



THE FIRST choice Advertising Medium of
the Dallas merchant, because we lead
in Dallas and nearby circulation.

THE DALLAS TIMES-HERALD

"The South's Fastest Growing Newspaper"



IN THE SCULPTURING



of a monument here only the very best obtainable skill is employed. And the rule is not speed in finishing, but perfection regardless of time. That is why our monuments are noted for their artistic completeness and beauty. We are at your command if you are considering the ordering of a monument.

North Texas Marble & Granite Works

Office 1906 Main Street
Y-2318

Work Oakland Avenue
Edgewood 2482

THE DALLAS DISPATCH---

Circulation

**The Greatest Gains Over
All Local Newspapers**

The Circulation statements of the four Dallas newspapers showing the average paid circulation for the six months ending October 1, disclose the following interesting facts:

THE DALLAS DISPATCH—	
A gain of	3841
THE DALLAS NEWS—	
A gain of	2663
THE DALLAS JOURNAL—	
A gain of	109
THE DALLAS TIMES HERALD—	
A less of	481
OF THE TOTAL CIRCULATION OF THE DALLAS DIS-	
PATCH AMOUNTING TO	

26,305

81⁰/₀ Or 21,342
**Represents the Daily Average
CITY CIRCULATION**

While Only 19% Circulates Outside

The demand for a newspaper is the measure of its advertising value. The people of Dallas have shown by their increasing interest in The Dallas Dispatch just where they wish to read the news of the day.

THE MERCHANTS OF DALLAS

Are Quickly Discovering These Vital Facts and Have Learned
That

DISPATCH ADVERTISING PAYS