

Supremacy in Circulation and Supremacy in Advertising

- in America's richest and largest market

Supremacy in Circulation

The NEW YORK EVENING JOURNAL is the choice of evening newspaper readers in New York because four of every ten of them buy it. The NEW YORK EVENING JOURNAL is therefore the choice of both local and national advertisers and they use it more than any other New York evening paper. The choice of the buyer is the choice of the seller.

The NEW YORK EVENING JOURNAL is shown by the latest Government circulation statements to stand so unquestionably head and shoulders above any of the other six evening papers that it represents 40% of the total paid circulation of the entire New York evening field.

The circulation of the NEW YORK EVENING JOURNAL is greater than that of the Evening World, Sun and Globe combined. It is twice the circulation of the Evening World and 92,000 besides.

It gives advertisers the largest daily circulation in America—more buyers than the total population of Pittsburgh, the eighth largest city in the country—more readers than the total population of Philadelphia—America's third city.

Supremacy in Advertising

What Government figures show for supremacy in circulation, official lineage records show for the NEW YORK EVENING JOURNAL'S supremacy in advertising. During the ten months of 1922 it published more National, Local and Total Advertising than any other New York evening newspaper.

This enormous circulation reaches every level of purchasing power. Department Store executives know this and consequently the NEW YORK EVENING JOURNAL carries not only more Department Store advertising than any other evening paper in New York, but more than any two Sunday papers or any three Daily morning papers.

The NEW YORK EVENING JOURNAL publishes more Women's Wear, Musical Instrument, Jewelry and Candy advertising than any other paper in New York.

It carries more Men's Wear Advertising than any two evening papers combined; more Furniture advertising than any week day paper in the City.

It carries more Boot and Shoe and Toilet preparation advertising than any other evening paper, and more Brooklyn advertising than any other paper in New York.

Every advertiser, National or Local, has available in the EVENING JOURNAL a direct and tested method of increasing sales in New York City.

Awaiting his sales message are the 622,749 people who pay 3c each day for the EVENING JOURNAL—40% of the total New York evening newspaper field—men and women who can most effectively be reached through their favorite evening paper, the NEW YORK EVENING JOURNAL.

Every Advertiser should read
the figures below



Government Circulation Statements

For Six Months Ending October 1, 1922

NEW YORK EVENING PAPERS

EVENING JOURNAL.....	622,749	daily
Evening World.....	265,049	"
Sun.....	179,937	"
Globe.....	166,196	"
Mail.....	161,215	"
Telegram.....	119,431	"
Post.....	32,318	"

NEW YORK EVENING JOURNAL had

357,700	more circulation daily than	Evening World
442,812	" " " "	Sun
456,553	" " " "	Globe
461,534	" " " "	Mail
503,318	" " " "	Telegram
590,431	" " " "	Post

11,567 More Circulation Than Evening World,
Sun and Globe COMBINED!

622,749

Average daily net paid circulation

Write for Free Copies
of
**WHAT ELEVEN
MANUFACTURERS
DID IN NEW YORK**
and
**WHAT TEN MORE
MANUFACTURERS
DID IN NEW YORK**
Promotion Dept., 9 Columbus
Circle, N. Y.

NEW YORK EVENING JOURNAL

Largest daily circulation in America—and at 3c a copy

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