

June Another Record Month for the Times

June advertising lineage breaks all records for same month of previous years: An aggressive editorial policy and numerous achievements have made The Times "Indiana's fastest growing Newspaper."

It is only natural that shrewd space buyers would be attracted to The Times with its large, rapidly growing circulation, concentrated in Marion County:

Here's the Comparative Story of June Advertising Inches of All Indianapolis Newspapers:

June, 1928, Against June, 1927

TIMES		Local Display	National	Total Display	Classified	Grand Total	NEWS		Local Display	National	Total Display	Classified	Grand Total	Daily STAR		Local Display	National	Total Display	Classified	Grand Total
	1928	29,472	3,182	32,654	6,559	39,213		1923	59,458	23,903	83,361	19,223	102,584		1928	18,737	8,602	27,339	12,320	39,659
	1927	20,534	4,046	24,580	5,086	29,666		1927	67,069	25,819	92,888	20,486	113,374		1927	26,140	11,214	37,354	11,593	48,947
	Gain	8,938	8,074	1,473	9,547		Gain		Gain	727
	Loss	864		Loss	7,611	1,916	9,527	1,263	10,790		Loss	7,403	2,612	10,015	9,288
				Local Display	National	Total Display	Classified	Grand Total					Local Display	National	Total Display	Classified	Grand Total			
		Sunday	1928	15,254	7,034	22,288	5,129	27,417			Total	1928	33,991	15,636	49,627	17,449	67,076			
		STAR	1927	18,060	8,208	26,268	5,617	31,885			STAR	1927	44,200	19,422	63,622	17,210	80,832			
		Gain			Gain	239			
		Loss	2,806	1,174	3,980	488	4,468			Loss	10,209	3,786	13,995	13,756			

Sunday Star figures are for four Sundays against four Sunday's in June, 1927.

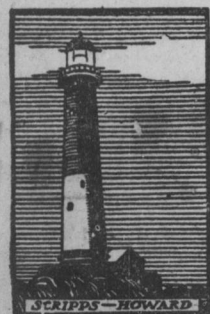
(Above figures are according to our office records)

TIMES GAINED 133,658 LINES

News . . . 151,060 Lines Loss
Daily Star . 130,032 Lines Loss
Sunday Star . 62,552 Lines Loss
Total Star . 192,584 Lines Loss

THE TREND IS TOWARDS the TIMES

Newspaper preference is changing and the trend is toward The Times. Not only is this true of readers, but also advertisers as the above chart shows so conclusively. When advertisers want more results per dollar they buy CONCENTRATED CIRCULATION—Times circulation, 75% of which is distributed within the boundary lines of Marion County—where merchants get 75% to 80% of their business.



"Give light and the people will find their own way"

The Indianapolis Times

A Scripps-Howard Newspaper

"Indiana's Fastest Growing Newspaper"