

E Swain

Ed Landrett 5

Harry - r

M@Brush

Nelson Moody

Wm Moore 5

Walter Teague

~~Amos Carter jr~~

James W. Haffner

John Mauser

Arthur Byles

C. C. Cawley

W J Skelly

H B Smith

W J Skelly

Frank Phillips

Ben Beech

L E Phillips

Lee O'Neill

Virgilio Nozo

John King

W @ Farish

Dan Fitzpatrick

H @ Uuse

J M Davis

J a Jackson

Pete Murphy

DAILY COMPARISON OF ADVERTISING.

DATE April 12th.. 1930.

	Number of Pages	Local Display Inches	Foreign Inches	Classified Inches	Own Adv. Inches Not Included in Total	Total Inches Paid Advertising	Per Cent Advertising
STAR-TELEGRAM TODAY	10	50	17	212	30	279	17
Corresponding Day of Week Last Year	10	78	8	228	24	314	20
GAIN			9				
LOSS		28		16		35	
RECORD-TELEGRAM TODAY	24	1036	324	215	30	1575	41
Corresponding Day of Week Last Year	18	320	304	236	18	860	30
GAIN	6	716	20			715	
LOSS				21			
FORT WORTH PRESS TODAY	12	217	45	244	91	506	24
Corresponding Day of Week Last Year	12	448	83	226	21	757	37
GAIN				22			
LOSS		231	38			271	
DALLAS NEWS TODAY							
Corresponding Day of Week Last Year							
GAIN							
LOSS							
DALLAS TIMES-HERALD TODAY							
Corresponding Day of Week Last Year							
GAIN							
LOSS							
Star-Telegram Excess Record-Telegram							
Star-Telegram Excess Press							
Record-Telegram Excess Star-Telegram		986	307	3		1296	
Record-Telegram Excess Press		819	279			1069	
Press Excess Star-Telegram		167	28	32		227	
Press Excess Record-Telegram				19			

REMARKS:

DAILY COMPARISON OF ADVERTISING.

DATE.. April. 13th.. 1930.....

	Number of Pages	Local Display Inches	Foreign Inches	Classified Inches	Own Adv. inches Not Included in Total	Total Inches Paid Advertising	Per Cent Advertising
STAR-TELEGRAM TODAY	68	3267	847	690		4804	46
Corresponding Day of Week Last Year	80	4110	1524	783		6417	52
GAIN							
LOSS	12	843	677	93		1613	
RECORD-TELEGRAM TODAY		Sunday.					
Corresponding Day of Week Last Year							
GAIN							
LOSS							
FORT WORTH PRESS TODAY		Sunday.					
Corresponding Day of Week Last Year							
GAIN							
LOSS							
DALLAS NEWS TODAY							
Corresponding Day of Week Last Year							
GAIN							
LOSS							
DALLAS TIMES-HERALD TODAY							
Corresponding Day of Week Last Year							
GAIN							
LOSS							
Star-Telegram Excess Record-Telegram							
Star-Telegram Excess Press							
Record-Telegram Excess Star-Telegram							
Record-Telegram Excess Press							
Press Excess Star-Telegram							
Press Excess Record-Telegram							

REMARKS:

Handwritten notes and calculations:

225,000
175,000
400,000
270,000
175,000
38
205,000

31 3162
15685
28847
15000
32 1500
33 6337
250,000

461506
23000
484506

225,000
225,000
450,000

1565810
19350
367.
3850
336347

20
16.
1600
2000
1000
500.
1000
5000