

WHY THE LONG BEACH PAPERS WANT ANNEXATION

Many persons wonder why the Long Beach daily newspapers seem to take such a prejudiced view in favor of annexing Lakewood to Long Beach. Naturally any newspaper wants to see its city grow, but in this case it has also the powerful motivation of dollars and cents.

The big national advertisers (cigarettes, foods etc.) allot so much volume of advertising to newspapers on a basis of circulation and population. The bigger the population the bigger slice of long term, heavy and profitable advertising. If Long Beach can add Lakewood's more than 100,000 population or even a part of it to its own, it would place the newspapers in the higher brackets and could mean millions of dollars in advertising contracts. It is just as simple as that.

This situation is very similar to the one at San Jose, and incidentally, the San Jose newspaper has been purchased by the same interests that now own the two Long Beach dailies. There is now a very strong effort being made to annex to San Jose the community of Burbank (just outside of San Jose).

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