

40 MILES FROM CHICAGO IS OUT OF BOUNDS



IN BUSINESS, as in golf, the big idea is to shoot the course in the fewest strokes possible. Not how many, mind you, but how—FEW!... Shanked shots, stubbed shots, topped shots, hooks and fades—all this is the mark of the dub or, worse still, the man who doesn't care.

The Audit Bureau of Circulations has carefully surveyed this Chicago territory and very definitely established the outside limits of the trading area at "40 miles." This being the case, there is no longer any need of guessing—beyond 40 miles from Chicago is out of bounds.

In advertising, therefore, no more teeing up a brand new appropriation and banging away blindly at it, not giving a hang whether it stays in or slices—over into SCATTERVILLE.

Dividends are born, not of sales, but of sales AT A PROFIT. Wasteful advertising, no less than wasteful production, will wipe out the margin of profit. It's good business now to concentrate both your money and effort where the population is thickest, where the buying power is greatest, where there are plenty of live, close-together sales outlets—in other words, in the BIG CENTERS where the cost of doing business is low and where you get the quickest action on your money.

The wise sales manager, the wise advertising manager and the wise agency space buyer

are now fully in accord on one thing—namely, that the time has passed for playing hide-and-seek with phantom markets. As a result, they are manifesting a great, new interest in THE CHICAGO DAILY NEWS—with its unanswerable Chicago local dominance.

The Chicago Daily News' concentration facilities rhyme perfectly with the advertiser's present requirement. For many years it has held the undisputed, all-American record for concentration. It spends no money or effort whatever on SCATTERVILLE. The bulk of its circulation is right here in Chicago, where, it will do the most good—where there are four and a half million people with an annual allowance for spending money of five and a half billion dollars. This tremendous market is waiting to hear what you have to say and you can talk best to it through the columns of THE CHICAGO DAILY NEWS.

**SCATTERVILLE
BEWARE
THE WASTE-LINE**



*Concentrate
with*

WHERE CIRCULATION AND MOTOR REGISTRATION CONCENTRATE—ALIKE

Match the latest A.B.C. report of The Chicago Daily News with the automobile registrations in Chicago territory and you find:

- (1) 79% of the automobile registrations and 96% of The Daily News trading area circulation are concentrated in Cook County.
- (2) 85% of the automobile registrations of Cook County and 92% of The Daily News Cook County circulation are concentrated in Chicago.
- 84% of the circulation of The Chicago Daily News is concentrated in the official A.B.C. 40-mile trading area.

This is the most highly concentrated large circulation—not only in Chicago—but in America.

THE CHICAGO DAILY NEWS

THE QUALITY

QUANTITY

CONCENTRATED

EVENING

CIRCULATION

National Advertising Representatives:
GEORGE A. McDEVITT CO.

Financial Advertising Offices

NEW YORK
Rosen Bldg., 729 Park Ave.

CHICAGO
Palmolive Bldg., 418 N. Michigan Ave.

PHILADELPHIA
Record Bldg., Broad St.

DETROIT
New Center Bldg., James F. Spencer, Mgr.

MANHATTAN
Manhattan Bldg., H. H. Cooper, Mgr.

NEW YORK
146 Broadway, R. S. Foley, Mgr.

CHICAGO
29 S. La Salle St., F. R. McFadden, Mgr.

MEMBER: 1935, The Chicago Daily News, Inc.