

**This Volume, Just Off the Press, Is  
the Advertiser's Open Sesame  
to the Country's Richest  
Buying Centre**



A STUDY OF THIS compact and interesting book is essential to a clear understanding, not alone of the endless opportunities that await the advertiser in New York, but of the complex problems that the effective merchandising of this market presents. "Merchandising America's Greatest Retail Market" is a painstaking analysis, street by street, block by block, of the Metropolitan Retail Area of Greater New York. Its vast fund of information, collated by trained observers under the direction of expert merchandisers, is so presented that the advertiser contemplating an invasion of the New York market has at his command a faithful composite picture of the entire field.

"Merchandising America's Greatest Retail Market" is divided into four parts, as follows:

**Part I**

**Wonder City of the Twentieth Century**

By Major Joseph Caccavato

Expert on Population and Statistics of The City of New York

An exhaustive statistical description of New York and its manifold activities, written by a consulting engineer who has long been recognized as an authority on industrial and social statistics. He has, in this article, given the advertiser a picture of New York that not only emphasizes the city's predominance commercially, but provides an intelligent estimate of the countless requirements indicated by the steady growth of the Metropolitan area of influence. His picture of New York as an ever extending market for every classification of manufactured goods is at once a prediction and a promise to the advertiser who sets about now to cultivate this boundless field along carefully thought out lines.

**Part II**

**"The World's" Part in Merchandising This Vast Market**

A section devoted to the powerful influence exerted by The World Group in the effective merchandising of Greater New York. Five distinct units are comprised in the complete advertising service provided by this Group:

- The Morning World      The Sunday World
- The Evening World
- The World Gravure      The World Magazine

Each of these mediums, whether used independently or as a unit, plays its well defined part in achieving adequate coverage in the New York market. Not only are their functions fully discussed, but due emphasis is given the institutional character of The World—a quality which no advertiser can afford to disregard where the planning of an efficient New York campaign is under consideration.

**Part III**

**A Key to the Buying Centres of Greater New York**

In this section, the seventy-three buying centres of the Greater City are carefully analyzed for the advertiser. Each district is routed as a time-saving aid in covering the city, and reproductions of these route-cards, on a larger scale, are available for the advertiser who makes use of The World's Merchandising Service. The research evidence in the preparation of the data contained in this section of the book has been carried out on a scale that no advertiser could hope to undertake single-handed. The entire mechanism of the retail structure of the city is plainly described and illustrated. This picture of a great city's merchandising system is one of the most helpful documents ever placed at the advertiser's disposal.

**Part IV**

**"The World's" Book of Graphs**

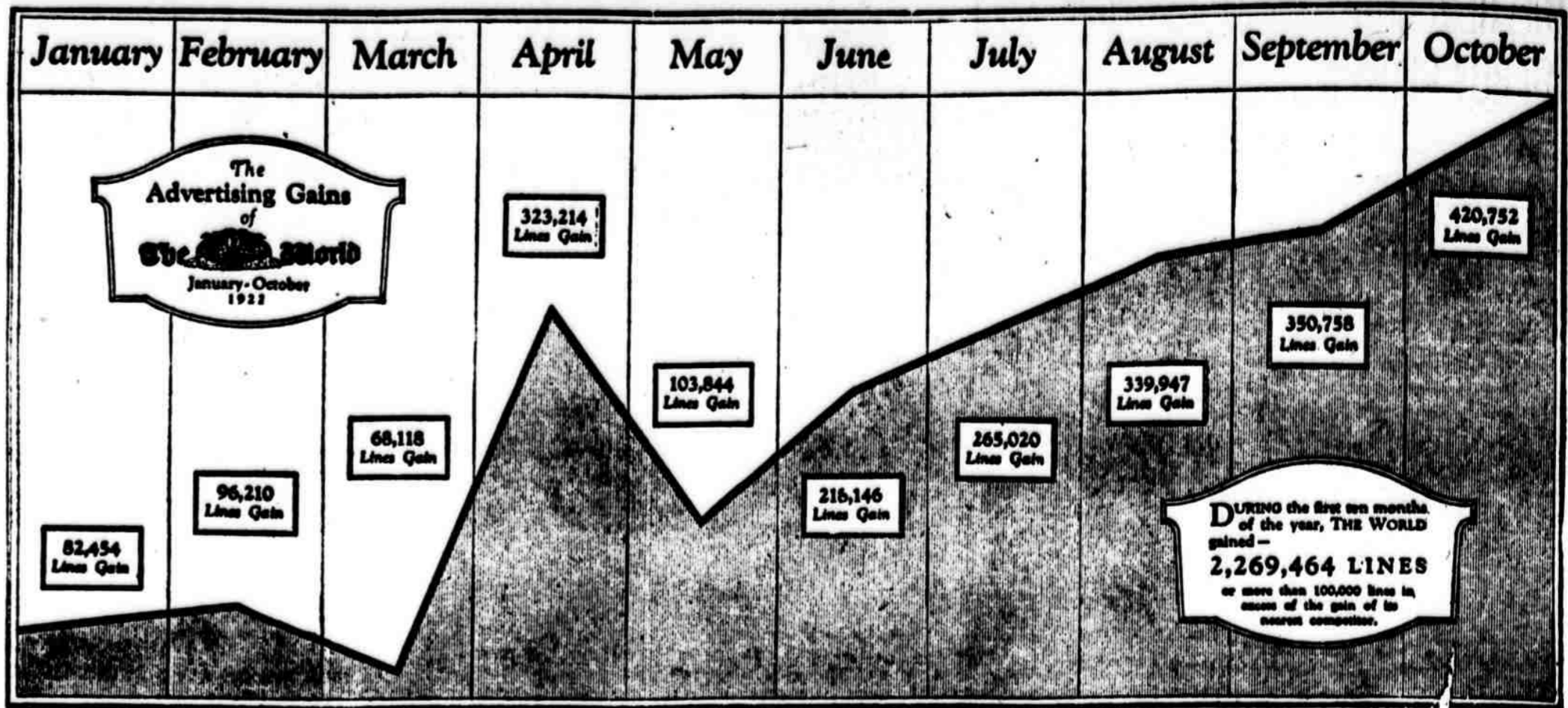
An interesting comparison, in graph form, of the advertising values prevailing in New York. The ever important question of rates is here set forth in such form as to provide immediate and easily understood comparisons between the fourteen newspapers of the city. That these charts indicate the economy of using The World Group in merchandising New York will be readily realized by any advertiser making a careful study of them.

**To Advertisers:**

A copy of "Merchandising America's Greatest Retail Market" will be mailed to advertisers and advertising agencies without charge, upon written request on your business stationery. Address the Advertising Department



Pulitzer Building      New York City



Ten Months of Steady Gains Culminate in a Total Increase of 2,269,464 Lines Over the Corresponding Period Last Year, Placing THE WORLD First in Gains Among the Newspapers of New York With a Lead of 116,883 Lines Over Its Nearest Competitor

# First in Gains

The World's Record During the First Ten Months of the Year

THE ABOVE "GRAPH" pictures the most consistent advertising performance in the newspaper field of Greater New York over a period covering the first ten months of the current year, and accords THE WORLD first place in gains, with a total increase of 2,269,464 lines over the corresponding period last year, an excess gain of 116,883 lines over its nearest competitor. THE WORLD'S total lineage during this period was 14,251,672, an increase of 19%, about 50% of which increase was in Display Advertising.

Certain aspects of this increased lineage are worthy of the most careful consideration on the part of the advertiser, as being indicative of the trend of business in America's greatest area of retail distribution. In the first place, THE WORLD'S gain represented 44.5% of the combined gains of the city's seven morning and Sunday newspapers. It was 30.9% of the combined gains of all the fourteen morning, evening and Sunday newspapers of the city. And it was made in the face of the stiffest competition New York has known in years, at a time when intelligent merchandising played a more important part in the placing of copy than ever before.

In Dry Goods Advertising, always a measured judgment of the combined experience of the local merchants, and therefore expressive of the best information obtainable on the ground, THE WORLD and THE EVENING WORLD carried during this period a grand total of 5,788,710 lines, which was 20,938 lines in excess of the nearest two-paper morning, evening and Sunday combination in the city under single ownership.

In National Advertising, a class of publicity demanding the strongest sort of influence in the local distribution of merchandise, THE WORLD gained 32.7%, THE EVENING WORLD 15%, and THE SUNDAY WORLD alone 35%, by far the greatest ratio of gain in its field. THE WORLD GRAVURE, one of the fastest growing sections of its kind in the country, increased 40.1% during the past ten months, and 107% during three months of that period, leader of its field in gains by a wide margin.

Judged by every standard which enters into the economical purchase of advertising space, THE WORLD GROUP—Morning, Evening, Sunday, Gravure and Magazine—offer, in their respective fields, a character of service which, dollar for dollar expended, exerts a greater influence over a given unit of population than can be purchased elsewhere in this vast market.

**The**

Morning

FORD BUILDING  
DETROIT



Sunday

PULITZER BUILDING  
NEW YORK

**World**

Evening

MALLERS BUILDING  
CHICAGO