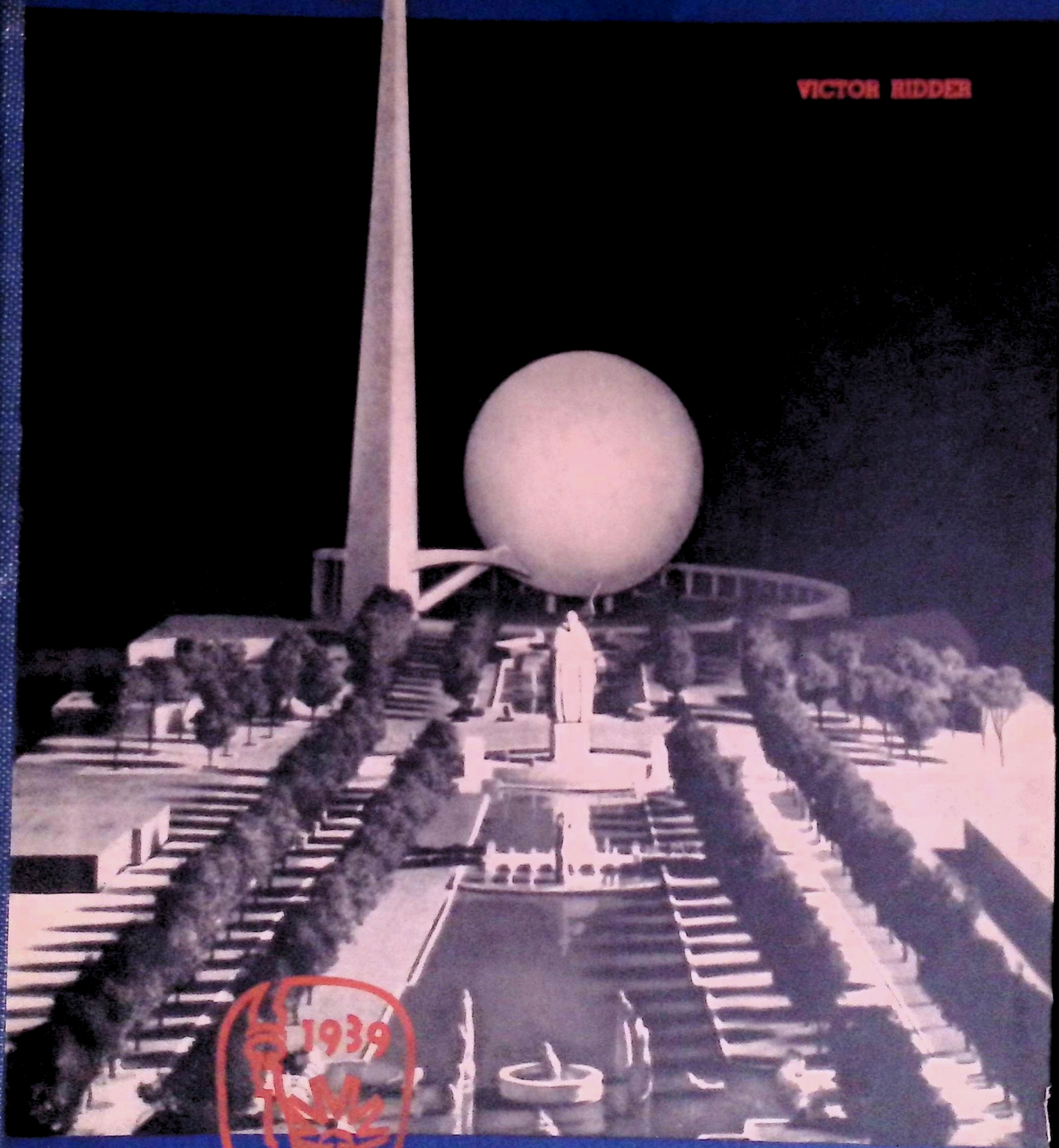
VALUABLE DATA on New York,

The World's Greatest Market 1938 EDITION

VICTOR RIDDER



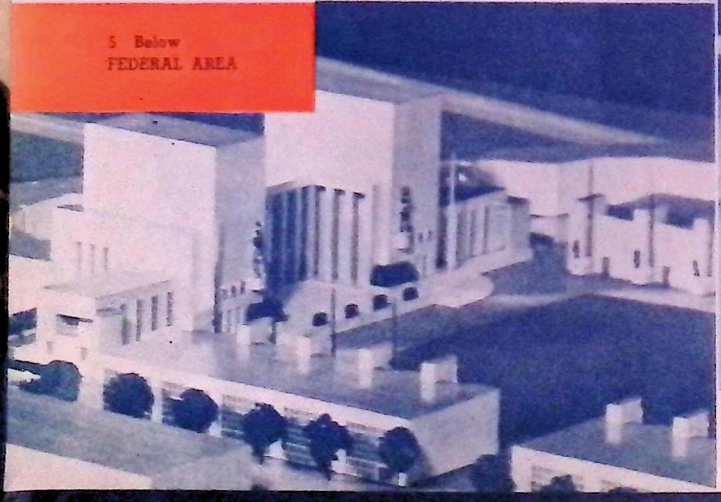
compiled by The Sun New York

1 Above
GAS EXHIBITS BUILDING

2 Below
THE BORDEN BUILDING

3 At Left
ADMINISTRATION
BUILDING

4 At Left
TRANSPORTATION
BUILDING



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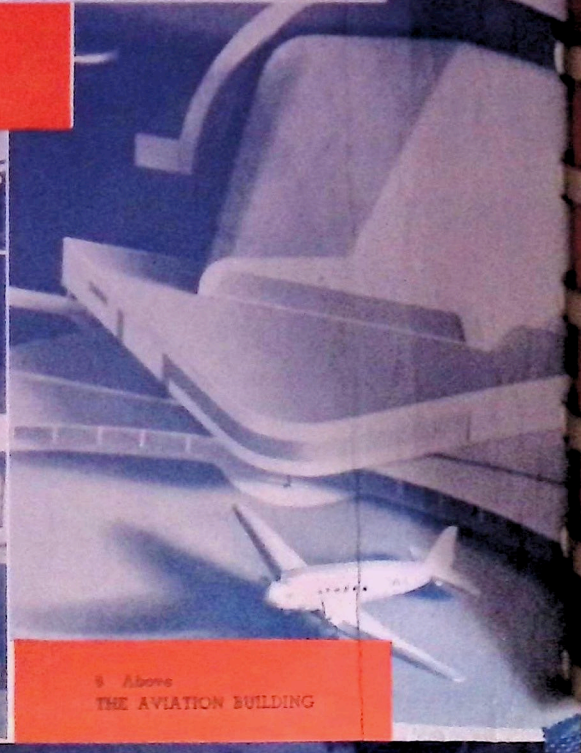

6 Above
THE AVIATION BUILDING

VALUABLE DATA

On New York

The World's Greatest Market

1938 EDITION

COMPILED BY

The Sun

NEW YORK

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Retail
General

Automotive
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FOREWORD

This book presents a comprehensive, simplified picture of the New York market. For buyers of advertising space and planners of sales campaigns, it analyzes this market and the newspapers through which it may be sold. It consists of four parts:

PART 1

. . . contains a complete record of the volume of advertising published by each New York newspaper in each classification of advertising. In addition there is a record of the space used in each newspaper by every advertiser that used 5,000 lines or more in any one newspaper during 1937.

PART 2

. . . analyzes the circulation of each New York newspaper and provides important descriptive data regarding the various circulations. Much of this material is exclusive.

PART 3

. . . describes the editorial contents of The Sun and tells about its various features, columns, pages and writers.

PART 4

. . . gives essential facts and figures about the New York market, its sales opportunities and its advantages.

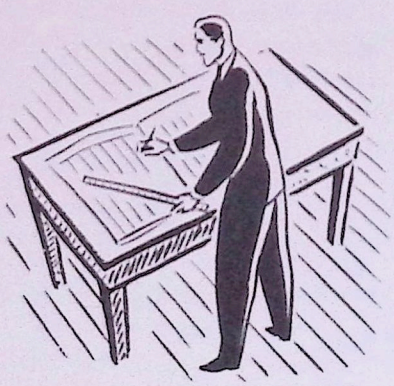
This is the 15th annual edition of The Sun's data book. Although it naturally contains a great deal of information about The Sun, no attempt is made to limit it to material that is favorable to The Sun. On the contrary, it is because this book enables advertisers to make a fair appraisal of the New York newspapers and the market they serve, that it is so widely used as a reference.

INTRODUCTION TO PART 1

Although the linage figures on the two-color pages in Part I are based on Media Records reports, their arrangement is quite different. Unlike Media Records, these figures show for each classification the linage from every source, added together to give a total figure.

Under the Media Records system all advertising is broken down into six Major Divisions: Retail, General, Automotive, Financial, Classified and Legal. Total Advertising is the sum of these 6 Divisions. Total Display Advertising includes the first 4 Divisions which in turn are subdivided into numerous Classifications and Sub-Classifications.

In the regularly published Media Records reports, Retail Advertising and General Advertising both include classifications that are similar or identical, but no figures are given to show the total of the corresponding classifications appearing under the Retail and the General Divisions. For example, *Sporting Goods* appears as a classification under Retail Advertising and also under General Advertising, but no figures are given by Media Records to show quickly and conveniently the *total of Sporting Goods* Advertising appearing under both the Retail and General Divisions. In this book we have combined the Retail linage and the General (national) linage of corresponding classifications and have added to this figure the linage for the corresponding classifications from the department stores. We have arrived, in this way, at composite figures that give in one place all the advertising for *Sporting Goods* and for all the other classifications, sub-divided as to the various contributing sources.

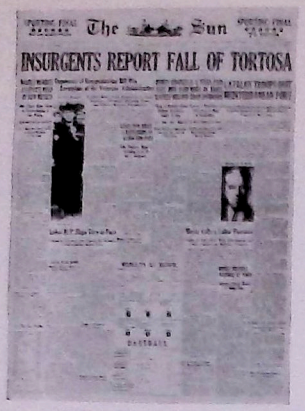


NOTE REGARDING JOURNAL-AMERICAN

All week-day Journal-American advertising figures contained in this book include the linage carried by the six-day Evening Journal up to June 25, 1937 (when the week-day issues of the Morning American were suspended) and the linage carried by the present Evening Journal-American for the balance of the year.

All Sunday Journal-American advertising figures contained in this book include the linage carried by the Sunday American up to June 25, 1937 (when the name was changed) and the linage carried by the present Sunday Journal-American for the balance of the year.

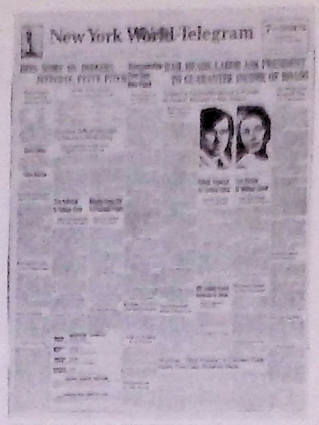
The linage carried by the Morning American up to June 25, 1937 (and amounting to 3,107,474 lines) has been eliminated from all totals of morning newspaper advertising. In this book the week-day Journal-American advertising figures have been kept separate from the Sunday figures.


The Sun
INSURGENTS REPORT FALL OF TORTOSA

THE SUN—6-day eve.

Journal American
ATTACK REORGANIZATION COST
Hunt Torture Slayers of Two Women

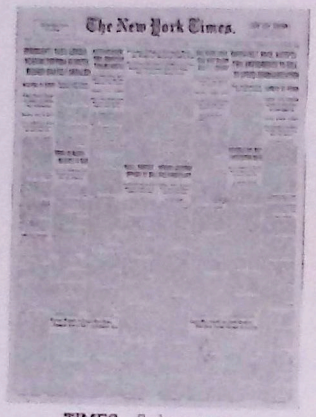
JOURNAL-AMERICAN—6-day eve. and Sunday.


New York World-Telegram

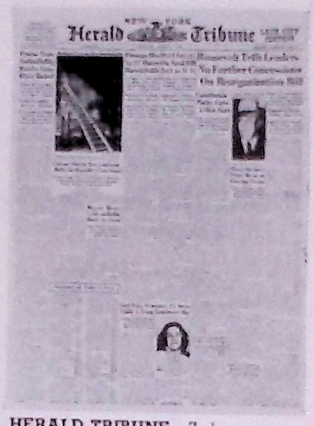
WORLD-TELEGRAM—6-day eve.

New York Post
DEWEY INDICTS 5 IN TAXI RACKET
Texas Killers Tortured Society Women

POST—6-day eve.


The New York Times.

TIMES—7-day morn.


Herald Tribune

HERALD TRIBUNE—7-day morn.

The Newspapers in New York

EVENING AND MORNING NEWSPAPERS OF APRIL 4, 1938

There are eight newspapers published in New York and distributed throughout the city and its suburban area. Three of these are strictly six-day evening newspapers, four are seven-day morning newspapers, and one is six-day evening and Sunday morning. In addition, there are several foreign language newspapers and a number of community newspapers whose distribution is confined almost entirely to certain parts of the city or the suburbs.

This book considers only the English language newspapers that can be bought at news stands throughout the New York trading territory.

In the advertising linage data in Part I, the six-day evening newspapers are compared with the seven-day morning newspapers; in the case of the Journal-American, the six-day evening figures have been given separately from the Sunday figures.

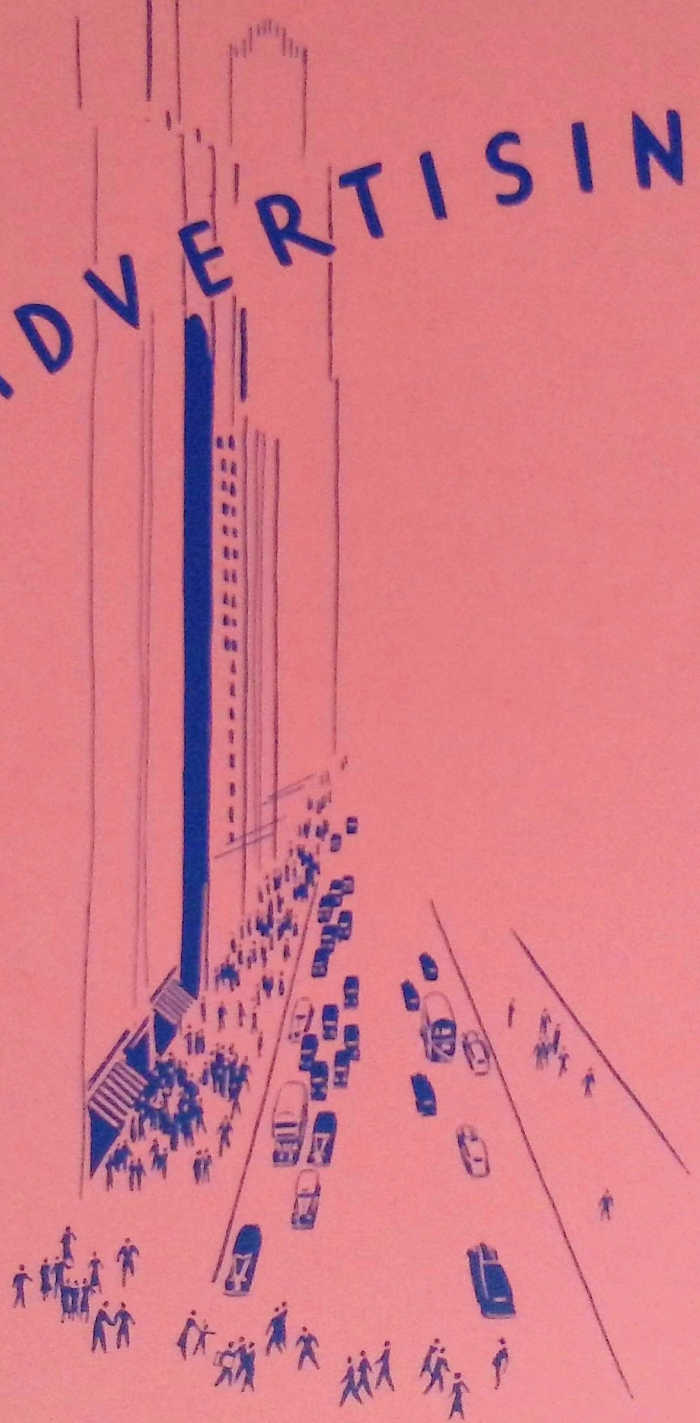
DAILY NEWS
KIDNAPED GIRL, MOTHER SLAIN

NEWS—7-day morn. (tabloid)

DAILY MIRROR
MOTHER AND GIRL KIDNAPED, SLAIN

MIRROR—7-day morn. (tabloid)

ADVERTISING



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Industrial	9
Insurance	9
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TOTAL ADVERTISING

THE SUN HAS LED ALL N. Y. EVENING NEWSPAPERS FOR 13 YEARS

Breakdown of Total Advertising

Agate Lines—1937

	DISPLAY	CLASSIFIED *Including Legal*	GRAND TOTAL
THE SUN	12,734,689	315,218	13,049,907
World-Telegram	11,222,881	1,406,427	12,629,308
Post	6,839,668	1,403,524	8,243,192
Journal-American	6,795,470	1,303,608	8,099,078
TOTALS	37,592,708	4,428,777	42,021,485

GENERAL DISPLAY

THE SUN HAS LED ALL NEW YORK EVENING PAPERS FOR 15 YEARS

THE SUN	3,006,530
World-Telegram	2,507,757
Journal-American	1,723,544
Post	1,117,073
TOTAL	8,354,901

RETAIL DISPLAY

THE SUN HAS LED ALL NEW YORK EVENING PAPERS FOR 12 YEARS

THE SUN	9,028,542
World-Telegram	8,148,538
Post	5,505,164
Journal-American	4,666,864
TOTAL	27,349,108

Source: Media Records.

Contents of Part 1
Total Adv. Retail General
Automotive Financial 2
Total Disp. Alcoholic Bev. Amusements Confections 3
Clothing 4
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Drugs & Toilet Goods 6
Education Electrical Furniture & Household 7
House Equip. & Supplies Grocers & Groceries 8
Hotels, Rest. & Resorts Industrial Insurance 9
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AUTOMOTIVE DISPLAY

The Sun Has Led All N. Y. Evening Papers for 19 of the Past 23 Years

Agate Lines—1937

THE SUN	**268,580**
World-Telegram	278,714
Journal-American	211,407
Post	104,067
TOTAL	**862,768**

NEW PASSENGER CARS

The Sun Has Led All N. Y. Eve. Papers for 23 Years

THE SUN	**162,142**
World-Telegram	152,940
Journal-American	111,017
Post	63,348
TOTAL	**489,447**

GASOLINES and OILS

The Sun Leads All N. Y. Evening Newspapers

THE SUN	**49,950**
World-Telegram	46,423
Journal-American	28,605
Post	837
TOTAL	**125,815**

TRUCKS & TRACTORS

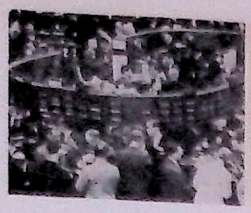
The Sun Leads All N. Y. Evening Newspapers

THE SUN	**7,581**
World-Telegram	5,633
Journal-American	4,852
Post	4,108
TOTAL	**22,174**

TIRES & TUBES

THE SUN	**31,248**
Journal-American	39,323
World-Telegram	30,986
Post	....
TOTAL	**101,557**

Source: Media Records.



FINANCIAL DISPLAY

THE SUN HAS LED ALL N. Y. EVENING PAPERS FOR 18 YEARS

Agate Lines—1937

THE SUN	431,037
World-Telegram	287,872
Journal-American	193,655
Post	113,364
TOTAL	1,025,928

BANKS and TRUST COMPANIES

The Sun Leads All N. Y. Evening Newspapers

THE SUN	213,298
World-Telegram	171,550
Journal-American	142,002
Post	65,499
TOTAL	592,349

STOCK and BOND HOUSES

The Sun Leads All N. Y. Evening Newspapers

THE SUN	40,626
World-Telegram	15,362
Journal-American	7,691
Post	4,925
TOTAL	68,604

ISSUES

The Sun Leads All N. Y. Evening Newspapers

THE SUN	38,449
World-Telegram	28,486
Journal-American	20,465
Post	12,073
TOTAL	99,473

MISC. FINANCIAL

The Sun Leads All N. Y. Evening Newspapers

THE SUN	138,664
World-Telegram	72,474
Post	30,867
Journal-American	23,497
TOTAL	265,502

Source: Media Records.

Automotive
Financial 2
Total Disp.
Alcoholic Bev.
Amusements
Confections 3
Clothing 4
Department Stores 5
Drugs & Toilet Goods 6
Education
Electrical
Furniture & Household 7
House Equip. & Supplies
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TOTAL DISPLAY

THE SUN HAS LED ALL N. Y. EVE. NEWSPAPERS FOR 13 YEARS

Breakdown of Total Display Advertising

Agate Lines—1937

	RETAIL	GENERAL	AUTOMOTIVE	FINANCIAL	GRAND TOTAL
THE SUN	9,028,542	3,006,530	268,580	431,037	12,734,689
World-Telegram	8,148,538	2,507,757	278,714	287,872	11,222,881
Post	5,505,164	1,117,073	104,067	113,364	6,839,668
Journal-American	4,666,864	1,723,544	211,407	193,655	6,795,470
TOTALS	27,349,108	8,354,904	862,768	1,025,928	37,592,708

AGRICULTURE

THE SUN LEADS ALL NEW YORK EVENING NEWSPAPERS

	GENERAL
THE SUN	18,936
World-Telegram	13,197
Journal-American	11,073
Post	8,542
TOTAL	51,748

AMUSEMENTS

	RETAIL	GENERAL	GRAND TOTAL
THE SUN	444,303	1,743	446,046
Journal-American	542,833	1,900	544,733
Post	516,480	2,145	518,625
World-Telegram	450,542	19,725	470,267
TOTALS	1,954,158	25,513	1,979,671

Source: Media Records

ALCOHOLIC BEVERAGES (TOTAL)

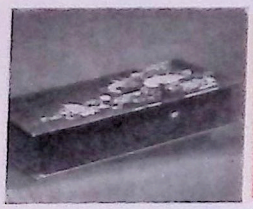
THE SUN LEADS ALL NEW YORK EVENING NEWSPAPERS

Agate Lines—1937

	RETAIL *Liquor Stores*	GENERAL *Alcoholic Beverages*	DEPARTMENT STORES *Liquors*	GRAND TOTAL
THE SUN	6,249	402,319	28,074	436,642
World-Telegram	643	406,159	23,258	430,060
Journal-American	944	338,373	19,625	358,942
Post	2,887	214,984	82,549	300,420
TOTALS	10,723	1,361,835	153,506	1,526,064

ALCOHOLIC BEVERAGES (General)

	BEER	WINE	LIQUOR	GRAND TOTAL
THE SUN	47,101	19,025	336,193	402,319
World-Telegram	54,271	7,901	343,987	406,159
Journal-American	117,817	....	220,556	338,373
Post	12,827	284	201,873	214,984
TOTALS	232,016	27,210	1,102,609	1,361,835



CONFECTIONS

THE SUN LEADS ALL NEW YORK EVENING NEWSPAPERS

	GENERAL
THE SUN	13,126
World-Telegram	12,891
Journal-American	9,367
Post	....
TOTAL	35,384

Source: Media Records

Total Disp. Alcoholic Bev. Amusements Confections 3
Clothing 4
Department Stores 5
Drugs & Toilet Goods 6
Education Electrical Furniture & Household 7
House Equip. & Supplies Grocers & Groceries 8
Hotels, Rest. & Resorts Industrial Insurance 9
Jewelry Misc. Disp. Musical Inst. Publications 10
Pub. Utilities Radio Real Estate Religious 11
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CLOTHING

THE SUN LEADS ALL NEW YORK EVENING NEWSPAPERS

Agate Lines—1937

	RETAIL	GENERAL	DEPARTMENT STORES	GRAND TOTAL
THE SUN	992,858	25,151	3,587,453	4,605,462
World-Telegram	1,040,107	22,747	3,251,990	4,314,844
Post	806,379	3,383	1,404,249	2,214,011
Journal-American	978,181	1,492	802,146	1,781,819
TOTALS	3,817,525	52,773	9,045,838	12,916,136

WOMEN'S WEAR

	RETAIL	DEPARTMENT STORES	GRAND TOTAL
THE SUN (E)	370,090	2,883,265	3,253,355
News (M & S)	1,428,857	2,111,744	3,540,601
Times (M & S)	722,902	2,233,664	2,956,566
World-Telegram (E)	396,647	2,449,490	2,846,137
Herald Tribune (M & S)	338,284	1,908,821	2,247,105
Post (E)	311,731	943,498	1,255,229
Journal-American (E)	387,120	537,848	924,968
Mirror (M & S)	135,812	244,741	380,553
Journal-American (S)	60,347	190,209	250,556
TOTALS	4,151,790	13,503,280	17,655,070

SHOES

	RETAIL	DEPARTMENT STORES	GRAND TOTAL
THE SUN (E)	224,557	322,995	547,552
World-Telegram (E)	260,861	294,193	555,054
News (M & S)	144,537	406,461	550,998
Times (M & S)	161,135	296,308	457,443
Herald Tribune (M & S)	102,771	192,519	295,290
Journal-American (E)	133,272	89,839	223,111
Post (E)	103,232	108,316	211,548
Mirror (M & S)	11,498	38,756	50,254
Journal-American (S)	12,999	21,878	34,877
TOTALS	1,154,862	1,771,265	2,926,127

CLOTHING—*Continued on following page*

Source: Media Records

MEN'S WEAR

Agate Lines—1937

	RETAIL	DEPARTMENT STORES	GRAND TOTAL
THE SUN	363,956	364,453	728,409
World-Telegram	380,533	495,194	875,727
Post	349,929	347,031	696,960
Journal-American	380,076	169,149	549,225
TOTALS	1,474,494	1,375,827	2,850,321

MEN'S & WOMEN'S WEAR

The Sun Leads All N. Y. Evening Newspapers

	RETAIL
THE SUN	34,255
Post	13,372
World-Telegram	1,720
Journal-American	702
TOTAL	50,049

INFANTS' WEAR

The Sun Leads All N. Y. Evening Newspapers

	DEPARTMENT STORES
THE SUN	16,740
World-Telegram	13,113
Post	5,404
Journal-American	5,310
TOTAL	40,567

WEARING APPAREL

The Sun Leads All N. Y. Evening Newspapers

	GENERAL
THE SUN	25,151
World-Telegram	22,747
Post	3,383
Journal-American	1,492
TOTAL	52,773

Source: Media Records

Clothing 4
Department Stores 5
Drugs & Toilet Goods 6
Education
Electrical
Furniture & Household 7
House Equip. & Supplies
Grocers & Groceries 8
Hotels, Rest. & Resorts
Industrial
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TOTAL DEPARTMENT STORE ADVERTISING

(Including Upstairs and Bargain Basement.)

By Subclassifications — NEW YORK NEWSPAPERS — *Agate Lines, 1937*

	EVENING 6 Days					MORNING (Including Sunday) 7 Days						GRAND TOTAL Evening & Morning
	The Sun	World-Telegram	Evening Journal-American	Post	TOTAL Evening	Times	Herald Tribune	Sunday Journal-American	News	Mirror	TOTAL Morning	
*Boots & Shoes	322,995	294,193	89,839	108,316	815,343	206,308	192,519	21,878	406,461	38,756	865,922	1,771,265
Men's	26,584	25,957	11,713	12,938	77,192	59,181	22,246	622	78,544	7,161	167,754	239,946
*Women's	302,411	268,236	78,126	95,378	744,151	237,127	170,273	21,256	337,917	31,595	798,168	1,532,319
Clothing (Men's)	364,453	495,194	169,149	347,031	1,375,827	715,354	327,362	61,686	717,636	86,260	1,908,298	3,284,125
Clothing	215,137	283,496	88,684	182,394	769,711	370,193	183,871	7,210	319,042	27,853	908,169	1,677,880
Furnishings	149,316	211,698	80,465	164,637	606,116	345,161	143,491	54,476	398,594	58,407	1,000,129	1,606,245
**Clothing (Women's)	2,883,265	2,449,490	537,848	943,498	6,814,101	2,223,664	190,821	190,209	2,111,744	244,741	5,689,179	13,503,280
*Corsets & Brassieres	116,917	96,518	25,660	38,365	271,460	89,172	69,003	9,157	127,729	9,024	304,085	575,545
**Girls & Juniors' Wear	195,668	163,713	39,074	67,539	465,994	72,787	89,231	4,839	105,738	8,190	281,785	747,779
**Gloves	75,275	69,901	12,392	24,986	182,554	67,515	44,504	3,796	48,334	4,295	168,444	350,998
**Hosiery	113,034	94,981	25,821	46,505	280,341	84,878	51,545	7,125	85,477	12,414	241,439	521,780
*Knit Underwear	30,299	28,743	7,705	11,909	78,656	11,589	11,066	3,144	32,890	4,165	62,854	141,510
**Millinery	206,564	202,974	29,252	72,222	511,012	166,824	128,889	6,570	194,931	16,994	424,118	935,130
**Petticoats, Slips	278,578	218,392	50,899	80,553	628,422	167,397	170,695	27,975	262,383	21,297	649,753	1,278,174
*Silk Underwear	1,808	1,434	120	300	3,662	3,786	1,663	340	1,050	150	6,989	10,651
*Spotswear	287,824	208,702	40,314	84,006	620,846	298,550	264,185	12,032	168,431	19,474	762,672	1,383,518
**Coats & Suits	834,373	726,416	175,093	287,958	2,023,840	659,138	483,416	59,990	630,827	67,463	1,900,834	3,924,674
**Dresses	748,925	637,716	131,518	229,155	1,747,314	612,028	594,624	55,241	542,949	81,365	1,886,207	3,633,521
*Infants Wear	16,740	13,113	5,310	5,404	40,567	16,266	28,031	890	27,518	1,210	73,915	114,482
*Electrical Appliances & Supplies	94,232	94,034	54,833	49,124	292,223	52,350	53,067	39,647	286,131	15,402	446,597	738,820
Electrical Refrigeration	10,263	23,252	11,298	18,568	63,381	9,763	13,164	19,245	120,677	5,102	167,951	231,332
*Miscellaneous	83,969	70,782	43,535	30,556	228,842	42,587	39,903	20,402	165,454	10,300	278,646	507,488
Furniture & Household	764,578	765,893	428,552	390,448	2,349,471	620,346	465,732	283,228	1,401,985	100,011	2,871,302	5,220,773
*China & Glassware	69,413	57,972	20,982	13,465	161,832	52,028	35,370	15,505	74,935	9,746	187,584	349,416
Draperies, Curtains	115,938	121,434	61,217	56,938	355,527	84,716	55,727	33,551	359,390	13,951	447,335	802,862
*Floor Coverings	142,552	132,153	67,393	61,171	403,269	125,084	77,197	66,317	304,262	14,076	586,936	990,205
*Furniture	403,460	403,141	238,350	220,183	1,265,134	327,224	254,010	145,518	543,496	46,245	1,316,493	2,581,627
Housefurnishings	24,408	42,189	31,409	28,778	126,784	20,164	30,735	15,267	182,258	12,777	261,201	387,985
Radios	8,807	9,004	9,201	9,913	36,925	11,130	12,693	7,070	37,644	3,216	71,753	108,678
Automotive	541	2,684	2,431	1,648	7,304	3,418	2,176	2,833	41,881	240	50,548	57,852
Cotton Wash Goods	21,647	28,823	16,182	6,081	72,733	10,771	12,980	10,637	33,384	6,545	83,317	156,050
*Domestics & Bedding	105,052	93,275	57,335	48,188	303,850	97,137	71,162	30,924	226,347	16,890	442,460	746,310
*Groceries	10,634	5,375	5,094	8,450	30,153	22,229	20,669	2,135	25,128	3,102	73,263	103,416
*Institutional	419,600	396,105	199,537	259,309	1,274,551	417,180	353,271	64,593	680,385	103,615	1,619,024	2,893,575
Jewelry & Silverware	80,998	83,501	11,637	17,657	193,793	106,460	56,293	8,573	74,969	8,756	255,051	448,844
*Linens	60,660	57,651	29,445	19,642	167,398	61,289	44,213	23,357	93,571	9,125	231,555	398,953
Silks & Velvets	38,043	47,430	32,881	9,978	128,332	42,268	21,483	29,569	58,925	7,374	159,619	287,951
**Small Leather Goods	116,264	90,169	23,102	38,820	262,355	104,498	50,348	5,785	72,290	8,098	241,019	503,374
Sporting Goods & Toys	35,433	38,766	19,427	26,176	119,802	47,570	25,121	20,565	139,098	19,192	251,546	371,648
Stationery	27,890	27,400	7,407	43,682	106,379	77,130	40,899	5,987	63,248	10,263	197,527	303,906
*Toilet Goods & Drugs	154,272	127,268	29,850	36,914	348,304	211,011	114,706	19,776	131,014	21,015	497,522	845,826
*Miscellaneous Departments	476,581	422,885	150,503	276,001	1,325,970	535,394	383,570	84,335	946,749	92,052	2,042,100	3,368,070
Liquors	28,074	23,258	19,625	82,549	153,506	95,316	45,321	1,902	195,673	13,375	351,587	505,093
*All Other Miscellaneous	448,507	399,627	130,878	193,452	1,172,464	440,078	338,249	82,433	751,076	78,677	1,690,513	2,862,977
*TOTAL	5,987,878	5,533,249	1,870,962	2,636,367	16,028,456	5,679,943	4,172,423	906,607	7,538,444	792,647	19,090,064	35,118,520

**The Sun leads all New York Evening and Morning (including Sunday) Newspapers.

(Source: Media Records.)

*The Sun leads all New York Evening Newspapers.

DEPARTMENT STORES—*Continued on following pages*

TOTAL DEPARTMENT STORE ADVERTISING

THE SUN HAS LED ALL N. Y. EVE. PAPERS FOR 12 YEARS

Breakdown of Department Store Advertising

Agate Lines—1937

	*FULL-RUN	*SECTIONAL	TOTAL
THE SUN	5,987,878	....	5,987,878
World-Telegram	5,533,249	....	5,533,249
Post	2,636,367	....	2,636,367
Journal-American	1,393,530	477,432	1,870,962
TOTALS	15,551,024	477,432	16,028,456

*Full-Run advertising appears in a newspaper's entire circulation; sectional advertising appears only in the circulation distributed to certain communities. The Sun carries more Full-Run Department Store Advertising than any other New York newspaper, six-day evening or seven-day morning. The Morning and Sunday newspapers carried the following volume of full-run and sectional advertising: Times (M & S)—4,956,719 lines of full-run and 723,224 lines of sectional; Herald Tribune (M & S)—3,925,613 and 246,810; News (M & S)—3,786,495 and 3,741,949; Mirror (M & S)—770,546 and 16,101; Journal-American (S)—529,647 and 376,960.

MANHATTAN DEPARTMENT STORE ADVERTISING

THE SUN HAS LED ALL N. Y. PAPERS FOR 15 YEARS

THE SUN (E)	5,476,727
World-Telegram (E)	5,117,694
Times (M & S)	4,829,246
News (M & S)	3,731,270
Herald Tribune (M & S)	3,722,478
Post (E)	2,383,102
Journal-American (E)	1,392,217
Mirror (M & S)	739,007
Journal-American (S)	485,075
TOTAL	27,876,816

Source: Media Records

Department Stores 5
Drugs & Toilet Goods 6
Education
Electrical
Furniture & Household 7
House Equip. & Supplies
Grocers & Groceries 8
Hotels, Rest. & Resorts
Industrial
Insurance 9
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UPSTAIRS DEPARTMENT STORE ADVERTISING

By Subclassifications — NEW YORK NEWSPAPERS — *Agate Lines, 1937*

	EVENING—6 Days					MORNING (Including Sunday)—7 Days						GRAND TOTAL Evening & Morning
	The Sun	World-Telegram	Evening Journal-American	Post	TOTAL Evening	Times	Herald Tribune	Sunday Journal-American	News	Mirror	TOTAL Morning	
**Boots & Shoes	317,695	262,903	64,233	99,903	744,734	295,968	192,224	19,943	184,912	38,756	731,813	1,476,547
Men's	20,029	21,847	6,935	12,938	61,749	58,841	22,076	622	35,124	7,161	123,824	185,573
**Women's	297,666	241,056	57,298	86,965	682,985	237,127	170,158	19,321	149,788	31,595	607,989	1,290,974
Clothing (Men's)	357,038	461,899	145,953	341,936	1,306,826	712,679	327,032	59,588	505,895	85,958	1,691,152	2,997,978
Clothing	210,087	260,771	74,563	179,444	724,865	367,803	183,541	7,210	220,597	27,551	806,642	1,531,507
Furnishings	146,951	201,128	71,390	162,492	581,961	344,876	143,491	52,378	285,358	58,407	884,510	1,466,471
**Clothing (Women's)	2,830,543	2,339,136	475,909	895,917	6,541,505	2,231,586	1,904,928	180,114	1,377,689	240,016	5,934,333	12,475,838
**Corsets & Brassieres	108,382	94,418	23,545	38,345	264,690	89,172	69,093	8,242	82,680	9,024	258,241	522,931
**Girls & Juniors' Wear	194,418	159,373	37,819	66,759	458,369	72,787	89,116	4,839	71,039	7,940	245,721	704,090
**Gloves	73,795	68,331	11,972	24,651	178,749	67,515	44,504	3,796	41,781	4,205	161,801	340,550
**Hosiery	110,684	92,176	23,956	46,355	273,171	84,878	51,545	6,985	54,677	12,414	210,499	483,670
**Knit Underwear	30,149	28,088	7,440	11,909	77,586	11,589	11,066	3,144	24,545	4,165	54,509	132,095
**Millinery	199,654	180,624	23,622	70,092	473,992	166,824	127,536	6,160	56,550	16,279	373,349	847,341
**Petticoats, Slips	274,763	211,803	48,484	80,443	615,493	167,397	170,280	27,850	180,402	20,207	566,236	1,181,719
*Silk Underwear	1,808	1,434	...	300	3,542	3,786	1,663	340	600	150	6,539	10,081
*Sportswear	282,849	203,047	37,384	83,076	606,356	298,550	264,079	12,632	99,879	19,599	694,840	1,301,196
**Coats & Suits	821,655	693,424	150,794	266,224	1,932,097	658,288	482,471	57,055	468,402	67,263	1,733,479	3,665,576
**Dresses	732,386	606,418	110,893	207,763	1,657,460	610,800	593,674	49,571	297,134	78,979	1,630,149	3,287,609
*Infants Wear	16,560	13,068	4,700	5,404	39,732	16,266	28,031	690	17,773	1,219	63,979	103,702
*Electrical Appliances & Supplies	94,122	92,684	54,566	47,744	289,116	52,250	53,067	39,247	250,396	15,402	410,362	699,478
Electrical Refrigeration	10,263	23,252	11,278	18,568	63,361	9,763	13,164	19,245	117,781	5,102	165,055	228,416
*Miscellaneous	83,859	69,432	43,288	29,176	225,755	42,487	39,903	20,002	132,615	10,300	245,307	471,062
*Furniture & Household	763,538	762,310	418,665	386,112	2,330,625	620,346	465,732	277,456	1,089,844	100,011	2,553,389	4,884,014
**China & Glassware	68,888	57,552	20,982	13,465	160,887	52,028	35,370	15,505	66,745	9,746	179,394	340,281
Draperies, Curtains	115,723	120,474	57,477	55,288	348,962	84,716	55,727	31,717	174,437	13,951	360,548	709,510
*Floor Coverings	142,552	130,908	64,153	59,831	397,444	125,084	77,197	66,317	221,871	14,076	504,545	901,989
*Furniture	403,160	402,213	236,990	219,628	1,261,991	327,224	254,010	142,868	450,881	46,245	1,221,228	2,483,219
Housefurnishings	24,408	42,159	29,862	27,987	124,416	20,164	30,735	13,979	138,266	12,777	215,921	340,337
Radios	8,807	9,004	9,201	9,913	36,925	11,130	12,693	7,070	37,644	3,216	71,753	108,678
Automotive	541	2,684	2,431	1,648	7,304	3,418	2,176	2,833	41,593	240	50,260	57,564
Cotton Wash Goods	21,647	28,823	15,957	6,081	72,508	19,771	12,980	10,637	32,409	6,545	82,342	154,850
*Domestics & Bedding	104,682	91,260	54,035	47,178	297,155	97,137	71,162	30,349	162,600	16,890	378,138	675,293
*Groceries	10,634	5,304	5,694	8,450	30,142	22,229	20,669	1,930	17,580	2,814	65,222	95,364
*Institutional	410,545	376,269	180,696	253,175	1,220,685	417,040	352,623	63,276	475,326	103,455	1,411,720	2,632,405
Jewelry & Silverware	80,568	83,210	11,587	17,657	193,022	166,460	56,178	8,573	71,049	8,756	251,016	444,038
*Linens	60,140	55,266	29,170	19,472	164,048	61,289	44,213	23,357	80,024	9,125	218,008	382,056
Silks & Velvets	38,043	47,360	32,881	9,978	128,262	42,268	21,483	29,569	58,925	7,374	159,619	287,881
**Small Leather Goods	109,049	88,094	22,062	38,820	258,025	104,498	50,233	5,785	62,460	8,098	231,074	489,099
Sporting Goods & Toys	35,383	38,651	19,427	26,176	119,637	47,870	25,121	20,565	128,602	19,192	241,440	361,077
Stationery	27,890	27,400	7,407	42,477	105,174	77,130	40,899	5,987	60,779	10,263	195,058	300,232
*Toilet Goods & Drugs	154,242	126,748	29,795	36,914	347,699	211,011	114,706	19,776	127,175	21,015	493,683	841,382
*Miscellaneous Departments	472,771	414,596	141,304	270,873	1,299,544	534,466	383,570	83,027	791,400	91,952	1,884,415	3,183,959
Liquors	28,074	23,258	19,625	82,549	153,506	95,316	45,321	1,902	195,673	13,375	351,587	505,093
*All Other Miscellaneous	444,697	391,338	121,679	188,324	1,146,038	439,150	338,249	81,125	595,727	78,577	1,532,828	2,678,866
**TOTAL	5,905,631	5,317,725	1,716,472	2,555,915	15,495,743	5,673,682	4,167,037	882,702	5,530,521	787,072	17,047,014	32,542,757

**The Sun leads all New York Evening and Morning (including Sunday) Newspapers.

*The Sun leads all New York Evening Newspapers.

(Source: Media Records.)

BASEMENT DEPARTMENT STORE ADVERTISING

By Subclassifications — NEW YORK NEWSPAPERS — *Agate Lines, 1937*

	EVENING—6 Days					MORNING (Including Sunday)—7 Days						GRAND TOTAL Evening & Morning
	The Sun	World-Telegram	Evening Journal-American	Post	TOTAL Evening	Times	Herald Tribune	Sunday Journal-American	News	Mirror	TOTAL Morning	
Boots & Shoes	5,300	31,290	25,606	8,413	70,609	340	285	1,935	221,549	.....	224,109	294,718
Men's	555	4,110	4,778	.....	9,443	340	170	.....	43,420	.....	43,930	53,373
Women's	4,745	27,180	20,828	8,413	61,166	.....	115	1,935	178,129	.....	180,179	241,345
Clothing (Men's)	7,415	33,295	23,196	5,095	69,001	2,675	330	2,098	211,741	302	217,146	286,147
Clothing	5,050	22,725	14,121	2,950	44,846	2,390	330	.....	98,505	302	101,527	146,373
Furnishings	2,365	10,570	9,075	2,145	24,155	285	.....	2,098	113,236	.....	115,619	139,774
Clothing (Women's)	52,722	110,354	61,939	47,581	272,596	2,078	3,893	10,095	734,055	4,725	754,846	1,027,442
Corsets & Brassieres	2,535	2,100	2,115	20	6,770	.....	.....	815	45,049	.....	45,864	52,634
Girls & Juniors' Wear	1,250	4,340	1,255	780	7,625	.....	115	.....	35,699	250	36,064	43,689
Gloves	1,480	1,570	420	335	3,805	.....	.....	.....	6,553	90	6,643	10,448
Hosiery	2,350	2,805	1,865	150	7,170	.....	.....	140	30,800	.....	30,940	38,110
Knit Underwear	150	655	265	.....	1,070	.....	.....	.....	8,345	.....	8,345	9,415
Millinery	6,910	22,350	5,630	2,130	37,020	.....	1,353	410	48,381	625	50,769	87,789
Petticoats, Slips	3,815	6,589	2,415	110	12,929	.....	415	125	81,986	1,000	83,526	96,455
Silk Underwear	.....	.....	120	.....	120	.....	.....	.....	450	.....	450	570
Sportswear	4,975	5,655	2,930	930	14,490	.....	115	.....	68,552	165	68,832	83,322
Coats & Suits	12,718	32,992	24,299	21,734	91,743	850	945	2,935	162,425	200	167,355	259,098
Dresses	16,539	31,298	20,625	21,392	89,854	1,228	950	5,670	245,815	2,395	256,058	345,912
Infants Wear	180	45	610	.....	835	.....	.....	200	9,745	.....	9,945	10,780
Electrical Appliances & Supplies	110	1,350	267	1,380	3,107	100	.....	400	35,735	.....	36,235	39,342
Electrical Refrigeration	.....	.....	20	.....	20	.....	.....	.....	2,896	.....	2,896	2,916
Miscellaneous	110	1,350	247	1,380	3,087	100	.....	400	32,839	.....	33,339	36,426
Furniture & Household	1,040	3,583	9,887	4,336	18,846	.....	.....	5,772	312,141	.....	317,913	336,759
China & Glassware	525	420	.....	.....	945	.....	.....	.....	8,190	.....	8,190	9,135
Draperies, Curtains	215	960	3,740	1,650	6,565	.....	.....	1,834	84,953	.....	86,787	93,352
Floor Coverings	.....	1,245	3,240	1,340	5,825	.....	.....	.....	82,391	.....	82,391	88,216
Furniture	300	928	1,360	555	3,143	.....	.....	2,650	92,615	.....	95,265	98,408
Housefurnishings	.....	30	1,547	791	2,368	.....	.....	1,288	43,992	.....	45,280	47,648
Radios	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Automotive	.....	.....	.....	.....	.....	.....	.....	.....	288	.....	288	288
Cotton Wash Goods	.....	.....	225	.....	225	.....	.....	.....	975	.....	975	1,200
Domestics & Beddings	370	2,015	3,306	1,010	6,695	.....	.....	575	63,747	.....	64,322	71,017
Groceries	.....	11	.....	.....	11	.....	.....	205	7,548	288	8,041	8,052
Institutional	9,655	19,836	18,841	6,134	53,866	140	648	1,317	205,039	160	207,304	261,170
Jewelry & Silverware	420	291	50	.....	771	.....	115	.....	3,920	.....	4,035	4,806
Linens	520	2,385	275	170	3,350	.....	.....	.....	13,547	.....	13,547	16,897
Silks & Velvets	.....	70	.....	.....	70	.....	.....	.....	.....	.....	.....	70
Small Leather Goods	1,215	2,075	1,040	.....	4,330	.....	115	.....	9,830	.....	9,945	14,275
Sporting Goods & Toys	50	115	.....	.....	165	.....	.....	.....	10,406	.....	10,406	10,571
Stationery	.....	.....	.....	1,205	1,205	.....	.....	.....	2,469	.....	2,469	3,674
Toilet Goods & Drugs	30	520	55	.....	605	.....	.....	.....	3,839	.....	3,839	4,444
Miscellaneous Departments	3,810	8,289	9,199	5,128	26,426	928	.....	1,308	155,349	100	157,685	184,111
Liquors	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
All Other Miscellaneous	3,810	8,289	9,199	5,128	26,426	928	.....	1,308	155,349	100	157,685	184,111
TOTAL	82,247	215,524	154,490	80,452	532,713	6,261	5,386	23,905	1,001,923	5,575	2,043,050	2,575,763

(Source: Media Records.)

DEPARTMENT STORE ADVERTISING

SPACE USED BY EACH STORE — 1937 — AGATE LINES

	EVENING — 6 Days					MORNING (Including Sunday) — 7 Days						GRAND TOTAL Evening & Morning
	The Sun	World-Telegram	Evening Journal-American	Post	TOTAL Evening	Times	Herald Tribune	Sunday Journal-American	News	Mirror	TOTAL Morning	
MANHATTAN STORES												
**B. Altman & Co	593,765	427,305	44,319	27,937	1,093,326	409,973	380,800	51,159	.....	.....	841,932	1,935,258
**Arnold Constable & Co	447,036	283,382	3,105	188,389	921,912	257,181	134,525	.....	81,880	.....	473,586	1,395,498
**Best & Co	341,574	109,628	7,522	122,084	580,808	246,971	234,918	13,708	.....	.....	495,597	1,076,405
*Bloomingdale's	434,613	354,315	5,780	78,022	872,730	272,573	132,799	31,821	805,046	1,099	1,243,239	2,115,969
*Bonwit Teller & Co	102,890	26,175	.....	.....	129,065	345,559	196,684	5,461	.....	.....	547,704	676,769
**Franklin Simon & Co	372,700	310,342	.....	114,767	797,809	213,607	221,263	16,899	4,700	1,000	457,469	1,255,278
Gimbel Bros	312,965	687,102	428,399	507,564	1,936,030	331,354	304,486	81,105	813,416	2,621	1,532,982	3,469,012
Hearn & Son	8,240	116,235	108,227	616,034	848,736	67,065	21,054	10,737	1,099,625	374,289	1,572,770	2,421,506
*Lord & Taylor	285,785	149,508	.....	6,821	442,114	364,838	380,545	5,775	.....	.....	751,158	1,193,272
Macy & Co	873,266	956,384	661,380	197,133	2,688,163	843,750	547,169	252,188	684,973	341,997	2,670,077	5,358,240
**McCreery & Co	414,382	390,334	.....	217,603	1,022,319	170,481	173,447	.....	146	17,100	361,174	1,383,493
**Oppenheim Collins & Co	229,673	228,427	.....	107,977	566,077	205	94,624	.....	15,153	1,000	110,982	677,059
Saks—Fifth Avenue	33,095	45,989	.....	2,682	81,766	433,403	270,552	5,320	1,723	.....	710,998	792,764
Saks—34th Street	142,524	280,092	4,156	196,089	622,861	285,716	66,617	10,902	45,998	.....	409,233	1,032,094
**Stern Brothers	389,167	297,777	.....	.....	686,944	165,204	154,066	.....	159,767	.....	479,037	1,165,981
**John Wanamaker	495,052	454,699	129,329	.....	1,079,080	421,366	408,929	.....	18,843	.....	849,138	1,928,218
**Total	5,476,727	5,117,694	1,392,217	2,383,102	14,369,740	4,829,246	3,722,478	485,075	3,731,270	739,007	13,507,076	27,876,816
BROOKLYN STORES												
*Abraham & Straus	259,030	218,876	186,665	101,573	766,144	342,327	193,152	123,876	839,688	7,687	1,506,730	2,272,874
*Loeser & Co	249,469	174,553	21,017	.....	445,039	170,629	.....	142,174	586,818	.....	899,621	1,344,660
Martin's	.....	.....	10,402	47,251	57,653	39,387	.....	206	365,045	.....	404,638	462,291
Montgomery Ward & Co	.....	.....	4,132	.....	4,132	.....	.....	.....	115,992	6,000	121,992	126,124
Namm's	.....	.....	158,957	77,897	236,854	772	.....	100,970	1,121,965	6,288	1,229,995	1,466,849
Oppenheim Collins & Co.	.....	.....	95,388	.....	95,388	34,892	.....	15,018	137,831	.....	187,741	283,129
Sears, Roebuck & Co	2,652	18,295	.....	.....	20,947	1,582	10,095	24,753	383,941	.....	420,371	441,318
Wilson & Son	.....	.....	2,184	636	2,820	.....	.....	14,535	177,644	5,813	197,992	200,812
*Total	511,151	411,724	478,745	227,357	1,628,977	589,589	203,247	421,532	3,728,924	25,788	4,969,080	6,598,057
HARLEM & BRONX STORES												
L. M. Blumstein	.....	.....	.....	10,376	10,376	.....	.....	.....	60,683	27,852	88,535	98,911
Francis Rogers & Sons	.....	3,831	.....	15,532	19,363	.....	.....	.....	16,567	.....	16,567	35,930
Total	.....	3,831	.....	25,908	29,739	.....	.....	.....	77,250	27,852	105,102	134,841
NEW JERSEY STORES												
L. Bamberger	.....	.....	.....	.....	.....	161,883	157,660	.....	1,000	.....	320,543	320,543
Hahne's	.....	.....	.....	.....	.....	41,138	33,451	.....	.....	.....	74,589	74,589
Kresge's	.....	.....	.....	.....	.....	58,087	55,587	.....	.....	.....	113,674	113,674
Total	.....	.....	.....	.....	.....	261,108	246,698	.....	1,000	.....	508,806	508,806
*Grand Total	5,987,878	5,533,249	1,870,962	2,636,367	16,028,456	5,679,943	4,172,423	906,607	7,538,444	792,647	19,090,064	35,118,520

**The Sun leads all New York Evening and Morning (including Sunday) Newspapers.
(Figures from Media Records.)

*The Sun leads all New York Evening Newspapers.

"The advertising department wants to know if our ad in The Sun has started anything yet?"

LAST MINUTE BULLETIN

During the first 3 months in 1938, The Sun showed . . .

a gain of 78,701 lines in Department Store Advertising

. . . over the corresponding period in 1937, an increase of 5.7%.

The Sun's big gain in this important classification is unusually significant because department store linage in all the other New York newspapers as a group *decreased* 446,744 lines, or 5.4% during the first quarter.

When it takes greater sales effort to move merchandise, advertisers depend on the pulling power of The Sun. It is such an outstanding aid to profitable selling because it reaches the New Yorkers who think in terms of fashionable apparel, comfortable, well-furnished homes and all the accessories of modern living.

The Sun

NEW YORK

DRUGS & TOILET REQUISITES

Agate Lines—1937

	RETAIL *Drug Stores, Toilet Goods and Beauty Shops*	GENERAL *Medical & Toilet Requisites*	DEPARTMENT STORES *Toilet Goods & Drugs*	GRAND TOTAL
THE SUN	25,147	293,300	154,272	472,719
World-Telegram	19,189	364,480	127,268	510,937
Journal-American	32,828	229,084	29,850	291,762
Post	39,557	100,184	36,914	176,655
TOTALS	116,721	987,048	348,304	1,452,073

DRUGS

	RETAIL *Drug Stores*	GENERAL *Medical*	GRAND TOTAL
THE SUN	7,385	100,600	107,985
World-Telegram	12,410	148,468	160,878
Journal-American	27,258	119,202	146,460
Post	30,118	37,421	67,539
TOTALS	77,171	405,691	482,862

TOILET REQUISITES

	RETAIL *Toilet Goods and Beauty Shops*	GENERAL *Toilet Requisites*	GRAND TOTAL
THE SUN	17,762	192,700	210,462
World-Telegram	6,779	216,012	222,791
Journal-American	5,570	109,882	115,452
Post	9,439	62,763	72,202
TOTALS	39,550	581,357	620,907

TOILET REQUISITES—*Continued on following page*

Source: Media Records

DENTIFRICES

Agate Lines—1937

	GENERAL
THE SUN	28,985
World-Telegram	41,589
Journal-American	9,451
Post	2,001
TOTAL	82,026

PERFUMES & COSMETICS

	GENERAL
THE SUN	55,485
World-Telegram	63,701
Post	17,433
Journal-American	15,992
TOTAL	152,611

TOILET SOAPS

	GENERAL
THE SUN	88,089
World-Telegram	90,767
Journal-American	67,604
Post	34,396
TOTAL	280,856

MISC. TOILET REQUISITES (Including Antiseptics)

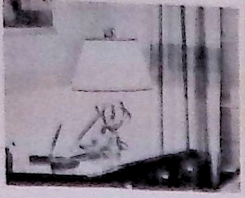
	GENERAL
THE SUN	20,141
World-Telegram	19,955
Journal-American	16,835
Post	8,933
TOTAL	65,864

EDUCATION

THE SUN LEADS ALL NEW YORK EVENING NEWSPAPERS

	RETAIL	GENERAL	GRAND TOTAL
THE SUN	30,037	1,809	31,846
Post	15,164	....	15,164
World-Telegram	7,720	497	8,217
Journal-American	1,782	140	1,922
TOTALS	54,703	2,446	57,149

Source: Media Records



Electrical Appliances and Supplies

Agate Lines—1937

	Retail	Department Stores	Grand Total
THE SUN	4,577	94,232	98,809
World-Telegram	6,024	94,034	100,058
Post	24,522	49,124	73,646
Journal-American	5,454	54,833	60,287
TOTALS	40,577	292,223	332,800

Refrigerators

	Retail (Other Stores)	General	General Copy in Combination	Department Stores	Grand Total
THE SUN	12,582	49,055	6,152	10,263	78,052
Post	61,387	9,899	3,170	18,568	93,024
World-Telegram	12,968	48,450	6,164	23,252	90,834
Journal-American	47,120	21,102	6,196	11,298	85,716
TOTALS	134,057	128,506	21,682	63,381	347,626

Furniture and Household

	Retail	Department Stores	Grand Total
THE SUN	196,151	764,578	960,729
World-Telegram	422,802	765,893	1,188,695
Post	721,657	390,448	1,112,105
Journal-American	468,574	428,552	897,126
TOTALS	1,809,184	2,349,471	4,158,655

FURNITURE & HOUSEHOLD—*Continued on following page*

Source: Media Records

ART GALLERIES

The Sun Leads All N. Y. Evening Newspapers

Agate Lines—1937

	RETAIL
THE SUN	33,566
World-Telegram	11,523
Post	5,351
Journal-American	162
TOTAL	50,602

HOUSEHOLD EQUIPMENT and SUPPLIES

THE SUN LEADS ALL NEW YORK EVENING NEWSPAPERS

	GENERAL
THE SUN	92,742
World-Telegram	82,927
Journal-American	53,629
Post	21,937
TOTAL	251,235

AUTOMATIC HEATING

The Sun Leads All N. Y. Evening Newspapers

	GENERAL
THE SUN	9,867
World-Telegram	8,705
Journal-American	6,087
Post	107
TOTAL	24,766

AUTOMATIC REFRIGERATION

The Sun Leads All N. Y. Evening Newspapers

	GENERAL
THE SUN	49,055
World-Telegram	48,450
Journal-American	21,102
Post	9,899
TOTAL	128,506

FURNITURE and FURNISHINGS

The Sun Leads All N. Y. Evening Newspapers

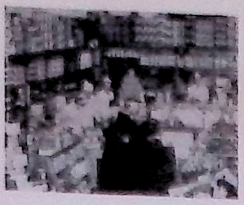
	GENERAL
THE SUN	17,052
Journal-American	14,242
World-Telegram	12,171
Post	9,203
TOTAL	52,668

HEATERS and STOVES

The Sun Leads All N. Y. Evening Newspapers

	GENERAL
THE SUN	7,924
World-Telegram	6,571
Journal-American	3,869
Post	2,545
TOTAL	20,909

Source: Media Records



GROCERS and GROCERIES

Agate Lines—1937

	RETAIL Grocery Stores		GENERAL Groceries	DEPARTMENT STORES	GRAND TOTAL
	Chain	*Independent*			
THE SUN (E)	40,043	1,972	549,025	10,634	601,674
News (M & S)	25,751	686	700,994	25,128	752,559
World-Telegram (E)	36,817	12,029	553,166	5,375	607,387
Journal-American (E)	63,877	5,028	440,303	5,694	514,902
Herald-Tribune (M & S)	32,385	4,505	434,660	20,669	492,219
Journal-American (S)	....	2,062	396,391	2,135	400,588
Post (E)	90,664	3,932	245,134	8,450	348,180
Times (M & S)	518	2,888	261,558	22,229	287,193
Mirror (M & S)	7,278	....	130,240	3,102	140,620
TOTALS	297,333	33,102	3,711,471	103,416	4,145,322

BEVERAGES

	Coffee & Tea	*Soft Drinks*	*Misc.*	GRAND TOTAL
THE SUN (E)	30,778	36,586	4,746	72,110
Herald Tribune (M & S)	51,243	36,161	16,085	103,489
News (M & S)	55,282	23,809	21,928	101,019
Journal-American (S)	42,164	17,136	26,854	86,154
Times (M & S)	31,918	42,168	2,709	76,795
World-Telegram (E)	29,336	34,641	5,943	69,920
Journal-American (E)	20,678	23,896	5,291	49,865
Post (E)	26,796	4,059	7,154	38,009
Mirror (M & S)	11,927	11,177	4,500	27,604
TOTALS	300,122	229,633	95,210	624,965

BAKING PRODUCTS

THE SUN (E)	43,559
News (M & S)	91,141
World-Telegram (E)	56,591
Journal-American (E)	56,534
Herald Tribune (M & S)	47,566
Post (E)	32,442
Journal-American (S)	26,232
Times (M & S)	19,470
Mirror (M & S)	14,862
TOTAL	388,397

CEREALS and BREAKFAST FOODS

THE SUN (E)	48,124
News (M & S)	85,850
Journal-American (S)	71,276
World-Telegram (E)	53,668
Journal-American (E)	46,169
Herald Tribune (M & S)	28,546
Post (E)	17,318
Mirror (M & S)	9,498
Times (M & S)	6,000
TOTAL	366,449

GROCERIES—*Continued on following page*

Source: Media Records

CONDIMENTS

Agate Lines—1937

THE SUN (E)	57,322
World-Telegram (E)	63,208
News (M & S)	57,853
Journal-American (E)	45,721
Herald Tribune (M & S)	39,442
Times (M & S)	31,379
Post (E)	24,889
Journal-American (S)	21,547
Mirror (M & S)	2,822
TOTAL	344,183

DAIRY PRODUCTS

THE SUN (E)	62,689
News (M & S)	74,575
World-Telegram (E)	62,940
Journal-American (E)	56,772
Herald Tribune (M & S)	52,074
Post (E)	51,942
Times (M & S)	38,029
Mirror (M & S)	33,971
Journal-American (S)	24,233
TOTAL	456,325

DISINFECTANTS and EXTERMINATORS

THE SUN (E)	8,810
News (M & S)	8,825
World-Telegram (E)	7,600
Journal-American (E)	7,558
Post (E)	5,513
Times (M & S)	3,976
Herald Tribune (M & S)	2,460
Journal-American (S)	527
Mirror (M & S)	42
TOTAL	45,311

LAUNDRY SOAPS and CLEANSERS

THE SUN (E)	110,346
News (M & S)	173,506
World-Telegram (E)	89,806
Journal-American (E)	86,507
Journal-American (S)	85,454
Herald Tribune (M & S)	74,885
Post (E)	40,634
Mirror (M & S)	34,225
Times (M & S)	32,436
TOTAL	727,799

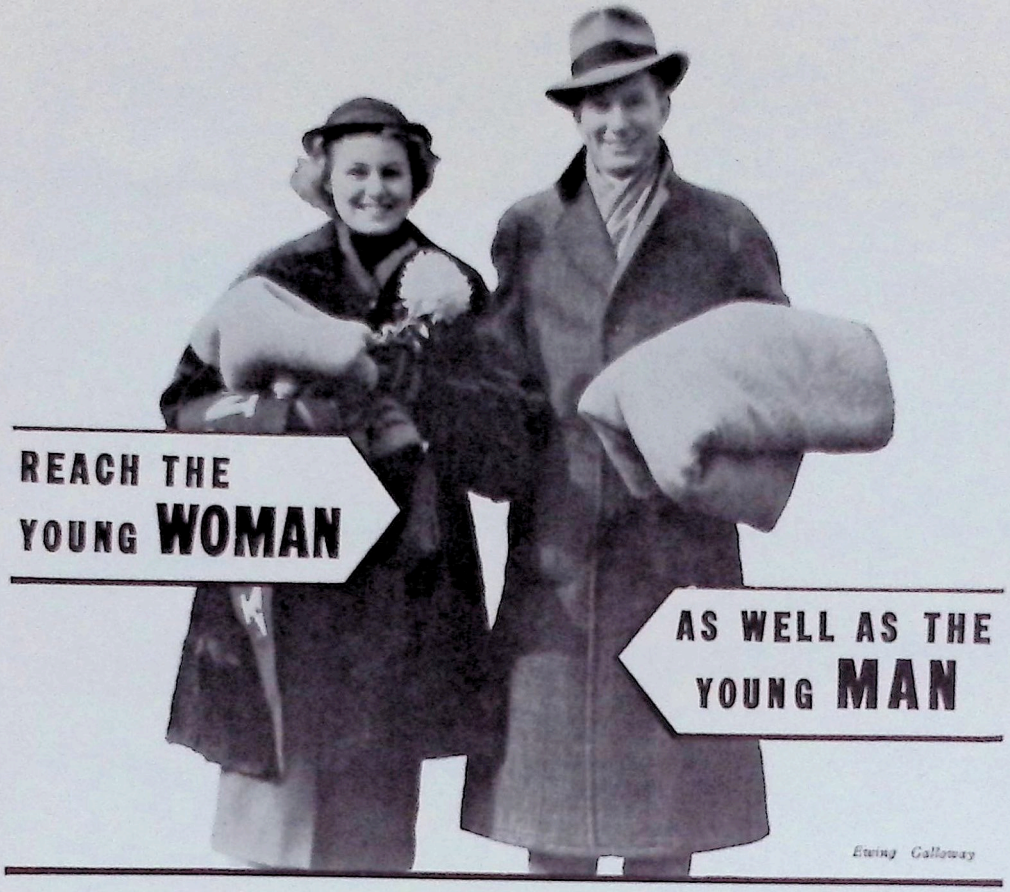
MEAT, FISH and POULTRY

THE SUN (E)	15,634
World-Telegram (E)	22,52[illegible]
Journal-American (S)	15,408
News (M & S)	12,33[illegible]
Herald Tribune (M & S)	9,936
Post (E)	7,806
Journal-American (E)	6,657
Times (M & S)	5,563
Mirror (M & S)	111
TOTAL	95,977

MISCELLANEOUS GROCERIES

THE SUN (E)	130,431
World-Telegram (E)	126,909
News (M & S)	95,887
Journal-American (E)	84,520
Herald Tribune (M & S)	76,262
Journal-American (S)	65,560
Times (M & S)	47,910
Post (E)	26,581
Mirror (M & S)	8,005
TOTAL	662,065

Source: Media Records



IT'S WISER TO SELL ENTIRE FAMILIES RATHER THAN INDIVIDUALS

Today, the purchases of young, progressive families are more a partnership matter than ever before. New cars, rugs, refrigerators, heating devices, insurance—so many things must be sold to both the man and woman before the deal can be closed.

Advertising that reaches both members does a complete job—and advertising in The Sun does exactly that, reaching New York's substantial homes and the men and women in them. The Sun is bought mostly by men (79%) on their way home from work. They read it en route and then carry it home where the women and all others in the family can read it, too. Numerous studies prove this.

To be certain that your New York advertising does an effective job, use The Sun to reach both the wives and the husbands in those homes most profitable to advertisers.

The Sun
NEW YORK

FIRST

In New York City Hotel and Restaurant Advertising

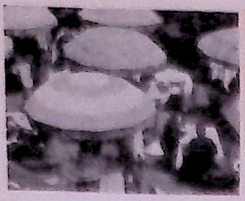
During the year 1937 New York restaurants, hotels and night clubs placed 26,302 more lines of advertising in The Sun than in any other New York newspaper.

And The Sun published 206,664 more lines of advertising in this classification than the second New York evening newspaper. It regularly carries far more individual advertisements in this classification than any other New York newspaper.

The Sun attracts the alert, progressive young families whose budgets include "extras" for amusements and good times as well as the everyday necessities of life.

The Sun

NEW YORK



HOTELS, RESTAURANTS and RESORTS

THE SUN LEADS ALL NEW YORK EVENING NEWSPAPERS

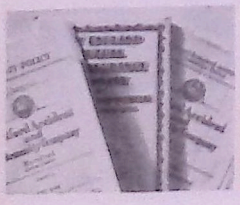
Agate Lines—1937

	RETAIL *Hotels & Restaurants*	GENERAL *Hotels & Resorts*	GRAND TOTAL
THE SUN	477,656	212,142	689,798
World-Telegram	270,992	81,638	352,630
Journal-American	236,789	38,081	274,870
Post	128,251	46,505	174,756
TOTALS	1,113,688	378,366	1,492,054

INDUSTRIAL

THE SUN LEADS ALL NEW YORK EVENING NEWSPAPERS

	GENERAL
THE SUN	38,210
World-Telegram	24,496
Journal-American	20,920
Post	3,411
TOTAL	87,037



INSURANCE

	RETAIL	GENERAL	GRAND TOTAL
THE SUN	31	5,678	5,709
World-Telegram	16	12,931	12,947
Post	..	5,424	5,424
Journal-American	..	3,329	3,329
TOTALS	47	27,362	27,409

Source: Media Records

JEWELERS, JEWELRY and SILVERWARE

THE SUN LEADS ALL NEW YORK EVENING NEWSPAPERS

Agate Lines—1937

	RETAIL *Jewelers*	GENERAL *Jewelry & Silverware*	DEPARTMENT STORES *Jewelry & Silverware*	GRAND TOTAL
THE SUN	17,343	1,120	80,998	99,461
World-Telegram	6,349	1,310	83,501	91,160
Post	39,445	1,050	17,657	58,152
Journal-American	21,830	....	11,637	33,467
TOTALS	84,967	3,480	193,793	282,240

MISCELLANEOUS DISPLAY

THE SUN LEADS ALL NEW YORK EVENING NEWSPAPERS

	RETAIL	GENERAL	DEPARTMENT STORES	GRAND TOTAL
THE SUN	158,834	31,671	476,581	667,086
World-Telegram	63,300	6,530	422,885	492,715
Post	158,547	7,778	276,001	442,326
Journal-American	140,674	16,910	150,503	308,087
TOTALS	521,355	62,889	1,325,970	1,910,214

SPECIALTY SHOPS

The Sun Leads All N. Y. Evening Newspapers

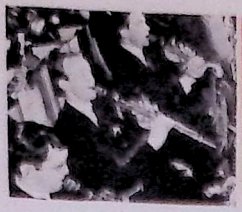
	RETAIL
THE SUN	52,325
Post	11,821
World-Telegram	7,210
Journal-American	606
TOTAL	71,972

FLORISTS & NURSERIES

The Sun Leads All N. Y. Evening Newspapers

	RETAIL
THE SUN	10,098
World-Telegram	1,693
Journal-American	106
Post	104
TOTAL	12,001

Source: Media Records



MUSICAL INSTRUMENTS

Agate Lines—1937

	RETAIL
THE SUN	40,923
Journal-American	49,942
World-Telegram	39,487
Post	22,525
TOTAL	152,877

PROFESSIONAL

	RETAIL	GENERAL	GRAND TOTAL
THE SUN	14,629	1,372	16,001
Journal-American	22,223	....	22,223
World-Telegram	20,674	....	20,674
Post	6,474	....	6,474
TOTALS	64,000	1,372	65,372

PUBLICATIONS

THE SUN LEADS ALL NEW YORK EVENING NEWSPAPERS

	RETAIL *Book Stores*	RETAIL *Stationers*	GENERAL *Book Publishers, Magazines, Newspapers*	DEPARTMENT STORES *Books, Magazines, Stationery*	GRAND TOTAL
THE SUN	2,092	624	628,109	27,890	658,715
World-Telegram	2,444	76	232,289	27,400	262,209
Post	121	30,036	57,118	43,682	130,957
Journal-American	35	...	111,851	7,407	119,293
TOTALS	4,692	30,736	1,029,367	106,379	1,171,174

PUBLICATIONS—*Continued on following page*

Source: Media Records

BOOK PUBLISHERS

MAGAZINES

The Sun Leads All N. Y. Evening Newspapers

Agate Lines—1937

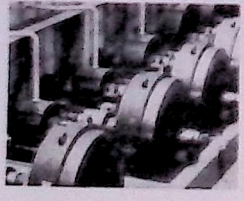
	GENERAL
THE SUN	26,342
World-Telegram	31,423
Post	11,691
Journal-American	356
TOTAL	69,812

	GENERAL
THE SUN	209,006
World-Telegram	99,026
Journal-American	40,780
Post	12,120
TOTAL	360,932

NEWSPAPERS

The Sun Leads All New York Newspapers

	GENERAL
THE SUN (E)	392,761
Times (M & S)	240,200
Herald Tribune (M & S)	142,228
News (M & S)	118,556
World-Telegram (E)	101,840
Journal-American (E)	70,715
Mirror (M & S)	58,351
Post (E)	33,307
Journal-American (S)	27,598
TOTAL	1,185,556



PUBLIC UTILITIES

THE SUN LEADS ALL NEW YORK EVENING NEWSPAPERS

	GENERAL
THE SUN	67,722
Post	66,132
World-Telegram	65,335
Journal-American	65,168
TOTAL	264,357

Source: Media Records

RADIO

Agate Lines—1937

	RETAIL *Radio Dealers*	GENERAL *Sets*	GENERAL *Stations*	DEPARTMENT STORES	OTHER STORES	GRAND TOTAL
THE SUN	89,554	34,150	341	8,807	3,014	135,866
Post	128,833	42,451	262	9,913	38,014	219,473
Journal-American	86,581	16,808	5,275	9,201	61,412	179,277
World-Telegram	66,011	40,386	308	9,004	19,725	135,434
TOTALS	370,979	133,795	6,186	36,925	122,165	670,050

REAL ESTATE DISPLAY

THE SUN LEADS ALL NEW YORK EVENING NEWSPAPERS

	RETAIL
THE SUN	444,378
World-Telegram	126,285
Journal-American	86,973
Post	65,555
TOTAL	723,191

RELIGIOUS NOTICES

The Sun Leads All N. Y. Evening Newspapers

THE SUN	46,705
World-Telegram	22,911
Journal-American	6,786
Post	2,486
TOTAL	78,888

Source: Media Records

SPORTING GOODS

Agate Lines—1957

	RETAIL	GENERAL	DEPARTMENT STORES	GRAND TOTAL
THE SUN	49,709	7,502	35,433	92,644
Post	66,617	66	26,176	92,859
World-Telegram	22,708	23,483	38,766	84,957
Journal-American	38,909	20,259	19,427	78,595
TOTALS	177,943	51,310	119,802	349,055

TOBACCO

THE SUN LEADS ALL NEW YORK EVENING NEWSPAPERS

	GENERAL
THE SUN	338,843
World-Telegram	325,318
Journal-American	264,202
Post	227,713
TOTAL	1,156,076

CIGARS

The Sun Leads All N. Y. Evening Newspapers

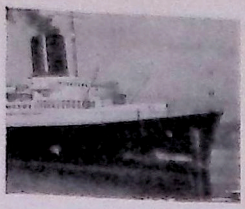
	GENERAL
THE SUN	95,871
World-Telegram	83,652
Journal-American	43,939
Post	13,528
TOTAL	236,990

CIGARETTES

The Sun Leads All N. Y. Evening Newspapers

	GENERAL
THE SUN	241,372
World-Telegram	238,123
Journal-American	216,749
Post	212,585
TOTAL	908,829

Source: Media Records



TRANSPORTATION

THE SUN LEADS ALL NEW YORK EVENING NEWSPAPERS

Agate Lines—1937

	RETAIL *Misc. Display*	GENERAL	GRAND TOTAL
THE SUN	927	241,519	242,446
World-Telegram	942	217,944	218,886
Journal-American	...	75,380	75,380
Post	...	62,854	62,854
TOTALS	1,869	597,697	599,566

AIRWAYS

	GENERAL
THE SUN	26,553
World-Telegram	28,753
Journal-American	3,302
Post	3,071
TOTAL	61,679

RAILROADS

	GENERAL
THE SUN	73,981
World-Telegram	74,784
Journal-American	35,142
Post	26,945
TOTAL	210,852

STEAMSHIPS

The Sun Leads All N. Y. Evening Newspapers

	GENERAL
THE SUN	115,431
World-Telegram	93,731
Journal-American	24,716
Post	22,878
TOTAL	256,756

TOURS

The Sun Leads All N. Y. Evening Newspapers

	GENERAL
THE SUN	15,224
World-Telegram	5,726
Post	1,007
Journal-American	553
TOTAL	22,510

Source: Media Records

RECORD OF ADVERTISING

By Classifications and Subclassifications

NEW YORK **EVENING** NEWSPAPERS

(Published Six Days a Week)

Agate Lines—1937

Summary — Evening

	THE SUN	Position	WORLD-TELEGRAM	Position	*JOURNAL-AMERICAN	Position	POST	Position	TOTAL EVENING
*TOTAL ADVERTISING	13,049,907	1	12,629,308	2	8,099,078	4	8,243,192	3	42,021,485
*Full Run	13,049,907	1	12,629,308	2	7,187,582	4	8,243,192	3	41,109,989
Sectional	.....	.	.....	.	911,496	1	.....	.	911,496
*RETAIL DISPLAY	9,028,542	1	8,148,538	2	4,666,864	4	5,505,164	3	27,349,108
*Full Run	9,028,542	1	8,148,538	2	3,827,248	4	5,505,164	3	26,509,492
Sectional	.....	.	.....	.	839,616	1	.....	.	839,616
*GENERAL DISPLAY	3,006,530	1	2,507,757	2	1,723,544	3	1,117,073	4	8,354,904
*Full Run	3,006,530	1	2,507,757	2	1,713,528	3	1,117,073	4	8,344,888
Sectional	.....	.	.....	.	10,016	1	.....	.	10,016
AUTOMOTIVE DISPLAY	268,580	2	278,714	1	211,407	3	104,067	4	862,768
Full Run	268,580	2	278,714	1	204,645	3	104,067	4	856,006
Sectional	.....	.	.....	.	6,762	1	.....	.	6,762
*FINANCIAL DISPLAY	431,037	1	287,872	2	193,655	3	113,364	4	1,025,928
*Full Run	431,037	1	287,872	2	139,067	3	113,364	4	971,340
Sectional	.....	.	.....	.	54,588	1	.....	.	54,588
*TOTAL DISPLAY	12,734,689	1	11,222,881	2	6,795,470	4	6,839,668	3	37,592,708
*Full Run	12,734,689	1	11,222,881	2	5,884,488	4	6,839,668	3	36,681,726
Sectional	.....	.	.....	.	910,982	1	.....	.	910,982
CLASSIFIED	292,896	4	1,384,749	1	1,284,224	2	1,228,330	3	4,190,199
Full Run	292,896	4	1,384,749	1	1,284,116	2	1,228,330	3	4,190,091
Sectional	.....	.	.....	.	108	1	.....	.	108
LEGAL	22,322	2	21,678	3	19,384	4	175,194	1	238,578
Full Run	22,322	2	21,678	3	18,978	4	175,194	1	238,172
Sectional	.....	.	.....	.	406	1	.....	.	406
SECTIONAL ADVERTISING									
Brooklyn	.....	.	.....	.	893,351	1	.....	.	893 351
Harlem and Bronx	.....	.	.....	.	18,145	1	.....	.	18,145
Manhattan	.....	.	.....	.	.....	.	.....	.	.....
New Jersey	.....	.	.....	.	.....	.	.....	.	.....

**Asterisks indicate classifications in which The Sun leads all New York evening newspapers.* *(Continued)*

General — Evening

	THE SUN	Position	WORLD-TELEGRAM	Position	JOURNAL-AMERICAN	Position	POST	Position	TOTAL EVENING
*GENERAL DISPLAY (Total)	3,006,530	1	2,507,757	2	1,723,544	3	1,117,073	4	8,354,904
*Agriculture	18,236	1	13,197	2	11,073	3	8,542	4	51,748
Alcoholic Beverages	402,319	2	406,159	1	338,373	3	214,984	4	1,361,835
Beers	47,101	3	54,371	2	117,817	1	12,827	4	232,016
*Wines	19,025	1	7,901	2	.....	.	284	3	27,210
Liquors	336,193	2	343,987	1	220,556	3	201,873	4	1,102,609
Amusements	1,743	4	19,725	1	1,900	3	2,145	2	25,513
*Confections	13,126	1	12,891	2	9,367	3	.....	.	35,384
*Educational	1,809	1	497	2	140	3	.....	.	2,446
Groceries	549,025	2	553,166	1	440,303	3	245,134	4	1,787,628
Baking Products	43,559	3	56,591	1	56,534	2	32,442	4	189,126
*Beverages	72,110	1	69,920	2	49,865	3	38,009	4	229,904
*Coffee & Tea	30,778	1	29,336	2	20,678	4	26,796	3	107,588
*Soft Drinks	36,586	1	34,641	2	23,896	3	4,059	4	99,182
Miscellaneous	4,746	4	5,943	2	5,291	3	7,154	1	23,134
Cereals & Breakfast Foods	48,124	2	53,668	1	46,169	3	17,318	4	165,279
Condiments	57,322	2	63,208	1	45,721	3	24,889	4	191,140
Dairy Products	62,689	2	62,940	1	56,772	3	51,942	4	234,342
*Disinf. & Exterminators	8,810	1	7,600	2	7,558	3	5,513	4	29,481
*Laundry Soaps & Cleansers	110,346	1	89,806	2	86,507	3	40,634	4	327,293
Meats, Fish & Poultry	15,634	2	22,524	1	6,657	4	7,806	3	52,621
*Miscellaneous Groceries	130,431	1	126,909	2	84,520	3	26,581	4	368,441
*Hotels & Resorts	212,142	1	81,638	2	38,081	4	46,505	3	378,366
*Housing Equipment & Supplies	92,742	1	82,927	2	53,629	3	21,937	4	251,235
*Air Conditioning	122	1	.....	.	.....	.	.....	.	122
*Automatic Heating	9,867	1	8,705	2	6,087	3	107	4	24,766
*Automatic Refrigeration	49,055	1	48,450	2	21,102	3	9,899	4	128,506
*Fixtures	2,086	1	.....	.	.....	.	.....	.	2,086
Fuel	5,975	2	6,376	1	5,913	3	.....	.	18,264
*Furniture & Furnishings	17,052	1	12,171	3	14,242	2	9,203	4	52,668
*Heaters & Stoves	7,924	1	6,571	2	3,869	3	2,545	4	20,909
Misc. Housing Equip. & Sup	661	2	654	3	2,416	1	183	4	3,914
*Industrial	38,210	1	24,496	2	20,920	3	3,411	4	87,037
Insurance	5,678	2	12,931	1	3,329	4	5,424	3	27,362
Jewelry & Silverware	1,120	2	1,310	1	.....	.	1,050	3	3,480
Medical	100,600	3	148,468	1	119,202	2	37,421	4	405,691
*Miscellaneous	31,671	1	6,530	4	16,910	2	7,778	3	62,889
*Professional & Service	1,372	1	.....	.	.....	.	.....	.	1,372
*Publications	628,109	1	232,289	2	111,851	3	57,118	4	1,029,367
Book Publishers	26,342	2	31,423	1	356	4	11,691	3	69,812
*Magazines	209,006	1	99,026	2	40,780	3	12,120	4	360,932
*Newspapers	392,761	1	101,840	2	70,715	3	33,307	4	598,623
*Public Utilities	67,722	1	65,335	3	65,168	4	66,132	2	264,357
Radio	34,491	3	40,694	2	22,083	4	42,713	1	139,981
Sets	34,150	3	40 386	2	16,808	4	42,451	1	133,795
Stations	341	2	308	3	5,275	1	262	4	6,186
Miscellaneous Radio	.....	.	.....	.	.....	.	.....	.	.....
Sporting Goods	7,502	3	23,483	1	20,259	2	66	4	51,310
*Tobacco	338,843	1	325,318	2	264,202	3	227,713	4	1,156,076
*Cigars	95,871	1	83,652	2	43,939	3	13,528	4	236,990
*Cigarettes	241,372	1	238,123	2	216,749	3	212,585	4	908,829
Tobacco	.....	.	208	2	780	1	.....	.	988
Miscellaneous Tobacco	1,600	3	3,335	1	2,734	2	1,600	4	9,269
Toilet Requisites	192,700	2	216,012	1	109,882	3	62,763	4	581,357
Antiseptics	792	3	2,162	1	804	2	150	4	3,908
Dentifrices	28,985	2	41,589	1	9,451	3	2,001	3	82,026
Perfumes & Cosmetics	55,485	2	63,701	1	15,992	4	17,433	3	152,611
Toilet Soaps	88,089	2	90,767	1	67,604	3	34,396	4	280,856
*Misc. Toilet Requisites	19,349	1	17,793	2	16,031	3	8,783	4	61,956
*Transportation	241,519	1	217,944	2	75,380	3	62,854	4	597,697
Airways	26,563	2	28,753	1	3,302	3	3,071	4	61,679
Bus Lines	776	4	14,304	1	10,225	2	8,542	3	33,847
Railroads	73,981	2	74,784	1	35,142	3	26,945	4	210,852
*Steamships	115,431	1	93,731	2	24,716	3	22,878	4	256,756
*Tours	15,224	1	5,726	2	553	4	1,007	3	22,510
*Misc. Transportation	9,554	1	646	3	1,442	2	411	4	12,053
*Wearing Apparel	25,151	1	22,747	2	1,492	4	3,383	3	52,773

**Asterisks indicate classifications in which The Sun leads all New York evening newspapers. (Continued)*

Retail — Evening

	THE SUN	Position	WORLD-TELEGRAM	Position	JOURNAL-AMERICAN	Position	POST	Position	TOTAL EVENING
*RETAIL DISPLAY (Total)	9,028,542	1	8,148,538	2	4,666,864	4	5,505,164	3	27,349,108
Amusements	444,303	4	450,542	3	542,833	1	516,480	2	1,954,158
Book Stores	2,092	2	2,444	1	35	4	121	3	4,692
Boots & Shoes	224,557	2	260,861	1	133,272	3	103,232	4	721,922
Men's	2,729	4	24,146	1	8,694	3	9,412	2	44,981
Men's & Women's	164,552	2	184,350	1	90,963	3	41,616	4	481,481
*Women's	57,276	1	52,365	2	33,615	4	52,204	3	195,460
Building Suppl. & Contractors	2,536	2	668	3	4,022	1	590	4	7,816
Clothing Stores	768,301	3	779,246	2	844,909	1	703,147	4	3,095,603
Men's	363,956	3	380,533	1	380,076	2	349,929	4	1,474,494
*Men's & Women's	34,255	1	1,720	3	702	4	13,372	2	50,049
Women's	370,090	3	396,647	1	387,120	2	311,731	4	1,465,588
Credit Clothing			346	3	77,011	1	28,115	2	105,472
*Department Stores (Total)	5,987,878	1	5,533,249	2	1,870,962	4	2,636,367	3	16,028,456
*Dept. Stores Upstairs	5,905,631	1	5,317,725	2	1,716,472	4	2,555,915	3	15,495,743
Dept. Stores Basement	82,247	3	215,524	1	154,490	2	80,452	4	532,713
*Dept. Stores Full Run	5,987,878	1	5,533,249	2	1,393,530	4	2,636,367	3	15,551,024
Dept. Stores Sectional					477,432	1			477,432
*Dept. Stores Manhattan	5,476,727	1	5,117,694	2	1,392,217	4	2,383,102	3	14,369,740
*Dept. Stores Brooklyn	511,151	1	411,724	3	478,745	2	227,357	4	1,628,977
Dept. Stores Harlem & B'x			3,831	2			25,908	1	29,739
Dept. Stores New Jersey									
Dept. Store Subclassifications (Upstairs & Basement Comb.)									
*Boots & Shoes	322,995	1	294,193	2	89,839	4	108,316	3	815,343
Men's	20,584	2	25,957	1	11,713	4	12,938	3	71,192
*Women's	302,411	1	268,236	2	78,126	4	95,378	3	744,151
Clothing (Men's)	364,453	2	495,194	1	169,149	4	347,031	3	1,375,827
Clothing	215,137	2	283,496	1	88,684	4	182,394	3	769,711
Furnishings	149,316	3	211,698	1	80,465	4	164,637	2	606,116
*Clothing (Women's)	2,883,265	1	2,449,490	2	537,848	4	943,498	3	6,814,101
*Corsets & Brassieres	110,917	1	96,518	2	25,660	4	38,365	3	271,460
*Girls' & Jrs.' Wear	195,668	1	163,713	2	39,074	4	67,539	3	465,994
*Gloves	75,275	1	69,901	2	12,392	4	24,986	3	182,554
*Hosiery	113,034	1	94,981	2	25,821	4	46,505	3	280,341
*Knit Underwear	30,299	1	28,743	2	7,705	4	11,909	3	78,656
*Millinery	206,564	1	202,974	2	29,252	4	72,222	3	511,012
*Petticoats, Slips	278,578	1	218,392	2	50,899	4	80,553	3	628,422
*Silk Underwear	1,808	1	1,434	2	129	4	300	3	3,662
*Sportswear	287,824	1	208,702	2	40,314	4	84,006	3	620,846
*Coats & Suits	834,378	1	726,416	2	175,093	4	287,958	3	2,023,840
*Dresses	748,925	1	637,716	2	131,518	4	229,155	3	1,747,314
*Infants' Wear	16,740	1	13,113	2	5,310	4	5,404	3	40,567
*Elec. Appl. & Supplies	94,232	1	94,034	2	54,833	3	49,124	4	292,223
Elec. Refrigeration	10,263	4	23,252	1	11,298	3	18,568	2	63,381
*Miscellaneous	83,969	1	70,782	2	43,535	3	30,556	4	228,842
Furniture & Household	764,578	2	765,893	1	428,552	3	390,448	4	2,349,471
*China & Glassware	69,413	1	57,972	2	20,982	3	13,465	4	161,832
Draperies, Curtains	115,938	2	121,434	1	61,217	3	56,938	4	355,527
*Floor Coverings	142,552	1	132,153	2	67,393	3	61,171	4	403,269
*Furniture	403,460	1	403,141	2	238,350	3	220,183	4	1,265,134
Housefurnishings	24,408	4	42,189	1	31,409	2	28,778	3	126,784
Radios	8,807	4	9,004	3	9,201	2	9,913	1	36,925
Automotive	541	4	2,684	1	2,431	2	1,648	3	7,304
Cotton Wash Goods	21,647	2	28,823	1	16,182	3	6,081	4	72,733
*Domestics & Beddings	105,052	1	93,275	2	57,335	3	48,188	4	303,850
*Groceries	10,634	1	5,375	4	5,694	3	8,450	2	30,153
*Institutional	419,600	1	396,105	2	199,537	4	259,309	3	1,274,551
*Jewelry & Silverware	80,998	2	83,501	1	11,637	4	17,657	3	193,793
*Linens	60,660	1	57,651	2	29,445	3	19,642	4	167,398
Silks & Velvets	38,043	2	47,430	1	32,881	3	9,978	4	128,332
*Small Leather Goods	110,264	1	90,169	2	23,102	4	38,820	3	262,355
Sporting Goods & Toys	35,433	2	38,766	1	19,427	4	26,176	3	119,802
Stationery	27,890	2	27,400	3	7,407	4	43,682	1	106,379
*Toilet Goods & Drugs	154,272	1	127,268	2	29,850	4	36,914	3	348,304
*Misc. Departments	476,581	1	422,885	2	150,503	4	276,001	3	1,325,970
Liquors	28,074	2	23,258	3	19,625	4	82,549	1	153,506
*All Other Miscellaneous	448,507	1	399,627	2	130,878	4	193,452	3	1,172,464

**Asterisks indicate classifications in which The Sun leads all New York evening newspapers.* *(Continued)*

Retail — Evening (Continued)

	THE SUN	Position	WORLD-TELEGRAM	Position	JOURNAL-AMERICAN	Position	POST	Position	TOTAL EVENING
Drug Stores	7,385	4	12,410	3	27,258	2	30,118	1	77,171
*Educational	30,037	1	7,720	3	1,782	4	15,164	2	54,703
Electrical Appliances & Supplies	4,577	4	6,024	2	5,454	3	24,522	1	40,577
Furniture & Household	196,151	4	422,802	3	468,574	2	721,657	1	1,809,184
*Art Galleries & Antique Sh.	33,566	1	11,523	2	162	4	5,351	3	50,602
Furniture & Household	162,585	4	411,279	3	468,412	2	716,306	1	1,758,582
Grocers	42,015	4	48,846	3	68,905	2	94,596	1	254,362
Chain	40,043	3	36,817	4	63,877	2	90,664	1	231,401
Independent	1,972	4	12,029	1	5,028	2	3,932	3	22,961
Heating & Plumbing	1,018	2	406	4	8,423	1	561	3	10,408
*Hotels & Restaurants	477,656	1	270,992	2	236,789	3	128,251	4	1,113,688
*Insurance	31	1	16	2	.....	.	.....	.	47
Jewelers	17,343	3	6,349	4	21,830	2	39,445	1	84,967
*Liquor Stores	6,249	1	643	4	944	3	2,887	2	10,723
*Miscellaneous	158,834	1	63,300	4	140,674	3	158,547	2	521,355
Auctions	9,668	2	3,949	3	75,427	1	3,011	4	92,055
Cleaners, Dyers, Laundries	10,059	2	4,321	4	4,395	3	13,333	1	32,108
*Florists & Nurseries	10,098	1	1,693	2	106	3	104	4	12,001
General Stores	171	3	.....	.	1,778	2	41,956	1	43,905
*Specialty Shops	52,325	1	7,210	3	606	4	11,831	2	71,972
Transportation	927	2	942	1	.....	.	.....	.	1,869
Undertakers	.....	.	28	3	19,397	1	4,535	2	23,960
Miscellaneous	75,586	2	45,157	3	38,965	4	83,777	1	243,485
Musical Instruments	40,923	2	39,487	3	49,942	1	22,525	4	152,877
Professional	14,629	3	20,674	2	22,223	1	6,474	4	64,000
Radio	89,554	2	66,011	4	86,581	3	128,833	1	370,979
*Real Estate	444,378	1	126,285	2	86,973	3	65,555	4	723,191
Sporting Goods	49,709	2	22,708	4	38,909	3	66,617	1	177,943
Stationers	624	2	76	3	.....	.	30,036	1	30,736
*Toilet Goods & Beauty Shops	17,762	1	6,779	3	5,570	4	9,439	2	39,550

Automotive — Evening

AUTOMOTIVE DISP. (Total)	268,580	2	278,714	1	211,407	3	104,067	4	862,768
*Aviation	1,987	1	74	2	.....	.	.....	.	2,061
Garages & Service Stations	5,977	3	15,941	1	10,285	2	224	4	32,427
*Gasolines & Oils	49,950	1	46,423	2	28,605	3	837	4	125,815
Parts & Accessories	2,585	2	3,114	1	998	4	1,180	3	7,877
*Passenger Cars (new)	162,142	1	152,940	2	111,017	3	63,348	4	489,447
Passenger Cars (used)	4,057	3	20,535	1	11,355	2	3,848	4	39,795
Tires & Tubes	31,248	2	30,986	3	39,323	1	.....	.	101,557
*Trucks & Tractors	7,581	1	5,633	2	4,852	3	4,108	4	22,174
Miscellaneous Automotive	3,053	4	3,068	3	4,972	2	30,522	1	41,615

Financial — Evening

*FINANCIAL DISP. (Total)	431,037	1	287,872	2	193,655	3	113,364	4	1,025,928
*Banks & Trust Companies	213,298	1	171,550	2	142,002	3	65,499	4	592,349
*Issues	38,449	1	28,486	2	20,465	3	12,073	4	99,473
*Stock & Bond Houses	40,626	1	15,362	2	7,691	3	4,925	4	68,604
*Miscellaneous Financial	138,664	1	72,474	2	23,497	4	30,867	3	265,502

*Asterisks indicate classifications in which The Sun leads all New York evening newspapers. (Continued)

COMPOSITE CLASSIFICATIONS

(Comprised of the Retail, General and Department Store Advertising of Corresponding Classifications)

NEW YORK **EVENING** NEWSPAPERS

(Published Six Days a Week)

Agate Lines—1937

	THE SUN	Position	WORLD-TELEGRAM	Position	JOURNAL-AMERICAN	Position	POST	Position	TOTAL EVENING
*Alcoholic Beverages	436,642	1	430,060	2	358,942	3	300,420	4	1,526,064
Amusements	446,046	4	470,267	3	544,733	1	518,625	2	1,979,671
*Clothing	4,605,462	1	4,314,844	2	1,781,819	4	2,214,011	3	12,916,136
Men's Wear	728,409	2	875,727	1	549,225	4	696,960	3	2,850,321
*Men's & Women's Wear	34,255	1	1,720	3	702	4	13,372	2	50,049
*Women's Wear	3,258,355	1	2,846,137	2	924,968	4	1,255,229	3	8,279,689
Credit Clothing	...		346	3	77,011	1	28,115	2	105,472
*Infants' Wear	16,740	1	13,113	2	5,310	4	5,404	3	40,567
Shoes	547,552	2	555,054	1	223,111	3	211,548	4	1,537,265
*Wearing Apparel	25,151	1	22,747	2	1,492	4	3,383	3	52,773
Drugs & Toilet Requisites	472,719	2	510,537	1	291,762	3	176,655	4	1,452,073
Drugs	107,985	3	160,878	1	146,460	2	67,539	4	482,862
Toilet Requisites	210,462	2	222,791	1	115,452	3	72,202	4	620,907
*Toilet Goods & Drugs	154,272	1	127,268	2	29,850	4	36,914	3	348,304
*Educational	31,846	1	8,217	3	1,922	4	15,164	2	57,149
Electrical Appl. & Supplies	98,809	2	100,058	1	60,287	4	73,646	3	332,800
Refrigerators	78,052	4	90,834	2	85,716	3	93,024	1	347,626
Furniture & Household	960,729	3	1,188,695	1	897,126	4	1,112,105	2	4,158,655
Grocers & Groceries	601,674	2	607,387	1	514,902	3	348,180	4	2,072,143
*Hotels, Restaurants & Resorts	689,798	1	352,630	2	274,870	3	174,756	4	1,492,054
Insurance	5,709	2	12,947	1	3,329	4	5,424	3	27,409
*Jewelers, Jewelry, Silverware	99,461	1	91,160	2	33,467	4	58,152	3	282,240
*Miscellaneous	667,086	1	492,715	2	308,087	4	442,326	3	1,910,214
Professional	16,001	3	20,674	2	22,223	1	6,474	4	65,372
*Publications & Stationery	658,715	1	262,209	2	119,293	4	130,957	3	1,171,174
Radio	135,866	3	135,434	4	179,277	2	219,473	1	670,050
*Religious Notices	46,705	1	22,911	2	6,786	3	2,486	4	78,888
Sporting Goods	92,644	2	84,957	3	78,595	4	92,859	1	349,055
*Transportation	242,446	1	218,886	2	75,380	3	62,854	4	599,566

**Asterisks indicate classifications in which The Sun leads all New York evening newspapers.*

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PUBLISHED MORE

General advertising

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IN THE COUNTRY

The Sun
NEW YORK

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The Sun
NEW YORK

RECORD OF ADVERTISING

By Classifications and Subclassifications

NEW YORK **MORNING & SUNDAY** NEWSPAPERS

Agate Lines—1937

Summary — Morning & Sunday

	TIMES (M&S)	Position	HERALD TRIBUNE (M&S)	Position	JOURNAL-AMERICAN (S)	Position	NEWS (M&S)	Position	MIRROR (M&S)	Position	TOTAL
TOTAL ADVERTISING	22,064,365	1	15,704,910	3	4,755,036	5	20,308,154	2	5,285,222	4	68,117,687
Full Run	21,021,114	1	15,396,788	2	4,180,617	5	13,204,324	3	5,161,894	4	58,964,737
Sectional	1,043,251	2	308,122	4	574,419	3	7,103,830	1	123,328	5	9,152,950
RETAIL DISPLAY	11,146,168	2	7,947,445	3	1,814,317	5	16,305,712	1	3,504,671	4	40,718,313
Full Run	10,207,355	1	7,667,005	3	1,251,935	5	9,379,497	2	3,385,197	4	31,890,989
Sectional	938,813	2	280,440	4	562,382	3	6,926,215	1	119,474	5	8,827,324
GENERAL DISPLAY	4,865,117	1	4,379,577	2	1,488,908	4	3,134,585	3	1,183,608	5	15,051,795
Full Run	4,840,004	1	4,368,983	2	1,487,588	4	3,107,988	3	1,183,608	5	14,988,171
Sectional	25,113	2	10,594	3	1,320	4	26,597	1	.....	.	63,624
AUTOMOTIVE DISPLAY	586,385	1	560,357	2	232,760	4	459,075	3	83,237	5	1,921,814
Full Run	545,466	2	546,967	1	232,760	4	351,664	3	81,632	5	1,758,489
Sectional	40,919	2	13,390	3	.....	.	107,411	1	1,605	4	163,325
FINANCIAL DISPLAY	1,639,140	1	704,454	2	37,382	5	367,396	3	87,463	4	2,235,835
Full Run	1,008,974	1	701,408	2	27,513	5	324,902	3	85,507	4	2,148,304
Sectional	30,166	2	3,046	4	9,869	3	42,494	1	1,956	5	87,531
TOTAL DISPLAY	17,636,810	2	13,591,833	3	3,573,367	5	20,266,768	1	4,858,979	4	59,927,757
Full Run	16,601,799	1	13,284,363	2	2,999,796	5	13,164,051	3	4,735,944	4	50,785,953
Sectional	1,035,011	2	307,470	4	573,571	3	7,102,717	1	123,035	5	9,141,804
CLASSIFIED	4,345,137	1	2,047,979	2	1,181,533	3	30,005	5	413,118	4	8,017,772
Full Run	4,336,995	1	2,047,327	2	1,180,685	3	28,934	5	412,825	4	8,006,766
Sectional	8,142	1	652	4	848	3	1,071	2	293	5	11,006
LEGAL	82,418	1	65,098	2	136	5	11,381	4	13,125	3	172,158
Full Run	82,320	1	65,098	2	136	5	11,339	4	13,125	3	172,018
Sectional	98	1	.....	.	.....	.	42	3	.....	.	140
SECTIONAL ADVERTISING	716,432	2	16,433	5	574,419	3	6,750,665	1	123,328	4	8,181,277
Brooklyn	.....	.	.....	.	.....	.	.....	.	.....	.	.....
Harlem and Bronx	.....	.	.....	.	.....	.	353,165	1	.....	.	353,165
Manhattan	326,819	1	291,689	2	.....	.	.....	.	.....	.	608,508
New Jersey											

(Continued)

General — Morning and Sunday

	TIMES (M&S)	Position	HERALD TRIBUNE (M&S)	Position	JOURNAL-AMERICAN (S)	Position	NEWS (M&S)	Position	MIRROR (M&S)	Position	TOTAL
GENERAL DISPLAY (Total)	4,865,117	1	4,379,577	2	1,488,908	4	3,134,585	3	1,183,608	5	15,051,795
Agriculture	65,036	2	92,396	1	33,849	3	7,715	4	4,058	5	203,054
Alcoholic Beverages	710,712	1	607,586	2	63,906	5	417,672	3	105,673	4	1,905,549
Beers	137,881	1	123,264	2	8,690	5	114,226	3	21,495	4	405,556
Wines	46,868	1	35,444	2	. . . . .	.	6,146	3	. . . . .	.	88,458
Liquors	525,963	1	448,878	2	55,216	5	297,300	3	84,178	4	1,411,535
Amusements	4,965	1	4,851	2	3,785	3	1,993	4	1,350	5	16,944
Confections	7,859	5	7,863	4	20,326	2	34,457	1	14,383	3	84,888
Educational	13,382	1	6,391	3	641	5	7,841	2	5,685	4	33,940
Groceries	261,558	4	434,660	2	396,391	3	700,994	1	130,240	5	1,923,843
Baking Products	19,470	4	47,566	2	26,232	3	91,141	1	14,862	5	199,271
Beverages	76,795	4	103,489	1	86,154	3	101,019	2	27,604	5	395,061
Coffee & Tea	31,918	4	51,243	2	42,164	3	55,282	1	11,927	5	192,534
Soft Drinks	42,168	1	36,161	2	17,136	4	23,809	3	11,177	5	130,451
Miscellaneous	2,709	5	16,085	3	26,854	1	21,928	2	4,500	4	72,076
Cereals & Breakfast Foods	6,000	5	28,546	3	71,276	2	85,850	1	9,498	4	201,170
Condiments	31,379	3	39,442	2	21,547	4	57,853	1	2,822	5	153,043
Dairy Products	38,029	3	52,074	2	24,233	5	74,575	1	33,071	4	221,982
Disinf. & Exterminators	3,976	2	2,460	3	527	4	8,825	1	42	5	15,830
Laundry Soaps & Cleansers	32,436	5	74,885	3	85,454	2	173,506	1	34,225	4	400,506
Meats, Fish & Poultry	5,563	4	9,936	3	15,408	1	12,338	2	111	5	43,356
Miscellaneous Groceries	47,910	4	76,262	2	65,560	3	95,887	1	8,005	5	293,624
Hotels & Resorts	334,072	1	256,414	2	70,743	3	10,813	4	6,814	5	678,856
Housing Equipment & Supplies	128,015	2	147,940	1	104,167	4	112,894	3	15,754	5	508,770
Air Conditioning	5,227	1	3,682	2	. . . . .	.	. . . . .	.	. . . . .	.	8,909
Automatic Heating	31,137	1	30,349	2	709	5	13,331	3	876	4	76,402
Automatic Refrigeration	40,337	3	40,353	2	36,840	4	41,558	1	4,353	5	163,441
Fixtures	. . . . .	.	2,098	1	. . . . .	.	. . . . .	.	. . . . .	.	2,098
Fuel	1,649	2	1,929	1	97	3	96	4	. . . . .	.	3,771
Furniture & Furnishings	39,911	1	35,561	2	30,667	3	30,093	4	8,406	5	144,638
Heaters & Stoves	6,804	3	9,254	2	5,320	4	14,724	1	1,794	5	37,896
Misc. Housing Equip. & Sup	2,950	4	24,714	2	30,534	1	13,092	3	325	5	71,615
Industrial	49,290	2	51,636	1	15,343	4	33,054	3	3,857	5	153,180
Insurance	53,988	1	52,884	2	8,011	4	9,314	3	3,676	5	127,873
Jewelry & Silverware	2,880	4	3,439	3	7,192	2	11,444	1	752	5	25,707
Medical	46,651	5	87,337	4	135,663	3	372,510	1	177,132	2	819,293
Miscellaneous	73,727	4	110,484	3	32,919	5	131,681	1	119,709	2	468,520
Professional & Service	4,503	1	2,022	2	108	4	90	5	1,231	3	7,954
Publications	1,290,853	1	918,092	2	34,900	5	231,357	3	104,118	4	2,579,320
Book Publishers	847,693	1	547,547	2	1,807	5	58,621	3	8,472	4	1,464,140
Magazines	202,960	2	228,317	1	5,495	5	54,180	3	37,295	4	528,247
Newspapers	240,200	1	142,228	2	27,598	5	118,556	3	58,351	4	586,933
Public Utilities	67,269	2	77,572	1	100	5	53,642	3	42,993	4	241,576
Radio	23,466	2	17,601	4	13,743	5	25,666	1	22,545	3	103,021
Sets	22,970	2	17,239	4	13,743	5	25,488	1	21,929	3	101,369
Stations	496	2	362	3	. . . . .	.	116	4	601	1	1,575
Miscellaneous Radio	. . . . .	.	. . . . .	.	. . . . .	.	62	1	15	2	77
Sporting Goods	20,736	2	32,032	1	3,012	5	18,688	3	4,998	4	79,466
Tobacco	426,543	2	456,098	1	147,955	5	331,492	3	252,238	4	1,614,326
Cigars	142,097	1	118,436	2	140	5	59,193	3	19,176	4	339,042
Cigarettes	271,779	2	316,215	1	107,098	5	234,997	3	199,550	4	1,129,639
Tobacco	1,240	5	8,009	4	36,783	1	31,389	2	30,370	3	107,791
Miscellaneous Tobacco	11,427	2	13,438	1	3,934	4	5,913	3	3,142	5	37,854
Toilet Requisites	232,979	2	192,744	4	216,789	3	417,719	1	96,381	5	1,156,612
Antiseptics	. . . . .	.	. . . . .	.	10,250	1	4,391	2	1,600	3	16,241
Dentifrices	20,201	4	23,793	3	56,246	2	61,290	1	3,690	5	165,220
Perfumes & Cosmetics	117,184	2	65,050	3	61,700	4	185,889	1	49,187	5	479,010
Toilet Soaps	32,291	4	51,811	3	58,001	2	118,562	1	22,618	5	283,283
Misc. Toilet Requisites	63,303	1	52,090	2	30,592	4	47,587	3	19,286	5	212,858
Transportation	904,205	1	746,153	2	176,185	3	168,619	4	68,656	5	2,063,818
Airways	48,477	1	44,466	2	72	4	279	3	70	5	93,364
Bus Lines	13,469	2	1,446	5	9,402	4	67,024	1	11,763	3	93,104
Railroads	159,270	1	135,776	2	22,675	5	78,675	3	34,547	4	430,943
Steamships	455,882	1	411,058	2	112,036	3	30,937	4	21,666	5	1,031,579
Tours	196,401	1	128,591	2	31,636	3	325	4	146	5	357,099
Misc. Transportation	30,706	1	24,816	2	364	5	1,379	3	464	4	57,729
Wearing Apparel	142,428	1	73,382	2	3,180	4	34,930	3	1,365	5	255,285

(Continued)

New York MORNING and SUNDAY newspapers . . . . . Agate Lines—1937.

Retail — Morning & Sunday

	TIMES (M&S)	Position	HERALD TRIBUNE (M&S)	Position	JOURNAL-AMERICAN ($)	Position	NEWS (M&S)	Position	MIRROR (M&S)	Position	TOTAL
RETAIL DISPLAY (Total)	**11,146,168**	**2**	**7,947,445**	**3**	**1,814,317**	**5**	**16,305,712**	**1**	**3,504,671**	**4**	**40,718,313**
Amusements	**651,689**	**2**	**605,186**	**3**	**120,527**	**5**	**659,543**	**1**	**518,392**	**4**	**2,555,337**
Book Stores	**12,447**	**2**	**12,994**	**1**	.....	.	82	**3**	.....	.	**25,523**
Boots & Shoes	**161,135**	**1**	**102,771**	**3**	**12,999**	**4**	**144,537**	**2**	**11,498**	**5**	**432,940**
Men's	35,425	1	27,091	2	772	3	619	4	32	5	63,939
Men's & Women's	90,217	1	54,337	3	7,236	4	78,994	2	1,054	5	231,838
Women's	35,493	2	21,343	3	4,991	5	64,924	1	10,412	4	137,163
Building Suppl. & Contractors	**11,251**	**1**	**1,567**	**4**	**7,711**	**3**	**8,760**	**2**	**672**	**5**	**29,961**
Clothing Stores	**2,173,951**	**1**	**1,212,299**	**3**	**93,678**	**5**	**2,135,161**	**2**	**223,039**	**4**	**5,838,128**
Men's	1,320,576	1	775,817	2	25,757	5	173,347	3	86,827	4	2,382,324
Men's & Women's	129,870	1	98,198	3	2,950	4	108,402	2	.....	.	339,420
Women's	722,902	2	338,284	3	60,347	5	1,428,857	1	135,812	4	2,686,202
Credit Clothing	603	3	.....	.	4,624	2	424,555	1	400	4	430,182
Department Stores Total	**5,679,943**	**2**	**4,172,423**	**3**	**906,607**	**4**	**7,538,444**	**1**	**792,647**	**5**	**19,090,064**
Dept. Stores Upstairs	5,673,682	1	4,167,037	3	882,702	4	5,536,521	2	787,072	5	17,047,014
Dept. Stores Basement	6,261	3	5,386	5	23,905	2	2,001,923	1	5,575	4	2,043,050
Dept. Stores Full Run	4,956,719	1	3,925,613	2	529,647	5	3,796,495	3	776,546	4	13,985,020
Dept. Stores Sectional	723,224	2	246,810	4	376,960	3	3,741,949	1	16,101	5	5,105,044
Dept. Stores Manhattan	4,829,246	1	3,722,478	3	485,075	5	3,731,270	2	739,007	4	13,507,076
Dept. Stores Brooklyn	589,589	2	203,247	4	421,532	3	3,728,924	1	25,788	5	4,969,080
Dept. Stores Harlem & B'x	.....	.	.....	.	.....	.	77,250	1	27,852	2	105,102
Dept. Stores New Jersey	261,108	1	246,698	2	.....	.	1,000	3	.....	.	508,806
Dept. Store Subclassifications (Upstairs & Basement Comb.)											
Boots & Shoes	296,308	2	192,519	3	21,878	5	406,461	1	38,756	4	955,922
Men's	59,181	2	22,246	3	622	5	78,544	1	7,161	4	167,754
Women's	237,127	2	170,273	3	21,256	5	327,917	1	31,595	4	788,168
Clothing (Men's)	715,354	2	327,362	3	61,686	5	717,636	1	86,260	4	1,908,298
Clothing	370,193	1	183,871	3	7,210	5	319,042	2	27,853	4	908,169
Furnishings	345,161	2	143,491	3	54,476	5	398,594	1	58,407	4	1,000,129
Clothing (Women's)	2,233,664	1	1,908,821	3	190,209	5	2,111,744	2	244,741	4	6,689,179
Corsets & Brassieres	89,172	2	69,003	3	9,157	4	127,729	1	9,024	5	304,085
Girls' & Jrs.' Wear	72,787	3	89,231	2	4,839	5	106,738	1	8,190	4	281,785
Gloves	67,515	1	44,504	3	3,796	5	48,334	2	4,295	4	168,444
Hosiery	84,878	2	51,545	3	7,125	5	85,477	1	12,414	4	241,439
Knit Underwear	11,589	2	11,066	3	3,144	5	32,890	1	4,165	4	62,854
Millinery	166,824	1	128,889	2	6,570	5	104,931	3	16,904	4	424,118
Petticoats, Slips	167,397	3	170,695	2	27,975	4	262,388	1	21,297	5	649,752
Silk Underwear	3,786	1	1,663	2	340	4	1,050	3	150	5	6,989
Sportswear	298,550	1	264,185	2	12,032	5	168,431	3	19,474	4	762,672
Coats & Suits	659,138	1	483,416	3	59,990	5	630,827	2	67,463	4	1,900,834
Dresses	612,028	1	594,624	2	55,241	5	542,949	3	81,365	4	1,886,207
Infants' Wear	16,266	3	28,031	1	890	5	27,518	2	1,210	4	73,915
Elec. Appl. & Supplies	52,350	3	53,067	2	39,647	4	286,131	1	15,402	5	446,597
Elec. Refrigeration	9,763	4	13,164	3	19,245	2	120,677	1	5,102	5	167,951
Miscellaneous	42,587	2	39,903	3	20,402	4	165,454	1	10,300	5	278,646
Furniture & Household	620,346	2	465,732	3	283,228	4	1,401,985	1	100,011	5	2,871,302
China & Glassware	52,028	2	35,370	3	15,505	4	74,935	1	9,746	5	187,584
Draperies, Curtains	84,716	2	55,727	3	33,551	4	259,390	1	13,951	5	447,335
Floor Coverings	125,084	2	77,197	3	66,317	4	304,262	1	14,076	5	586,936
Furniture	327,224	2	254,010	3	145,518	4	543,496	1	46,245	5	1,316,493
Housefurnishings	20,164	3	30,735	2	15,267	4	182,258	1	12,777	5	261,201
Radios	11,130	3	12,693	2	7,070	4	37,644	1	3,216	5	71,753
Automotive	3,418	2	2,176	4	2,833	3	41,881	1	240	5	50,548
Cotton Wash Goods	19,771	2	12,980	3	10,637	4	33,384	1	6,545	5	83,317
Domestics & Beddings	97,137	2	71,162	3	30,924	4	226,347	1	16,890	5	442,460
Groceries	22,229	2	20,669	3	2,135	5	25,128	1	3,102	4	73,263
Institutional	417,180	2	353,271	3	64,593	5	680,365	1	103,615	4	1,619,024
Jewelry & Silverware	106,460	1	56,293	3	8,573	5	74,969	2	8,756	4	255,051
Linens	61,289	2	44,213	3	23,357	4	93,571	1	9,125	5	231,555
Silks & Velvets	42,268	2	21,483	4	29,569	3	58,925	1	7,374	5	159,619
Small Leather Goods	104,498	1	50,348	3	5,785	5	72,290	2	8,098	4	241,019
Sporting Goods & Toys	47,870	2	25,121	3	20,565	4	139,098	1	19,192	5	251,846
Stationery	77,130	1	40,899	3	5,987	5	63,248	2	10,263	4	197,527
Toilet Goods & Drugs	211,011	1	114,706	3	19,776	5	131,014	2	21,015	4	497,522
Misc. Departments	535,394	2	383,570	3	84,335	5	946,749	1	92,052	4	2,042,100
Liquors	95,316	2	45,321	3	1,902	5	195,673	1	13,375	4	351,587
All Other Miscellaneous	440,078	2	338,249	3	82,433	4	751,076	1	78,677	5	1,690,513

(Continued)

Retail — Morning & Sunday (*Continued*)

	TIMES (M&S)	Position	HERALD TRIBUNE (M&S)	Position	JOURNAL-AMERICAN (S)	Position	NEWS (M&S)	Position	MIRROR (M&S)	Position	TOTAL
Drug Stores	4,032	4	2,750	5	6,418	3	19,963	1	10,207	2	43,370
Educational	46,476	1	21,336	3	748	5	29,347	2	8,234	4	106,141
Electrical Appliances & Supplies	16,355	2	11,327	3	306	5	130,387	1	5,225	4	163,600
Furniture & Household	455,291	3	344,379	4	221,727	5	3,638,277	1	1,063,551	2	5,723,225
Art Galleries & Antique Sh.	40,773	1	29,934	2	851	3	.....		.....		71,558
Furniture & Household	414,518	3	314,445	4	220,876	5	3,638,277	1	1,063,551	2	5,651,667
Grocers	3,406	4	36,890	1	2,062	5	26,437	2	7,278	3	76,073
Chain	518	4	32,385	1	.....		25,751	2	7,278	3	65,932
Independent	2,888	2	4,505	1	2,062	3	686	4	.....		10,141
Heating & Plumbing	13,239	2	13,175	3	11,809	4	46,932	1	4,400	5	89,555
Hotels & Restaurants	451,354	1	285,903	2	72,975	5	99,174	4	136,470	3	1,045,876
Insurance	787	2	2,997	1	44	3	.....		.....		3,828
Jewelers	35,285	3	29,134	4	18,318	5	726,368	1	90,696	2	899,801
Liquor Stores	10,922	1	6,894	2	.....		398	3	.....		18,214
Miscellaneous	343,211	2	294,768	3	55,061	5	372,660	1	221,893	4	1,287,593
Auctions	19,964	3	118,967	1	29,204	2	367	5	1,000	4	169,502
Cleaners, Dyers, Laundries	3,791	3	10,833	1	1,289	4	6,151	2	.....		22,064
Florists & Nurseries	9,667	1	9,008	2	32	5	8,975	3	58	4	27,740
General Stores	47,242	3	171	5	17,136	4	304,742	1	98,806	2	468,097
Specialty Shops	114,762	1	92,877	2	827	5	1,045	4	1,118	3	210,629
Transportation	3,042	2	3,303	1	.....		.....		.....		6,345
Undertakers	10,280	1	30	4	.....		1,989	3	2,619	2	14,918
Miscellaneous	134,463	1	59,579	3	6,573	5	49,391	4	118,292	2	368,298
Musical Instruments	110,103	1	90,066	2	19,554	4	48,273	3	498	5	268,494
Professional	8,782	2	5,886	4	2,365	5	6,095	3	31,079	1	54,207
Radio	72,807	4	62,022	5	79,427	3	387,193	1	209,440	2	810,889
Real Estate	656,432	1	476,834	2	159,561	3	86,115	4	43,993	5	1,422,935
Sporting Goods	163,962	1	97,108	3	16,611	5	126,097	2	85,337	4	489,115
Stationers	11,713	1	8,882	2	.....		15	3	.....		20,610
Toilet Goods & Beauty Shops	51,595	2	49,854	3	5,809	5	75,454	1	40,122	4	222,834

Automotive — Morning & Sunday

AUTOMOTIVE DISP. (Total)	586,385	1	560,357	2	232,760	4	459,075	3	82,237	5	1,921,814
Aviation	1,717	2	3,159	1	.....		.....		.....		4,876
Garages & Service Stations	8,205	2	3,948	3	102	5	38,497	1	1,536	4	52,288
Gasolines & Oils	79,088	2	92,771	1	5,684	4	41,463	3	2,306	5	221,312
Parts & Accessories	8,592	3	9,450	2	26,327	1	2,141	5	2,267	4	48,777
Passenger Cars (new)	344,336	1	336,939	2	156,398	3	127,122	4	47,609	5	1,012,404
Passenger Cars (used)	61,927	1	53,916	2	24,072	3	6,542	4	3,272	5	149,729
Tires & Tubes	53,061	1	46,038	2	18,907	4	41,720	3	.....		159,726
Trucks & Tractors	23,685	1	9,687	3	202	5	10,262	2	2,934	4	46,770
Miscellaneous Automotive	5,774	3	4,449	4	1,068	5	191,328	1	23,313	2	225,932

Financial — Morning & Sunday

FINANCIAL DISP. (Total)	1,039,140	1	704,454	2	37,382	5	367,396	3	87,463	4	2,235,835
Banks & Trust Companies	284,371	1	242,091	2	19,092	5	107,251	3	53,861	4	706,666
Issues	89,893	1	66,618	2	.....		725	3	.....		157,236
Stock & Bond Houses	266,045	1	123,575	2	762	4	945	3	.....		391,327
Miscellaneous Financial	398,831	1	272,170	2	17,528	5	258,475	3	33,602	4	980,606

(*Continued*)

COMPOSITE CLASSIFICATIONS

(Comprised of the Retail, General and Department Store Advertising of Corresponding Classifications)

NEW YORK **MORNING & SUNDAY** NEWSPAPERS

Agate Lines—1937

	TIMES (M&S)	Position	HERALD TRIBUNE (M&S)	Position	JOURNAL-AMERICAN ($)	Position	NEWS (M&S)	Position	MIRROR (M&S)	Position	TOTAL
Alcoholic Beverages	816,950	1	659,801	2	65,808	5	613,743	3	119,048	4	2,275,350
Amusements	656,654	2	610,037	3	124,312	5	661,536	1	519,742	4	2,572,281
Clothing	5,739,106	1	3,845,185	3	384,520	5	5,577,987	2	606,869	4	16,153,667
Men's Wear	2,035,930	1	1,103,179	2	87,443	5	890,983	3	173,087	4	4,290,622
Men's & Women's Wear	129,870	1	98,198	3	2,950	4	108,402	2	.....	.	339,420
Women's Wear	2,956,566	2	2,247,105	3	250,556	5	3,540,601	1	380,553	4	9,375,381
Credit Clothing	603	3	.....	.	4,624	2	424,555	1	400	4	430,182
Infants' Wear	16,266	3	28,031	1	890	5	27,518	2	1,210	4	73,915
Shoes	457,443	2	295,290	3	34,877	5	550,998	1	50,254	4	1,388,862
Wearing Apparel	142,428	1	73,382	2	3,180	4	34,930	3	1,365	5	255,285
Drugs & Toilet Requisites	546,268	2	447,391	3	384,455	4	1,016,660	1	344,857	5	2,739,631
Drugs	50,683	5	90,087	4	142,081	3	392,473	1	187,339	2	862,663
Toilet Requisites	284,574	2	242,598	3	222,598	4	493,173	1	136,503	5	1,379,446
Toilet Goods & Drugs	211,011	1	114,706	3	19,776	5	131,014	2	21,015	4	497,522
Educational	59,858	1	27,727	3	1,389	5	37,188	2	13,919	4	140,081
Electrical Appl & Supplies	68,705	2	64,394	3	39,953	4	416,518	1	20,627	5	610,197
Refrigerators	58,555	5	66,921	4	85,115	3	408,013	1	90,519	2	709,123
Furniture & Household	1,075,637	3	810,111	4	504,955	5	5,040,262	1	1,163,562	2	8,594,527
Grocers & Groceries	287,193	4	492,219	2	400,588	3	752,559	1	140,620	5	2,073,179
Hotels, Restaurants & Resorts	785,426	1	542,317	2	143,718	3	109,987	5	143,284	4	1,724,732
Insurance	54,775	2	55,881	1	8,055	4	9,314	3	3,676	5	131,701
Jewelers, Jewelry, Silverware	144,625	2	88,866	4	34,083	5	812,781	1	100,204	3	1,180,559
Miscellaneous	952,332	2	788,822	3	172,315	5	1,451,090	1	433,654	4	3,798,213
Professional	13,285	2	7,908	3	2,473	5	6,185	4	32,310	1	62,161
Publications & Stationery	1,392,143	1	980,867	2	40,887	5	294,702	3	114,381	4	2,822,980
Radio	113,216	4	97,111	5	121,145	3	787,015	1	368,357	2	1,486,844
Religious Notices	58,794	1	50,318	2	.....	.	.....	.	447	3	109,559
Sporting Goods	232,568	2	154,261	3	40,188	5	283,883	1	109,527	4	820,427
Transportation	907,247	1	749,456	2	176,185	3	168,619	4	68,656	5	2,070,163

LINAGE RECORD OF INDIVIDUAL ADVERTISERS

WHO USED 5,000 LINES OR MORE IN ANY ONE NEWSPAPER

Agate Lines—1937

DEPARTMENT STORES	EVENING—6 Days				MORNING (Weekday)—6 Days				MORNING & SUNDAY—7 Days				
	The Sun	World-Telegram	Evening Journal-American	Post	Times	Herald Tribune	News	Mirror	Times	Herald Tribune	Sunday Journal American	News	Mirror
MANHATTAN STORES													
B. Altman & Co	593,765	427,305	44,319	27,937	207,293	190,731			409,973	380,800	51,159		
Arnold Constable & Co	447,036	283,382	3,105	188,389	94,388	38,860	43,622		257,181	134,525		81,880	
Best & Co	341,574	109,628	7,522	122,084	139,967	133,371			246,971	234,918	13,708		
Bloomingdale's	434,613	354,315	5,780	78,022	102,295	42,089	652,863		272,573	132,799	31,821	305,046	1,909
Bonwit Teller & Co	102,890	26,175			138,142	47,657			345,559	196,684	5,461		
Franklin Simon & Co	372,700	310,342		114,767	90,530	107,629	3,402	1,000	213,607	221,263	16,899	4,709	1,000
Gimbel Bros	312,965	687,102	428,399	507,564	59,818	40,463	563,351	1,621	331,354	304,486	81,105	313,416	2,821
Hearn & Son	8,240	116,235	108,227	616,034	48,951	18,840	865,150	298,715	67,065	21,054	10,737	1,099,825	374,289
Lord & Taylor	285,785	149,508		6,821	187,436	218,490			364,838	380,545	5,775		
Macy & Co	873,266	956,384	661,380	197,133	447,956	282,308	436,591	236,026	843,750	547,169	252,188	684,973	341,997
McCreery & Co	414,382	390,334		217,603	55,266	63,125		11,363	170,481	173,447		146	17,199
Oppenheim Collins & Co	229,673	228,427		107,977		21,364	11,647		205	94,624		15,153	1,000
Saks—Fifth Avenue	33,095	45,989		2,682	255,861	160,614	1,723		433,403	270,552	5,320	1,723	
Saks—34th Street	142,524	280,092	4,156	196,089	98,417	16,267	23,446		285,716	66,617	10,962	45,998	
Stern Brothers	389,167	297,777			40,543	39,385	114,854		165,204	154,066		159,767	
John Wanamaker	495,052	454,699	129,329		421,366	408,929	18,843		421,366	408,929		18,843	
BROOKLYN STORES													
Abraham & Straus	259,030	218,876	186,665	101,573	90,084	77,180	592,120	3,600	342,227	193,152	123,876	839,688	7,687
Loeser & Co	249,469	174,553	21,017		21,495		390,823		170,629		142,174	586,818	
Martin's			10,402	47,251	5,067		265,264		39,387		206	365,045	
Montgomery Ward & Co			4,132				99,240	4,200				115,992	6,000
Namm's			158,957	77,897	740		746,139	2,288	772		100,970	1,121,965	6,288
Oppenheim Collins & Co			95,388		3,663		103,773		34,892		15,018	137,831	
Sears Roebuck & Co	2,652	18,295					357,331		1,582	10,095	24,758	383,941	
Wilson & Son			2,184	636			84,230	2,298			14,385	177,644	5,813
HARLEM, BRONX STORES													
L. M. Blumstein				10,376			35,818	19,252				60,683	27,852
Francis Rogers & Sons		3,831		15,532			9,245					16,567	
NEW JERSEY STORES													
L. Bamberger									161,883	157,660		1,000	
Hahne's									41,138	33,451			
Kresge's									58,087	55,587			
Totals	5,987,878	5,533,249	1,870,962	2,636,367	2,509,278	1,907,302	5,419,485	580,363	5,679,943	4,172,423	906,607	7,538,444	792,647

—Continued—

ALCOHOLIC BEVERAGES	EVENING—6 Days				MORNING (Weekday)—6 Days				MORNING & SUNDAY—7 Days				
	THE SUN	World-Telegram	Evening Journal-American	Post	Times	Herald Tribune	News	Mirror	Times	Herald Tribune	Sunday Journal-American	News	Mirror
Austin, Nichols & Co	7,238	6,704	.....	.....	11,790	5,531	984	682	11,790	5,699	.....	984	682
Celestin's Cognac	.....	.....	.....	.....	.....	168	.....	.....	.....	168	.....	.....	.....
Grant's Whisky	6,790	6,704	.....	.....	6,854	475	.....	.....	6,854	475	.....	.....	.....
Long John Whiskey	448	.....	.....	.....	454	596	.....	580	454	596	.....	.....	580
Paddy's Irish Whisky	.....	.....	.....	.....	98	102	.....	102	98	102	.....	.....	102
Austin, Nichols (Inst'l)	.....	.....	.....	.....	4,384	4,190	984	.....	4,384	4,358	.....	984	.....
Ballantine's Ale & Beer	4,090	4,207	17,697	.....	27,797	27,462	21,756	.....	27,797	27,774	.....	21,756	.....
Baltimore Club Whiskey	730	2,163	.....	6,444	878	.....	371	.....	878	.....	.....	371	.....
Beverwyck Beer	.....	7,094	250	.....	1,444	.....	7,068	.....	1,444	.....	.....	7,068	.....
Black Horse Ale	.....	.....	.....	.....	8,261	8,156	.....	.....	8,261	8,156	.....	.....	.....
Browne Vintners Co	57,547	49,582	29,782	.....	43,976	43,060	13,394	2,222	43,976	43,060	.....	13,394	2,222
Remy Martin Cognac	896	783	.....	.....	7,038	6,880	.....	.....	7,038	6,880	.....	.....	.....
Burnett's Gin	10,585	9,983	5,186	.....	11,209	9,991	5,008	.....	11,209	9,991	.....	5,008	.....
White Horse Whisky	25,597	18,891	7,120	.....	19,381	20,541	3,607	.....	19,381	20,541	.....	3,607	.....
Wilson Whisky	20,469	19,925	17,476	.....	3,964	3,264	4,779	2,222	3,964	3,264	.....	4,779	2,222
Browne Vintner's (Inst'l)	.....	.....	.....	.....	2,384	2,384	.....	.....	2,384	2,384	.....	.....	.....
Buckingham Corp	17,354	5,797	.....	.....	20,954	20,931	18,730	.....	20,954	20,931	.....	18,730	.....
Berry Bros. Liquors	8,044	1,634	.....	.....	8,564	9,253	5,792	.....	8,564	9,253	.....	5,792	.....
Cutty Sark Whisky	9,310	4,163	.....	.....	12,390	11,678	12,938	.....	12,390	11,678	.....	12,938	.....
Budweiser Beer	.....	2,235	6,000	.....	.....	.....	1,794	.....	3,220	3,225	.....	1,794	.....
Canada Dry Ginger Ale, Inc	15,319	10,784	3,834	3,364	24,560	22,478	6,415	.....	24,560	22,478	.....	6,415	.....
Cinzano Vermouth	4,030	.....	.....	.....	6,130	4,242	.....	.....	6,130	4,242	.....	.....	.....
Hildick Applejack Brandy	.....	.....	.....	.....	4,131	4,199	4,109	.....	4,131	4,199	.....	4,109	.....
Nuyens Liqueurs	699	.....	.....	.....	685	683	.....	.....	685	683	.....	.....	.....
Johnnie Walker Whisky	10,590	10,784	3,834	3,364	13,614	13,354	2,306	.....	13,614	13,354	.....	2,306	.....
Continental Distilling Corp.	.....	11,340	3,648	1,822	2,276	2,290	.....	.....	2,276	2,290	.....	.....	.....
Cobbs Creek Whiskey	.....	11,340	3,648	1,822	.....	.....	.....	.....	.....	.....	.....	.....	.....
McCallum's Whisky	.....	.....	.....	.....	2,276	2,290	.....	.....	2,276	2,290	.....	.....	.....
Eichler's Beer	.....	4,393	26,247	.....	4,195	.....	.....	.....	4,195	.....	.....	.....	.....
Feigenspan P. O. N. Beer	3,093	9,386	16,589	.....	18,508	15,471	8,132	4,393	18,508	15,471	.....	8,132	4,393
Fleischmann Distilling Corp.	6,063	8,122	.....	2,112	27,237	25,749	2,338	.....	27,237	25,749	.....	2,338	.....
Black & White Whisky	.....	1,342	.....	2,112	2,654	2,636	2,338	.....	2,654	2,636	.....	2,338	.....
Fleischmann's Gin	6,063	6,780	.....	.....	24,583	23,113	.....	.....	24,583	23,113	.....	.....	.....
Four Roses Whisky	1,395	1,385	2,000	.....	16,105	14,770	6,683	1,380	16,105	14,770	.....	6,683	1,380
Mattingly & Moore Whiskey	.....	.....	.....	.....	.....	.....	26,382	.....	.....	.....	.....	26,382	.....
McKesson & Robbins	12,822	12,051	.....	.....	17,069	16,131	5,611	228	17,069	16,308	.....	5,611	228
Martin's V. V. O. Whisky	11,046	11,103	.....	.....	15,856	15,684	5,382	.....	15,856	15,684	.....	5,382	.....
McKesson's Gin	448	443	.....	.....	448	447	.....	.....	448	447	.....	.....	.....
Ronrico Rum	871	.....	.....	.....	765	.....	229	228	765	.....	.....	229	228
Sandeman Wines	457	505	.....	.....	.....	.....	.....	.....	.....	177	.....	.....	.....
National Dist. Prods. Corp.	49,714	44,857	23,867	51,093	55,834	44,658	45,613	20,026	55,834	44,658	.....	45,613	20,026
Bushmill's Whisky	.....	1,184	1,210	1,196	3,008	.....	4,134	.....	3,008	.....	.....	4,134	.....
Crab Orchard Whiskey	3,780	3,687	3,697	7,190	3,546	.....	6,781	3,454	3,546	.....	.....	6,781	3,454
Gilbey's Gin	5,831	5,396	5,425	5,437	5,671	5,702	5,134	4,692	5,671	5,702	.....	5,134	4,692
Monnet Cognac	.....	.....	.....	.....	2,112	1,985	.....	.....	2,112	1,985	.....	.....	.....
Mount Vernon Whiskey	7,229	7,110	.....	6,872	7,251	7,224	.....	.....	7,251	7,224	.....	.....	.....

—*Continued*—

Alcoholic Beverages (*Continued*)	EVENING—6 Days				MORNING (Weekday)—6 Days				MORNING & SUNDAY—7 Days				
	THE SUN	World-Telegram	Evening Journal-American	Post	Times	Herald Tribune	News	Mirror	Times	Herald Tribune	Sunday Journal-American	News	Mirror
Nat. Dist. Prod. Corp. (*Cont.*)												7,000	6,000
National's Eagle Whiskey	13,112	10,656	10,080	10,728	13,112	10,728	7,000	6,000	13,112	10,728		5,210	1,800
National Dist. Products	6,280	3,591	3,455	4,487	6,335	6,320	5,210	1,800	6,335	6,320			
Old Overholt Whiskey	13,482	13,233		5,869	14,799	12,699			14,799	12,699			
Town Tavern Whiskey				4,478			9,994	2,082				9,994	2,082
Windsor Whiskey				4,836			7,360	1,998				7,360	1,998
Oldetyme Distillers	6,156	16,501	13,116	12,192	21,083	18,529	15,497	7,614	21,083	18,529		15,497	7,614
Grand MacNish Whisky	224				1,040	112			1,040	112			
Green River Whisky	1,056	12,967	10,387	354	1,659	696	11,854		1,659	696		11,854	
Three Feathers Whisky	4,876	3,534	2,729	11,838	18,384	17,721	3,643	7,614	18,384	17,721		3,643	7,614
Pabst Beer							596				8,095	6,656	
Park & Tilford	19,647	19,514			42,230	30,236	11,815		42,230	30,407		11,815	
Booth's Gin	2,830	2,430			6,496	3,627			6,496	3,627			
Harvey's Wine	156				3,564	3,526			3,564	3,526			
Martell's Cognac Brandy	7,018	6,785			7,077	7,023			7,077	7,194			
Four X Whisky					1,994		1,916		1,994			1,916	
Kentucky Bred Whisky		724			1,584		2,390		1,584			2,390	
Private Stock Whisky					3,696	3,660			3,696	3,660			
Vat 69 Whisky	9,653	9,575			14,811	12,400	4,533		14,811	12,400		4,533	
Park & Tilford Whiskies					3,008		2,976		3,008			2,976	
Piel's Beer	4,802	2,474			5,118	426	5,313		5,118	426		5,313	
Rheingold Beer	12,939		12,812		14,041	12,440	14,688		14,041	12,440		14,688	
Ruppert Beer & Ale	10,553	9,579	9,566	10,476	9,992	10,484	9,489	10,006	9,992	10,484		9,489	10,006
Schaefer Beer	351	336	16,013		15,870	15,805	13,008	2,124	16,361	16,644	595	13,581	2,871
Schlitz Beer					3,182	5,466			3,182	5,466			
Schenley Distillers Corp.	42,743	30,844	25,822	41,476	68,283	65,500	21,115	8,035	68,283	65,500	24,752	21,115	8,035
Ancient Age Whisky	368			364	490	610			490	610			
Bacardi Rum	5,431	3,845	432		5,378	4,332			5,378	4,332			
Cream of Kentucky Whisky											1,904		
Dubonnet Wine	912	569			5,798	5,754	490		5,798	5,754		490	
Dewar's Scotch Whisky	5,203			968	12,525	12,151			12,525	12,151			
Gibson's Whisky					3,231	3,206			3,231	3,206			
Golden Wedding Whisky	12,210			12,187	13,327	12,911			13,327	12,911			
Gonzalez Sherry					578	568			578	568			
Old Quaker Whisky		5,699	5,696	6,250							9,520		
Old Schenley Whisky	14,587	14,188	14,093	14,055	17,383	17,341	14,260	8,035	17,383	17,341	1,904	14,260	8,035
Otard Cognac					1,302	1,208			1,302	1,208			
Red & Black Label Whiskey	4,032	6,543	5,601	7,652	8,271	7,419	6,265		8,271	7,419	1,904	6,365	
Schenley Products											1,904		
Wilken Family Whisky											7,616		
Schieffelin & Co.	5,443	5,458	4,066	2,610	5,794	5,813	2,709	2,718	5,794	5,813		2,709	2,718
Dagger Jamaica Rum	290	280			288	290			288	290			
Hennessy Cognac Brandy	2,525	2,502	1,154		2,852	2,874	151	152	2,852	2,874		151	152
Teacher's Whisky	2,628	2,676	2,912	2,610	2,654	2,649	2,558	2,566	2,654	2,649		2,558	2,566
Seagram-Distillers Corp.	55,509	64,068	56,119	37,775	62,839	61,770	52,053	19,905	62,839	62,272	26,656	55,053	19,905
Ancient Bottle Whisky					122	120			122	120			
Calvert Whisky	27,416	27,148	27,225	19,130	29,105	30,492	23,483	16,610	29,105	30,492	24,752	23,483	16,610

— *Continued* —

	EVENING—6 Days				MORNING (Weekday)—6 Days				MORNING & SUNDAY—7 Days				
Alcoholic Beverages (*Continued*)	THE SUN	World-Telegram	Evening Journal-American	Post	Times	Herald Tribune	News	Mirror	Times	Herald Tribune	Sunday Journal-American	News	Mirror
Seagram-Dist. Corp. (*Cont.*)													
Calvert Gin	1,354				2,398	2,386			2,398	2,386			
Crown Whiskies	24,813	24,811	24,494	14,921	22,656	22,975	19,244	2,705	22,656	22,975		19,244	2,705
Old Drum Whisky		10,143					8,008				1,904	11,008	
Seagram's Products	1,926	1,966	4,400	3,724	4,346	1,956	1,318	590	4,346	1,956		1,318	590
V. O. Whisky					4,212	3,841			4,212	4,343			
Silver Dollar Whisky			11,560				10,127	10,146				10,127	10,146
Somerset Importers	23,687	14,329	20,145	3,592	29,016	24,687	2,095		29,016	24,687		2,095	
Gordon's Gin	3,949	3,155	7,609	2,386	12,181	10,328	2,095		12,181	10,328		2,095	
Haig & Haig Whisky	14,380	11,174	9,576	1,206	14,437	14,359			14,437	14,359			
King William IV Whisky	5,358		2,960		2,398				2,398				
Taylor, W. A., & Co	4,625	4,282	8,681		25,874	18,008	5,164		25,874	18,232		5,164	
Government House Rum					3,030	4,009			3,030	4,009			
Guinness Stout	256				5,338	5,324	5,164		5,338	5,324		5,164	
John Jameson Whisky			8,681		8,683				8,683				
Martini & Rossi Vermouth	4,369	4,282			8,823	8,675			8,823	8,899			
Trommer's Beer	624	5,153	5,129	616	624	632	5,683	612	624	632		5,683	612
Utica Club Beer & Ale						5,209				5,209			
Walker, Hiram, & Sons	42	5,300			13,381	10,041	17,454		13,381	10,041		17,454	
G. & W. Whiskies					6,484	6,452	6,360		6,484	6,452		6,360	
Private Cellar Whisky							489					489	
Ten High		5,300			3,269		9,369		3,269			9,369	
Hiram Walker Products	42				3,628	3,589	1,236		3,628	3,589		1,236	
Wile, Julius, Sons & Co	4,273	2,132			11,630	7,893	2,000		11,630	7,893		2,000	
Peter Dawson Whisky	1,675				9,104	7,893	2,000		9,104	7,893		2,000	
Veritable Benedictine	2,198	2,132			2,526				2,526				
Julius Wile (Inst'l)	400												
Williams, R. C., & Co., Inc	4,634	4,008	303	1,956	8,619	8,420	291	309	8,619	8,420		291	309
Forbidden Fruit Liqueurs				1,793									
Gilbey's Spey Royal Whisky	4,328	4,008	303	163	8,619	8,420	291	309	8,619	8,420		291	309
Metaxa Brandy	306												
William Jameson Whisky	418	400		2,940	9,509	8,167	5,042		9,509	8,167		5,042	
AUTOMOTIVE													
Gasoline & Oils													
American Oil Co										10,466			
Colonial Beacon Oil Co	4,950	4,902			2,556	2,550	3,415		2,556	3,555		3,415	
Gulf Refining Co					12,336	12,372	1,703	1,570	13,923	12,474	1,559	1,703	1,570
Richfield Oil Co					5,670		3,508		5,670			3,508	
Shell Eastern Products	494	396	397		11,630	11,629			11,630	11,629			
Socony-Vacuum Oil Co	17,738	17,856	16,566		18,594	18,618	11,216		18,594	19,120		11,216	
Sun Oil Co	19,499	17,289	9,395		141				2,236	10,440			
Tide Water Oil Co	5,327	4,046	1,260		22,905	22,837	20,895		24,177	24,079		20,895	
New Passenger Cars													
Chrysler Corp	35,372	33,657	24,270	10,087	35,244	18,991	19,262	2,252	58,564	54,551	34,019	33,352	6,903
Chrysler	14,804	13,558	4,960	3,290	15,073	4,460	7,539		25,450	24,242	22,457	10,779	1,200

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	EVENING—6 Days				MORNING (Weekday)—6 Days				MORNING & SUNDAY—7 Days				
Automotive *(Continued)*	THE SUN	World-Telegram	Evening Journal-American	Post	Times	Herald Tribune	News	Mirror	Times	Herald Tribune	Sunday Journal-American	News	Mirror
New Passenger Cars (Cont.)													
Chrysler (Inst'l)	1,188	1,212	1,224		3,710	3,694	1,825	820	3,710	3,694		1,825	820
De Soto	3,333	4,748	4,666	752	6,178	4,377	3,042		7,971	5,956		3,750	736
Dodge	7,906	5,584	5,710	4,165	3,674	122	3,636	812	10,094	6,417	6,011	6,536	2,527
Plymouth	8,141	8,555	7,710	1,880	6,609	6,338	3,220	620	11,339	14,242	5,551	10,262	1,820
Ford Motor Co	11,038	10,952	10,647	3,728	15,403	20,955	2,785	2,672	47,073	44,537	18,721	11,416	11,813
Ford	5,572	7,372	7,055	2,430	4,609	9,289	1,568	1,572	27,133	22,738	18,721	10,199	10,713
Ford-Lincoln	1,290	1,830	1,842	1,298	1,817	1,239	1,217	1,100	1,817	2,244		1,217	1,100
Lincoln	4,176	1,750	1,750		8,977	10,427			18,123	19,555			
General Motors Corp	82,088	74,686	50,515	40,491	66,218	64,240	27,440	9,483	150,324	142,463	77,074	46,827	20,751
Buick	26,846	26,851	21,114	6,380	32,274	32,325	11,010	2,000	37,085	36,295	19,366	12,482	2,700
Cadillac	1,378	715			219				2,319	2,100			
Cadillac-LaSalle	3,856	3,566	1,559		2,733	2,633	110		5,852	5,752	860	742	
Chevrolet	14,878	11,322	11,076	13,231	6,925	9,647	8,421	3,236	28,711	28,075	16,028	9,421	5,471
General Motors (Inst'l)	9,925	9,851	7,191	9,869	9,938	7,513	3,111	3,113	12,648	13,613	10,545	4,864	5,933
LaSalle	3,868	615			1,044				15,739	12,533	1,848		
Oldsmobile	11,617	10,628	3,967	6,808	10,244	6,663	2,825	1,000	28,527	23,561	17,549	11,428	4,408
Pontiac	9,720	11,138	5,608	4,203	2,841	5,459	1,963	134	19,443	20,534	10,878	7,890	2,239
Graham	1,475	2,433	1,852	1,284	2,858	1,406	600	400	4,787	1,406		902	712
Hudson Motor Car Co	13,582	16,034	2,997	3,433	15,928	1,200		444	19,798	26,884	8,220	8,297	1,444
Hudson	2,103	112	567	444	808			444	2,260	3,559	620	1,636	444
Hudson-Terraplane	10,654	14,592	2,430	2,989	15,120	1,200			17,538	23,325	7,600	5,861	1,000
Terraplane	825	1,330										800	
Nash	1,416	1,446	7,370		14,538	13,046	5,988		26,603	24,948	11,482	7,988	399
Packard	10,519	10,409	8,340	2,810	12,243	11,470	8,431	400	14,181	12,907	1,902	9,856	1,300
Studebaker	3,288		1,895		14,586	12,581	780		14,586	13,306	584	2,448	
Willys	2,454	2,471	3,631	1,152	435		525		4,993	4,574	4,843	5,579	3,930
Used Passenger Cars													
Cadillac	1,671	666			11,800	11,708			17,881	17,918			
Chevrolet		4,968	3,810	1,278	151		3,360	720	465	2,090	6,214	3,360	720
Chrysler	298				746	619			1,113	879	280		
Dodge		1,966		368	1,748				3,258	4,453	4,994		
Ford	910	4,580	3,350	580	925	925	1,132	572	2,732	3,254	4,053	3,112	2,552
Packard					1,749	453	20		5,565	2,037		20	
Pontiac		5,117	1,692						16		6,349		
Studebaker									71	1,030	1,904		
Tires & Tubes													
Firestone Tires	10,306	10,032	16,336		9,804	10,366			9,804	10,366			
Firestone Service Stores			3,648		2,508		112		3,526			112	
Goodrich Tires	432	386			12,750	8,903	3,369		12,750	11,993	5,579	3,369	
Goodrich Service Stores						216	11,301			216		11,301	
Goodyear Tires	16,416	16,546	16,295		19,061	18,931	13,911		19,061	18,931	11,424	13,911	
Meisel Tire Co							7,700					7,700	
United States Tires	2,432	2,376	3,044		3,470	3,502	2,518		3,470	4,532	1,904	2,518	

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	EVENING—6 Days				MORNING (Weekday)—6 Days				MORNING & SUNDAY—7 Days				
Automotive *(Continued)*	THE SUN	World-Telegram	Evening Journal-American	Post	Times	Herald Tribune	News	Mirror	Times	Herald Tribune	Sunday Journal-American	News	Mirror
Trucks & Tractors													
Chevrolet	1,176								2,775	1,272			
Dodge	2,484	1,856	1,244	632	2,472	1,868	1,224		2,472	1,868		1,224	620
Ford					12,280	2,296	1,140		12,280	2,296		1,140	
General Motors	2,144	2,126	2,264	2,296	2,284	2,300	6,688	2,264	2,844	2,300		6,688	2,264
Other Automotive													
American Gas Stations					3,115		15,737		10,073			15,737	
*Bohack, H. G., Co., Inc			3,454				33,556					33,556	
Champion Spark Plugs									5,058	5,654	4,890		
Fisher Bodies	1,027	1,020	998	810	812	814	1,785	792	812	814	15,232	1,785	792
Sandy Andy Stores								17,968					17,968
Sentry Stores				5,440				4,960					4,960
Sobol Bros	5,071	15,941	9,211		1,548	3,229	23,135	1,376	1,650	3,835	102	23,237	1,376
Strauss Stores				25,082			101,790					103,790	
Times Square Stores							50,384					50,384	
BOOKS													
Appleton-Century Co	516	564			2,493	2,917			23,712	24,223			
Blue Ribbon Books, Inc				2,384					5,200	3,197		2,052	843
Bobbs-Merrill		438			6,865	4,301			24,084	8,891			
Book of the Month		1,281			4,792	665			17,988	12,406			
Brentano's Bookshop	545	51			1,915	6,582			1,915	6,582			
Covici-Friede		104		56	3,614	1,331			11,007	3,741			
Coward-McCann	49	37			1,919	1,168			6,231	3,426			
De Luxe Editions Club									6,240	3,075			
Dodd, Mead & Co	204	646			1,281	1,746			15,823	11,684			
Doubleday, Doran Bookshop					4,442	343			5,482	1,534			
Doubleday, Doran & Co	306	1,236		200	20,788	3,301			48,484	18,432		226	
Dutton's Bookshop					671	1,000			671	1,000			
Dutton, E. P., & Co	173	159		51	4,131	1,644			21,898	19,888			
Farrar & Rinehart	312	1,984			10,229	4,266			28,830	13,506			
Funk & Wagnalls Co	262	460		720	1,548	1,128			13,378	5,609		294	
Greystone Press		152		86	1,067	1,924			3,721	4,998			
Harcourt, Brace & Co	64	372			5,124	4,724			23,688	28,086			
Harper & Bros	311	513		202	22,166	5,973			52,049	20,024		82	
Heritage Club									5,764				
Hillman-Curl, Inc	56	55			2,579	656			5,139	2,023			
Holt, Henry, & Co		185			1,603	1,566			5,866	4,102			
Houghton, Mifflin Co		296			2,004	1,956			16,236	17,384			
Knopf, Alfred A		551			11,281	6,557			26,175	14,079			
Lippincott, J. P., Co	227	1,968		51	4,836	4,205			17,338	17,022			
Literary Guild of America				855					7,280	4,100		1,722	
Little, Brown & Co	1,050	2,543			12,930	12,175	50		42,281	35,368		50	
Longmans, Green & Co	44	22			1,800	478	52		8,663	3,854		52	
Macmillan Co	4,479	4,975		483	9,546	8,159			46,035	49,329		126	

*Indicates concerns whose linage appears in more than one classification. For total space see last page of this table.

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	EVENING—6 Days				MORNING (Weekday)—6 Days				MORNING & SUNDAY—7 Days				
Books *(Continued)*	THE SUN	World-Telegram	Evening Journal-American	Post	Times	Herald Tribune	News	Mirror	Times	Herald Tribune	Sunday Journal-American	News	Mirror
Messner, Julian, Inc		146			726	245			5,734	1,785			
Morrow, William & Co	28	397			6,521	3,348		247	10,325	9,856			247
Norton, W. W. & Co	71	381			3,609	3,028			17,718	12,475		49	
Oxford University Press	204	31			556	383			5,484	3,661			
Percy Crosby	9,536												
Putnam Bookstore		112			498	522			684	522			
Putnam, G. P., & Sons	205	441			2,747	879			10,129	5,821		264	
Random House	179	446			7,653	4,174			20,370	11,741			
Reynal & Hitchcock		403			3,081	1,562			8,245	5,429			
Scribner, Charles, & Sons	846	1,254			3,839	3,935			29,007	25,343			
Simon & Schuster		673			57,133	5,450			94,177	22,719		1,000	
Stackpole Sons		32		70	2,937	2,585			5,321	4,192			..
Stokes, Frederick, & Co	539	296			1,378	1,814			9,728	11,687			
Viking Press	342	2,693		124	11,252	9,967			33,165	30,908		19	
Whittlesey House	192	619			2,956	2,120	31		11,638	7,620		31	
BOOTS & SHOES													
Men's Shoes													
London Shoe Shop	374	4,907	757	16	6,004	33	537	32	6,004	33		537	32
Nunn-Bush					6,904	3,957			6,904	3,957			
Ward, John	900	13,540	7,177	5,326	9,936	10,821			10,720	11,614	772		
Whitehouse & Hardy		4,976			4,787	5,219			4,787	5,219			
Men's & Women's Shoes													
Beck, A. S	23,352	36,003	17,979	5,078	515		27,403	1,054	4,310			27,403	1,054
Coward Shoe Shop	20,347	20,773	512	12,147	8,373	4,197	6,981		20,896	16,053		11,696	
Douglas, W. L	5,348	8,490	3,997		3,382	3,205	7,594		3,382	3,205		7,594	
Empire Shoes							6,348					6,628	
Florsheim Shoe Shop	38,185	35,729	18,349		13,259				14,323				
Frank Bros	1,208	1,372			4,027	3,580			7,395	7,134	290		
Hanan & Son	4,236	4,502	224	2,101	2,330	3,663			3,567	9,914	53		
Miles Shoes			17,496										
Physical Culture Shoes		6,076					6,243			696		6,243	
Pediforme	5,400												
Regal Shoes	10,953	11,465	10,983	4,585	10,257	10,212			10,257	10,212			
Scholl's Shoes, Dr	5,958	4,290		3,186	2,443	177	378		2,892	3,105	309	378	
Slater, J. & J	10,460	9,932	2,464	106	1,686	1,480			3,502	2,418	338		
Thom McAn			17,057				17,241					17,241	
Tru-Form	1,464	6,341											
Walk-Over	14,361	14,178			2,795				5,394				
Women's Shoes													
Ansonia	5,047	4,110		9,408			14,912	9,658	230		122	14,912	9,658
Field Shoes				5,059									
Kitty Kelly		663		9,303			12,919					13,315	114
Matrix Shoes									7,532				

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	EVENING—6 Days				MORNING (Weekday)—6 Days				MORNING & SUNDAY—7 Days				
Boots & Shoes *(Continued)*	THE SUN	World-Telegram	Evening Journal-American	Post	Times	Herald Tribune	News	Mirror	Times	Herald Tribune	Sunday Journal-American	News	Mirror
Women's Shoes (Continued)													
Miller, I	26,661	26,399	12,477	15,135	3,532	4,780	4,790	200	23,033	17,435	2,787	5,897	200
Shoecraft	6,313	6,226							4,502	196	51		
Simco				6,393			844					844	
Wise		1,042	19,829				21,852	416			968	25,749	416
CLOTHING STORES													
Men's Wear													
Barney's Clothes	1,798	1,789		58,529		1,487	1,722			1,487		1,722	
Bond Clothes	27,714	81,199	86,533				47,481	42,541				47,481	42,541
Brill Bros		18,110	26,257	21,920	3,612	62	16,794	9,131	3,794	307	12,316	22,689	11,347
Broadstreets					48,776	34,098			48,776	34,098			
Brooks Brothers					11,329	10,852			11,329	10,852			
Browning King & Co			2,408	6,310	36,178		800		36,178			800	
Cambridge Tailors				5,429									
Clemons Clothes				5,037			235					235	
Cohen, Goldman Co									14,602				
Crawford Clothes	1,788	7,734	9,402	11,489	8,763	804	1,704		8,763	804	100	1,704	
D'Andrea Brothers					9,389	8,288	140		9,389	8,288		140	
*David, John	77,237		39,031		223,098	165,152	20,652		227,748	173,190	3,698	22,628	
Disney Hats						5,049				5,049			
Finchley	1,729	6,292			84,012	39,291			94,076	42,855			
Forsythe, John	10,740				10,989	8,688			10,989	9,472			
Grayson	5,042	881		1,229	7,171	1,306			7,171	1,306			
Hilton Co		892	1,946	5,886	1,233			1,556	1,233				1,556
Hilton, Joseph, & Sons			5,288	3,052	16,094		600		16,094			600	
Howard Clothes		38,752	42,575		29,483				29,483				
Interwoven Socks	3,083	640			4,782	4,117	987		5,342	6,249		987	
Jopling's	300	2,072			7,820				7,820				
Kaplan, Collins Clothes				6,096	2,633		1,400	3,384	2,633			1,400	3,384
Kent, Roger					13,580	13,676			13,580	13,676			
Kolmer-Marcus					24,134				24,134				
Kulok, M				7,760									
Leighton					10,414				10,414				
Levine, Mervin S		5,134			7,064	2,226			7,064	2,226			
Levine's				5,319									
Levy, Moe, & Son		18,806	59,113	30,744	10,962		29,367	23,422	10,962		1,102	40,898	23,726
Ritchie, Henry A., & Co				5,038	118	5,582			118	5,582			
Rogers Peet Co	170,967	136,175	34,959	51,155	264,303	238,694	14,518		312,080	282,981	17,031	17,300	
Roxy Clothes			10,317		2,617				2,617				
Schanz	8,376												
Stetson Hats					9,246	9,244			9,246	9,244			
Talon Slide Fastener					16,092	16,038			16,092	16,038			
Taub, Billy				60,686	3,688				3,688				
Three "B" Clothes				7,227									
Tripler, F. R., & Co	234				17,937	11,621			17,937	11,621			
Wallach Brothers	2,894	266	30,405		100,416	47,845	3,688	696	100,674	47,845		3,896	696

*Indicates concerns whose linage appears in more than one classification. For total space see last page of this table.

—Continued—

Clothing *(Continued)*	EVENING—6 Days				MORNING (Weekday)—6 Days				MORNING & SUNDAY—7 Days				
	THE SUN	World-Telegram	Evening Journal-American	Post	Times	Herald Tribune	News	Mirror	Times	Herald Tribune	Sunday Journal-American	News	Mirror
Men's Wear (Continued)													
Weber & Heilbroner	22,423	35,558	23,530	596	224,784	98,280	.....	.....	226,186	99,826	53	.....	.....
Witty Brothers	.....	468	.....	232	7,132	.....	100	.....	7,132	.....	.....	100	.....
Worth & Worth	.....	1,480	.....	.....	16,562	.....	.....	.....	16,562	.....	.....	.....	.....
Young's	10,251	10,185	1,140	1,906	11,037	10,158	6,251	.....	11,037	10,158	.....	6,251	.....
Men's & Women's Wear													
De Pinna	23,912	.....	.....	.....	45,870	41,812	.....	.....	54,803	57,847	.....	.....	.....
Dobbs	1,314	.....	.....	.....	9,507	9,456	.....	.....	20,108	10,106	.....	.....	.....
Factory Stores	.....	.....	404	.....	5,392	.....	.....	.....	7,374	.....	1,994	.....	.....
Knox the Hatter	8,115	1,113	.....	.....	23,928	17,918	.....	.....	45,159	30,145	956	.....	.....
Norton's	.....	.....	.....	6,999	.....	.....	77,581	.....	.....	.....	.....	105,251	.....
World Clothing Exchange	.....	.....	.....	10,276	.....	.....	1,782	.....	.....	.....	.....	1,782	.....
Women's Wear													
Alexander's	.....	.....	.....	.....	.....	.....	121,397	.....	.....	.....	.....	169,225	.....
Balch Price	3,461	.....	14,520	.....	20,982	64	.....	.....	37,344	2,972	998	200	.....
Bendel, Henri	.....	.....	.....	.....	3,154	3,289	.....	.....	8,176	8,428	1,564	.....	.....
Bergdorf Goodman	9,721	8,731	182	4,509	23,589	23,043	.....	.....	51,788	41,598	4,551	.....	.....
Canadian Fur Trappers	.....	.....	.....	236	.....	.....	7,718	.....	.....	.....	.....	10,122	.....
Carnegie, Hattie	.....	.....	.....	.....	1,926	957	.....	.....	4,725	2,577	1,581	.....	.....
Crown Corset	1,450	3,967	1,433	.....	.....	.....	5,541	.....	.....	.....	.....	6,541	.....
David's	425	300	.....	112	339	1,055	.....	.....	6,037	2,113	.....	.....	.....
Emily Shops	3,257	9,829	.....	686	.....	.....	.....	.....	292	.....	.....	.....	.....
Engel, Jane	1,074	1,698	.....	500	9,878	5,028	.....	.....	12,550	6,568	.....	.....	.....
Famous Furriers	.....	.....	453	7,997	.....	.....	.....	.....	.....	.....	.....	.....	.....
Fashion Center, Brooklyn	.....	.....	.....	.....	.....	.....	2,695	.....	.....	.....	.....	5,604	.....
Fox, I. J., & Co	65,333	105,072	100,745	30,388	8,486	1,512	75,320	3,642	31,548	3,292	784	116,261	11,738
Freed's	.....	.....	.....	6,258	.....	.....	2,949	.....	.....	.....	.....	2,949	.....
Goodwin's, Brooklyn	.....	.....	36,299	.....	.....	.....	115,351	2,400	.....	.....	560	209,698	2,400
Gunther	4,649	2,591	.....	.....	2,994	2,288	.....	.....	10,052	8,765	1,353	.....	.....
Hall, W. H	9,890	8,895	.....	6,399	1,165	1,067	.....	.....	6,453	5,569	.....	.....	.....
Jackman's, Wm., Sons	6,301	3,928	.....	.....	3,428	.....	.....	.....	8,754	.....	.....	.....	.....
Jaeckel, H., & Sons	514	.....	612	.....	1,950	2,468	.....	.....	3,345	5,435	2,457	.....	.....
Jay Thorpe	10,568	254	264	.....	39,472	30,140	210	.....	57,553	43,327	1,646	462	.....
Lane Bryant	25,923	24,621	656	52,249	1,856	1,209	62,985	.....	34,771	13,596	200	114,527	.....
Littman's	.....	.....	.....	.....	.....	.....	66,692	.....	.....	.....	.....	91,702	.....
May's, Brooklyn	.....	.....	29,573	.....	.....	.....	130,361	17,260	.....	.....	7,592	158,136	41,060
Milgrim	12,552	4,931	.....	.....	14,794	6,234	.....	.....	33,786	17,222	.....	.....	.....
Ohrbachs	.....	28,694	27,520	26,372	15,496	.....	14,800	13,394	15,496	.....	.....	14,800	13,794
Old Reliable Fur Co	.....	.....	.....	5,182	.....	.....	.....	.....	.....	.....	.....	.....	.....
Peck & Peck	2,206	.....	.....	.....	25,997	10,057	.....	.....	44,418	19,358	.....	.....	.....
Penn Fur Co	.....	.....	.....	.....	.....	.....	2,082	.....	.....	.....	.....	7,943	296
Pollyanna Shops	.....	.....	.....	10,298	.....	.....	.....	.....	.....	.....	.....	.....	.....
Revillon Freres	6,173	.....	984	.....	4,450	3,210	.....	.....	8,674	6,942	796	.....	.....
Roaman's	2,426	.....	.....	.....	.....	.....	9,160	.....	43	.....	.....	17,305	299
Russeks	155,318	163,895	167,573	105,441	135,833	27,997	176,365	36,140	255,792	91,321	30,514	240,385	64,650

— Continued —

Clothing *(Continued)*	EVENING—6 Days				MORNING (Weekday(—6 Days				MORNING & SUNDAY—7 Days				
	THE SUN	World-Telegram	Evening Journal-American	Post	Times	Herald Tribune	News	Mirror	Times	Herald Tribune	Sunday Journal-American	News	Mirror
Women's Wear (Continued)													
Sally's Studio	.....	.....	.....	12,516	.....	.....	71,353	.....	.....	.....	.....	109,524	.....
Stein & Blaine	490	.....	.....	.....	1,604	1,204	.....	.....	4,988	3,638	122	.....	.....
Tailored Woman	2,237	.....	3,246	.....	18,295	19,557	.....	.....	39,850	31,662	1,826	.....	.....
Tuckers, Ben, Hudson Bay F'r	.....	.....	.....	.....	.....	.....	888	.....	.....	.....	.....	10,489	.....
Wales, Betty	25,704	22,770	.....	3,990	398	.....	.....	.....	4,356	.....	.....	.....	.....
Worth	.....	3,007	3,205	.....	.....	.....	16,243	.....	.....	.....	.....	28,296	.....
Credit Clothing													
Bentley's	.....	.....	.....	.....	.....	.....	7,285	.....	.....	.....	.....	7,999	.....
Conviser's Uneeda, B'klyn	.....	.....	29,924	24,547	.....	.....	87,214	.....	.....	.....	.....	137,969	.....
Empire Clothing Co	.....	.....	.....	.....	.....	.....	3,488	.....	.....	.....	.....	5,177	.....
Kelly-Mutual, Brooklyn	.....	.....	.....	12,526	603	.....	32,764	.....	603	.....	4,040	45,007	.....
Klark Kredit Klothes	.....	.....	.....	.....	.....	.....	21,403	.....	.....	.....	.....	30,549	.....
L. I. Outfitting Co., B'klyn	.....	.....	22,874	1,534	.....	.....	83,273	.....	.....	.....	.....	128,598	.....
Menter, Brooklyn	.....	.....	.....	1,890	.....	.....	25,723	.....	.....	.....	.....	129,700	.....
Metro-Sacks	.....	.....	.....	.....	.....	.....	4,389	.....	.....	.....	.....	4,985	.....
Moskin's, Brooklyn	.....	.....	1,035	.....	.....	.....	7,742	400	.....	.....	.....	8,855	400
Stewart's, Brooklyn	.....	.....	10,520	.....	.....	.....	20,289	.....	.....	.....	.....	27,693	.....
CONFECTIONERY													
Adams Chiclets	4,639	4,763	4,746	.....	.....	.....	4,609	.....	.....	.....	.....	6,408	.....
Barricini Candy	754	2,736	76	9,912	1,507	206	.....	.....	1,507	206	.....	.....	.....
Life Savers	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	9,520	1,765	.....
Loft Candy	9,876	8,401	16,930	11,241	1,180	176	7,999	7,092	1,180	176	.....	7,999	7,764
Nestle's Candy	.....	.....	.....	.....	.....	.....	1,968	2,008	.....	.....	3,808	4,943	5,483
*Schrafft's Candy	5,531	5,120	2,397	.....	5,503	5,800	2,207	.....	5,503	6,011	320	2,207	.....
Wrigley's Gum	.....	.....	.....	.....	.....	.....	8,100	.....	.....	.....	.....	8,100	.....
DRUG STORES													
Liggett's	306	2,836	16,192	.....	.....	.....	13,657	1,922	.....	.....	6,418	15,278	2,145
*Whelan	6,758	9,481	10,583	23,074	2,401	2,750	2,747	3,902	2,401	2,750	.....	2,747	5,563
EDUCATIONAL													
Dale Carnegie Institute	2,526	.....	.....	.....	7,421	904	.....	.....	7,719	1,156	.....	56	.....
Franklin Institute	.....	.....	104	5,586	.....	.....	.....	563	.....	.....	.....	.....	771
Murray, Arthur	6,995	5,739	1,058	89	8,164	7,675	791	584	10,531	10,145	.....	851	959
School of Speedwriting	.....	.....	.....	.....	.....	.....	.....	.....	6,240	.....	.....	.....	.....
ELECTRICAL APPLIANCES & SUPPLIES													
Consolidated Edison Co.	4,542	5,740	5,390	5,735	4,597	5,736	5,000	5,000	4,597	5,736	.....	7,000	5,000
Hub Vacuum Stores	.....	.....	.....	.....	.....	.....	76,053	.....	.....	.....	.....	102,453	.....
Interstate Refrigerator	.....	.....	.....	15,983	157	38	.....	.....	157	38	.....	.....	.....
Swire's	.....	.....	.....	.....	.....	.....	2,732	.....	.....	.....	.....	6,358	.....

*Indicates concerns whose linage appears in more than one classification. For total space see last page of this table.

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FINANCIAL	EVENING—6 Days				MORNING (Weekday)—6 Days				MORNING & SUNDAY—7 Days				
	THE SUN	World-Telegram	Evening Journal-American	Post	Times	Herald Tribune	News	Mirror	Times	Herald Tribune	Sunday Journal American	News	Mirror
Banks & Trust Companies													
Bank of Manhattan Co	4,232	1,492			4,860	4,744			4,860	4,744			
Bank of N. Y. & Trust Co	15,085				15,138	14,901			15,138	15,861			
Bank for Savings	11,310	4,144	4,138		4,394	4,337	4,807	172	4,394	4,337		4,807	172
Bankers Trust Co	11,205	987	480		15,034	15,369			15,034	15,369			
Bowery Savings Bank	10,351	13,925	9,794	10,864	10,476	9,777	8,079	7,698	10,476	9,777		8,079	7,698
Brooklyn Savings Bank	6,981	5,607	6,150		624		5,642		624		898	5,642	
Central Savings Bank	1,580	1,967	1,322	5,060	1,263	908	3,848	3,861	2,326	1,964	1,073	5,838	5,838
Chase National Bank of N. Y.	8,855	7,911	7,882		15,129	8,985			15,129	10,427			
Chase Safe Deposit Co	751					974				974			
Commercial Nat'l Bank & Tr					6,056	5,419			6,056	5,419			
Dime Sav'gs Bank of B'klyn	12,308	12,352	12,102		12,238	18,842	11,423		12,238	11,842		11,423	
Dry Dock Savings Inst	8,024	9,375	6,970	600	7,069	744	6,617	738	7,069	870		6,617	738
Emigrant Indust. Sav'gs B'k	6,720	706	538	538	1,114	1,108	1,082	1,100	1,114	1,108		1,082	1,100
Empire Trust Co	998	1,462			6,839	2,710			6,839	2,710			
Fiduciary Trust Co	560				7,042	6,819			7,042	6,819			
Fulton Trust Co	767	762			5,827	5,773			5,827	6,085			
Guaranty Trust Co. of N. Y.	13,314				12,321	11,454			12,321	12,082			
Guaranty Safe Deposit Co	1,460				605				605				
Irving Trust Co	5,490	4,851			17,461	12,688			17,461	12,688			
Lincoln Savings Bank	428	5,588	6,006	424	448	428	6,039	6,162	448	428		6,039	6,162
Morris Plan Indust. Bank	1,342	1,861	219	8,114	2,028	1,005	524	296	11,064	11,243	4,384	9,989	5,008
National City Bank of N. Y.	14,970	11,572	11,441		12,710	12,604	6,569	6,852	12,710	15,603		6,569	6,852
City Bank Farmers Tr. Co	2,342	2,272			2,298	2,200			2,787	3,221			
National City Safe Deposit Co	130				69	80			69	80			
National Safety Bank & Tr.Co	1,160	5,589	200	3,837	5,832	4,387	2,461	1,496	5,832	4,387		2,661	1,496
Public Nat'l Bank & Trust Co	3,336	3,424	4,207	1,737	4,795	3,912	2,307	700	4,795	3,912		2,307	700
Savings Banks Ass'n of N. Y.	14,450	18,346	17,328	13,280	10,992	10,596	14,053	10,085	18,716	14,296	2,716	14,053	10,085
Brooklyn & Queens Banks	3,740	7,756	6,672	2,612	288		7,692	3,696	8,012	3,700	2,716	7,692	3,696
Manhat., Bx. & West. B'ks	10,710	10,590	10,656	10,668	10,704	10,596	6,361	6,389	10,704	10,596		6,361	6,389
Union Dime Savings Bank	378	446	314	402	564	6,264	528	392	564	6,264		728	392
Union Square Savings Bank		58			59	600	4,461		59	600		7,398	
Williamsburgh Sav'gs Bank		11,811	22,342								5,306		
§*Stock & Bond Houses*													
Brown, Harriman & Co	2,868				5,636	6,406			5,636	6,406			
First Boston Corp	1,228				5,906	4,512			5,906	4,512			
Halsey Stuart & Co	1,610		560		4,743	4,200			4,743	4,200			
Seligman, J. & W., & Co					6,246				6,246				
§*Miscellaneous Financial*													
Capital Finance Corp							14,254					17,889	
Domestic Finance Corp							11,406				252	13,564	
Dow, Jones & Co	7,526				3,434	4,006			3,434	4,006			
Empire Personal Loan Co			299				4,173	1,005				6,715	1,066
Family Finance Corp		1,209	444	2,565			24,260	9,830			1,462	31,564	12,672
General Public Loan Corp							4,591					5,603	

§These figures do not include Dividend Notices, Issues, Meetings, Redemptions, or other Financial Notices, which are not reported for individual accounts.

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	EVENING—6 Days				MORNING (Weekday)—6 Days				MORNING & SUNDAY—7 Days				
Financial *(Continued)*	THE SUN	World-Telegram	Evening Journal-American	Post	Times	Herald Tribune	News	Mirror	Times	Herald Tribune	Sunday Journal-American	News	Mirror
Miscellaneous Financial (Cont.)													
Household Finance Corp.		10,962	3,486				67,871	13,510			13,111	84,859	13,519
Ideal Personal Finance Ass'n.		998					19,147					19,147	
Moody's Investors Service					7,216	7,076			7,216	7,076			
National Personal Fin. Co., Inc		821	887				10,145				382	49,182	
Personal Finance Co		61					23,467	57	23			28,031	57
Prudential Financial Corp							6,038					6,038	
Railroad Emp. Pers. Loan Co.			381		450		9,160	1,214	450		102	11,709	2,037
Young & Ottley, Inc					5,201	5,184			5,201	5,184			
FURNITURE & HOUSEHOLD													
Adams Warehouse							9,631					9,631	
American Art-Anderson	6,099	4,043	82	1,825	12,281	11,837			15,852	13,738	597		
Alexander Carpet Co				16,531	1,276	55			3,752	223			
Bauman, Ludwig	4,292	265,518	382,530	260,097	15,322		554,769	287,989	95,141		122,704	865,342	396,944
Bauman, C. Ludwig							154,817	91,752				227,417	130,679
Beshar, A., & Co	3,802	874			993	805	60		5,241	4,702		60	
Bar-Kay				10,792	641				4,765				
Curtis	12,897	18,099		9,575	3,130	1,270			20,716	12,557	502		
Dreyer's							15,178	498				16,173	498
East N. Y. Carpet Exchange				5,256									
Erie Resale Dept				6,143									
Federal Carpet Co				11,644									
Finkenberg's			15,184				59,414	4,018			812	85,161	4,018
Fisher Carpet Co				33,193									
Flint & Horner Co	9,164	4,243			5,345	12,816			25,257	47,346			
Furn. Dealers Outlet, B'klyn.							2,352					9,417	
Furniture Exchange Market							16,702	15,071				16,702	15,071
Goodman Furniture Co									9,537				
Hampton Shops	2,136	1,802		928	2,570	3,543			6,421	4,904			
Hathaway's	20,430				2,592	5,774			20,406	35,357			
Interboro Furniture Store				32,585									
Jones, Daniel, Inc.	5,139	3,300		1,628	663				11,986		982		
Kazan, H., Inc				15,168									
Keenan		5,931			882				3,742				
Kurtz, J., & Sons	495						93,131		2,168			184,429	
Lakow, Samuel, & Son, Inc				7,085									
L. B. Furniture Co., Inc				6,914									
Lewis & Conger	17,756			1,284	4,238	10,602			8,179	27,964			
L. I. Furniture Co., B'klyn							11,672					42,980	
Manhattan Furn. & C'pet Co				8,227									
Mason's, B'klyn							444					27,232	
Michaels Bros., B'klyn		22,384		73,271			245,097	94,305				404,206	156,207
Michaels, J. B'klyn			2,123				78,603				33,710	179,799	
Michael's & Co., B'klyn							14,801					46,601	
Modernage Furniture Co	7,786	11,675		10,083	4,160	3,019			17,614	14,544			218
Mullins, J. & Sons, B'klyn							60,580				1,854	108,716	

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Furniture and Household (Continued)	EVENING—6 Days				MORNING (Weekday)—6 Days				MORNING & SUNDAY—7 Days				
	THE SUN	World-Telegram	Evening Journal-American	Post	Times	Herald Tribune	News	Mirror	Times	Herald Tribune	Sunday Journal-American	News	Mirror
Pennington	2,301	6,268	127	3,540	289				6,596				
Piser's				2,238			8,404	1,208				13,404	6,288
Plummer's, Ltd.	1,103				457	7,232			7,394	14,868			
Rite Smart Decorators				9,063									
Ronner Furniture		7,230		6,840	1,688				7,174				
Sach's	2,737	9,204	13,249	11,936	3,079	3,184	275,513	4,024	7,457	3,184	3,954	359,790	5,024
Schlossman's			948				114,003					152,892	
Schwarz, John A.							126,991	18,912			32,138	207,102	31,917
Sloane, W. & J.	50,086	27,456		154	22,175	23,823			130,793	139,779	7,683		
Spear's		14,812	16,554	84,202			259,907	101,211			6,735	366,643	155,611
Sterling							98,461	80,065				142,969	117,396
Weil & Co				1,316			6,801					10,589	
Whalen Bros.							3,872	400				19,224	800
Whalen, J. T., Inc.				39,215									
Woodhouse & Co			36,585	9,284			68,565	7,250			9,105	128,965	48,404
GENERAL STORES													
Gertz					1,490		21,824		40,215			82,644	
Grant, W. T., Co	171				174	171			174	171	17,136		
Hecht Bros.							149,210	63,610				234,482	95,006
Ilson's			212	38,738								196	
Levy Brothers									6,853				
GROCERS													
A. & P. Stores	38,851	36,817	33,710	31,605		6,095	24,960	4,478		7,100		24,960	4,478
Bernice Food Stores		11,951											
*Bohack, H. C. Co., Inc.			1,606				501					501	
*Horn & Hardart	1,378		4,444	3,852							2,062		
Krasdale Food Stores				57,811		25,285				25,285			
Roulston			25,201										
GROCERIES													
Armour Meat Products											13,554		
Bab-O	6,876	6,876	1,825	2,701			5,926	1,847	906	417	432	5,926	1,847
Bon-Ami	10,369	10,107	10,309	3,546			7,815		5,310	5,274		7,815	
Beech-Nut Packing Co	14,429	14,383	10,034	8,178		726			6,812	7,268			
Beech-Nut Baby Foods									2,384	2,384			
Beech-Nut Coffee	7,345	7,364	2,921	2,361					1,150	1,144			
Beech-Nut Crackers	4,484	4,487	4,520	4,263		726			1,192	1,731			
Beech-Nut Products	2,600	2,482	2,593	1,554					2,086	2,009			
Bond Bread	10,150	12,141	17,600	10,460			3,444	9,885				3,444	9,885
Borden Co	18,573	18,847	15,283	15,696	10,175	13,382	21,804	9,346	10,383	15,561	6,169	28,002	10,018
Borden's Cheese Prods	2,489	2,479	620	1,206			450	240				450	240
Borden's Condensed Milk							322	322		212	5,968	6,322	322
Borden's Evaporated Milk				6,357			10,668					10,668	
Borden's Ice Cream	1,352	1,665	1,671	341			1,658	583				1,658	583

*Indicates concerns whose linage appears in more than one classification. For total space see last page of this table.

—Continued—

Groceries (*Continued*)	EVENING—6 Days				EVENING (Weekday)—6 Days				MORNING & SUNDAY—7 Days				
	THE SUN	World-Telegram	Evening Journal-American	Post	Times	Herald Tribune	News	Mirror	Times	Herald Tribune	Sunday Journal-American	News	Mirror
Borden Co. (*Continued*)													
Borden's Milk	14,525	14,503	12,992	7,792	10,175	13,382	8,706	8,201	10,383	15,097	201	8,904	8,201
Mel-O-Rol Ice Cream										252			672
Reid's Ice Cream												12,000	
Walker-Gordon Milk	207	200							17,115			5,791	
Campbell's Soup	6,454	190	9,263	7,138	6,586	5,343	5,791		6,586	5,343		2,607	
Canada Dry Ginger Ale, Inc	9,930	8,184	2,135		2,246	2,262	2,607		2,246	2,262		1,536	
Canada Dry Beverages	2,686	2,695	417		1,948	2,179	1,536		1,948	2,179		1,648	
Canada Dry Ginger Ale	6,298	5,489	1,718		2,392	902	1,648		2,392	902			
Canada Dry Sparkle Water													
Nuyen's Grenadine	946												
Coca-Cola	2,108	2,103	1,813	1,823	1,411	1,427	1,467	1,479	11,464	11,475	17,136	7,779	1,479
Cocomalt							22,047	9,149		7,448	1,904	4,500	500
Colgate-Palmolive-Peet	29,541	14,922	34,523	15,948			198			21,903	26,005	41,617	19,149
Kirkman's Borax Soap	206		202				102					348	
Kirkman's Granulated Soap	104		103				3,478					102	
Kirkman's Soap Chips	3,014		3,020				796					3,478	
Kirkman's Soap Flakes	1,195		803				8,403					796	
Kirkman's Soap Products	9,066		9,018	248			8,969	9,049		20,948	24,276	9,403	
Super Suds	15,853	14,819	21,377	15,120			101	100		955	1,729	26,469	19,049
Colgate Soap Products	103	103		580			5,367	204	207	14,364		1,021	100
Continental Baking Co	207	5,292	206	205	207	210	202	204	156	158		19,127	204
Continental Baking Prods					156	158	5,165		51	14,206		202	204
Wonder Bread	207	5,292	206	205	51	52				7,210	7,616	18,925	
Cream of Wheat							4,309			3,090	3,808	8,000	
Del Monte	4,398	4,349					4,309					5,309	
Del Monte Tomato Sauce	4,398	4,349								3,090	3,808	4,309	
Del Monte Products										1,030	5,712	1,000	
Diamond Walnuts							4,745		45			5,156	
Ehler's Coffee & Tea	88						128				12,376	6,628	6,500
Fels & Co	131	129	129	129			128					128	
Fels-Naptha Soap	131	129	129	129							12,376	6,500	6,500
Fels-Naptha Soap Chips					132	129	9,969	126	132	4,703	6,970	11,469	126
Florida Citrus Exchange	11,666	11,659	4,472	2,710	132	129	126	126	132	1,159		1,126	126
Florida Fruits							4,956			1,484	5,066	4,956	
Florida Grapefruit	6,006	6,033	1,750	1,632			2,365			1,030	1,904	2,365	
Florida Oranges	3,066	3,016	1,348	496			2,522			1,030		3,022	
Florida Tangerines	2,594	2,610	1,374	582			8,921					8,921	
French Mustard	8,961	8,920	9,826	5,774									
General Food Corp	27,709	28,037	8,807	2,791	2,418	2,388	14,414	1,394	27,238	45,515	33,810	68,194	2,347
Birdseye Frosted Foods	18,191	18,287							1,039		1,034	840	400
Calumet Baking Powder	393	1,139	120						206		257	307	202
Diamond Crystal Salt							497	501		1,200		497	501
General Foods (Inst'l)	506	506	501				102	102				102	102
Grape-Nuts	103	103	103							6,517	6,664	3,500	
Grape-Nuts Flakes									6,035	7,335		6,000	
Hellmann's Mayonnaise													

— *Continued* —

	EVENING—6 Days				MORNING (Weekday)—6 Days				MORNING & SUNDAY—7 Days				
Groceries *(Cont.)*	THE SUN	World-Telegram	Evening Journal-American	Post	Times	Herald Tribune	News	Mirror	Times	Herald Tribune	Sunday Journal-American	News	Mirror
General Food Corp. *(Cont.)*													
Huskies	3,535	3,526	3,477				2,972					2,972	
Jell-O											151	3,998	151
Kellogg's Kaffee Hag Coffee	2,281	1,318	179	974	2,121	2,091	1,866		3,161	4,151		3,466	
La France Flakes									10,212	3,904		10,260	
Maxwell House Coffee	1,112	1,116	1,115	1,215			1,099			6,180		7,099	
Minute Tapioca	300	292	299	300	297	297	260	289	497	497		480	489
Post Toasties											8,568	7,000	
Post-O	776	1,250	2,500	302			902			931		3,402	
Post's Cereals							366					366	
Post's 40% Bran Flakes											6,188	3,975	
Postum										11,172	10,948	6,000	
Sanka Coffee	512	500	513				6,350	502	6,088	3,628		5,350	502
Swans Down Cake Flour												3,000	
General Mills	126	122	116	124	128	120	120	114	128	120	7,616	120	114
Bisquick											1,904		
Gold Medal Flour											5,712		
Wheaties	126	122	116	124	128	120	120	114	128	120		120	114
Gold Dust Corp.	12,876	13,769	14,938	4,848			12,916	2,809	2,143	5,651	4,660	21,232	7,309
Force Wheat Flakes	3,632	3,612	8,135	297			1,800					6,300	4,500
Hecker's Cream Farina	4,307	4,291					3,402		1,053	1,461		3,402	
Hecker's Flour		899		857			1,473	575				1,473	575
Presto Flour	3,941	3,969	4,815	314			2,082	1,496	1,090	1,390		2,082	1,496
Shinola Shoe Polish										2,800	4,660	2,802	
Silver Dust	996	998	1,988	3,380			1,322	738				1,322	738
2 & 1 Shoe Polish							2,837					4,651	
Gorton Fish Products	5,874	5,408	5,381	2,755					3,187	2,731		3,307	
Gulden's Mustard	9,184	9,074	7,543	6,532			7,030	681	1,269	1,403		8,531	681
Heinz, H. J., Co.	22,805	22,548	21,042		9,922	14,341	9,369		9,922	27,936	23,100	9,369	839
Heinz Beans	1,657	1,881	1,660		1,834	1,818	1,600		1,834	3,878	3,808	1,600	
Heinz Macaroni		105	5,105				256					256	
Heinz Mustard	120	112											
Heinz Cucumber Pickles	544	621	105				108					108	
Heinz Products	8,930	5,638	6,073		1,098	5,508	162		1,098	8,828	3,808	162	
Heinz Rice Flakes	90										252		839
Heinz Soups	8,132	8,083	6,877		5,877	5,771	4,364		5,877	11,951	11,424	4,364	
Heinz Spaghetti	406	974											
Heinz Strained Foods	940	1,027	277			142	345			1,147		345	
Heinz Tomato Ketchup	1,986	3,642	840		1,113	1,102	2,534		1,113	2,132	3,808	2,534	
Heinz Vinegar		465	105										
Iceberg Crisp-Eatin Lettuce	4,928	5,528					4,950						
Jack Frost Sugar	14,096	14,273	14,025				14,078					5,001	
Johnson's Wax Polishes	618	626	608		622	625	606		12,738	12,659		14,078	
Kellogg, W. K., Co.	6,426	10,579	8,285	5,959	4,819	1,761	1,787	1,151	622	2,061	9,520	10,006	
Kellogg's All-Bran	5,560	8,583	5,881	5,323	4,819	798			4,819	4,439	4,704	1,787	1,151
Kellogg's Corn Flakes		1,996	558	576		963	948		4,819	798			
Kellogg's Fig & Bran				60						1,993	2,396	948	
Kellogg's Pep	866												

—Continued

Groceries (*Cont.*)	EVENING—6 Days				MORNING (Weekday)—6 Days				MORNING & SUNDAY—7 Days				
	THE SUN	World-Telegram	Evening Journal-American	Post	Times	Herald Tribune	News	Mirror	Times	Herald Tribune	Sunday Journal-American	News	Mirror
Kellogg, W. K., Co. (*Cont.*)							839					839	
Kellogg's Pep Bran Flakes								1,151					1,151
Kellogg's Rice Krispies			1,846							1,648	2,308		
Kellogg's Wheat Krispies											10,633	4,000	
Kre-Mel Desserts												38,043	6,257
Lever Bros. Co	41,255	41,905	23,687	5,262	377	373	16,382	1,290	17,791	18,016	14,805	1,852	847
Lipton's Tea	204	200		104	194	195	257	252	1,436	1,460	4,156	10,971	2,097
Lux Flakes	15,881	16,034	7,134						7,227	7,189	2,849	10,860	3,141
Rinso	10,408	10,950	5,374	5,158			6,765	866	2,930	3,238	7,800	14,360	172
Spry	14,762	14,721	11,129		183	178	9,360	172	6,198	6,129		4,000	
Loose-Wiles Biscuit Co	3,660	3,645	5,243									1,790	
Rippled Wheat			480									2,210	
Sunshine Crackers	3,660	3,645	4,763				1,924	1,930		2,122		6,924	5,930
My-T-Fine			6,954	2,376		568	8,982	264		568		9,982	264
Mueller's Products	4,901	9,567	265	484	110	7,251	9,473	1,510	313	16,117	9,718	15,222	1,708
National Biscuit Co	11,478	11,321	8,619	3,842			2,396	848		633		2,396	848
Milk Bone Dog Biscuit	3,822	3,591	3,657		110	4,533	4,535	662	313	7,516	198	4,639	860
N. B. C. Crackers	4,462	4,434	588	2,326		2,718	2,542			7,868	9,520	8,137	
Shredded Wheat	3,194	3,296	4,374	1,516	14,490	23,923	29,572	13,722	14,652	24,593	27,772	32,734	13,878
National Dairy Products Co	32,961	32,882	31,712	21,167		10,159	10,047			10,159		10,047	
Breyer's Ice Cream	10,126	10,164	10,161	7,600									
Deerfoot Farm Meat Prods.	2,395	2,385					5,895		162	166	164	6,057	156
Hydrox Ice Cream	5,967	5,937	5,946								13,328		
Kraft Cheese				309							11,424		
Kraft Miracle Whip											2,856	3,000	
Pabst-Ett Cheese												13,630	13,722
Sheffield Farms Milk	14,473	14,396	15,605	13,258	14,490	13,764	13,630	13,722	14,490	14,268			
Oakite	7,232	7,372										1,731	
Ocean Spray Cranberry Sauce			492	627	504	294	731		2,519	5,444	23,046	11,000	4,000
Ovaltine										6,457		6,372	
Oxol				303									
Paton Bros	5,938	5,863		3,670			2,660		5,135	4,851		2,660	
Cafe-Rico Coffee									5,135	4,851			
Golden Blossom Honey	2,752	2,710		1,904									
Yuban Coffee	3,186	3,153		1,766			2,660					2,660	
Pepsi-Cola			11,574					8,315					8,315
Procter & Gamble	41,970	32,791	38,135				23,645		2,935	14,535	7,788	36,145	
Chipso Flakes										1,030	1,904	1,000	
Crisco	24,532	23,497	22,606				800			3,090		800	
Ivory Flakes										1,030	952	1,000	
Ivory Snow							4,738		2,935	8,355		4,738	
Oxydol	17,438	9,294	15,529				18,107			1,030	4,932	28,607	
Quaker Oats Co	8,591	15,446	4,115	9,877		1,868	9,458			1,868	22,052	18,258	1,000
Aunt Jemima		5,531		2,912		1,868	4,753			1,868	5,712	6,753	
Quaker Oats	4,313	5,832	84	2,939			4,705				9,676	6,705	
Quaker Puffed Rice	2,026	2,038	2,013	2,005								800	
Quaker Puffed Wheat	2,252	2,045	2,018	2,021							6,664	3,000	1,000

— *Continued* —

Linage Record of Advertisers Using 5,000 Agate Lines or More in Any One Newspaper During 1937

	EVENING—6 Days				MORNING (Weekday)—6 Days				MORNING & SUNDAY—7 Days				
Groceries *(Cont.)*	THE SUN	World-Telegram	Evening Journal-American	Post	Times	Herald Tribune	News	Mirror	Times	Herald Tribune	Sunday Journal-American	News	Mirror
Ralston Purina Co	13,711	13,246	13,382							624	8,908	18,897	
Ralston Wheat Cereal											5,712	6,196	
Ry-Krisp										624	3,196	612	
Shredded Ralston	13,711	13,246	13,382									12,029	
Salada Tea	7,868	7,664	7,730	7,808			4,932	5,486	2,626	2,636		4,932	5,486
Seeman Bros	5,312	5,272	5,248	5,248	1,246	1,074	5,148	5,092	2,124	1,968		5,148	5,092
White Rose Soups					1,246	1,074			2,124	1,968			
White Rose Tea	5,312	5,272	5,248	5,248			5,148	5,092				5,148	5,092
Standard Brands	1,962	1,956					1,928		13,924	16,890	25,156	13,331	
Chase & Sanborn Coffee									10,804	13,800	21,348	11,403	
Royal Baking Powder	1,962	1,956					1,928		3,120	3,090		1,928	
Tender Leaf Tea											3,808		
State of N. Y. Milk Publicity	8,198	8,196	8,192	7,736	8,239	8,210	7,619	8,177	8,239	8,210	202	7,817	8,375
Swift & Co		2,368					1,000			5,150	3,272	1,000	
Swift Jewel Shortening											3,272		
Swift Meat Products		2,368					1,000			5,150		1,000	
Taystee Bread			14,995				23,365					23,365	
Thomas Bread & Muffins	5,682	3,035		150		1,980	6,236		8,344	10,238		6,236	
Wesson Oil											5,712		
Welch Grape Juice Co	6,277	6,269	6,052	6,748				1,067	7,115	4,089		6,716	1,067
Welch Grape Juice	4,257	4,259	4,052	1,748				1,067	7,115	3,059		5,616	1,067
Welch Tomato Juice				2,005									
Welch Juices	2,020	2,010	2,000	2,995								1,100	
Welch Products										1,030			
Wheatena			1,202								5,712	3,000	
White Rock Water	9,608	9,494			4,880	4,746			4,880	4,746			
HOTELS & RESORTS													
Bermuda Trade Dev. Board	2,384								6,035	6,059			
Saratoga Spa, N. Y.									5,118				
HOTELS & RESTAURANTS													
Ambassador Hotel	2,426	1,439	1,306	923	4,930	3,486			4,986	3,486			
Barbizon-Plaza Hotel	340				194	76			5,741	5,409			
Beaux Arts Apts	894	375		100	3,003	1,547			5,161	3,305			
Brass Rail	166	2,168			6,984	2,752	58		8,313	3,047	761	305	
Child's	8,209	8,182	7,915	7,811	8,346	8,036	8,000	5,546	8,346	8,036		8,000	5,546
Essex House	7,465	3,080		558	7,600	2,938	75	72	9,788	3,340		94	72
Fifth Ave. Hotel	2,163	919		435	4,530	1,195			5,707	1,393			
*Horn & Hardart	5,169		7,872		4,258	4,308	1,000		4,258	4,308	2,282	1,000	
Longchamp's	20,881	11,003	1,530	124	35,587	15,611	117	30	41,792	18,678	2,788	117	30
Luxor Hotel & Baths				5,978									
*Schrafft's Stores	14,008	13,393	3,422	225	28,949	31,758	238		29,991	34,239	325	238	
St. George Hotel	2,042	4,925	4,089	790	9,714	6,224			9,714	6,224			
Taft Hotel					13,355	2,850		895	13,355	2,850			895
Waldorf Astoria	3,991	2,848	1,011	122	4,552	4,536	118	279	4,563	5,184		118	279

*Indicates concerns whose linage appears in more than one classification. For total space, see last page of this table.

Lineage Record of Advertisers Using 5,000 Agate Lines or More in Any One Newspaper During 1937

	EVENING—6 Days				MORNING (Weekday)—6 Days				MORNING & SUNDAY—7 Days				
	THE SUN	World-Telegram	Evening Journal-American	Post	Times	Herald Tribune	News	Mirror	Times	Herald Tribune	Sunday Journal-American	News	Mirror
HOUSING EQUIPMENT AND SUPPLIES													
American Radiator Co	6,566	6,571	3,869	2,545	2,780	1,972	162	.....	5,976	6,903	2,392	192	.....
Standard Air Conditioning	.....	.....	.....	.....	.....	.....	.....	.....	1,446	.....	.....	.....	.....
Standard Sanitary Products	2,086	.....	.....	.....	.....	2,098	.....	.....	.....	2,098	.....	.....	.....
Armstrong Quaker Rugs	.....	.....	.....	.....	.....	.....	.....	.....	.....	4,120	7,616	.....	.....
Bigelow Sanford Carpet	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	5,712	.....	.....
Electrolux Refrigerator	22,946	22,792	13,720	.....	20,888	22,890	11,000	.....	20,888	25,478	9,320	11,000	.....
Esso Burner	.....	.....	.....	.....	3,484	.....	.....	.....	6,964	3,436	.....	.....	.....
Delco Heat Oil Burner	.....	1,521	.....	.....	4,866	1,479	2,493	.....	4,866	1,479	.....	2,493	.....
Frigidaire Air Conditioning	.....	.....	.....	.....	953	.....	.....	.....	953	.....	.....	.....	.....
Frigidaire Refrigerator	16,667	16,695	.....	9,536	.....	.....	1,000	.....	16,688	4,460	11,424	12,000	4,000
G. E. Fan	562	560	562	564	.....	.....	.....	.....	.....	.....	.....	.....	.....
G. E. Gas Furnace	.....	.....	.....	.....	.....	.....	.....	.....	1,279	1,720	.....	.....	.....
G. E. Iron	.....	.....	909	.....	.....	.....	891	.....	.....	.....	.....	391	.....
G. E. Lamps	9,311	5,048	4,501	4,206	7,596	4,459	5,618	4,553	7,596	9,199	5,712	6,618	5,553
G. E. Oil Burner	7,182	4,508	3,795	.....	2,711	2,414	.....	.....	5,942	6,039	.....	.....	.....
G. E. Products	530	528	1,284	56	57	57	1,082	283	57	4,825	.....	1,082	283
G. E. Refrigerator	9,074	8,595	7,017	.....	.....	.....	7,000	.....	.....	.....	.....	8,000	.....
G. E. Vacuum Cleaner	.....	.....	3,500	.....	.....	.....	1,489	.....	.....	1,192	.....	1,489	.....
G. E. Washer	.....	.....	1,000	.....	.....	.....	1,633	.....	.....	1,192	.....	1,633	.....
Hotpoint Washer	.....	.....	.....	.....	.....	.....	1,348	.....	.....	.....	.....	1,348	.....
Gulistan Rugs	.....	.....	.....	.....	.....	.....	.....	.....	14,602	.....	.....	4,000	.....
Holland Oil Furnace	.....	.....	.....	.....	.....	.....	.....	.....	2,080	8,036	.....	.....	.....
Iron Fireman	.....	.....	.....	.....	.....	.....	.....	.....	.....	6,016	.....	.....	.....
Kalamazoo Stove Co	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	8,610	1,794
Kelvinator Air Conditioning	.....	.....	.....	.....	1,401	.....	.....	.....	1,401	2,384	.....	.....	.....
Kelvinator Refrigerator	368	368	365	363	362	367	358	353	362	4,487	4,100	3,358	353
Kelvinator Water Cooler	.....	.....	.....	.....	181	64	.....	.....	181	64	.....	.....	.....
Kelvinator Products	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	42	.....	.....
Koppers Coke	.....	.....	5,227	.....	5,839	.....	20,604	3,450	9,431	6,678	9,034	34,379	3,450
Norge Air Conditioning	.....	.....	.....	.....	295	.....	.....	.....	636	.....	.....	.....	.....
Norge Refrigerator	.....	.....	.....	.....	1,430	.....	.....	.....	2,218	4,120	7,616	.....	.....
Norge Products	.....	.....	1,000	.....	.....	.....	8,000	.....	.....	10,798	19,400	8,000	.....
Socony Fuel Oil	5,975	6,013	5,913	.....	.....	.....	.....	.....	1,550	1,570	.....	.....	.....
Westinghouse Fan	.....	.....	.....	.....	366	363	.....	.....	366	363	.....	.....	.....
Westinghouse Iron	284	142	.....	140	140	.....	274	.....	140	.....	.....	274	.....
Westinghouse Refrigerator	.....	.....	.....	.....	.....	.....	2,000	.....	.....	1,030	1,904	7,200	.....
Westinghouse Products	.....	.....	.....	.....	.....	.....	.....	.....	452	5,150	9,520	.....	.....
Williams Oil-O-Matic	.....	.....	.....	.....	.....	.....	524	.....	.....	.....	.....	6,591	.....
INDUSTRIAL													
American Can Co	17,233	8,628	5,433	.....	.....	.....	7,157	.....	.....	1,368	.....	7,157	.....
Glass Container Ass'n of Am.	4,023	4,046	2,824	.....	5,060	6,053	3,982	1,985	5,060	6,573	.....	3,982	1,985
Johns Manville Products	56	.....	.....	.....	.....	.....	.....	.....	8,363	.....	.....	.....	.....
Pittsburgh Paint Products	.....	5,072	.....	.....	501	501	.....	.....	501	2,713	1,230	5,600	134
Royal Typewriter	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	132	.....

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	EVENING—6 Days				MORNING (Weekday)—6 Days				MORNING & SUNDAY—7 Days				
	THE SUN	World-Telegram	Evening Journal-American	Post	Times	Herald Tribune	News	Mirror	Times	Herald Tribune	Sunday Journal-American	News	Mirror
INSURANCE													
Atlantic Mutual					9,563	9,486			9,563	9,486			
Equitable Life					91				6,283	6,210			
Liberty Mutual	1,362	6,726	375	2,748	8,124	8,124			9,164	9,154			
Metropolitan Life										6,357	6,120		
Phoenix Mutual									5,340	2,568			
Prudential Life	1,386	1,386	1,392	1,386	1,410	1,395			5,206	5,148			
JEWELRY													
Black, Starr, Frost, Gorham	3,193		1,014		2,438	3,270			5,462	5,242			
Busch's			2,609				292,592	52,165			9,846	367,625	76,792
Castle Credit			3,084	976			17,812	407			229	18,999	565
Elgin Watches							3,780				3,808	5,780	
Finlay Strauss			8,105	17,926			247,856	6,088			7,040	313,484	12,435
Herbert's				14,487									
Lambert Bros		4,406	5,495		9,298	5,274	10,470		9,904	6,014	947	11,597	
Rowes				1,544			8,012					8,722	
LIQUOR STORES													
*David, John	4,108												
Nussbaum's	416	570			3,021	5,196			3,021	5,196			
MAGAZINES													
American					7,152	7,152			7,152	7,152			
American Home					8,354								
Coronet	62	2,346		1,275	2,869	6,931	59		2,869	6,931		59	
Cosmopolitan			4,200		20,862	7,241		1,000	21,339	7,709			1,000
Crowell Publishing Co					6,854	6,854			6,854	6,854			
Esquire		3,592				16,129				16,129			
Financial World	3,583	3,671			1,604				15,808	6,676			
Good Housekeeping			5,880					2,600					2,600
House & Garden					3,470	1,673			6,687	1,673			
Ladies Home Journal		29,256			3,234	33,264	826		3,234	33,264		826	
Life		9,472			19,884	17,429			19,884	18,434			
Look	1,012	3,008	1,250	7,886	4,270	4,929	22,205	2,297	4,270	4,929		32,720	2,297
Nations Business	4,268				4,768				4,768				
News-Week		2,368			10,286	10,304			10,286	10,304			
New Yorker	15,275	10,444	160		2,117	12,631			2,117	12,631			
Pictorial Review			24,944					10,000			1,904		10,672
Saturday Evening Post		28,021			47,929	77,309	2,284		47,929	77,309		2,284	
Screen Guide							2,000				3,277	5,288	
Thorp Racing Weekly								6,634					6,634
MEDICAL													
Bayer Aspirin	7,213	7,046	6,100	6,634	7,101	6,269	6,144	4,106	7,101	6,269	3,912	11,731	4,106
Blue Jay Corn Plasters		3,216					3,168	3,172		59	5,456	8,493	3,743
Carter's Little Liver Pills	5,058	5,013	4,916	5,015		4,754	4,629	4,638		4,880		4,629	4,638

*Indicates concerns whose linage appears in more than one classification. For total space see last page of this table.

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	EVENING—6 Days				MORNING (Weekday)—6 Days				MORNING & SUNDAY—7 Days				
Medical *(Continued)*	THE SUN	World-Telegram	Evening Journal-American	Post	Times	Herald Tribune	News	Mirror	Times	Herald Tribune	Sunday Journal-American	News	Mirror
Cystex		1,011	341				3,182	1,875				11,187	3,897
Emerson's Bromo Seltzer	1,681	1,685	1,648			10,448	9,854	10,170		14,453	13,531	19,256	19,199
Father John's Medicine		434	4,645	1,684			5,590					5,590	
Fleischmann's Yeast	19,942	20,726	14,485				13,953				31,468	43,013	18,230
Fletchers Castoria										6,517	8,568	6,500	5,000
Gold Medal Capsules		1,747	4,940				4,612	2,458			2,345	7,340	4,714
Grove's Products	5,661	5,688	5,496				5,465	3,268				5,465	3,268
Ironized Yeast		1,926	1,938				3,595	3,600				3,595	3,600
Omega Products	2,591	6,360	4,534				5,722	2,750			952	7,664	2,750
Penetro Products		4,693					4,720				452	5,798	
Phillip's Milk of Magnesia	3,807	4,386	3,154	2,874	4,392	3,108	3,070	2,096	4,392	3,108	3,870	7,617	2,096
Rem Cough Syrup							2,623				1,529	5,820	3,599
Sal Hepatica											6,874	5,072	
Scott's Emulsion											8,568	7,500	
Smith Bros. Products	1,798	3,804	4,472	606			4,448	718			686	6,120	718
Squibb Products			2,022		2,952	2,925	4,857		2,952	2,925		4,857	
Vick's Products	9,441	10,743	8,749	6,462	6,698	6,112	10,021	4,596	6,873	6,241	1,103	10,145	4,864
MISCELLANEOUS													
Berger Service, Cleaners				10,179									
Brown, C. H., Co	1,501					5,120				5,120			
Burland Printing Co				15,733	2,977	248			2,977	248			
City of Glass							8,975					8,975	
Cooke, Walter B			15,546				930	995				1,656	2,629
Dunhill, Alfred, of London	4,101				5,286	2,219			13,548	4,296	196		
Fairchild Sons			628		5,384				7,563	30			
Ferncliff Mausoleum					2,616	6,513			8,016	2,380			
Frank, Albert-Law, Guenther	680				8,016	2,380	123					123	
Kent Cleaners							3,000		2,616	8,054		4,800	
Parker Pens & Pencils	680				4,531		360		5,536	2,060	3,808	2,360	
Selfridge & Co., Ltd						15,255				15,255			
Shackman's	5,065	3,636	176		167	102			167	102			
Sheaffers Pens & Pencils	756				390				1,405	6,180	1,904	2,728	
*United-Whelan Stores	5,127	11,021	9,306	12,664	19,059	6,151	8,000	6,000	19,059	6,151		8,000	6,000
Waterman's Pens & Pencils									3,508	5,720		5,508	
MUSICAL INSTRUMENTS													
Aeolian Co	12,974	10,368	8,242	4,379	13,257	11,723			27,886	26,915	5,198		
Gramophone Shop	1,662	72			186	374			4,758	1,446			
Hardman, Peck & Co	270	536	544		6,080				10,887	4,537		549	
Janssen				8,991									
Klein Piano Co				207			3,444					6,268	
Knabe, Wm., & Co	10,316	7,737	9,811	2,005	8,609	9,129			25,260	22,205	3,705		
Liberty Music Shop	1,308				4,396	3,012			11,135	8,235			
N. Y. Band Instrument Co	629	94	2,506	184			7,413	400	796	628	1,180	10,375	400
North, F. A., Co		4,474	5,014				9,159				200	9,391	
Sohmer	5,521	5,432	3,940		1,642	88			1,642	1,368	796		

*Indicates concerns whose linage appears in more than one classification. For total space see last page of this table.

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Musical Instruments (Cont.)	EVENING—6 Days				MORNING (Weekday)—6 Days				MORNING & SUNDAY—7 Days				
	THE SUN	World-Telegram	Evening Journal-American	Post	Times	Herald Tribune	News	Mirror	Times	Herald Tribune	Sunday Journal-American	News	Mirror
Steinway & Sons			10,124						16,688	16,072			
Wurlitzer		8,163	9,040		1,892	1,546	7,146		4,900	3,797	7,773	14,929	
NEWSPAPERS													
American Weekly					16,688	16,608			16,688	16,608			
Boston Globe	30,992				5,664				5,664				
Boston Herald-Traveler					13,280				13,280				
B'klyn Eagle & Times Union	6,017		2,240			4,513				4,513			
Chicago News	23,840	18,994											
Chicago Tribune	30,992				30,992	32,104	1,000		33,078	32,104		1,000	
Christian Science Monitor	38,022												
Cleveland Plain-Dealer					11,874				11,874				
Comic Weekly					7,152	7,120			7,152	7,120			
Detroit Free Press					15,770	14,670			15,770	14,670			
Detroit News	12,042	11,946							12,000				
Kansas City Star	45,296												
New York American	122		39,575		2,384		2,000	6,766	2,384			2,000	18,766
New York Journal					4,569	7,104	6,000	16,556	10,337	12,855	20,821	22,560	27,566
New York Journal-American	8,974	10,572			10,402	4,768	5,162	11,696	10,590	4,768		5,249	12,029
New York Mirror	4,785	4,886	7,411		1,160	1,028			1,160	1,028	4,537		
New York News	33,388	28,416	17,920	16,688									
New York Post	5,402				43,521	19,306	52,744		45,905	24,074		52,744	
New York Sun					2,715	2,959	14,200		2,715	2,959		14,200	
New York Times	13,273	14,239	2,138	14,712			4,556					4,556	
New York World-Telegram					504		14,498		504	450		14,498	
Philadelphia Evening Bulletin	42,912				28,608	11,872			28,608	11,872			
Philadelphia Inquirer					9,536	2,368			9,536	2,368			
Philadelphia Public Ledger		7,104											
United States News	16,688												
Wall Street Journal	64,105												
PROFESSIONAL													
Davis, Dr. A. B.				698									
Harris, M. H.	13,072	13,686	16,162					5,861					5,861
PUBLIC UTILITIES													
Consolidated Edison Co.	30,844	30,773	29,328	26,677	31,053	33,802	21,464	19,730	31,153	37,530	100	30,566	19,730
Brooklyn Edison Co.					604				604				
New York Steam Corp.										252			
New York Telephone Co	35,570	33,682	34,960	33,802	34,207	34,021	22,504	22,695	34,207	34,021		22,504	22,695
RADIO													
*Davega-City Radio Stores	47,610	38,081	57,358	56,721	60,771	46,083	88,018	58,250	71,006	60,228	35,449	114,707	82,848
European Radio Co				7,775									
General Electric Radio	9,834	9,768	9,004	9,548			6,400	6,400		894		6,400	6,400
LeWinters			264	23,286		100	56,931			100	8,894	78,847	

*Indicates concerns whose linage appears in more than one classification. For total space see last page of this table.

	EVENING—6 Days				MORNING (Weekday)—6 Days				MORNING & SUNDAY—7 Days				
Radio (*Continued*)	THE SUN	World-Telegram	Evening Journal-American	Post	Times	Herald Tribune	News	Mirror	Times	Herald Tribune	Sunday Journal-American	News	Mirror
Midwest Radio											278	4,978	7,770
Midwest Radio Stores	1,832	5,244	10,255	1,746			1,669	10,932	1,516		1,248	2,817	11,382
Philco Radio	4,768	7,498	2,240	2,384	29		5,862	5,744	29		11,424	5,862	5,744
Pilot Radio		892		16,360	10,118				10,118				
R. C. A. Radio	5,706	9,746	5,564	4,768	2,384	2,788	6,178	580	2,552	6,135	50	6,178	580
Scott Radio Labs., Inc	6,365								74				
Stromberg-Carlson Radio	13,500	12,310		7,315					10,217	8,605			
Vim Stores	33,701	22,670	18,486	31,227			150,426	89,943			31,858	189,090	115,243
REAL ESTATE													
Bing & Bing, Inc	2,217	346	108		6,105	1,083			18,518	10,960	678		
B. K. Trustees					576				8,439	932			
Brown, Wheelock, Harris, Stev	3,707	1,116			4,781	2,405			21,684	16,389	376		
Bush Terminal Building Co.					7,221	5,778			7,221	5,778			
Day, Joseph P.	2,011	1,815	350	2,008	3,200	2,135	102	198	10,951	7,371	4,351	102	198
Elliman, Douglas L., & Co.	5,479	2,596			6,251	5,966			13,594	14,141	1,701		
French, Fred F	2,399	356			19,853	8,803			33,837	20,020	292		
Gross Morton Corp	1,263	950	1,514	266			1,059	204	2,934	2,709	8,197	1,059	204
Huberth & Huberth			7,381						179	174	309		
Levitt & Sons	2,402	5,877		844					37,673	37,121			
Mott Bros	1,182	807	2,226	151		510	548	140	8,922	11,879	7,832	548	140
Noyes, Charles F., Co., Inc	2,760	1,741		780	6,935	6,372			7,482	6,466	60		
Pease & Elliman, Inc	840				1,771	2,540			7,550	6,177	439		
Queensboro Corp	690	2,441			1,423	1,779			8,741	9,409	192		
Rafalsky, Mark, & Co	1,148	785			471	58			8,692	2,647			
Schwenke, O. L., & Co			354				6,454	2,631			312	6,454	2,631
Slawson & Hobbs	576	294	76		1,322	952			8,299	8,211	76		
Sussman, William S					20,030	15,041			20,030	15,041			
White, Wm. A., & Sons	2,048	1,042	1,026		12,064	10,764	31		22,110	20,598	3,629	31	
Whitson Improvement Corp	1,290	662							6,620	5,643	156		
Winston, N. K., & Co	616	101	751	1,274	1,680	311	2,447	2,715	7,119	2,065	3,367	2,447	2,715
Wood, Dolson Co., Inc	5,169	3,378	366		766	499			19,051	13,179	1,442		
SPECIALTY SHOPS													
Mark Cross	7,499	4,331			5,166	3,791			21,951	21,340	777		
McCutcheon's	23,593				14,338	9,406			66,311	44,313			
Ovington's	17,464	2,078			5,863	10,587			17,723	22,089			
SPORTING GOODS													
Abercrombie & Fitch Co	20,681	3,964			59,985	16,769			59,985	16,769			
*Davega	14,268	15,113	37,706	54,645	72,214	60,434	105,426	73,320	74,704	61,661	16,116	113,717	81,624
Eastman Kodak Stores	4,775					5,479				5,479			
Kodak Cameras		19,789	19,924		153	19,920	13,795		153	19,971			
Modell's	48	304		10,773	4,184		6,851		5,531			13,795	
Spalding, A. G., & Bros	2,684	714			5,468	7,909	878		6,326	7,909		6,916	1,447
Willoughby's	1,289	721	922	877	2,000	1,364	102	290	9,253	2,469	479	878 206	290

*Indicates concerns whose linage appears in more than one classification. For total space see last page of this table.

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	EVENING—6 Days				MORNING (Weekday)—6 Days				MORNING & SUNDAY—7 Days				
	THE SUN	World-Telegram	Evening Journal-American	Post	Times	Herald Tribune	News	Mirror	Times	Herald Tribune	Sunday Journal-American	News	Mirror
STATIONERS													
Clark & Gibby				9,299	988	888			988	888			
Nathan, Chas. S				10,146									
Wormser Co				5,013									
TOBACCO													
Cigars													
Admiration	39,015	29,419	20,440		35,358	36,103			35,358	36,103			
Bayuk	18,068	17,842	17,892	12,828	8,935		13,319		8,935			13,319	
Dutch Masters	4,816	12,819			12,382				12,382				
El Producto	11,021	18,857			18,975	18,846			18,975	18,846			
Haddon Hall	6,616	2,016			6,034	4,812			6,034	4,812			
Harvester					6,029	16,029	10,648		6,029	16,029		10,648	
La Magnita	5,364	5,347	5,227		6,910	2,644			6,910	2,644			
La Palina							4,629					4,629	
Prince Hamlet					6,082	2,015			6,082	2,015			
White Owl					17,001	16,877	16,000	19,176	30,983	30,773		30,000	19,176
Cigarettes													
Camel	54,907	54,375	54,714	54,833	54,499	54,590	38,053	38,073	54,499	92,712	38,661	79,823	79,708
Chesterfield	65,341	63,962	64,114	64,121	63,959	49,521	35,508	35,749	63,959	62,911	24,732	35,508	35,749
Herbert Tareytown					10,983	10,570	10,226	10,410	10,983	10,570		10,226	10,410
Lucky Strike	42,773	42,640	43,041	42,907	43,156	42,550	28,549	28,685	43,156	47,700	21,389	33,549	33,685
Marvel's							6,695	1,175				6,695	1,847
Old Gold	50,693	50,359	49,174	50,724	51,916	52,418	33,814	33,807	51,916	64,778	22,296	37,814	37,807
Pall Mall	11,737	10,633			11,419	11,526			23,524	22,666		7,000	
Spud	10,922	10,878			8,995		7,889		12,091	3,054		7,889	
Viceroy	1,695	1,665	1,695				1,656		4,471	4,764		6,114	
Tobacco													
Half & Half											6,900		
Prince Albert										6,566	29,883	3,043	30,370
TOILET REQUISITES & BEAUTY SHOPS													
Beauty Shops							2,179	6,248				2,179	9,949
Antoino Beauty Shoppe			124		3,663	6,146			10,172	14,661	3,286		
Arden, Elizabeth	691					98	2,883	8,431		189		2,883	8,533
Electrolysis Associates					4,566	3,798			4,566	4,050			
Hudnut, Richard, Salon								3,917					5,018
Lucille Beauty Shops							6,164	5,412				6,164	5,412
National Beauty Parlors			206	1,366	9,768	4,350			11,274	5,448	172		
Rubenstein, Helena	4,673				5,299	6,025			5,299	6,025			
Terminal Barber Shops	4,898	1,185			16,017	12,261	30,188		16,017	12,261		30,188	
Thomas, Inc	3,250		1,422										

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Toilet Requisites (*Cont.*)	EVENING—6 Days				MORNING (Weekday)—6 Days				MORNING & SUNDAY—7 Days				
	THE SUN	World-Telegram	Evening Journal-American	Post	Times	Herald Tribune	News	Mirror	Times	Herald Tribune	Sunday Journal-American	News	Mirror
Dentifrices													
Calox	.....	9,372	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Colgate	.....	.....	.....	.....	.....	.....	152	.....	5,170	5,335	15,708	8,652	.....
Ipana	.....	.....	.....	.....	.....	.....	.....	.....	5,795	7,605	15,301	5,660	.....
Lyon's	11,973	11,414	.....	.....	.....	.....	.....	.....	.....	504	3,404	12,438	.....
Pepsodent	5,538	10,226	.....	.....	4,835	.....	5,344	1,221	4,835	4,725	17,696	23,949	1,221
*Squibb	5,692	5,648	5,612	.....	.....	.....	5,362	.....	.....	.....	.....	5,962	.....
Perfumes & Cosmetics													
Brylcreem	68	6,426	.....	.....	1,486	1,461	7,743	.....	1,486	1,461	.....	7,743	.....
Caron Perfume	.....	.....	.....	.....	.....	.....	.....	.....	6,258	3,101	.....	.....	.....
Chanel Perfume	.....	.....	.....	.....	.....	.....	.....	.....	5,031	.....	.....	.....	.....
Coty Prep	9,396	.....	.....	.....	8,648	8,482	.....	.....	12,910	8,482	1,000	3,487	.....
Elizabeth Arden Prep	4,260	1,242	.....	.....	4,497	1,696	.....	.....	14,461	8,897	.....	.....	.....
Helena Rubinstein	1,048	.....	.....	864	586	226	430	.....	8,408	4,803	1,182	430	.....
Ingram's Cream	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	6,453	.....	.....
Jergen's Lotion	5,445	5,385	.....	.....	.....	.....	5,100	5,376	152	155	187	5,286	5,565
Kremel	4,023	4,410	.....	.....	98	.....	3,957	.....	1,920	.....	.....	5,743	.....
Lady Esther	.....	.....	.....	.....	.....	.....	.....	.....	.....	1,030	2,918	8,568	1,200
Miner's Make-Up	.....	.....	.....	6,613	.....	.....	.....	.....	.....	.....	.....	.....	.....
Mum	.....	.....	.....	.....	.....	.....	.....	.....	4,594	.....	5,535	5,668	.....
Noxzema	2,059	3,276	1,590	.....	570	688	6,919	3,383	570	688	.....	6,919	4,658
Odorono	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	5,076	.....
Pond's Prep	.....	.....	.....	.....	.....	.....	.....	.....	14,012	.....	.....	13,742	.....
Primrose House	.....	.....	.....	.....	.....	.....	5,402	.....	.....	.....	.....	5,402	1,206
Ramsdell's Cream	.....	.....	.....	.....	.....	.....	7,103	1,893	.....	.....	.....	7,103	1,893
Richard Hudnut Prep	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	6,098	.....	.....
Vaseline Hair Tonic	5,328	5,268	.....	.....	.....	.....	5,208	.....	.....	.....	.....	5,208	.....
Woodbury's Powder	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	7,836	.....
Soaps & Shaving Creams													
Camay Soap	22,249	21,955	19,867	5,789	.....	.....	14,894	4,755	.....	2,761	4,677	14,894	4,755
Drene Shampoo	3,912	4,342	3,597	.....	.....	.....	334	1,401	1,656	4,672	4,998	5,201	1,401
Ivory Soap	18,256	18,299	18,564	.....	.....	.....	16,428	.....	.....	1,030	1,904	17,428	.....
Lifebuoy Soap	13,378	16,420	7,542	426	.....	.....	7,807	413	4,632	2,485	9,151	16,950	4,778
Lifebuoy Shave Cream	950	.....	.....	240	.....	.....	230	.....	.....	.....	.....	1,180	860
Lux Soap	11,905	12,003	7,718	.....	.....	.....	16,704	312	106	99	4,379	19,659	2,313
Palmolive Soap	7,010	6,949	7,421	7,090	103	.....	377	379	229	11,528	21,119	11,457	5,379
Williams Brushless Shave	.....	.....	.....	.....	19,499	19,952	14,492	.....	19,499	19,952	.....	14,492	.....
Woodbury's Soap	10,039	10,029	153	.....	.....	.....	9,896	.....	3,963	5,695	5,855	13,545	207
Miscellaneous													
Coty Preps	282	.....	.....	.....	1,152	1,152	.....	.....	2,156	3,161	264	2,824	.....
Cuticura Products	5,596	5,353	5,349	4,230	5,564	698	4,333	4,775	7,650	698	3,036	5,663	5,917
Elizabeth Arden Products	2,498	542	.....	.....	1,104	676	.....	.....	4,337	4,002	246	.....	.....
Gem Razors & Blades	3,230	3,249	2,810	508	5,746	5,364	3,512	1,255	5,782	5,364	.....	3,512	1,927
Gillette Razors & Blades	242	1,494	1,446	.....	.....	.....	754	710	2,146	1,410	4,353	3,350	710

*Indicates concerns whose linage appears in more than one classification. For total space see last page of this table.

—Continued—

	EVENING—6 Days				MORNING (Weekday)—6 Days				MORNING & SUNDAY—7 Days				
	THE SUN	World-Telegram	Evening Journal-American	Post	Times	Herald Tribune	News	Mirror	Times	Herald Tribune	Sunday Journal-American	News	Mirror
Toilet Requisites *(Continued)*													
Scot & Waldorf Products	.....	.....	.....	.....	.....	82	.....	.....	8,557	7,678	7,997	7,950	.....
Yardley's Products	.....	.....	.....	.....	.....	.....	.....	.....	14,602	14,063	.....	.....	.....
TRANSPORTATION													
Airways													
American Airlines, Inc.	10,410	13,777	1,573	2,751	17,231	17,304	69	70	17,231	17,808	.....	69	70
Eastern Air Lines	4,829	4,606	1,219	.....	6,187	6,233	.....	.....	6,187	6,233	.....	.....	.....
Transcontinental & Western	6,822	5,632	.....	.....	10,328	8,055	.....	.....	10,488	8,181	.....	.....	.....
United Air Lines	3,713	4,371	436	320	13,261	10,811	210	.....	13,261	10,949	.....	219	.....
Bus Lines													
Capitol Greyhound Terminal	50	3,058	2,262	.....	1,278	.....	7,068	1,588	1,278	.....	.....	7,068	1,588
Dixie Bus Center	387	312	226	41	.....	.....	6,730	4,319	.....	.....	81	6,730	4,319
Greyhound Lines	.....	9,775	2,083	400	5,647	142	12,517	319	10,057	278	6,396	14,639	451
Midtown Bus Terminal	.....	.....	1,002	344	96	.....	6,952	425	128	.....	397	6,952	425
Penna. Greyhound Bus Term	.....	806	360	.....	426	.....	5,804	406	426	.....	.....	5,804	406
Railroads													
Atchison, Topeka & Santa Fe	3,684	3,923	1,600	.....	6,681	4,922	1,106	.....	6,993	5,480	.....	1,106	.....
Atlantic Coast Line	4,193	3,514	1,446	2,523	4,514	4,807	417	.....	7,481	7,876	1,755	619	.....
Baltimore & Ohio	5,909	4,456	3,333	2,894	7,418	7,439	11,198	5,228	10,027	9,983	2,364	12,744	5,228
Chicago, Burlington & Quincy	472	242	.....	.....	5,833	5,452	.....	.....	6,704	6,618	.....	.....	.....
Chicago, Milw., St. P. & Pac.	2,172	1,686	350	.....	4,317	4,132	.....	.....	5,365	4,762	520	.....	.....
Chicago, N. W. & U. P.	10,616	12,441	4,458	453	21,008	18,324	3,968	450	22,488	19,583	380	4,192	450
New Jersey Central	1,212	5,106	178	3,399	4,518	1,200	8,666	3,484	4,662	1,200	.....	8,783	3,484
New York Central Lines	6,148	9,029	7,204	610	10,279	6,554	11,019	4,212	13,125	9,366	3,136	13,892	4,611
New York Central	5,988	8,721	7,204	.....	9,971	6,402	9,277	3,284	12,817	9,214	2,836	12,140	3,683
New York, Ont. & Western	160	308	.....	610	308	152	1,742	928	308	152	300	1,742	928
New York, N. Haven & H'tf'd	3,378	8,170	4,295	443	19,225	15,887	12,655	8,244	21,331	19,553	2,100	14,005	8,694
Pennsylvania	5,812	7,166	4,803	3,881	10,197	9,108	9,038	4,697	10,671	9,289	.....	9,038	4,697
Seaboard Air Line	3,354	2,755	290	634	4,814	4,140	1,110	196	8,790	5,227	2,490	1,305	392
Southern Pacific	2,675	2,554	.....	280	4,305	3,848	48	.....	4,737	4,873	715	48	.....
Steamships													
Anchor Line	694	.....	98	.....	290	282	.....	.....	9,990	5,187	100	.....	.....
Canada	1,328	1,214	392	146	1,248	1,170	284	.....	6,971	6,280	2,246	352	.....
Canadian Pacific	5,556	2,653	1,681	.....	5,845	5,567	367	.....	32,585	32,921	5,192	367	.....
Clyde Mallory	9,014	8,737	617	1,961	6,185	6,321	60	84	31,158	27,865	12,728	318	216
Columbian	1,762	.....	208	.....	301	50	.....	.....	5,984	5,508	427	.....	.....
Cunard-White Star	5,720	3,574	.....	310	14,155	12,053	324	.....	39,632	28,858	5,258	324	.....
Dollar S. S. Lines	282	3,546	.....	.....	1,194	1,186	.....	.....	9,434	9,176	7,244	.....	.....
American Mail	.....	.....	.....	.....	.....	.....	.....	.....	1,010	1,008	.....	.....	.....
Dollar	282	3,546	.....	.....	1,194	1,186	.....	.....	8,424	8,168	7,244	.....	.....
Eastern S. S. Lines	4,337	5,960	686	236	8,647	7,387	.....	.....	18,495	11,615	1,785	.....	.....
Eastern	3,052	4,252	686	236	6,803	6,022	.....	.....	14,016	9,175	1,416	.....	.....
Old Dominion	1,285	1,708	.....	.....	1,844	1,365	.....	.....	4,479	2,440	369	.....	.....

— Continued —

Linage Record of Advertisers Using 5,000 Agate Lines or More in Any One Newspaper During 1937

	EVENING—6 Days				MORNING (Weekday)—6 Days				MORNING & SUNDAY—7 Days				
Transportation (*Cont.*)	THE SUN	World-Telegram	Evening Journal-American	Post	Times	Herald Tribune	News	Mirror	Times	Herald Tribune	Sunday Journal-American	News	Mirror
Steamships (*Continued*)													
French	3,785	1,397	537	850	1,878	1,566	454	.....	10,329	12,363	2,917	620	.....
Furness	6,800	6,350	594	922	456	542	.....	.....	22,642	24,548	9,984	192	.....
Gdynia America	5,711	4,795	.....	2,783	1,652	1,657	.....	.....	10,523	10,284	3,123	.....	.....
Grace	2,384	2,368	.....	.....	2,587	2,484	.....	.....	8,308	7,070	3,434	.....	.....
Hamburg-Am.-N. Ger. Lloyd	7,597	1,522	.....	.....	16,587	15,356	.....	.....	44,744	41,441	7,656	.....	.....
Holland American	2,417	1,437	137	212	6,176	3,185	69	70	24,245	16,452	2,505	69	70
Hudson River Day	6,844	6,547	5,611	2,531	7,221	7,032	7,429	7,696	8,298	8,057	1,040	8,434	8,722
Int'l Mercantile Marine Co	5,667	922	.....	100	10,190	10,050	56	.....	17,569	17,432	1,364	272	.....
Baltimore Mail	.....	.....	.....	.....	.....	.....	.....	.....	716	584	.....	.....	.....
Int'l Mercantile Marine	486	504	.....	100	.....	.....	.....	.....	1,573	1,510	.....	.....	.....
Panama Pacific	2,997	.....	.....	.....	2,878	2,840	.....	.....	4,881	4,975	815	118	.....
United States	2,184	418	.....	.....	7,312	7,210	56	.....	10,399	10,363	549	156	.....
Italian	6,476	.....	280	.....	6,759	6,562	.....	.....	42,524	42,703	5,532	.....	.....
Matson	.....	8,813	.....	.....	12,728	11,362	.....	.....	13,406	12,244	3,391	.....	.....
Munson	390	346	72	194	.....	.....	.....	.....	8,728	8,819	2,893	.....	.....
New England	4,634	4,466	416	.....	5,128	5,173	1,553	102	5,938	6,035	668	1,553	204
New York & Cuba Mail	4,983	4,605	.....	.....	.....	100	.....	.....	18,176	17,874	11,006	.....	50
Porto Rico	3,735	3,514	.....	126	.....	102	.....	.....	6,891	7,071	4,846	.....	.....
Savanah	3,578	3,086	402	.....	.....	.....	.....	.....	6,929	6,984	7,107	.....	.....
Red Star-Arnold Bernstein	7,333	1,311	138	67	1,188	822	250	.....	7,003	7,593	298	455	193
Swedish American	926	845	157	554	781	747	.....	.....	8,661	9,843	968	.....	.....
United Fruit	5,609	5,641	496	2,504	.....	.....	.....	.....	7,750	7,456	6,162	361	406
Tours													
American Express	906	312	97	316	131	98	98	98	33,715	35,926	5,863	98	98
Cook, Thomas, & Son	4,441	2,093	.....	.....	1,320	137	.....	.....	44,646	11,440	492	100	.....
Intourist, Inc	.....	.....	.....	.....	.....	.....	.....	.....	9,452	3,326	.....	.....	.....
Italian Tourist Information	2,358	.....	.....	.....	182	548	.....	.....	6,243	790	5,337	.....	.....
Raymond-Whitcomb	2,430	1,438	.....	.....	1,451	1,446	.....	.....	47,106	49,454	252	.....	.....
Simmons	246	.....	.....	100	149	82	.....	.....	7,094	3,530	576	.....	32

— *Continued* —

COMPOSITE LINAGE RECORD OF ADVERTISERS

WHOSE LINAGE APPEARS IN MORE THAN ONE CLASSIFICATION

Agate Lines—1937

	EVENING—6 Days				MORNING (Weekly)—6 Days				MORNING & SUNDAY—7 Days				
	THE SUN	World-Telegram	Evening Journal-American	Post	Times	Herald Tribune	News	Mirror	Times	Herald Tribune	Sunday Journal-American	News	Mirror
Bohack, H. C., Co., Inc	.....	.....	5,060	.....	.....	.....	34,057	....	.....	.....	.....	34,057	.....
Automotive	.....	.....	3,454	.....	.....	.....	33,556	.....	.....	.....	.....	33,556	.....
Grocers	.....	.....	1,606	.....	.....	.....	501	.....	.....	.....	.....	501	.....
Davega-City	61,878	53,194	95,064	111,366	132,985	106,517	193,444	131,570	145,710	121,889	51,565	228,424	164,472
Radio	47,610	38,081	57,358	56,721	60,771	46,083	88,018	58,250	71,006	60,228	35,449	114,707	82,848
Sporting Goods	14,268	15,113	37,706	54,645	72,214	60,434	105,426	73,320	74,704	61,661	16,116	113,717	81,624
David, John	81,345	.....	39,031	.....	223,098	165,152	20,652	.....	227,748	173,190	3,698	22,628	.....
Men's Wear	77,237	.....	39,031	.....	223,098	165,152	20,652	.....	227,748	173,190	3,698	22,628	.....
Liquor Stores	4,108	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Horn & Hardart	6,547	.....	12,316	3,852	4,258	4,308	1,000	.....	4,258	4,308	4,344	1,000	.....
Grocers	1,378	.....	4,444	3,852	.....	.....	.....	.....	.....	.....	2,062	.....	.....
Hotels & Restaurants	5,169	.....	7,872	.....	4,258	4,308	1,000	.....	4,258	4,308	2,282	1,000	.....
Schrafft's	19,539	18,513	5,819	225	34,452	37,558	2,445	.....	35,494	40,250	645	2,445	.....
Confections	5,531	5,120	2,397	.....	5,503	5,800	2,207	.....	5,503	6,011	320	2,207	.....
Hotels & Restaurants	14,008	13,393	3,422	225	28,949	31,758	238	.....	29,991	34,239	325	238	.....
Squibb, E. R., & Sons	5,692	5,648	7,634	.....	2,952	2,925	10,219	.....	2,952	2,925	.....	10,219	.....
Medical	.....	.....	2,022	.....	2,952	2,925	4,857	.....	2,952	2,925	.....	4,857	.....
Toilet Requisites	5,692	5,648	5,612	.....	.....	.....	5,362	.....	.....	.....	.....	5,362	.....
United-Whelan	11,885	20,502	19,889	35,738	21,460	8,901	10,747	9,902	21,460	8,901	.....	10,747	11,563
Drug Stores	6,758	9,481	10,583	23,074	2,401	2,750	2,747	3,902	2,401	2,750	.....	2,747	5,563
Miscellaneous	5,127	11,021	9,306	12,664	19,059	6,151	8,000	6,000	19,059	6,151	.....	8,000	6,000

Figures in these tables from Media Records.

Summary of Advertising Records

New York Evening Newspapers . . . 1937

MEDIA RECORDS INC. reported the linage of all New York evening newspapers in 180 classifications for 1937 (including the major divisions, the major classifications, and their sub-classifications). In 91 of these classifications, or more than half of all the classifications, The Sun was first in volume. First place in the remaining 89 classifications was divided among the other three evening newspapers.

Number of classifications in which each newspaper was:

	1st	2nd	3rd	4th	No Linage
THE SUN	91	47	19	17	6
World-Telegram	51	85	28	10	6
Journal-American	14	28	70	56	12
Post	22	15	53	77	13

The classifications in which The Sun published more advertising than any other New York evening newspaper are:

***TOTAL ADVERTISING*
***RETAIL DISPLAY*
***GENERAL DISPLAY*
***FINANCIAL DISPLAY*
***TOTAL DISPLAY*

Retail

Art Galleries and Antique Shops
Boots and Shoes (Women's)
Clothing Stores (Men's & Women's)
*DEPT. STORES TOTAL
Boots and Shoes (Total)
Boots and Shoes (Women's)
Brooklyn
China and Glassware
Clothing (Women's)
Coats and Suits (Women's)
Corsets and Brassieres
Domestics and Bedding
Dresses
Electrical Appl. and Suppl.
Electrical Ap. & Sup. (Misc.)
Floor Coverings
Furniture
Girls' & Jr.'s Wear
Gloves
Groceries
Hosiery
Infants' Wear
Institutional
Knit Underwear
Linens
Manhattan
Millinery
Miscellaneous Departments
Misc. Depts. (all other)
Petticoats, Slips
Silk Underwear
Small Leather Goods
Sportswear (Women's)
Toilet Goods and Drugs
Upstairs
*EDUCATIONAL
Florists and Nurseries
*HOTELS and RESTAURANTS
*INSURANCE
*LIQUOR STORES
*MISCELLANEOUS
*REAL ESTATE
Specialty Shops
*TOILET GOODS and BEAUTY SHOPS

General

*AGRICULTURE
Air Conditioning
Automatic Heating
Automatic Refrigeration
Beverages
Cigars
Cigarettes
Coffee and Tea
*CONFECTIONS
Disinfectants and Exterminators
*EDUCATIONAL
Fixtures
Furniture and Furnishings
Groceries (Misc.)
Heaters and Stoves
*HOTELS and RESORTS
*HOUSING EQUIP. & SUPPL.
*INDUSTRIAL
Laundry Soaps and Cleansers
Magazines
*MISCELLANEOUS
Newspapers
*PROFESSIONAL and SERVICE
*PUBLICATIONS
*PUBLIC UTILITIES
Soft Drinks
Steamships
*TOBACCO
Toilet Requisites (Misc.)
Tours
*TRANSPORTATION
Transportation (Misc.)
Wines
*WEARING APPAREL

Automotive

Aviation
Gasolines and Oils
Passenger Cars (New)
Trucks and Tractors

Financial

Banks and Trust Companies
Issues
Stock and Bond Houses
Miscellaneous Financial

***Indicate major divisions.* **Indicate major classifications.* Composite classifications not included.

ADVERTISING COPY CONTROL

For the mutual protection of its advertisers and readers, The Sun has certain fundamental rules governing the acceptability of advertising copy. The practical and ethical value of these regulations is apparent. Advertisers in The Sun do not have dishonest competition. The knowledge that advertising appearing in The Sun must pass such rigid standards greatly increases the confidence of readers and the response to the advertising is greater.

Good advertising will sell merchandise or service without the use of misleading prices or descriptions to entice and deceive prospective buyers. This destroys good-will and lessens the confidence of the reader in both the advertiser and medium. Advertising is not a trick; properly prepared, it is the best known salesman.

Reputable advertisers who realize that reliable advertising is the most effective advertising, frequently express their appreciation of The Sun's policy and offer full co-operation.

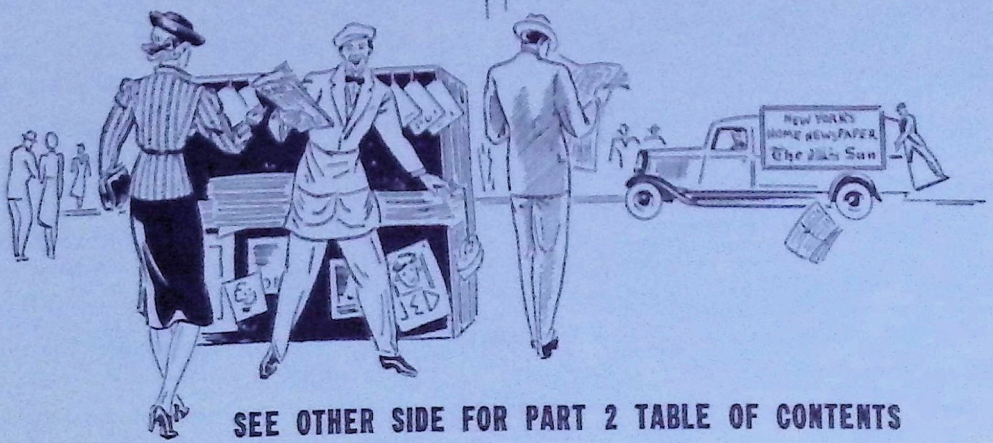
Every year The Sun omits many thousands of lines of advertising deemed to be objectionable. Despite this, The Sun continues to lead all New York evening newspapers in volume of advertising—as it has for the past 13 consecutive years.

The Sun will not knowingly publish:

1. Advertisements that are not in harmony with the tone and character of The Sun.
2. Fraudulent, misleading or doubtful advertisements.
3. Objectionable Financial Advertising:
   - a—Offerings by firms not rated or reputed to be sound and reliable.
   - b—Offerings of securities with unusually or unreasonably large guaranteed dividends or other excessively large financial returns.
   - c—Offerings of speculative financial securities offered to the public as investments.
4. Advertisements attacking personal character or reflecting unwarranted discredit on competing products or services.
5. Advertisements of clairvoyants, fortune tellers or readings of numerology.
6. Advertisements for matrimonial agencies or massage parlors.
7. Objectionable medical advertising.
   - a—Guaranteed cures or announcements claiming remedy and relief, directly or indirectly, not justified by facts or experience.
   - b—Offerings of free medical treatment.
   - c—Products containing drugs that might endanger life or health, or that are habit-forming.
   - d—Medications for the purpose of flesh reducing.
   - e—All methods for face lifting or for the permanent removal of superfluous hair.
8. Indecent or vulgar advertisements, offensive either in direct presentation or by suggestion in text or in illustration.
9. Announcements of contests not officially approved by the United States Post Office Department.
10. In general, it is the purpose of The Sun not to accept advertisements that would injure the confidence of its readers in reputable advertising or that would be likely to cause Sun readers loss of money, injury to health or morals, or that would be otherwise inconsistent with The Sun's constructive advertising policy.

The Sun welcomes information or suggestions that will help in keeping its advertising columns clean and trustworthy.

CIRCULATION



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PART 2 · CIRCULATION DATA

(Subjects listed in the order of their appearance)

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The Great Importance of Circulation Concentrated in the New York Market.

80% of The Sun's Circulation Is After 3 O'Clock.

Going Home to Westchester Suburbs.

Going Home to New Jersey Suburbs.

On the homeward-bound suburban Trains.

News stand Surveys Show That Mostly Men Buy The Sun.

Map—Where The Sun's House-to-House Surveys Were Made.

Home Read Circulation—Based on Surveys of 27 Typical Suburban Towns.

Home Read Circulation in Westchester & Connecticut.

Home Read Circulation in Long Island.

Home Read Circulation in New Jersey.

Home Read Circulation in Brooklyn.

Home Read Circulation in Forest Hills & Kew Gardens.

Department Store Patrons—Summary of 15 Towns.

Department Store Patrons in Westchester & Connecticut.

Department Store Patrons in Long Island.

Department Store Patrons in New Jersey.

Department Store Patrons in Brooklyn.

Department Store Patrons in Forest Hills & Kew Gardens.

Automobile Owners—Summary of 14 Towns.

Automobile Owners in Westchester & Connecticut.

Automobile Owners in Suburban Long Island.

Automobile Owners in New Jersey.

Automobile Owners in Brooklyn.

Automobile Owners in Forest Hills & Kew Gardens.

Chain Grocery Store Patrons.

A Greater Number of Important Financial Executives Read The Sun Than Any Other Week-day Newspaper in New York.

Among School Teachers.

11 Leading Colleges and Universities Again Voted The Sun Their Favorite New York Evening Newspaper in 1937.

In New York's Important Hotels.

In Leading Apartment Hotels.

In Manhattan Apartments The Sun Is the Preferred Evening Newspaper.

The Sun Is the Preferred Evening Newspaper Among the Mid-Manhattan Apartment Dwellers.

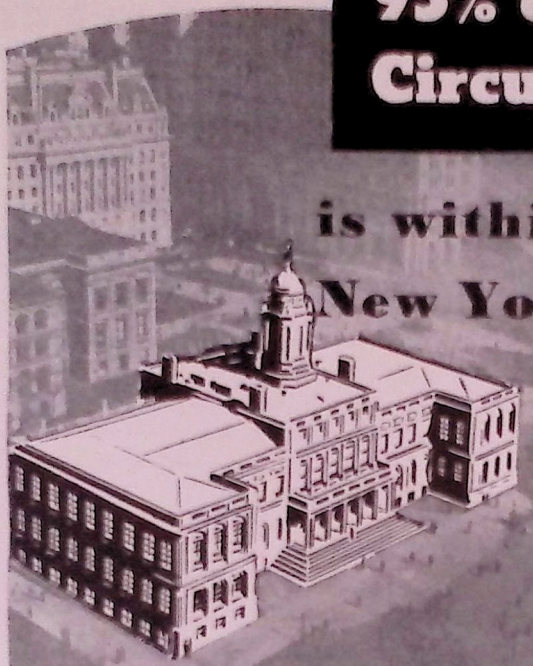
In Prominent New York Clubs.

Circulation Analysis of New York Newspapers.

Circulation Trend, New York Newspapers, March, 1920, to September, 1937.

95% of The Sun's Circulation

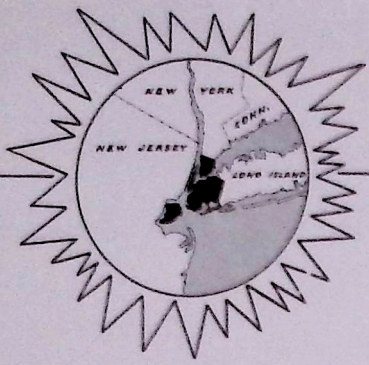
is within 50 miles of New York's City Hall



The Audit Bureau of Circulation defines New York's "city and suburban" area as the territory inside a 50 mile circle, with City Hall as the center.

Newspaper circulation outside this "city and suburban" zone has little or no value for local stores or national advertisers interested in building New York sales. With such a large percentage of its readers within the retail trading area, The Sun is able to do an outstandingly effective selling job for advertisers because it puts practically all the sales pressure on the profitable market area.

The great importance of circulation concentrated in the New York market



95% of The Sun's circulation is within the 50-mile trading area.

Only 87.6% of the circulation of weekday morning newspapers as a group is in this area.

Only 57.3% of the circulation of Sunday newspapers as a group is within the market territory.

Local New York retailers using The Sun reach families who live within convenient buying distance of their stores. Manufacturers advertising in The Sun know that their efforts are backing up sales in the territory where their products are on sale. In contrast to The Sun's 95% concentration in the rich 50-mile sales zone, some weekday morning newspapers have as little as 80.5% of their readers within this area and some Sunday newspapers as small a ratio as 42.3%.

The table below gives the circulation of The Sun and of each New York morning and Sunday newspaper inside and outside the New York market.

How The Sun Compares with New York Morning & Sunday Newspapers in Concentrated Market Circulation

Figures for Six Months Ended September 30, 1937

	Circulation Total	*Circulation in New York Market*	*Per Cent*	*Circulation Outside New York Market*	*Per Cent*
THE SUN	300,417	285,393	95.0	15,024	5.0
MORNING (Weekday) NEWSPAPERS					
Times	515,343	420,130	81.5	95,213	18.5
Herald Tribune.....	351,630	283,043	80.5	68,587	19.5
News	1,718,217	1,577,992	91.8	140,225	8.2
Mirror	703,986	600,390	85.3	103,596	14.7
TOTAL	3,289,176	2,881,555	87.6	407,621	12.4
SUNDAY NEWSPAPERS					
Times	739,256	398,297	53.9	340,959	46.1
Herald Tribune	495,005	317,074	64.1	177,931	35.9
Journal-American ...	1,044,357	766,317	73.4	278,040	26.6
News	3,026,323	1,770,865	58.5	1,255,458	41.5
Mirror	1,428,487	604,370	42.3	824,117	57.7
TOTAL	6,733,428	3,856,923	57.3	2,876,505	42.7

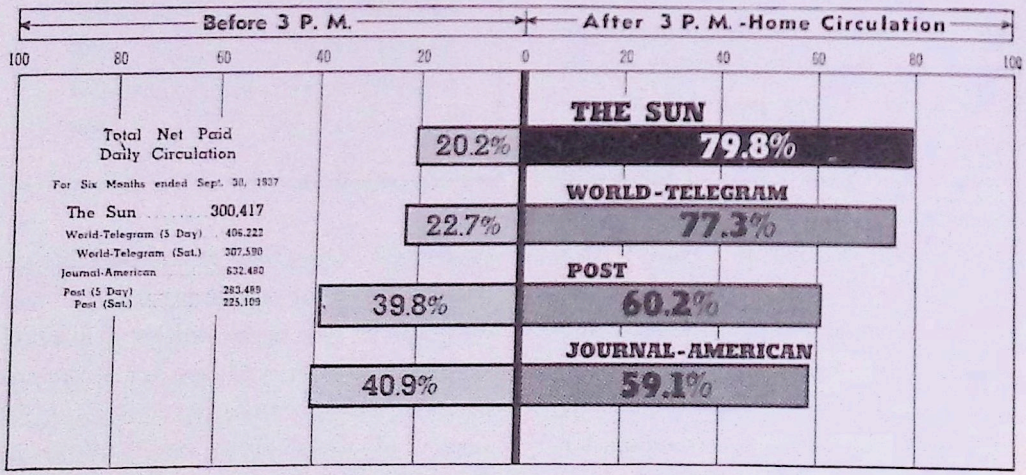
80% OF THE SUN'S CIRCULATION IS AFTER 3 O'CLOCK

In New York, circulation after 3 P. M. is home-going circulation.

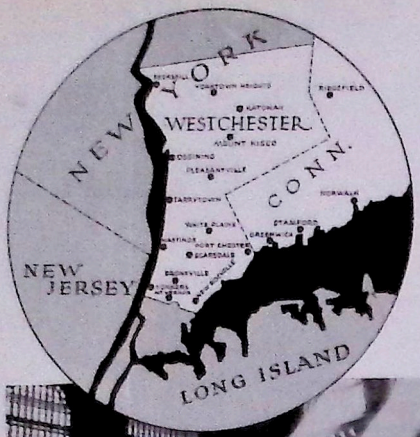
A newspaper that goes into the home has an opportunity to influence the entire family. Among New York evening newspapers The Sun has the greatest percentage of home-going circulation. Of The Sun's total circulation, 79.8% is bought in the evening after 3 P. M. (mostly by men) and carried home to be read by the entire family. This concentrated family-audience, plus The Sun's strength throughout New York's good residential areas, makes it a highly productive sales medium for all worthwhile products and services.

NEW YORK EVENING NEWSPAPERS

Percentage of Total Daily Circulation distributed before and after 3 P. M.



Based on net press runs by editions and time of issue as given in the Publishers' Statements for the six months ended Sept. 30, 1937.



GOING HOME TO WESTCHESTER SUBURBS

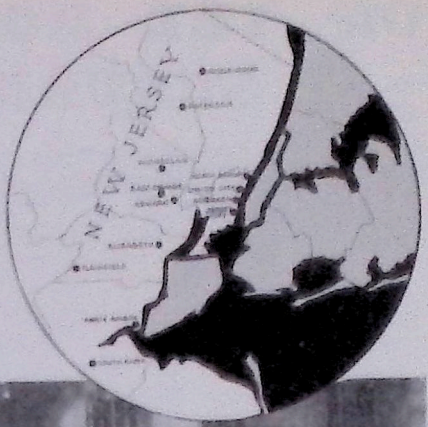
Sale of Evening Newspapers

In Grand Central Terminal

THE SUN	**11,759**
World-Telegram	9,697
Journal-American	5,531
Post	2,928

WESTCHESTER COUNTY and the southern tip of Connecticut within the New York market, Fairfield county, contain some of the most substantial suburbs in the world. A large part of their population is comprised of commuters who work in New York. Most of these commuters board their homeward-bound trains in the evening at Grand Central Terminal. And many of them buy their evening newspapers in the station before getting on the trains. For many years, surveys of the news stands in the Terminal have shown that the commuters to Westchester and Connecticut buy more copies of The Sun than of any other newspaper. These suburbanites read The Sun during their ride home and carry it home for the family to read, too. The accompanying table gives the result of the 1938 survey of twenty-three news stands in Grand Central Terminal.

GOING HOME TO NEW JERSEY SUBURBS



Sale of Evening Newspapers

In Penn Station, Erie, D., L. & W. and Jersey Central Ferries

THE SUN	**13,370**
World-Telegram	12,284
Journal-American	10,072
Post	3,750

WITHIN THE New Jersey section of the New York market there are many good suburban communities. Tens of thousands of commuters from these suburbs come to work in New York every day. In the evening they return to their homes, carrying New York evening newspapers to read on the way home and at home. Most of the New Jersey commuters start their homeward journey across the Hudson River from Pennsylvania Station, the Erie, the D., L. & W. and the Jersey Central ferries. For years surveys at these points show that news stands sell more copies of The Sun than of any other newspaper to homeward-bound New Jersey commuters. Not only do commuters read The Sun during the ride home, but they take it into their homes. The table herewith gives the result of the 1938 checkup of news stands which serve a large proportion of the commuters to New Jersey.

ON THE HOMEWARD-BOUND SUBURBAN TRAINS

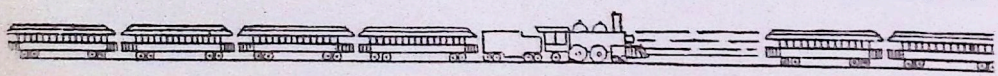
The Sun has more readers than all the other New York newspapers combined

A survey of 27,095 newspaper readers on 60 typical homeward-bound commuters' trains showed that 52 per cent of all the newspaper readers were reading The Sun. The remaining 48 per cent was divided among the other three evening newspapers. The Sun had 60 per cent more readers than the second newspaper. This checkup, concluded early in 1938, shows similar results to many previous checkups.

RECAPITULATION

Railroad	*No. Trains*	*THE SUN*	*World-Telegram*	*Journal-American*	*Post*	*Total Readers*
N. Y. Central	20	4,499	2,998	1,009	295	8,801
		51%	34%	12%	3%	100%
N. Y., N. H. & H.	18	4,227	2,636	948	280	8,091
		52%	33%	12%	3%	100%
Long Island	5	1,325	990	479	89	2,883
		46%	34%	17%	3%	100%
Erie	5	1,159	582	256	77	2,074
		56%	28%	12%	4%	100%
Central of N. J.	7	1,698	1,329	490	139	3,356
		51%	31%	14%	4%	100%
D. L. & W.	5	1,095	526	207	62	1,890
		58%	28%	11%	3%	100%
GRAND TOTAL	60	14,003	8,761	3,389	942	27,095
		52%	32%	13%	3%	100%

SUBURBAN TRAINS—*Continued on Following Pages*



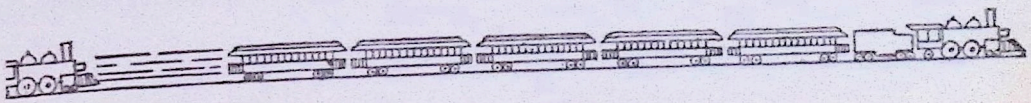
New York Central Railroad . . . from Grand Central Station

Time of Departure and Destination	*THE SUN*	*World-Telegram*	*Journal-American*	*Post*	*Total Readers*
4:40....Peekskill	68....	42....	36....	10....	156
4:43....White Plains	203....	142....	52....	12....	409
4:53....Katonah	81....	39....	25....	6....	151
4:53....White Plains	183....	104....	35....	7....	329
4:56....Golden's Bridge	153....	97....	28....	10....	288
5:04....Golden's Bridge	104....	65....	28....	7....	204
5:05....Croton-on-Hudson	137....	126....	60....	18....	341
5:06....White Plains	314....	183....	48....	7....	552
5:19....Mount Vernon	71....	55....	52....	13....	191
5:20....Golden's Bridge	307....	224....	66....	26....	623
5:24....Croton-on-Hudson	149....	138....	58....	15....	360
5:27....White Plains	441....	242....	57....	16....	756
5:29....Mount Vernon	459....	278....	135....	29....	901
5:39....Hastings-Peekskill	137....	118....	26....	17....	298
5:39....Golden's Bridge	164....	132....	40....	14....	350
5:41....No. White Plains	493....	309....	64....	19....	885
5:42....White Plains	314....	227....	63....	22....	626
5:47....Croton-on-Hudson	106....	77....	18....	10....	211
5:56....Golden's Bridge	189....	109....	41....	12....	351
5:57....White Plains	426....	291....	77....	25....	819
Total	4,499....	2,998....	1,009....	295....	8,801
	51%....	34%....	12%....	3%....	100%

N. Y., N. H. & Hartford Railroad . . . from Grand Central Station

Time of Departure and Destination	*THE SUN*	*World-Telegram*	*Journal-American*	*Post*	*Total Readers*
4:17....Stamford	173....	86....	34....	11....	304
4:20....Stamford	168....	76....	37....	18....	299
4:32....Stamford	124....	72....	39....	13....	248
4:45....Stamford	76....	40....	21....	15....	152
4:55....Port Chester	228....	107....	53....	14....	402
5:03....Stamford	159....	101....	49....	17....	326
5:08....Stamford	198....	86....	30....	8....	322
5:13....Port Chester	334....	240....	73....	16....	663
5:15....New Rochelle	257....	163....	47....	17....	484
5:17....Stamford	204....	106....	47....	15....	372
5:24....Rye	319....	167....	53....	11....	550
5:30....Stamford	186....	133....	47....	6....	372
5:32....Port Chester	379....	264....	93....	27....	763
5:35....New Rochelle	323....	257....	54....	23....	657
5:47....Stamford	282....	178....	65....	9....	534
5:53....New Rochelle	225....	149....	44....	13....	431
6:05....Stamford	346....	295....	103....	27....	771
6:08....Stamford	246....	116....	59....	20....	441
Total	4,227....	2,636....	948....	280....	8,091
	52%....	33%....	12%....	3%....	100%

—*Continued*



Long Island Railroad . . . from Pennsylvania Station

Time of Departure and Destination	*THE SUN*	*World-Telegram*	*Journal-American*	*Post*	*Total Readers*
4:30....Port Washington	137....	65....	28....	7....	237
5:11....Port Washington	324....	201....	112....	18....	655
5:27....Babylon	266....	245....	165....	24....	700
5:47....Hempstead	214....	177....	60....	13....	464
5:59....Port Washington	384....	302....	114....	27....	827
Total	1,325....	990....	479....	89....	2,883
	46%....	34%....	17%....	3%....	100%

Erie Railroad . . . from Jersey City Station

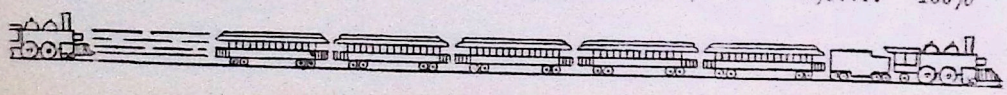
Time of Departure and Destination	*THE SUN*	*World-Telegram*	*Journal-American*	*Post*	*Total Readers*
5:14....Essex Fells	195....	72....	17....	8....	292
5:33....Montclair	206....	104....	60....	18....	388
5:35....Nyack	212....	125....	63....	8....	408
5:37....Glen Ridge	228....	104....	31....	14....	377
5:46....Ramsey	318....	177....	85....	29....	609
Total	1,159....	582....	256....	77....	2,074
	56%....	28%....	12%....	4%....	100%

Central Railroad of New Jersey . . . from Jersey City Station

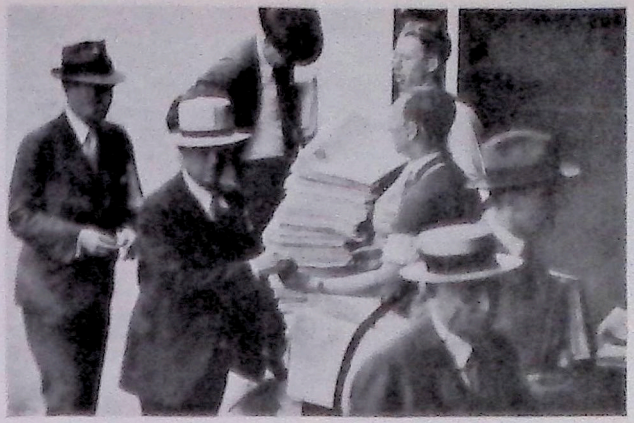
Time of Departure and Destination	*THE SUN*	*World-Telegram*	*Journal-American*	*Post*	*Total Readers*
5:03....Raritan	131....	91....	50....	13....	285
5:22....Raritan	100....	59....	69....	9....	237
5:24....Raritan	180....	120....	61....	25....	386
5:28....Fanwood	384....	190....	64....	18....	656
5:33....Raritan	163....	114....	61....	16....	354
5:42....Raritan	324....	209....	87....	27....	647
5:58....Raritan	416....	246....	98....	31....	791
Total	1,698....	1,029....	490....	139 ...	3,356
	51%....	31%....	14%....	4%....	100%

D. L. & W. Railroad . . . from Hoboken Station

Time of Departure and Destination	*THE SUN*	*World-Telegram*	*Journal-American*	*Post*	*Total Readers*
5:30....Boonton-Dover	166....	109....	41....	9....	325
5:30....Madison-Dover	176....	91....	36....	11....	314
5:35....South Orange	247....	145....	57....	18....	467
5:45....South Orange	261....	112....	39....	18....	430
5:51....Summit-Morristown	245....	69....	34....	6....	354
Total	1,095....	526....	207....	62....	1,890
	58%....	28%....	11%....	3%....	100%



News Stand Surveys Show that



MOSTLY MEN BUY THE SUN

In an actual check-up of 27 news stands in Manhattan and Brooklyn, 80.6% of Suns were bought by men.

The Sun is a man's newspaper, with a definite appeal for alert, active, substantial men in every walk of life and every gainful occupation.

Men buy The Sun in the evening after work, read it during the journey home via subway, train or bus and then take it into the home, where they and all other members of the family can read it, too.

The Sun provides advertisers of men's products and apparel and accessories with a decidedly effective way to reach the best prospects in New York. The men who read The Sun appreciate good merchandise and, what is equally important, have the means with which to buy.

1938 NEWS STAND SURVEY

Men and Women buying The Sun between 3 and 6 P. M.

MANHATTAN:	***Men***	***Women***
N. W. corner 59th St. and Lexington Ave.	39	14
N. E. corner 34th St. and 7th Av.	46	30
S. E. corner 38th St. and 6th Av.	49	2
McMahon's stand—42nd St. Ferry	101	25
N. W. corner 40th St. and Madison Av.	32	9
No. 1 Union News 33rd St. Hudson Terminal	239	46
Martin—57th St. between B'way and 8th Av.	59	13
N. E. corner 42nd St. and 6th Av.	86	16
No. 11 Penn. Depot	314	66
No. 2 Grand Central Depot	321	108
S. E. corner 28th St. and 6th Av.	55	3
N. W. corner 34th St. and Broadway	29	16
S. E. corner of 50th St. and 6th Av.	51	16
N. E. corner 42nd St. and 8th Av.	145	26
N. W. corner 23rd St. and Broadway	49	1
N. E. corner 72nd St. and Broadway	53	9
N. E. corner 34th St. and 6th Av.	49	14
S. E. corner 28th St. and 4th Av.	73	11
BROOKLYN:		
Stand No. 3—Flatbush Depot	51	12
Stand No. 2—Flatbush Depot	66	9
Church Av. Station B. M. T.	42	17
Arcade, Hotel St. George	33	11
Av. J Station B. M. T.	25	8
Lang—Fulton and Nostrand Avs.	35	7
DeKalb and Flatbush Av. Mezz. stand B. M. T.	12	7
Kings Highway Station B. M. T.	15	4
Herman—DeKalb and Flatbush Extension	60	11
TOTAL	2,120	511
Per Cent	80.6	19.4

NEW YORK
PLEASANTVILLE
TARRYTOWN
CONN.
IRVINGTON
ARDSLEY
GREENWICH
DOBBS FERRY
SCARSDALE
RYE
HASTINGS ON HUDSON
MAMARONECK
RIDGEWOOD
NEW JERSEY
LARCHMONT
PELHAM
ESSEX FELLS
CALDWELL
PORT WASHINGTON
PLANDOME
MANHASSET
GREAT NECK
DOUGLASTON
MONTCLAIR
MORRISTOWN
MADISON
GLEN RIDGE
MAPLEWOOD
NEW YORK CITY
GARDEN CITY
SUMMIT
WESTFIELD
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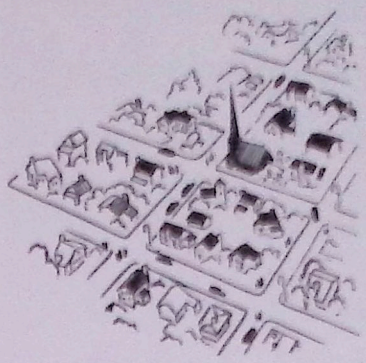
Where The Sun's house-to-house suburban surveys were made



HOME READ CIRCULATION

Based on Surveys of 27 Typical Suburban Towns

Regular circulation figures show total circulation, not its character. To know which New York newspapers take the advertiser's message into the greatest number of desirable homes, therefore, The Sun in 1932 began a series of house-to-house surveys.

A total of 27 communities have now been studied and a majority of the homes in these communities covered. The study shows these important facts for advertisers:

1. In New York's good suburbs The Sun goes and stays in over twice as many homes as any other week-day newspaper.

2. Over 66% of the week-day morning newspapers sold in these communities are carried away by commuters. Only 34% are home-effective—remain home after breakfast to be read by other members of the family.

SUMMARY OF THE 27 TOWNS
In the New York Market

EVENING NEWSPAPERS	Number Carried into the Homes*
THE SUN	13,406
World-Tel.	6,268
Journal	4,791
Post	2,199
TOTAL	26,664

MORNING† (WEEKDAY) NEWSPAPERS	Number Sold*	Carried into New York		REMAINDER LEFT HOME	
		No.	%	No.	%
Herald Trib.	17,496	12,525	71.6	4,971	28.4
Times	13,778	9,479	68.8	4,299	31.2
News	6,971	3,552	51.0	3,419	49.0
Mirror	1,526	793	52.0	733	48.0
TOTAL	39,771	26,349	66.3	13,422	33.7

The following figures for the discontinued American are eliminated: No. sold, 3,244; carried away, 2,216; left home, 1,028.

THE SUN LEADS ALL WEEK-DAY NEWSPAPERS

Including copies delivered home by carriers.

HOME READ CIRCULATION IN WESTCHESTER & CONNECTICUT

Based on a Survey of 12 Typical Towns

In The Sun's extensive house-to-house survey in all parts of this market to learn which newspapers take the advertiser's message into the greatest number of desirable homes. 11 towns have been surveyed in Westchester and one in Connecticut. In these communities The Sun goes and stays in almost twice as many homes as any other week-day newspaper. Also 77% of the morning newspapers sold there are carried away.

SUMMARY OF 12 TOWNS
In Westchester & Connecticut

EVENING NEWSPAPERS

	Number Carried into the Homes*
THE SUN	4,821
World-Tel.	2,540
Journal	1,924
Post	710
TOTAL	9,995

MORNING† (WEEKDAY) NEWSPAPERS

	Number Sold*	Carried into New York		REMAINDER LEFT HOME	
		No.	%	No.	%
Herald Trib.	6,157	4,484	72.8	1,673	27.2
Times	5,807	4,052	69.8	1,755	30.2
News	2,756	1,455	52.8	1,301	47.2
Mirror	586	348	59.4	238	40.6
TOTAL	15,306	10,339	67.5	4,967	32.5

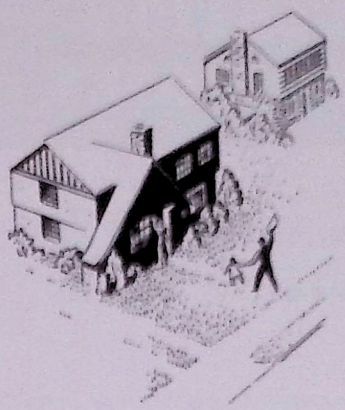
†The following figures for the discontinued American are eliminated: No. sold, 1,266; carried away, 874; left home, 392.

The communities surveyed in Westchester are: Scarsdale, Larchmont, Mamaroneck, Pelham, Rye, Tarrytown, Ardsley, Irvington, Dobbs Ferry, Hastings and Pleasantville.
In Connecticut the town is: Greenwich.

THE SUN LEADS ALL WEEK-DAY NEWSPAPERS

Including copies delivered home by carriers.

HOME READ CIRCULATION IN LONG ISLAND



Based on Survey of 5 Typical Communities

Five residential towns in Long Island are included in The Sun's New York market study to determine which newspapers take the advertiser's message into the greatest number of desirable homes. The house-to-house checks of these communities show results similar to surveys in other home areas. The Sun goes and stays in almost twice as many homes as any other week-day newspaper. And it far outclasses the week-day morning newspapers, most of which are carried away by individuals going to work.

SUMMARY OF 5 TOWNS
In Long Island

EVENING NEWSPAPERS

	Number Carried into the Homes*
THE SUN	2,486
World-Tel.	1,478
Journal	1,026
Post	329
TOTAL	5,319

MORNING† (WEEKDAY) NEWSPAPERS

	Number Sold*	Carried into New York		REMAINDER LEFT HOME	
		No.	%	No.	%
Herald Trib.	2,586	1,822	70.5	764	29.5
Times	2,364	1,639	69.3	725	30.7
News	1,197	547	45.7	650	54.3
Mirror	222	118	53.2	104	46.8
TOTAL	6,369	4,126	64.8	2,243	35.2

†The following figures for the discontinued American have been eliminated: No. sold, 666; carried away, 449; left home, 217.

The communities surveyed in Long Island are: Garden City, Douglaston, Great Neck, Manhasset and Plandome.

THE SUN LEADS ALL WEEK-DAY NEWSPAPERS

*Including copies delivered home by carriers.

HOME READ CIRCULATION IN NEW JERSEY

Based on Survey of 10 Representative Towns

In New Jersey 10 representative towns were surveyed house-to-house as part of The Sun's market-wide study to learn which newspapers take the advertiser's message into the greatest number of desirable homes. In New Jersey, as in all the other areas, The Sun goes and stays in far more good homes than any other week-day newspaper. Of the week-day morning newspapers sold there, 66% are carried away to work and only 34% remain at home where the family may read them.

SUMMARY OF 10 TOWNS
In New Jersey

EVENING NEWSPAPERS

	Number Carried into the Homes*
THE SUN	6,099
World-Tel.	2,250
Journal	1,841
Post	1,160
TOTAL	11,350

MORNING† (WEEKDAY) NEWSPAPERS

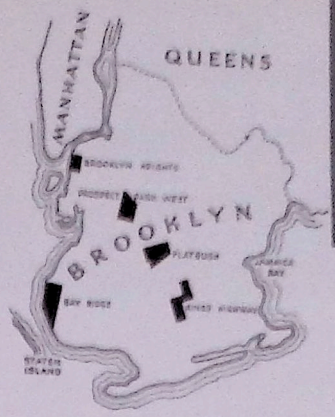
	Number Sold*	Carried into New York		REMAINDER LEFT HOME	
		No.	%	No.	%
Herald Trib.	8,753	6,219	71.0	2,534	29.0
Times	5,607	3,788	67.6	1,819	32.4
News	3,018	1,550	51.4	1,468	48.6
Mirror	718	327	45.5	391	54.5
TOTAL	18.096	11,884	65.7	6,212	34.3

†The following figures for the discontinued American are eliminated: No. sold, 1,312; carried away, 893; left home, 419.

The communities surveyed in New Jersey are: Glen Ridge, Madison, Maplewood, Montclair, Morristown, Ridgewood, Summit, Westfield, Caldwell and Essex Fells.

THE SUN LEADS ALL WEEK-DAY NEWSPAPERS

*Including copies delivered home by carriers.



Location of the five Brooklyn Sections Surveyed.

HOME READ CIRCULATION IN BROOKLYN

Based on Surveys of 5 Good Residential Areas

In these five typical good sections of Brooklyn, a house-to-house survey of 1,575 homes was made to learn the extent that New York week-day newspapers go home and stay there long enough to be read by the family. The study brings out these specific points:

1. The Sun stays in far more homes than any other week-day newspaper, morning or evening.

2. The Sun goes into 54% more homes than the second New York evening newspaper.

3. The Sun stays in 2½ times as many homes as the nearest New York morning newspaper.

Complete figures of the survey follow:

SURVEY IN 5 BROOKLYN AREAS

EVENING NEWSPAPERS	Number Carried Home*
THE SUN	539
Journal	349
World-Telegram	280
Post	85
TOTAL	1,253

MORNING† (WEEKDAY) NEWSPAPERS	Number Sold*	Carried Away		REMAINDER LEFT HOME	
		No.	%	No.	%
Times	417	253	60.7	164	39.3
News	357	141	39.5	216	60.5
Herald Tribune	298	173	58.1	125	41.9
Mirror	45	21	46.7	24	53.3
TOTAL	1,117	588	52.6	529	47.4

†The following figures for the discontinued American are eliminated: No. sold, 151; carried away, 74; left home, 77.

The sections surveyed in Brooklyn are: Bay Ridge, Kings Highway, Flatbush, Brooklyn Heights and Prospect Park West.

THE SUN LEADS ALL WEEK-DAY NEWSPAPERS

Including copies delivered home by carriers. (The survey was completed in 1936).

HOME READ CIRCULATION IN FOREST HILLS & KEW GARDENS

Based on Surveys of 2 Good Communities

In Forest Hills and Kew Gardens, two of New York city's desirable suburban residential areas, The Sun is the most effective week-day newspaper for reaching homes and families. A house-to-house study shows that of 1,720 morning newspapers sold there, 944 or 54.9% are carried away by people on their way to business. And The Sun is far more home-effective than any other evening newspaper. Many other similar surveys in other parts of New York city and in the suburbs show similar results. Following are detailed figures of the study:

SUMMARY OF 2 HOME AREAS

Forest Hills & Kew Gardens, New York City

EVENING NEWSPAPERS

	Number Carried into the Homes*
THE SUN	676
World-Tel.	409
Journal	332
Post	122
TOTAL	1,539

MORNING* (WEEKDAY) NEWSPAPERS

	Number Sold*	Carried into New York		REMAINDER LEFT HOME	
		No.	%	No.	%
Times	704	416	59.1	288	40.9
Herald Trib.	486	290	59.7	196	40.3
News	456	208	45.6	248	54.4
Mirror	74	30	40.5	44	59.5
TOTAL	1,720	944	54.9	776	45.1

*Including copies delivered home by carriers and eliminating the following figures for the discontinued American: No. sold, 162; carried away, 86; left home, 76.

THE SUN LEADS ALL WEEK-DAY NEWSPAPERS

WITHOUT HYPODERMICS

The Sun doesn't use them to bolster circulation. Without the artificial aid of contests, premiums, books or other lure, The Sun has a substantial, responsive circulation.

It has attracted its readers by the simple process of publishing a complete, interesting newspaper full of reliable news and informative features. That combination has attracted an audience of New York's active and intelligent families. They buy and read The Sun regularly for what it is—THE complete, reliable newspaper.

The Sun

NEW YORK

don't take any wooden indians

There's no profit in advertising to people with neither the means nor the need to buy. Such an audience is about as receptive to sales suggestions as the cigar-store sentries of the Horse Car Era.

It takes buyers as well as sellers to make a market. That's why The Sun heads so many advertising schedules. Time and time again, space buyers have found that The Sun's circulation is the kind that fulfills sales expectations.

When advertising has to pay, it's no time to buy a "Wooden Indian" audience. They make good curiosities but they don't make good customers.

The Sun

NEW YORK

DEPARTMENT STORE PATRONS

SUMMARY of 15 Towns

In these fifteen typical suburban towns The Sun has made a house-to-house survey to find out the extent that New York week-day newspapers go home and stay home and the department stores patronized. Their combined population is 118,867, or 32,173 families. The survey included 24,415 families and interviews were completed with 19,273 families, or 60% of the total. Of the 24,166 week-day morning newspapers sold to these homes, 15,825 copies (65%) were carried away and only 8,341 copies (35%) were left home for women to read. Since department stores advertise mostly to women, only the 8,341 home-staying week-day morning papers are compared with the 14,959 home-going evening papers here.

SUMMARY: Department stores patronized by week-day newspaper readers in 15 towns . . .

WESTCHESTER & CONNECTICUT: Hastings, Mamaroneck, Pelham, Greenwich.

LONG ISLAND: Great Neck, Port Washington, Plandome, Manhasset.

NEW JERSEY: Glen Ridge, Madison, Morristown, Summit, Westfield, Caldwell, Essex Fells.

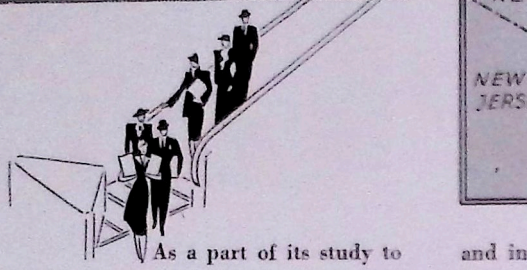
	EVENING				MORNING (Weekday*)			
New York Dept. Stores	*THE SUN*	*World-Telegram*	*Journal*	*Post*	*Times*	*Herald Tribune*	*News*	*Mirror*
Altman	1,875	584	221	143	443	589	123	7
Arnold Constable	239	90	38	16	54	57	21	1
Best & Co.	1,226	421	164	89	331	433	78	4
Bloomingdale	228	140	132	39	77	62	101	9
Bonwit Teller	74	29	14	4	21	23	6	..
Franklin Simon	577	170	74	41	158	195	41	2
Gimbel	807	497	493	141	199	214	314	42
Hearn	77	84	115	30	26	17	88	22
Lord & Taylor	894	323	117	67	214	278	46	1
Macy	2,821	1,425	1,131	354	648	783	745	116
McCreery	767	255	118	63	185	210	62	7
Oppenheim, Collins	124	48	18	9	30	32	13	4
Saks-5th Ave.	389	116	66	32	117	137	24	..
Saks-34th St.	592	249	140	68	134	173	125	9
Stern Bros.	586	219	87	43	125	198	44	6
Wanamaker	1,103	498	305	126	278	436	208	17
TOTALS	12,379	5,148	3,233	1,265	3,040	3,837	2,039	247

*Eliminating 717 credited to discontinued American. Families credited to each paper read and to each store patronized.

THE SUN LEADS ALL WEEK-DAY NEWSPAPERS

DEPARTMENT STORE PATRONS

In Westchester and Connecticut



As a part of its study to determine the extent that New York week-day newspapers go home and stay home and the department stores patronized, The Sun made house-to-house surveys in these 4 typical suburban towns in Westchester and Connecticut. Of the total population of 36,695, or 8,750 families, the survey included 5,640 families and interviews were completed with 4,665 or 53%. Of the 6,439 week-day morning newspapers sold in these towns, 4,696 or 73% were carried away and only 1,743 or 27% were left home for women to read. Since department store advertising is directed mostly to women, only the 1,743 home-staying morning papers are compared with the 4,004 evening papers below:

SUMMARY: Department stores patronized by week-day newsreaders in . . .

Hastings, Mamaroneck, and Pelham in WESTCHESTER COUNTY. Greenwich in CONNECTICUT

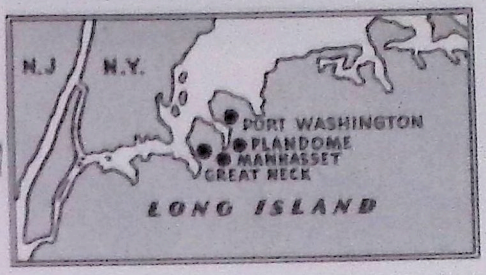
	EVENING				MORNING (Weekday*)			
New York Dept. Stores	*THE SUN*	*World-Telegram*	*Journal*	*Post*	*Times*	*Herald Tribune*	*News*	*Mirror*
Altman	576	204	72	55	131	139	47	4
Arnold Constable ..	125	49	20	9	23	22	12	..
Best & Co.	398	157	61	33	89	101	32	3
Bloomingdale	113	68	69	20	32	30	46	2
Bonwit Teller	32	14	7	1	8	8	4	..
Franklin Simon ...	219	85	40	16	60	65	24	2
Gimbel	194	127	132	38	51	43	89	11
Hearn	22	29	43	8	8	6	37	5
Lord & Taylor	356	146	54	30	68	87	18	..
Macy	867	443	383	95	188	192	231	26
McCreery	216	85	37	22	57	54	12	2
Oppenheim, Collins.	79	31	13	6	16	17	9	1
Saks-5th Ave.	155	48	26	20	38	44	8	..
Saks-34th St.	197	93	53	21	39	37	32	3
Stern Bros.	140	62	34	12	28	34	18	2
Wanamaker	264	117	99	25	69	78	44	7
TOTALS	3,953	1,758	1,143	411	905	957	663	68

*Eliminating 168 credited to discontinued American. Families credited to each paper read and to each store patronized.

THE SUN LEADS ALL WEEK-DAY NEWSPAPERS

DEPARTMENT STORE PATRONS

In Suburban Long Island



Four representative suburban towns were surveyed in The Sun's extensive house-to-house study to learn the extent to which New York week-day newspapers go home and stay home and the department stores patronized. The combined population of the four towns is 29,113, or 7,360 families, of which 6,342 families were included in the survey and interviews completed with 4,615 families. Of the 6,631 morning week-day newspapers sold to these families, 3,943, or 59% were carried away and only 2,688, or 41%, were left home. In the table below, the 2,688 week-day morning newspapers left home were compared with the 4,609 home-going evening newspapers.

SUMMARY: Department stores patronized by week-day newsreaders in Great Neck, Port Washington, Plandome and Manhasset, LONG ISLAND

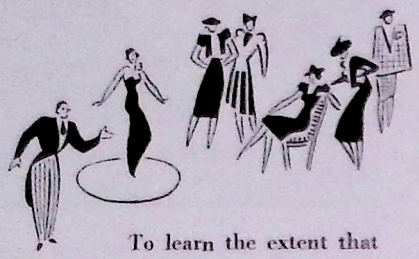
	EVENING				MORNING (Weekday*)			
New York Dept. Stores	*THE SUN*	*World-Telegram*	*Journal*	*Post*	*Times*	*Herald Tribune*	*News*	*Mirror*
Altman	196	218	108	40	151	169	36	3
Arnold Constable	55	26	18	4	13	19	4	1
Best & Co.	285	141	67	26	98	111	19	1
Bloomingdale	90	57	52	12	39	24	43	5
Bonwit Teller	31	12	6	3	10	10	1	..
Franklin Simon	112	48	23	5	29	26	6	..
Gimbel	282	198	229	37	88	69	135	22
Hearn	24	22	39	8	9	6	23	7
Lord & Taylor	262	121	50	14	75	95	14	1
Macy	887	565	523	111	247	273	314	55
McCreery	183	103	52	16	51	55	21	2
Oppenheim, Collins	23	11	5	3	10	10	4	1
Saks-5th Ave.	162	54	33	6	53	56	16	..
Saks-34th St.	101	62	47	12	26	43	34	3
Stern Bros.	170	79	37	18	33	61	13	4
Wanamaker	292	170	106	37	99	138	90	7
TOTALS	3,455	1,887	1,395	352	1,031	1,165	773	112

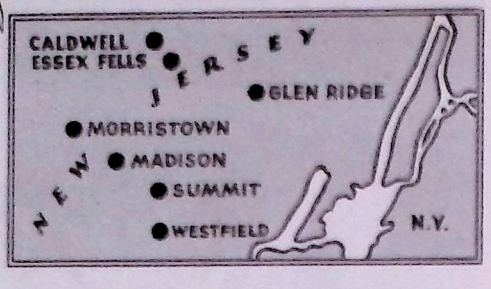
*Eliminating 311 credited to discontinued American. Families credited to each paper read and to each store patronized.

THE SUN LEADS ALL WEEK-DAY NEWSPAPERS

DEPARTMENT STORE PATRONS

In New Jersey





To learn the extent that New York week-day newspapers go home and stay home in this market and the department stores patronized, The Sun has made a house-to-house survey in 15 typical suburban towns, including these 7 in New Jersey. The combined population of these 7 is 53,059, or 16,063 families. The survey included 12,433 families and interviews were completed with 9,993, or 62% of the total number. Of the 11,096 morning newspapers bought by these families, 7,186 or 65% are carried away, leaving only 3,910 or 35% home for women to read. Since department store advertising is primarily directed to women, only the 3,910 home-staying morning newspapers are used in the comparison with the 6,346 home-going evening newspapers in the table below:

SUMMARY: Department stores patronized by week-day newspaper readers in . . .
Glen Ridge, Madison, Morristown, Summit, Westfield, Caldwell and Essex Fells, NEW JERSEY.

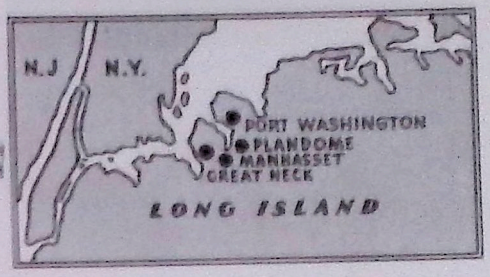
		EVENING			MORNING (Weekdays*)			
New York Dept. Stores	*THE SUN*	*World-Telegram*	*Journal*	*Post*	*Times*	*Herald Tribune*	*News*	*Mirror*
Altman	803	162	41	48	161	283	40	..
Arnold Constable ..	59	15	..	3	18	16	5	..
Best & Co.	543	123	36	30	144	221	27	..
Bloomingdale	25	15	11	7	6	8	12	2
Bonwit Teller	11	3	1	..	3	5	1	..
Franklin Simon ...	246	37	11	20	69	104	11	..
Gimbel	331	172	132	66	60	102	90	9
Hearn	31	33	33	14	9	5	28	10
Lord & Taylor	276	56	13	23	71	96	14	..
Macy	1,067	417	225	148	213	318	200	35
McCreery	368	67	29	25	77	101	29	3
Oppenheim, Collins.	22	6	..	..	4	5	..	2
Saks-5th Ave.	72	14	7	6	26	37	..	..
Saks-34th St.	294	94	40	35	69	93	59	3
Stern Bros.	276	78	16	13	64	103	13	..
Wanamaker	547	211	100	64	110	220	74	3
TOTALS	4,971	1,503	695	502	1,104	1,715	603	67

*Eliminating 238 credited to discontinued American. Families credited to each paper read and to each store patronized.

THE SUN LEADS ALL WEEK-DAY NEWSPAPERS

DEPARTMENT STORE PATRONS

In Suburban Long Island



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THE SUN LEADS ALL WEEK-DAY NEWSPAPERS

DEPARTMENT STORE PATRONS

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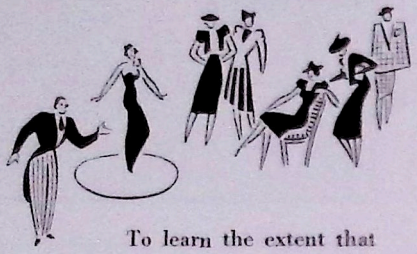

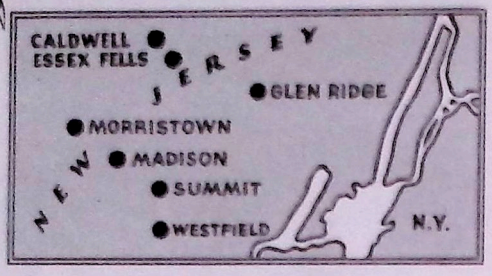

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Franklin Simon	246	37	11	20	69	104	11	..
Gimbel	331	172	132	66	60	102	90	9
Hearn	31	33	33	14	9	5	28	10
Lord & Taylor	276	56	13	23	71	96	14	..
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Oppenheim, Collins	22	6	..	..	4	5	..	2
Saks-5th Ave.	72	14	7	6	26	37	..	..
Saks-34th St.	294	94	40	35	69	93	59	3
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THE SUN LEADS ALL WEEK-DAY NEWSPAPERS

DEPARTMENT STORE PATRONS

In Brooklyn

Five good Brooklyn sections were part of a wide survey made to learn the extent that New York week-day newspapers go home and remain there and the department stores patronized. Only the morning newspapers remaining in the homes were considered because department store advertising is directed mostly to women. These figures are compared with those for the home-going evening newspapers. More patrons of both Brooklyn and New York stores read The Sun in their homes than any other week-day newspaper.

SUMMARY: Department stores patronized by week-day newspaper readers in Flatbush, Bay Ridge, Kings Highway, Brooklyn Heights and Prospect Park West, BROOKLYN

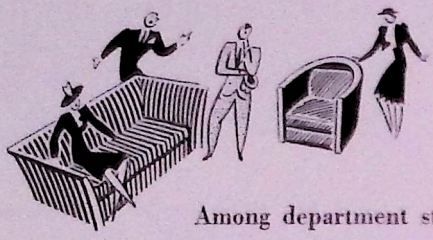
	EVENING				MORNING (Weekday*)			
New York Dept. Stores	*THE SUN*	*World-Telegram*	*Journal*	*Post*	*Times*	*Herald Tribune*	*News*	*Mirror*
Altman	11	2	..	1	2	4	..	..
Arnold Constable	..	..	1	..	1	..	..	..
Best & Co.	4	1	..	1	1	1	..	..
Bloomingdale	2	3	3	..	3	2	2	..
Franklin Simon	..	..	..	..	..	..	1	..
Gimbel	35	15	38	5	10	4	16	4
Hearn	4	3	9	1	1	1	5	1
Lord & Taylor	12	3	3	..	8	3	..	..
Macy	143	78	91	25	56	36	70	12
McCreery	4	3	2	..	1	3	1	..
Oppenheim Collins	42	23	17	7	17	11	17	..
Saks-34th Street	8	6	6	1	5	5	1	..
Stern Bros.	19	6	7	1	10	4	4	..
Wanamaker	53	29	24	5	27	11	22	1
Total	337	172	201	47	142	85	139	18
Brooklyn Dept. Stores								
Abraham & Straus	291	154	195	48	108	75	135	16
Loeser	223	121	162	38	77	57	101	11
Martins	26	14	25	2	12	9	23	2
Namms	72	44	64	13	31	19	47	8
Sears Roebuck	..	..	..	1	..	..	..	..
Total	612	333	446	102	228	160	306	37
GRAND TOTAL	949	505	647	149	370	245	445	55

*Eliminating 158 credited to discontinued American. Families credited to each paper read and to each store patronized.

THE SUN LEADS ALL WEEK-DAY NEWSPAPERS

DEPARTMENT STORE PATRONS

In Forest Hills & Kew Gardens



Among department store patrons in these two good residential areas in New York city, The Sun is the first choice. This fact is shown in a survey to learn what proportion of New York newspapers go home and stay home and the department stores patronized.

SUMMARY: Department stores patronized by week-day newspaper readers in Forest Hills and Kew Gardens, NEW YORK CITY

	EVENING				MORNING (Weekday*)			
New York Dept. Stores	*THE SUN*	*World-Telegram*	*Journal*	*Post*	*Times*	*Herald Tribune*	*News*	*Mirror*
Altman	142	43	24	19	57	57	11	2
Arnold Constable	26	9	3	8	10	11	3	1
Best & Co.	93	32	19	12	39	37	8	2
Bloomingdale	15	14	17	5	6	7	12	1
Franklin Simon	55	16	8	10	23	27	5	1
Gimbel	103	92	66	21	46	34	37	11
Hearn	3	14	18	6	5	4	11	4
Lord & Taylor	80	28	16	14	37	27	12	1
Macy	258	173	171	64	125	73	105	26
McCreery	94	33	18	10	31	22	10	4
Saks-5th Ave.	20	10	..	4	10	10	1	..
Saks-34th St.	95	48	37	14	43	24	13	4
Stern Bros.	43	14	14	3	20	19	4	1
Wanamaker	60	44	46	13	33	23	26	7
Total	1,087	570	457	203	485	375	258	65
Brooklyn Dept. Stores								
Abraham & Straus	82	46	64	21	36	16	55	10
Loeser	70	40	56	20	27	16	39	4
Martin	..	1	2	..	..	1	1	..
Namm	24	21	40	5	12	9	33	5
Oppenheim Collins	12	7	13	4	6	1	5	2
Total	188	115	175	50	81	43	133	21
Jamaica Stores	6	6	13	1	4	3	35	3
GRAND TOTAL	1,281	691	645	254	570	421	426	89

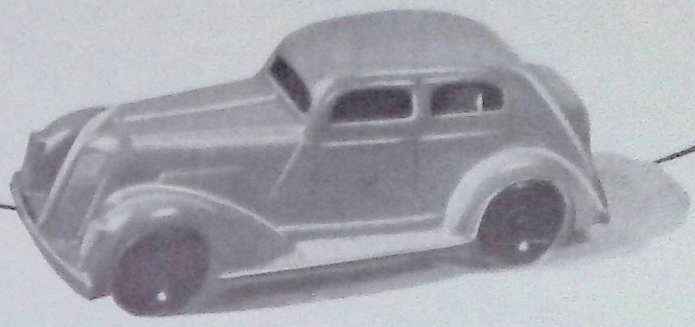
*Includes only newspapers that go home and stay home and eliminates 143 credited to discontinued American.

NOTE:—A family owning a car (or cars) and reading more than one newspaper was credited to each newspaper read, whether the newspaper remained home or not.

THE SUN LEADS ALL WEEK-DAY NEWSPAPERS

THE BEST PROSPECTS FOR NEW PASSENGER CARS...

. . . are New Yorkers who already own automobiles and have "new car ideas"



Analysis of new passenger car sales in New York reveals that most new automobiles are bought by people who already own a car.

In 8 suburban Counties in New York State, replacement sales average 67% and run as high as 92% and 96% in some Counties. But it is only natural that the new car idea should be strongest with substantial, progressive families who not only can afford a car, but look ahead to the new models.

The Sun is an exceptionally strong advertising medium for passenger car manufacturers because it reaches so many homes in the communities where most new car sales are made. In fact, The Sun reaches far more homes owning automobiles than any other New York week-day newspaper. In addition, an automotive sales story in The Sun goes home in the evening, when all the members of the family can see and read it.

Any automotive advertiser's selling efforts will be greatly strengthened by a campaign in The Sun. This newspaper has all the advantages a medium must possess to successfully sell new cars in the New York market and do it economically. Carefully made surveys of newspaper readership and automobile ownership in good city and suburban residential areas shows why this is so.

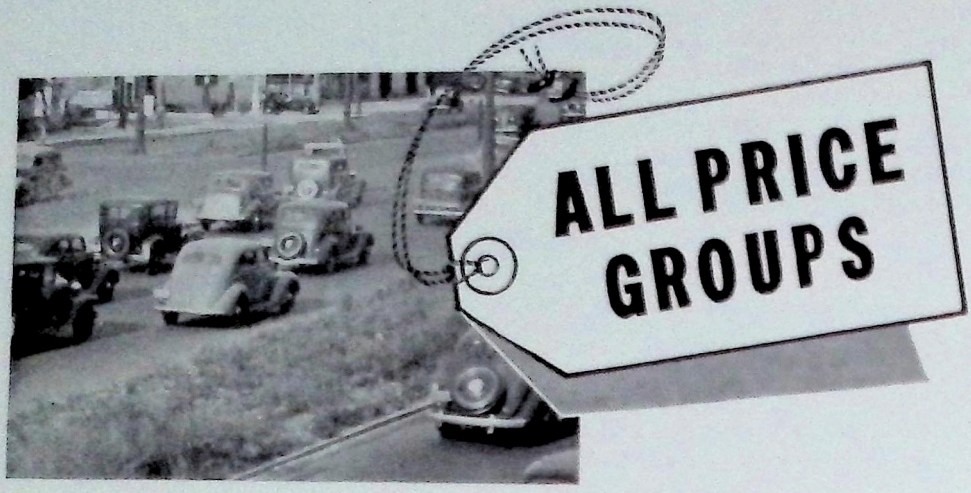
NEW CAR SALES IN NEW YORK STATE COUNTIES WITHIN THE NEW YORK MARKET *(computed)*

	Percentage Replacement	*Percentage New Owners*
Dutchess	75.2	24.8
Nassau	57.4	42.6
Orange	68.5	31.5
Putnam	92.0	8.0
Rockland	66.4	33.6
Suffolk	67.5	32.5
Ulster	96.0	4.0
Westchester	69.8	30.2
New York City	55.0	45.0

The source of these figures and the method of computation will be supplied upon request. Based on sales for the year 1936.

The Sun
NEW YORK

THE SUN LEADS IN REACHING OWNERS OF AUTOMOBILES IN



WEEK-DAY NEWSPAPERS READ BY OWNERS OF CARS IN LOW, MEDIUM AND HIGH PRICE RANGES

LOW-PRICED CARS*

In 14 Suburban Towns		In 7 New York City Areas	
The Sun	2,340	The Sun	261
World-Telegram	1,198	World-Telegram	177
Journal	1,138	Journal	174
Post	343	Post	59
Times	1,390	Times	233
Herald Tribune	1,904	Herald Tribune	159
News	1,421	News	188
Mirror	200	Mirror	25

*Includes Chevrolet, DeSoto, Essex Terraplane, Ford, Oakland, Plymouth, Rockne, Willys and Whippet.

MEDIUM-PRICED CARS*

In 14 Suburban Towns		In 7 New York City Areas	
The Sun	2,565	The Sun	345
World-Telegram	1,189	World-Telegram	204
Journal	739	Journal	163
Post	257	Post	61
Times	1,503	Times	298
Herald Tribune	1,979	Herald Tribune	211
News	758	News	138
Mirror	101	Mirror	27

*Includes Auburn, Buick, Chrysler, Dodge, Graham-Paige, Hudson, Hupmobile, Lafayette, LaSalle, Nash, Oldsmobile, Pontiac, Reo and Studebaker.

HIGH-PRICED CARS*

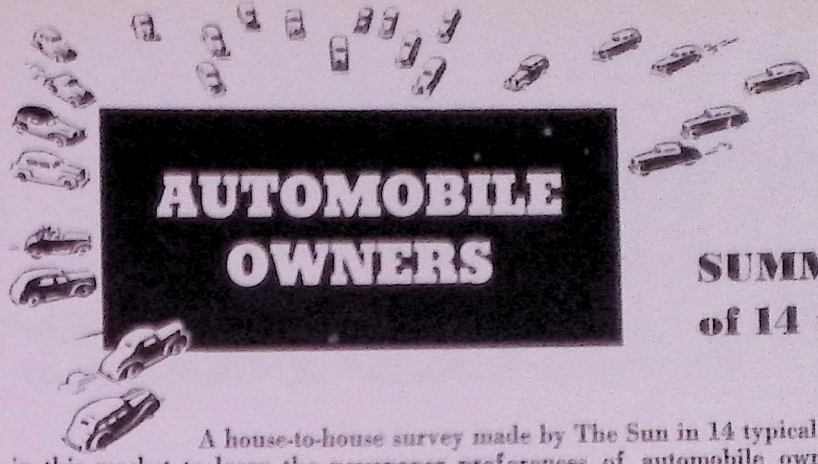
In 14 Suburban Towns		In 7 New York City Areas	
The Sun	706	The Sun	111
World-Telegram	209	World-Telegram	51
Journal	134	Journal	41
Post	78	Post	15
Times	392	Times	85
Herald Tribune	522	Herald Tribune	78
News	95	News	23
Mirror	10	Mirror	5

*Includes Cadillac, Franklin, Lincoln, Packard, Pierce-Arrow and Rolls-Royce.

As a top-ranking automobile medium The Sun is not restricted to any one price class. A wide study of automobile ownership and newspaper reading habits in good residential areas throughout the New York market shows this. In both city and suburbs The Sun is read by more owners of low-priced, medium-priced and high-priced cars than any other week-day newspaper.

Since most new passenger car sales in New York are replacement sales (as high as 96% in some suburban counties) the best prospects in all three price brackets are families already owning cars. And the foremost week-day newspaper through which to contact owners in all price classes is The Sun.

The Sun
NEW YORK



AUTOMOBILE OWNERS

SUMMARY of 14 towns

A house-to-house survey made by The Sun in 14 typical suburban towns in this market to learn the newspaper preferences of automobile owners, shows that (1) The Sun is read by more automobile owners than any other week-day newspaper and (2) The Sun is read by more owners of low-priced, medium-priced and higher-priced automobiles. Detailed figures are given below.

Summary

Newspapers read by automobile owners in Hastings and Mamaroneck in WESTCHESTER; Greenwich in CONNECTICUT; Great Neck, Port Washington, Roslyn, Manhasset and Plandome in LONG ISLAND; Madison, Morristown, Summit, Westfield, Caldwell and Essex Fells in NEW JERSEY

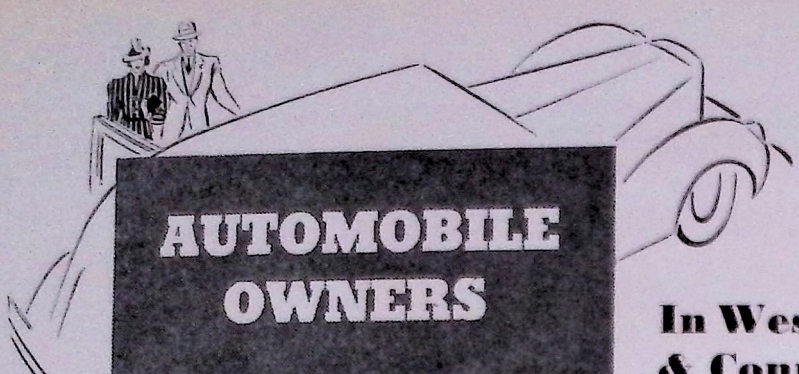
	EVENING				MORNING (Weekday†)			
Make of Car	*THE SUN*	*World-Telegram*	*Journal*	*Post*	*Times*	*Herald Tribune*	*News*	*Mirror*
Auburn	27	7	12	4	17	13	12	..
Buick	847	340	194	60	493	611	181	29
Cadillac	164	63	35	14	101	135	23	3
Chevrolet	669	374	379	107	442	562	501	63
Chrysler	247	121	87	23	161	189	89	10
DeSoto	81	32	22	11	39	67	34	5
Dodge	322	168	122	40	170	265	123	22
Ford	1,082	548	518	140	621	843	626	92
Graham-Paige	23	10	6	..	18	18	10	1
Hudson	47	23	15	2	25	29	12	2
Hupmobile	54	24	28	5	44	39	29	1
LaSalle	92	47	26	13	58	78	21	2
Lincoln	56	18	17	9	32	36	9	1
Nash	170	67	34	19	93	117	66	6
Oldsmobile	298	148	88	30	177	260	78	10
Packard	404	117	73	45	226	290	56	4
Pierce Arrow	28	5	5	4	10	25	2	..
Plymouth	414	200	159	63	229	337	170	24
Pontiac	248	131	78	27	140	200	76	10
Reo	16	12	6	4	12	12	4	1
Rolls Royce	9	1	1	4	6	2	1	..
Studebaker	169	87	43	30	89	142	60	7
Terraplane	49	27	28	17	33	52	54	11
Willys	30	7	18	3	14	20	16	2
*Miscellaneous	101	34	37	8	60	88	50	3
TOTALS	5,647	2,611	2,031	682	3,310	4,430	2,297	314

**Miscellaneous includes:—Chandler, Cord, Cunningham, Dusenberg, Durant, Electric, Erskine, Flint, Franklin, Jordan, Kissel, Lafayette, Marmon, Marquette, Oakland, Overland, Peerless, Rockne, Roosevelt, Sterns Knight, Stutz, Sunbeam, Zephyr, Whippet.*

NOTE:—A family owning a car (or cars) and reading more than one newspaper was credited to each newspaper read, whether the newspaper remained home or not.

†Eliminating 895 credited to the discontinued American.

THE SUN LEADS AMONG FAMILIES OWNING CARS



AUTOMOBILE OWNERS

In Westchester & Connecticut

Two towns in Westchester and one in Connecticut were surveyed house-to-house in The Sun's extensive study in this market to learn the newspaper reading habits of car owners. Combined population of the 3 towns is 28,844 (5,850 families); families canvased, 4,240; completed interviews 3,497 (60% of the total number). As shown below, The Sun is the preferred week-day newspaper among car owners in all price classes.

Westchester and Connecticut

Newspapers read by automobile owners in Hastings and Mamaroneck in WESTCHESTER and Greenwich in CONNECTICUT.

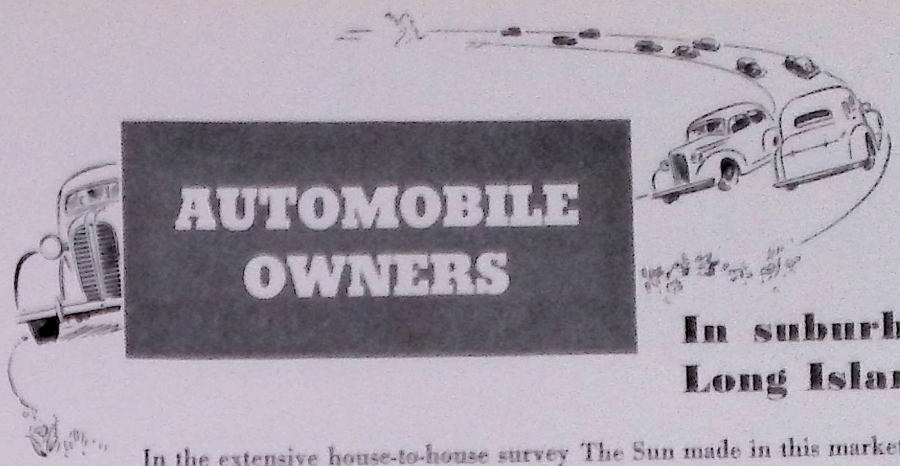
	EVENING				MORNING (Weekday†)			
Make of Car	*THE SUN*	*World-Telegram*	*Journal*	*Post*	*Times*	*Herald Tribune*	*News*	*Mirror*
Auburn	4	1	5	..	1	2	5	..
Buick	177	83	45	12	129	122	46	5
Cadillac	47	19	10	9	30	44	9	...
Chevrolet	121	87	70	22	97	109	118	16
Chrysler	44	20	23	4	26	39	26	1
DeSoto	8	3	6	2	6	6	8	1
Dodge	65	27	30	7	38	46	25	6
Ford	213	117	106	27	148	183	126	11
Graham-Paige	3	..	3	..	5	2	3	..
Hudson	5	2	3	1	4	4	3	..
Hupmobile	13	5	10	..	9	12	9	..
LaSalle	18	17	9	6	12	20	6	..
Lincoln	27	5	8	3	15	17	3	..
Nash	24	13	9	..	14	21	17	3
Oldsmobile	69	42	31	9	45	57	20	1
Packard	99	32	23	17	61	68	15	..
Pierce Arrow	1	2	..	1	2	2	1	..
Plymouth	71	32	23	21	44	58	34	3
Pontiac	48	29	14	6	28	34	22	3
Reo	4	2	2	..	4	1	..	..
Rolls Royce	5	1	1	3	4	1	1	..
Studebaker	38	26	11	7	24	28	18	1
Terraplane	13	12	14	6	13	22	18	6
Willys	4	2	2	..	3	3	1	..
*Miscellaneous	25	11	14	1	24	22	14	3
TOTALS	1,146	590	472	164	786	923	548	60

*Miscellaneous includes:—Chandler, Durant, Electric, Erskine, Flint, Franklin, Jordan, Lafayette, Marquette, Oakland, Peerless, Roosevelt, Rockne, Sterns Knight, Stutz, Marmon, Sunbeam, Whippet.

NOTE:—A family owning a car (or cars) and reading more than one newspaper was credited to each newspaper read, whether the newspaper remained home or not.

†Eliminating 179 credited to the discontinued American.

THE SUN LEADS AMONG FAMILIES OWNING CARS



AUTOMOBILE OWNERS

In suburban Long Island

In the extensive house-to-house survey The Sun made in this market to learn the newsaper-reading habits of automobile owners, 5 Long Island towns were included. Their combined population is 31,379 (7,900 families); families canvassed, 6,784; interviews completed, 4,924 (62% of the total number). With car owners in all price classes The Sun was found to be the preferred week-day newspaper, as shown below.

Suburban Long Island

Newspapers read by automobile owners in Great Neck, Manhasset, Port Washington, Roslyn and Plandome.

	EVENING				MORNING (Weekday†)			
Make of Car	*THE SUN*	*World-Telegram*	*Journal*	*Post*	*Times*	*Herald Tribune*	*News*	*Mirror*
Auburn	10	2	2	2	7	4	..	..
Buick	284	133	94	23	181	169	68	16
Cadillac	74	29	16	1	45	45	9	3
Chevrolet	204	129	146	22	128	135	158	20
Chrysler	87	56	31	6	60	61	26	7
DeSoto	19	14	10	1	16	11	8	2
Dodge	117	89	54	15	75	87	44	9
Ford	377	230	210	44	208	248	217	30
Graham-Paige	6	3	1	..	7	2	1	1
Hudson	20	11	8	..	10	10	3	2
Hupmobile	14	6	6	2	11	3	6	1
LaSalle	38	17	13	3	25	27	10	2
Lincoln	14	13	7	5	10	7	5	1
Nash	35	19	15	7	24	16	18	1
Oldsmobile	128	66	44	12	75	93	29	7
Packard	111	47	34	14	64	67	25	3
Pierce Arrow	5	3	2	..	2	5	1	..
Plymouth	140	78	70	12	82	100	49	8
Pontiac	86	46	38	7	47	56	24	4
Reo	4	7	2	3	3	5	3	..
Rolls Royce	4	..	..	1	2	1	..	..
Studebaker	33	18	16	9	22	20	14	4
Terraplane	12	5	8	3	3	11	9	1
Willys	10	2	5	2	3	6	7	..
*Miscellaneous	33	15	16	4	12	22	22	3
TOTALS	1,865	1,038	848	193	1,122	1,211	756	125

**Miscellaneous includes:—Chandler, Dusenberg, Electric, Erskine, Flint, Franklin, Jordan, Lafayette, Marquette, Oakland, Peerless, Rockne, Roosevelt, Stutz, Sunbeam, Cord, Cunningham, Kissel, Zephyr, Sterns Knight, Whippet.*

NOTE:—A family owning a car (or cars) and reading more than one newspaper was credited to each newspaper read, whether the newspaper remained home or not.

†Eliminating 304 credited to the discontinued American.

THE SUN LEADS AMONG FAMILIES OWNING CARS

AUTOMOBILE OWNERS

In New Jersey

Six New Jersey towns were included in The Sun's house-to-house survey in this market to find out the newspaper-reading habits of car owners. Their combined population is 45,694 (14,296 families); families canvassed, 11,086; completed interviews, 8,808 (62% of the total number). Among car owners in all price classes The Sun is the preferred week-day newspaper, as the following table indicates.

New Jersey

Newspapers read by automobile owners in Madison, Morristown, Summit, Westfield, Caldwell and Essex Fells.

	EVENING				MORNING (Weekday†)			
Make of Car	*THE SUN*	*World-Telegram*	*Journal*	*Post*	*Times*	*Herald Tribune*	*News*	*Mirror*
Auburn	13	4	5	2	9	7	7	..
Buick	386	124	55	25	183	320	67	8
Cadillac	43	15	9	4	26	46	5	..
Chevrolet	344	158	163	63	217	318	225	27
Chrysler	116	45	33	13	75	89	37	2
DeSoto	54	15	6	8	17	50	18	2
Dodge	140	52	38	18	57	132	54	7
Ford	492	201	202	69	265	412	283	51
Graham-Paige	14	7	2	..	6	14	6	..
Hudson	22	10	4	1	11	15	6	..
Hupmobile	27	13	12	3	24	24	14	..
LaSalle	36	13	4	4	21	31	5	..
Lincoln	15	..	2	1	7	12	1	..
Nash	111	35	10	12	55	80	25	2
Oldsmobile	101	40	13	9	57	110	29	2
Packard	194	38	16	14	101	155	16	1
Pierce Arrow	22	..	3	3	6	18	..	..
Plymouth	203	90	66	30	103	179	87	13
Pontiac	114	56	26	14	65	110	30	3
Reo	8	3	2	1	5	6	1	1
Studebaker	98	43	16	14	43	94	28	2
Terraplane	24	10	6	8	17	19	27	4
Willys	16	3	11	1	8	11	8	2
*Miscellaneous	43	8	7	3	24	44	14	2
TOTALS	2,636	983	711	320	1,402	2,296	993	129

*Miscellaneous includes:—*Chandler, Durant, Dusenberg, Electric, Erskine, Flint, Franklin, Jordan, Lafayette, Marquette, Oakland, Peerless, Rockne, Roosevelt, Sterns Knight, Stutz, Sunbeam, Marmon, Overland, Whippet.*

NOTE:—A family owning a car (or cars) and reading more than one newspaper was credited to each newspaper read, whether the newspaper remained home or not.

†Eliminating 412 credited to the discontinued American.

THE SUN LEADS AMONG FAMILIES OWNING CARS

AUTOMOBILE OWNERS

In Brooklyn

A car invariably denotes an excellent prospect for good quality merchandise of all kinds. It is therefore important that a house-to-house survey in 5 of Brooklyn's good residential areas shows that The Sun leads in circulation among families owning cars in the low, medium and high priced groups. Detailed figures of the survey follow:

Brooklyn

Cars owned by newspaper readers in Bay Ridge, Flatbush, Kings Highway, Prospect Park West, Brooklyn Heights

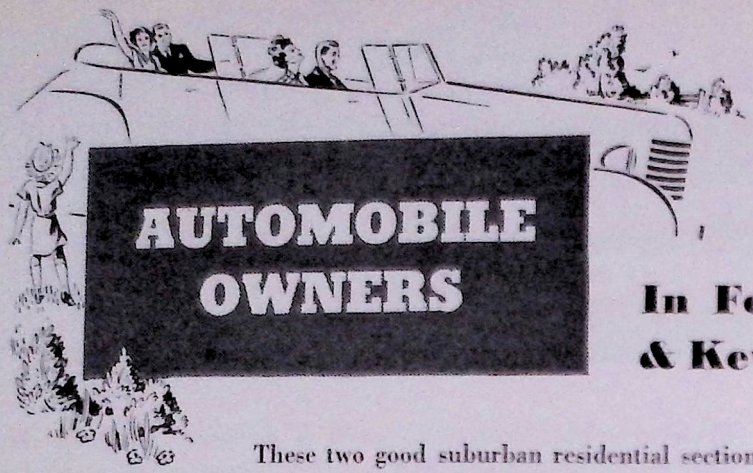
	EVENING				MORNING (Weekday†)			
Make of Car	*THE SUN*	*World-Telegram*	*Journal*	*Post*	*Times*	*Herald Tribune*	*News*	*Mirror*
Auburn	5	3	1	..	3	3	2	1
Buick	46	18	19	4	28	26	12	2
Cadillac	7	5	4	..	6	3	3	..
Chevrolet	29	14	18	5	23	17	20	1
Chrysler	10	8	5	1	4	8	5	2
De Soto	10	6	1	3	7	5	..	..
Dodge	13	6	13	1	11	9	8	2
Ford	38	23	29	4	27	24	29	..
Hudson	3	4	2	..	7	3	4	..
Hupmobile	2	..	..	..	..	1	..	..
La Salle	2	..	2	1	1	2	1	..
Nash	10	9	8	2	7	5	10	..
Oldsmobile	15	15	8	2	13	7	6	2
Packard	25	6	9	2	16	13	5	1
Pierce Arrow	3	1	2	..	1	1	3	..
Plymouth	31	16	7	2	23	14	10	2
Pontiac	11	12	9	3	9	4	9	..
Studebaker	11	3	7	2	14	6	7	..
Terraplane	..	..	1	..	..	..	1	..
Willys Knight	2	2	1	..	2	1	3	..
*Miscellaneous	8	3	1	2	2	10	2	..
TOTALS	281	154	147	34	204	162	140	13

**Miscellaneous includes:* *Franklin, Lafayette, Marquette, Olympic, Paige, Reo, Stearns Knight.*

NOTE:—A family owning a car (or cars) and reading more than one newspaper was credited to each paper read. This survey was completed in 1936.

†Eliminating 75 credited to the discontinued American.

THE SUN LEADS AMONG FAMILIES OWNING CARS



AUTOMOBILE OWNERS

In Forest Hills & Kew Gardens

These two good suburban residential sections of New York city were surveyed house-to-house in The Sun's market-wide study to determine the newspaper-reading habits of automobile owners. Kew Gardens and Forest Hills are representative of the many sections of similar quality in the more densely populated parts of the city and in the suburban parts. Among automobile owners in all price classes, the survey shows that The Sun is the preferred week-day newspaper. Following are detailed figures:

Forest Hills & Kew Gardens

Newspapers read by car owners in these two good residential sections of New York City

	EVENING				MORNING (Weekday†)			
Make of Car	*THE SUN*	*World-Telegram*	*Journal*	*Post*	*Times*	*Herald Tribune*	*News*	*Mirror*
Auburn	2	5	3	2	2	1	2	1
Buick	78	36	30	10	68	42	17	4
Cadillac	21	13	9	3	15	18	4	3
Chevrolet	41	32	35	11	46	23	45	6
Chrysler	20	13	8	3	20	12	9	1
DeSoto	5	3	5	..	2	5	3	1
Dodge	18	12	11	6	14	11	13	6
Ford	68	56	49	21	65	51	53	9
Hudson	6	4	3	4	7	7	2	..
Hupmobile	3	4	2	1	6	3	1	1
LaSalle	15	7	5	4	14	13	1	..
Lincoln	8	3	4	2	5	5	1	..
Nash	14	10	3	2	17	7	4	1
Oldsmobile	18	6	6	6	17	11	7	..
Packard	33	13	7	5	28	24	3	..
Pierce Arrow	2	1	3	..	6	4	1	1
Plymouth	30	19	25	11	32	15	15	3
Pontiac	14	13	9	2	17	10	11	2
Reo	5	5	1	1	4	3	1	..
Studebaker	21	8	8	2	13	12	4	1
Terraplane	3	4	1	..	3	3	5	..
*Miscellaneous	15	11	5	5	14	8	8	4
TOTALS	440	278	232	101	415	288	210	44

*Miscellaneous Includes:—Franklin, Whippet, Marmon, Oakland, Overland, Paige, Rockne.

†Eliminating 94 credited to discontinued American.

NOTE:—A family owning a car (or cars) and reading more than one newspaper was credited to each newspaper read whether the newspaper remained home or not.

THE SUN LEADS AMONG FAMILIES OWNING CARS

CHAIN GROCERY STORE PATRONS

Summary of 8 towns: Chain grocery companies are noted for their ability to select locations where stores can operate at a profit. Their stores are concentrated in the good residential areas where there is sustained purchasing power.

A house-to-house study in 8 typical suburban towns shows that almost as many families patronizing chain grocery stores read The Sun as all the week-day morning newspapers combined or all the other evening newspapers combined. This study was part of The Sun's market-wide survey to learn the extent that New York week-day newspapers are home-effective and the newspapers read by patrons of chain grocery stores.

The findings of this study can apply to all other good residential sections of New York city and its suburbs.

Summary

A house-to-house study of chain grocery stores patronized by week-day newspaper readers in Hastings, WESTCHESTER COUNTY; Greenwich, CONNECTICUT; Great Neck, Kew Gardens, Manhasset, Plandome, LONG ISLAND; Caldwell and Essex Fells, NEW JERSEY.

	EVENING				MORNING (Weekday*)			
	THE SUN	*World-Telegram*	*Journal*	*Post*	*Times*	*Herald Tribune*	*News*	*Mirror*
A. & P.	1,178	637	549	129	381	427	420	59
American	15	4	2	1	4	3	2	1
Bohack	367	205	140	40	125	131	121	16
Butler	106	68	73	10	31	32	34	6
First National	190	87	84	20	49	83	87	5
Grand Union	42	22	21	2	16	16	8	..
Gristedes	62	26	25	7	17	19	6	1
Manhattan	112	60	43	14	33	47	25	2
Mutual	15	7	3	..	6	7	2	2
Reeves	197	103	72	19	61	66	40	5
Roulston	110	60	37	16	26	26	14	5
Royal Scarlet	1	..	1	..	..	..	1	..
Sheffield	25	18	5	3	11	10	2	..
TOTALS	2,420	1,297	1,055	261	760	867	762	102

*Includes only newspapers that go home and stay home, and eliminates 236 credited to the discontinued American.

NOTE:—A family patronizing a chain grocery store (or stores) and reading more than one newspaper was credited to each newspaper read.

THE SUN LEADS ALL WEEK-DAY NEWSPAPERS

Chain Grocery Store Patrons by Localities

Westchester and Connecticut

Newspapers read by families patronizing chain grocery stores in Hastings and Greenwich, (Conn.).

	EVENING				MORNING (Weekday*)			
	THE SUN	*World-Telegram*	*Journal*	*Post*	*Times*	*Herald Tribune*	*News*	*Mirror*
A. & P.	326	197	178	43	82	109	125	9
Butler	25	17	16	4	5	6	9	4
First National	89	54	61	6	19	21	54	2
Grand Union	42	22	21	2	16	16	8	..
Gristedes	62	26	25	7	17	19	6	1
Reeves	47	29	19	2	8	15	9	1
TOTALS	591	345	320	64	147	186	211	17

*Includes only newspapers that go home and stay home, and eliminates 50 credited to the discontinued American.

NOTE:—A family patronizing a chain grocery store (or stores) and reading more than one newspaper was credited to each newspaper read.

THE SUN LEADS ALL WEEK-DAY NEWSPAPERS

Long Island

Newspapers read by families patronizing chain grocery stores in Great Neck, Kew Gardens, Manhasset and Plandome.

	EVENING				MORNING (Weekday*)			
	THE SUN	*World-Telegram*	*Journal*	*Post*	*Times*	*Herald Tribune*	*News*	*Mirror*
A. & P.	628	371	324	73	224	208	228	39
Bohack	367	205	140	40	125	131	121	16
Butler	81	51	57	6	26	26	25	2
Manhattan	112	60	43	14	33	47	25	2
Reeves	150	74	53	17	53	51	31	4
Roulston	110	60	37	16	26	26	14	5
Sheffield	25	18	5	3	11	10	2	..
TOTALS	1,473	839	659	167	498	499	446	68

*Includes only newspapers that go home and stay home, and eliminates 159 credited to the discontinued American.

NOTE:—A family patronizing a chain grocery store (or stores) and reading more than one newspaper was credited to each newspaper read.

THE SUN LEADS ALL WEEK-DAY NEWSPAPERS

New Jersey

Newspapers read by families patronizing chain grocery stores in Caldwell and Essex Fells.

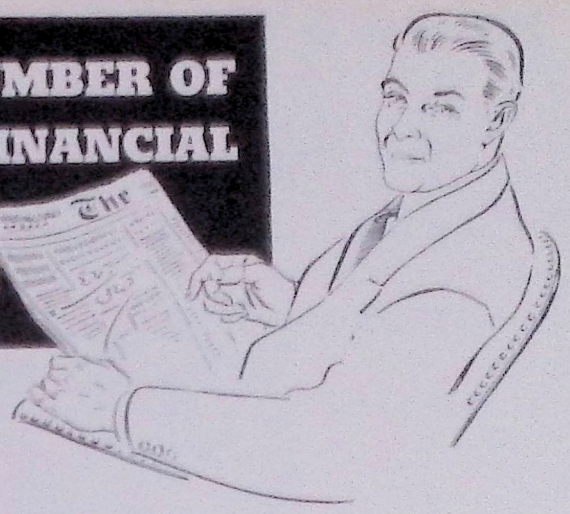
	EVENING				MORNING (Weekday*)			
	THE SUN	*World-Telegram*	*Journal*	*Post*	*Times*	*Herald Tribune*	*News*	*Mirror*
A. & P.	224	69	47	15	75	110	67	11
American	15	4	2	1	4	3	2	1
First National	101	33	23	14	30	62	33	3
Mutual	15	7	3	..	6	7	2	2
Royal Scarlet	1	..	1	..	..	..	1	..
TOTALS	356	113	76	30	115	182	105	17

*Includes only newspapers that go home and stay home, and eliminates 27 credited to the discontinued American.

NOTE:—A family patronizing a chain grocery store (or stores) and reading more than one newspaper was credited to each newspaper read.

THE SUN LEADS ALL WEEK-DAY NEWSPAPERS

A GREATER NUMBER OF IMPORTANT FINANCIAL EXECUTIVES READ THE SUN



. . . than any other weekday newspaper in New York!

In 1937 "The Financial World," an independent magazine set out to learn the actual newspaper reading habits of New York's principal financial executives. A questionnaire was sent to every Stock Exchange and every Curb Exchange member and the President and Vice-Presidents of every New York bank. A total of 2,214 forms was sent out and 434 completed questionnaires were returned to "The Financial World."

This survey reveals important facts about the readership of New York newspapers among financial executives. It shows that:

1. Many more financial executives read The Sun than any other New York weekday newspaper, morning or evening.

2. The Sun has twice as many readers among financial executives as all the other evening newspapers combined.

3. In 68 of the 112 cases where both the Herald Tribune and Times were read in the morning for financial news, The Sun was the only newspaper read in the evening.

A newspaper's strength among the really important financial men in New York cannot be measured merely by its total news stand sales in the Wall Street district. This is particularly true of evening newspapers because clerks, typists, etc., as well as executives, buy papers there. Over a million people work in the financial district but there are only a few thousand important financial executives. The Stock Exchange has but 1,375 memberships and the Curb Exchange only 550 regular memberships.

Newspapers Read by 434 Financial Executives

EVENING

	Number Reading	*Percent of Coverage*
THE SUN	382	88.0
World-Telegram	89	20.5
Journal	57	13.1
Post	14	3.2

MORNING (Weekday*)

	Number Reading	*Percent of Coverage*
Herald Tribune	298	68.7
Times	246	56.7
News	5	1.2
Mirror	4	.9

**The discontinued American received 66 mentions.*

AMONG SCHOOL TEACHERS

The Sun's daily School Page is virtually a "Trade Paper" of the teaching profession

The 36,000 regularly appointed public school teachers in New York city receive annually $116,000,000.00 in salaries. Their credit rating is the highest of any group of income workers. Because of their incomes and also their influence among the children and their families, the teachers are highly desirable customers for worthwhile commodities and services.

The Sun publishes a daily school page that is virtually the "trade paper" of the New York school teachers. This school page discusses teachers' problems intelligently, gives them useful, current information on school work in general and on the New York public schools in particular. It also publishes the administrative announcements and frequent articles on professional subjects.

The School Page appears every day in the "Home" and "Wall Street Special" editions of The Sun and has a wide readership among teachers throughout this market. By request, the Home Edition containing the School Page is delivered direct to about 400 city schools, and news stands near other schools also sell a large number of Suns to teachers. In addition, The Sun is read by thousands of suburban and private school teachers because of its complete information on educational matters.

The editions with the School Page provide the most direct advertising approach to New York's 36,000 teachers. These editions have a total circulation of about 60,000. Advertisers wanting to reach the vast market composed of New York's teachers can do so effectively and inexpensively with advertisements on the School Page, at a rate considerably lower than The Sun's full rate.

11 leading colleges and universities in the East again voted The Sun their favorite New York evening newspaper in 1937.

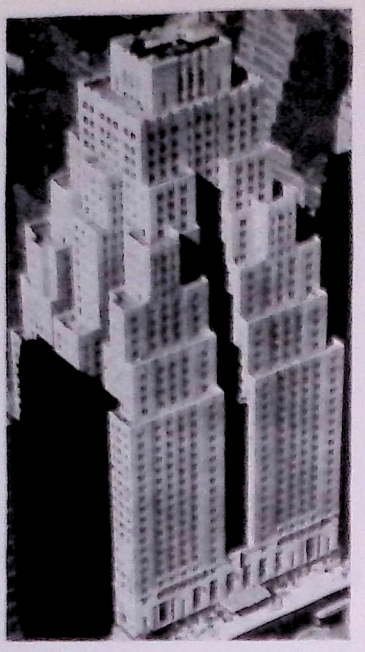
THE COLLEGES ARE:

PRINCETON · VASSAR · FORDHAM
LEHIGH · RUTGERS · CONNECTICUT
PENNSYLVANIA · MT. ST. VINCENT
MANHATTAN · ST. JOSEPH'S
LAFAYETTE

This annual vote of college men and women is an independent check on newspaper preferences of one of the market's most important groups. This vote definitely establishes the fact that The Sun is strong among the youthful, "up and coming" element, that The Sun is preferred by young, intelligent folk throughout the New York market. It is striking evidence that The Sun is also the favorite evening newspaper among New York's families in medium and good circumstances—families of the type from which these young collegians come.

In New York's Important Hotels

The Sun Has a Much Larger Circulation Than Any Other Evening Newspaper



Thousands of people from all parts of the country come to New York for business or for pleasure. They are of great importance both to national advertisers and local merchants. For during their stay they spend money in the shops and carry home the impressions and new ideas gained here. Advertisers wanting to reach New York's visitors can reach more of them through The Sun than any other evening newspaper. The following table, the result of the 1938 survey, shows the readership of New York's evening newspapers in 59 important hotels:

Hotel	*THE SUN*	*Post*	*World-Telegram*	*Journal-Amer.*
Alamac	35	20	30	32
Algonquin	30	13	25	15
Ambassador	50	11	25	39
Ansonia	52	15	35	30
Astor	120	58	107	75
Belmont	50	23	60	60
Biltmore	130	36	93	35
Breslin	18	13	16	17
Bristol	35	15	25	20
Cadillac	10	4	10	9
Century	12	14	17	30
Chesterfield	18	15	25	35
Claridge	9	5	8	8
Commodore	296	76	159	81
Dixie	29	17	26	26
Edison	97	51	103	115
Essex House	95	19	37	56
Fifth Avenue	110	30	100	60
Flanders	15	10	20	25
Gotham	60	12	25	30
Governor Clinton	108	41	92	73
Grand	20	10	25	25
Great Northern	57	20	40	43
Imperial	40	30	50	50
Knickerbocker	10	8	20	30
Latham	55	15	45	25
Lexington	107	23	100	81
Lincoln	154	56	90	99
McAlpin	162	50	115	81
Martha Washington	27	10	25	25
Martinique	20	5	15	20
Monterey	18	10	20	25
Murray Hill	56	28	41	22
New Yorker	409	131	355	250
Oliver Cromwell	29	6	13	16
Paramount	24	16	20	16
Park Central	81	23	76	62
Park Plaza	26	11	17	21
Pennsylvania	247	69	225	136
Piccadilly	65	25	50	58
Pierre	60	10	30	31
Plaza	177	12	70	70
Plymouth	12	8	15	25
President	10	10	25	35
Prince George	180	40	121	70
Ritz Carlton	65	25	50	20
Roosevelt	200	30	140	45
Savoy Plaza	165	13	60	70
St. Regis	125	15	60	60
Sherry-Netherland	47	5	20	20
Taft	90	75	100	90
Times Square	32	16	28	32
Tudor City	245	66	264	145
Vanderbilt	88	17	48	43
Victoria	60	40	70	60
Waldorf-Astoria	245	92	155	140
Wellington	25	12	30	25
Woodstock	35	5	25	20
Woodward	13	4	13	12
TOTALS	4,860	1,539	3,704	2,969

In Leading Apartment Hotels

The Sun has many more readers than any other New York Evening Newspaper

New York's leading apartment hotels are naturally occupied by people with incomes in medium and upper brackets, by the active buyers. For years The Sun has been the preferred evening newspaper among these people, a fact which indicates the quality of its circulation and its selling power for advertisers. Figures for the 1938 checkup, covering 88 prominent apartment hotels, follow:

Hotel	THE SUN	Post	World-Telegram	Journal-Amer.
Adams	19	3	11	5
Alden	45	8	28	18
Allerton, 143 E. 39th St.	35	2	43	8
Allerton, 130 E. 57th St.	70	3	25	30
Am. Woman's Assoc.	171	23	81	25
Barbizon	75	20	50	50
Barbizon-Plaza	84	18	50	42
Bancroft	26	2	13	12
Barclay	93	3	50	40
Beaux Arts	65	30	55	40
Belleclaire	15	8	22	13
Belvedere	15	12	30	55
Beresford	70	36	47	65
Berkshire	50	4	18	18
Beverly	16	0	7	4
Blackstone	25	5	5	5
Bolivar	25	5	26	10
Bossert	17	3	6	5
Bradford	40	12	25	10
Bretton Hall	35	8	22	25
Brewster	25	5	20	17
Buckingham	29	6	25	16
Chalfonte	42	6	28	23
Chatham	50	18	30	20
Collingwood	15	0	25	15
Clifton	35	4	8	10
Croyden	91	15	66	49
Delmonico	37	4	15	17
Dorset	57	12	25	20
Drake	87	7	25	28
Embassy	10	20	30	32
Empire	65	14	43	52
Fairfax	16	0	0	0
1 Fifth Avenue	55	7	30	25
Franklin Towers	45	20	40	35
Gramercy Park	35	12	20	0
Hampshire House	27	5	20	20
Beacon	18	8	18	12
Duane	17	3	12	5
Gladstone	24	8	17	17
Hamilton	12	10	7	5
Kimberly	15	12	18	25
Manhattan Towers	25	8	40	45
Roger Williams	18	5	17	10
Seville	55	10	40	35
Langdon	12	1	6	6
LaSalle	30	0	2	0
Leverich Towers	47	5	28	17
Lombardy	45	4	20	25
Lowell	12	0	4	2
Madison	25	5	7	7
Marcy	30	12	30	35
Majestic	25	2	10	14
Mayfair	43	0	13	0
Mayflower	57	15	45	38
Master	37	20	41	25
Midston House	56	23	64	36
New Weston	135	20	75	60
Olcott	21	1	4	5
Paris	20	18	40	25
10 Park Avenue	104	5	66	41
70 Park Avenue	15	4	10	6
277 Park Avenue	79	10	29	19
Park Crescent	18	12	18	20
Park Royal	40	4	28	16
Park Lane	60	15	40	18
Parkside	25	8	15	0
Peter Cooper	20	4	9	8
Pierrepont	61	21	58	36
Riverside Plaza	15	5	14	12
Ritz Tower	37	3	16	27
Ruxton	22	11	20	20
Robert Fulton	15	4	0	0
Salisbury	39	7	26	22
San Remo	28	1	13	16
St. George	194	183	277	140
St. Moritz	150	25	136	116
Shelton	158	45	155	90
Stuyvesant	25	10	22	17
Warwick	104	20	55	64
Wentworth	20	0	18	12
Westover	38	10	25	22
Weylin	60	6	25	28
Willard	11	8	15	13
White	36	5	43	14
Windemere	35	8	30	25
Winslow	85	27	82	68
Wolcott	34	16	30	20
TOTALS	4,021	1,023	2,891	2,192

IN MANHATTAN APARTMENTS

The Sun is the preferred evening newspaper

A check-up of 71 mid-town apartment houses made by Douglas L. Elliman & Co., Inc., shows that more SUNS are delivered to them than all the other New York evening newspapers COMBINED!

Manhattan is famous as the home of the apartment dweller. Practically all the island's 450,000 families live in one kind of apartment or another.

The Manhattan families who have the means, of course, live in apartments throughout the better-class residential areas. These are homes where standards of living are higher . . . homes which buy the largest quantities of merchandise from New York's retail stores and shops. They make up a large section of the New York market's buying families.

Just how effective The Sun is as a means of contacting Manhattan's prize prospects in their homes is pretty well defined by the Douglas L. Elliman Company's survey of newspapers delivered daily to 71 of the apartment houses it manages. That investigation shows . . .

THE SUN	837
World-Telegram	339
Journal-American	277
Post	152

These figures are for deliveries into the buildings by newsdealers only. (If the papers carried home in the evening could be included, the figures naturally would be much larger.)

Summary of Newspaper Survey Made by Douglas L. Elliman & Co., Inc., in 71 Manhattan Apartment Houses

	THE SUN	World-Telegram	Journal-American	Post
40 Fifth Ave.	18	10	5	1
912 Fifth Ave.	18	5	6	2
927 Fifth Ave.	11	6	1	1
944 Fifth Ave.	10	2	6	1
952 Fifth Ave.	5	0	1	0
953 Fifth Ave.	3	1	1	0
960 Fifth Ave.	9	2	9	3
990 Fifth Ave.	5	1	1	0
993 Fifth Ave.	6	6	5	0
1020 Fifth Ave.	1	1	1	1
1040 Fifth Ave.	14	8	4	1
1115 Fifth Ave.	19	5	6	2
1120 Fifth Ave.	17	4	4	3
1125 Fifth Ave.	9	3	0	2
1215 Fifth Ave.	4	2	1	1
270 Park Ave.	58	45	25	47
280-90 Park Ave.	31	15	10	1
300 Park Ave.	45	15	15	5
340-50 Park Ave.	20	3	6	2
375 Park Ave.	40	12	15	2
485 Park Ave.	25	5	0	0
580 Park Ave.	11	0	0	0
635 Park Ave.	6	2	2	1
728 Park Ave.	17	0	3	1
820 Park Ave.	4	2	2	1
830 Park Ave.	16	4	5	5
840 Park Ave.	4	0	0	1
891 Park Ave.	3	1	0	2
895 Park Ave.	5	6	4	2
929 Park Ave.	6	5	5	1
944 Park Ave.	3	6	2	1
1100 Park Ave.	33	5	0	6
1172 Park Ave.	9	1	3	1
1175 Park Ave.	15	5	5	7
823-5 Madison Ave.	1	0	1	0
901 Lexington Ave.	5	1	1	1
136 E. 36th St.	9	5	2	0
114 E. 40th St.	1	3	0	0
230 E. 48th St.	11	3	3	0
155 E. 49th St.	7	1	2	2
350 E. 52nd St.	9	4	1	2
435 E. 52nd St.	28	16	20	3
450 E. 52nd St.	8	6	3	1
116 E. 53rd St.	7	3	2	2
39 W. 55th St.	4	6	2	2
430 E. 57th St.	10	6	7	1
455 E. 57th St.	11	3	4	1
400 E. 59th St.	6	7	0	1
109 W. 57th St.	4	4	5	4
40 E. 62nd St.	5	3	2	1
45 E. 62nd St.	8	1	2	0
133 E. 64th St.	8	3	5	0
53 E. 66th St.	6	3	6	0
333 E. 69th St.	8	7	3	0
2 E. 70th St.	6	2	4	2
36 E. 72nd St.	10	5	4	2
40 E. 72nd St.	5	0	2	1
168 E. 74th St.	11	3	3	1
3 E. 77th St.	16	3	1	0
50 E. 77th St.	10	4	9	0
66 E. 79th St.	6	2	2	0
111 E. 80th St.	15	10	3	2
3 E. 84th St.	5	4	1	1
25 E. 86th St.	29	9	4	3
103 E. 86th St.	3	5	2	0
1 E. 88th St.	4	1	1	0
17 E. 89th St.	12	6	2	2
21 E. 90th St.	7	4	1	3
25 Sutton Place	4	4	3	2
1 Gracie Square	5	0	5	3
1 East End Ave.	12	4	6	0
TOTAL	**837**	**339**	**277**	**152**

The Sun is the preferred evening newspaper

AMONG THE MID-MANHATTAN APARTMENT DWELLERS

In a new survey of 45 apartment houses managed by Brown, Wheelock, Harris, Stevens, Inc., it was found that far more SUNS are delivered to them than all the other New York evening newspapers TOGETHER!

The Manhattan families who live in better-class apartment houses are among the market's best customers . . . for manufacturers of all worth while products as well as the New York stores and shops.

It takes money to live in the apartment houses that distinguish mid-town New York's good residential districts. Consequently, the mere fact that a family lives in one of these apartment buildings is a pretty good analysis of its income, buying power and general responsiveness to advertised merchandise.

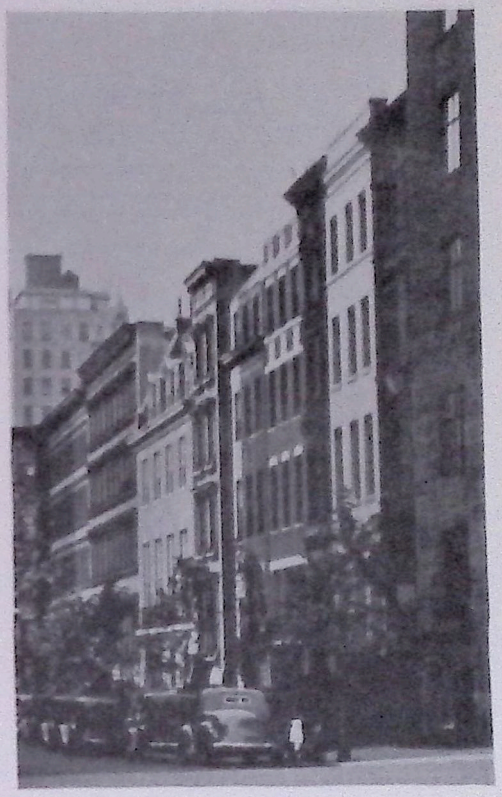
The Sun's strength among such families has long been recognized and surveys have repeatedly shown it. But every once in a while some new checkup again definitely establishes it. The investigation conducted by the Real Estate firm of Brown, Wheelock, Harris, Stevens, Inc., reveals that in 45 apartment houses which that company manages, The Sun accounts for over 60% of the daily deliveries of evening newspapers . . .

THE SUN	649
World-Telegram	198
Journal-American	189
Post	35

The figures obtained in this investigation show deliveries into the various buildings by newsdealers only. (The total would be considerably greater if papers bought outside and carried home in the evening by tenants could be included.) But the summary *does* show The Sun's importance as a newspaper in which advertising can reach modern, substantial families in New York.

Summary of Newspaper Survey Made by Brown, Wheelock, Harris, Stevens, Inc., in 45 Manhattan Apartment Houses

	THE SUN	*World-Telegram*	*Journal-American*	*Post*
277 Park Ave.	61	29	24	3
405 Park Ave.	11	1	13	2
510 Park Ave.	16	4	4	0
525 Park Ave.	16	3	9	1
620 Park Ave.	7	2	1	0
720 Park Ave.	29	10	3	4
730 Park Ave.	16	7	8	1
760 Park Ave.	11	3	9	0
770 Park Ave.	25	3	14	0
775 Park Ave.	23	7	5	2
791 Park Ave.	9	6	5	0
860 Park Ave.	7	1	0	0
911 Park Ave.	16	8	5	0
1040 Park Ave.	20	4	2	2
1088 Park Ave.	32	5	5	0
1105 Park Ave.	15	13	5	0
1220 Park Ave.	24	8	6	0
1250 Park Ave.	10	4	3	1
825 Fifth Ave.	15	3	9	1
834 Fifth Ave.	12	6	11	4
907 Fifth Ave.	10	9	0	0
998 Fifth Ave.	6	3	2	0
1030 Fifth Ave.	14	0	4	0
1148 Fifth Ave.	30	8	2	2



	THE SUN	*World-Telegram*	*Journal-American*	*Post*
1170 Fifth Ave.	20	7	8	2
22 East 36th St.	15	3	2	0
439 East 51st St.	6	2	2	1
444 East 57th St.	12	6	6	2
27 East 62d St.	3	2	2	0
222 East 71st St.	3	3	1	0
4 East 72d St.	6	0	3	0
19 East 72d St.	8	5	5	0
50 East 72d St.	35	2	3	0
117 East 72d St.	18	3	6	0
160 East 72d St.	10	0	2	2
164 East 72d St.	14	2	0	0
11 East 73rd St.	2	2	0	0
149 East 73rd St.	6	2	3	0
125 East 74th St.	7	2	0	0
139 East 79th St.	4	3	4	0
170 East 79th St.	5	0	2	0
133 East 80th St.	10	1	1	0
17 East 84th St.	4	1	3	0
10 Mitchell Place	12	6	1	2
30 Sutton Place	14	8	4	1
TOTAL	649	198	189	35

In Prominent New York Clubs

The Sun Is the Favorite New York Evening Newspaper

As a desirable market for most advertisers, the members of prominent clubs rank high. Usually they are active-minded people of influence and means. For years The Sun has been the favorite evening newspaper of New York's club members—a good indication of its kind of circulation and its value to advertisers. Following is the result of the 1938 check-up of 38 leading clubs:

Club	THE SUN	*Post*	*World-Telegram*	*Journal-Amer.*
Advertising	8	6	10	3
Aldine	6	6	15	0
Bankers	30	10	30	3
Canadian	2	2	2	0
Century	11	3	11	0
City Athletic	14	5	11	6
City Club of N. Y.	8	2	8	0
Colony	9	0	6	0
Columbia	15	2	14	0
Cornell	7	5	7	0
Democratic	12	4	8	5
Downtown Athletic	48	12	60	22
Downtown Club	89	0	13	0
Engineers	42	10	23	9
Harvard	45	15	50	5
Harmonie	9	3	6	2
Knickerbocker	14	0	14	0
Lambs	5	2	6	2
Lawyers	5	5	8	2
Links	3	0	2	1
Lotos	7	0	4	3
Manhattan	10	3	9	8
Merchants	23	0	17	0
Metropolitan	30	1	19	2
National Arts	6	2	4	0
N. Y. Athletic	83	20	50	37
N. Y. Yacht	10	0	8	2
Players	10	4	9	4
Princeton	42	3	38	0
Racquet and Tennis	48	0	55	30
Republican	20	0	18	0
River	15	0	15	2
Transportation	10	0	12	0
Union League	58	0	51	5
University	63	11	41	15
Uptown Club	6	0	14	0
Williams	7	2	3	0
Yale	54	2	32	4
Totals	884	140	703	172

These figures represent daily deliveries to the club houses. They do not include the papers bought elsewhere by members and carried into the club houses.

TOTAL CIRCULATION

SIX MONTHS ENDED SEPTEMBER 30, 1937

COMPARED WITH

SIX MONTHS ENDED SEPTEMBER 30, 1936

EVENING NEWSPAPERS

	September 30 1937	September 30 1936	GAIN		LOSS	
			Number	Per Cent	Number	Per Cent
THE SUN	300,417	303,658	.....	....	3,241	1.1
§World-Tel. (6 days)	389,570	383,679	5,891	1.5	.....	....
World-Tel. (5 days)	406,222	401,205	5,017	1.3	.....	....
World-Tel. (Sat.)	307,590	288,744	18,846	6.5	.....	....
Journal-American	632,480	620,902	11,578	1.9	.....	....
†Post (6 days)	273,632	205,962	67,670	32.9	.....	....
Post (5 days)	283,489	.....	.....	....	.....	....
Post (Sat.)	225,109	.....	.....	....	.....	....
TOTAL	1,596,099	1,514,201	81,898	5.4	.....	....

MORNING (Weekday) NEWSPAPERS

Times	515,343	472,674	42,669	9.0	.....	....
Herald Tribune	351,630	327,305	24,325	7.4	.....	....
‡American	.....	314,472	.....	....	.....	....
News	1,718,217	1,634,280	83,937	5.1	.....	....
Mirror	703,986	605,691	98,295	16.2	.....	....
‡TOTAL	3,289,176	3,039,950	249,226	8.2	.....	....

SUNDAY NEWSPAPERS

Times	739,256	712,142	27,114	3.8	.....	....
Herald Tribune	495,005	475,832	19,173	4.0	.....	....
American	1,044,357	1,036,297	8,060	0.8	.....	....
News	3,026,323	2,801,380	224,943	8.0	.....	....
Mirror	1,428,487	1,319,919	108,568	8.2	.....	....
TOTAL	6,733,428	6,345,570	387,858	6.1	.....	....

§The World-Telegram, in its Publisher's Statement for the 6 months ended September 30, 1937 and 1936, reported the Saturday circulation separately from that of the Monday to Friday average; the six-day average was given for comparative purposes.

†The Post, in its Publisher's Statement for the 6 months ended September 30, 1937, reported the Saturday circulation separately from that of the Monday to Friday average; the six-day average was given for comparative purposes.

‡The Morning American was discontinued June 25, 1937; the September 30, 1936 circulation was not included in the total

City*, Suburban* and All Other Circulation

FOR SIX MONTHS ENDED SEPTEMBER 30, 1937 AND 1936

EVENING NEWSPAPERS

	*CITY ZONE		*SUBURBAN		ALL OTHER AREAS		TOTAL	
	September 30 1937	1936	September 30 1937	1936	September 30 1937	1936	September 30 1937	1936
THE SUN	247,444	253,175	37,949	35,680	15,024	14,803	300,417	303,658
§World-Tel. (6 days)	336,115	332,714	42,032	39,539	11,423	11,426	389,570	383,679
World-Tel. (6 days)	354,540	352,164	40,579	38,138	11,103	10,903	406,222	401,205
World-Tel. (Saturday)	245,405	227,361	49,184	47,124	13,001	14,259	307,590	288,744
Journal-Amer.	489,454	487,716	112,978	109,204	30,048	23,982	623,480	620,902
†Post (6 days)	242,764	183,603	24,609	18,048	6,259	4,311	273,632	205,962
Post (5 days)	252,757	.....	24,539	.....	6,193	.....	283,489	.....
Post (Saturday)	193,571	.....	24,953	.....	6,585	.....	225,109	.....
TOTAL	1,315,777	1,257,208	217,568	202,471	62,754	54,522	1,596,099	1,514,201

MORNING (Weekday) NEWSPAPERS

Times	329,298	297,455	90,832	84,947	95,213	90,272	515,343	472,674
Herald Trib.	171,368	159,709	111,675	103,020	68,587	64,576	351,630	327,305
‡American	.....	249,932	.....	46,413	.....	18,127	.....	314,472
News	1,323,448	1,261,046	254,544	240,058	140,225	133,176	1,718,217	1,634,280
Mirror	514,127	440,124	86,263	68,163	103,596	97,404	703,986	605,691
‡TOTAL	2,338,241	2,158,334	543,314	496,188	407,621	385,428	3,289,176	3,039,950

SUNDAY NEWSPAPERS

Times	270,975	261,556	127,322	123,687	340,959	326,899	739,256	712,142
Herald Trib.	151,720	152,031	165,354	156,128	177,931	167,673	495,005	475,832
American	451,839	461,937	314,478	311,123	278,040	263,237	1,044,357	1,036,297
News	1,288,917	1,233,016	481,948	454,944	1,255,458	1,113,420	3,026,323	2,801,380
Mirror	461,501	423,910	142,869	125,340	824,117	770,669	1,428,487	1,319,919
TOTAL	2,624,952	2,532,450	1,231,971	1,171,222	2,876,505	2,641,898	6,733,428	6,345,570

*City Zone circulation includes the five boroughs of New York city and Bayonne, Weehawken, Jersey City, Hoboken and Union City in Hudson county, N. J. . . . Suburban circulation includes the circulation outside the City Zone but within a radius of 50 miles from City Hall, Manhattan. In the A. B. C. reports this suburban circulation is designated as "Retail Trading Zone Circulation."

§The World-Telegram, in its Publisher's Statements for the six months ended September 30, 1937 and 1936, reported the Saturday circulation separately from that of the Monday to Friday average; the six-day average was given for comparative purposes.

†The Post, in its Publisher's Statement for the six months ended September 30, 1937, reported the Saturday circulation separately from that of the Monday to Friday average; the six-day average was given for comparative purposes.

‡The Morning American was discontinued June 25, 1937; the September 30, 1936 circulation was not included in the total.

CIRCULATION ANALYSIS OF NEW YORK NEWSPAPERS

City*, Suburban* and All Other Circulation—With Percentages

SIX MONTHS ENDED SEPTEMBER 30, 1937

EVENING NEWSPAPERS

	Total Circulation	*City Zone	Per Cent	*Suburban	Per Cent	*City and Suburban	Per Cent	All Other	Per Cent
THE SUN	300,417	247,444	82.4	37,949	12.6	285,393	95.0	15,024	5.0
§World-Tel. (6 days)	389,570	336,115	86.3	42,032	10.8	378,147	97.1	11,423	2.9
World-Tel. (5 days)	406,222	354,540	87.3	40,579	10.0	395,119	97.3	11,103	2.7
World-Tel. (Saturday)	307,590	245,405	79.8	49,184	16.0	294,589	95.8	13,001	4.2
Journal-Amer.	632,480	489,454	77.4	112,978	17.8	602,432	95.2	30,048	4.8
†Post (6 days)	273,632	242,764	88.7	24,609	9.0	267,373	97.7	6,259	2.3
Post (5 days)	283,489	252,757	89.2	24,539	8.6	277,296	97.8	6,193	2.2
Post (Saturday)	225,109	193,571	86.0	24,953	11.1	218,524	97.1	6,585	2.9
TOTAL	1,596,099	1,315,777	82.5	217,568	13.6	1,533,345	96.1	62,754	3.9

MORNING (Weekday) NEWSPAPERS

Times	515,343	329,298	63.9	90,832	17.6	420,130	81.5	95,213	18.5
Herald Trib.	351,630	171,368	48.7	111,675	31.8	283,043	80.5	68,587	19.5
‡American	.....	.....	...	.....	...	.....	...	.....	...
News	1,718,217	1,323,448	77.0	254,544	14.8	1,577,992	91.8	140,225	8.2
Mirror	703,986	514,127	73.0	86,263	12.3	600,390	85.3	103,596	14.7
TOTAL	3,289,176	2,338,241	71.1	543,314	16.5	2,881,555	87.6	407,621	12.4

SUNDAY NEWSPAPERS

Times	739,256	270,975	36.7	127,322	17.2	398,297	53.9	340,959	46.1
Herald Trib.	495,005	151,720	30.7	165,354	33.4	317,074	64.1	177,931	35.9
American	1,044,357	451,839	43.3	314,478	30.1	766,317	73.4	278,040	26.6
News	3,026,323	1,288,917	42.6	481,948	15.9	1,770,865	58.5	1,255,458	41.5
Mirror	1,428,487	461,501	32.3	142,869	10.0	604,370	42.3	824,117	57.7
TOTAL	6,733,428	2,624,952	39.0	1,231,971	18.3	3,856,923	57.3	2,876,505	42.7

*City Zone circulation includes the five boroughs of New York city and Bayonne, Weehawken, Jersey City, Hoboken and Union City in Hudson county, N. J. . . . Suburban circulation includes the circulation outside the City Zone but within a radius of 50 miles from City Hall, Manhattan. In the A. B. C. reports this suburban circulation is designated as "Retail Trading Zone Circulation."

§The World-Telegram, in its Publisher's Statement for the six months ended September 30, 1937, reported the Saturday circulation separately from that of the Monday to Friday average; the six-day average was given for comparative purposes.

†The Post, in its Publisher's Statement for the six months ended September 30, 1937, reported the Saturday circulation separately from that of the Monday to Friday average; the six-day average was given for comparative purposes.

‡The Morning American was discontinued June 25, 1937.

CIRCULATION TREND

NEW YORK EVENING (Weekday) NEWSPAPERS

March 1920 to September 1937

These figures are for total net paid circulations from Publishers' Statements to Audit Bureau of Circulations for six months periods ending March 31 and September 30 of each year.

		The Sun *	Globe *	Mail §	World-Telegram § ¶	Eve. World. ¶	Journal-American ★	Graphic (Tabloid) ‖	Post	Total Weekday Evening
1920	Mar.	205,335	179,192	157,288	132,608	.....	712,772	.....	33,818	1,421,013
	Sept.	190,509	181,471	172,703	117,034	350,829	622,847	.....	36,804	1,672,197
1921	Mar.	189,384	164,429	155,120	105,350	312,641	649,812	.....	38,485	1,615,332
	Sept.	182,279	177,066	167,013	111,965	288,835	633,078	.....	32,473	1,592,709
1922	Mar.	184,019†	149,882	147,760	104,177	280,036	654,952	.....	30,574‡	1,551,400
	Sept.	185,234†	166,237	161,215	115,937	264,851	622,731	.....	28,220‡	1,544,425
1923	Mar.	180,379†	159,786	144,135	109,105	277,469	643,470	.....	28,398‡	1,542,742
	Sept.	235,513	.....	170,340	134,043	272,699	606,461	.....	29,936‡	1,448,992
1924	Mar.	258,720	.....	.....	158,682	270,823	641,171	.....	31,769‡	1,361,165
	Sept.	253,763	.....	.....	219,477	314,576	666,867	.....	26,532‡	1,481,215
1925	Mar.	245,474	.....	.....	190,513	310,724	649,055	.....	30,125‡	1,425,891
	Sept.	254,189	.....	.....	199,566	311,279	635,786	96,282	29,389‡	1,526,491
1926	Mar.	257,067	.....	.....	181,879	289,911	696,154	141,597	31,184‡	1,597,792
	Sept.	262,700	.....	.....	207,060	295,298	677,565	242,506	31,619‡	1,716,748
1927	Mar.	265,440	.....	.....	195,738	305,553	686,453	334,776	49,163‡	1,837,123
	Sept.	276,668	.....	.....	228,984	313,852	680,400	282,235	68,465	1,850,604
1928	Mar.	280,180	.....	.....	209,388	302,519	679,818	297,537	77,014	1,846,456
	Sept.	283,435	.....	.....	235,578	291,398	635,139	295,645	89,250	1,830,445
1929	Mar.	307,609	.....	.....	205,400	302,925	634,184	351,389	105,473	1,906,980
	Sept.	302,214	.....	.....	219,354	289,832	618,295	325,662	107,655	1,863,012
1930	Mar.	314,131	.....	.....	224,097	291,553	630,086	308,278	108,856	1,877,001
	Sept.	298,791	.....	.....	236,581	276,267	629,154	280,239	102,612	1,823,644
1931	Mar.	303,503	.....	.....	272,956	.....	650,949	275,956	103,024	1,606,388
	Sept.	291,534	.....	.....	413,178	.....	644,598	262,589	100,833	1,712,732
1932	Mar.	306,256	.....	.....	414,581	.....	676,817	.....	101,460	1,499,114
	Sept.	301,575	.....	.....	403,123	.....	632,374	.....	91,742	1,428,814
1933	Mar.	297,403	.....	.....	407,660	.....	642,143	.....	86,036	1,433,242
	Sept.	291,010	.....	.....	395,689	.....	600,539	.....	86,296	1,373,534
1934	Mar.	304,160	.....	.....	417,190	.....	619,748	.....	60,270	1,401,368
	Sept.	301,386	.....	.....	395,926	.....	624,896	.....	51,608	1,373,816
1935	Mar.	304,834	.....	.....	402,275	.....	680,096	.....	120,590	1,507,795
	Sept.	293,633	.....	.....	394,956+	.....	630,941	.....	121,083	1,440,613
1936	Mar.	316,420	.....	.....	413,325	.....	683,739	.....	148,591	1,562,075
	Sept.	303,658	.....	.....	401,205+	.....	620,902	.....	205,962	1,531,727
1937	Mar.	310,486	.....	.....	418,576+	.....	648,157	.....	301,862	1,679,081
	Sept.	300,417	.....	.....	406,222+	.....	632,480	.....	283,489‡	1,622,608

*Globe merged with The Sun, June 4, 1923.

§Mail merged with Telegram, January 28, 1924. Sunday issue of Telegram discontinued March 16, 1924.

¶World was not a member of A.B.C. during first part of 1920. World (evening, morning & Sunday) merged with Telegram and called World-Telegram, Feb. 27, 1931.

†Figures given are for Monday to Friday average; the following figures are for the Saturday issues of The Sun for the periods March and September, 1922, and March, 1923; 157,592; 147,700; 155,012.

‖Graphic (tabloid) first issue Sept. 15, 1924; discontinued July 7, 1932. Sunday issue inaugurated May 3, 1925; discontinued Sept. 15, 1925.

‡Figures given are for Monday to Friday average; the following figures are for the Saturday issues of the Post for the periods March, 1922, to March, 1927; 54,291; 49,579; 50,243; 42,104; 54,975; 54,889; 61,930; 48,570; 56,392; 46,286; 65,515. (Post was tabloid from Sept. 14, 1933, to Dec. 9, 1933.) The Saturday figure for the Sept. 30, 1937 period was 225,109; the compiled six-day average was 273,632.

+Figures given are for Monday to Friday average; the Saturday figures of the World-Telegram for these periods are 319,736 (Sept. 1935), 288,744 (Sept. 1936), 322,354 (Mar. 1937) and 307,590 (Sept. 1937); the compiled six-day average figures are 382,256 (Sept. 1935), 383,679 (Sept. 1936), 402,225 (Mar. 1937) and 389,570 (Sept. 1937).

★American (weekday morning) discontinued June 25, 1937; Sunday American merged with Journal (weekday evening) and called Journal-American (weekday evening & Sunday).

CIRCULATION TREND

NEW YORK MORNING (Weekday) NEWSPAPERS

March 1920 to September 1937

These figures are for total net paid circulations from Publishers' Statements to Audit Bureau of Circulations for six months periods ending March 31 and September 30 of each year.

		Times	Herald Tribune ‡	Herald ‡	World †	American ★	News (Tabloid) +	Mirror (Tabloid) ‡	Total Weekday Morning
1920	Mar.	327,275	120,243	.....	.....	291,710	122,333	.....	861,561
	Sept.	320,855	125,919	203,686	338,014	289,502	249,646	.....	1,527,622
1921	Mar.	324,995	142,280	198,527	346,239	299,656	336,147	.....	1,647,844
	Sept.	321,876	142,144	189,816	360,080	333,809	415,177	.....	1,762,902
1922	Mar.	342,583	136,934	174,267	350,046	352,234	441,662	.....	1,797,726
	Sept.	328,902	130,040	175,403	352,617	329,762	522,635	.....	1,839,359
1923	Mar.	339,096	130,810	166,769	354,489	320,658	551,457	.....	1,863,279
	Sept.	331,371	132,729	163,864	353,297	330,742	633,578	.....	1,945,581
1924	Mar.	342,165	150,410	.....	360,555	298,932	720,862	.....	1,872,924
	Sept.	348,893	270,090	.....	378,818	297,363	786,398	.....	2,081,562
1925	Mar.	346,753	275,219	.....	347,848	261,869	795,160	.....	2,026,849
	Sept.	344,664	281,562	.....	308,990	251,325	920,956	249,144	2,356,641
1926	Mar.	350,442	285,750	.....	287,664	225,010	998,617	310,333	2,457,816
	Sept.	352,194	290,454	.....	283,772	221,581	1,082,944	371,465	2,602,410
1927	Mar.	367,854	288,718	.....	302,090	205,543	1,145,481	411,808	2,721,494
	Sept.	384,173	299,890	.....	335,795	227,953	1,208,994	449,369	2,906,174
1928	Mar.	396,638	300,653	.....	334,359	206,918	1,226,561	432,122	2,897,251
	Sept.	408,396	305,534	.....	336,146	209,995	1,224,243	401,656	2,885,970
1929	Mar.	427,252	322,432	.....	350,609	200,597	1,273,946	453,787	3,028,623
	Sept.	416,912	304,326	.....	328,970	219,880	1,319,654	433,225	3,022,967
1930	Mar.	427,108	296,878	.....	325,698	227,612	1,286,175	445,710	3,009,101
	Sept.	416,995	292,164	.....	313,911	225,004	1,312,457	501,201	3,061,732
1931	Mar.	431,771	297,047	.....	.....	236,342	1,287,786	561,826	2,814,772
	Sept.	452,927	319,245	.....	.....	321,105	1,343,856	584,488	3,021,621
1932	Mar.	460,841	330,287	.....	.....	342,853	1,390,906	587,019	3,111,906
	Sept.	450,966	325,101	.....	.....	343,370	1,410,901	568,635	3,098,973
1933	Mar.	462,351	326,796	.....	.....	327,589	1,413,539	532,803	3,063,078
	Sept.	456,966	317,697	.....	.....	327,238	1,428,908	536,799	3,067,608
1934	Mar.	470,853	319,444	.....	.....	327,704	1,464,569	538,830	3,121,400
	Sept.	452,354	315,771	.....	.....	328,980	1,530,385	565,425	3,192,915
1935	Mar.	458,947	317,391	.....	.....	324,316	1,639,609	572,553	3,312,816
	Sept.	450,478	317,452	.....	.....	319,574	1,592,764	554,939	3,235,207
1936	Mar.	481,454	327,435	.....	.....	318,062	1,624,075	601,550	3,352,576
	Sept.	472,674	327,305	.....	.....	314,472	1,634,280	605,691	3,354,422
1937	Mar.	511,832	334,896	.....	.....	329,538	1,645,628	608,832	3,430,546
	Sept.	515,343	351,630	.....	.....	.....	1,718,217	703,986	3,289,176

‡Herald merged with Tribune and called Herald Tribune March 19, 1924. Herald not a member of A.B.C. prior to Feb. 1, 1920.

†World (evening, morning & Sunday) merged with Telegram (weekday evening) and called World-Telegram (weekday evening) February 27, 1931. World not a member of A.B.C. during first part of 1920.

+News (tabloid) inaugurated Sunday issue May 1, 1921.

‡Mirror (tabloid) first issue June 24, 1924; inaugurated Sunday issue Jan. 10, 1932.

★American (weekday morning) discontinued June 25, 1937; Sunday American merged with Journal (weekday evening) and called Journal-American (weekday evening & Sunday).

CIRCULATION TREND

NEW YORK SUNDAY NEWSPAPERS

March 1920 to September 1937

These figures are for total net paid circulations from Publishers' Statements to Audit Bureau of Circulations for six months periods ending March 31 and September 30 of each year.

		Times	Herald Tribune *	Herald *	World ¶	Telegram §	Journal-American ★	News (Tabloid) †	Mirror (Tabloid) ‡	Total Sunday
1920	Mar.	499,709	114,861	.....	.....	136,313	949,123	.....	.....	1,700,006
	Sept.	472,737	127,836	207,662	590,965	132,095	919,408	.....	.....	2,450,703
1921	Mar.	502,847	142,797	218,642	621,341	125,754	1,045,761	.....	.....	2,657,142
	Sept.	495,631	141,074	209,843	597,240	134,802	1,087,161	.....	.....	2,665,751
1922	Mar.	540,135	141,744	194,269	598,431	120,380	1,092,044	268,061	.....	2,955,064
	Sept.	509,000	130,434	188,314	555,426	131,184	1,027,912	348,711	.....	2,890,981
1923	Mar.	542,833	136,083	185,306	591,452	117,734	1,106,445	438,810	.....	3,118,663
	Sept.	533,607	135,714	175,900	550,155	122,042	1,056,035	567,381	.....	3,140,834
1924	Mar.	573,673	158,698	.....	574,338	119,479	1,090,241	662,142	.....	3,178,571
	Sept.	566,967	316,457	.....	559,798	.....	1,054,804	807,279	.....	3,305,305
1925	Mar.	592,823	330,358	.....	581,377	.....	1,088,076	987,199	.....	3,579,833
	Sept.	567,854	321,687	.....	541,975	.....	1,035,978	1,122,065	.....	3,589,559
1926	Mar.	604,517	345,316	.....	582,846	.....	1,083,805	1,224,063	.....	3,840,547
	Sept.	586,067	343,482	.....	553,166	.....	1,063,341	1,244,316	.....	3,790,372
1927	Mar.	646,936	364,999	.....	593,234	.....	1,120,022	1,433,578	.....	4,158,769
	Sept.	649,589	371,895	.....	570,915	.....	1,099,713	1,374,018	.....	4,066,130
1928	Mar.	693,599	397,310	.....	575,054	.....	1,127,476	1,416,582	.....	4,210,021
	Sept.	689,530	402,774	.....	542,285	.....	1,102,216	1,463,062	.....	4,199,867
1929	Mar.	744,879	438,506	.....	576,070	.....	1,121,507	1,588,572	.....	4,469,534
	Sept.	699,978	417,038	.....	524,626	.....	1,060,031	1,546,505	.....	4,248,178
1930	Mar.	749,643	440,072	.....	541,950	.....	1,099,922	1,632,566	.....	4,464,153
	Sept.	719,051	430,029	.....	491,796	.....	1,033,313	1,616,106	.....	4,290,295
1931	Mar.	755,582	446,302	.....	.....	.....	1,103,911	1,748,923	.....	4,054,718
	Sept.	733,767	457,574	.....	.....	.....	1,164,822	1,752,592	.....	4,108,755
1932	Mar.	778,369	473,634	.....	.....	.....	1,224,874	1,803,791	.....	4,280,668
	Sept.	727,103	451,063	.....	.....	.....	1,102,881	1,741,447	593,898	4,616,392
1933	Mar.	758,176	453,091	.....	.....	.....	1,080,480	1,815,871	706,966	4,814,584
	Sept.	707,596	426,432	.....	.....	.....	1,013,219	1,828,543	752,973	4,728,763
1934	Mar.	741,564	440,931	.....	.....	.....	1,097,277	2,132,647	991,514	5,403,933
	Sept.	688,728	435,663	.....	.....	.....	1,079,989	2,235,877	1,117,174	5,557,431
1935	Mar.	728,351	455,683	.....	.....	.....	1,110,687	2,505,879	1,261,902	6,062,502
	Sept.	681,706	452,824	.....	.....	.....	1,021,329	2,523,615	1,183,349	5,862,823
1936	Mar.	759,575	482,177	.....	.....	.....	1,076,741	2,848,811	1,361,902	6,529,206
	Sept.	712,142	475,832	.....	.....	.....	1,036,297	2,801,380	1,319,919	6,345,570
1937	Mar.	789,297	505,185	.....	.....	.....	1,095,715	3,039,184	1,453,550	6,882,931
	Sept.	739,256	495,005	.....	.....	.....	1,044,357	3,026,323	1,428,487	6,733,428

*Herald merged with Tribune and called Herald Tribune March 19, 1924. Herald not a member of A.B.C. prior to Feb. 1, 1920.

¶World (evening, morning & Sunday) merged with Telegram (weekday evening) and called World-Telegram (weekday evening) February 27, 1931. World not a member of A.B.C. during first part of 1920.

§Mail (weekday evening) merged with Telegram (evening and Sunday) January 28, 1924. Sunday issue of Telegram discontinued March 16, 1924.

†News (tabloid) inaugurated Sunday issue May 1, 1921.

‡Mirror (tabloid) inaugurated Sunday issue January 10, 1932.

Graphic (tabloid) inaugurated Sunday issue May 3, 1925; discontinued Sunday issue September 1, 1925.

★American (weekday morning) discontinued June 25, 1937; Sunday American merged with Journal (weekday evening) and called Journal-American (weekday evening & Sunday).

EDITORIAL

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- Pop
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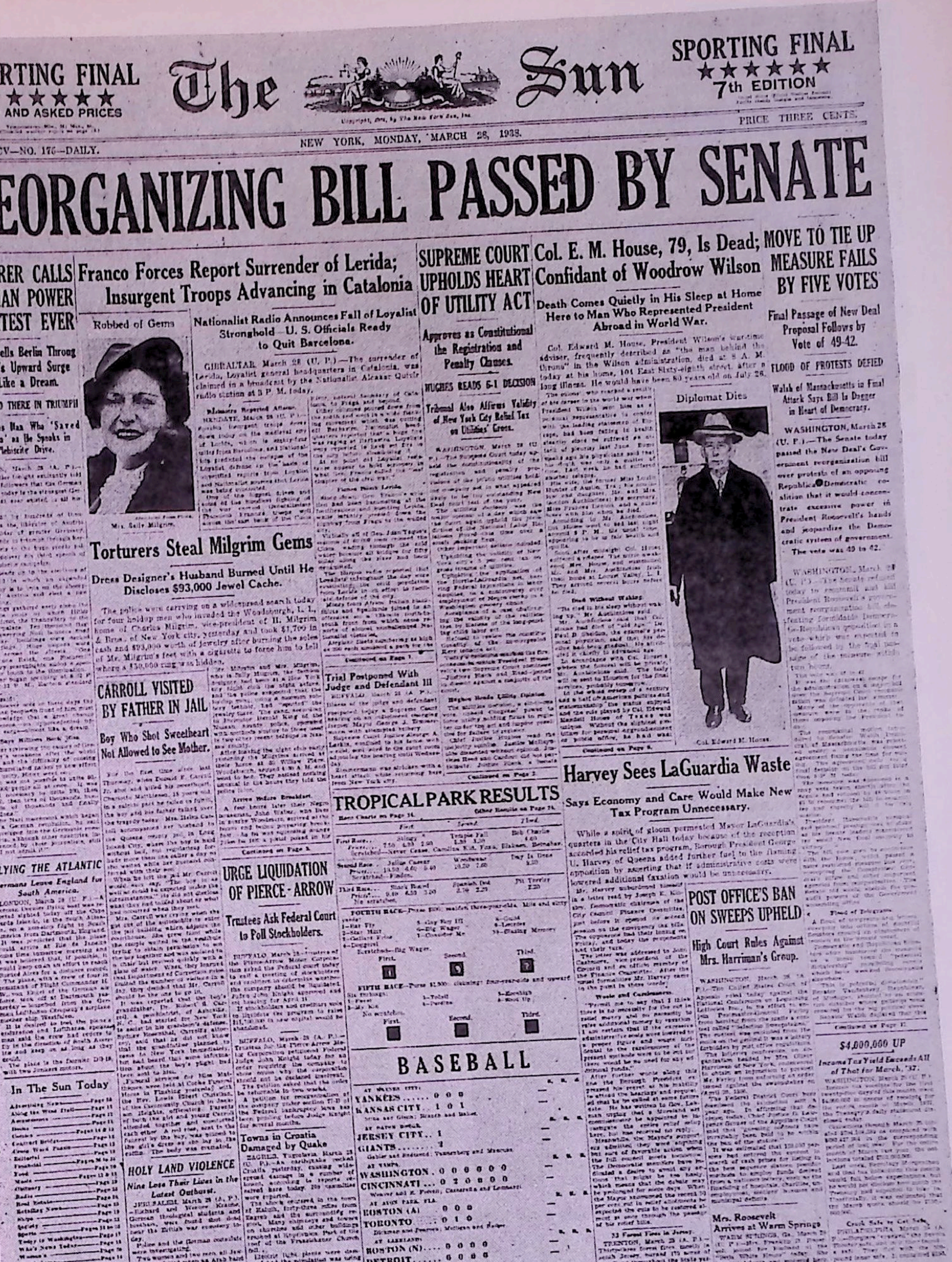
FEATURES & DEPARTMENTS IN THE SATURDAY SUN

GROWTH OF THE SATURDAY SUN



SPORTING FINAL ★★★★★★ BID AND ASKED PRICES

The Sun

SPORTING FINAL ★★★★★★ 7th EDITION

PRICE THREE CENTS.

VOL. CV—NO. 176—DAILY. NEW YORK, MONDAY, MARCH 28, 1938.

REORGANIZING BILL PASSED BY SENATE

FUEHRER CALLS GERMAN POWER GREATEST EVER

Hitler Tells Berlin Throng Nation's Upward Surge Is Like a Dream.

RECEIVED THERE IN TRIUMPH

Hailed as Man Who 'Saved Austria' as He Speaks in Plebiscite Drive.

Franco Forces Report Surrender of Lerida; Insurgent Troops Advancing in Catalonia

Nationalist Radio Announces Fall of Loyalist Stronghold—U. S. Officials Ready to Quit Barcelona.

Robbed of Gems

Mrs. Belle Milgrim.

Torturers Steal Milgrim Gems

Dress Designer's Husband Burned Until He Discloses $93,000 Jewel Cache.

CARROLL VISITED BY FATHER IN JAIL

Boy Who Shot Sweetheart Not Allowed to See Mother.

SUPREME COURT UPHOLDS HEART OF UTILITY ACT

Approves as Constitutional the Registration and Penalty Clauses.

HUGHES READS 6-1 DECISION

Tribunal Also Affirms Validity of New York City Relief Tax on Utilities' Gross.

Trial Postponed With Judge and Defendant Ill

URGE LIQUIDATION OF PIERCE-ARROW

Trustees Ask Federal Court to Poll Stockholders.

Col. E. M. House, 79, Is Dead; Confidant of Woodrow Wilson

Death Comes Quietly in His Sleep at Home Here to Man Who Represented President Abroad in World War.

Diplomat Dies

Col. Edward M. House.

MOVE TO TIE UP MEASURE FAILS BY FIVE VOTES

Final Passage of New Deal Proposal Follows by Vote of 49-42.

FLOOD OF PROTESTS DEFIED

Walsh of Massachusetts in Final Attack Says Bill Is Danger in Heart of Democracy.

Harvey Sees LaGuardia Waste

Says Economy and Care Would Make New Tax Program Unnecessary.

POST OFFICE'S BAN ON SWEEPS UPHELD

High Court Rules Against Mrs. Harriman's Group.

TROPICAL PARK RESULTS

BASEBALL

YANKEES
KANSAS CITY
JERSEY CITY
GIANTS
WASHINGTON
CINCINNATI
BOSTON (A)
TORONTO
BOSTON (N)
DETROIT

FLYING THE ATLANTIC

Germans Leave England for South America.

Towns in Croatia Damaged by Quake

HOLY LAND VIOLENCE

Nine Lose Their Lives in the Latest Outburst.

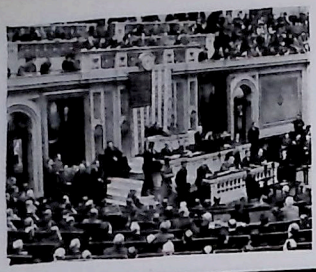
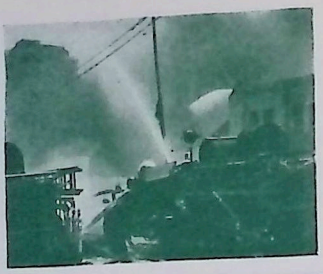
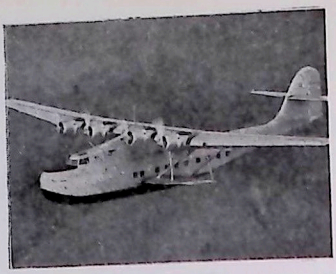
In The Sun Today

$4,000,000 UP

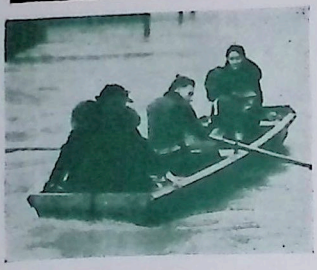
Income Tax Yield Exceeds All of That for March, '37.

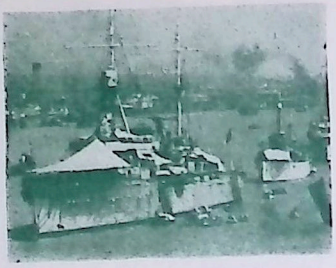
Mrs. Roosevelt Arrives at Warm Springs

Complete without being ponderous, interesting without being sensational, accurate without being dull or lacking in color . . that is The Sun and that is why it draws to itself men and women of intelligence, good taste and means.

NEWS & EDITORIAL





General News

News writers for The Sun are bound by no formula except the fundamental principles of accuracy, interest and completeness. The Sun has its own large, trained staff of writers and reporters and special bureaus in the world's capitals and news centers. It also receives the entire news service of the Associated Press and the United Press and subscribes to the City News and Standard News, two local organizations.

Editorial

Sun editorial articles deal with the entire field of human interest. They may cover a political situation, an interesting legal problem or a theme like the famous "Is There a Santa Claus?" or "Lindbergh Flies Alone."

Today In Washington

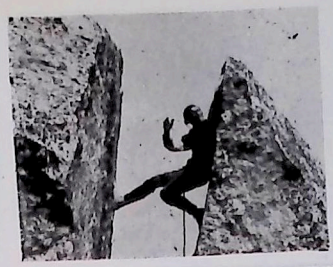
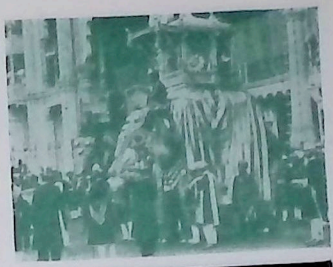
Keen observations daily about political personalities and their policies by DAVID LAWRENCE, one of today's most important political commentators.

Who's News Today

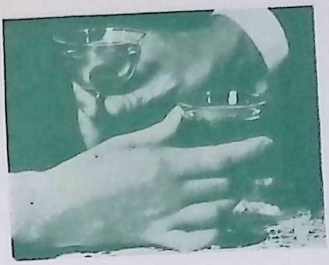
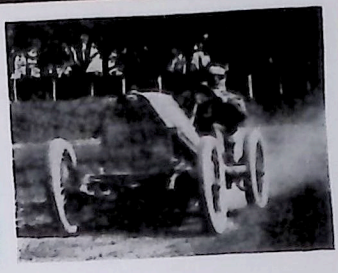
LEMUEL F. PARTON'S daily highlights on the fads, fancies and foibles of the day's prominent persons in the news.

News Pictures

A staff of expert photographers, in addition to many picture services, provides The Sun with a constant supply of exclusive, timely and interesting news pictures.

GENERAL FEATURES

The Sun Dial

One of journalism's most popular daily columns of wit, satire and sheer fun—by H. I. PHILLIPS.

The Sun's Rays

Several columns daily of interesting anecdotes, naive, quaint, humorous or helpful, about the human-interest angles of New York life.

Along The Wine Trail

An informative daily department on the important subject of wines, liquors and other drinkables, their origin, uses and recipes, with questions and answers, by G. SELMER FOUGNER.

Bob Davis Reveals

Interesting, and sometimes amazing, accounts of events and personalities recalled out of travel and adventure, by ROBERT H. DAVIS, Tuesdays, Thursdays and Saturdays.

Letters To The Sun

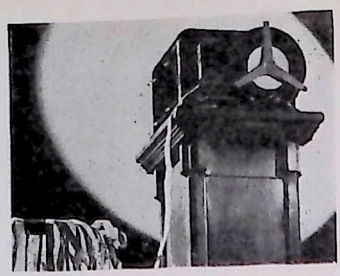
The daily editorial page of The Sun includes two columns of interesting comment and opinion received from Sun readers.

What Do You Think?

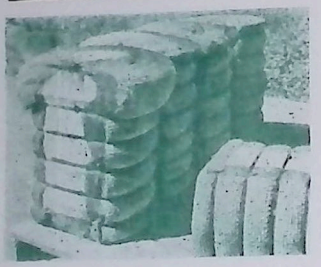
A daily feature of several columns in which Sun readers exchange opinions on various timely subjects.

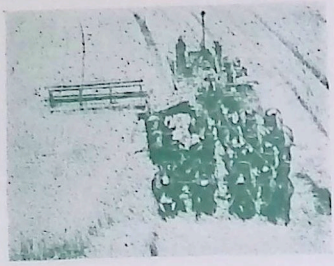
25 Years Ago Today

Cartoons of well-known people and important events of a quarter century ago.



FINANCE & BUSINESS





Complete, Accurate, Timely Financial News

The Sun has a comprehensive way of covering and interpreting developments in Wall Street and the markets of the world. Frequently it is first with news of importance to investors. The Sun also provides a number of valuable, exclusive financial features. CARLTON A. SHIVELY, financial editor, gives a resume of each day's news. And every Saturday there is a special page review of the week's financial and business developments.

Financial Tables

The Sun has developed a system that makes possible the most timely financial tables in New York without sacrificing accuracy. A few minutes after the Stock Exchange closes, the Night Edition of The Sun is on sale in the financial district with accurate tables showing trading on the Stock Exchange, Curb Exchange, Commodity exchanges, and over-the-counter dealings.

Real Estate Page

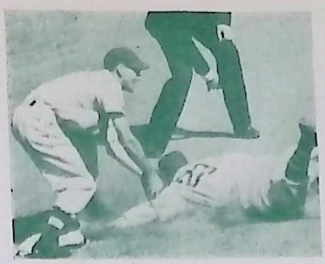
This has an unusually wide appeal for the home owner, apartment dweller and real estate man. GUSTAVE ZISMER, its editor, gives experienced observations of the realty scene under *Sky Lines*. Every Friday and Saturday, ALBERT W. FRIBOURG discusses the legal side of real estate for both landlord and tenant. New deals, new leases, realty conditions and prospects are also reported to present the ever-changing city and suburban scene.

Advertising News

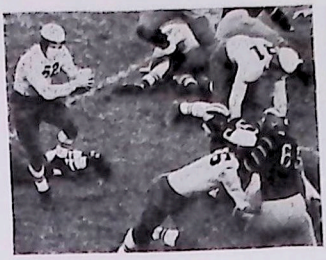
A daily column by the original advertising news columnist, LAWRENCE M. HUGHES, covering news of the advertising and marketing world.

Retailing News

A daily column by J. B. WALLACH reporting news of the shops and stores, merchandising successes, plans, policies and personnel.



SPORTS & SPORTSMEN



General Sports News

Up-to-the-minute reports of the day's sports events make The Sun popular among the fans. To cover all sports The Sun has many capable writers with years of experience in their specialized fields. In such widely popular sports as golf, tennis, track and field and boxing The Sun's news is unexcelled anywhere in the country. Topping the long list of sports authorities is WILBUR WOOD, sports editor.

Sports Columns

FRANK GRAHAM conducts the popular daily column, *Setting the Pace*; GRANTLAND RICE'S famous column, *The Sportlight* appears daily.

Baseball

The national sport is thoroughly covered, from the warming-up games in the South till the final pennant games in the autumn. Not only does The Sun give first-hand accounts of all the important games, but it also gives "stop press" box scores of the games while they are in progress.

Football

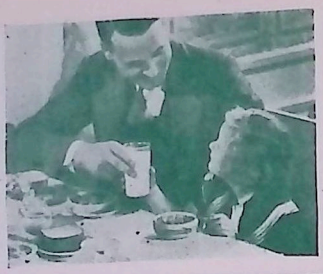
The Sun's football staff is the largest among American newspapers and includes several nationally known writers. For years The Sun has selected the All-America football team, which has become one of the big events in football circles.

Boating, Fishing & Outdoors

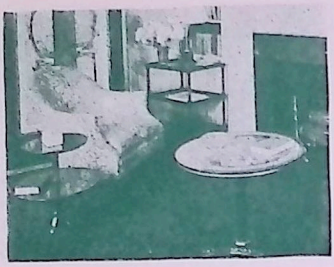
For devotees of outdoor sports there is a special page in The Saturday Sun. Power boating is reported by FRANK C. TRUE; sailing is covered by GLEN PERRY; and fishing and hunting are handled by ED TYNG. The Sun's annual Boating Guide, distributed for the last 10 years to yachtsmen attending the New York motor boat show, is carried on thousands of New Yorkers' yachts throughout each season.

Winter Sports

Hockey is covered by AL DAYTON, a writer who reported the first professional hockey game in New York and who has specialized in the game ever since. Telegraphic bulletins of snow and ice conditions and ski weather forecasts of the winter sports centers are given every Friday during the season.



WOMAN & THE HOME



Fashions

A large part of the daily woman's page and a full page every Saturday are given over to authentic fashion news and exclusive and unusual photographs showing the latest styles. KAY THOMAS supplies information about clothes and accessories for women of all ages and for all occasions.

Food And Menus

The Sun's food columns, written by EDITH M. BARBER, are planned with the modern woman in mind. They contain suggestions that save work and money for the woman who does her own housework, ideas for original dishes and smart entertaining for the woman who has help in her kitchen, as well as suggestions for quickly served, nutritious meals for women in business or the professions.

Beauty Culture

A subject of great concern to women—their personal appearance—occupies a large part of the woman's page. Reports on the latest cosmetics, coiffures and beauty exercises are supplied by VICTORINE HOWARD.

Care Of The Home

The Home Service page in The Saturday Sun is one of the most distinctive departments in any newspaper. One of its interesting features is ROGER B. WHITMAN'S famed column, *First Aid for the Ailing House.* There are plans of new suburban homes, articles on construction and architectural problems, and an informative column, *Gadgets in the Home,* by HILSON MUNSEY.

Gardens

What, how and when to plant, the design of a garden and its care are handled expertly by ELLEN EDDY SHAW of the Brooklyn Botanic Garden, MONTAGUE FREE and other specialists in the well planned, illustrated Saturday garden page. This page also contains: *Activities of the Garden Clubs,* the *Garden Guide* and the *Garden Calendar.*

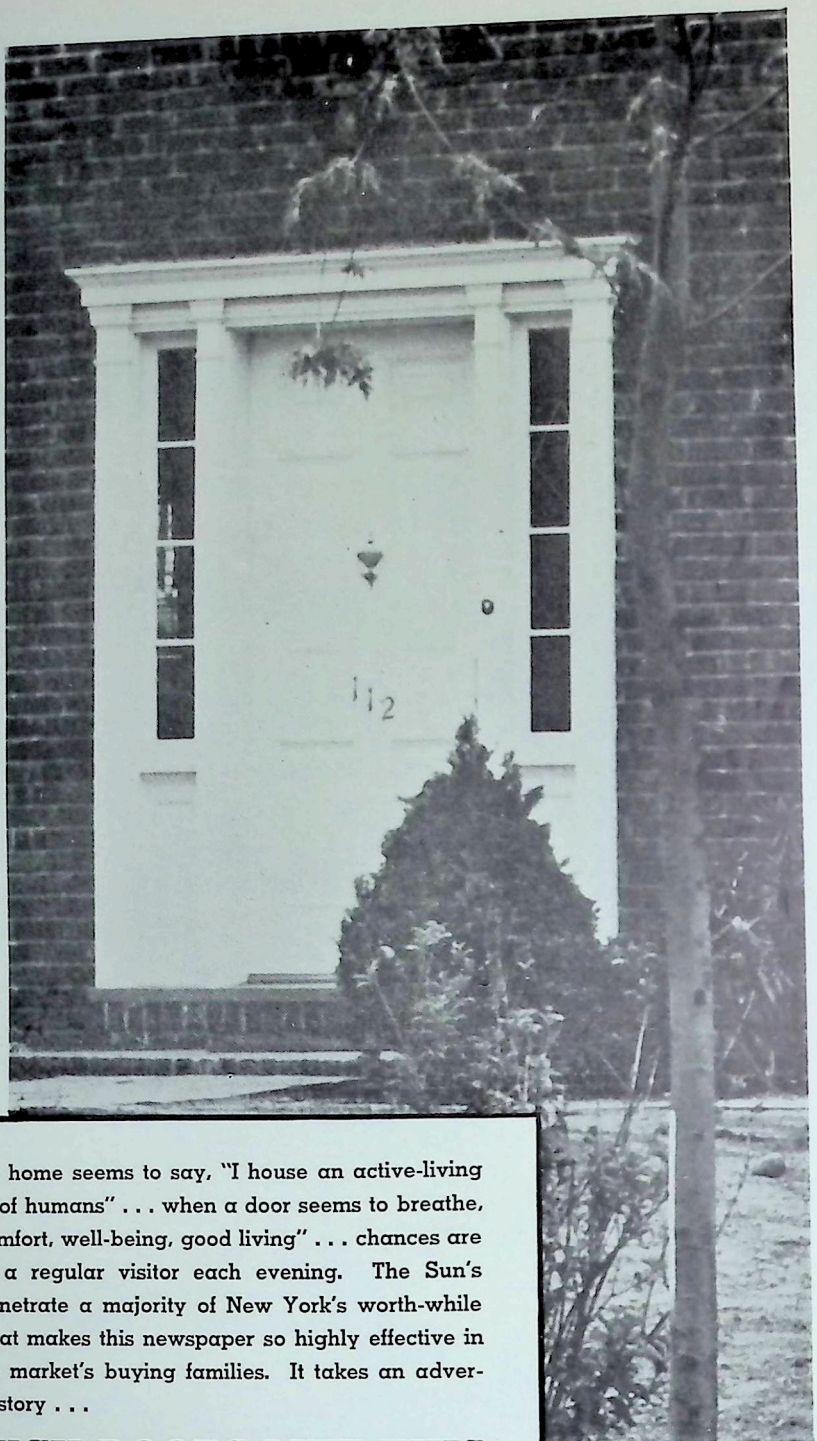
Furniture

The Sun devotes an illustrated page every Saturday to modern furniture. CHARLES MESSER STOW, editor of this page and an eminent authority, writes about new styles and tendencies. There are also articles by other authorities on furniture construction and design, the characteristics of various periods and styles, trends in decoration and fabrics.

all eyes and ears . . . and something more

To see and hear what's going on is the province of every alert newspaper. But equally important is to see clearly, to hear accurately, to report the happenings in this confusing world sanely, intelligently. Call it character, call it breeding, balance, or what you will, it's the quality that distinguishes The New York Sun, that makes it a truly great newspaper . . . and an outstandingly effective advertising medium through which to sell quantities of merchandise at low cost.

The Sun
NEW YORK

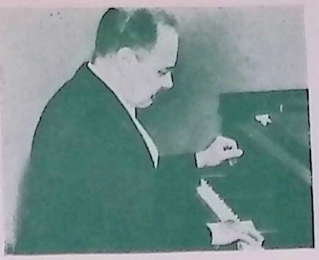


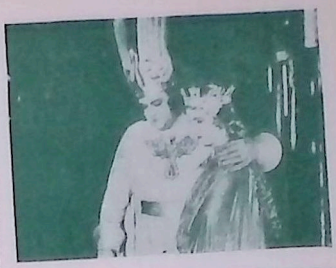
WHEN a home seems to say, "I house an active-living group of humans" . . . when a door seems to breathe, "I lead to comfort, well-being, good living" . . . chances are The Sun is a regular visitor each evening. The Sun's ability to penetrate a majority of New York's worth-while homes is what makes this newspaper so highly effective in reaching the market's buying families. It takes an advertiser's sales story . . .

THROUGH DOORS LIKE THIS

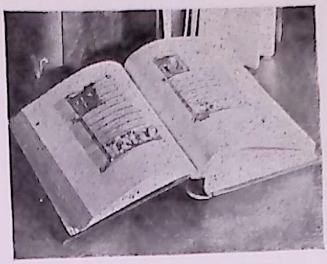
The Sun

NEW YORK





THE FINE ARTS



The World of Art

All the important news of the art world appears in The Sun. And in no other newspaper does the art lover find the news of that field treated so authentically. For HENRY McBRIDE, art editor, international art authority and America's leading critic, reviews the important exhibits for The Sun. His comments are followed eagerly by artists, students and art patrons everywhere. The Sun covers the current art news daily and on Saturdays there is a full page or more.

Music News

The Sun's music department treats music as one of the lively arts. It reports on and discusses all musical events—in the concert and recital halls, the opera, radio broadcasts and motion pictures.

In addition to the authoritative critical comment of OSCAR THOMPSON, music critic, and IRVING KOLODIN, associate critic, WILLIAM G. KING, music editor, twice a week contributes a column, *Music and Musicians*, giving intimate portrayals of the musical great as they really are. The day-by-day record of music in the metropolis is complete in The Sun, and on Saturdays a page is devoted to criticisms, comment and news.

Antiques

Two illustrated pages on rare furniture, china, glass, silver, textiles, pewter and objects of art appear in The Saturday Sun, supplemented with timely special numbers. They are edited by CHARLES MESSER STOW, of national reputation. There is also *Questions and Answers*; *The Quester*, on old customs and objects; news of auctions; and a London letter on antiques abroad. The Sun regularly publishes more antique news than any other American newspaper.

New Books

Every day The Sun has two columns about books and bookmen and on Saturdays a page, edited by JAMES C. GREY. In The Sun the latest books are reviewed by competent critics and prominent authors, including WILLIAM McFEE, CHARLES WILLIS THOMPSON, JOHN COURNOS, EDITH H. WALTON, ARTHUR MAURICE and RICHARD BURTON.

POPULAR HOBBIES

Stamps

The Sun's Saturday stamp page is known as the outstanding philatelic department among American newspapers. It regularly includes: News of *New Issues* gathered by The Sun's foreign correspondents and the best New York sources; *Washington Dispatches*, giving complete news of stamp activities in the capital, by Sun correspondents; *Foreign Dispatches* from Sun correspondents in London, Paris and Tokio; *Illustrations*, showing the week's important stamps and cachets; *Background of the Stamp*, a series of articles on foreign countries and their stamps; *Cachet Notes*, and *Stamp Club Notes*.

Household Pets

The Sun devotes two full pages to pet news every Saturday. DR. ALFRED W. MEYER advises on the care of dogs. ARTHUR ROLAND covers the current news of the kennel world, including all the important shows. ELEANOR BOOTH SIMMONS provides an interesting weekly column about cats and tells how to care for them. C. W. COATES gives expert advice on tropical fish, a fascinating and popular hobby. J. I. LAWRENCE provides the current news on scientific breeding, care and feeding of poultry, ornamental game fowl and birds. All of these experts answer readers' questions and help them with their problems. There are also numerous photographs to illustrate articles and features.

Contract Bridge

A daily column of discussion, analysis of play and the solving of every-day problem hands, by ELY CULBERTSON.

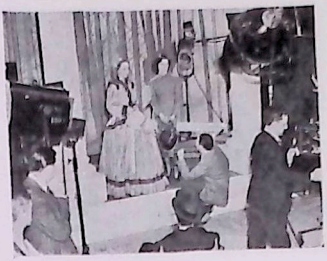
Crossword Puzzle

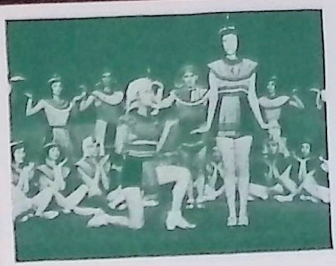
Not too easy, not too hard, with the solution given the next day.

The Word Game

An exclusive Sun feature for bright minds, with the answer the following day.

AMUSEMENTS





Theaters

Theater news, illustrated with photographs and with portraits by RAFAEL, is given a page in The Sun every day and more than a page on Saturday. STEPHEN RATHBUN, dramatic editor, knows the theater as few others know it. RICHARD LOCKRIDGE reviews the new play. Because his reviews show a keen understanding of the merits of the plays, they are widely read and relied upon. WARD MOREHOUSE, who has contributed several plays to Broadway, presents advance news and lively gossip of the stage and its notables in his column, *Broadway After Dark.*

Movies

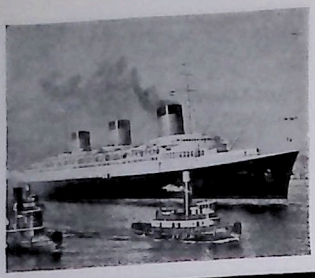
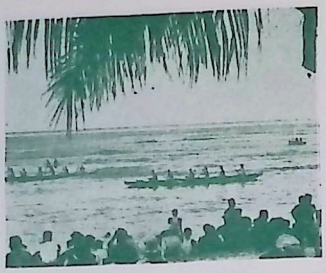
In The Sun the reader gets the complete background of a picture and consequently has a better knowledge of what is going on in moving picture circles. For moving picture news in The Sun includes not only reviews, but interviews with players, reports on the activities of producers, studios and players. EILEEN CREELMAN is The Sun's critic. Her reviews are noted for a keen sense of dramatic values and a fine ability to appraise a picture from the standpoint of entertainment value. Movie news for The Sun is gathered through reliable sources and accurately reports the news, not gossip, of what's astir in Hollywood and other important movie centers.

Radio And Short Wave

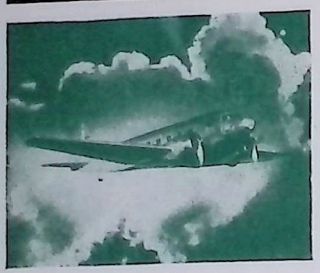
Having pioneered in radio broadcasting, short wave and television, The Sun is the acknowledged leader in all three fields. Every Saturday it has two interesting illustrated pages on radio, edited by E. L. BRAGDON. They are a mine of information for the technical-minded. For those interested in programs and radio personalities there are general news and special features, such as comment on programs and their artists; complete programs of the leading foreign short-wave stations, and technical data sheets. Complete domestic and foreign radio programs are given daily.

Where To Dine

New York's outstanding review of the city's lively places of entertainment, the highlights of their attractions and the persons associated with them, by MALCOLM JOHNSON.

TRAVEL & RESORTS



Transportation

New York, the nation's travel center, is the important source of travel news and the subject is thoroughly covered by The Sun. Reports of socially prominent travelers appear on the Society Page. On Saturdays, the travel page includes WILLIAM McFEE, who comments on current shipping news and trends under *McFee on Ships;* and ROBERT MOUNTSIER writes about travelers and their experiences.

On The Sun Deck

A popular daily column giving interesting comments about well-known travelers and people associated with ships or travel, by ROBERT WILDER.

Shipping News

A daily almanac for New York with complete ship news and information concerning arrivals and departures, and wireless flashes from ships en route.

Resorts

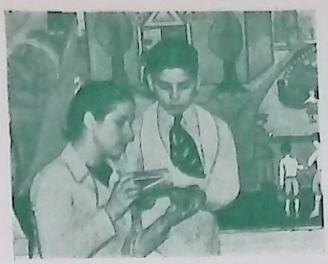
Each prominent resort, North, South, East and West, draws its quota of New Yorkers who are active in the social functions and festivities. From these out-of-town activities originates considerable news of prominent persons. Week days The Sun devotes its society pages to such news and on Saturdays devotes a page or more to resorts. It also publishes special resort numbers at timely intervals during the year.

Weather Map & Flying Forecast

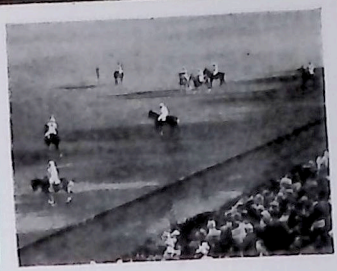
This is a daily map of the U. S. Weather Bureau showing weather conditions and other important weather data from all over the continent. The Weather Bureau forecast of flying weather gives wind direction, velocity, ceiling and visibility.

Automobiles

Under the title *Men and Motors of the Week*, important automobile news is covered in The Saturday Sun . . . new designs, sales trends and developments. The Automobile Show Sections, published by The Sun at the time of the annual automobile show, are unique because of the first-hand information they carry. Every year The Sun sends its automobile editor on a tour of the leading manufacturing centers. He covers the plants, sees executives and gets an accurate idea of the automobile situation.



SPECIAL SUBJECTS



Schools

A page or more of school news is published every day in the Home Edition of The Sun. The most authoritative page of its kind in New York, it is invaluable to teachers, parents and pupils. In the city alone, there are 36,000 regularly appointed public school teachers, many of whom read The Sun daily to keep posted on educational matters. Administrative announcements, such as lists of new eligibles, appointments and transfers, are presented in accurate detail. Proceedings of educators' societies are fully covered. Special articles on methods and tests as well as reviews of new professional books appear regularly. *Answers to Queries*, a popular feature, answers thousands of letters annually on this page. Additional thousands are answered by mail.

Churches

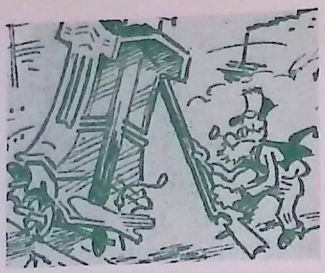
The Sun carries a page or more of church news each Saturday. Its principal feature is the popular *Choir Loft* department conducted by WILLARD IRVING NEVINS, an authority on religious music. It includes announcements of important Sunday musical services, gives valuable suggestions for the organist, choral director, teacher or soloist and provides brief reviews of new organ and choral music as well as books for organists and choirmasters. There are also many news items about the activities and programs of various churches, a listing of sermons planned for the next day, together with the names of the principal preachers and speakers.

Society

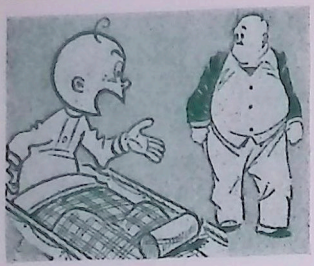
There is a page of society news in The Sun every day and more on Saturdays. No other New York newspaper has such strict standards in reporting news of society. Not gossip or rumor, but genuine news concerning the activities of representative people in society is what The Sun provides. *By Way of Mention*, a regular feature, is a social gazette of high standing. Entertainments, receptions, teas, charities, marriages, births, debuts, and engagements of the socially prominent are all reported.

Obituary

Every day in The Sun there appears several columns of obituaries of personalities who were prominent in the arts, commerce, politics or in the social life of the city, the nation or the world.



COMICS & CARTOONS



Toonerville Folks
The famous droll characters, Mickey McGuire, the Skipper, Powerful Katrinka and the dwarf, Suitcase Simpson, Handlebar Hank, and including the Toonerville trolley, by FONTAINE FOX.

Reg'lar Fellers
The capers of GENE BYRNES'S Jimmie Dugan, Puddinhead, Little Puddinhead, and Jimmie's girl.

Homer Hoopee
A running account of the adventures of a modern "innocent abroad," by FRED LOCHER.

Dickie Dare
The exciting escapades and thrilling adventures of Dickie, Dan and their friends, by COULTON WAUGH.

Olly Of The Movies
Depicting the amusing situations of an actress seeking fame and fortune in screenland, by JULIAN OLLENDORFER.

Napoleon And Uncle Elby
The antics of an astonishing dog and his master, by CLIFFORD McBRIDE.

Silent Sam
His struggles with his better self and his many funny adventures, all in pantomime, by THOL.

Pop
The amusing situations of a family in which Pop sometimes comes off best, by J. MILLAR WATT.

Uptown And Down
Humorous sketches of Will-yum, Us Moderns and Bubbles, that contain a laugh for every one, by FRED NEHER.

Growth

FEATURES ADDED TO THE SATURDAY SUN

Year by Year • Feature by Feature

TEN YEARS AGO The Saturday Sun was just another Saturday issue of a newspaper.

TODAY there is no other Saturday newspaper like it.

Starting in 1927, The Saturday Sun pioneered many new fields and has since added a great many new features and special columns, most of which were considered to belong only in other publishing fields. The Saturday Sun has been carefully planned and developed, one feature at a time. New features added have stood the test of time because they are features of substance, edited by authorities. They talk about things that The Sun's audience of progressive families wants to talk about: their hobbies, their homes, fashions, sports, arts and other popular interests. Many of these features bring exclusive information. All of them provide interesting facts and enjoyable reading for The Sun's regular weekday audience and other large special groups of people.

—Continued

The interesting features that have been built into The Saturday Sun during the past ten years are shown, year by year, on these two pages:

1927

ANTIQUES DEPARTMENT: a page of news and comment by a recognized authority on antiques and interior decorations.

GARDEN DEPARTMENT: a column of reliable news and advice by Ellen Eddy Shaw of the Brooklyn Botanic Garden.

1928

BOAT DEPARTMENT: a page devoted to the news of power boating and sailing.

1929

THE QUESTER *{Antiques}*: a column about old customs and objects.

FROM A PARIS GARRET: close-ups of strange and popular places in Paris, by Richard Le Gallienne.

NEXT WEEK'S AUCTIONS *{Antiques}*: the time and place of important auction sales.

1930

IN THE BROADCASTING STUDIOS: inside information on radio programs and personalities.

THE GARDEN GUIDE: where readers have their garden problems answered, by Montague Free.

1931

QUESTIONS AND ANSWERS *{Antiques}*: solutions to readers' queries about antiques.

TELEVISION: news of the latest developments in this field and technical information, edited by E. L. Bragdon.

IT HAPPENED THIS WEEK: a review of the week's important news in five columns of brief, lively paragraphs.

1932

FISHING: a column that tells what fish are running, and where and how to catch them.

ANTIQUES IN AND ABOUT LONDON: an interesting weekly account of antique happenings abroad.

ACTIVITIES OF GARDEN CLUBS: timely reports of what the garden clubs are doing.

TROPICAL FISH: practical advice on their care and breeding, by C. W. Coates.

STAMP DEPARTMENT: a column of news and illustrations of old and new postage stamps.

FASHIONS: an illustrated page on the latest styles and beauty aids and the newest things in the shops.

WASHINGTON DISPATCHES *{Stamps}*: complete stamp news from the capital, often days ahead of other sources.

SPORTSMEN: a page about boating, fishing, hunting and other outdoor sports.

NEW ISSUES OF THE WORLD *{Stamps}*: up-to-the-minute news, with illustrations, of the latest stamps from all parts of the world.

TRAVEL: a page of news about travelers, with comments and opinions about ships and shipping.

ACTIVITIES OF CLUBS AND COLLECTORS *{Stamps}*: news of stamp societies in and near New York.

CACHET NOTES *{Stamps}*: news of future events in the cover field.

1933

MOTORCYCLES: a column on race events and racing folk.

CATS AND THEIR CARE: news and advice about the various breeds, by Eleanor Booth Simmons.

1933, Continued

BIRDS AND POULTRY: a column on song birds and poultry and advice about their care, by J. I. Lawrence.

DOGS: a specialist's advice and discussions of the different breeds, by Dr. Alfred W. Meyer.

THE STAGE IN REVIEW: highlights of the week's stage news and notes on leading actors, by Richard Lockridge.

SHORT WAVE RADIO: foreign programs and expert advice about sets and equipment, edited by E. L. Bragdon.

BACKGROUND OF THE STAMP: original articles on the peoples and geography of stamp-issuing countries, by Franklin R. Bruns.

1934

ACROSS THE SKYWAYS: the inside story of what goes on in aviation circles, by Capt. Sherman B. Altick.

IN THE CAFES AND SUPPER CLUBS: a review of the lively places of entertainment and their attractions, by Malcolm Johnson.

FURNITURE: a page of illustrations and articles on the style, construction and design of modern furniture, edited by Charles Messer Stow.

HOMES PAGE: expert advice on the care of houses; illustrated floor plans and articles on new gadgets and construction, edited by Gustave Zismer.

THE CHOIR LOFT: several columns devoted to church musical programs, by Willard Irving Nevins.

STARS OF THE WEEK: about stars worth observing and scientific explanations, by James C. Hickey.

1935

MEN AND MOTORS OF THE WEEK: a column on sales trends, new designs and improvements, and personnel.

POLITICS ON PARADE: a clear-cut summary of the week's major political developments, by George Van Slyke.

1935, Continued

MY GARDEN: how and when to plant, garden design and the care of growing things, by eminent authorities.

THE CAMERA REFLECTS THE NEWS: unusual pictures of important persons or events in the week's news.

1936

McFEE ON SHIPS: opinions and comments on current news and shipping trends, by William McFee.

THE NEW RECORDS: a column on new musical recordings, by Irving Kolodin.

TODAY'S HOUSE AND ITS PLAN: an illustrated article describing the features of newly built homes.

BICYCLING TODAY AND YESTERDAY: a column of interesting news about this revived recreation, by Charles E. Still.

YOUR CAMERA AND MINE: advice and suggestions for amateur photographers, by Dan Anderson.

TELEVISION DATA SHEETS: explaining in simple detail the principles of television.

THE ARCHITECT'S IDEAL HOUSE: illustrations of houses as the architect would like them to be.

FOR THE JUNIORS *{Gardens}*: short articles for young gardeners.

WITH THE COUNTRY'S CARTOONISTS: a selection of outstanding cartoons of the week.

1937

GADGETS FOR THE HOME: a column devoted to new and useful appliances for the home, by Hilson Munsey.

AMONG COLLECTORS' CLUBS *{Antiques}*: notes on the activities of clubs and people prominent in them.

NEW NEW YORK IN PICTURES: large Sun staff photographs showing important new buildings and street developments.

The Saturday Sun leads all other New York newspapers in SATURDAY ADVERTISING

The Saturday Sun is not only the most complete and interesting Saturday newspaper published in New York, it is also the outstanding advertising leader. During 1937, The Saturday Sun contained 1,282,769 agate lines of advertising—approximately ¼ the total linage placed in the Saturday issues of all other New York morning and evening newspapers combined.

The Saturday Sun is used by so many advertisers, large and small, local and national, because it reaches the same desirable audience of substantial families as the week-day issues. And in addition, it attracts many special groups of responsive New Yorkers who are enthusiastic followers of the hobbies, arts, sports and other popular interests it covers every week.

Total Advertising in New York Saturday Newspapers . . . 1937

	Agate Lines
THE SUN	1,282,769
Times	802,916
Journal-American	658,569
World-Telegram	636,586
Herald Tribune	533,598
Post	480,624
News	437,445
Mirror	183,837

Source: Media Records

FEATURES AND DEPARTMENTS IN THE SATURDAY SUN

More than 35 special pages and features on hobbies, arts and popular interests appear in The Saturday Sun, in addition to the regular week-day features and the day's news. All are written and edited by experts in their respective fields. Most of them are illustrated with photographs and drawings. And all have a wide following among progressive New York families because of their exclusive news and up-to-the-minute information. The principal features and departments follow:

Across The Skyways

A column giving the inside story of what is going on in aviation circles, written by CAPTAIN SHERMAN B. ALTICK.

Antiques

Two or more pages edited by CHARLES MESSER STOW, one of the country's few top notch authorities on this subject.

The World Of Art

A page of news, criticism and comment, edited by HENRY McBRIDE, a premier authority on art.

Bicycling Today And Yesterday

A column by a former cyclist of note, CHARLES E. STILL, providing an interesting focal point for the devotees of this revived recreation.

New Books

A page of reviews by prominent authors or able critics and timely news notes of the book world, edited by JAMES C. GREY.

Business And Finance

A page reviewing the important happenings of the week in business and finance here and abroad, edited by CARLTON A. SHIVELY.

Churches

A page of church news which includes the *Choir Loft,* devoted to church programs and music, conducted by WILLARD IRVING NEVINS.

Fashions

Two well illustrated pages that cover the latest women's styles and beauty aids and report on the newest things in the shops.

From A Paris Garret

Vivid close-ups of strange or popular places in Paris and of the personalities, past or present, associated with them, by RICHARD LE GALLIENNE.

Furniture And Decorations

A page on the style, construction and design of today's furniture, and comments on decorating trends, fabrics and materials, edited by CHARLES MESSER STOW.

Gadgets For The Home

An interesting column by HILSON MUNSEY which keeps readers abreast of the new in gadgets and appliances for the home.

Gardens

A page of seasonal garden news and reliable advice, with special articles by ELLEN EDDY SHAW and MONTAGUE FREE.

Home Service

A page edited by ROGER B. WHITMAN and containing expert advice on the care and maintenance of houses, inside and out; an illustrated weekly floor plan of a moderate-priced home and an article on its construction.

In The Cafes And Supper Clubs

A review of the city's lively places of entertainment, the highlights of their attractions and the persons associated with them, by MALCOLM JOHNSON.

It Happened This Week

A review of the week's most important events in the city, the nation and throughout the world, in concise, lively paragraphs.

Men And Motors Of The Week

A column on sales trends, trade topics, new designs and improvements, and personnel of the automobile industry.

Music News

A page of news and comment on the various musical events, from radio broadcast to the opera, edited by William G. King.

Household Pets

A page of news and advice on dogs, cats, poultry and birds, tropical fish and horses, each subject being edited by a prominent authority.

Politics On Parade

A clear-cut summary of the week's major political developments and events, by GEORGE VAN SLYKE, one of the astutest of political observers in the country.

Radio And Short Wave

Two popular pages of radio broadcast, short wave and television news, including news of the studios and their personalities, edited by E. L. BRAGDON.

Real Estate

One or more pages, edited by GUSTAVE ZISMER. They also include discussion on legal problems and guaranteed mortgages by ALBERT W. FRIBOURG.

Sportsmen

A page of special articles, in season, on yachting, hunting, fishing and other outdoor sports.

The Camera Reflects The News

A number of interesting and unusual pictures of important persons or events in the week's news.

The Stamp Collector

A page of illustrated news of stamps from everywhere and also cachet and coin news, and a weekly article on the stamps' background, written by FRANKLIN R. BRUNS.

The Stars Of The Week

A column about heavenly bodies worth observing and scientific explanations of the various celestial phenomena, by JAMES C. HICKEY.

Travel

A page about cruises and travel, including *On the Sun Deck*, ROBERT WILDER'S column about travelers and trans-Atlantic liners; WILLIAM McFEE'S opinions and comment on news and trends in shipping circles; and ROBERT MOUNTSIER'S reports on people and customs of foreign lands.

With The Country's Cartoonists

Four of the outstanding cartoons appearing currently in American newspapers.

Your Camera And Mine

A popular column of news, advice and suggestions for amateur photographers, by DAN ANDERSON.

THE MARKET

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PART 4 · THE MARKET

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Area, Population and Growth of the New York Trading Area.

Population of Cities and Towns in the New York Trading Area.

Analysis of Population.

Population by Nationalities.

New York City Population by Age, Nativity, Color and Sex.

Birth, Marriages and Deaths in New York City.

Wealth of the New York Market—Income Tax Returns.

Retail Trade—New York City Compared With Other Cities.

Retail Stores, Sales, Personnel and Pay Roll.

Independent and Chain Stores by Kinds of Business.

Stores and Sales by Kinds of Business.

New York Is the Largest Wholesale Trade Center in the Country.

Service Establishments—New York City Compared With Other Cities.

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Mutual Savings Bank Deposits and Depositors.

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Monthly Rental of Rented Homes.

Analysis of Owned and Rented Homes in the New York Market.

Telephones in the New York Market.

Gainful Workers by Occupations—New York City.

As New York Buys, So Buys the Nation.

THE VASTNESS OF NEW YORK

The Greatness of the Market Rests With Its Families, Homes and Housewives, With Their Eyes on Hearth and Child, Not Broadway or the Stock Ticker.

New York's towering skyscrapers point out its commercial importance but it's the good home areas that really make the market.

New York means many things to many people—big buildings, huge commerce, golden opportunity, good times. Yet those who consider New York in such terms are failing to see the forest because of the trees. Its greatness rests, like that of any community, on its people, and the most important thing about it in terms of figures as well as of life is its families.

There are more than 2,800,000 women in the New York market engaged in the task of the homemaker. They are tending children, planning and preparing meals, budgeting and keeping house. A few of them have some other occupation, but most of them devote themselves solely to this business, are wives, mothers and homemakers, and need to be no more. To them is due the major credit for the fact that New York is, first and foremost, a market of families and homes.

There are almost exactly twice as many of them as there are of woman workers—"females gainfully employed," in the phrase of the census taker. This is all based on the last census and, of course, the figures have changed since then, as the city grew, but the ratios have remained about constant.

It's the housewives and mothers who do the bulk of the buying.

THE DEFINITION OF A HOMEMAKER

Behind the statistics which stud the census reports are the elements of existence, birth, death, livelihood. In the bureau's formal definition of a homemaker there is almost a lilt: "That woman member of the family who was responsible for the care of the home and family."

As they went their rounds, the census takers found 12,055,187 individuals and 2,976,015 private families. Over 95 per cent of these were families with homemakers. This is a different picture of New York than most people have, nearly a fourth of them training a child, not trading in shares; cleaning the kitchen, not dancing in a spotlight; watching the cake in the oven, not loitering "at liberty" on a mid-Broadway sidewalk.

NEW YORK IS A HOMEMAKING MARKET

The market's families with one or more children under the age of ten numbered 1,142,230.

Further, though New York city is certainly an apartment-house community, its families were not all in flats. Of them, 294,037 were in one-family dwellings, constituting 17.1 per cent of the total, and 273,136, or 15.9 per cent lived in two-family homes. The percentage of suburban families living in one and two-family dwelling is, of course, much higher than in the city.

HOW NEW YORK'S 270 GREW TO OVER 12,000,000

It is not by accident or luck that New York has become the foremost market of the nation. Even a cen-

Throughout Manhattan and the other city boroughs are desirable areas of modern apartments and private homes.

The beautiful and substantial home communities surrounding New York can well be called "strongholds of buying power."

New York has grown so vast largely because of its excellent harbor and its strategic location. In these tall office buildings is transacted a large share of the world's business.

tury or two ago, the embryo of the New York of 1938 existed.

The first European definitely recorded as having used New York's excellent harbor was Giovanni de Verrazzano, who was exploring for France when he came here on July 8, 1524, thirty-two years after Columbus's landfall. He named the bay he found Santa Margarita and the land surrounding it Angoleme, both in honor of the French reigning house. These names, however, were no more tenacious than French claims to the territory, but the formal history of New York dates back to that visit. Other explorations followed, including those of Hudson, but it seems to have been exactly a century before the site was settled. There is general agreement on 1624 as the year in which a company of Hollanders commanded by Peter Minuit set up a colony in Manhattan, which Minuit purchased from the Indians in a famous transaction.

In days of the Dutch settlers, Manhattan's water front looked like this, a far cry from the metropolis of today.

ONLY 270 IN NEW YORK CITY IN 1628

Invited to this spot by the waterway advantages which were to create the present thriving port of New York, there were "270 souls, men, women and children" as the population of New Amsterdam in 1628, forerunners of over 12,000,000 in the New York trading area today.

It was a settlement with 1,500 population which the English captured in 1664, brave Stuyvesant yielding to the counsels of the clergy and not making the sacrifices which resistance would have entailed.

Shipping and agriculture were the principal activities in those days and it was said on Manhattan that it was "blessed with the richest soil in all New England." That rich soil has sprouted a crop of skyscrapers now.

As New York grew in population and commerce, its tall buildings began to sprout. Today the ninety-seven Manhattan buildings classed as skyscrapers are valued at over $750,000,000 alone. They range from the Empire State Building, eighty-six stories, down to "little fellows" of thirty stories.

A hundred years ago a forest of masts and spars fringed New York's bustling water front at South street and Maiden Lane.

MIGRATIONS GO ON WITHIN THE CITY

New York is a city of flux and change, a composite of cities rather than a single one, and the shifts which its population have made in recent years are so great that they merit being described as migrations.

Although the city as a whole has grown in size without cessation, certain sections have grown at a far faster rate than other parts in this century. Manhattan, meanwhile, has lost in resident population, although it cannot be said that the borough has been depopulated.

Brooklyn's population in 1790 was 4,495 and now it is the most populous borough with 2,739,585, according to the 1936 estimate.

Manhattan now has a population of 1,729,533, but, unlike any other borough, is not at a peak. Its 2,331,542 inhabitants in 1910 represented a maximum, from which it has fallen since. In density of population, Manhattan has not been surpassed, even though it has lost dwellers; at least, in 1920 there was a concentration of 104,200 residents to the square mile, which not even crowded Shanghai, with 89,300, exceeded.

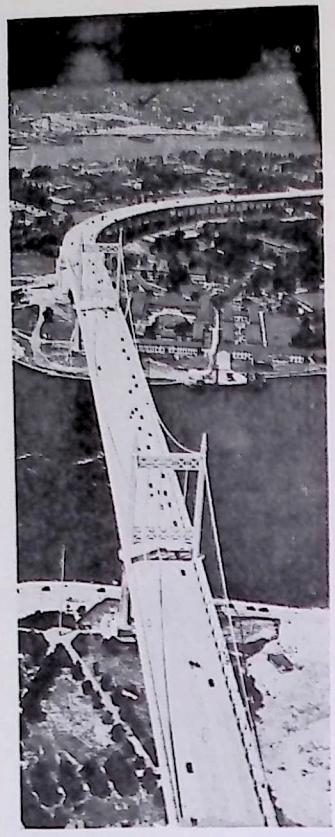
—Continued—

MANHATTAN'S INFLUX OF WORK-A-DAY POPULATION

Though their homes are in other boroughs, even outside the city and outside the State, there are many persons who, because their employment is in Manhattan, might be called day dwellers there. Of course, of those found below Fifty-ninth st. in working hours, 33.4 per cent live in that area, 29.2 come from north of that line in upper Manhattan, the Bronx and Westchester; 25.4 per cent come from Brooklyn and Queens and 10.7 per cent come from Jersey, according to the Regional Plan of New York.

The Regional Plan has discovered another point of interest concerning the area which it studies and which is far more than simply the five boroughs. It would appear that if there is a movement away from Manhattan, there is also a movement inward, for such outlying counties as Dutchess, Putnam and Fairfield have lost population, while Kings, Queens, the Bronx, Westchester and such areas have been gaining.

A flood of workers and shoppers from suburban towns engulfs New York city in the morning and ebbs again each evening.



New York's triboro bridge links Manhattan, Bronx and Queens.

Intricate networks of subway and elevated lines cover New York and provide quick transportation to all parts of the city. This has been an important factor in the growth of many residential areas within the city.

WHAT COMMUTATION TICKETS SHOW

Another indication of this is a comparison of the percentage of commutation tickets which the Long Island Railroad sold for various distance zones in 1922 and 1937:

Miles from Penn Station	Percentage of Tickets 1922	1937
0- 5	0.8	0.3
5-10	14.5	11.9
10-15	18.7	30.5
15-20	21.2	21.0
20-25	29.5	24.3
25-30	5.0	4.3
30-35	2.7	2.2
35-40	5.7	4.3
40 or more	1.9	1.2

Still another indication is the tremendous growth of the suburban counties adjoining the city.

Growth of Suburban New York Counties.

	1933, est.	1920	% Inc.
Nassau	333,300	126,120	164.3%
Suffolk	169,700	110,246	53.9%
Westchester	551,100	344,436	75.7%

The once fashionable "brownstone fronts" are now given over to furnished rooms and are making way to modern apartments.

The great hotels located throughout mid-Manhattan provide temporary homes for New York city's 115,000 daily visitors.

NEW YORK HAS 320,000 ROOMS FOR RENT

There are about 320,000 rooms for rent in New York, ranging from twenty-five cents a night to $20 a day and, of course, more than that for an insistently luxurious liver.

There are 328 of what the Hotel Association calls "legitimate" hotels. Most of these have fifty or more rooms and together they have a total of 100,000 rooms. There are 210 lesser hotels and they have 60,000 rooms. There are 395 Y. M. C. A.'s, clubs, semi-hotels and they have 40,000 rooms. Finally there are 15,000 rooming houses. These have from six to ten rooms each. If eight is taken as their room average, they add 120,000 more rooms to make the total of 320,000.

THE GREAT HOTELS ARE CITIES WITHIN THEMSELVES

A few statistics from a big hotel give an idea of the immensity of its needs and services.

Through its 2,500 telephones and more than 3,741 miles of telephone wire 30,000 calls are made a day; its elevators travel 1,250 miles a day; its lighting equipment would do for a city of 30,000 persons; fifty miles of carpet cover its floors; its supply of bed linen would cover fifty acres; it serves enough coffee in a day to do an average family for five and a half years; its daily quota of butter, milk and cream equals the product of 500 cows; the water used in it daily would fill a lake sixty acres in extent and twelve feet deep; 45,000 pieces of linen go to its laundry in an average day; in it is served food from the United States and twenty-six foreign countries; among its employees there are linguists who can speak twenty-six languages, including Esperanto and Cherokee.

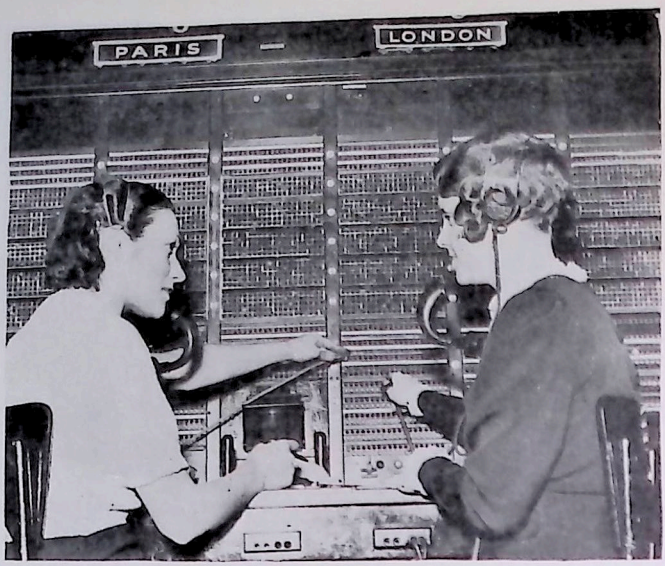
—Continued—

Fifty years ago the city's telephone wires were strung on poles.

NEW YORK'S WEB OF TELEPHONE WIRES

The telephone is one of the modern miracles which we accept as commonplaces and nowhere is it more miraculous than in New York city. Here is telephony in its greatest bulk, 1,623,487 telephones and an average of 6,687,376 calls a day over 9,250,000 miles of wire.

In Manhattan there are 208,465 residence and 697,448 business phones. Broadway alone has more telephones than Arizona, Delaware, Idaho, Mississippi, Montana, Nevada, New Mexico, North Dakota, South Carolina, Utah, Vermont or Wyoming. The Bronx has 112,530 and 44,068; Brooklyn has 227,784 and 128,314; Queens has 129,474 and 51,673, and Staten Island has 15,408 and 8,323.



Now Manhattan's maze of telephone wires is underground and the system has been extended to include trans-oceanic service.

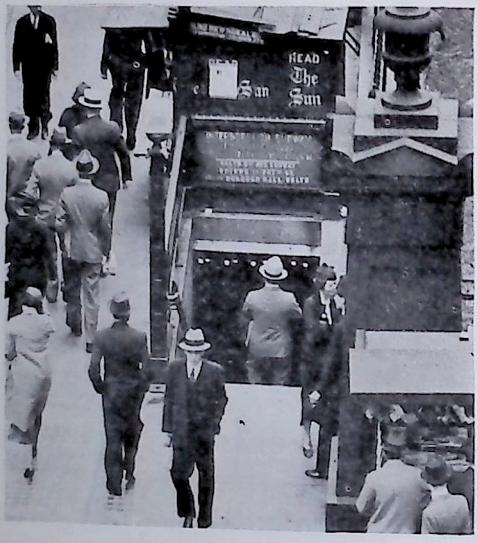
HOW NEW YORK KEEPS MOVING

What would happen to New York if its subways, elevated lines, street cars and buses ceased to function? Extending the simile which makes the town a giant, it would be as though the veins and arteries had ceased their task of keeping the corpuscles moving. The city would sicken speedily and die.

A wonder of it is that those arteries do function so nearly perfectly as they do. Keeping trains running in the subways on one-minute headways in rush hours is a piece of railroading as neat as it is unnoticed.

Nickels poured into turnstiles and fare boxes in the year ended last June 30 at the rate of 3,120,999,488. The I. R. T. subway received 799,647,996 of the payments, the I. R. T. elevated lines, 211,325,828; the B. M. T., 590,488,471; the Independent System, 289,051,019, making a total of 1,890,513,314 for rapid transit, while the street surface lines got 564,161,919 fares and buses, 587,595,507.

It is not quite correct to say that these lines carried 3,120,999,488 passengers in the period. There were repeaters and each New Yorker averaged more than 445 trips a year.



The subway and elevated lines of the city are among the world's most efficient railroads.

Nearly two billion passengers are carried annually on New York's great rapid transit lines.

Traffic congestion cuts down urban automobile ownership, especially in Manhattan where only one family in four owns a car.

But in the suburbs practically every family owns a car.

NEW YORK ALSO GOES PLACES IN ITS AUTOMOBILES

Registration figures for the year 1937 show that there were 1,965,905 passenger cars in the New York market. Of these, 759,643 were in the five boroughs of New York city and 1,206,262 in the twenty-three surrounding suburban counties.

In New York the greatest concentration of automobile ownership is in the suburban residential areas where a car is a necessity. Within the city, and particularly in Manhattan, congested traffic takes all the fun out of driving. Consequently it is not surprising to find that in Manhattan there are only twenty-six automobiles for every 100 families while the average for the entire city is forty-two cars for every 100 families.

Taking the market as a whole, there are sixty-four passenger cars for every 100 families and this ratio is considerably higher in certain suburban areas. In Putnam county (New York), for instance, there are 214 cars for every 100 families. In Nassau county (Long Island), there are 140; in Suffolk county (Long Island), 137; in Ocean county (New Jersey), 131; and in Sussex county New Jersey), there are 117 automobiles for every 100 families.

A glimpse at the parking lots shows the vastness of New York as a market for automobiles and automotive products.

SMALL ARMIES SERVE NEW YORK CITY

There is one thing which New York wants no vastness about and that is fires. Of all the figures concerning the work of the city's fire department, perhaps the most significant is the set concerning how little flames were allowed to spread. In 1936, the year for which completely analyzed figures are now available, 28,453 fires were confined to the area involved when the firemen arrived; forty-four spread, but no further than the building in which they were found and only nine extended to other buildings.

New York's fire department had 222 engine companies, 125 hook and ladder companies, nine fire boats, four rescue companies and 6,717 men. The measure of the companies was not that of apparatus, for there were more than one piece to a company: 264 pumping engines, three

—Continued—

searchlights, 125 hose wagons, 149 hook and ladder aerial trucks, nine water towers, 136 chief's cars, thirteen thawing trucks, to make winter-balky hydrants give forth water and so on to a total of 773 pieces.

THE POLICE FORCE

Mostly we see policemen directing traffic and we may picture them as drawing revolvers and chasing snarling criminals through dark alleys. They do both and many things besides. There are specialists in a multitude of subjects and activities among the more than 18,000 who compose New York city's "finest" and their work ranges from teaching boys how to kick footballs to giving advice on the law.

The motorcycle division is mounted on 264 cycles and has ten ordinary sidecars and fourteen armored sidecars. In the department's stables are 387 horses, many of them those remarkably trained beasts which still are about the most effective harmless means of controlling crowds that have been found.

The emergency trucks, those stout green machines which go hooting through the streets, made 8,316 runs on 7,891 cases. Their crews answered 1,094 asphyxia calls involving 1,438 persons. They released 118 persons from stalled elevators, attended twenty-one cave-ins, seventy-six explosions, extricated eight persons from revolving doors or turnstiles, got fifty-six persons out of buildings in which they were locked, assisted 120 cats.

KEEPING STREETS CLEAN

Keeping this city clean is a task as stupendous as it is essential. It is difficult to realize that there are removed a daily average of 5,000 truck loads of ashes, garbage and rubbish throughout the year and that 1,000,000,000 gallons of sewage are disposed of each day through 3,800 miles of sewers. It is appalling to think what the result would be if this service lapsed. What, for instance, would be the result if even one relatively small item were neglected and disposal were not made of the 800 dead animals which the Department of Sanitation takes off daily?

To keep New York clean there is a staff of 14,000 workers. They operate 3,000 vehicles, seventy-two scows, fifty-eight garages, 226 district stations, four machine shops, twenty-one incinerators, sixteen sewage screening plants.

Every effort is made to use as much of the material collected as possible. Ashes and rubbish can be used for filling in swampy places, forming a basis for more solid New York land, such as the area on which New York's World's Fair will stand in 1939. In a year Manhattan yields nearly five million cubic yards of rubbish, garbage and ashes;

A 5-alarm blaze like this is the city's greatest menace and it takes a highly trained and efficient force to fight it.

"New York's finest" must be able to handle every situation, from restraining a crowd to helping cats out of trees.

New York city alone has over 5,000 miles of streets to keep clean and in repair, a tremendous task never quite finished.

New York is one of the thriftiest communities in the world.

Brooklyn's total is around 4,500,000 cubic yards; that from the Bronx 1,250,000, from Queens 1,750,000, from Richmond 180,000.

NEW YORK IS A MARKET OF GREAT WEALTH

In point of income tax returns, the New York trading area files more than the entire States of Pennsylvania, California, Texas and Indiana combined. The market accounts for 21.1 per cent of all the returns filed in the country or a total of 863,907 in 1934.

NEW YORK'S 917 MILES OF SAVINGS BANK DEPOSITORS

If all the depositors in mutual savings banks of Greater New York were to line up at a single window for declared dividends, the line—allowing twelve inches to the man—would reach along 917 miles of highway to Marquette, Ill., a little town 180 miles beyond Chicago.

The last man would receive his dividend in 52 years 2 months and 1 week, even though the line passed the window at the rate of 2 depositors a minute, 33 hours a week, 52 weeks a year—discounting, of course, the legal holidays.

Last September 300,000 American Legionnaires paraded up Fifth avenue for seventeen hours and sixteen minutes. But, if New York's legion of the thrifty was to march in similar formation and tempo, the parade would continue constantly for 2,780 hours. Half of the city would be on the march. The last platoon would pass the reviewing stand sixteen and a half weeks after the first.

Of the 4,843,326 depositors in Greater New York, 2,671,248 have $2,621,000,000 in the banks of New York county; 1,602,673 have $1,152,000,000 in Kings county; 298,788 have $164,000,000 in Queens; 209,952 have $144,000,000 in the Bronx and 60,665 have $26,000,000 in Richmond.

The average account has $847.97 on deposit, exclusive of accrued interest.

Among factors which point out the high purchasing power of the New York market is its large number of savings accounts.

HOUSEWIVES LEAD IN SAVING

A large mutual savings bank in Manhattan has on its wall an illustrated classification of its depositors. Housewives are the most numerous and account for nearly a quarter of the total number of depositors. A fifth are executives and office workers; 16 per cent are termed miscellaneous; 15 per cent are mechanics; 13 per cent are merchants and salesmen and 10 per cent are professional men and women.

THE NEW YORK MARKET ALSO HAS ITS POOR

There are over 1,300 public and private health and welfare agencies listed by the Welfare Council of the City of New York as directly aiding the destitute, the distressed and the handicapped in this area.

There are 366 agencies in child welfare, 105 day nurseries, 102 homes for the aged, 75 which aid immigrants, travelers and foreign born, 21 for seamen and nearly 340 health agencies, including hospitals.

How many persons all these organizations assist, it seems impossible to say. It is estimated that there are about 1,000,000 persons dependent on home relief or work relief in this city. That is a general figure, but it gives an idea of the number of persons who require assistance and get it from public sources.

NEW YORK IS A PORT OF ROMANTIC CARGOES . . . AND A MARKET FOR MANY PRODUCTS

The ivory, in the form of natural tusks, entering the United States through this port in a year, was 30,530 pounds, with a value of $56,942. The apes must have been hidden under the miscellaneous heading, "other animals," of which 111,722 came in, with a value of $34,288. Nineteen monkey skins, however, entered here. They were worth $22.

At any rate, the two traditional components of romantic cargo were included in the host of items making up the imports entered through the New York customs district. In a single year, imports into the United States totaled $2,423,976,880 in value, and $1,197,023,781 worth came through this district.

There is scarcely a commodity one can call to mind which is not represented, and the quantity in which they came is staggering.

Probably the most valuable import, taking bulk into account, was radium salts. The 204 grains which entered were appraised $536,019.

Hot dog! was an exclamation more in use some time ago than now, which might be revived at the thought of importation of 10,376,811 pounds of sausage casings, appraised at $4,912,557.

There was no sign of dearth of canapes, with 1,674,608 pounds of anchovies in oil, worth $551,453 entering, and 393,944 pounds of caviar and such roe, worth $337,988.

Kangaroo and wallaby skins alone entered to the extent of 611,492 pieces, appraised at $316,791, and finished leather gloves imported totaled 4,444,402 pairs of women's and children's, appraised at $3,770,699, plus 17,430 pairs of men's, with a value of $29,179.

How many undressed coney and rabbit skins were imported? There were 125,367,999, worth $20,402,325.

There were imported 2,351,399 pounds of garlic, with a $79,026 value.

Coffee imports were 914,532,280 pounds, appraised at $78,331,651. The appraisers set $16,371,985 as the worth of the 3,693,180 proof gallons of whisky imported. Going backward from the nineteenth hole, one finds 530,327 golf balls, with a value of $84,095, brought in.

Jaw-chumpers were responsible for importation here of 5,041,706 pounds of crude chicle, worth $1,079,531.

MY WORD! WATTLE BARK!

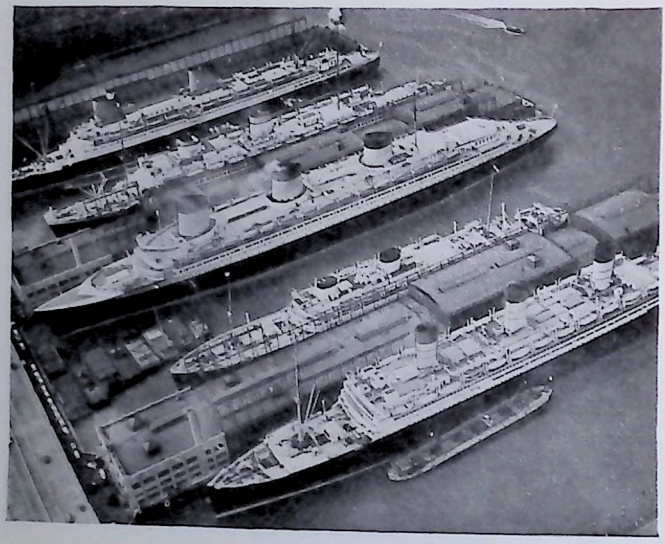
Wattle bark—whatever is that? without looking it up—was imported to the extent of 23,998,576 pounds, worth $261,556.

Take another guess, at how much cigarette paper. The answer is 2,890,749 pounds, worth $786,483. Hyacinth bulbs entered, 12,308,817 of them, with a value of $542,256.

Diamonds were imported in three classifications, 96,606 carats rough and uncut, worth $6,191,134; 375,837 carats cut but not set, $18,714,439, and 810,797 carats of glaziers, engravers and miners' diamonds, $3,417,343.

Mere excerpts from a many page list, these jottings nevertheless give some idea of the variety, value and vastness of the great New York market, its highly diversified lines of business activity and its gigantic consuming power.

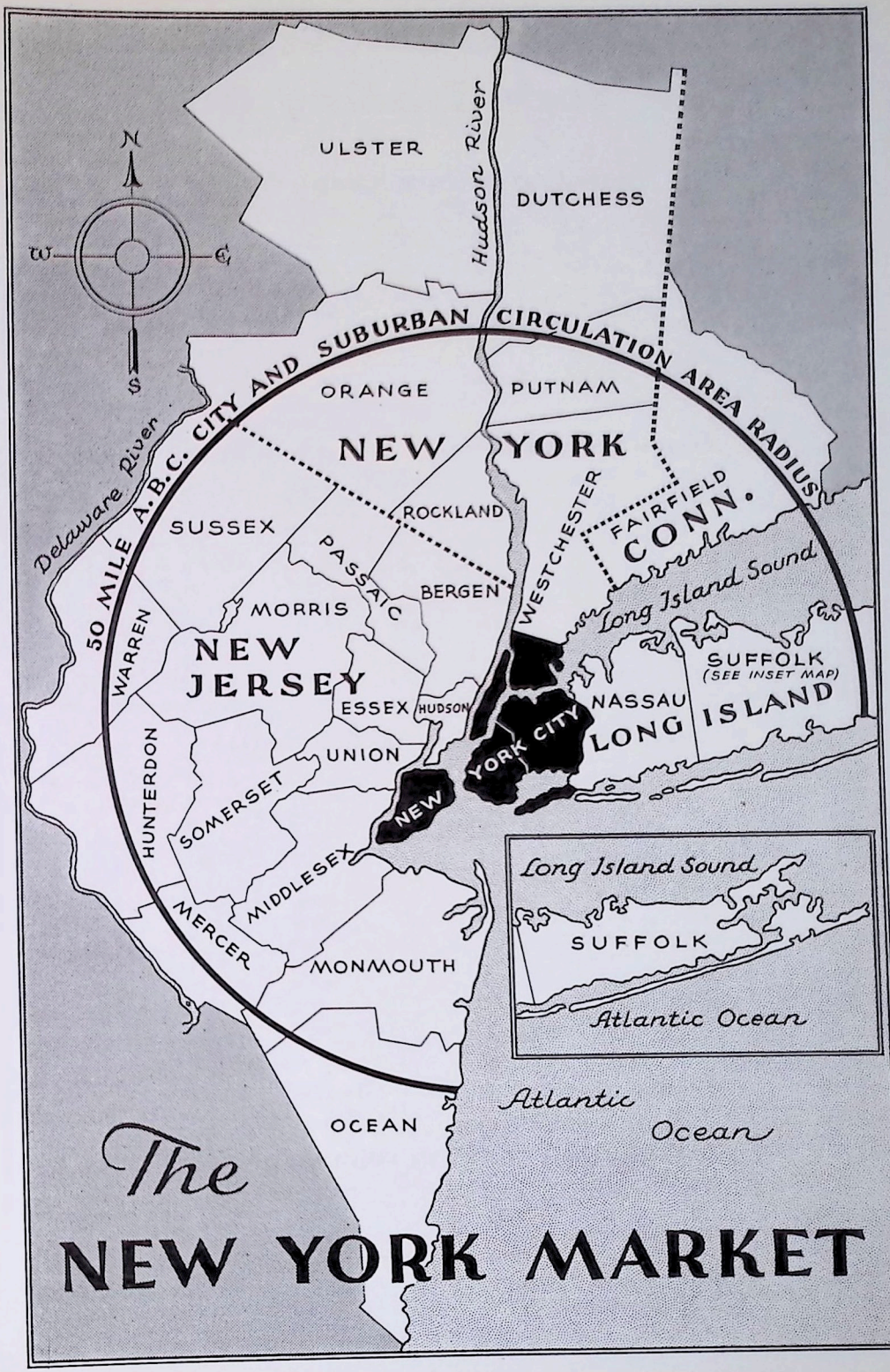
Ships of all nations point their prows to and from New York.



The Europa, Rex, Normandie, Georgic and Berengaria (top to bottom) are a few of the great liners that ply New York's harbor.

THE NEW YORK MARKET

As defined jointly by the Publishers' Association and the Merchants' Association, the New York Trading Area consists of the 5 boroughs of New York City plus the 23 nearest suburban counties (8 in New York State, 14 in New Jersey and 1 in Connecticut). *The Trading Area differs from the City and Suburban Circulation Area as defined by the Audit Bureau of Circulations in that the latter includes only the territory within a radius of 50 miles from City Hall as shown by the New York market map on the opposite page.*



The NEW YORK MARKET

Area, Population and Growth of the New York Trading Area

BOROUGHS IN NEW YORK CITY

	Area in Square Miles	Families 1933	Population 1933 Census Estimate	Per Cent of Total Population	Population 1930 Census	Population 1920 Census	1920-1933 Population Increase	1920-1933 Increase Per Cent
Manhattan	22	449,116	1,796,100	14.4	1,867,312	2,284,103	488,003*	21.4*
Bronx	41	339,144	1,356,300	10.9	1,265,258	732,016	624,284	85.3
Brooklyn	71	663,385	2,653,000	21.2	2,560,401	2,018,356	634,644	31.4
Queens	108	295,910	1,183,400	9.5	1,079,129	469,042	714,358	152.3
Richmond	57	41,383	165,500	1.3	158,346	116,531	48,969	42.0
Total N. Y. City	**299**	**1,788,938**	**7,154,300**	**57.3**	**6,930,446**	**5,620,048**	**1,534,252**	**27.3**

SUBURBAN COUNTIES IN NEW YORK STATE

Dutchess	806	26,119	107,800	0.9	105,462	91,747	16,053	17.5
Nassau	274	80,755	333,300	2.7	303,053	126,120	207,180	164.3
Orange	834	32,031	132,200	1.1	130,383	119,844	12,356	10.3
Putnam	233	3,440	14,200	0.1	13,744	10,802	3,398	31.5
Rockland	183	15,022	62,000	0.5	59,599	45,548	16,452	36.1
Suffolk	920	41,116	169,700	1.3	161,055	110,246	59,454	53.9
Ulster	1,137	19,625	81,000	0.6	80,155	74,979	6,021	8.0
Westchester	448	133,525	551,100	4.4	520,947	344,436	206,664	75.7
Total Suburban N. Y. State	**4,835**	**351,633**	**1,451,300**	**11.6**	**1,374,398**	**923,722**	**527,578**	**57.1**

SUBURBAN COUNTIES IN NEW JERSEY

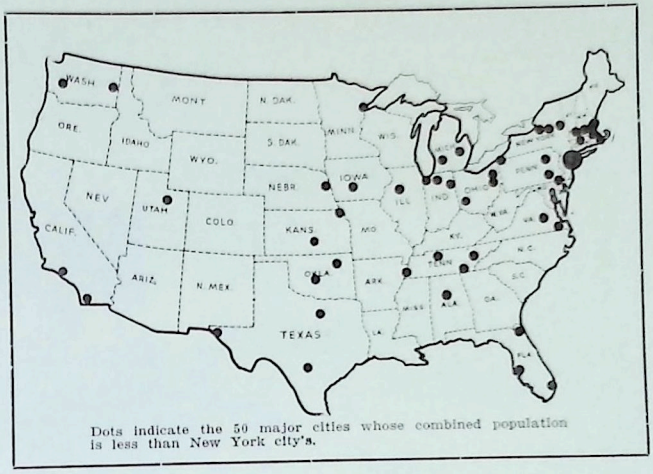
Bergen	237	94,933	391,400	3.1	364,977	210,703	180,697	85.8
Essex	127	209,683	864,500	6.9	833,513	652,089	212,411	32.6
Hudson	43	170,099	701,300	5.6	690,730	629,154	72,146	11.5
Hunterdon	437	8,489	35,000	0.3	34,728	32,885	2,115	6.4
Mercer	226	46,521	191,800	1.5	187,143	159,881	31,919	20.0
Middlesex	312	53,530	220,700	1.8	212,208	162,334	58,366	36.0
Monmouth	475	37,449	154,400	1.2	147,209	104,925	49,475	47.2
Morris	475	27,942	115,200	0.9	110,445	82,694	32,506	39.3
Ocean	641	8,466	34,900	0.3	33,069	22,155	12,745	57.5
Passaic	196	75,069	309,500	2.5	302,129	259,174	50,326	19.4
Somerset	305	16,518	68,100	0.6	65,132	47,991	20,109	41.9
Sussex	529	6,864	28,300	0.2	27,830	24,905	3,395	13.6
Union	103	78,392	323,200	2.6	305,209	200,157	123,043	61.5
Warren	362	12,127	50,000	0.4	49,319	45,057	4,943	11.0
Total Suburban in New Jersey	**4,468**	**846,082**	**3,488,300**	**27.9**	**3,363,641**	**2,634,104**	**854,196**	**32.4**

SUBURBAN COUNTY IN CONNECTICUT

Fairfield	631	96,959	398,000	3.2	386,702	320,936	77,064	24.0
Total Suburban Counties	**9,934**	**1,294,674**	**5,337,600**	**42.7**	**5,124,741**	**3,878,762**	**1,458,838**	**37.6**
TOTAL NEW YORK TRADING AREA	**10,233**	**3,083,612**	**12,491,900**	**100.0**	**12,055,187**	**9,498,810**	**2,993,090**	**31.5**

*Decrease.

NEW YORK CITY'S POPULATION IS LARGER THAN THE COMBINED POPULATIONS OF 50 OTHER MAJOR AMERICAN CITIES . . .



Dots indicate the 50 major cities whose combined population is less than New York city's.

There are 93 cities in this country, in addition to New York City, which have over 100,000 population.

The largest of these has less than half New York's population and the combined population of 50 of the cities in this group is less than the population of New York City alone.

To visualize the sales possibilities of New York, imagine these 50 major communities, many of them the largest cities in their respective States, concentrated into one tremendous market area—New York City, comprising 5 closely linked boroughs.

The Sun

NEW YORK

NEW YORK CITY HAS MORE PEOPLE THAN THESE 50 MAJOR CITIES COMBINED!

City	1933 Population Estimated by U. S. Bureau of Census
Birmingham, Ala.	273,300
Memphis, Tenn.	261,500
San Antonio, Tex.	243,500
Omaha, Neb.	217,800
Syracuse, N. Y.	214,500
Dayton, Ohio	206,600
Oklahoma City, Okla.	201,400
Richmond, Va.	184,900
Youngstown, Ohio	174,200
Grand Rapids, Mich.	172,800
Fort Worth, Tex.	169,200
Hartford, Conn.	168,500
Flint, Mich.	167,200
San Diego, Cal.	160,100
Long Beach, Cal.	157,100
Nashville, Tenn.	156,200
Springfield, Mass.	153,400
Tulsa, Okla.	148,000
Des Moines, Iowa	145,300
Scranton, Pa.	144,400
Salt Lake City, Utah.	144,200
Jacksonville, Fla.	138,900
Albany, N. Y.	129,800
Norfolk, Va.	*129,710
Chattanooga, Tenn.	123,500
Kansas City, Kan.	123,400
Fort Wayne, Ind.	120,100
Erie, Pa.	118,300
Wichita, Kan.	117,600
Spokane, Wash.	116,600
Fall River, Mass.	*115,274
Cambridge, Mass.	114,300
New Bedford, Mass.	*112,597
Reading, Pa.	111,800
Knoxville, Tenn.	110,600
Peoria, Ill.	109,800
South Bend, Ind.	109,600
Miami, Fla.	108,200
Tacoma, Wash.	108,200
Gary, Ind.	108,000
Canton, Ohio	107,500
Wilmington, Del.	*106,597
Tampa, Fla.	106,500
Somerville, Mass.	105,800
El Paso, Tex.	105,800
Evansville, Ind.	105,100
Lynn, Mass.	102,900
Utica, N. Y.	102,600
Duluth, Minn.	101,900
Lowell, Mass.	*100,234
TOTAL 50 CITIES	7,135,312
NEW YORK CITY	7,154,300

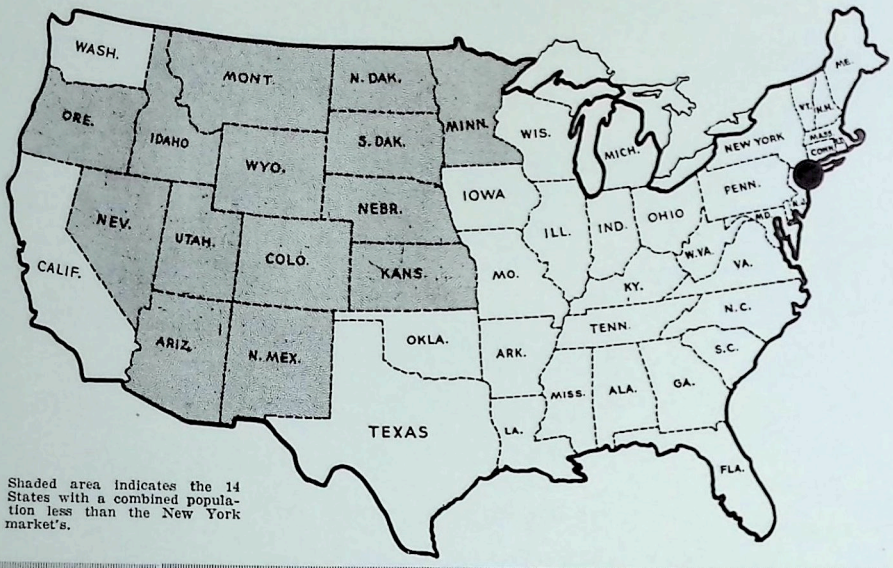
*1930 Federal Census—No Estimate made in 1933.

Source: U. S. Census Bureau.

HOW THE NEW YORK MARKET COMPARES WITH 14 GREAT STATES IN POPULATION	Population 1933
Arizona	453,000
Colorado	1,052,000
Idaho	447,000
Kansas	1,900,000
Minnesota	2,594,000
Montana	543,000
Nebraska	1,392,000
Nevada	93,000
New Mexico	434,000
North Dakota	687,000
Oregon	983,000
South Dakota	702,000
Utah	518,000
Wyoming	231,000
TOTAL, 14 STATES	12,029,000
NEW YORK MARKET	12,492,000

Source: 1933 population, estimated by U. S. Bureau of Census

THERE ARE MORE PEOPLE IN THE NEW YORK MARKET THAN IN 14 STATES COMBINED . . .



Shaded area indicates the 14 States with a combined population less than the New York market's.

New York State is the only State in the Union having a population larger than that of the New York trading area's 12,492,000 people. Pennsylvania ranks second among the States in population but it has 2,705,000 fewer people than the New York market. Illinois ranks third but the New York market has 4,666,000 more population than that of the entire State.

The tremendously concentrated sales possibilities of the New York trading area are shown by a comparison with 14 States whose area is equal to nearly half the nation's area.

The Sun
NEW YORK

POPULATION of CITIES and TOWNS

In the New York Trading Area

In the 23 suburban counties surrounding New York city and exclusive of it there are:

452 communities of over 1,000 population
159 cities of more than 5,000 population
85 cities of more than 10,000 population
35 cities of more than 25,000 population
17 cities of more than 50,000 population
8 cities of more than 100,000 population

No other metropolitan market has as many communities, as many outlets, as many customers for advertised products as New York. The following breakdown gives detailed population figures:

IN NEW YORK STATE

Town and County.	*1930 Population.*
Amagansett (*Suffolk*)	1,017
Amityville (*Suffolk*)	4,437
Ardsley (*Westchester*)	1,135
Armonk (*Westchester*)	2,129
Babylon (*Suffolk*)	4,342
Baldwin (*Nassau*)	10,977
Bayport (*Suffolk*)	1,273
Bayshore (*Suffolk*)	6,387
Bayville (*Nassau*)	1,042
Beacon (*Dutchess*)	11,933
Bedford (*Westchester*)	1,310
Bedford Hills (*Westchester*)	1,500
Bellerose (*Nassau*)	1,202
Bellmore (*Nassau*)	4,301
Bellport (*Suffolk*)	633
Blue Point (*Suffolk*)	979
Brentwood (*Suffolk*)	495
Brewster (*Putnam*)	1,664
Briarcliff Manor (*Westchester*)	1,794
Bridgehampton (*Suffolk*)	1,229
Brightwaters (*Suffolk*)	1,061
Bronxville (*Westchester*)	6,387
Buchanan (*Westchester*)	1,346
Campbell Hall (*Orange*)	1,130
Cedarhurst (*Nassau*)	5,065
Center Moriches (*Suffolk*)	1,460
Centerport (*Suffolk*)	4,760
Central Islip (*Suffolk*)	1,598
Central Park (*Nassau*)	3,170
Central Valley (*Orange*)	1,049
Chappaqua (*Westchester*)	2,031
Chester (*Orange*)	1,154
Cold Spring (*Putnam*)	1,784
Congers (*Rockland*)	1,316
Copiague (*Suffolk*)	1,663
Cornwall (*Orange*)	1,910
Croton Falls (*Westchester*)	749
Croton-on-Hudson (*Westchester*)	2,447
Cutchogue (*Suffolk*)	1,240
Dobbs Ferry (*Westchester*)	5,741
Easthampton (*Suffolk*)	1,934
East Islip (*Suffolk*)	1,807
East Moriches (*Suffolk*)	1,262
East Northport (*Suffolk*)	2,120
Eastport (*Suffolk*)	1,121
East Quogue (*Suffolk*)	1,516
East Rockaway (*Nassau*)	4,340
East Williston (*Nassau*)	493
Ellenville (*Ulster*)	3,280
Elmont (*Nassau*)	5,014
Elmsford (*Westchester*)	2,935
Farmingdale (*Nassau*)	3,373
Firthcliffe (*Orange*)	2,050
Fishkill (*Dutchess*)	553
Floral Park (*Nassau*)	10,016
Fort Montgomery (*Orange*)	886
Freeport (*Nassau*)	15,467
Garden City (*Nassau*)	7,180
Garrison (*Putnam*)	1,060
Glen Cove (*Nassau*)	11,430
Glen Head (*Nassau*)	1,509
Goshen (*Orange*)	2,891
Great Neck (*Nassau*)	4,010
Great Neck Estates (*Nassau*)	1,738
Greenlawn (*Suffolk*)	1,237
Greenport (*Suffolk*)	3,062
Greenvale (*Nassau*)	1,420
Greenwood Lake (*Orange*)	332
Hampton Bays (*Suffolk*)	1,031
Harmon (*Westchester*)	1,158
Harriman (*Orange*)	657
Harrison (*Westchester*)	5,503
Hartsdale (*Westchester*)	1,873
Hastings-on-Hudson (*Westchester*)	7,097
Haverstraw (*Rockland*)	5,621
Hawthorne (*Westchester*)	1,558
Hempstead (*Nassau*)	12,650
Hicksville (*Nassau*)	6,772
Highland Falls (*Orange*)	2,910
Highland Mills (*Orange*)	1,823
Hillburn (*Rockland*)	1,303
Holtsville (*Suffolk*)	915
Hopewell Junction (*Dutchess*)	1,156
Huntington (*Suffolk*)	5,077
Huntington Station (*Suffolk*)	4,178
Inwood (*Nassau*)	8,191
Irvington (*Westchester*)	3,067
Island Park (*Nassau*)	1,002
Islip (*Suffolk*)	3,313
Jamesport (*Suffolk*)	1,673
Katonah (*Westchester*)	1,228
Kings Park (*Suffolk*)	8,199
Kingston (*Ulster*)	28,088
Lakeview (*Nassau*)	2,382
Larchmont (*Westchester*)	5,282
Lawrence (*Nassau*)	3,041
Lindenhurst (*Suffolk*)	4,040
Locust Valley (*Nassau*)	2,918
Long Beach (*Nassau*)	5,817
Lynbrook (*Nassau*)	11,993
Malverne (*Nassau*)	2,256
Mamaroneck (*Westchester*)	11,766
Manhasset (*Nassau*)	2,562
Mastic (*Suffolk*)	709
Mattituck (*Suffolk*)	1,938
Maybrook (*Orange*)	1,159
Medford (*Suffolk*)	4,095
Merrick (*Nassau*)	3,662
Middletown (*Orange*)	21,276
Mill Neck (*Nassau*)	516
Millbrook (*Dutchess*)	1,296
Millerton (*Dutchess*)	919
Mineola (*Nassau*)	8,155
Monroe (*Orange*)	1,621
Montauk (*Suffolk*)	608
Mount Kisco (*Westchester*)	5,127
Mount Vernon (*Westchester*)	61,499
Nanuet (*Rockland*)	1,630
Newburgh (*Orange*)	31,275
New City (*Rockland*)	1,509
New Hampton (*Orange*)	942
New Hyde Park (*Nassau*)	3,314
New Paltz (*Ulster*)	1,362
New Rochelle (*Westchester*)	54,000
North Bellmore (*Nassau*)	1,897
North Pelham (*Westchester*)	4,890
Northport (*Suffolk*)	2,528
No. Tarrytown (*Westchester*)	7,417
N. White Plains (*Westchester*)	1,955
Nyack (*Rockland*)	5,392

—Continued

Note: No later figures than the 1930 figures are available for all cities and towns. For 1933 figures for cities over 10,000 population see other pages in Part IV.

IN NEW YORK STATE —*Continued*

Town and County.	*1930 Population.*
Oceanside (*Nassau*)	3,749
Old Westbury (*Nassau*)	1,264
Orange Lake (*Orange*)	1,278
Ossining (*Westchester*)	15,241
Oyster Bay (*Nassau*)	5,330
Patchogue (*Suffolk*)	6,860
Pawling (*Dutchess*)	1,204
Pearl River (*Rockland*)	2,575
Peconic (*Suffolk*)	1,899
Peekskill (*Westchester*)	17,125
Pelham (*Westchester*)	2,053
Pelham Manor (*Westchester*)	4,908
Piermont (*Rockland*)	1,765
Pine Hill (*Ulster*)	289
Pine Island (*Orange*)	1,118
Pleasantville (*Westchester*)	4,540
Port Chester (*Westchester*)	22,662
Port Jefferson (*Suffolk*)	2,229
Port Jervis (*Orange*)	10,243
Port Washington (*Nassau*)	10,517
Poughkeepsie (*Dutchess*)	40,288
Quogue (*Suffolk*)	758
Red Hook (*Dutchess*)	996
Rhinebeck (*Dutchess*)	1,539
Riverhead (*Suffolk*)	4,069
Rockland Lake (*Rockland*)	1,262
Rockville Centre (*Nassau*)	13,718
Rocky Point (*Suffolk*)	305
Ronkonkoma (*Suffolk*)	2,760
Roosevelt (*Nassau*)	5,829
Rosendale (*Ulster*)	539
Roseton (*Orange*)	2,414
Roslyn (*Nassau*)	2,266
Rye (*Westchester*)	8,712
Sag Harbor (*Suffolk*)	2,773
St. James (*Suffolk*)	1,167
Saugerties (*Ulster*)	4,060
Sayville (*Suffolk*)	3,124
Scarsdale (*Westchester*)	9,690
Sea Cliff (*Nassau*)	3,456
Seaford (*Nassau*)	1,723
Setauket (*Suffolk*)	3,667
Shelter Island (*Suffolk*)	1,074
Shinnecock Hills (*Suffolk*)	194
Sloatsburg (*Rockland*)	1,623
Smithtown (*Suffolk*)	183
Southampton (*Suffolk*)	3,737
Southfields (*Orange*)	579
South Nyack (*Rockland*)	2,212
Southold (*Suffolk*)	1,651
Spring Valley (*Rockland*)	3,948
Stewart Manor (*Nassau*)	1,291
Suffern (*Rockland*)	3,757
Syosset (*Nassau*)	1,358
Tarrytown (*Westchester*)	6,841
Thornwood (*Westchester*)	1,303
Tivoli (*Dutchess*)	713
Tompkins Cove (*Rockland*)	1,347
Tuckahoe (*Westchester*)	6,138
Tuxedo (*Orange*)	2,606
Valhalla (*Westchester*)	1,731
Valley Cottage (*Rockland*)	1,003
Valley Stream (*Nassau*)	11,790
Verplanck (*Westchester*)	1,267
Wading River (*Suffolk*)	2,430
Walden (*Orange*)	4,283
Wantagh (*Nassau*)	1,284
Wappinger Falls (*Dutchess*)	3,336
Warwick (*Orange*)	2,443
Water Mill (*Suffolk*)	1,897
West Babylon (*Suffolk*)	1,196
Westbury (*Nassau*)	4,644
West Haverstraw (*Rockland*)	2,834
West Hempstead (*Nassau*)	1,776
West Nyack (*Rockland*)	1,278
West Point (*Orange*)	886
West Sayville (*Suffolk*)	1,058
White Plains (*Westchester*)	35,830
Williston Park (*Nassau*)	4,427
Woodmere (*Nassau*)	8,028
Yaphank (*Suffolk*)	569
Yonkers (*Westchester*)	134,646
Yorktown Heights (*Westchester*)	2,724

IN NEW JERSEY

Town and County.	*1930 Population.*
Allendale (*Bergen*)	1,730
Alpha (*Warren*)	2,374
Andover (*Sussex*)	479
Asbury Park (*Monmouth*)	14,981
Atlantic H'lands (*Monmouth*)	2,000
Augusta (*Sussex*)	1,074
Avenel (*Middlesex*)	2,134
Avon-by-the-Sea (*Monmouth*)	1,220
Bayonne (*Hudson*)	88,979
Belford (*Monmouth*)	1,304
Belleville (*Essex*)	26,974
Belmar (*Monmouth*)	3,491
Belvidere (*Warren*)	2,073
Bergenfield (*Bergen*)	8,816
Bernardsville (*Somerset*)	3,336
Blairstown (*Warren*)	632
Bloomfield (*Essex*)	38,077
Bloomingdale (*Passaic*)	2,543
Bloomsbury (*Hunterdon*)	639
Bogota (*Bergen*)	7,341
Boonton (*Morris*)	6,866
Bound Brook (*Somerset*)	7,372
Bradley Beach (*Monmouth*)	3,306
Branchville (*Sussex*)	665
Brielle (*Monmouth*)	684
Budd Lake (*Morris*)	1,235
Butler (*Morris*)	3,392
Caldwell (*Essex*)	5,141
Carlstadt (*Bergen*)	5,425
Carteret (*Middlesex*)	13,339
Cedar Grove (*Essex*)	4,793
Chatham (*Morris*)	3,869
Chester (*Morris*)	1,453
Cliffside Park (*Bergen*)	15,267
Clifton (*Passaic*)	46,875
Clinton (*Hunterdon*)	932
Closter (*Bergen*)	2,502
Cranford (*Union*)	11,126
Cresskill (*Bergen*)	1,924
Deal (*Monmouth*)	800
Delaware (*Warren*)	1,049
Demarest (*Bergen*)	1,013
Dover (*Morris*)	10,031
Dumont (*Bergen*)	5,841
Dunellen (*Middlesex*)	5,148
East Millstone (*Somerset*)	364
East Newark (*Hudson*)	2,686
East Orange (*Essex*)	68,020
East Paterson (*Bergen*)	4,779
East Rutherford (*Bergen*)	7,080
Eatontown (*Monmouth*)	1,938
Edgewater (*Bergen*)	4,089
Elizabeth (*Union*)	114,589
Emerson (*Bergen*)	1,394
Englewood (*Bergen*)	17,805
Englishtown (*Monmouth*)	797
Essex Fells (*Essex*)	1,115
Fanwood (*Union*)	1,681
Fair Haven (*Monmouth*)	2,260
Fairlawn (*Bergen*)	5,990
Fairview (*Bergen*)	9,067
Farmingdale (*Monmouth*)	629
Flagtown (*Somerset*)	1,151
Flemington (*Hunterdon*)	2,729
Florham Park (*Morris*)	1,269
Fords (*Middlesex*)	4,746
Fort Lee (*Bergen*)	8,759
Franklin (*Sussex*)	4,176
Freehold (*Monmouth*)	6,894
Frenchtown (*Hunterdon*)	1,189
Garfield (*Bergen*)	29,739
Garwood (*Union*)	3,344
Glen Ridge (*Essex*)	7,635
Glen Rock (*Bergen*)	4,369
Greystone Park (*Morris*)	1,043
Guttenberg (*Hudson*)	6,535
Hackensack (*Bergen*)	24,568
Hackettstown (*Warren*)	3,038
Haledon (*Passaic*)	4,812
Hamburg (*Sussex*)	1,160
Hamilton Square (*Mercer*)	1,558

—*Continued*

IN NEW JERSEY —*Continued*

Town and County.	1930 Population.
Hampton (*Hunterdon*)	861
Harrington Park (*Bergen*)	1,251
Harrison (*Hudson*)	15,601
Hasbrouck Heights (*Bergen*)	5,658
Haworth (*Bergen*)	1,042
Hawthorne (*Passaic*)	11,868
Hibernia (*Morris*)	1,228
High Bridge (*Hunterdon*)	1,860
Highland Park (*Middlesex*)	8,691
Highlands (*Monmouth*)	1,877
Hightstown (*Mercer*)	3,012
Hillsdale (*Bergen*)	2,959
Hillside (*Union*)	17,601
Hoboken (*Hudson*)	59,261
Hohokus (*Bergen*)	925
Hopewell (*Mercer*)	1,467
Irvington (*Essex*)	56,733
Iselin (*Middlesex*)	2,657
Jamesburg (*Middlesex*)	2,048
Jersey City (*Hudson*)	316,715
Keansburg (*Monmouth*)	2,190
Kearny (*Hudson*)	40,716
Kenilworth (*Union*)	2,243
Keyport (*Monmouth*)	4,940
Lakehurst (*Ocean*)	947
Lakewood (*Ocean*)	7,869
Lambertville (*Hunterdon*)	4,518
Landing (*Lake Hopatcong*) (*Morris*)	2,069
Ledgewood (*Morris*)	1,810
Leonia (*Bergen*)	5,350
Lincoln Park (*Morris*)	1,831
Linden (*Union*)	21,206
Little Falls (*Passaic*)	3,117
Little Ferry (*Bergen*)	4,155
Little Silver (*Monmouth*)	1,109
Livingston (*Essex*)	2,809
Lodi (*Bergen*)	11,549
Long Branch (*Monmouth*)	18,399
Lyndhurst (*Bergen*)	17,362
Madison (*Morris*)	7,481
Mahwah (*Bergen*)	1,136
Manasquan (*Monmouth*)	2,320
Manville (*Somerset*)	5,441
Maplewood (*Essex*)	21,321
Matawan (*Monmouth*)	2,264
Maywood (*Bergen*)	3,398
Mendham (*Morris*)	1,278
Mercerville (*Mercer*)	4,672
Metuchen (*Middlesex*)	5,748
Midland Park (*Bergen*)	3,638
Millburn (*Essex*)	8,602
Millington (*Morris*)	1,075
Milltown (*Middlesex*)	2,994
Montclair (*Essex*)	42,017
Montvale (*Bergen*)	1,243
Montville (*Morris*)	2,467
Moonachie (*Bergen*)	1,465
Morris Plains (*Morris*)	1,713
Morristown (*Morris*)	15,197
Mountain Lakes (*Morris*)	2,132
Mount Tabor (*Morris*)	1,043
Mountain View (*Passaic*)	1,684
Neptune City (*Monmouth*)	2,258
Netcong (*Morris*)	2,097
Newark (*Essex*)	442,337
New Brunswick (*Middlesex*)	34,555
New Egypt (*Ocean*)	1,215
Newfoundland (*Morris*)	760
New Market (*Middlesex*)	1,736
New Milford (*Bergen*)	2,556
New Providence (*Union*)	1,918
Newton (*Sussex*)	5,401
North Arlington (*Bergen*)	8,263
North Bergen (*Hudson*)	40,714
North Caldwell (*Essex*)	1,492
North Haledon (*Passaic*)	2,157
North Plainfield (*Somerset*)	9,760
Northvale (*Bergen*)	1,144
Norwood (*Bergen*)	1,358
Nutley (*Essex*)	20,572
Oakhurst (*Monmouth*)	2,892
Oakland (*Bergen*)	735
Ocean Grove (*Monmouth*)	3,113
Oceanport (*Monmouth*)	1,872
Ogdensburg (*Sussex*)	1,138
Old Bridge (*Middlesex*)	1,480
Oradell (*Bergen*)	2,360
Orange (*Essex*)	35,399
Oxford (*Warren*)	1,723
Palisades Park (*Bergen*)	7,065
Paramus (*Bergen*)	2,649
Park Ridge (*Bergen*)	2,229
Passaic (*Passaic*)	62,959
Paterson (*Passaic*)	138,513
Pennington (*Mercer*)	1,335
Perth Amboy (*Middlesex*)	43,516
Phillipsburg (*Warren*)	19,255
Plainfield (*Union*)	34,422
Point Pleasant (*Ocean*)	2,058
Pompton Lakes (*Passaic*)	3,104
Port Reading (*Middlesex*)	1,785
Princeton (*Mercer*)	6,992
Prospect Park (*Passaic*)	5,909
Rahway (*Union*)	16,011
Ramsey (*Bergen*)	3,258
Raritan (*Somerset*)	4,751
Red Bank (*Monmouth*)	11,622
Ridgefield (*Bergen*)	4,671
Ridgefield Park (*Bergen*)	10,764
Ridgewood (*Bergen*)	12,188
Ringwood (*Passaic*)	1,038
Riverdale (*Morris*)	1,052
River Edge (*Bergen*)	1,530
Rochelle Park (*Bergen*)	1,768
Rockaway (*Morris*)	3,132
Roseland (*Essex*)	1,058
Roselle (*Union*)	13,021
Roselle Park (*Union*)	8,969
Rutherford (*Bergen*)	14,915
Sayreville (*Middlesex*)	8,658
Scotch Plains (*Union*)	4,080
Sea Girt (*Monmouth*)	386
Seaside Park (*Ocean*)	571
Secaucus (*Hudson*)	8,950
Sewaren (*Middlesex*)	1,535
Short Hills (*Essex*)	3,920
Shrewsbury (*Monmouth*)	857
Singac (*Passaic*)	2,044
Somerville (*Somerset*)	8,255
South Amboy (*Middlesex*)	8,476
So. Bound Brook (*Somerset*)	1,763
South Orange (*Essex*)	13,630
South Plainfield (*Middlesex*)	5,047
South River (*Middlesex*)	10,759
Sparta (*Sussex*)	1,316
Springfield (*Union*)	3,725
Spring Lake (*Monmouth*)	1,745
Spring Lake Hts. (*Monmouth*)	1,221
Stanhope (*Sussex*)	1,089
Sterling Forest (*Passaic*)	844
Summit (*Union*)	14,556
Sussex (*Sussex*)	1,415
Teaneck (*Bergen*)	9,159
Tenafly (*Bergen*)	5,669
Three Bridges (*Hunterdon*)	1,174
Toms River (*Ocean*)	3,290
Totowa (*Passaic*)	4,600
Trenton (*Mercer*)	123,356
Troy Hills (*Morris*)	1,074
Union (*Union*)	7,844
Union Beach (*Monmouth*)	1,893
Union City (*Hudson*)	58,659
Vauxhall (*Union*)	4,026
Verona (*Essex*)	7,161
Waldwick (*Bergen*)	1,728
Wallington (*Bergen*)	9,063
Wanaque (*Passaic*)	3,119
Washington (*Warren*)	4,410
Weehawken (*Hudson*)	14,807
West Caldwell (*Essex*)	2,911
West Englewood (*Bergen*)	7,354
Westfield (*Union*)	15,801
W. Long Branch (*Monmouth*)	1,686
West Milford (*Passaic*)	1,901
West Orange (*Essex*)	24,327
West Paterson (*Passaic*)	3,101
Westwood (*Bergen*)	4,861
Wharton (*Morris*)	3,683
White Horse (*Mercer*)	5,376
Woodbridge (*Middlesex*)	7,684
Wood Ridge (*Bergen*)	5,159
Wyckoff (*Bergen*)	1,535
Yardville (*Mercer*)	2,360

IN CONNECTICUT

Town and County.	1930 Population.
Bethel (*Fairfield*)	3,886
Bridgeport (*Fairfield*)	146,716
Cos Cob (*Fairfield*)	5,992
Danbury (*Fairfield*)	22,261
Darien (*Fairfield*)	1,897
Easton (*Fairfield*)	1,013
Fairfield (*Fairfield*)	8,815
Georgetown (*Fairfield*)	1,599
Glenbrook (*Fairfield*)	2,140
Greenwich (*Fairfield*)	5,981
Long Hill (*Fairfield*)	1,014
Meriden (*New Haven*)	38,481
New Canaan (*Fairfield*)	2,372
New Haven (*New Haven*)	162,655
Noroton (*Fairfield*)	2,703
Norwalk (*Fairfield*)	36,019
Ridgefield (*Fairfield*)	3,580
Riverside (*Fairfield*)	1,322
Sandy Hook (*Fairfield*)	1,209
Saugatuck (*Fairfield*)	1,055
Shelton (*Fairfield*)	10,113
Sound Beach (*Fairfield*)	2,195
Southport (*Fairfield*)	1,631
Springdale (*Fairfield*)	4,351
Stamford (*Fairfield*)	46,346
Stratford (*Fairfield*)	13,269
Waterbury (*New Haven*)	99,902

The material on this and the preceding two pages is from the Standard Market Folder prepared by the Promotion and Research Managers Group of New York City newspapers

Analysis of Population

New York Trading Area

The table below gives a breakdown of the population of the New York market, showing for both the city and the suburban area the figures for males, females, age groups, school attendance, marital condition, foreign born and native born population and other interesting facts.

SEX, COLOR, Etc.

	New York City	*Suburban Counties*	*Total*
Total Population	6,930,446	5,124,741	12,055,187
Male	3,472,956	2,570,324	6,043,280
Female	3,457,490	2,554,417	6,011,907
Native white	4,293,825	3,785,130	8,078,955
Male	2,123,384	1,876,691	4,000,075
Female	2,170,441	1,908,439	4,078,880
Native parentage	1,505,200	1,938,421	3,443,621
Foreign parentage	2,211,761	1,355,315	3,567,076
Mixed parentage	576,864	491,394	1,068,258
Foreign-born white	2,293,400	1,132,995	3,426,395
Male	1,179,814	591,962	1,771,776
Female	1,113,586	541,033	1,654,619
Negro	327,706	201,899	529,605
Male	156,968	97,800	254,768
Female	170,738	104,099	274,837
Other Races	15,515	4,717	20,232
Per cent native white	62.0	73.9	67.0
Per cent foreign-born white	33.1	22.1	28.4
Per cent negro	4.7	3.9	4.4

SCHOOL ATTENDANCE

Total 7 to 13 years inclusive	813,122	671,982	1,485,104
Number attending school	794,507	659,210	1,453,717
Per cent attending school	97.7	98.1	97.9
Total 14 and 15 years inclusive	224,417	183,906	408,323
Number attending school	210,083	168,239	378,322
Per cent attending school	93.6	91.5	92.7
Total 16 and 17 years inclusive	232,443	183,878	416,321
Number attending school	132,712	91,966	224,678
Per cent attending school	57.1	50.0	54.0
Total 18 to 20 years inclusive	386,493	268,611	655,104
Number attending school	70,191	49,865	120,056
Per cent attending school	18.2	18.6	18.3

MARITAL CONDITION

Males 15 years old and over	2,618,473	1,876,594	4,495,067
Single	1,008,142	659,660	1,667,802
Married	1,498,146	1,127,922	2,626,068
Widowed	91,018	76,111	167,129
Divorced	10,677	8,596	19,273
Unknown	10,490	4,305	14,795
Per cent single	38.5	35.2	37.1
Per cent married	57.2	60.1	58.4
Females 15 years old and over	2,623,789	1,881,315	4,505,104
Single	834,159	549,301	1,383,460
Married	1,485,155	1,116,838	2,601,993
Widowed	279,741	200,080	479,821
Divorced	17,394	11,771	29,165
Unknown	7,340	3,325	10,665
Per cent single	31.8	29.2	30.7
Per cent married	56.6	59.4	57.8

Source: U. S. Census, 1930.

Population by Nationalities

New York Trading Area

Of the New York Trading Area's total population of 12,055,187 . . . 3,443,621 (or 28.6 per cent) were native born whites of native parents; 4,635,334 (or 38.4 per cent) were native whites of foreign or mixed parentage; 3,426,395 (or 28.4 per cent) were foreign born whites; and 549,837 (or 4.6 per cent) were Negroes and others. The table below shows the native white of foreign or mixed parentage and the foreign born white population analyzed by nationalities.

	Native Whites of Foreign or Mixed Parentage: by Country of Birth			*Foreign Born Whites: by Country of Birth*		
	New York City	*Suburban Counties*	*Total*	*New York City*	*Suburban Counties*	*Total*
TOTAL	2,788,625	1,846,709	4,635,334	2,293,400	1,132,995	3,426,395
Per Cent of Total Population	40.2%	36.1%	38.4%	33.1%	22.1%	28.4%
England	100,700	126,054	226,754	78,003	70,458	148,461
Scotland	32,652	47,229	79,881	38,535	48,526	87,061
Wales	3,097	4,517	7,614	1,903	1,795	3,698
Northern Ireland	50,151	50,604	100,755	27,821	21,185	49,006
Irish Free State	342,224	219,523	561,747	192,810	77,808	270,618
Norway	24,785	12,007	36,792	38,130	12,434	50,564
Sweden	29,711	28,095	57,806	37,267	25,065	62,332
Denmark	9,104	12,915	22,019	11,096	9,831	20,927
Netherlands	6,285	24,873	31,158	5,335	16,248	21,583
Switzerland	9,700	14,629	24,329	9,895	11,192	21,087
France	24,693	22,559	47,252	23,285	13,983	37,268
Germany	362,496	292,493	654,989	237,588	148,197	385,785
Poland	220,042	197,648	417,690	238,339	125,954	364,293
Czechoslovakia	36,964	72,453	109,417	35,318	47,002	82,320
Austria	161,809	50,451	212,260	127,169	30,807	157,976
Hungary	55,215	53,334	108,549	59,883	42,533	102,416
Yugoslavia	4,184	3,503	7,687	6,450	3,919	10,369
Russia	502,641	101,965	604,606	442,431	74,226	516,657
Lithuania	16,168	16,201	32,369	15,005	12,127	27,132
Finland	6,819	3,382	10,201	13,224	5,099	18,323
Rumania	46,729	7,480	54,209	46,750	6,851	53,601
Greece	16,651	7,142	23,793	27,182	8,437	35,619
Italy	630,105	401,462	1,031,567	440,250	246,816	687,066
Spain	8,509	2,941	11,450	13,992	6,881	20,873
Palestine and Syria	7,197	3,559	10,756	8,696	3,272	11,968
Turkey	9,563	1,915	11,478	15,115	2,777	17,892
Canada (French)	8,060	10,481	18,541	6,863	6,059	12,922
Canada (Others)	29,815	31,132	60,947	32,759	23,571	56,330
West Indies	6,742	1,116	7,858	13,032	965	13,997
Central and South America	4,480	1,968	6,448	14,268	3,205	17,473
All Others	21,334	23,078	44,412	35,006	25,772	60,778

Source: U. S. Census, 1930.

NEW YORK CITY POPULATION BY AGE, NATIVITY, COLOR AND SEX

AGE AND SEX

	ALL CLASSES					
	Total		*Male*		*Female*	
	Number	*Per Cent*	*Number*	*Per Cent*	*Number*	*Per Cent*
All Ages	6,930,446	100.0	3,472,956	100.0	3,457,490	100.0
Under 1	100,398	1.4	51,178	1.5	49,220	1.4
1 to 5	435,202	6.3	221,260	6.3	213,942	6.2
5 to 9	577,284	8.3	291,782	8.4	285,502	8.3
10 to 14	575,300	8.3	290,263	8.4	285,037	8.2
15 to 19	599,286	8.6	293,740	8.5	305,546	8.8
20 to 24	687,417	9.9	327,734	9.4	359,683	10.4
25 to 29	695,984	10.1	341,448	9.8	354,536	10.3
30 to 34	649,576	9.4	327,685	9.4	321,891	9.3
35 to 44	1,139,836	16.4	592,727	17.1	547,109	15.8
45 to 54	762,870	11.0	394,946	11.4	367,924	10.7
55 to 64	436,804	6.3	215,622	6.2	221,182	6.4
65 to 74	204,683	3.0	96,317	2.8	108,366	3.1
75 and over	59,819	.9	25,243	.7	34,576	1.0
Unknown	5,987	.1	3,011	.1	2,976	.1

NATIVITY AND COLOR . . . BY AGE GROUPS

	NATIVE WHITE—NATIVE PARENTAGE			NATIVE WHITE FOREIGN OR MIXED PARENTAGE			FOREIGN-BORN WHITE			NEGRO		
	Total	*Male*	*Female*	*Total*	*Male*	*Female*	*Total*	*Male*	*Female*	*Total*	*Male*	*Female*
All Ages	1,505,200	750,425	754,775	2,788,625	1,372,959	1,415,666	2,293,400	1,179,814	1,113,586	327,706	156,968	170,738
Under 1	39,238	20,159	19,079	55,546	28,236	27,310	251	125	126	5,176	2,569	2,607
1 to 5	156,489	79,550	76,939	251,023	127,621	123,202	5,299	2,681	2,618	21,744	10,862	10,882
5 to 9	177,229	89,583	87,646	353,201	178,952	174,249	21,831	11,018	10,813	24,365	11,894	12,471
10 to 14	150,162	75,922	74,240	380,849	192,407	188,442	25,251	12,743	12,508	18,662	8,987	9,675
15 to 19	132,669	65,500	67,169	377,662	187,400	190,262	67,303	31,328	35,975	21,120	9,169	11,951
20 to 24	150,364	73,485	76,879	334,674	161,583	173,091	162,260	74,862	87,398	38,658	16,664	21,994
25 to 29	147,167	73,132	74,035	246,300	118,845	127,455	251,242	124,488	126,754	48,661	22,779	25,882
30 to 34	129,488	64,612	64,876	200,082	97,802	102,280	276,817	142,811	134,006	40,533	20,121	20,412
35 to 44	199,261	99,929	99,332	273,028	134,457	138,571	601,184	323,332	277,852	62,439	31,448	30,991
45 to 54	118,331	59,268	59,063	159,598	75,888	83,710	452,274	242,605	209,669	30,979	15,639	15,340
55 to 64	62,255	30,480	31,775	100,445	45,864	54,581	263,414	133,910	129,504	10,132	4,863	5,269
65 to 74	28,880	13,195	15,685	45,120	19,337	25,783	126,982	62,335	64,647	3,567	1,339	2,228
75 and over	11,175	4,330	6,845	9,743	3,779	5,964	37,698	16,719	20,979	1,184	400	784
Unknown	2,492	1,280	1,212	1,354	588	766	1,594	857	737	486	234	252

NEW YORK TRADING AREA

NEW YORK CITY

Native Whites of Native Parentage	1,505,200	21.7%
Native Whites of Foreign or Mixed Parentage	2,788,625	40.2%
Foreign Born Whites	2,293,400	33.1%
Negroes and Others	343,221	5.0%
Total	6,930,446	100.0%

SUBURBAN AREA

Native Whites of Native Parentage	1,938,421	37.8%
Native Whites of Foreign or Mixed Parentage	1,846,709	36.1%
Foreign Born Whites	1,132,995	22.1%
Negroes and Others	206,616	4.0%
Total	5,124,741	100.0%

TOTAL TRADING AREA

Native Whites of Native Parentage	3,443,621	28.6%
Native Whites of Foreign or Mixed Parentage	4,635,334	38.4%
Foreign Born Whites	3,426,395	28.4%
Negroes and Others	549,837	4.6%
Total	12,055,187	100.0%

Source: U. S. Census. 1930.

BIRTHS, MARRIAGES and DEATHS

NEW YORK CITY, 1929—1937

Every time there is a marriage somebody sells the new couple clothes, furniture, coal, ice, rooms . . . somebody sells the countless presents that are showered upon the bride and bridegroom. And the butcher and the grocer gain a new customer.

Every time a baby is born somebody sells a crib, a wash stand, babies' clothes . . . somebody sells the many gifts that relatives and friends give the new arrival. Births, marriages and deaths are important statistics for many merchants and manufacturers.

BIRTHS

(By Borough of Residence of Mother)

NEW YORK CITY	1937	1936	1935	1934	1933	1932	1931	1930	1929
Manhattan	24,550	24,009	24,729	24,502	25,747	27,070	28,242	30,227	31,852
The Bronx	19,154	18,640	18,805	18,667	18,491	19,985	21,597	22,691	22,467
Brooklyn	38,964	37,614	38,578	39,312	40,441	42,565	45,117	48,291	49,216
Queens	16,824	15,905	16,082	16,252	16,222	17,578	17,980	18,797	18,130
Richmond	2,496	2,339	2,463	2,506	2,599	2,680	2,685	2,815	2,739
Totals	101,988	98,507	100,657	101,239	103,500	109,878	115,621	122,811	124,404

MARRIAGES

NEW YORK CITY	1937	1936	1935	1934	1933	1932	1931	1930	1929
Manhattan	29,441	31,528	28,957	29,575	26,302	26,465	29,154	30,948	32,512
The Bronx	10,727	11,067	10,981	9,730	9,421	8,721	9,422	9,722	9,430
Brooklyn	21,814	22,420	21,828	21,460	18,811	18,323	17,753	17,909	18,753
Queens	6,275	6,087	5,623	5,550	4,727	4,612	4,242	3,787	4,028
Richmond	1,160	1,132	983	1,036	855	836	1,003	971	1,057
Totals	69,417	72,234	68,372	67,351	60,116	58,957	61,574	63,337	65,780

DEATHS

(By Borough of Residence of Deceased)

NEW YORK CITY	1937	1936	1935	1934	1933	1932	1931	1930	1929
Manhattan	25,227	25,759	24,932	25,834	25,197	24,975	26,809	26,608	28,033
The Bronx	12,410	12,154	11,723	11,541	11,531	11,265	11,415	10,865	10,952
Brooklyn	26,517	26,602	26,085	26,113	26,401	26,126	27,047	25,886	26,690
Queens	11,343	11,233	10,547	10,583	10,243	10,159	10,323	9,701	9,816
Richmond	1,968	1,890	1,770	1,786	1,781	1,794	1,824	1,828	1,991
Totals	77,465	77,638	75,057	75,857	75,153	74,319	77,418	74,888	77,482

Source: Department of Health, City of New York.

WEALTH OF THE NEW YORK MARKET

INCOME TAX RETURNS

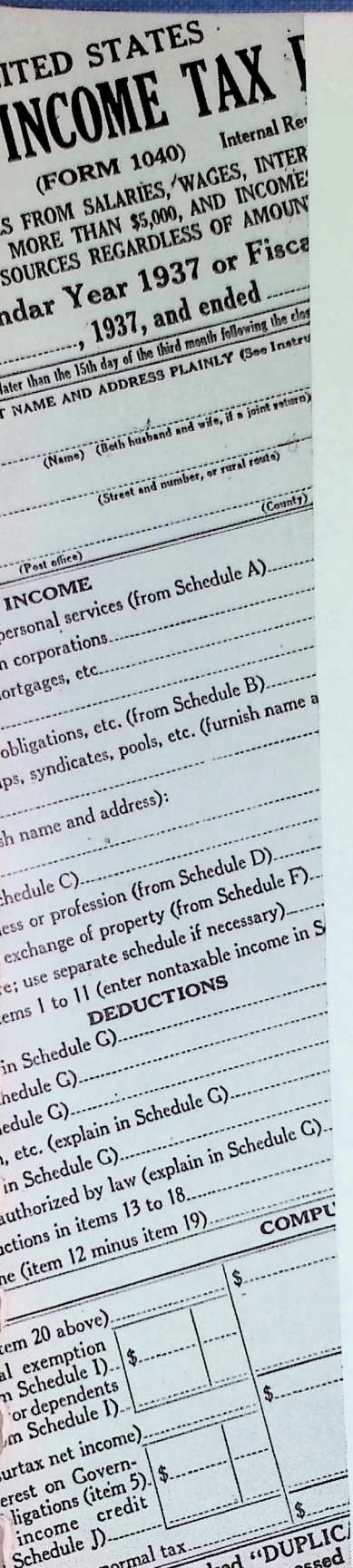
By Counties, Cities and Towns of Over 10,000 Population

	Population†	Number of Returns
New York City		
Bronx	1,356,300	38,356
Brooklyn	2,653,000	121,351
Manhattan	1,796,100	366,342
Queens	1,183,400	63,980
Richmond	165,500	6,494
TOTAL NEW YORK CITY	**7,154,300**	**596,523**
Suburban Counties in New York State		
Dutchess	**107,800**	**4,841**
Beacon	12,100	495
Poughkeepsie	40,700	2,784
All other	55,000	1,562
Nassau	**333,300**	**21,955**
Baldwin	*11,000	920
Floral Park	11,400	1,012
Freeport	17,100	1,233
Glen Cove	12,100	534
Hempstead	17,300	1,682
Lynbrook	13,300	1,198
Port Washington	*10,600	763
Rockville Centre	15,100	1,816
Valley Stream	*11,800	802
All other	213,600	11,995
Orange	**132,200**	**5,452**
Middletown	21,800	1,187
Newburgh	31,400	1,727
Port Jervis	10,300	493
All other	68,700	2,045
Putnam	**14,200**	**612**
Rockland	**62,000**	**2,550**
Suffolk	**169,700**	**8,296**
Ulster	**81,000**	**2,483**
Kingston	28,300	1,366
All other	52,700	1,117
Westchester	**551,100**	**36,501**
Mamaroneck	12,700	771
Mount Vernon	64,700	4,889
New Rochelle	57,000	3,982
Ossining	15,900	955
Peekskill	17,300	1,072
Port Chester	23,700	1,371
White Plains	38,400	3,655
Yonkers	140,500	7,117
All other	180,900	12,689
TOTAL N. Y. SUB'N COUNTIES	**1,451,300**	**82,690**
Suburban Counties in New Jersey		
Bergen	**391,400**	**27,421**
Cliffside Park	16,900	287
Englewood	18,900	1,908
Garfield	31,500	540
Hackensack	25,700	1,851
Lodi	12,100	170
Lyndhurst	18,700	906
Ridgefield Park	11,100	1,005
Ridgewood	13,000	2,140
Rutherford	15,800	2,082
Teaneck	18,600	1,397
All other	209,100	15,135
Essex	**864,500**	**61,124**
Belleville	28,900	1,525
Bloomfield	40,800	3,284
East Orange	71,000	8,785
Irvington	62,100	3,549
Maplewood	24,100	3,406
Montclair	44,300	5,487
Newark	447,000	21,298
Nutley	22,500	1,637
Orange	35,800	2,437
South Orange	14,700	2,366
West Orange	25,800	2,208
All other	47,500	5,142
Hudson	**701,300**	**35,744**
Bayonne	91,100	3,448
Harrison	*15,600	447
Hoboken	*59,300	2,639
Jersey City	319,900	17,318
Kearny	43,100	905
North Bergen	43,700	1,951
Union City	*58,700	2,919
Weehawken	14,900	1,488
West New York	38,300	1,764
All other	16,700	2,865
Hunterdon	**35,000**	**906**
Mercer	**191,800**	**9,615**
Trenton	124,100	6,384
All other	67,700	3,231
Middlesex	**220,700**	**7,469**
Carteret	13,600	354
New Brunswick	34,900	2,120
Perth Amboy	43,800	1,344
South River	11,500	266
All other	116,900	3,385
Monmouth	**154,400**	**7,296**
Asbury Park	15,400	1,499
Long Branch	19,200	648
Red Bank	12,000	1,042
All other	107,800	4,107
Morris	**115,200**	**7,148**
Dover	10,100	823
Morristown	15,700	1,771
All other	89,400	4,554
Ocean	**34,900**	**991**
Passaic	**309,500**	**14,438**
Clifton	50,400	2,188
Hawthorne	13,000	788
Passaic	*63,000	3,425
Paterson	139,000	6,404
All other	44,100	1,633
Somerset	**68,100**	**3,052**
Sussex	**28,300**	**932**
Union	**323,200**	**22,697**
Cranford	12,000	1,187
Elizabeth	117,900	6,837
Hillside	19,700	1,159
Linden	21,200	626
Plainfield	35,600	3,547
Rahway	16,900	1,242
Roselle	14,200	993
Summit	15,300	1,909
Union	18,600	1,339
Westfield	17,000	2,402
All other	34,800	1,456
Warren	**50,000**	**1,298**
Phillipsburg	19,600	620
All other	30,400	678
TOTAL N. J. SUB'N COUNTIES	**3,488,300**	**200,131**
Suburban County in Connecticut		
Fairfield	**398,000**	**25,421**
Bridgeport	147,300	8,697
Danbury	22,800	1,894
Fairfield	*17,300	990
Greenwich	*33,100	3,267
Norwalk (& So. Norwalk)	37,400	2,299
Shelton	10,200	374
Stamford	48,300	3,583
Stratford	20,400	1,200
All other	61,200	3,117
TOTAL SUBURBAN COUNTIES	**5,337,600**	**308,242**
TOTAL NEW YORK MARKET	**12,491,900**	**904,765**

†Bureau of Census, Population Estimate as of July 1, 1933.

*1930 Census: no estimate made for 1933.

Source: "Individual Income Tax Returns for 1935," Bureau of Internal Revenue, U. S. Treasury Department.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INCOME TAX RETURNS

Show the importance of New York as a market

From New York City in 1935 there were 596,523 income tax returns, as compared with 516,714 from the four cities with the next largest returns combined: Chicago, Philadelphia, Los Angeles and Washington. The following table gives the number of income tax returns for the 20 leading cities.

City	No. of Income Tax Returns	City	No. of Income Tax Returns
NEW YORK	596,523	Cleveland	48,024
Chicago	214,329	Baltimore	45,091
Philadelphia	110,555	Milwaukee	41,429
Los Angeles	96,116	Cincinnati	32,850
Washington	95,714	Buffalo	32,187
Detroit	86,774	Minneapolis	29,721
San Francisco	80,789	Seattle	28,190
Boston	56,471	Kansas City	24,005
St. Louis	50,769	Newark	21,293
Pittsburgh	48,865	New Orleans	20,474

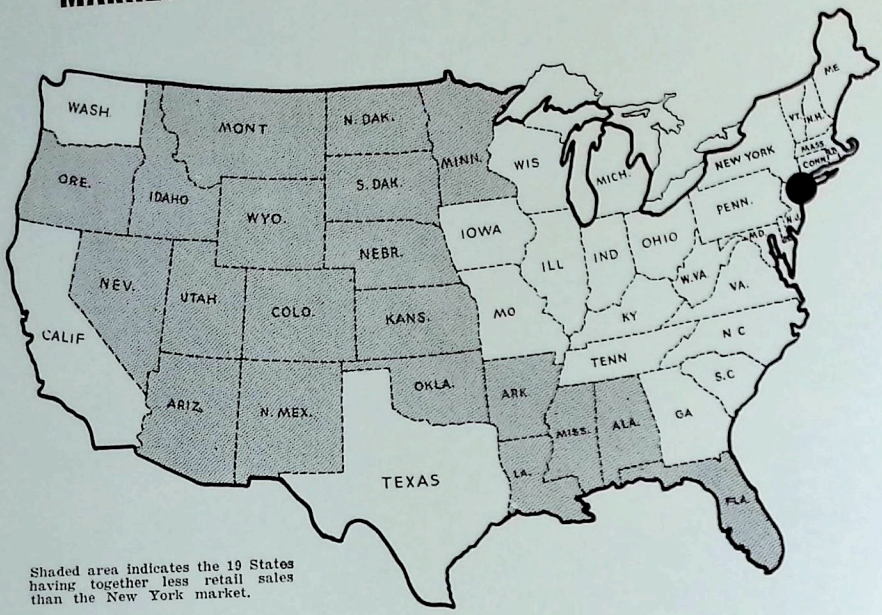
Source: Individual Income Tax Returns for 1935, U. S. Treasury Department

For years surveys of many kinds have shown that in the homes of New York families having incomes large enough to require a tax return, The Sun is the preferred week-day paper.

The Sun

NEW YORK

THERE IS MORE RETAIL BUSINESS IN THE NEW YORK MARKET THAN IN 19 GREAT STATES COMBINED



Shaded area indicates the 19 States having together less retail sales than the New York market.

There is only one State with a greater volume of retail sales than the New York market and that is New York State. The New York Trading Area has 13.8% of the entire country's retail sales, 12.2% of its stores and one of the third highest per capita sales ratios of any State.

The importance of the New York market from the standpoint of retail sales is shown by the fact that it accounts for a greater volume than 19 States covering over half the country's area.

The Sun
NEW YORK

RETAIL SALES

COMPARISON OF NEW YORK MARKET WITH 19 STATES

State	Net Sales
Kansas	$448,261,000
Oklahoma	434,793,000
Florida	425,807,000
Nebraska	359,757,000
Louisiana	344,393,000
Alabama	337,217,000
Oregon	335,851,000
Colorado	302,559,000
Arkansas	240,724,000
Montana	189,457,000
Mississippi	178,348,000
North Dakota	150,208,000
South Dakota	147,564,000
Idaho	140,167,000
Utah	132,098,000
Arizona	121,083,000
New Mexico	88,751,000
Wyoming	82,681,000
Nevada	43,932,000
Total 19 States	**$4,503,651,000**
New York Market	**$4,559,409,000**

Source: U. S. Census of Business, Retail Distribution: 1935.

RETAIL TRADE – *New York City Compared With Other Cities*

Source: U. S. Census of Business, Retail Distribution, 1935

	NEW YORK	Chicago	Philadelphia	Detroit	Los Angeles	Cleveland	St. Louis	Baltimore
1933 POPULATION (Estimate by U. S. Bureau of the Census)	7,154,300	3,490,700	1,972,700	1,666,100	1,354,100	918,400	830,300	817,100
TOTAL RETAIL TRADE								
Number of Stores	115,567	44,382	29,604	19,133	23,471	13,924	12,790	13,557
Total Sales	$2,847,332,000	$1,215,706,000	$656,744,000	$543,690,000	$593,902,000	$355,210,000	$316,398,000	$301,127,000
Per Capita Sales	$397.99	$348.27	$332.92	$326.32	$438.60	$386.77	$381.06	$368.54
FOOD STORES								
Number of Stores	52,161	17,280	12,021	7,250	6,128	5,328	4,741	6,254
Total Sales	$844,426,000	$256,397,000	$159,853,000	$114,961,000	$125,670,000	$86,724,000	$74,706,000	$79,735,000
Per Capita Sales	$118.03	$73.45	$81.03	$69.00	$92.81	$94.43	$89.97	$97.58
GENERAL MERCHANDISE GROUP								
Number of Stores	3,973	1,024	879	437	438	374	380	370
Total Sales	$397,566,000	$370,557,000	$169,663,000	$107,875,000	$107,983,000	$78,449,000	$62,644,000	$75,987,000
Per Capita Sales	$55.57	$106.15	$86.00	$64.75	$79.74	$85.42	$75.45	$93.00
APPAREL GROUP								
Number of Stores	12,643	3,849	3,011	1,341	1,779	906	828	848
Total Sales	$412,529,000	$121,303,000	$69,123,000	$56,466,000	$57,472,000	$32,144,000	$28,712,000	$20,617,000
Per Capita Sales	$57.66	$34.75	$35.04	$33.89	$42.44	$35.00	$34.58	$25.23
AUTOMOTIVE GROUP								
Number of Stores	3,239	1,648	1,147	915	1,943	773	710	584
Total Sales	$147,069,000	$103,838,000	$49,172,000	$89,440,000	$82,448,000	$35,687,000	$45,618,000	$33,525,000
Per Capita Sales	$20.56	$29.75	$24.93	$53.68	$60.89	$38.86	$54.94	$41.03
FILLING STATIONS								
Number	2,241	1,839	1,020	1,728	2,763	1,135	918	421
Total Sales	$48,412,000	$32,201,000	$13,602,000	$29,035,000	$37,465,000	$16,511,000	$13,000,000	$9,748,000
Per Capita Sales	$6.77	$9.22	$6.90	$17.43	$27.67	$17.98	$15.66	$11.93
FURNITURE–HOUSEHOLD–RADIO								
Number of Stores	3,682	975	859	507	829	338	313	278
Total Sales	$133,879,000	$41,289,000	$23,602,000	$23,533,000	$35,482,000	$15,508,000	$19,635,000	$13,231,000
Per Capita Sales	$18.71	$11.83	$11.96	$14.12	$26.20	$16.89	$23.65	$16.19
LUMBER–BUILDING–HARDWARE								
Number of Stores	4,094	1,467	876	618	713	521	358	418
Total Sales	$82,180,000	$26,811,000	$15,196,000	$19,645,000	$21,892,000	$12,204,000	$10,447,000	$8,284,000
Per Capita Sales	$11.49	$7.68	$7.70	$11.79	$16.17	$13.29	$12.58	$10.14
EATING & DRINKING PLACES								
Number of Stores	15,029	9,018	3,923	3,439	4,447	2,549	2,519	2,672
Total Sales	$369,172,000	$96,000,000	$55,397,000	$33,538,000	$51,383,000	$29,028,000	$24,120,000	$23,655,000
Per Capita Sales	$51.60	$27.50	$28.08	$20.13	$37.95	$31.61	$29.05	$28.95
DRUG STORES								
Number of Stores	4,137	1,920	1,428	845	921	467	591	470
Total Sales	$83,086,000	$55,709,000	$20,274,000	$20,529,000	$26,204,000	$12,974,000	$13,195,000	$12,225,000
Per Capita Sales	$11.61	$15.96	$10.28	$12.32	$19.35	$14.13	$15.89	$14.96
OTHER STORES (Including General Stores With Food)								
Number of Stores	14,368	5,362	4,440	2,053	3,510	1,533	1,422	1,242
Total Sales	$329,013,000	$111,601,000	$80,862,000	$48,668,000	$47,903,000	$35,981,000	$24,321,000	$24,130,000
Per Capita Sales	$45.99	$31.97	$40.99	$29.21	$35.38	$39.18	$29.29	$29.53

Retail Stores, Sales, Personnel & Pay Roll

By Detailed Kinds of Business

NEW YORK CITY

The 115,267 retail stores in New York city alone do about $3,000,000,000 annually. They represent 7 per cent of all the retail stores, and they do 8.6 per cent of all the retail business in the United States.

Kind of Business	Number of Stores	Sales	Active propr'tors and firm members	Employees (full-time and part-time). Avg. for year	Total Pay Roll*
NEW YORK CITY TOTAL	**115,567**	**$2,847,332,000**	**101,133**	**323,590**	**$369,483,000**
Food Stores	**52,161**	**844,426,000**	**48,461**	**60,300**	**71,326,000**
Candy and confectionery stores	10,826	74,411,000	10,579	4,998	3,475,000
Dairy products stores & milk dealers	1,288	103,545,000	1,186	10,013	19,837,000
Egg and poultry dealers	751	13,692,000	748	779	751,000
Delicatessen stores	1,909	32,061,000	1,852	1,875	1,859,000
Fruit stores and vegetable markets	8,111	60,209,000	8,404	4,621	4,054,000
Grocery stores (without meats)	15,187	264,378,000	13,349	15,066	15,638,000
Combination stores (groceries & meats)	2,954	114,763,000	1,448	9,579	10,985,000
Meat markets	7,310	143,745,000	7,367	8,995	10,473,000
Fish markets—sea food	1,633	11,986,000	1,732	1,113	941,000
Bakeries and caterers	1,578	20,657,000	1,198	2,659	2,570,000
Other food stores	614	4,979,000	598	602	743,000
General Stores (with food)	**34**	**791,000**	**26**	**77**	**94,000**
General merchandise group	**3,973**	**397,566,000**	**3,485**	**58,385**	**62,066,000**
Dry goods & general merchandise stores	3,390	46,010,000	3,180	4,221	4,389,000
Department stores	65	300,932,000	9	43,686	50,810,000
Variety, 5 and 10, & to a dollar stores	518	50,624,000	296	10,478	6,867,000
Apparel group	**12,643**	**412,529,000**	**9,675**	**44,744**	**58,368,000**
Men's furnishings stores	1,594	36,340,000	1,146	2,917	4,394,000
Men's clothing—furnishings stores	985	66,233,000	653	5,026	8,383,000
Family clothing stores	320	45,856,000	255	6,012	7,308,000
Women's ready to wear stores	2,542	124,612,000	1,987	14,996	17,672,000
Furriers and fur shops	202	11,258,000	150	984	2,073,000
Millinery stores	1,514	14,136,000	1,314	2,412	2,357,000
Custom tailors	964	13,063,000	860	2,767	4,291,000
Accessories—other apparel stores	2,425	33,430,000	2,070	3,466	3,973,000
Shoe stores	2,097	67,601,000	1,240	6,164	7,917,000
Automotive group	**3,239**	**147,069,000**	**2,675**	**11,084**	**16,208,000**
Motor vehicle dealers (new)	393	106,020,000	93	6,128	9,865,000
Used car dealers	218	8,063,000	182	455	668,000
Accessories, tire and battery dealers	556	12,735,000	408	1,283	1,828,000
Garages	2,023	19,249,000	1,961	3,065	3,624,000
Other automotive	49	1,002,000	31	153	223,000
Filling stations	**2,241**	**48,412,000**	**1,550**	**5,339**	**6,501,000**
Furniture-household group	**3,682**	**133,879,000**	**2,753**	**12,618**	**20,244,000**
Furniture stores	783	50,293,000	508	4,301	7,287,000
Floor coverings - drapery stores	711	13,348,000	579	1,188	1,793,000
Household appliances and radio stores	476	21,143,000	284	3,373	4,360,000
Radio dealers	379	16,782,000	257	1,244	2,515,000
Other home furnishings stores	1,333	32,313,000	1,125	2,512	4,289,000
Lumber-building-hardware group	**4,094**	**82,180,000**	**3,391**	**7,460**	**10,794,000**
Lumber & building material dealers	499	31,615,000	225	2,803	4,621,000
Hardware stores	1,901	24,487,000	1,708	2,053	2,650,000
Hardware & farm implement dealers	7	145,000	6	13	21,000
Heating & plumbing equipment dealers	187	6,906,000	126	973	1,399,000
Paint, glass, wall paper stores	1,390	16,848,000	1,248	1,338	1,703,000
Electrical supply stores	110	2,179,000	78	280	400,000
Eating and drinking places	**15,029**	**369,172,000**	**13,653**	**86,077**	**72,627,000**
Restaurants - cafeterias - lunch rooms	8,768	274,300,000	7,771	68 870	56,489,000
Lunch counters, refreshment stands	1,941	23,565,000	1,663	4,581	3,666,000
Drinking places	4,320	71,307,000	4,219	12,626	12,472,000
Drug stores	**4,137**	**83,086,000**	**3,468**	**10,422**	**10,909,000**
Drug stores with fountain	1,927	53,673,000	1,476	7,144	7,505,000
Drug stores without fountain	2,210	29,413,000	1,992	3,278	3,404,000
Second-hand stores	**1,259**	**9,376,000**	**1,188**	**1,059**	**1,465,000**
Other retail stores	**13,075**	**318,846,000**	**10,808**	**26,025**	**38,881,000**
Bicycle shops	18	117,000,000	17	6	6,000
Book stores	473	10,211,000	341	1,578	2,046,000
Cigar stores and cigar stands	2,418	39,892,000	2,036	2,116	2,494,000
Florists	1,073	12,962,000	970	1,584	1,948,000
Fuel and ice dealers	1,919	99,122,000	1,645	5,890	10,886,000
Gift, novelty, souvenir shops	599	5,321,000	538	553	611,000
Hay, grain, feed stores (without groc.)	42	705,000	41	49	70,000
Hay, grain and feed stores (with groc.)	—	—	—	—	—
Farm and garden supply stores	31	1,606,000	22	180	420,000
Jewelry stores	864	32,542,000	701	2,636	4,655,000
Luggage stores	227	4,523,000	182	422	579,000
News dealers	1,259	10,346,000	1,004	1,185	1,003,000
Sporting goods stores	125	4,217,000	88	402	577,000
Beer and liquor stores (packaged)	845	34,107,000	645	1,793	2,546,000
Other classifications	3,182	63,175,000	2,578	7,631	11,040,000
UNITED STATES TOTAL	**1,653,961**	**$33,161,276,000**	**1,511,734**	**3,961,478**	**$3,623,289,000**
Per Cent of U. S. in New York City	**7.0%**	**8.6%**	**6.7%**	**8.2%**	**10.2%**

*Includes no compensation for proprietors and firm members of unincorporated businesses.

Independent and Chain Stores

By Kinds of Business

NEW YORK CITY

TYPE OF OPERATION	Number of Stores	Sales	Per Cent of Total Sales
NEW YORK CITY TOTAL—All Types	**115,567**	**$2,847,332,000**	**100.0**
Independents	**100,224**	**2,054,818,000**	**72.2**
Chains	**8,985**	**736,713,000**	**25.9**
All other types of operation	**6,358**	**55,801,000**	**1.9**
Leased departments, independent	459	6,237,000	.2
Leased departments, chain	131	4,537,000	.2
Direct selling (house-to-house)	115	6,795,000	.2
Other types	5,653	38,232,000	1.3
KINDS OF BUSINESS			
Grocery stores (without meats)	**15,187**	**264,378,000**	**100.0**
Independents	12,909	185,354,000	70.1
Chains	2,161	77,099,000	29.2
All other types	117	1,925,000	.7
Combination stores (groceries & meats)	**2,954**	**114,763,000**	**100.0**
Independents	1,377	35,421,000	30.9
Chains	1,563	79,029,000	68.8
All other types	14	313,000	.3
Beer & liquor stores (packaged)	**845**	**34,107,000**	**100.0**
Independents	839	33,422,000	98.0
All other types	6	685,000	2.0
Motor vehicle dealers	**611**	**114,083,000**	**100.0**
Independents	568	91,715,000	80.4
Chains	43	22,368,000	19.6
Accessories-tire-battery dealers	**556**	**12,735,000**	**100.0**
Independents	484	8,063,000	63.3
Chains	72	4,672,000	36.7
Filling stations	**2,241**	**48,412,000**	**100.0**
Independents	1,802	32,543,000	67.2
Chains	437	15,840,000	32.7
All other types	2	29,000	.1
Department stores	**65**	**300,932,000**	**100.0**
Independents	41	278,964,000	92.7
Chains and mail order	24	21,968,000	7.3
Variety stores	**518**	**50,624,000**	**100.0**
Independents	314	3,037,000	6.0
Chains	196	47,565,000	94.0
All other types	8	22,000	—
Men's clothing & furnishing stores	**2,579**	**102,573,000**	**100.0**
Independents	2,111	57,235,000	55.8
Chains	308	44,057,000	43.0
All other types	160	1,281,000	1.2
Family clothing stores	**320**	**45,856,000**	**100.0**
Independents	290	41,454,000	90.4
Chains	16	4,320,000	9.4
All other types	14	82,000	.2
Women's ready-to-wear stores	**2,542**	**124,612,000**	**100.0**
Independents	2,349	93,687,000	75.2
Chains	136	26,318,000	21.1
All other types	57	4,607,000	3.7
Shoe stores	**2,097**	**67,601,000**	**100.0**
Independents	1,466	22,980,000	34.0
Chains	590	43,710,000	64.6
Leased departments	19	870,000	1.3
All other types	22	41,000	.1
Furniture stores	**783**	**50,293,000**	**100.0**
Independents	748	34,386,000	68.4
Chains	35	15,907,000	31.6
Household appliance-radio stores	**476**	**$21,143,000**	**100.0**
Independents	363	10,786,000	51.0
Chains	89	5,171,000	24.5
All other types	24	5,186,000	24.5
Radio dealers	**379**	**16,782,000**	**100.0**
Independents	317	6,791,000	40.5
Chains	59	9,701,000	57.8
All other types	3	290,000	1.7
Lumber & building material dealers	**499**	**31,615,000**	**100.0**
Independents	488	30,443,000	96.3
Chains	11	1,172,000	3.7
Hardware stores & implement dealers	**1,908**	**24,632,000**	**100.0**
Independents	1,843	23,559,000	95.6
Chains	23	997,000	4.1
All other types	42	76,000	.3
Restaurants and eating places	**10,709**	**297,865,000**	**100.0**
Independents	9,911	215,428,000	72.3
Chains	660	79,576,000	26.7
All other types	138	2,861,000	1.0
Drinking places	**4,320**	**71,307,000**	**100.0**
Independents	4,305	71,043,000	99.6
Chains	15	264,000	.4
Cigar stores & cigar stands	**2,418**	**39,892,000**	**100.0**
Independents	2,056	20,672,000	51.8
Chains	336	18,367,000	46.1
All other types	26	853,000	2.1
Fuel and ice dealers	**1,919**	**99,122,000**	**100.0**
Independents	1,758	58,189,000	58.7
Chains	82	40,735,000	41.1
All other types	79	198,000	.2
Drug stores with fountain	**1,927**	**53,673,000**	**100.0**
Independents	1,726	32,666,000	60.9
Chains	200	20,989,000	39.1
All other types	1	18,000	—
Drug stores without fountain	**2,210**	**29,413,000**	**100.0**
Independents	2,173	28,136,000	95.7
Chains	33	1,247,000	4.2
All other types	4	30,000	.1
Hay, grain & feed stores	**42**	**705,000**	**100.0**
Independents	42	705,000	100.0
Farm & garden supply stores	**31**	**1,606,000**	**100.0**
Independents	30	1,606,000	100.0
Chains	1	—	—
Jewelry stores	**864**	**32,542,000**	**100.0**
Independents	823	26,040,000	80.0
Chains	29	6,340,000	19.5
All other types	12	162,000	.5
All other kinds of business	**56,567**	**796,066,000**	**100.0**
UNITED STATES TOTAL—All Types	**1,653,961**	**33,161,276,000**	**100.0**
Independents	**1,474,149**	**24,246,112,000**	**73.1**
Single store	1,419,855	21,634,246,000	65.2
Two store	40,897	1,749,849,000	5.3
Three store	13,054	771,246,000	2.3
Local branch systems	343	90,771,000	.3
Chains	**137,482**	**7,550,186,000**	**22.8**
Local	17,964	1,021,613,000	3.1
Sectional and national	107,593	6,413,596,000	19.3
Manufacturer-controlled	1,925	114,977,000	.4
All other types	**52,330**	**1,364,978,000**	**4.1**
Leased departments, independent	3,517	48,041,000	.1
Leased departments, chain	3,664	108,070,000	.3
Utility operated stores	3,936	123,242,000	.4
Mail-order houses	378	420,027,000	1.3
Direct selling (house-to-house)	6,349	125,316,000	.4
State liquor stores	2,053	160,665,000	.5
Military post canteens	487	5,524,000	—
Commissaries or company stores	1,888	113,126,000	.3
Other types	30,058	260,967,000	.8

Source: Census of Business, Retail Distribution, 1935

STORES AND SALES BY KINDS OF BUSINESS

By Counties and Cities in the New York Market

(Source: U. S. Census of Business, Retail Distribution, 1935. Sales Expressed in Thousands of Dollars)

Counties and Cities (of over 2,500 population) 1930 Census	Total		Food Stores		Eating and Drinking Places		General Merchandise Group		Apparel Group (including shoes)		Automotive (except filling stations)		Filling Stations		Furniture Household Radio		Lumber Building Hardware		Drug Stores		*Other Stores (inc. liquor and general with food)	
	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales	No.	Sales	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales
New York City																						
Bronx (1,265,258)	17,492	$311,499	9,536	$157,159	1,490	$26,538	612	$15,170	1,624	$28,252	589	$18,099	334	$7,394	543	$11,694	618	$12,436	644	$9,737	1,502	$24,920
Brooklyn (2,560,401)	37,932	677,258	19,698	275,539	3,809	63,177	1,560	72,276	3,596	70,703	1,169	45,183	674	14,529	1,133	29,305	1,428	23,153	1,525	20,439	3,340	62,954
Manhattan (1,867,312)	41,233	1,462,499	14,406	241,796	7,109	242,108	1,195	287,197	5,954	285,615	742	46,491	308	10,535	1,500	77,886	1,244	26,408	1,183	38,089	7,592	206,374
Queens (1,079,129)	16,278	351,364	7,357	150,378	2,156	32,647	517	21,198	1,317	25,905	652	32,531	756	13,856	436	13,417	705	17,655	695	13,560	1,687	30,277
Richmond (158,346)	2,632	44,712	1,164	19,554	465	4,602	89	1,725	152	2,054	87	4,765	169	2,098	70	1,577	99	2,528	90	1,321	247	4,488
TOTAL NEW YORK CITY (6,930,446)	115,567	2,847,332	52,161	$44,426	15,029	369,172	3,973	397,566	12,643	412,529	3,239	147,069	2,241	48,412	3,682	133,879	4,094	82,180	4,137	83,086	14,368	329,013
Suburban Counties in New York State																						
Dutchess (105,462)	1,753	37,343	550	10,428	310	3,205	51	4,308	126	2,656	149	5,755	163	1,705	41	927	72	2,108	49	1,090	242	4,861
Poughkeepsie (40,288)	764	21,777	254	5,499	116	1,716	22	3,718	95	2,381	52	2,752	38	839	22	x	31	1,263	17	600	117	2,373
Beacon (11,933)	187	3,474	70	1,194	27	268	6	258	17	164	15	514	12	190	5	95	9	217	6	113	20	460
Wappingers Falls (3,336)	77	750	36	406	15	84	5	56	1	x	3	8	3	56	1	x	2	x	3	21	8	88
Remainder of County	725	11,342	190	3,329	152	1,137	18	275	13	x	79	2,481	110	620	13	184	30	x	23	356	97	1,506
Nassau (303,053)	5,466	123,612	1,831	44,898	788	9,198	165	7,125	373	6,047	358	17,874	671	7,793	136	2,477	264	8,021	191	4,196	689	15,983
Freeport (15,467)	399	9,505	104	2,446	54	707	11	707	53	1,281	30	1,676	43	561	19	539	16	362	14	379	35	847
Rockville Centre (13,718)	255	9,711	79	4,702	24	334	7	513	33	444	21	1,306	26	489	7	232	11	388	11	288	36	1,015
Hempstead (12,650)	432	15,955	116	3,466	45	889	20	2,878	66	1,893	38	2,958	26	404	19	397	25	1,377	13	331	64	1,362
Lynbrook (11,993)	242	5,946	75	1,929	33	556	9	457	21	414	15	1,067	31	335	4	123	12	256	7	143	35	868
Valley Stream (11,790)	184	3,612	60	1,567	25	453	5	161	8	72	13	490	34	426	2	x	9	x	5	98	23	248
Glen Cove (11,430)	246	5,818	77	1,552	29	258	7	353	29	437	26	1,267	17	263	9	x	12	380	8	227	34	909
Floral Park (10,016)	212	4,605	72	1,975	18	186	6	203	20	246	13	493	15	286	9	x	12	380	8	227	34	722
Mineola (8,155)	156	3,664	51	997	20	256	7	75	11	105	12	915	20	262	3	167	8	124	7	166	34	661
Garden City (7,180)	44	1,631	15	868	4	50	..	..	5	27	1	x	4	48	1	x	1	x	3	116	10	260
Long Beach (5,817)	200	4,521	82	2,286	43	470	5	268	10	x	15	324	4	100	2	x	5	169	3	119	14	513
Cedarhurst (5,065)	132	2,920	45	1,291	11	144	4	69	21	224	12	115	10	150	7	126	13	361	8	254	18	336
Williston Park (4,427)	51	964	22	551	5	51	3	x	1	x	5	135	5	67	..	..	3	34	3	60	4	36
East Rockaway (4,340)	58	1,068	27	438	10	110	1	x	..	..	2	x	7	110	..	..	4	68	2	x	5	268
Great Neck (4,010)	101	4,606	33	1,313	9	109	3	191	5	52	12	1,449	9	227	3	59	4	259	5	271	18	676
Sea Cliff (3,456)	53	1,105	19	440	5	38	2	x	3	8	2	x	7	120	1	x	3	158	3	51	8	69
Farmingdale (3,373)	68	1,611	20	457	12	124	4	104	2	x	1	x	12	125	3	25	5	262	2	x	7	460
New Hyde Park (3,314)	76	1,242	21	245	12	106	3	33	..	..	3	6	6	48	3	16	3	315	3	13	22	460
Lawrence (3,041)	45	985	13	177	8	40	..	..	..	..	5	284	6	72	3	x	1	x	3	32	6	349
Remainder of County	2,512	44,143	900	18,198	421	4,317	68	1,133	85	685	132	4,913	389	3,700	42	x	112	3,177	86	1,488	277	5,975
Orange (130,383)	2,532	49,517	764	13,580	479	4,164	72	4,075	172	3,617	182	7,825	278	2,552	72	1,710	89	2,307	76	1,516	348	8,171
Newburgh (31,275)	730	16,411	262	4,699	103	1,208	27	1,782	82	1,946	46	2,999	46	977	32	830	18	x	29	402	85	1,069
Middletown (21,276)	365	9,815	120	2,487	59	616	10	1,545	39	1,187	25	1,392	22	616	10	121	5	202	10	236	41	672
Port Jervis (10,243)	251	4,517	83	1,519	47	348	9	395	17	244	22	616	10	103	6	105	4	169	4	29	17	157
Walden (4,283)	107	1,632	36	623	10	83	5	x	8	45	7	221	10	58	2	x	4	x	3	41	10	203
Highland Falls (2,910)	86	1,396	31	464	19	190	2	x	4	48	5	257	6	24	4	32	4	123	3	38	9	229
Goshen (2,891)	74	1,464	17	407	13	105	3	33	6	47	11	426	4	982	10	201	32	700	21	407	135	4,794
Remainder of County	919	14,282	215	3,381	228	1,614	16	189	16	100	66	1,914	180									
Putnam (13,744)	362	5,350	86	1,860	95	586	8	x	8	x	43	1,029	45	155	5	121	12	x	11	268	49	877

—Continued on the following pages

STORES AND SALES BY KINDS OF BUSINESS—*Continued*

(Source: U. S. Census of Business, Retail Distribution, 1935. Sales Expressed in Thousands of Dollars)

Counties and Cities (*of over 2,500 population*) 1930 Census	Total		Food Stores		Eating and Drinking Places		General Merchandise Group		Apparel Group (*including shoes*)		Automotive (*except filling stations*)		Filling Stations		Furniture Household Radio		Lumber Building Hardware		Drug Stores		*Other Stores (*inc. liquor and general with food*)	
	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales	No.	Sales	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales
Rockland (59,599)	1,015	$19,002	333	$6,528	176	$1,377	40	$705	60	$918	93	$3,428	98	$1,034	26	$563	47	$1,888	33	$609	109	$1,952
Haverstraw (5,621)	160	3,114	62	949	25	221	8	110	14	156	7	481	8	90	4	133	8	515	4	84	20	375
Nyack (5,392)	184	5,210	53	1,412	23	160	9	399	23	497	18	1,226	7	151	9	312	10	375	7	x	25	495
Spring Valley (3,948)	117	2,482	51	982	10	93	5	35	8	148	10	x	6	96	3	x	8	380	4	64	12	x
Suffern (3,757)	105	2,478	27	985	12	111	7	109	9	78	15	601	3	82	6	58	9	99	4	137	13	218
West Haverstraw (2,834)	18	173	8	101	5	22	..	..	..	..	2	x	..	..	..	..	..	..	1	x	2	x
Remainder of County	431	5,545	132	2,099	101	770	11	52	6	39	41	644	74	615	4	x	12	519	13	144	37	478
Suffolk (161,055)	3,221	63,941	923	22,050	480	3,999	105	4,074	199	2,712	261	10,644	481	4,411	91	1,160	176	5,120	81	1,730	424	8,041
Patchogue (6,860)	230	6,386	71	1,886	26	306	12	814	30	584	14	556	21	271	12	x	16	621	4	106	24	882
Amityville (4,437)	105	2,448	31	914	10	112	5	102	3	15	11	630	9	97	4	40	9	209	4	89	19	240
Babylon (4,342)	136	3,000	35	923	10	88	5	60	11	122	17	743	11	222	9	73	13	373	3	99	22	297
Lindenhurst (4,040)	81	1,133	15	511	22	149	4	x	2	x	3	84	17	100	3	22	5	47	2	x	8	64
Southampton (3,737)	100	3,136	30	1,033	8	108	4	489	14	x	10	349	8	203	5	82	2	x	3	131	16	439
Greenport (3,062)	66	1,300	21	623	7	69	4	x	4	70	3	12	6	62	2	x	3	59	3	54	13	190
Sag Harbor (2,773)	62	688	21	336	5	19	1	x	8	76	..	..	9	70	2	x	3	34	2	x	11	120
Northport (2,528)	54	1,294	14	466	6	51	1	x	3	58	4	323	8	72	2	x	3	x	2	x	11	189
Remainder of County	2,387	44,556	685	15,358	386	3,097	69	2,353	124	1,538	199	7,947	392	3,314	52	x	122	3,698	58	1,129	300	4,840
Ulster (80,155)	1,663	24,818	549	7,865	246	1,552	39	1,752	78	1,407	123	2,862	276	1,715	50	773	54	1,753	45	715	203	4,424
Kingston (28,088)	566	12,541	188	3,985	95	782	18	1,351	53	1,255	46	1,980	39	643	26	544	16	331	16	427	69	1,243
Saugerties (4,060)	112	1,666	35	634	18	120	5	207	7	49	10	142	7	74	6	45	7	262	5	38	12	95
Ellenville (3,280)	95	1,700	30	632	5	35	7	129	9	82	6	123	3	39	8	94	5	287	5	55	17	224
Remainder of County	890	8,911	296	2,614	128	615	9	65	9	21	61	617	227	959	10	90	26	873	19	195	105	2,862
Westchester (520,947)	8,327	210,642	2,731	74,093	1,399	18,140	214	13,741	753	15,451	568	29,200	714	10,735	234	6,284	315	10,643	287	6,810	1,112	25,545
Yonkers (134,646)	1,846	39,865	737	15,453	274	3,578	51	2,806	187	3,750	91	4,692	120	1,971	44	1,065	54	1,371	65	1,209	223	3,970
Mount Vernon (61,499)	994	27,660	344	8,629	112	1,536	25	1,979	99	2,099	72	4,245	72	1,075	30	1,428	50	1,276	39	809	151	4,584
New Rochelle (54,000)	825	25,328	248	7,963	108	1,582	17	2,002	106	3,029	67	3,502	55	1,123	34	808	35	1,956	29	664	126	2,699
White Plains (35,830)	828	30,081	205	8,556	149	2,699	19	3,601	118	3,039	67	4,895	61	1,107	33	1,283	23	1,092	20	907	133	2,902
Port Chester (22,662)	482	11,582	142	3,848	82	1,164	18	866	49	1,179	29	675	40	489	13	525	25	994	14	395	70	1,447
Peekskill (17,125)	391	8,774	134	3,160	70	651	12	843	30	587	29	1,116	27	303	18	294	17	707	7	306	47	807
Ossining (15,241)	247	5,420	87	2,084	40	394	8	405	16	240	15	923	21	296	5	99	12	295	9	162	34	522
Mamaroneck (11,766)	214	5,291	61	1,699	36	435	5	154	13	142	21	1,246	28	315	7	64	8	180	7	175	28	881
Scarsdale (9,690)	64	3,403	22	1,704	4	105	1	x	6	35	3	293	8	229	1	x	2	x	4	181	13	669
Rye (8,712)	190	4,467	43	1,506	44	580	1	x	7	65	16	1,149	31	351	9	80	5	x	6	128	28	448
North Tarrytown (7,417)	134	2,370	52	966	39	448	2	x	5	39	9	365	10	138	1	x	2	x	4	131	10	217
Hastings-on-Hudson (7,097)	97	1,380	30	669	18	167	3	22	13	50	2	x	13	132	3	32	3	58	2	x	10	164
Tarrytown (6,841)	136	4,041	40	1,321	17	184	3	224	18	260	8	184	7	101	5	236	6	525	5	130	27	876
Bronxville (6,387)	120	4,541	32	2,200	17	327	1	x	22	456	9	346	5	234	6	x	3	85	6	334	19	424
Tuckahoe (6,138)	136	3,351	59	1,466	24	231	7	62	7	x	7	836	7	167	1	x	7	232	5	96	12	181
Dobbs Ferry (5,741)	72	1,642	27	719	11	105	3	21	3	9	6	262	6	141	2	x	1	x	4	80	9	264
Larchmont (5,282)	111	3,653	38	1,970	11	229	2	x	11	97	6	323	9	231	2	x	5	104	5	158	22	459
Mount Kisco (5,127)	146	4,017	45	1,245	20	217	6	96	11	85	18	1,112	11	99	6	140	5	95	4	85	20	843
Pelham Manor (4,908)	25	1,300	8	492	5	115	..	..	..	..	1	x	6	x	..	..	..	..	1	x	4	490
North Pelham (4,890)	72	1,325	29	737	8	87	..	..	6	x	4	66	10	189	..	..	2	x	4	87	9	87
Pleasantville (4,540)	98	2,443	34	1,039	15	136	3	109	5	29	9	368	8	142	1	..	5	294	3	79	15	247
Irvington (3,067)	31	782	9	338	6	60	2	x	..	..	3	28	2	x	..	..	3	109	2	x	4	147
Elmsford (2,935)	48	646	16	323	11	123	1	x	..	..	2	x	11	91	..	..	2	x	3	45	2	x
Remainder of County	1,020	17,280	289	6,006	278	2,987	24	182	21	173	74	2,489	146	1,608	13	x	40	1,003	39	549	96	1,965
TOTAL N. Y. SUBURBAN COUNTIES (1,374,398)	24,339	534,225	7,767	181,302	3,973	42,221	694	35,780	1,769	32,808	1,777	78,617	2,726	30,100	655	14,015	1,029	32,140	773	16,934	3,176	69,854
Suburban Counties in New Jersey																						
Bergen (364,977)	4,866	92,231	2,036	38,421	697	6,610	132	5,013	251	4,461	265	11,786	568	6,190	86	2,451	189	4,102	141	2,400	501	10,797
Garfield (29,739)	379	3,760	215	1,811	63	371	12	64	2	x	9	593	34	230	1	x	10	90	10	75	23	515
Hackensack (24,568)	509	16,963	170	4,441	65	901	22	3,423	78	2,555	32	1,755	34	472	23	947	21	605	12	433	52	1,431
Englewood (17,805)	276	7,898	96	2,350	24	248	9	332	35	850	27	1,390	23	336	9	592	14	313	9	303	30	1,184
Lyndhurst (17,362)	202	2,296	98	1,269	23	193	3	18	7	x	6	114	24	281	1	x	7	81	8	84	25	217
Teaneck (16,513)	176	4,607	67	2,404	24	287	1	x	8	x	8	275	28	418	1	..	10	553	8	141	21	480

—*Continued on the following pages*

STORES AND SALES BY KINDS OF BUSINESS—*Continued*

(Source: U. S. Census of Business, Retail Distribution, 1935. Sales Expressed in Thousands of Dollars)

Counties and Cities (of over 2,500 population) 1930 Census	Total		Food Stores		Eating and Drinking Places		General Merchandise Group		Apparel Group (including shoes)		Automotive (except filling stations)		Filling Stations		Furniture Household Radio		Lumber Building Hardware		Drug Stores		*Other Stores (inc. liquor and general with food)	
	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales	No.	Sales	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales
Cliffside Park (15,267)	180	$2,582	90	$1,366	31	$233	7	$97	4	$16	6	$467	4	$49	4	$58	9	$83	8	$93	17	$120
Rutherford (14,915)	140	4,577	52	1,891	7	167	5	246	15	229	10	621	12	237	6	277	7	112	5	86	21	711
Ridgewood (12,188)	124	4,949	45	1,882	10	x	1	x	14	198	10	1,022	9	233	10	203	5	392	3	190	17	540
Lodi (11,549)	121	1,463	71	830	16	134	2	x	5	x	3	53	10	131	..	..	4	124	3	31	7	99
Ridgefield Park (10,764)	117	2,488	59	1,069	6	79	4	x	7	63	7	482	9	151	..	..	4	190	6	69	13	317
Fairview (9,067)	140	1,079	71	532	21	143	1	x	4	37	1	x	11	128	1	x	3	20	4	33	23	153
Wallington (9,063)	150	1,018	68	514	42	204	2	x	3	x	1	x	8	110	..	..	3	20	1	x	19	53
Bergenfield (8,816)	142	2,385	51	869	13	137	3	x	10	84	5	105	11	536	2	x	3	20	1	x	19	53
Fort Lee (8,759)	116	1,201	49	596	26	167	5	53	2	x	5	92	15	93	2	x	7	131	4	44	26	389
North Arlington (8,263)	93	1,224	42	646	13	119	3	25	..	..	3	x	16	163	..	..	5	72	3	43	7	87
Bogota (7,341)	71	1,424	40	812	5	24	1	x	1	x	2	x	11	110	1	x	5	24	2	x	14	168
East Rutherford (7,080)	130	1,231	57	571	26	195	3	38	6	x	2	x	7	94	2	x	4	32	4	39	5	400
Palisades Park (7,065)	129	2,276	55	966	18	143	4	47	5	x	8	628	9	104	1	x	4	48	3	31	10	107
Fair Lawn (5,990)	27	514	13	365	1	x	..	..	..	..	2	x	17	121	1	x	4	72	5	118	12	121
Dumont (5,861)	71	1,421	36	733	7	62	5	52	3	12	5	379	4	52	1	x	4	47	1	x	1	x
Tenafly (5,669)	66	1,404	28	591	6	64	..	..	4	x	4	207	6	65	..	..	2	x	2	x	5	87
Hasbrouck Heights (5,658)	51	1,019	26	627	3	39	1	x	4	17	5	159	13	120	..	..	4	111	2	x	5	218
Carlstadt (5,425)	80	1,352	27	905	18	143	1	x	4	9	3	61	6	86	..	..	2	x	2	x	2	x
Leonia (5,350)	49	848	23	543	3	7	1	x	2	x	3	49	7	75	1	x	4	27	2	x	8	91
Wood Ridge (5,159)	62	948	28	524	9	89	5	83	11	95	3	92	6	38	1	x	3	27	1	x	6	155
Westwood (4,861)	99	2,661	31	949	9	89	..	..	..	..	8	704	9	109	..	..	2	x	3	46	5	43
East Paterson (4,779)	63	516	27	208	12	66	..	..	..	..	3	45	9	124	4	145	5	67	5	62	12	343
Ridgefield (4,671)	51	1,705	11	794	13	134	..	..	..	..	3	177	12	65	..	..	2	x	1	x	6	116
Glen Rock (4,369)	40	1,060	18	742	1	x	..	..	1	x	3	12	15	126	1	x	3	58	1	x	4	367
Little Ferry (4,155)	76	685	34	388	10	133	5	17	2	x	3	14	5	76	..	..	3	x	1	x	8	143
Edgewater (4,089)	56	893	15	271	23	358	3	22	..	..	3	51	12	71	1	x	4	9	1	x	4	39
Midland Park (3,638)	45	850	23	355	2	x	1	x	1	x	2	x	4	70	1	x	..	..	2	x	5	46
Maywood (3,398)	20	343	13	234	1	x	2	x	..	..	..	..	5	64	..	..	2	x	1	x	3	64
Ramsey (3,258)	64	783	27	419	4	26	2	x	..	..	5	76	1	x	1	x	..	..	1	x	1	x
Hillsdale (2,959)	31	742	11	303	4	78	1	x	..	..	..	..	9	93	3	9	3	24	2	x	9	70
Paramus (2,649)	64	555	9	52	20	235	..	..	..	..	3	144	4	54	1	x	2	x	1	x	4	110
New Milford (2,556)	43	320	14	159	9	68	1	x	1	x	1	x	32	257	..	..	1	x	..	..	1	x
Closter (2,502)	40	829	9	309	13	96	3	17	..	..	1	x	8	50	..	..	1	x	1	x	7	16
Remainder of County	573	9,362	217	4,131	96	973	12	76	11	46	33	1,120	118	1,110	5	x	14	213	12	120	3	126
											6	182	2	x	1	x	2	x	1	x	55	1,547
Essex (833,513)	14,033	309,320	6,382	96,439	1,908	24,142	331	59,846	992	26,781	677	31,836	676	12,045	316	10,732	433	8,226	417	7,786	1,901	31,487
Newark (442,337)	8,593	197,527	4,015	49,086	1,335	17,473	211	53,185	653	21,871	310	14,285	233	5,227	187	8,472	242	3,779	217	3,601	1,190	20,548
East Orange (68,020)	885	22,724	346	7,645	55	990	14	3,261	89	1,038	61	5,002	76	1,282	31	526	26	691	39	885	148	1,494
Irvington (56,733)	936	14,348	459	6,018	98	1,113	15	621	38	527	73	2,299	70	935	10	x	33	852	30	567	110	1,303
Montclair (42,017)	580	17,529	219	7,368	38	510	12	708	67	1,150	56	3,133	29	718	33	655	20	549	25	658	81	2,080
Bloomfield (38,077)	527	11,204	250	5,198	53	782	18	449	32	565	27	1,363	46	793	6	154	20	322	22	441	53	1,137
Orange (35,399)	733	13,071	295	5,953	116	1,122	23	932	50	1,141	28	765	34	572	16	519	18	x	21	453	132	1,334
Belleville (26,974)	373	4,873	196	2,294	51	464	11	199	7	37	15	715	29	322	4	28	17	338	14	202	29	274
West Orange (24,327)	236	4,508	107	2,174	42	431	3	x	6	14	10	918	23	395	2	x	7	248	9	116	27	165
Maplewood (21,321)	222	5,506	89	2,593	12	144	3	52	10	96	17	729	30	493	3	9	13	219	9	216	36	955
Nutley (20,572)	277	3,889	135	2,037	35	323	8	109	9	54	26	471	25	280	5	58	9	197	9	121	16	x
South Orange (13,630)	138	5,024	47	1,749	14	180	3	89	11	127	19	1,310	9	197	8	64	5	78	4	117	18	1,113
Glen Ridge (7,365)	11	253	3	164	..	..	..	..	2	x	2	x	2	x	..	..	1	x	..	..	1	x
Verona (7,161)	105	2,212	49	831	12	134	2	x	2	x	6	455	14	226	2	x	4	218	4	52	10	218
Caldwell (5,144)	83	2,282	36	1,303	7	117	4	106	8	97	2	x	3	x	3	37	7	289	6	177	7	65
West Caldwell (2,911)	30	345	14	272	3	12	..	..	..	..	2	x	9	42	1	x	1	x	..	..	..	..
Remainder of County	304	4,025	122	1,754	37	437	4	81	8	42	23	350	44	471	5	55	10	152	8	180	43	503
Hudson (690,730)	11,086	170,587	5,052	66,756	1,802	18,371	317	12,919	749	15,332	388	12,659	361	5,718	224	7,243	313	7,872	300	5,149	1,580	18,568
Jersey City (316,715)	4,890	76,954	2,266	31,221	759	8,520	138	4,477	322	7,399	147	5,521	137	2,487	98	3,556	152	3,061	133	2,744	738	7,968
Bayonne (88,979)	1,217	17,129	610	6,703	197	1,825	43	1,184	91	1,805	34	1,214	37	x	31	969	36	823	43	568	95	1,434
Hoboken (59,261)	1,289	16,771	535	6,493	250	2,553	24	736	83	1,432	31	570	16	244	24	556	24	x	24	411	278	3,160
Union City (58,659)	1,258	24,255	498	8,544	204	2,106	48	4,852	132	2,715	51	1,801	32	439	40	993	39	821	31	447	183	1,537
Kearny (40,716)	450	7,374	242	3,244	47	495	13	259	24	217	19	1,005	42	559	1	x	9	x	14	211	39	1,210
North Bergen (40,714)	527	7,094	234	2,674	95	762	5	23	8	26	32	1,280	45	616	5	x	17	507	15	152	71	718
West New York (37,107)	828	11,489	354	3,986	104	887	35	1,034	63	1,385	55	1,142	19	250	21	807	23	437	25	426	129	1,135
Harrison (15,601)	255	3,500	129	1,315	68	531	6	290	14	235	3	4	10	153	3	25	3	728	5	82	14	137
Weehawken (14,807)	117	2,722	69	1,032	12	218	1	x	3	35	4	x	6	171	1	..	1	x	5	36	15	927

—*Continued on the following pages*

STORES AND SALES BY KINDS OF BUSINESS—*Continued*

(Source: U. S. Census of Business, Retail Distribution, 1935. Sales Expressed in Thousands of Dollars)

Counties and Cities (*of over 2,500 population*) 1930 Census	Total		Food Stores		Eating and Drinking Places		General Merchandise Group		Apparel Group (*including shoes*)		Automotive (*except filling stations*)		Filling Stations		Furniture Household Radio		Lumber Building Hardware		Drug Stores		*Other Stores (inc. liquor and general with food)	
	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales	No.	Sales	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales
Secaucus (8,950)	91	$1,226	38	$457	25	$187	1	x	3	$7	2	x	12	$143	..	..	4	$88	2	x	4	$263
Guttenberg (6,535)	129	1,424	58	763	30	222	2	x	6	76	10	$71	3	44	..	..	4	141	2	x	14	58
East Newark (2,686)	35	646	19	324	11	65	1	x	..	..	..	..	2	x	..	..	1	x	1	x	..	..
Hunterdon (34,728)	615	8,767	180	2,694	89	522	12	$126	24	236	52	978	75	$28	14	$108	33	947	11	$120	125	2,208
Lambertville (4,518)	101	1,108	41	484	15	79	3	25	9	85	5	48	7	x	2	x	3	29	1	x	15	221
Flemington (2,729)	69	1,928	18	554	6	33	4	59	7	63	5	194	1	x	3	x	6	202	3	x	16	745
Remainder of County	445	5,731	121	1,656	68	410	5	42	8	88	42	736	67	722	9	67	24	716	7	52	94	1,242
Mercer (187,143)	3,059	61,272	1,176	19,672	555	5,017	106	7,594	207	5,243	161	6,635	246	2,030	89	2,577	85	2,503	81	2,138	353	6,963
Trenton (123,356)	2,323	48,825	942	16,186	416	3,698	82	6,751	186	4,908	103	4,629	123	1,880	79	2,396	64	1,589	68	1,810	260	4,978
Princeton (6,992)	152	4,836	45	1,574	20	319	8	709	15	300	14	729	6	52	1	x	7	230	2	x	24	520
Hightstown (3,012)	72	1,645	19	408	11	140	6	86	4	x	4	339	6	52	1	x	5	180	2	x	12	295
Remainder of County	512	5,966	170	1,504	108	860	10	48	2	x	40	938	109	858	2	x	9	504	5	x	57	1,170
Middlesex (212,208)	3,482	52,900	1,454	18,315	614	4,918	109	3,220	234	4,832	178	6,354	316	3,603	76	2,134	114	2,433	65	1,629	322	5,462
Perth Amboy (43,516)	944	15,954	426	4,261	130	1,134	45	1,705	103	2,210	39	2,027	48	1,091	24	877	26	x	21	516	82	1,429
New Brunswick (34,555)	739	16,627	300	4,776	110	1,237	17	1,080	92	2,223	38	2,465	25	473	24	967	31	705	14	580	88	1,521
Woodbridge (25,266)	354	3,572	145	1,517	75	444	11	89	4	51	12	x	58	388	3	31	9	143	6	126	31	565
Carteret (13,339)	171	1,944	79	858	43	250	7	79	3	59	3	131	2	x	7	80	5	84	3	57	15	250
South River (10 759)	189	2,446	77	948	43	207	9	48	5	59	8	289	8	143	8	91	4	162	3	106	17	269
Highland Park (8,691)	90	1,471	45	658	7	49	2	x	12	183	12	391	8	143	8	91	4	162	3	106	17	269
Sayreville (8,658)	93	705	44	410	28	155	1	x	1	x	1	x	12	270	1	x	3	31	3	38	5	10
South Amboy (8,476)	127	1,741	60	787	26	152	1	x	2	x	1	x	11	55	1	x	1	x	1	x	4	18
Metuchen (5,748)	104	2,138	44	1,393	7	63	4	52	2	x	9	199	7	163	2	x	7	131	3	45	10	152
Dunellen (5,148)	78	1,388	28	582	14	165	2	x	4	53	4	95	7	58	2	x	6	75	2	x	15	173
South Plainfield (5,047)	45	352	14	141	9	83	1	x	2	x	4	15	8	70	..	..	2	x	2	x	13	259
Middlesex (3,504)	33	564	17	246	4	36	1	x	..	..	1	x	8	49	..	..	4	111	2	x	7	164
Milltown (2,994)	456	4,067	151	1,560	106	866	7	58	7	24	36	284	105	642	1	x	..	..	1	x	7	154
Remainder of County															3	16	13	235	3	46	3	27
																	5	46	..	..	25	336
Monmouth (147,209)	2,741	49,837	974	17,466	452	4,364	80	5,013	155	2,839	215	6,043	255	2,722	63	1,151	111	3,032	78	1,939	358	5,268
Long Branch (18,399)	318	5,720	109	2,110	52	440	8	473	28	426	22	582	20	285	7	113	15	371	11	226	46	694
Asbury Park (14,981)	471	12,486	138	2,571	90	1,332	19	2,915	99	1,392	28	1,719	21	286	14	376	14	520	13	884	75	791
Red Bank (11,622)	252	6,645	81	1,999	29	313	16	994	21	401	23	966	18	440	7	191	12	557	11	384	34	400
Neptune (10,625)	156	1,934	66	897	18	167	1	x	2	x	9	90	18	170	4	20	6	126	3	x	29	392
Freehold (6,894)	132	3,085	46	881	16	228	6	274	9	140	11	357	10	216	7	212	7	225	6	173	14	379
Keyport (4,940)	110	1,612	45	646	13	132	2	x	7	75	11	116	13	170	3	134	3	x	1	x	12	193
Belmar (3,491)	113	2,095	44	947	18	189	5	x	1	x	3	98	7	80	..	..	2	x	3	137	3	198
Bradley Beach (3,306)	57	1,094	22	418	8	37	4	x	..	..	8	368	6	57	4	25	5	140	5	70	17	171
Remainder of County	1,132	15,256	423	6,997	208	1,526	19	130	28	335	100	1,747	142	1,009	17	80	47	1,044	25	338	123	2,050
Morris (110,445)	1,999	33,595	715	12,533	417	2,960	41	2,502	91	1,404	142	5,029	216	2,017	54	593	59	1,706	39	852	225	3,999
Morristown (15,197)	340	10,283	124	2,862	47	558	10	1,600	35	725	25	1,991	18	465	17	291	13	425	10	327	41	1,039
Dover (10,031)	218	4,978	75	1,663	31	256	10	591	22	355	26	818	12	251	9	130	10	360	5	114	24	440
Madison (7,481)	103	2,510	49	1,181	13	170	4	x	7	72	11	474	7	119	1	..	1	x	4	127	6	282
Boonton (6,866)	140	3,039	55	1,089	12	135	5	160	13	128	11	421	9	139	2	x	6	x	4	111	23	673
Chatham (3,869)	52	1,111	16	527	9	173	1	x	2	x	6	x	5	95	1	x	1	x	2	x	9	225
Wharton (3,683)	44	405	19	241	8	45	1	x	2	x	1	x	5	43	..	..	..	..	1	x	7	37
Butler (3,392)	64	977	25	525	12	60	3	17	4	36	5	82	2	x	2	x	4	72	3	33	4	80
Rockaway (3,132)	49	1,078	19	391	8	56	..	..	2	x	3	289	4	x	4	42	3	134	1	x	5	87
Remainder of County	989	9,214	333	4,054	277	1,498	7	58	4	23	60	916	154	870	18	62	21	497	9	100	106	1,136
Ocean (33,069)	815	12,282	258	4,961	145	1,077	21	360	36	354	57	1,428	145	1,090	12	159	38	1,019	28	486	75	1,348
Passaic (302,129)	5,404	101,781	2,260	31,848	969	8,922	198	11,529	416	11,894	241	10,377	337	3,894	143	5,482	171	5,674	123	2,595	546	9,566
Paterson (138,513)	2,650	54,596	1,096	14,924	457	4,234	102	8,151	231	7,208	118	6,608	124	1,610	76	2,971	86	x	63	1,378	297	5,235
Passaic (62,959)	1,303	26,665	544	8,514	217	2,114	63	3,050	158	4,470	46	1,828	43	x	53	2,327	36	1,159	31	774	132	1,779
Clifton (46,875)	630	8,991	285	3,578	115	884	17	157	14	129	31	871	63	678	4	x	24	1,374	15	196	62	1,031
Hawthorne (11,868)	146	2,306	70	919	18	205	2	x	1	x	7	355	16	227	3	28	6	207	3	59	20	298
Prospect Park (5,909)	66	601	50	491	..	..	2	x	3	6	2	20	2	x	1	x	2	x	1	x	..	..
Haledon (4,812)	71	910	30	558	16	112	2	x	2	x	6	99	7	82	..	..	1	x	1	x	6	25
Totowa (4,600)	37	496	19	189	7	32	1	x	..	..	2	x	3	35	1	x	1	x	1	x	2	x
Wanaque (3,119)	42	357	17	103	12	65	1	x	..	..	3	x	5	42	..	..	2	x	..	..	2	x
Pompton Lakes (3,104)	60	1,357	15	449	7	98	4	110	4	63	6	209	8	95	2	x	4	173	3	91	7	34

—Continued on the following page

STORES AND SALES BY KINDS OF BUSINESS—*Continued*

(Source: U. S. Census of Business, Retail Distribution, 1935. Sales Expressed in Thousands of Dollars)

Counties and Cities (of over 2,500 population) 1930 Census	Total		Food Stores		Eating and Drinking Places		General Merchandise Group		Apparel Group (including shoes)		Automotive (except filling stations)		Filling Stations		Furniture Household Radio		Lumber Building Hardware		Drug Stores		*Other Stores (inc. liquor and general with food)	
	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales	No.	Sales	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales
West Paterson (3,101)	36	$160	15	$58	10	$34	..	..	..	..	3	x	6	$35	..	..	..	..	..	..	2	x
Bloomingdale (2,543)	41	389	17	182	10	85	1	..	..	..	..	..	10	91	..	..	1	..	..	..	2	x
Remainder of County	322	4,953	102	1,883	100	1,059	3	$25	3	$12	14	$333	50	345	3	$38	8	$269	5	$72	34	$917
Somerset (65,132)	**1,005**	**17,283**	**387**	**5,862**	**171**	**1,427**	**29**	**923**	**43**	**499**	**69**	**2,599**	**111**	**1,141**	**26**	**355**	**40**	**2,265**	**15**	**320**	**114**	**1,892**
North Plainfield (9,760)	101	1,457	42	697	7	120	2	x	..	..	9	x	10	146	5	18	5	70	2	x	19	209
Somerville (8,255)	187	4,971	54	1,285	21	196	10	762	18	316	21	1,064	12	270	11	236	8	301	3	109	29	432
Bound Brook (7,372)	172	3,140	71	1,035	27	350	5	61	14	124	11	548	14	173	3	57	6	310	3	52	18	430
Manville (5,441)	78	775	35	489	20	98	1	36	2	x	1	x	4	x	1	x	2	x	2	x	4	21
Raritan (4,751)	76	827	35	411	18	109	2	x	3	x	1	x	7	135	1	x	2	x	1	x	6	34
Bernardsville (3,336)	53	1,544	16	619	8	63	1	x	6	41	7	289	2	x	1	x	3	266	2	x	7	153
Remainder of County	338	4,569	134	1,326	70	500	2	x	..	..	19	502	62	340	4	30	14	1,231	2	x	31	475
Sussex (27,830)	**470**	**7,902**	**152**	**2,479**	**87**	**623**	**19**	**341**	**13**	**236**	**50**	**1,361**	**44**	**419**	**10**	**142**	**17**	**641**	**11**	**202**	**67**	**1,458**
Newton (5,401)	101	2,294	24	609	9	106	6	214	8	141	15	645	9	60	5	45	4	256	3	76	18	142
Franklin (4,176)	66	1,156	29	357	8	67	6	36	2	x	7	302	4	114	2	x	..	..	2	x	6	159
Remainder of County	303	4,452	99	1,513	70	450	7	91	3	x	28	414	31	245	3	x	13	385	6	x	43	1,157
Union (305, 209)	**5,679**	**103,025**	**2,346**	**36,124**	**783**	**7,403**	**160**	**8,480**	**358**	**6,949**	**355**	**13,249**	**436**	**5,587**	**142**	**4,185**	**188**	**7,160**	**134**	**3,109**	**777**	**16,729**
Elizabeth (114,589)	2,431	42,911	1,047	13,794	395	3,688	72	4,218	183	3,902	121	4,628	112	1,442	54	2,514	77	2,867	60	1,222	310	4,838
Plainfield (34,422)	704	20,469	242	6,339	69	765	27	2,909	80	1,835	59	3,291	40	767	35	x	20	1,125	18	586	125	1,944
Linden (21,206)	407	4,379	167	1,585	79	651	11	199	11	x	25	346	42	487	4	61	12	417	3	x	53	476
Hillside (17,066)	237	3,104	122	1,325	20	179	3	x	..	..	11	487	35	471	1	x	7	201	4	53	34	370
Union (16,472)	320	3,940	144	1,605	45	470	7	88	6	166	15	478	43	481	7	9	8	182	6	177	39	284
Rahway (16,011)	327	4,675	137	1,753	44	346	9	214	16	176	23	565	32	338	9	262	7	261	5	119	45	641
Westfield (15,801)	224	6,507	74	2,389	20	170	10	363	19	259	23	1,178	22	398	7	87	12	933	8	274	29	456
Summit (14,556)	242	6,824	77	2,314	20	181	5	296	29	422	31	1,463	21	277	15	265	9	547	7	324	33	735
Roselle (13,021)	138	2,003	69	1,183	10	130	5	54	3	23	10	118	11	145	..	..	9	175	8	87	13	88
Cranford (11,126)	157	2,624	65	1,359	15	111	6	73	6	24	6	113	9	178	3	9	14	148	4	107	29	502
Roselle Park (8,969)	121	1,457	60	847	14	106	2	x	1	x	8	x	14	151	2	x	5	49	5	52	10	78
Garwood (3,344)	46	528	19	237	10	65	1	x	1	x	2	x	4	29	..	..	3	43	1	x	5	97
Remainder of County	325	3,604	123	1,394	56	543	2	x	3	13	21	445	51	423	7	61	5	212	5	44	32	459
Warren (49,319)	**732**	**10,568**	**269**	**3,540**	**124**	**841**	**16**	**272**	**28**	**288**	**53**	**1,513**	**91**	**1,129**	**15**	**259**	**25**	**1,016**	**10**	**156**	**101**	**1,554**
Phillipsburg (19,255)	215	3,158	103	1,284	39	249	3	x	9	39	8	473	15	460	4	x	3	171	3	34	28	336
Washington (4,410)	121	2,235	46	748	8	80	2	x	7	158	11	383	9	150	7	119	8	216	3	55	20	208
Hackettstown (3,038)	75	1,816	17	532	12	132	5	129	8	65	9	372	7	128	3	63	4	247	2	x	8	115
Remainder of County	321	3,359	103	976	65	380	6	58	4	26	25	285	60	391	1	x	10	382	2	x	45	790
TOTAL N. J. SUBURBAN COUNTIES (3,363,641)	**55,986**	**1,031,359**	**23,641**	**357,110**	**8,813**	**87,197**	**1,571**	**118,138**	**3,597**	**81,348**	**2,903**	**111,847**	**3,877**	**49,313**	**1,270**	**37,571**	**1,816**	**48,596**	**1,453**	**28,881**	**7,045**	**111,349**
Suburban County in Connecticut																						
Fairfield (386,702)	**6,091**	**146,502**	**2,239**	**46,538**	**960**	**9,230**	**150**	**15,212**	**470**	**13,196**	**392**	**19,346**	**527**	**7,686**	**155**	**6,064**	**170**	**5,783**	**200**	**5,007**	**828**	**18,440**
Bridgeport (146,716)	2,451	57,030	971	16,199	415	4,122	58	9,722	191	6,098	124	5,911	152	2,586	63	3,419	59	1,831	86	1,779	332	5,363
Stamford (46,346)	844	21,766	308	6,199	97	982	24	1,190	67	1,330	57	2,401	65	1,022	20	627	25	676	16	385	108	2,354
Norwalk (36,019)	704	16,010	225	5,043	97	539	17	1,812	47	1,213	41	2,134	26	330	15	785	13	x	20	537	73	1,539
Danbury (22,261)	489	12,823	170	3,468	67	128	2	x	4	73	9	68	16	205	..	..	4	x	3	28	15	309
Shelton (10,113)	134	1,918	63	979	18	2,163	27	x	63	1,775	110	5,608	215	2,623	29	461	46	1,884	50	1,425	195	5,158
Remainder of County	1,469	36,955	502	14,650	232																	
TOTAL SUBURBAN COUNTIES (5,124,741)	**86,416**	**1,712,077**	**33,647**	**584,950**	**13,746**	**138,648**	**2,415**	**169,130**	**5,836**	**127,352**	**5,072**	**209,810**	**7,130**	**87,099**	**2,080**	**57,650**	**3,015**	**86,519**	**2,426**	**50,822**	**11,049**	**199,643**
TOTAL NEW YORK MARKET (12,055,187)	**201,983**	**4,559,409**	**85,808**	**1,429,376**	**28,775**	**507,820**	**6,388**	**566,696**	**18,479**	**539,881**	**8,311**	**356,879**	**9,371**	**135,511**	**5,762**	**191,529**	**7,109**	**168,699**	**6,563**	**133,908**	**25,417**	**528,656**

**Other Stores include—Bicycle shops, Book stores, Cigar stores and Cigar stands, Florists, Fuel and Ice dealers, Gift, Novelty and Souvenir shops, Hay, Grain and Feed stores (both with Groceries and without Groceries), Farm and Garden supply stores, Jewelry stores, Luggage stores, Newsdealers, Sporting Goods stores, Beer and Liquor stores (packaged), Second-hand stores, and other Classifications; also 344 General stores (with food) in the New York market having sales of $6,894,000.*

x Withheld to avoid disclosure.

New York is the Largest Wholesale Trade Center in the Country

The wholesale trade of the country is concentrated in the larger cities and especially in New York city. New York does nearly three times as much wholesale business as Chicago and actually does more than the next eleven largest cities of the country combined. Compared with the country as a whole, New York city has 12.1% of the wholesale establishments and does 22.5% of all the wholesale business.

Wholesale Trade in Major Cities

Cities in Order of Population	*Establishments*	*Net Sales*	*Proprietors*	*Employees†*	*Total* Pay Roll†*
NEW YORK CITY	21,418	$9,617,910,000	13,749	199,318	$416,328,000
Chicago, Ill.	6,462	3,269,729,000	3,435	83,349	154,706,000
Philadelphia, Pa.	3,961	1,325,154,000	2,733	37,347	65,126,000
Detroit, Mich.	2,333	950,734,000	1,332	22,727	39,953,000
Los Angeles, Cal.	3,975	939,461,000	2,861	34,820	55,622,000
Cleveland, Ohio	2,123	681,242,000	1,030	21,502	39,341,000
St. Louis, Mo.	2,102	882,323,000	1,055	29,910	49,372,000
Baltimore, Md.	1,622	424,478,000	1,176	15,072	22,006,000
Boston, Mass.	3,330	1,333,016,000	1,852	32,334	60,753,000
Pittsburgh, Pa.	1,486	692,155,000	904	15,989	28,116,000
San Francisco, Cal.	2,942	1,149,864,000	2,307	29,363	53,357,000
Milwaukee, Wis.	1,251	344,732,000	548	12,646	20,569,000
Buffalo, N. Y.	892	350,096,000	428	9,080	15,347,000
Total—13 Cities	53,897	21,960,894,000	33,410	543,457	1,020,596,000
United States Total	176,756	$42,802,913,000	97,225	1,260,553	$2,020,262,000
Per Cent of U. S. in New York City	12.1%	22.5%	14.1%	15.8%	20.6%

*Includes no compensation for proprietors and firm members of unincorporated businesses.

†Does not include employment and pay roll of commission bulk tank stations.

Source: U. S. Census of Business, Wholesale Distribution, 1935.

SERVICE ESTABLISHMENTS

New York City compared with other cities

New York has more Service Establishments than the next four largest cities in the country combined . . . the receipts are larger than those of the next seven largest cities combined. Compared with the entire country, New York has 10.3% of all the Service Establishments and does 18.3% of all the business.

Cities in Order of Population	*Number of Establishments*	*Receipts*	*Active Proprietors*	*Employees**	*Total Pay Roll**
NEW YORK CITY.....	59,125	$371,227,000	58,444	100,310	$120,682,000
Chicago, Ill.....	20,168	128,920,000	19,695	32,528	37,672,000
Philadelphia, Pa.....	13,464	53,922,000	13,062	16,820	16,131,000
Detroit, Mich.....	8,151	37,861,000	7,903	12,263	12,250,000
Los Angeles, Cal.....	11,652	60,116,000	11,471	19,886	19,619,000
Cleveland, Ohio.....	5,698	24,524,000	5,412	8,198	8,540,000
St. Louis, Mo.....	5,165	24,545,000	4,802	8,389	7,748,000
Baltimore, Md.....	4,829	17,197,000	4,679	6,009	5,416,000
Boston, Mass.....	5,859	30,122,000	5,709	9,390	9,973,000
Pittsburgh, Pa.....	3,073	17,364,000	2,961	5,708	5,877,000
San Francisco, Cal.....	5,755	36,272,000	5,938	11,809	14,569,000
Milwaukee, Wis.....	3,557	16,385,000	3,323	4,961	4,916,000
Buffalo, N. Y.....	3,067	10,529,000	3,063	3,040	2,856,000
TOTAL UNITED STATES....	574,708	$2,029,302,000	580,840	634,232	$567,517,000
Per Cent of U. S. in New York City.....	10.3%	18.3%	10.1%	15.8%	21.3%

*Pay roll includes no compensation for proprietors and firm members of unincorporated businesses. Number of employees includes both full-time and part-time employees (average for the year).

SERVICE ESTABLISHMENTS include PERSONAL SERVICES such as Barber Shops, Beauty Parlors, Cleaning, Dyeing and Apparel Repair Shops, Funeral Directors, Laundries (except power laundries whose receipts are over $5,000 per annum), Photographic Studios, Rug Cleaning, &c.; BUSINESS SERVICES such as Adjustment and Credit Bureaus, Dental Laboratories, Duplicating and Mailing List Service, Linen, Coat, Apron and Towel Supply Service, &c.; AUTOMOTIVE REPAIRS AND SERVICES (except general repair garages) such as Automobile Laundries, Rental Service, Top and Body Repair Shops, &c.; OTHER REPAIR SERVICES such as Upholstery, Furniture, Radio, Watch, Jewelry Repair Shops, &c.; CUSTOM INDUSTRIES such as Cabinet Making Shops, Hemstitching Shops Machine Shops, Printing and Publishing Shops, &c., these Custom Industries include Custom Industries and small manufacturing plants not included in the Census of Manufactures for the reason that the value of product of each establishment is less than the minimum necessary to be classed as a manufacturing plant—$5,000 per annum.

Source: Census of Business, 1935.

NEW YORK CITY HOTELS

compared with other cities

New York city is noted for its large hotels. It has more guest rooms than the next three largest cities in the country combined . . . more hotel employees than the next five largest cities combined . . . a larger hotel pay roll than the next six largest cities combined . . . and larger hotel receipts than the next seven largest cities. All of this emphasizes the greater sales opportunities in New York.

Cities in Order of Population	*Number of Establishments*	*Total Number of Guest Rooms*	*Receipts*	*Active Proprietors and Firm Members*	*Average Number of Employees*	*Total Pay Roll**
NEW YORK CITY.....	460	115,796	$106,321,000	141	36,844	$32,604,000
Chicago, Ill.....	550	74,412	41,941,000	315	16,886	14,793,000
Philadelphia, Pa.....	132	13,739	9,693,000	84	4,230	3,135,000
Detroit, Mich.....	198	23,692	11,876,000	125	4,903	3,423,000
†Los Angeles, Calif.....	848	52,930	16,357,000	664	5,953	4,728,000
Cleveland, Ohio.....	127	13,305	7,780,000	76	3,471	2,662,000
St. Louis, Mo.....	183	15,302	9,934,000	106	4,479	3,007,000
Baltimore, Md.....	60	3,895	3,614,000	43	1,537	1,049,000
Boston, Mass.....	56	9,633	12,919,000	14	4,928	3,804,000
Pittsburgh, Pa.....	52	5,884	5,990,000	36	2,523	1,854,000
†San Francisco, Calif.....	556	49,821	16,762,000	496	6,396	5,135,000
Milwaukee, Wis.....	53	6,478	4,409,000	22	1,917	1,255,000
Buffalo, N. Y.....	43	4,783	4,105,000	31	1,733	1,199,000
Washington, D. C.....	76	12,033	15,544,000	38	5,079	4,570,000
TOTAL UNITED STATES	28,822	1,428,696	$720,145,000	24,573	291,227	$191,917,000
Per cent of U. S. in New York city.....	1.6%	8.1%	14.8%	0.6%	12.7%	17.0%

*Includes no compensation for proprietors and firm members of unincorporated businesses.

†Small apartment hotels and hotels operated by Orientals are particularly numerous in the Pacific Coast States. Comparisons between cities should not be based on number of hotels alone, without also considering total number of guest rooms and total operating receipts.

Source: U. S. Census of Business, 1935.

AUTOMOBILE OWNERSHIP

NEW YORK TRADING AREA . . . 1937

	Estimated Families 1933	Passenger Car Registration 1937	Cars Per 100 Families
New York City			
Manhattan	449,116	118,504	26
Bronx	339,144	113,946	34
Brooklyn	663,385	262,837	40
Queens	295,910	230,932	78
Richmond	41,383	33,424	81
Total New York City	**1,788,938**	**759,643**	**42**
Suburban Counties in New York State			
Dutchess	26,119	25,535	98
Nassau	80,755	113,460	140
Orange	32,031	33,490	105
Putnam	3,440	7,371	214
Rockland	15,022	16,258	108
Suffolk	41,116	56,364	137
Ulster	19,625	19,775	101
Westchester	133,525	138,397	104
Total N. Y. Suburban Counties	**351,633**	**410,650**	**117**
Suburban Counties in New Jersey			
Bergen	94,933	98,387	104
Essex	209,683	175,123	84
Hudson	170,099	94,403	55
Hunterdon	8,489	9,707	114
Mercer	46,521	38,666	83
Middlesex	53,530	44,648	83
Monmouth	37,449	43,341	116
Morris	27,942	31,891	114
Ocean	8,466	11,059	131
Passaic	75,069	59,490	79
Somerset	16,518	17,513	106
Sussex	6,864	8,049	117
Union	78,392	75,041	96
Warren	12,127	11,743	97
Total N. J. Suburban Counties	**846,082**	**719,061**	**85**
Suburban County in Connecticut			
Fairfield	96,959	*76,551	79
Total Suburban Counties	**1,294,674**	**1,206,262**	**93**
TOTAL TRADING AREA	**3,083,612**	**1,965,905**	**64**

*Year 1935.

New York City Compared With Other Cities

City	Passenger Car Registration† 1936	City	Passenger Car Registration† 1936
New York City	657,177	Baltimore	118,463
Chicago	474,026	Boston	92,068
Philadelphia	233,733	Pittsburgh	97,423
Detroit	402,388	San Francisco	136,355
Los Angeles	379,360	Milwaukee	119,071
Cleveland	207,260	Buffalo	119,398
St. Louis	149,822	Washington, D. C.	150,910
		Minneapolis	116,732

†City passenger car registrations, from the Reuben H. Donnelley Corp., as of July 1, 1936.

IN NEW YORK'S SUBURBS A CAR IS A NECESSITY

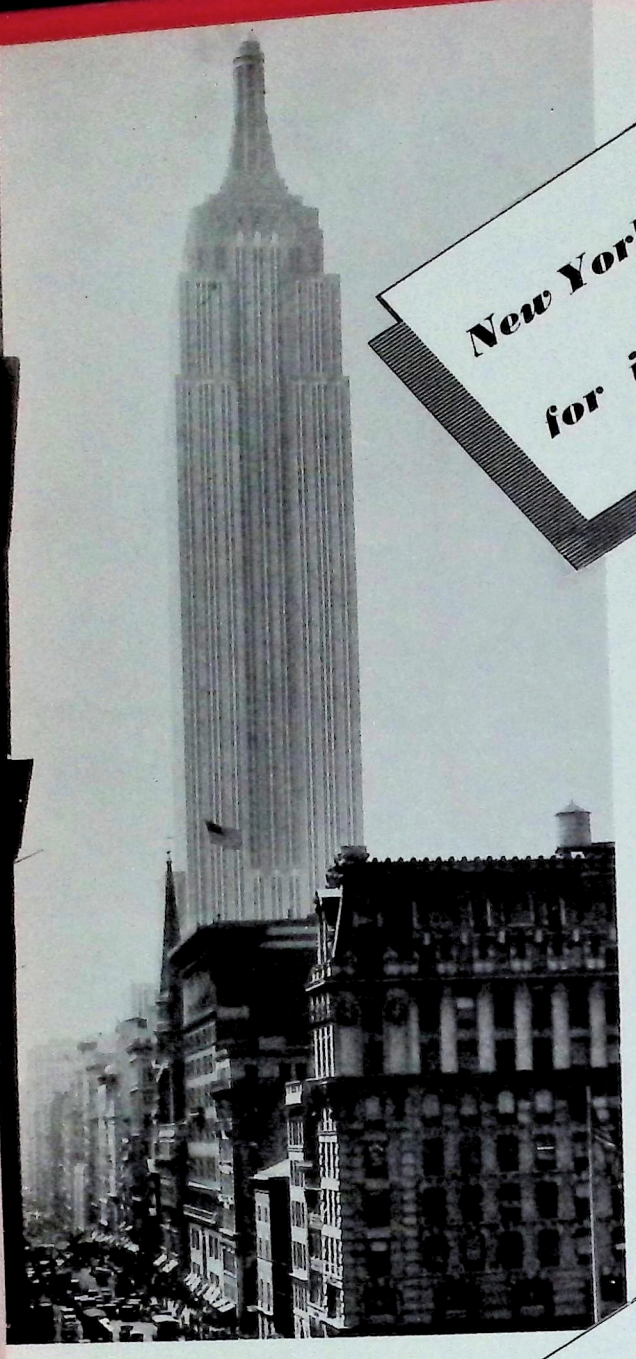
Consequently, the good suburban residential areas of New York are the richest part of the market for automotive advertisers

With only 42% of all the families in the market, New York's suburbs have 61% of all the passenger cars. Automobile registrations are so much higher there because suburbanites need a car to get around. While an automobile is a luxury in city areas, it is a necessity in outlying residential sections. Of every 100 suburban families in the New York market, 93 are owners of automobiles.

The Sun is an outstanding medium for advertisers of new passenger cars, accessories and gasoline and oil because it reaches so many of the car-owning, car-buying families in New York's better suburbs as well as in the better residential areas of the city. Numerous surveys show this to be true and establish The Sun's importance as a medium for automotive advertisers in this great market.

The Sun

NEW YORK



New York is famous for its skyscrapers

Sightseers are impressed, but successful advertisers have learned how to develop sales in New York profitably. They start with the market's good home districts and keep giving retail outlets in these important areas strong advertising support.

For years, every study of home-read newspapers in New York has shown that The Sun goes and stays in average and above-average homes where buying power and living standards are high. Whether a product costs a lot or only a little, The Sun can do a fine selling job at very low cost.

The Sun
NEW YORK

BUT It's New York's Worthwhile Home Areas That Make The Market

ANALYSIS OF U. S. PASSPORTS — 1937

New York is a city of people who have the inclination and the means to travel. Over one-fourth of all the passports or renewals issued in the entire country are issued to the permanent residents of New York city.

By Residence

Permanent Residence	Passports or Renewals	Per Cent
Alabama	874	.52
Alaska	252	.15
Arizona	773	.46
Arkansas	218	.13
California	8,821	5.25
Colorado	1,848	1.10
Connecticut	2,050	1.22
Delaware	672	.40
District of Columbia	2,806	1.67
Florida	1,260	.75
Georgia	1,143	.68
Idaho	504	.30
Illinois	10,299	6.13
Indiana	1,663	.99
Iowa	739	.44
Kansas	1,277	.76
Kentucky	874	.52
Louisiana	756	.45
Maine	1,092	.65
Maryland	2,655	1.58
Massachusetts	7,023	4.18
Michigan	6,569	3.91
Minnesota	3,142	1.87
Mississippi	756	.45
Missouri	3,495	2.08
Montana	874	.52
Nebraska	1,092	.65
Nevada	269	.16
New Hampshire	924	.55
New Jersey	8,955	5.33
New Mexico	420	.25
New York City	47,599	28.33
New York State*	11,039	6.57
North Carolina	958	.57
North Dakota	302	.18
Ohio	6,821	4.06
Oklahoma	1,109	.66
Oregon	857	.51
Pennsylvania	9,963	5.93
Rhode Island	1,092	.65
South Carolina	504	.30
South Dakota	521	.31
Tennessee	991	.59
Texas	3,680	2.19
Utah	991	.59
Vermont	639	.38
Virginia	1,831	1.09
Washington	1,647	.98
West Virginia	1,243	.74
Wisconsin	1,731	1.03
Wyoming	403	.24
TOTAL FOR COUNTRY	168,016	100.00

*Exclusive of New York city.

By Occupation

Occupation	Passports or Renewals	Per Cent
Accountant	1,563	.93
Actor	806	.48
Artist	4,301	2.56
Banker-broker	3,948	2.35
Buyer	2,201	1.31
Clerk-secretary	7,930	4.72
Contractor	1,260	.75
Engineer	3,730	2.22
Executive	6,654	3.96
Farmer-rancher	2,940	1.75
Housewife	25,807	15.36
Interior Decorator	622	.37
Laborer—skilled laborer	14,466	8.61
Lawyer	3,596	2.14
Manufacturer	2,436	1.45
Merchant	6,284	3.74
Miscellaneous†	5,864	3.49
Missionary	1,697	1.01
None	8,115	4.83
Nurse	2,268	1.35
Pharmacist	470	.28
Physician	4,284	2.55
Religious	3,260	1.94
Restaurateur	1,529	.91
Retired	4,587	2.70
Salesman	3,344	1.99
Scientific	2,755	1.64
Servant	4,671	2.78
Student	19,540	11.63
Teacher	13,861	8.25
Technician	1,059	.63
Tradesman	1,210	.72
Writer	1,008	.60
TOTAL	168,016	100.00

†Includes all occupations not given herein.

By Object

Travel	81,807	48.69
Family Affairs	56,521	33.64
Health	907	.54
Educational	6,486	3.86
Commercial Business	6,166	3.67
Personal Business	2,336	1.39
Professional Business	4,032	2.40
Employment	3,696	2.20
Missionary	2,453	1.46
Official Business	1,747	1.04
Scientific	1,865	1.11
TOTAL	168,016	100.00

By Destination

All Countries§	3,914	2.33
Eastern Europe	15,155	9.02
Near East	16,752	9.97
Far East	9,022	5.37
Australia	2,604	1.55
Latin America, West Indies and Mexico	13,105	7.80
Africa	3,881	2.31
Western Europe	140,142	83.41
TOTAL	204,575‡	‡121.76

‡The percentage above 100 per cent and the corresponding total in excess of the passports and renewals issued, indicate the approximate number who stated they contemplated visiting more than one destination given above.

§While a great many applicants inserted "all countries" in the space provided in applications for destination, it is the opinion of the Department of State that practically all who gave "all countries" as their destination visited western Europe.

Source: U. S. Department of State.

Real Property Inventory

NEW YORK CITY

This survey, prepared under the direction of the New York City Housing Authority, U. S. Department of Commerce, Mayor's Advisory Committee on Real Property Inventory, 1934, covers the physical, occupancy and income condition of all real property in New York city.

RESIDENTIAL STRUCTURES			Total New York City	Manhattan	Bronx	Brooklyn	Queens	Richmond
Number Of Structures			**594,437**	**56,498**	**58,862**	**246,897**	**196,904**	**35,276**
Total			255,191	5,743	20,507	80,889	123,098	24,954
By Type		Single Family	136,467	542	16,295	72,364	41,593	5,673
		Two Family	116,348	35,055	17,970	52,285	10,463	575
		Multi-Family	86,431	15,158	4,090	41,359	21,750	4,074
		Other Structures						
By Age		Less Than 10 Years	188,437	2,290	22,337	57,512	94,842	11,456
		10 to 19 Years	125,586	2,212	10,355	46,839	56,355	9,825
		20 to 34 Years	90,294	6,209	11,923	40,695	26,514	4,953
		35 Years and Over	190,120	45,787	14,247	101,851	19,193	9,042
By Condition		First Class	277,347	14,077	25,959	95,828	127,821	13,662
		Second Class	271,337	30,991	28,962	131,034	61,995	18,355
		Third Class	37,193	9,000	3,546	15,624	6,146	2,877
		Fourth Class	8,560	2,430	395	4,411	942	382
Number With Garages			219,642	848	21,628	68,332	112,524	16,310
Number Of Family Quarters			**2,067,065**	**590,767**	**376,637**	**713,928**	**341,033**	**44,700**
Total			255,191	5,743	20,507	80,889	123,098	24,954
One Family Structures			272,934	1,084	32,590	144,728	83,186	11,346
Two Family Structures			1,374,322	568,656	315,795	389,857	96,697	3,317
Multi-Family Structures			164,618	15,284	7,745	98,454	38,052	5,083
Other Structures								
Occupied Family Quarters			**1,814,736**	**485,623**	**339,233**	**645,990**	**305,662**	**38,228**
Total			332,990	4,567	34,317	151,879	123,820	18,407
Owner Occupied Quarters	Total Owner Occupied		36,234	373	5,351	21,186	7,486	1,838
	By Size	4 Rooms or Less	65,556	180	7,868	33,437	20,845	3,226
		5 Rooms	172,818	401	15,641	67,126	79,998	9,652
		6 and 7 Rooms	58,382	3,613	5,457	30,130	15,491	3,691
		8 Rooms and Over						
Rented Occupied Family Quarters	Total Rented Occupied		1,481,746	481,056	304,916	494,111	181,842	19,821
	By Size	1 Room	17,507	12,260	943	3,030	1,212	62
		2 Rooms	87,589	45,559	13,518	18,660	9,538	314
		3 Rooms	406,764	126,207	115,427	118,329	44,522	2,279
		4 Rooms	451,958	144,019	95,117	165,185	43,322	4,315
		5 Rooms	281,128	80,576	52,269	104,239	38,488	5,556
		6 and 7 Rooms	209,274	58,434	25,856	78,050	40,786	6,148
		8 and 9 Rooms	19,176	9,999	1,338	4,866	3,028	845
		10 Rooms and Over	7,660	4,212	448	1,752	946	302
		Unknown	692					
	By Monthly Rental	Under 10.00	22,939	16,046	843	5,499	442	109
		10.00 to 19.99	183,682	99,378	10,583	63,848	7,648	2,225
		20.00 to 29.99	309,725	101,834	46,138	121,260	34,603	5,890
		30.00 to 49.99	635,875	129,008	182,689	216,731	98,889	8,558
		50.00 to 74.99	210,905	61,637	50,828	65,196	31,019	2,245
		75.00 to 99.99	49,899	27,028	6,808	10,945	4,725	393
		100.00 to 149.99	27,464	20,547	1,675	3,367	1,752	123
		150.00 and Over	20,695	18,509	214	1,239	689	44
		Unknown	25,384					
	Total Multi-Family		1,185,710	467,123	283,123	346,935	85,791	2,738
	By Rent per Room (Multi-Family Structures Only)	Under 3.00	26,240	15,771	3,236	6,659	522	52
		3.00 to 4.99	142,875	74,265	9,027	56,041	3,202	340
		5.00 to 5.99	132,493	68,321	13,281	43,061	7,490	340
		6.00 to 6.99	108,234	51,272	21,706	28,593	6,433	230
		7.00 to 9.99	228,058	81,610	66,583	68,091	11,502	272
		10.00 to 19.99	432,092	94,848	161,699	124,423	49,864	1,258
		20.00 to 34.99	70,701	47,427	4,994	12,410	5,674	196
		35.00 and Over	30,150	27,515	291	1,779	543	22
		Unknown	14,867					
Vacant Family Quarters								
Per Cent Vacant			12.20	17.80	10.00	9.51	10.37	14.47
Total Vacant			**252,329**	**105,144**	**37,404**	**67,938**	**35,371**	**6,472**
By Type of Structure		Single Family Structures	16,617	497	1,250	4,156	7,917	2,797
		Two Family Structures	19,403	150	2,412	8,708	7,103	1,030
		Multi-Family Structures	188,612	101,533	32,672	42,922	10,906	579
		Other Structures	27,697	2,964	1,070	12,152	9,445	2,066
By Monthly Rental		Under 10.00	8,739	4,766	106	1,383	2,263	221
		10.00 to 19.99	58,372	37,043	1,942	16,595	1,804	988
		20.00 to 29.99	64,644	25,867	8,464	20,824	7,759	1,730
		30.00 to 49.99	76,061	18,877	20,761	18,989	16,009	1,425
		50.00 to 74.99	24,878	8,181	4,929	6,289	5,123	356
		75.00 to 99.99	6,722	3,599	666	1,323	1,074	60
		100.00 to 149.99	3,929	2,627	159	558	553	32
		150.00 and Over	3,371	2,834	37	239	227	34
		Unknown	5,613					
By Size		One Room	2,521	1,749	72	454	174	72
		Two Rooms	14,119	9,037	804	2,548	1,368	362
		Three Rooms	58,385	29,802	9,970	10,796	6,519	1,298
		Four Rooms	78,543	31,638	11,976	23,317	9,871	1,741
		Five Rooms	53,520	17,387	9,432	16,851	8,639	1,211
		Six and Seven Rooms	37,858	12,721	4,750	11,957	7,354	1,076
		Eight and Nine Rooms	3,823	1,730	211	923	783	176
		Ten Rooms and Over	2,918	1,061	84	758	578	437
		Unknown	642					
By Duration of Vacancy		Under Five Months	144,244	51,305	22,978	38,742	26,625	4,594
		Six to Eleven Months	40,788	17,641	6,986	11,791	3,707	663
		One to Two Years	33,343	16,788	4,420	8,826	2,787	522
		Two Years and Over	33,389	19,283	2,809	8,362	2,242	693
		Unknown	565					

—Continued

Real Property Inventory—*Continued*

RESIDENTIAL STRUCTURES (*Cont.*)	Total New York City	Manhattan	Bronx	Brooklyn	Queens	Richmond
Population						
Total Population—1934	6,874,154	1,724,245	1,294,873	2,550,448	1,144,250	160,338
In Private Families—1934	6,770,686	1,657,895	1,283,605	2,533,853	1,141,534	153,799
In Other Units—1934	103,468	66,350	11,268	16,595	2,716	6,539
Number Of Families						
Total Families—1930—U. S. Census	**1,728,196**	**472,620**	**322,367**	**616,875**	**280,318**	**36,016**
Total Families—1934	**1,889,574**	**501,099**	**355,113**	**675,758**	**317,582**	**40,022**
By Race of Head of Family — White	1,806,240	444,764	351,405	657,477	312,985	39,609
By Race of Head of Family — Negro	80,985	54,640	3,471	17,996	4,490	388
By Race of Head of Family — Other Colored	2,185	1,531	237	285	107	25
By Size of Household — One Person	87,344	46,926	8,419	21,999	8,598	1,397
By Size of Household — Two Persons	401,586	131,256	69,665	124,818	68,419	7,428
By Size of Household — Three Persons	419,233	106,457	84,178	143,327	76,832	8,439
By Size of Household — Four Persons	398,455	88,696	82,646	148,066	70,944	8,103
By Size of Household — Five Persons	251,179	55,192	49,603	99,288	41,608	5,488
By Size of Household — Six Persons or More	256,939	57,091	44,722	108,492	39,261	7,373
By Duration of Occupancy — Under One Year	609,698	180,436	132,262	203,248	85,436	8,311
By Duration of Occupancy — 1, But Less Than 2 Years	273,530	77,987	59,493	94,667	37,584	3,799
By Duration of Occupancy — 2, But Less Than 5 Years	395,008	118,614	77,432	134,653	57,394	6,915
By Duration of Occupancy — 5, But Less Than 10 Years	302,972	58,236	44,864	116,470	74,908	8,494
By Duration of Occupancy — 10 Years and Over	233,528	50,345	25,182	96,952	50,340	10,709
By Owned Passenger Autos — None	1,477,447	450,279	289,594	538,715	177,594	21,265
By Owned Passenger Autos — One Automobile	325,376	33,242	48,268	104,306	123,606	15,954
By Owned Passenger Autos — Two or More Automobiles	11,913	2,102	1,371	2,969	4,462	1,009
Miscellaneous Data						
Number of Occupied Family Quarters						
With Mechanical Refrigeration	595,843	147,603	170,134	159,964	108,555	9,587
In Fourth Class Structures	25,458	15,400	616	8,395	775	272
Renting for Less Than $3.00 per Room	33,201	16,453	3,762	10,742	1,596	648
Without Central Heating Plant	387,664	158,303	15,787	166,457	38,646	8,471
Without Hot Water	244,358	61,477	7,379	150,045	22,017	3,440
Without Tub or Shower	235,871	122,194	5,966	95,496	8,482	3,733
Without Electricity or Gas Lighting	6,684	2,030	217	2,459	1,094	884
Without Electricity or Gas Cooking	26,319	6,368	1,406	7,991	3,431	7,123
Without Private Indoor Toilets	189,549	114,844	3,691	63,070	5 892	2,052
Number of Persons per Room — 1.00 and Under	1,448,489	391,709	249,926	506,226	267,567	33,061
Number of Persons per Room — 1.01 to 2	351,295	88,505	86,973	134,228	36,679	4,910
Number of Persons per Room — 2.01 and Over	14,745	5,202	2,334	5,536	1,416	257
Number of Persons per Room — Unknown	207					
Time Required to Get to Work. Principal Income Earner. (% Distribution of Reporting Families) — 0-19 Min.	22.0	31.0	15.0	20.0	19.0	28.0
Time Required to Get to Work. Principal Income Earner. (% Distribution of Reporting Families) — 20-39 Min.	35.0	49.0	28.0	38.0	27.0	32.0
Time Required to Get to Work. Principal Income Earner. (% Distribution of Reporting Families) — 40-59 Min.	19.0	15.0	27.0	24.0	20.0	7.0
Time Required to Get to Work. Principal Income Earner. (% Distribution of Reporting Families) — 60 Min. Plus	24.0	5.0	30.0	18.0	34.0	33.0
Number of Vacant Family Quarters						
With Mechanical Refrigeration	43,978	15,396	12,597	8,681	6,900	404
In Fourth Class Structures	13,971	8,591	363	4,206	578	233
Renting for Less Than $3.00 per Room	6,491	3,967	209	1,867	306	142
Without Central Heating Plant	103,932	57,985	5,548	22,451	14,557	3,391
Without Hot Water	77,707	30,497	3,059	30,680	10,087	3,384
Without Tub or Shower	73,286	45,446	1,555	17,603	5,682	3,000
Without Electricity or Gas Lighting	4,655	1,623	108	1,560	799	565
Without Electricity or Gas Cooking	9,811	2,635	379	2,253	1,750	2,794
Without Private Indoor Toilets	60,059	41,464	1,009	14,427	1,724	1,435
NON-RESIDENTIAL PROPERTIES						
Total Structures	**86,615**	**28,610**	**9,288**	**26,367**	**16,684**	**5,666**
By Type of Structure — Loft, Including Converted Loft	7,496	6,445	130	821	83	17
By Type of Structure — Office	2,600	1,758	137	464	203	38
By Type of Structure — Warehouse	4,315	2,052	300	1,443	370	150
By Type of Structure — Store	23,383	2,223	3,480	8,347	7,489	1,844
By Type of Structure — Hotel	490	411	2	57	6	14
By Type of Structure — Rooming and Lodging	12,872	8,366	378	2,809	1,126	193
By Type of Structure — Factory	8,860	994	726	3,649	1,849	1,642
By Type of Structure — Commercial Garage	7,933	1,225	1,341	2,796	2,291	280
By Type of Structure — Institutional	1,063	511	250	246	38	18
By Type of Structure — Public and Semi-Public	6,794	2,725	1,220	1,809	732	308
By Type of Structure — Other Non-Residential	10,809	1,900	1,324	3,926	2,497	1,162
Used Parcels	366,662	29,390	166,937	49,422	76,590	44,323
Unused Parcels	871,067	6,725	90,441	97,490	410,742	265,669
Workers (regardless of residence)	2,138,143	1,462,755	156,676	373,689	116,850	28,173

Explanation of Terms

Types of Residential Structures

In general, classification of building type is made on the basis of dominant use. Row houses are classed as single family structures. Flats over stores, and other residential buildings not clearly in one of the other groups, are classed as "other" structures. Residential structures include two-story buildings whose ground floors are occupied by stores and whose second stories are made up of apartments. Rooming, lodging houses and hotels (with five or more roomers—excluding apartment hotels) are listed as nonresidential.

Family quarters include all space used, or designed, for dwelling purposes by private families.

Occupied Family Quarters

These are divided between rented and owner-occupied quarters, with the owners of co-operative apartments and owners of two-family and multi-family structures living in their own buildings included in the latter.

Population and Families

This survey, in general, followed the 1930 U. S. Census definition of a family, namely, "a group of persons related by either blood, marriage or adoption, who live together as one household, usually sharing the same table." Two families which occupy the same apartment (doubling up) are counted as two families. Foster children, wards, guests, servants and lodgers (unless more than four) are included as members of a family. If more than 4, the group is listed as a lodging house. In this tabulation, people living under the same roof in hotels, institutions and boarding houses are counted "in other units."

MUTUAL SAVINGS BANKS

NEW YORK MARKET

In the United States, Mutual Savings Banks are to be found in only seventeen States, as follows: Connecticut, Delaware, Indiana, Maine, Maryland, Massachusetts, Minnesota, New Hampshire, New Jersey, New York, Ohio, Oregon, Pennsylvania, Rhode Island, Vermont, Washington and Wisconsin.

The New York Market has 23.1% of all the Mutual Savings Banks, 45.8% of all depositors and 48.6% of all deposits.

New York city has 10.4% of all the Mutual Savings Banks, 37.2% of all depositors and 41.1% of all deposits.

Deposits and Depositors as of January 1, 1938

	Deposits	*Depositors**	*Number of Banks*
New York City	$2,642,116,226	2,734,742	23
Manhattan	149,964,104	275,480	3
Bronx	1,169,094,382	1,888,830	21
Brooklyn	171,853,923	446,652	8
Queens	26,179,693	71,234	2
Richmond			
Total New York City	$4,159,208,328	5,416,938	57
Suburban Counties in New York State			
Dutchess	$36,757,366	56,020	6
Nassau	8,782,149	10,438	1
Orange	41,612,377	57,803	5
Putnam	2,460,036	3,856	1
Rockland	none	none	0
Suffolk	37,282,435	41,138	4
Ulster	31,761,943	42,986	6
Westchester	124,244,086	226,570	11
Total N. Y. Suburban Counties	$282,900,392	438,811	34
Suburban Counties in New Jersey			
Bergen	none	none	0
Essex	$173,207,051	358,871	8
Hudson	76,086,252	101,443	4
Hunterdon	none	none	0
Mercer	14,014,366	26,627	2
Middlesex	16,238,679	28,019	2
Monmouth	none	none	0
Morris	15,114,506	15,514	1
Ocean	none	none	0
Passaic	none	none	0
Somerset	3,331,186	4,225	2
Sussex	none	none	0
Union	14,302,677	42,153	3
Warren	none	none	0
Total N. J. Suburban Counties	$312,294,717	576,852	22
Suburban County in Connecticut			
Fairfield	$163,437,387	246,847	14
Total Suburban Counties	$758,632,496	1,262,510	70
TOTAL NEW YORK MARKET	$4,917,840,824	6,679,448	127
TOTAL UNITED STATES (17 States)	$10,126,381,152	14,578,186	550
Per Cent of U. S. in N. Y. Market	48.6%	45.8%	23.1%
Per Cent of U. S. in New York City	41.1%	37.2%	10.4%

**Open accounts, instead of depositors, have been used for New York city and New York State.*

Source: New York State Banking Department and National Association of Mutual Savings Banks.

Value of Owned Homes

New York Market Compared with other Metropolitan Markets . . . and with the Country

Market Area*	TENURE					VALUE							
	All Families	Owner Families	Per Cent	Tenant Families	Per Cent	Owned Non-Farm Homes	Under $1,500	$1,500-$2,999	$3,000-$4,999	$5,000-$7,499	$7,500-$9,999	$10,000 and Over	Median Value
New York	2,966,006	945,175	32.3	1,984,914	67.7	919,153	9,908	29,797	88,180	207,216	168,995	397,631	$9,212
Chicago	1,452,832	614,745	42.9	818,211	57.1	568,402	18,591	46,056	95,944	145,357	95,231	157,812	$7,044
Philadelphia	1,085,778	600,940	56.4	465,324	43.6	559,614	17,870	64,141	148,766	170,580	61,821	87,821	$5,655
St. Louis	718,320	349,402	49.5	356,214	50.5	249,561	47,745	51,793	54,538	44,424	18,669	27,448	$3,835
Boston	795,378	352,950	44.9	432,843	55.1	328,039	14,569	37,810	72,575	88,531	42,889	67,137	$6,039
Pittsburgh	701,781	348,983	50.4	343,907	49.6	306,270	26,759	47,132	71,405	74,379	31,704	50,871	$5,196
Cleveland	627,028	325,472	52.6	293,556	47.4	287,914	11,102	29,067	66,270	86,157	39,437	52,062	$6,033
Los Angeles	826,245	350,992	43.2	461,166	56.8	325,813	16,052	32,520	77,563	96,213	33,048	66,766	$5,648
San Francisco	359,967	191,396	54.6	159,442	45.4	158,192	10,548	23,714	45,005	42,891	12,743	20,389	$4,927
Detroit	614,873	306,056	50.5	299,908	49.5	273,939	8,922	23,264	47,126	75,449	50,381	65,996	$6,863
United States Total	**29,904,663**	**14,002,074**	**47.8**	**15,369,817**	**52.2**	**10,503,386**	**1,364,771**	**1,698,602**	**2,343,769**	**2,297,029**	**989,468**	**1,600,429**	**$4,777**
Per Cent of U. S. in New York Market	**9.9%**	**6.8%**		**13.0%**		**8.8%**	**.7%**	**1.8%**	**3.8%**	**9.0%**	**17.1%**	**24.8%**	

Monthly Rental of Rented Homes

Market Area*	RENTALS							DWELLINGS			
	Rented Non-Farm Homes	Under $15	$15-$29	$30-$49	$50-$99	$100 and Over	Median Rentals	Total	1-Family	2-Family	3 or More
New York	1,976,159	60,350	429,956	683,560	626,720	120,647	$43.07	1,454,641	1,008,070	265,625	180,946
Chicago	774,616	44,106	179,574	208,611	289,205	36,930	$44.17	939,982	699,327	153,215	87,440
Philadelphia	450,316	54,119	153,084	163,727	61,135	10,378	$31.63	985,823	925,979	45,268	14,576
St. Louis	286,798	80,554	95,962	67,104	32,800	4,610	$23.75	612,738	542,777	57,186	12,775
Boston	429,136	42,549	157,138	154,461	62,126	7,224	$31.48	563,833	422,831	94,885	46,117
Pittsburgh	333,425	83,556	117,148	82,153	40,274	6,036	$24.68	612,821	547,966	52,779	12,076
Cleveland	282,221	22,293	90,994	110,063	51,021	4,569	$34.52	510,633	438,535	55,924	16,174
Los Angeles	441,092	38,784	142,442	178,118	62,606	8,949	$33.65	721,929	687,226	22,062	12,641
San Francisco	143,167	20,450	54,575	47,423	14,149	1,565	$27.47	330,492	316,877	9,098	4,517
Detroit	289,869	7,796	52,901	111,513	106,012	7,694	$44.01	487,094	420,413	51,689	14,992
United States Total	**12,351,549**	**2,894,879**	**3,847,595**	**3,191,435**	**1,846,472**	**255,339**	**$26.36**	**25,204,976**	**22,833,110**	**1,728,087**	**643,779**
Per Cent of U. S. in New York Market	**16.0%**	**2.1%**	**11.2%**	**21.4%**	**33.9%**	**47.3%**		**5.8%**	**4.4%**	**15.4%**	**28.1%**

NOTE . . . Figures for families do not include quasi-family groups.

*Metropolitan markets, other than New York, as defined by Batten, Barton, Durstine & Osborn, Inc.

Figures from study prepared by Promotion and Research Managers Group of New York City newspapers and based on U. S. Census of 1930.

ANALYSIS OF OWNED AND RENTED HOMES IN THE NEW YORK MARKET

By Counties and Incorporated Places with Population of 2,500 or more.

COUNTY AND TOWN	Number of Dwellings	TENURE					VALUE OF HOMES OWNED			RENTALS		
		All Families	Owner Families	% Owned Homes	Tenant Families	% Rented Homes	Owned Non-Farm Homes	Homes Valued at $10,000 and Over	Median Value All Owners	Rented Non-Farm Homes	Homes Renting for $100 and Over	Median Rental All Tenants
New York State												
NEW YORK CITY	**557,359**	**1,722,954**	**348,778**	**20.5**	**1,354,470**	**79.5**	**348,608**	**175,760**	**$10,264**	**1,354,293**	**97,123**	**$46.45**
Manhattan	56,254	468,956	11,689	2.5	453,909	97.5	11,686	9,716	over20,000	453,905	67,335	43.64
Bronx	57,137	321,270	33,975	10.7	284,667	89.3	33,966	21,247	12,266	284,653	8,542	51.97
Brooklyn	245,211	616,875	158,070	26.0	449,437	74.0	158,050	89,428	11,207	449,399	14,877	44.27
Queens	169,254	280,064	125,932	45.5	150,705	54.5	125,849	50,290	9,070	150,605	6,048	48.38
Richmond	29,503	35,789	19,112	54.8	15,752	45.2	19,057	5,079	7,586	15,731	321	39.81
WESTCHESTER	**79,027**	**122,657**	**53,291**	**44.2**	**67,199**	**55.8**	**52,851**	**37,047**	**14,448**	**66,823**	**8,509**	**52.04**
Bronxville	934	1,476	576	39.3	890	60.7	576	541	over20,000	890	696	151.37
Dobbs Ferry	861	1,206	586	49.6	596	50.4	584	371	12,774	596	68	46.00
Elmsford	565	706	396	56.3	307	43.7	396	260	11,831	307	4	43.46
Hastings-on-Hudson	1,125	1,625	874	54.1	741	45.9	873	463	11,148	739	57	33.17
Irvington	552	689	333	50.6	325	49.4	333	266	17,558	324	18	43.25
Larchmont	1,007	1,308	789	60.8	508	39.2	789	744	over20,000	508	212	91.61
Mamaroneck	2,071	2,801	1,351	49.0	1,408	51.0	1,350	1,062	15,158	1,408	129	55.02
Mount Kisco	885	1,181	593	51.4	560	48.6	593	423	13,266	560	21	43.79
Mount Vernon	8,263	15,327	5,611	37.3	9,413	62.7	5,610	4,333	15,431	9,413	1,460	61.52
New Rochelle	8,221	12,507	5,571	45.5	6,686	54.5	5,562	4,413	16,927	6,685	1,300	63.02
North Pelham	867	1,280	550	43.7	710	56.3	550	465	17,036	710	164	77.58
North Tarrytown	1,178	1,694	673	40.9	974	59.1	672	363	11,386	974	39	39.99
Ossining	2,383	3,285	1,648	50.8	1,597	49.2	1,646	760	9,537	1,596	42	42.78
Peekskill	2,840	3,868	1,820	47.5	2,014	52.5	1,815	731	8,589	2,014	33	34.27
Pelham Manor	935	1,114	737	66.9	365	33.1	737	712	over20,000	365	256	142.00
Pleasantville	929	1,115	632	57.0	477	43.0	632	458	13,724	477	52	53.27
Port Chester	3,269	5,197	2,134	41.5	3,003	58.5	2,134	1,457	13,300	3,002	97	42.18
Rye	1,614	1,996	942	48.1	1,017	51.9	942	774	18,840	1,017	311	78.72
Scarsdale	1,977	2,024	1,674	84.7	303	15.3	1,673	1,550	over20,000	303	218	175.31
Tarrytown	1,088	1,540	639	42.3	870	57.7	636	199	7,781	866	99	47.96
Tuckahoe	873	1,462	646	44.6	801	55.4	638	415	12,731	793	55	43.40
White Plains	5,695	8,395	3,772	45.6	4,503	54.4	3,761	3,365	17,628	4,498	808	67.86
Yonkers	14,996	32,514	10,265	32.1	21,689	67.9	10,254	6,648	12,798	21,669	1,334	46.47
ROCKLAND	**12,402**	**13,671**	**8,257**	**61.3**	**5,223**	**38.7**	**7,940**	**2,400**	**7,430**	**5,156**	**76**	**28.80**
Haverstraw	1,061	1,351	697	52.4	634	47.6	697	185	6,977	634	..	25.41
Nyack	1,149	1,396	727	52.8	650	47.2	727	215	8,035	650	10	36.73
Spring Valley	857	986	629	64.4	348	35.6	629	179	7,192	348	8	33.66
Suffern	802	907	577	63.8	328	36.2	576	216	8,794	328	6	38.47
West Haverstraw	603	665	280	42.3	382	57.7	280	37	6,008	382	1	17.04
PUTNAM	**3,185**	**3,435**	**1,815**	**53.8**	**1,561**	**46.2**	**1,507**	**417**	**6,557**	**1,312**	**19**	**24.41**
ORANGE	**27,226**	**32,859**	**17,161**	**52.9**	**15,255**	**47.1**	**14,506**	**2,276**	**5,738**	**14,320**	**68**	**24.30**
Goshen	706	778	443	57.6	326	42.4	439	81	6,104	321	1	24.17
Highland Falls	677	796	370	47.6	407	52.4	368	34	5,827	407	4	25.17
Middletown	3,940	5,170	2,664	52.0	2,459	48.0	2,659	571	6,426	2,458	11	28.90
Newburgh	5,521	8,316	3,496	42.4	4,744	57.6	3,492	723	6,447	4,743	15	27.10
Port Jervis	2,349	2,823	1,613	57.6	1,189	42.4	1,612	147	5,419	1,188	5	24.49
Walden	1,045	1,246	627	50.5	614	49.5	613	47	5,248	613	1	20.23

NOTE . . . All families except quasi-family groups are included under "Tenure". Only non-farm families are included under "Value" and under "Rentals". The negligible "unknown" items are excluded because of lack of space. For these reasons there are minor discrepancies between figures which otherwise might coincide. Compiled from U. S. Census of 1930.

Figures from study prepared by Promotion and Research Managers Group of New York City newspapers.

—Continued on the following pages

ANALYSIS OF OWNED AND RENTED HOMES IN THE NEW YORK MARKET —*Continued*

COUNTY AND TOWN	Number of Dwellings	TENURE					VALUE OF HOMES OWNED			RENTALS		
		All Families	Owner Families	% Owned Homes	Tenant Families	% Rented Homes	Owned Non-Farm Homes	Homes Valued at $10,000 and Over	Median Value All Owners	Rented Non-Farm Homes	Homes Renting for $100 and Over	Median Rental All Tenants
N. Y. State (Cont.)												
SUFFOLK	**36,850**	**38,189**	**25,783**	**68.6**	**11,790**	**31.4**	**24,026**	**6,326**	**$6,600**	**11,154**	**282**	**$31.13**
Amityville	979	1,008	684	68.7	311	31.3	683	301	9,410	311	18	45.56
Babylon	1,117	1,184	690	58.7	486	41.3	689	192	5,635	484	29	48.14
Greenport	796	881	510	59.4	348	40.6	510	87	6,041	348	2	22.30
Lindenhurst	1,014	1,034	766	74.4	264	25.6	762	116	6,101	262	5	30.20
Northport	699	703	509	74.0	179	26.0	509	170	8,727	179	4	37.50
Patchogue	1,696	1,838	1,048	57.6	770	42.4	1,046	288	6,769	768	18	33.27
Sag Harbor	754	787	473	61.5	296	38.5	472	29	3,861	296	3	20.99
Southampton	847	930	576	62.7	343	37.3	563	291	11,349	343	9	37.79
NASSAU	**68,966**	**75,192**	**50,140**	**67.8**	**23,839**	**32.2**	**49,651**	**22,289**	**9,475**	**23,593**	**2,235**	**47.55**
Cedarhurst	1,069	1,196	597	50.6	583	49.4	597	412	13,472	583	190	79.52
East Rockaway	1,043	1,137	804	71.2	326	28.8	804	405	10,087	326	16	62.68
Farmingdale	681	738	497	68.5	229	31.5	494	160	7,763	225	10	40.36
Floral Park	2,496	2,752	2,096	76.8	632	23.2	2,096	1,223	10,973	632	37	54.22
Freeport	3,814	4,205	2,920	70.7	1,213	29.3	2,919	1,302	9,484	1,212	48	51.96
Garden City	1,570	1,676	1,314	79.0	350	21.0	1,312	1,205	over20,000	350	201	113.16
Glen Cove	2,050	2,531	1,258	50.2	1,248	49.8	1,255	677	10,931	1,247	15	35.10
Great Neck	867	1,006	519	51.8	482	48.2	519	342	12,741	482	85	54.87
Hempstead	2,727	3,353	1,881	56.6	1,444	43.4	1,881	1,035	10,977	1,444	114	55.09
Lawrence	503	580	311	56.6	238	43.4	311	288	over20,000	238	100	89.07
Long Beach	1,126	1,549	769	50.5	754	49.5	768	482	12,817	754	168	72.02
Lynbrook	2,888	3,128	2,323	74.6	790	25.4	2,318	1,179	10,164	790	15	54.03
Mineola	1,790	1,952	1,351	70.7	559	29.3	1,351	378	8,409	559	20	48.81
New Hyde Park	699	753	522	69.6	228	30.4	522	106	7,351	228	7	41.63
Rockville Centre	3,222	3,500	2,648	76.3	823	23.7	2,648	2,139	14,042	823	106	62.85
Sea Cliff	895	964	598	62.7	355	37.3	598	331	11,403	355	13	47.47
Valley Stream	2,985	3,141	2,405	77.2	712	22.8	2,400	474	8,189	706	16	50.33
Williston Park	1,211	1,223	1,110	91.4	105	8.6	1,109	47	6,538	105	8	65.02
DUTCHESS	**19,516**	**25,200**	**12,194**	**49.0**	**12,676**	**51.0**	**10,254**	**2,425**	**6,414**	**11,820**	**67**	**26.72**
Beacon	2,180	2,655	1,395	53.2	1,228	46.8	1,392	140	4,732	1,227	2	24.20
Poughkeepsie	6,320	10,579	3,839	36.6	6,642	63.4	3,831	1,503	8,809	6,639	49	32.47
Wappingers Falls	706	830	409	50.0	409	50.0	408	30	5,255	408	..	20.12
ULSTER	**19,429**	**21,798**	**13,457**	**63.0**	**7,917**	**37.0**	**10,059**	**1,488**	**5,247**	**7,092**	**44**	**20.06**
Kingston	6,031	7,488	4,027	54.5	3,360	45.5	4,009	771	6,089	3,351	27	26.19
New Jersey												
BERGEN	**75,701**	**90,859**	**58,239**	**64.9**	**31,441**	**35.1**	**57,577**	**24,207**	**9,270**	**31,247**	**965**	**41.91**
Bergenfield	2,113	2,256	1,705	76.4	526	23.6	1,702	344	7,841	525	11	47.57
Bogota	1,777	1,942	1,476	76.6	452	23.4	1,476	592	9,452	452	11	61.05
Carlstadt	1,170	1,426	883	62.8	523	37.2	862	160	7,028	522	3	34.35
Cliffside Park	2,482	3,873	1,850	48.4	1,970	51.6	1,850	1,369	13,033	1,970	27	47.55
Closter	621	665	463	70.3	196	29.7	453	215	9,794	196	4	44.49
Dumont	1,407	1,496	1,100	73.9	388	26.1	1,097	182	7,574	387	2	48.06
East Rutherford	1,280	1,750	795	45.9	938	54.1	795	188	7,648	938	11	36.86
Edgewater	658	1,021	366	36.3	642	63.7	366	186	10,346	642	5	41.73
Englewood	3,516	4,327	2,407	56.5	1,851	43.5	2,406	1,613	13,349	1,851	221	51.88
Fairlawn	1,478	1,613	1,268	78.9	340	21.1	1,242	174	6.719	326	2	40.83

—Continued on the following pages

ANALYSIS OF OWNED AND RENTED HOMES IN THE NEW YORK MARKET—*Continued*

COUNTY AND TOWN	Number of Dwellings	TENURE					VALUE OF OWNED HOMES			RENTALS		
		All Families	Owner Families	% Owned Homes	Tenant Families	% Rented Homes	Owned Non-Farm Homes	Homes Valued at $10,000 and Over	Median Value All Owners	Rented Non-Farm Homes	Homes Renting for $100 and Over	Median Rental All Tenants
New Jersey (Cont.)												
BERGEN (Cont.)												
Fairview	1,350	1,990	938	47.8	1,025	52.2	937	295	$8,615	1,025	10	$39.06
Fort Lee	1,805	2,113	1,263	60.3	830	39.7	1,263	803	13,827	830	14	41.80
Garfield	4,138	6,672	3,170	48.4	3,378	51.6	3,166	491	6,823	3,377	8	26.51
Glen Rock	1,160	1,219	999	82.7	209	17.3	984	751	13,196	205	24	55.07
Hackensack	4,626	5,968	3,213	54.8	2,653	45.2	3,210	1,495	9,767	2,652	126	45.89
Hasbrouck Heights	1,372	1,503	1,174	79.6	300	20.4	1,171	612	10,362	299	14	59.98
Hillsdale	762	804	620	78.7	168	21.3	606	205	8,818	165	3	44.17
Leonia	1,224	1,394	961	69.4	423	30.6	961	866	14,492	423	26	66.27
Little Ferry	880	1,043	677	66.0	349	34.0	668	73	6,596	348	3	34.92
Lodi	1,696	2,411	1,213	51.1	1,160	48.9	1,204	184	6,402	1,155	3	27.28
Maywood	884	961	749	78.8	202	21.2	748	303	9,376	202	2	45.99
Midland Park	857	922	706	77.0	211	23.0	700	167	7,204	210	5	32.89
New Milford	611	639	456	71.5	182	28.5	447	65	6,807	176	1	40.50
Palisade Park	1,216	1,923	880	46.6	1,009	53.4	880	455	10,300	1,009	7	50.10
Paramus	517	543	377	69.6	165	30.4	297	79	7,604	141	3	35.15
Ramsey	842	873	645	74.1	226	25.9	609	226	8,974	221	..	37.72
Ridgefield	1,050	1,202	806	67.7	385	32.3	805	487	11,508	385	7	54.17
Ridgewood	2,997	3,180	2,437	77.3	715	22.7	2,437	1,976	15,569	714	160	69.61
Rutherford	3,525	4,009	2,880	72.9	1,070	27.1	2,880	1,795	11,660	1,069	54	61.88
Tenafly	1,330	1,405	993	72.4	379	27.6	992	640	12,885	379	43	52.94
Westwood	1,233	1,328	950	72.0	370	28.0	942	538	11,340	366	15	52.55
Woodridge	1,294	1,397	1,165	84.1	221	15.9	1,164	251	8,472	221	3	43.86
ESSEX	**117,802**	**203,233**	**77,371**	**38.5**	**123,676**	**61.5**	**77,127**	**44,384**	**11,483**	**123,578**	**5,384**	**43.98**
Belleville	4,805	6,359	3,461	55.1	2,819	44.9	3,458	1,144	8,516	2,819	19	41.03
Bloomfield	6,946	9,919	5,048	51.2	4,807	48.8	5,014	2,222	9,559	4,792	86	52.79
Caldwell	1,133	1,292	794	62.0	487	38.0	793	607	13,034	487	42	61.41
East Newark	316	523	160	30.8	359	69.2	160	21	6,136	359	..	27.75
East Orange	10,090	19,046	6,769	35.8	12,120	64.2	6,767	5,280	13,474	12,119	1,739	64.90
Glen Ridge	1,697	1,767	1,504	85.6	254	14.4	1,504	1,359	16,806	254	82	80.78
Irvington	8,450	15,100	5,946	39.6	9,064	60.4	5,938	2,955	10,027	9,061	64	51.10
Montclair	7,421	10,025	5,745	57.8	4,187	42.2	5,744	4,927	18,202	4,184	905	59.76
Newark	49,009	105,098	26,742	25.8	76,999	74.2	26,734	12,655	9,767	76,974	1,696	39.76
Nutley	4,004	4,839	3,121	65.0	1,683	35.0	3,106	1,172	9,006	1,681	36	45.71
Orange	5,317	8,518	3,043	36.1	5,384	63.9	3,043	1,578	10,468	5,384	198	41.23
South Orange	2,882	3,176	2,427	76.9	731	23.1	2,424	2,198	19,743	731	166	61.22
Verona	1,555	1,697	1,189	70.6	494	29.4	1,187	812	12,488	494	34	60.81
West Caldwell	713	737	513	69.9	221	30.1	497	202	9,195	217	4	48.54
West Orange	4,662	5,820	3,470	60.3	2,288	39.7	3,453	2,031	11,315	2,281	64	44.16
HUDSON	**74,481**	**165,104**	**43,609**	**26.7**	**119,817**	**73.3**	**43,559**	**18,119**	**8,997**	**119,778**	**2,022**	**39.11**
Bayonne	9,218	18,419	5,569	30.6	12,618	69.4	5,569	1,875	7,872	12,617	94	36.91
Guttenberg	887	1,625	556	34.5	1,055	65.5	556	146	7,760	1,055	11	32.49
Harrison	1,844	3,387	891	26.8	2,437	73.2	891	260	7,312	2,437	3	29.31
Hoboken	4,547	13,583	1,917	14.3	11,456	85.7	1,917	1,057	11,507	11,456	199	30.88
Jersey City	32,148	76,273	18,218	24.1	57,392	75.9	18,215	6,523	8,097	57,389	1,310	39.76
Kearny	6,090	9,702	4,160	43.2	5,472	56.8	4,159	1,626	8,916	5,472	37	42.72
North Arlington	1,512	1,974	1,077	55.9	849	44.1	1,069	217	7,910	844	1	45.22
Secaucus	1,216	1,511	817	55.1	665	44.9	778	121	6,864	632	4	35.81

—Continued on the following pages

ANALYSIS OF OWNED AND RENTED HOMES IN THE NEW YORK MARKET—*Continued*

COUNTY AND TOWN	Number of Dwellings	TENURE					VALUE OF HOMES OWNED			RENTALS		
		All Families	Owner Families	% Owned Homes	Tenant Families	% Rented Homes	Owned Non-Farm Homes	Homes Valued at $10,000 and Over	Median Value All Owners	Rented Non-Farm Homes	Homes Renting for $100 and Over	Median Rental All Tenants
New Jersey (Cont.)												
HUDSON (Cont.)												
Union City	6,367	16,113	3,658	22.9	12,308	77.1	3,556	2,055	$11,347	12,307	109	$38.40
West New York	3,727	9,687	2,102	21.9	7,488	78.1	2,102	1,282	11,703	7,488	83	41.90
HUNTERDON	8,819	9,270	5,976	65.7	3,126	34.3	3,765	209	4,074	2,562	3	17.42
Flemington	700	751	402	53.7	347	46.3	396	42	5,871	347	..	24.75
Lambertville	1,129	1,175	725	62.4	437	37.6	724	23	3,322	437	..	20 01
MERCER	39,829	42,711	24,129	57.5	17,838	42.5	23,163	3,339	5,514	17,480	251	30.36
Hightstown	771	808	460	57.4	342	42.6	458	52	6,224	342	..	26.84
Princeton	1,546	1,758	763	45.1	929	54.9	763	453	14,679	928	62	47.71
Trenton	24,988	27,130	14,542	54.3	12,254	45.7	14,540	2,008	5,307	12,251	169	29.82
MIDDLESEX	39,783	47,671	26,735	56.8	20,327	43.2	25,654	5,629	6,639	20,071	198	29.44
Carteret	1,796	2,553	1,161	45.7	1,377	54.3	1,158	251	7,211	1,377	20	25.54
Dunellen	1,162	1,269	854	68.2	399	31.8	854	167	7,647	398	16	47.39
Highland Park	1,827	2,160	1,254	58.8	879	41.2	1,253	647	10,330	879	12	47.91
Metuchen	1,374	1,441	1,043	72.8	390	27.2	1,037	365	7,942	390	8	40.99
Middlesex	800	819	565	69.8	244	30.2	563	117	6,565	244	1	34.53
Milltown	703	774	444	57.6	327	42.4	438	77	6,738	326	..	21.34
New Brunswick	6,045	8,373	3,593	43.6	4,644	56.4	3,590	1,157	7,665	4,639	67	33.27
Perth Amboy	6,758	9,590	3,909	41.2	5,589	58.8	3,908	1,258	7,424	5,587	36	29.64
Sayrevilie	1,587	1,740	1,025	59.5	697	40.5	1,021	63	4,744	694	..	15.27
South Amboy	1,706	1,855	1,060	57.7	777	42.3	1,060	111	5,486	777	2	25.95
South Plainfield	1,023	1,071	747	70.6	311	29.4	735	97	5,916	310	2	28.47
MONMOUTH	36,908	38,969	23,999	63.1	14,042	36.9	22,195	6,236	6,739	13,484	424	34.79
Asbury Park	3,348	3,938	1,727	44.8	2,130	55.2	1,727	908	10,892	2,130	190	43.75
Belmar	947	982	638	65.8	332	34.2	638	337	10,805	332	11	39.95
Bradley Beach	882	927	551	60.5	359	39.5	551	354	12,799	359	13	43.44
Freehold	1,550	1,675	977	59.5	665	40.5	977	209	6,050	665	1	33.96
Keyport	1,307	1,356	862	64.7	470	35.3	862	130	5,776	469	4	28.08
Long Branch	4,367	4,746	2,723	58.4	1,943	41.6	2,721	605	6,581	1,943	22	36.59
Red Bank	2,768	2,951	1,610	56.0	1,263	44.0	1,610	630	8,605	1,263	75	40.63
MORRIS	24,002	26,122	15,605	60.3	10,288	39.7	14,636	4,896	7,449	9,888	268	31.73
Boonton	1,518	1,689	1,033	61.4	649	38.6	1,033	398	8,680	648	8	36.75
Butler	790	858	566	66.1	290	33.9	557	66	6,115	290	1	25.43
Chatham	960	1,006	717	72.2	276	27.8	717	477	12,302	276	12	60.96
Dover	2,337	2,538	1,223	48.5	1,298	51.5	1,223	377	7,944	1,298	4	33.88
Madison	1,430	1,732	995	58.3	711	41.7	993	569	11,534	711	63	39.36
Morristown	2,865	3,731	1,713	46.3	1,986	53.7	1,710	923	10,869	1,985	91	42.50
Rockaway	740	760	455	60.5	297	39.5	455	40	5,896	297	1	25.34
Towaco	902	999	759	76.6	232	23.4	740	90	6,814	227	3	38.58
Wharton	893	909	476	52.8	425	47.2	476	55	6,083	425	..	23.41
OCEAN	8,907	9,247	6,404	70.9	2,633	29.1	5,661	918	5,067	2,570	77	26.74
PASSAIC	47,394	75,060	31,788	42.8	42,515	57.2	31,370	8,746	7,351	42,416	335	32.39
Bloomingdale	583	608	383	63.0	225	37.0	363	26	5,055	225	..	22.52

—Continued on the following page

ANALYSIS OF OWNED AND RENTED HOMES IN THE NEW YORK MARKET—*Continued*

COUNTY AND TOWN	Number of Dwellings	TENURE					VALUE OF HOMES OWNED			RENTALS		
		All Families	Owner Families	% Owned Homes	Tenant Families	% Rented Homes	Owned Non-Farm Homes	Homes Valued at $10,000 and Over	Median Value All Owners	Rented Non-Farm Homes	Homes Renting for $100 and Over	Median Rental All Tenants
New Jersey (Cont.)												
PASSAIC (Cont.)												
Clifton	8,167	11,331	6,201	55.2	5,034	44.8	6,111	1,395	$7,576	5,003	21	$36.23
East Paterson	958	1,108	751	68.2	350	31.8	746	65	5,968	343	..	30.64
Haledon	951	1,388	755	54.8	623	45.2	755	109	6,657	623	2	31.71
Hawthorne	2,792	3,166	2,303	73.4	835	26.6	2,289	501	7,355	835	..	39.30
Passaic	7,001	14,820	4,349	29.6	10,368	70.4	4,348	2,365	10,868	10,365	120	30.06
Paterson	20,648	35,503	12,664	36.1	22,404	63.9	12,664	3,463	7,038	22,402	180	32.41
Pompton Lakes	749	789	393	50.6	384	49.4	393	137	7,986	384	3	25.82
Prospect Park	968	1,494	763	51.3	725	48.7	763	145	7,216	725	..	33.53
Wallington	1,300	1,923	986	51.9	915	48.1	978	121	6,241	912	..	23.43
Wanaque	668	684	384	56.9	291	43.1	384	36	5,199	291	..	22.58
West Paterson	622	711	487	68.8	221	31.2	481	47	5,612	220	..	27.75
SOMERSET	**13,508**	**15,151**	**9,222**	**61.4**	**5,792**	**38.6**	**8,041**	**1,990**	**6,938**	**5,390**	**71**	**30.82**
Bernardsville	722	754	453	60.6	294	39.4	443	170	7,931	283	2	31.82
Bound Brook	1,318	1,642	947	58.1	683	41.9	941	304	8,130	679	9	28.96
Manville	873	1,009	648	64.7	354	35.3	647	50	4,967	353	5	19.31
North Plainfield	2,173	2,513	1,418	56.6	1,088	43.4	1,416	473	8,444	1,088	19	43.47
Raritan	851	1,038	570	55.3	461	44.7	570	58	5,920	461	2	21.17
Somerville	1,788	2,101	1,171	56.0	920	44.0	1,168	426	8,537	920	11	38.94
SUSSEX	**6,756**	**7,184**	**4,030**	**57.5**	**2,980**	**42.5**	**3,089**	**310**	**4,377**	**2,533**	**6**	**18.15**
Newton	1,302	1,475	825	57.6	607	42.4	818	122	5,558	603	3	28.44
UNION	**56,137**	**72,529**	**37,886**	**52.8**	**33,904**	**47.2**	**37,639**	**14,976**	**8,850**	**33,850**	**1,171**	**40.28**
Elizabeth	17,110	26,709	10,253	38.9	16,132	61.1	10,239	4,369	9,078	16,125	275	36.81
Garwood	613	799	433	54.4	363	45.6	433	43	6,910	363	1	36.98
Linden	3,451	4,699	2,298	49.2	2,370	50.8	2,293	478	6,864	2,366	11	35.87
Plainfield	6,894	8,487	4,302	51.4	4,074	48.6	4,300	1,998	9,593	4,074	244	44.55
Rahway	3,631	4,053	2,382	59.2	1,642	40.8	2,381	444	6,530	1,640	7	36.12
Roselle	2,561	3,173	1,800	57.6	1,327	42.4	1,799	514	8,478	1,326	16	46.81
Roselle Park	1,984	2,180	1,593	73.2	582	26.8	1,593	403	8,447	582	8	46.59
Summit	2,713	3,346	1,843	55.6	1,471	44.4	1,841	1,379	16,788	1,471	286	52.97
Westfield	3,719	3,930	2,855	73.1	1,051	26.9	2,841	2,186	13,981	1,051	191	62.42
WARREN	**12,081**	**12,735**	**7,031**	**55.9**	**5,542**	**44.1**	**6,107**	**438**	**4,691**	**5,129**	**11**	**22.05**
Phillipsburg	4,388	4,685	2,328	50.3	2,304	49.7	2,325	211	5,366	2,301	6	25.79
Washington	1,247	1,291	689	53.7	593	46.3	677	79	5,713	591	1	30.79
Connecticut												
FAIRFIELD	**68,573**	**94,206**	**42,275**	**45.3**	**51,063**	**54.7**	**40,168**	**12,806**	**7,320**	**50,620**	**1,038**	**29.36**
Bridgeport	20,983	35,807	10,556	29.8	24,917	70.2	10,540	2,301	6,700	24,908	73	26.64
Danbury	3,890	5,547	2,506	45.6	2,991	54.4	2,500	480	6,061	2,988	15	30.23
Greenwich	1,061	1,413	622	45.0	759	55.0	622	540	18,201	759	180	69.63
Norwalk	7,095	9,219	4,760	52.1	4,375	47.9	4,738	1,440	7,426	4,369	57	33.00
Shelton	1,983	2,297	1,173	51.4	1,111	48.6	1,071	125	5,634	1,104	1	23.85
Stamford	6,834	10,925	4,022	37.0	6,834	63.0	4,017	2,096	10,524	6,834	235	39.46
TOTAL SUBURBS	**897,282**	**1,243,052**	**596,397**	**48.6**	**630,444**	**51.4**	**570,545**	**221,871**	**8,441**	**621,866**	**23,524**	**37.81**
TOTAL N. Y. MARKET	**1,454,641**	**2,966,006**	**945,175**	**32.3**	**1,984,914**	**67.7**	**919,153**	**397,631**	**9,212**	**1,976,159**	**120,647**	**43.07**

TELEPHONES

IN THE

NEW YORK MARKET

. . . as of December 31, 1937

	Residence	Business	Total
New York City			
Manhattan	208,465	697,448	905,913
Bronx	112,530	44,068	156,598
Brooklyn	227,784	128,314	356,098
Queens	129,474	51,673	181,147
Richmond	15,408	8,323	23,731
Total New York City	693,661	929,826	1,623,487
Suburban Counties in New York State			
Dutchess	11,760	6,541	18,301
*Dutchess	——	——	2,581
Nassau	65,153	18,454	83,607
Orange	7,022	4,008	11,030
*Orange	——	——	13,826
Putnam	2,369	758	3,127
Rockland	8,849	3,823	12,672
Suffolk	23,661	9,754	33,415
Ulster	9,449	4,085	13,534
*Ulster	——	——	297
Westchester	108,539	39,018	147,557
Total N. Y. Suburban Counties	236,802	86,441	339,947
Suburban Counties in New Jersey			
Bergen	49,672	21,651	71,323
Essex	112,849	95,025	207,874
Hudson	44,867	42,192	87,059
Hunterdon	688	327	1,015
*Hunterdon	——	——	2,000
Mercer	18,369	12,425	30,794
Middlesex	15,120	10,581	25,701
Monmouth	20,012	9,685	29,697
Morris	15,668	5,857	21,525
*Morris	——	——	200
Ocean	3,615	2,786	6,401
Passaic	31,760	20,358	52,118
Somerset	5,687	3,566	9,253
*Somerset	——	——	235
*Sussex	——	——	3,172
Union	46,260	18,535	64,795
Warren	3,502	1,395	4,897
*Warren	——	——	613
Total N. J. Suburban Counties	368,069	244,383	618,672
Suburban County in Connecticut			
Fairfield	59,486	29,743	89,229
Total Suburban Counties	664,357	360,567	1,047,848
TOTAL NEW YORK MARKET	1,358,018	1,290,393	2,671,335

**Residence and Business Telephones not available.* *Source: Estimates by New York Telephone Company.*

GAINFUL WORKERS . . . BY OCCUPATIONS

NEW YORK CITY

	Male	Female	Total
Population, 10 yrs. old and over	2,908,736	2,908,826	5,817,562
Tot. gainful workers, all occupations	2,324,599	862,860	3,187,459
AGRICULTURE	6,006	173	6,179
Farmers	1,030	64	1,094
Farm managers & foremen	83	3	86
Farm laborers	4,893	106	4,999
FORESTRY & FISHING	696	2	698
Fishermen & oystermen	638	2	640
Foresters	21	.....	21
Owners & mgrs. timber camps	1	.....	1
Lumbermen	36	.....	36
EXTRACTION OF MINERALS	690	7	697
Operators, mgrs. & officials	175	.....	175
Foremen	16	.....	16
Coal mine operatives	205	.....	205
Other operatives	294	7	301
M'F'G & MECH'L INDUSTRIES	844,639	176,560	1,021,199
Apprentices to bldg. trade	1,931	2	1,933
Apprentices, exc. bldg. trade	2,813	806	3,619
Bakers	18,961	470	19,431
Blacksmiths	3,464	1	3,465
Boilermakers	1,365	.....	1,365
Brick & stone masons	18,202	2	18,204
Builders & contractors	9,725	7	9,732
Cabinetmakers	4,907	.....	4,907
Carpenters	53,569	.....	53,569
Compositors, etc.	24,756	550	25,306
Coopers	1,004	.....	1,004
Dressmakers (not factory)	227	11,616	11,843
Dyers	1,166	50	1,216
Electricians	24,788	3	24,791
Electrotypers, etc.	2,887	56	2,943
Engineers (stationary)	19,267	.....	19,267
Engravers	3,300	82	3,382
Filers, polishers, etc. (metal)	2,429	124	2,553
Firemen (exc. loco. & fire dptmt.)	10,109	.....	10,109
Foremen (manufacturing)	13,004	3,504	16,508
Furnacemen	197	.....	197
Glassblowers	232	9	241
Jewelers	6,346	179	6,525
Loom fixers	33	.....	33
Machinists	28,829	.....	28,829
Managers (manufacturing)	21,465	1,498	22,963
Manufacturers	31,334	786	32,120
Mechanics (N. O. S.)	43,469	4	43,473
Millers (grain, etc.)	43	.....	43
Milliners	2,252	9,361	11,613
Molders (metal)	1,457	.....	1,457
Oilers of machinery	2,505	.....	2,505
Painters, glaziers, etc.	53,915	207	54,122
Paperhangers	477	1	478
Pattern makers	909	7	916
Piano tuners	606	.....	606
Plasterers	9,321	2	9,323
Plumbers, etc.	23,437	.....	23,437
Pressmen, etc. (printing)	3,659	.....	3,659
Rollers (metal)	43	.....	43
Roofers & slaters	2,346	.....	2,346
Sawyers	326	.....	326
Shoemakers (not in factory)	8,280	5	8,285
Skilled occupations (N. O. S.)	837	.....	837
Stonecutters	2,409	.....	2,409
Structural iron workers	5,341	.....	5,341
Tailors	40,537	1,287	41,824
Tinsmiths	6,417	.....	6,417
Upholsterers	4,773	275	5,048
Operatives (N. O. S.)			
Building industry	3,097	1	3,098
Chemical, etc., industry	5,148	2,611	7,759
Cigar & tobacco factories	3,728	1,487	5,215
Clay, glass & stone industries	3,301	189	3,490
Clothing industries	64,677	76,525	141,202
Food & allied industries	9,420	6,540	15,960
Iron & steel, machinery	18,651	1,402	20,053
Metal industries	5,405	1,178	6,583
Leather industries	18,731	4,016	22,747
Lumber & furniture industries	6,290	681	6,971
Paper, printing & allied indus.	11,983	7,320	19,303
Textile industries	5,397	6,288	11,685
Textile mills	6,484	6,349	12,833
Misc. manufacturing industries	44,352	22,744	67,096
Industry not specified	17,117	5,944	23,061
Laborers (N. O. S.)			
Building	62,274	254	62,528
Chemical & allied industries	4,594	110	4,704
Cigar & tobacco factories	170	33	203
Clay, glass & stone industries	2,094	25	2,119
Clothing industries	645	180	825
Food & allied industries	4,418	186	4,604
Iron & steel, machinery	6,414	69	6,483
Metal industries	1,488	33	1,521
Leather industries	771	77	848
Lumber & furniture industries	1,177	27	1,204
Paper, printing & allied indus.	1,842	146	1,988
Textile industries	420	93	513
Textile mills	660	61	721
Misc. manufacturing industries	14,222	1,097	15,319
TRANSP. & COMMUNICATION	264,830	32,979	297,809
Water Transportations			
Boatmen, canal men, etc.	384	3	387
Captains, pilots, etc.	4,849	.....	4,849
Longshoremen	21,567	.....	21,567
Sailors & deck hands	11,843	.....	11,843
Road & Street Transportation			
Bus conductors	392	.....	392
Chauffeurs	105,749	85	105,834
Draymen	4,471	.....	4,471
Garage owners & managers	3,497	19	3,516
Garage laborers	6,129	10	6,139
Hostlers & stable hands	893	.....	893
Laborers, transfer	5,502	4	5,506
Laborers, road & street	14,281	1	14,282
Owners, mgrs., truck, transfer	3,088	29	3,117
Railroad Transportation			
Baggagemen	405	.....	405
Boiler washers	131	.....	131
Brakemen	1,962	.....	1,962
Conductors, steam railway	2,874	.....	2,874
Conductors, street railway	3,145	.....	3,145
Foremen	1,637	8	1,645
Laborers, incl. construction	16,181	204	16,385
Locomotive engineers	1,435	.....	1,435
Locomotive firemen	713	.....	713
Motormen	6,274	.....	6,274
Officials	1,131	4	1,135
Switchmen	3,577	10	3,587
Ticket agents	882	412	1,294
Express, Post, Radio, T. & T.			
Agents, express companies	125	.....	125
Express messengers	548	.....	548
Mail carriers	6,970	26	6,996
Postmasters	40	8	48
Radio operators	794	6	800
Telegraph & telephone linemen	5,848	.....	5,848
Telegraph messengers	2,049	33	2,082
Telegraph operators	2,921	1,638	4,559
Telephone operators	1,558	29,859	31,417

*N. O. S.—not otherwise specified.

Source: 1930 census. No later figures are available.

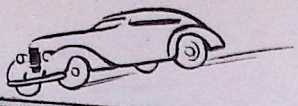
	Male	Female	Total
Other Trans. & Comm. Pursuits			
Apprentices	153	3	156
Aviators	255	3	258
Foremen	3,540	9	3,549
Inspectors	2,652	139	2,791
Laborers	3,632	.....	3,632
Proprietors & managers	2,771	269	3,040
Other occupations	7,982	197	8,179
TRADE	483,590	70,133	553,723
Advertising agents	5,118	746	5,864
Apprentices	138	16	154
Bankers, brokers, etc.	22,049	611	22,660
Clerks in stores	26,352	8,393	34,745
Commercial travelers	8,962	125	9,087
Decorators, drapers, etc.	1,588	1,409	2,997
Deliverymen	14,875	5	14,880
Floorwalkers, foremen, etc.	2,279	671	2,950
Inspectors	884	190	1,074
Insurance agents, mgrs.	21,349	1,072	22,421
Laborers, coal, lumber yds., etc.	5,855	3	5,858
Laborers, porters, etc.	17,042	772	17,814
Newsboys	1,409	5	1,414
Proprietors, managers, etc.	3,654	515	4,169
Real estate agents	29,384	2,723	32,107
Retail dealers	148,508	7,369	155,877
Salesmen & saleswomen	154,193	41,165	195,358
Undertakers	1,848	126	1,974
Wholesale dealers	12,653	288	12,941
Other pursuits in trade	5,450	3,929	9,379
PUBLIC SERVICE	67,105	1,004	68,149
Firemen	6,982	.....	6,982
Guards, watchmen	14,697	99	14,796
Laborers	6,678	43	6,721
Marshals, sheriffs	2,937	249	3,186
Officials & inspectors (City)	3,813	133	3,946
Officials & inspectors (State)	3,283	128	3,411
Policemen	18,716	168	18,884
Soldiers, sailors & marines	5,638	.....	5,638
Other public service pursuits	4,361	224	4,585
PROFESSIONAL SERVICE	152,565	102,287	254,852
Actors & showmen	9,485	6,404	15,889
Architects	2,877	48	2,925
Artists, sculptors	7,616	4,039	11,655
Authors, editors & reporters	6,710	2,653	9,363
Chemists	3,274	222	3,496
Clergymen	5,442	53	5,495
College presidents & professors	1,868	840	2,708
Dentists	6,005	246	6,251
Designers & draftsmen	10,267	3,110	13,377
Lawyers & judges	17,659	622	18,281
Musicians & music teachers	15,310	5,962	21,272
Osteopaths	64	25	89
Photographers	3,766	454	4,220
Physicians & surgeons	11,853	694	12,547
Teachers	10,328	39,053	49,381
Technical engineers	17,055	12	17,067
Trained nurses	509	21,873	22,382
Veterinary surgeons	192	2	194
Other professional pursuits	4,343	7,129	11,472
Semi-prof. & recreational purs'ts.	10,967	4,163	15,130
Attendants & helpers	6,975	4,683	11,658
DOMESTIC & PERSONAL SERV.	229,110	219,728	448,838
Barbers & hairdressers	22,907	9,579	32,486
Boarding house keepers	1,233	9,977	11,210
Bootblacks	2,755	3	2,758
Charwomen & cleaners	3,827	6,092	9,919
Cleaning & dyeing shop wkrs.	5,261	1,003	6,264
Elevator tenders	18,655	843	19,498
Hotel keepers & managers	1,985	231	2,216
Housekeepers & stewards	4,084	11,451	15,535
Janitors & sextons	12,563	7,331	19,894
Laborers, domestic	4,574	115	4,689
Launderers (not in laundry)	226	3,797	4,023
Laundry owners & managers	3,810	179	3,989
Laundry operatives	13,678	13,295	26,973
Midwives & nurses (not trained)	1,263	10,573	11,836
Porters (except in stores)	29,165	.....	29,165
Restaurant & lunch rm. keepers	12,723	1,399	14,122
Servants			
Cooks	23,637	14,077	37,714
Other servants	24,067	111,872	135,939
Waiters	37,699	17,475	55,174
Other pursuits	4,998	436	5,434
CLERICAL OCCUPATIONS	275,368	259,947	535,315
Agents & collectors	15,971	1,551	17,522
Bookkeepers & cashiers	49,029	57,439	106,468
Clerks (except in stores)	181,294	110,529	291,823
Messengers & office boys and girls	24,728	1,176	25,904
Stenographers & typists	4,346	89,252	93,598

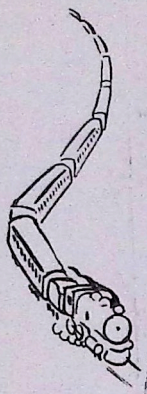
Gainful Workers 10 Years Old and Over By General Divisions of Occupation and Sex

NEW YORK CITY

	Number			Per Cent Distribution			Per Cent Total	
	Total	Male	Female	Total	Male	Female	Male	Female
TOTAL	3,187,459	2,324,599	862,860	100.0	100.0	100.0	72.9	27.1
Agriculture	6,179	6,006	173	0.3	0.3	....	97.2	2.8
Forestry and Fishing	698	696	2	....	....	....	99.7	0.3
Extraction of Minerals	697	690	7	....	....	....	99.0	1.0
Manufacturing & Mechanical Indus.	1,021,199	844,639	176,560	32.0	36.3	20.5	82.7	17.3
Transportation & Communication	297,809	264,830	32,979	9.3	11.4	3.8	88.9	11.1
Trade	553,723	483,590	70,133	17.4	20.8	8.1	87.3	12.7
Public Serv. (not elsewhere classified)	68,149	67,105	1,044	2.1	2.9	0.1	98.5	1.5
Professional Service	254,852	152,565	102,287	8.0	6.6	11.9	59.9	40.1
Domestic & Personal Service	448,838	229,110	219,728	14.1	9.9	25.5	51.0	49.0
Clerical Occupations	535,315	275,368	259,947	16.8	11.8	30.1	51.4	48.6

Source: 1930 census. No later figures are available.





Travel Into City Increases

Persons Entering and Leaving During 1937 Numbered 289,783,026, a .98 P. C. Rise.

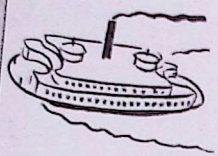
Passengers entering and leaving this city in 1937 showed an increase of .98 per cent over 1936, or an increase of 2,807,280, the Transit Commission disclosed today in its annual compilation in reviewing the figures of the trunk line railroads, the ferries and the Hudson and Manhattan tunnel.

Despite this increase, there was a loss in strictly commuter travel of 5,664,627. This drop was caused in part by the extension of the Independent city subway service along the lines served by the Long Island Railroad and the complete shutting down of the service on the New York, Westchester & Boston line, which handled 2,558,800 passengers in 1937.

The trunk ... an increase of 2,329,565 passengers, while the Hudson & Manhattan line showed a loss of 310,971.

Bridge Travel Increased.

Traffic over the George Washington Bridge increased from 7,057,384 in 1936 to 7,950,705 in 1937, a net gain of 893,321, and was divided as follows 6,737,7...



AS NEW YORK BUYS... SO BUYS THE NATION

Almost half a million people come to New York daily for business or pleasure. Exclusive of the 363,000 daily commuters, there are 115,000 visitors from every section of the country. When these visitors return home, they naturally carry the impressions gained here. Consequently, the items advertised in New York newspapers, sold in New York stores, used in New York homes, soon find their way into other parts of America.

Advertisers in New York newspapers are not confining their efforts to this market alone, but are reaching out nationally. For since New York is the commercial, social and cultural center of the country, what New York does, buys, uses or wears affects the entire country.

The newspaper to use to introduce and establish merchandise in this market is The Sun. Not only is it the home newspaper of New York's progressive families, as numerous studies show, but it is also a first choice of New York's visitors, as news stand sales in many of the city's most prominent hotels indicate.

A GLIMPSE AT THE NEW YORK WORLD'S FAIR

On the front cover and inside covers of this book are depicted various representative buildings and features of the 1939 New York World's Fair. These photographs of scale models will provide, in a general way, some idea of the spirit and tempo that will distinguish this magnificent enterprise. On the following pages are brief descriptions of the models illustrated . . .

FRONT COVER • MODEL OF THEME BUILDING, TRYLON, PERISPHERE AND CENTRAL MALL

This photograph of a scale model of the middle sector of the Central Mall of the New York World's Fair 1939 shows a 2,000-foot esplanade to be lined with trees and benches arranged alongside five lagoons which will contain waterfalls and hundreds of fountains. The lagoons will form settings for the Perisphere and Trylon, the largest sundial in the world, a group of four sculptures representing "the moods of time," the largest portrait statue of modern times, portraying George Washington at his inauguration, and a group of four figures symbolizing the basic factors of American liberty, Freedom of Press, Religion, Speech and Assembly. The tree-lined area will have 25 of the largest exhibit buildings facing upon it.

1 • GAS EXHIBITS BUILDING

The building, 460 feet long, will occupy a plot of 87,042 feet in the Community Interests zone. The main entrance, featuring four 90-foot pylons, will lead into a wide circular "Court of Flame." Total cost of the building and exhibit is placed at $750,000. Several hundred gas companies, east of the Mississippi River, are participating.

2 • THE BORDEN BUILDING

In its extensive exhibit building the Borden Company will conduct an ultra-modern dairy in every detail of its operation. Three times during the 24 hours of every day while the Fair is in progress, a herd of 200 thoroughbred cows, housed in great sanitary barns, will be washed and milked, fifteen at a time, in their proper turn upon a slowly revolving platform, or rotolactor, in full view of visitors. The milk will be processed at once and bottled and be ready for consumption within an hour after the milking. Prize bulls and blooded calves will be exhibited in the interest of cattle breeders. The cost of the building, its animals and the general exhibit entail an expenditure of $500,000.

3 • ADMINISTRATION BUILDING

Air-conditioned, scientifically designed and modern in every respect, the structure stands just without the main barriers of the Central Exhibit Zone. About 700 specialist workers constitute the Fair Corporation's headquarters staff. The central figure of the sculpture adorning the building facade rises above the towers of Manhattan. She lifts with her the veil that has obscured the World of Tomorrow. Her gesture is one of welcome.

4 • TRANSPORTATION BUILDING

This will house many automobile and accessory displays. The oval structure in the center will contain the huge focal exhibit in which, by a series of activated displays, the story of transportation from the footpath to the rocket car will be unfolded for Fair visitors. Uniquely illuminated pylons beside the oval structure, each bearing in large letters the word "Transportation," will identify the building. Trees, shrubs, flowers and flags will add a gay atmosphere to the building.

5 • THE FEDERAL AREA

There will be nine buildings to house the exhibits of the United States government and those of many foreign nations. The Federal Building, dominated by two 150-foot rectangular towers, is shown on the left. The tower on the right will be known as The Tower of Legislature and its sculptures, murals and exhibits will be devoted to the legislative branch of the government of the United States, its background and functions. On the left is the Tower of Judiciary. The semi-circular building behind the towers will acquaint the public with the executive governmental functions. The other eight buildings will form a Hall of Nations to contain official foreign government exhibits. A huge parade ground, to be used for pageants, drills, parades and flag ceremonies, will be bordered by the flags of the participating countries. A wide, oval lagoon will terminate the area.

6 • THE AVIATION BUILDING

This is designed to give visitors the impression of arrival at a great and active airport. Part of the exhibit will be of a huge clipper plane invisibly suspended against the domed rear wall, with "props" whirling and the drone of the motors pervading the hall. Visitors will be able to manipulate levers and buttons to give movement to the plane, adding thereby to the illusion already created by a background of moving clouds. "The Plane of Tomorrow" will also be displayed in many unusual designs. The building is to cost $250,000.

7 • HALL OF MARINE TRANSPORTATION

Twin ship prows, each 80 feet high (30 feet higher than the nose of the Normandie), give a nautical flavor to the main entrance of the marine exhibits building. Sea effect is further enhanced by boat decks, 150-foot mast and large basin for display of yachts and cruisers.

8 • INTERNATIONAL FISHERIES BUILDING

Interior vaults of the 90-foot dome will serve as screen for panoramas of world's commercial and sports fishing grounds. The exterior base of the dome will incorporate within its walls the largest single aquarium ever constructed. Within the L of the structure will be a garden and special events pool with a covered stadium seating 2,000 spectators. Concession booths are shown recessed in central mall facade of building. International Fisheries Club is expected to occupy second floor club rooms. Overall length of building, 500 feet. Estimated cost, $250,000.

9 • "THE WONDER WORLD OF CHEMISTRY"

This building will be erected by E. I. du Pont de Nemours & Company to house a series of exhibits dramatizing the contributions of chemistry to every phase of social and industrial life. The building, to cost $500,000, will house diversified exhibits, among them a glorified laboratory to demonstrate the transformation of commonplace substances into luxuries. The symbolic mural painting on the semi-circular shell 70 feet high enclosing the entrance court will have figures almost 40 feet tall. Colorful liquids are to circulate constantly in the illuminated column in the court to represent a modern chemical appliance.

10 • THE TEXTILE BUILDING

Covering an acre and a half of ground adjacent to the Long Island Railroad and two Fair entrances, the modernistic structure will contain displays of clothing fabrics, home-furnishing materials, patterns and textile machinery. Period costumes and furnishings and actual fabrication of cloths by power and hand methods will be shown. The end wall of the "fin" which is the structure's most striking architectural feature, will be used as a screen on which five-minute movies will be flashed.

11 • CONSOLIDATED EDISON BUILDING

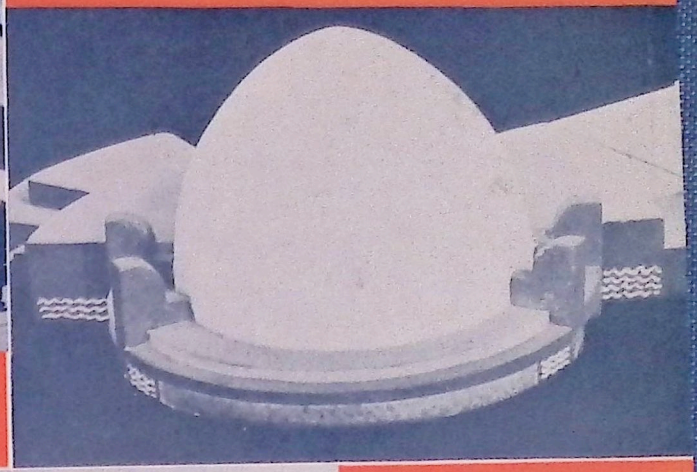
The intent of the exhibit this unusual structure will contain is to dramatize the integral part Consolidated Edison plays in the industrial and social life of New York.

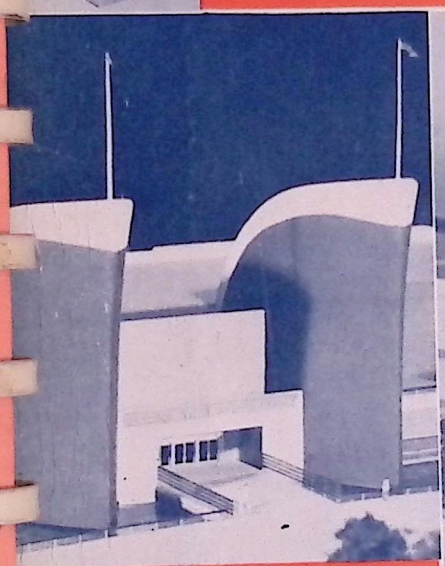
12 • THE R.C.A. BUILDING

This exhibit building will be shaped like a radio tube. Television programs will be featured.

9 Above
"THE WONDER WORLD
OF CHEMISTRY"

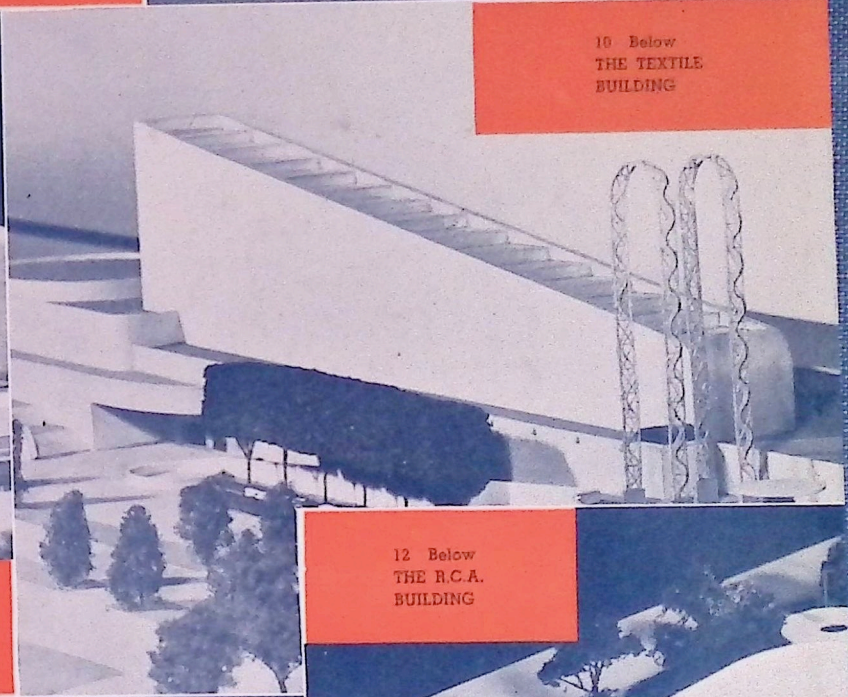
8 Below
INTERNATIONAL FISHERIES BUILDING



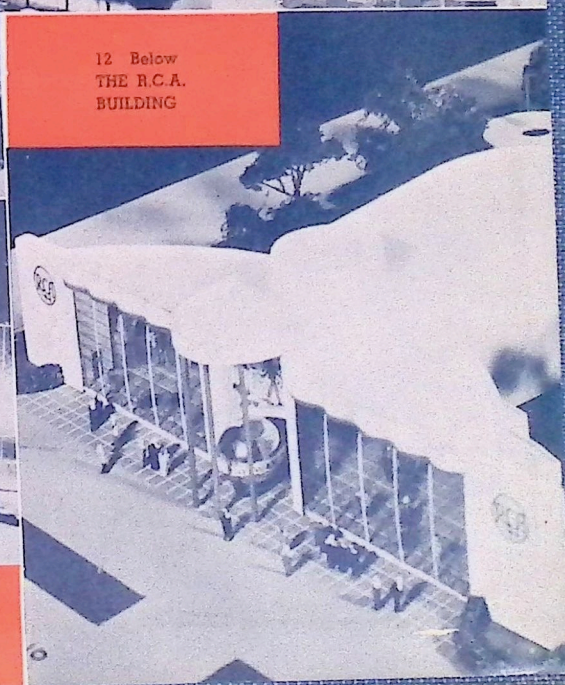


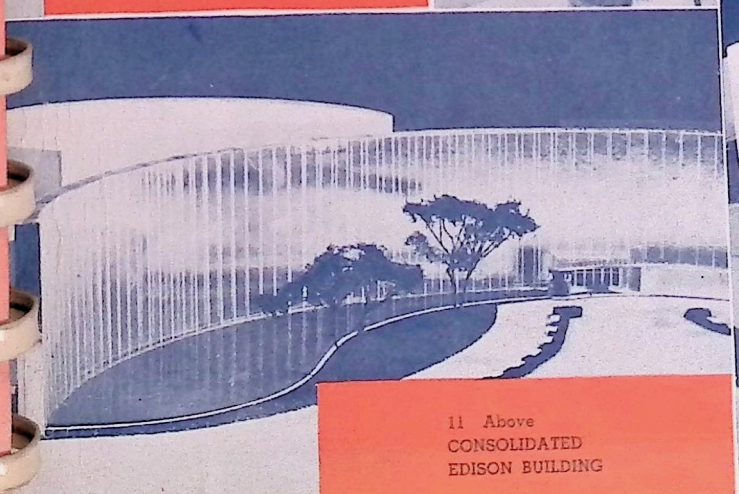
7 Above
HALL OF MARINE
TRANSPORTATION

10 Below
THE TEXTILE
BUILDING

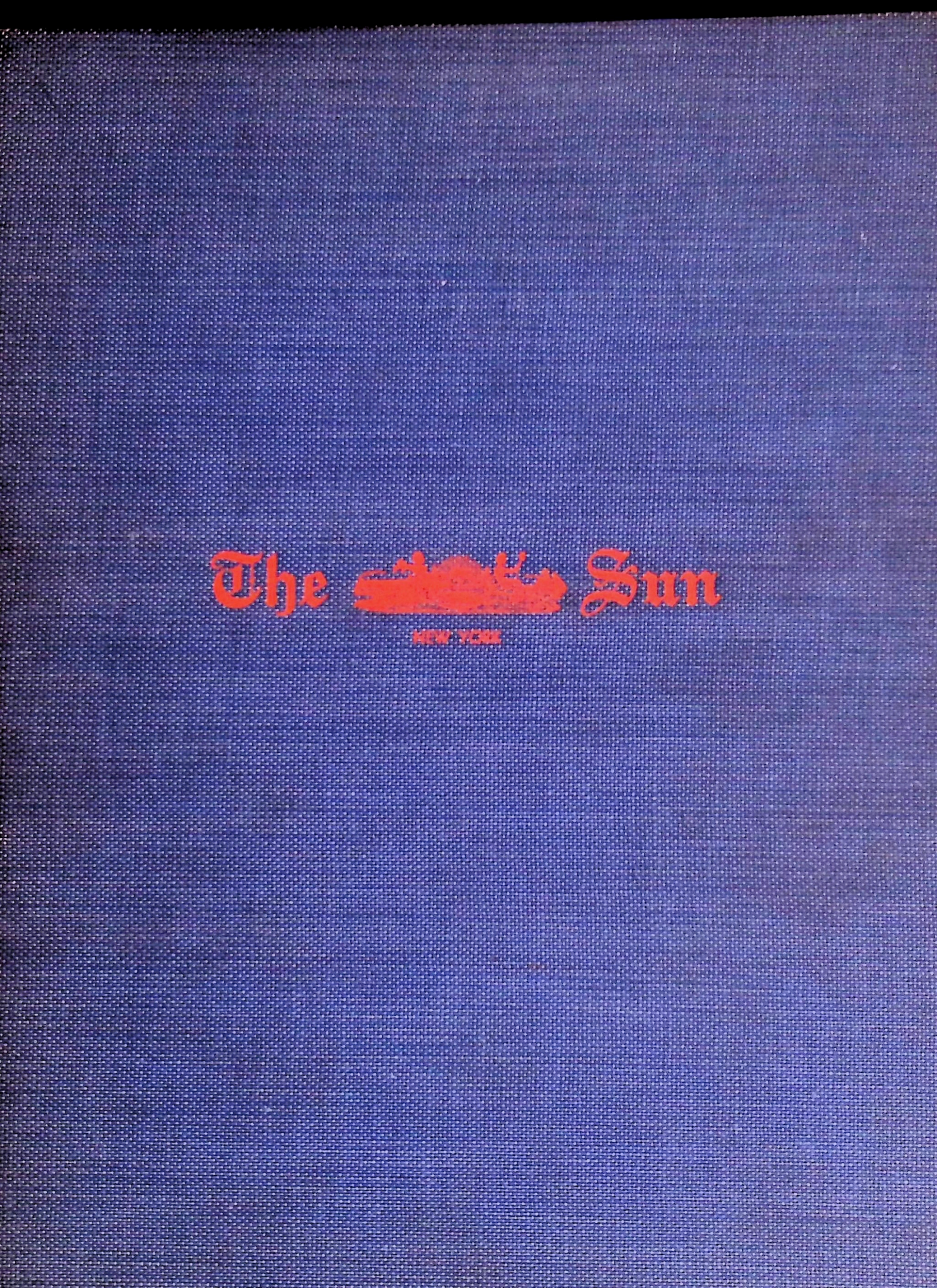


12 Below
THE R.C.A.
BUILDING





11 Above
CONSOLIDATED
EDISON BUILDING


The Sun
NEW YORK