

PROGRESS!

OUR FIRST HOME AND OFFICE



3159 South State St.—One Room—Flat on Second Floor

Since 1905

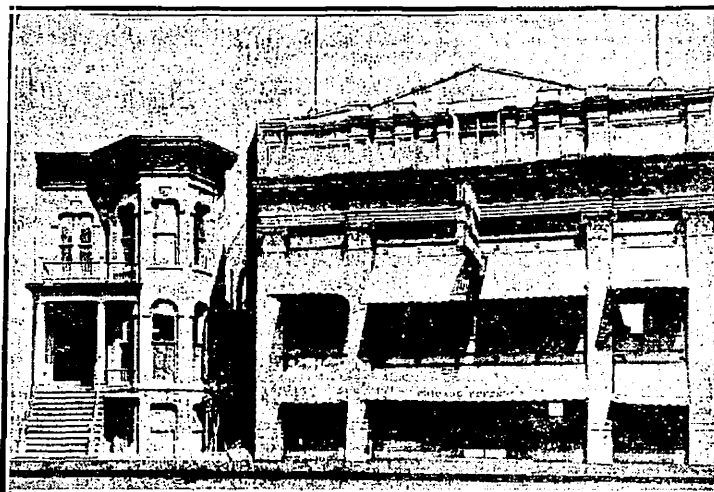
Chicago Defender Yesterday

The Chicago Defender was established by Robert Sengstacke Abbott, L.L. B., the present owner, Feb. 1, 1905.
 Number of copies printed, first edition, 300.
 Size of first edition, four pages, 16x20 inches.
 Number of paid subscribers, 3.
 Subscription price, \$1 per year.
 Total cost of first edition, \$13.75.
 Total number on staff (editors, reporters, advertising manager, etc.), 1.
 Total number news stands, agents and newsboys, 1.
 Advertising rates, as much or as little as advertiser wanted, at his own price.
 Office equipment, folding card table and kitchen chair (borrowed).
 Plant, offices, etc., portion of a back room in a State St. flat.
 Total man power behind the enterprise, Robert Sengstacke Abbott.

Chicago Defender Today

Number of copies printed and sold each week (average), 233,571.
 Size of each edition, 20 to 32 pages, standard dimensions.
 Number of news stands and agents throughout the country, 12,359.
 Number of newsboys in Chicago selling to their own customers, 663.
 Number of editions printed weekly, 2.
 Amount of print paper used for each edition, 40 tons.
 Amount of ink used weekly, 1,350 pounds.
 Cost of presses: New, \$100,000; old, \$48,225; both, \$148,225.
 Number of linotype machines, 5.
 Number of pounds of metal used weekly, 3,000.
 Number of employees in the home office, 78.
 Approximate number of people who wholly or partly get their support from this source, 3,450.
 Cost of building and equipment, \$375,000; indebtedness, none.

OUR PRESENT HOME AND ANNEX



3431-35 Indiana Avenue

ANNOUNCEMENT EXTRAORDINARY BEGINNING WITH THE ISSUE OF JANUARY 1, 1927

FULL PAGE COMIC IN COLORS

So great has been the demand for a comic section in colors in the World's Greatest Weekly, that beginning with our issue of

JANUARY 1, 1927

there will appear a full page comic by the Race's greatest and highest salaried cartoonist, Leslie M. Rogers. Defender



Bungleton Green

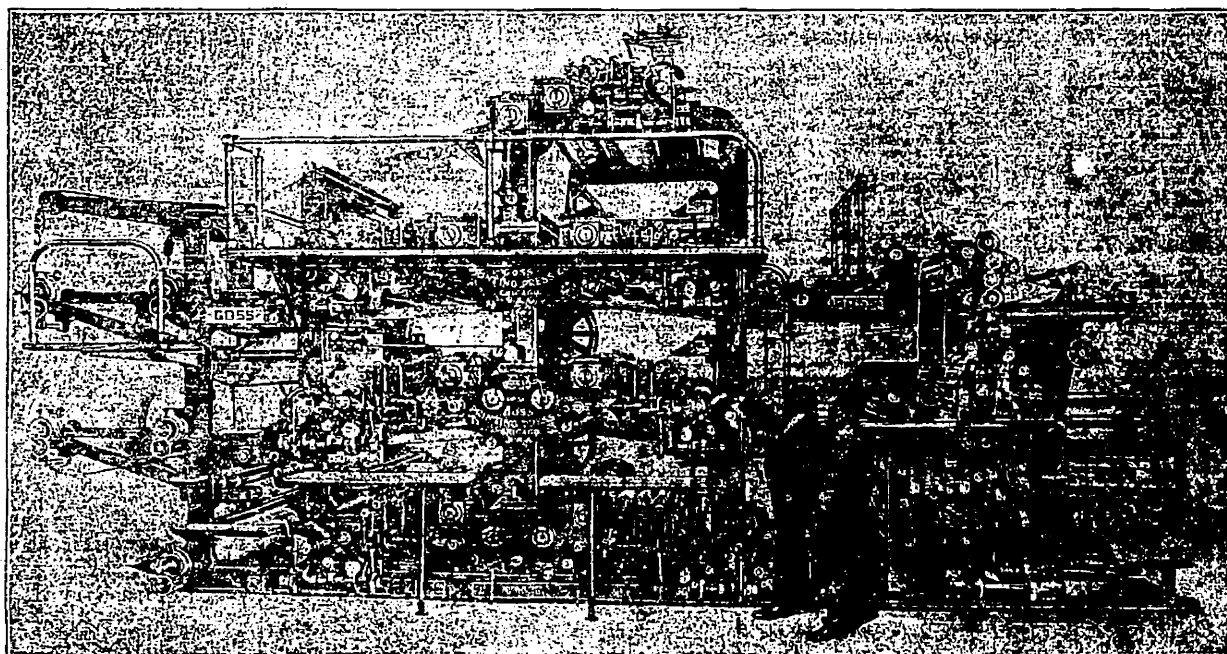
readers will be glad to know their old friend

BUNGLETON GREEN

will be the feature. These comics will appear weekly; they are for the grown-ups as well as the children. If you have an idea for "Bung" send it to Mr. Rogers.

"You can't afford to miss a single issue"

ORDER YOUR COPIES FROM US or YOUR DEALER—NOW THESE MIGHTY PRESSES WILL SERVE YOU



New Goss High-Speed, Straight-Line Sextuple Press



Old Goss Straight-Line Press

The two presses, pictured above, will be used in serving the reading public of the Race with The Chicago Defender. These are the first big rotary presses owned by members of the Race in printing their papers. Leadership in this particular field has been gained and maintained through the years. It is the policy of The Chicago Defender to give the Race the best to be had.