# AYear AgoandToday 

## The BEE Leads All Other Papers in Circulation Gains

To L.dvertisers and Readers- You will be interested to know Or aha 1 a growth in circulation, both week days and Surdays, corpared with a year ago, tells a wonderful story of the growing popularity of The Fee. The figures for the fcur months ending January, 1922, taken from published staternents of each paper, are as follows:

## Circulation Gains of All Omaha Papers

| Months Ending January 1922 |  |  |  |
| :---: | :---: | :---: | :---: |
| DAILY |  |  |  |
| THE OMAHA BEE | 8,278 | THE OMAH | 4,435 |
| Second Paper | 4,412 | Second Paper | 6,082 |
| Third Paper ... | 3,222 | Third Paper | 2,649 |

Graphic Illustration of Gains of Omaha Papers


The Reasons for The Bee's Growth

The Bee reflects the best thought of the community and the state. It is the paper of the family-clean and free from sensationalism. The Bee is brightest, snappiest and newsiest. It is truthful and accuratewhen you see it in The Bee, you know it is true. Although Republican in politics, The Bee prints the news withnut political bias or prejudice.

The Bee leads in business, financial, fraternal and women's news. Having four separate leased wires,

The Bee easily leads in telegraph and foreign news. The Bee is optimistic in tone-it is a constructive force-a cheerful newspaper.

Living up to the best traditions of the past, The Bee is distinctive-it is the only really different newspaper of Nebraska and the Central West.

The Sunday Bee, replete with news and features to interest every member of the family, also publishes the only Rotogravure Section in Nebraska.

## Advertisers, Large and Small

will naturally be deeply interested in The Bee's circulation growth, and, as has often been said, "there is no substitute for circulation", especially of the kind that reaches good homes and brings results for the advertiser. Concentration of advertising means merely restricting the business of the advertiser. The Bee's growing circulation is the best opportunity for the growing business.

# The OmaHa Bee <br> MORNING <br> EVENING <br> SUNDAY 

