

To correct some misapprehensions arising from partial information

# The Truth, the *Whole* Truth, and Nothing but the Truth About Newspaper Leadership in Chicago

## As to Circulation—

The Circulations of the Chicago daily newspapers for the six months ending March 31, 1921—the latest figures issued—reported by their publishers to the Audit Bureau of Circulations, the “A. B. C.,” are as follows:

	Total City and Subs.	Total Country	Total Circulation
The Daily News . . . . .	389,831	22,473	412,304
The Daily Tribune . . . . .	313,353	147,386	460,739
The American . . . . .	314,937	69,272	384,209
The Herald and Examiner . . . . .	241,995	92,078	334,073
The Post . . . . .	34,818	9,203	44,021
The Journal . . . . .	Makes no report to the “A. B. C.”		

## *From which it appears—*

1. That The Daily News' city and suburban circulation of 389,831 exceeds that of the second largest (314,937) by 74,894 copies, or over 23 per cent, and that of the third largest (313,353) by 76,478 copies, or over 24 per cent.
2. That The Daily Tribune's country circulation—147,386—exceeds that of every other Chicago daily newspaper.
3. That The Daily News' country circulation—22,473—is next to the smallest in the list, and therefore
4. That The Daily Tribune's circulation in North Dakota, Wyoming, Arizona and other outlying sections of the country, having the advantage of the twelve extra hours of night mail service common to all morning papers as compared with evening papers, far exceeds the country circulation of The Daily News. So much so—
5. That The Daily Tribune's total circulation (460,739) exceeds that of The Daily News (412,304) by 48,435, notwithstanding—
6. That The Daily News' city and suburban circulation (389,831) exceeds that of The Daily Tribune (313,353) by 76,478.

## *From all of which it appears that—*

**The Daily News Is “First in Chicago” in Circulation,  
and that The Daily Tribune Is First in Country Circulation.**

## As to Advertising—

The total volume of advertising printed by the Chicago daily newspapers during the six months ending June 30, 1921, as reported by The Advertising Record Co.—an independent audit bureau supported by all the Chicago newspapers—is as follows:

	Number of Columns (measuring 300 agate lines)		Number of Columns (measuring 300 agate lines)
The Daily News . . . . .	30,974.25	The Herald and Examiner . . . . .	7,736.56
The Daily Tribune . . . . .	23,552.73	The Post . . . . .	8,331.90
The American . . . . .	13,260.72	The Journal . . . . .	7,525.89

## *From which it appears—*

1. That The Daily News published during these six months 30,974.25 columns of advertising, as against 23,552.73 columns by the second highest paper—an excess of 7,421.52 columns, or over 31 per cent; and as against 13,260.72 columns by the third highest paper—an excess of 17,713.53 columns, or over 133 per cent.
2. That The Daily News prints over one-third of all the advertising appearing in the six Chicago daily newspapers.
3. The total volume of advertising printed during the same period of six months, according to the same authority, was: The Sunday Tribune, 15,566.76 columns; The Sunday Herald-Examiner, 7,373.94 columns—an excess for the Sunday Tribune of 8,192.82 columns.

## From all of which it appears that—

The Daily News is “First in Chicago” in volume of advertising six days of the week, and that The Chicago Tribune is First in Chicago in advertising on one day of the week—Sunday—on which day The Daily News does not issue.

## Therefore—

As to daily circulation in Chicago and suburbs, and as to volume of advertising printed by the daily newspapers of Chicago

**The Daily News Is “First in Chicago”**