



The Unbreakable Bond

CAN you imagine more than a million and a half families? No one can. Can you visualize several million individuals? No. And yet it is true that the Scripps-Howard newspapers—twenty-four of them in the leading cities—have gathered together in one group more than a million and a half families, comprising an enormous family group in themselves—a family of readers and of buyers. Held together by the unbreakable bond of confidence established through many years of reading and trusting the pages of these great publications.

Why do they read these newspapers? Because of accurate, truthful news. Because of honest, fearless editorials. Because of helpful and



interesting features and articles. And they read them, not only for these valid reasons, but also because these newspapers carry on the bold spirit of Horace Greeley . . . the pedestrian common sense of Ben Franklin . . . the proudest traditions of American journalism. The Scripps-Howard newspapers stand courageous and independent. Because they owe allegiance only to the truth—and no newspaper is infallible—they are quick to admit a fault and ready to correct an inaccuracy. Small wonder that more than 1,500,000 Americans here rest their faith!

Not only do these Americans believe in the sincerity of Scripps-Howard newspapers, but they believe in the merchandise offered for their approval in these newspapers. Merchandise from hundreds of manufacturers is brought into their homes through advertising. A new automobile, a new necktie, new equipment for a factory, clothing, shoes, wearing apparel . . . the advertising columns of the Scripps-Howard newspapers are a forum of worthy products.

In each of twenty-four leading cities you will find a Scripps-Howard newspaper, believing in its readers, and trusted by them. And whatever you manufacture—clothing, a household product, motor-cars, shaving soap, furniture, radios, anything in fact which the modern American family needs and uses—you can share the common confidence which these newspapers represent. You can share this confidence profitably. Note that last word.

The Scripps-Howard newspapers are, above all, family newspapers. They interest every member of the family. They have the latest radio pages and up-to-the-minute market reports. They have sections for the home-maker and the hostess. They carry authoritative fashion news and thrilling sport features. They have fascinating stories and pictures for the children; reviews of books, music and the theatre for the older members of the family.

Through the co-operation of every member of the Scripps-Howard organization, these newspapers are every day achieving new heights in education, information and entertainment.

SCRIPPS-HOWARD NEWSPAPERS

MEMBERS AUDIT BUREAU OF CIRCULATIONS

Cleveland (Ohio) - - - - PRESS
Baltimore (Md.) - - - - POST
Pittsburgh (Pa.) - - - - PRESS
San Francisco (Calif.) - - - NEWS
Washington (D.C.) - - - - NEWS
Cincinnati (Ohio) - - - - POST

Indianapolis (Ind.) - - - - TIMES
Denver (Colo.) - - - - EXPRESS
Toledo (Ohio) - - - - NEWS-BEE
Columbus (Ohio) - - - - CITIZEN
Akron (Ohio) - - - - TIMES-PRESS
Birmingham (Ala.) - - - - POST

ALLIED NEWSPAPERS, INC.
National Representatives
250 Park Ave., New York City, N. Y.
CHICAGO SEATTLE CLEVELAND SAN FRANCISCO
LOS ANGELES

Memphis (Tenn.) - - - - PRESS
Knoxville (Tenn.) - - - - NEWS
Houston (Texas) - - - - PRESS
Youngstown (Ohio) - - - - TELEGRAM
Ft. Worth (Texas) - - - - PRESS
Oklahoma City (Okla.) - - - - NEWS
Evansville (Ind.) - - - - PRESS
El Paso (Texas) - - - - POST
San Diego (Calif.) - - - - SUN
Terre Haute (Ind.) - - - - POST
Covington (Ky.) - - - - KENTUCKY POST
Albuquerque (N.Mex.) STATE TRIBUNE

INDIANAPOLIS NO EXCEPTION

This important member of the Scripps-Howard Newspapers is finding favor in Indianapolis homes and with Indianapolis business men. The rapidly increasing dimensions of "The Bond" existing between this newspaper and its patrons is best told by the growth in the last year of the two factors which really show a newspaper's standing in the community.

CIRCULATION

The Times had 54,676 net paid daily average circulation for the six months ending March 31, 1926—a gain of 9,180 over the same period of a year ago. And during March the 55,000 mark was passed.

LOCAL ADVERTISING

During the twelve months ending March 31, 1926, Indianapolis advertisers increased their lineage in The Times 2,191,597 lines—a 77% increase. Today The Times local advertising is double the volume of two years ago.

The Indianapolis Times

A SCRIPPS-HOWARD NEWSPAPER