



## The Only Medium Needed to Reach the Buying Power of This Mighty Market is **THE CLEVELAND PLAIN DEALER**

**I**N the area shown here live more than 2,800,000 people. Cleveland, the center of this populous, progressive community is the metropolis of Ohio, the largest city between New York and Chicago. It has a population estimated at more than 900,000 and more than 1,000,000 in Cuyahoga County. It is the sixth city in population, fifth in manufacturing, fourth in financial importance.

Since the discovery of iron ore in the Lake Superior District and the construction of railroads from the East and South, Cleveland has attained a strategic position for the bringing together of coal from Ohio and Pennsylvania and iron ore from the upper lakes. A steady expansion of industrial and business activity has been in progress ever since. The city has doubled in population every twenty years.

### Second City in Diversity of Industries

Fifty years ago it was the forty-first city in the United States and every city now leading it ranked in the first eight. The Federal Census shows it to be second in diversity of industries, first in the production of nuts, bolts, wire goods, castings, paints, varnishes, electric batteries, twist drills, steel forgings, vacuum sweepers, carriage hardware, job printers' presses and astronomical appliances. It stands second in the manufacture of ready-to-wear clothing and of automobiles.

Over 11,000 articles are made in Cleveland's 2500 manufacturing plants. Four out of every five steamships carrying ore or coal in the Great Lakes are Cleveland owned or controlled. More than 60% of the 50,000,000 tons of iron ore brought down from the Northwest is received in the Cleveland district.

The economic conditions underlying the remarkable development of Cleveland and adjacent

territory are sound and permanent and continued growth and prosperity is certain.

*The only advertising medium that delivers the buying power of this rich, extensive, and populous market is the Cleveland PLAIN DEALER.*

It is the only newspaper that goes into the substantial, prosperous homes of Cleveland and Northern Ohio every day in the week.

People with money to spend in Akron, Youngstown, Canton, Zanesville, Ashtabula, Sandusky and scores of equally great and prosperous manufacturing centers as well as first families in every village and hamlet and thousands of well-to-do farm homes in Northern Ohio read the PLAIN DEALER every day.

### Supreme in This Great Field

It is the most influential moulder of public opinion in Northern Ohio and has been for 77 years.

The advertiser makes PLAIN DEALER prestige his when he goes into Cleveland and Northern Ohio homes with the PLAIN DEALER—when he uses this tremendous force to move his goods. No other medium is needed to put your name and product on the map in Northern Ohio.

To secure the trade and good will of people who count in this tempting territory quickly, surely, economically, concentrate in

### Population Served by The Plain Dealer Cleveland's Only Morning Newspaper

Cleveland and Cuyahoga Co.	1,000,000
Towns and Farms Outside Cuyahoga Co.	1,892,956
<b>Total Population Served</b>	<b>2,892,956</b>

Some of the people in this vast territory do all of their buying in Cleveland. All do some of their buying there. Together they spend \$2,000,000 a day in Cleveland. Are you getting your full share of this business?

### CIRCULATION

Federal Figures Submitted October 1, 1918

**DAILY . . . 182,000**  
**SUNDAYS . . . 205,000**

Eastern Representative:  
**John B. Woodward**  
Times Building  
N. Y. CITY

# The Plain Dealer

*Largest Morning Circulation Between New York and Chicago*

Western Representative:  
**John Glass**  
Peoples' Gas Building  
CHICAGO