.