

# A NINE MONTHS RECORD TO BE PROUD OF



# 329,252 Lines Gain *In Local Display and Classified Advertising*

**T**HIS IS THE RECORD of The Indianapolis Times, while other Indianapolis newspapers show a net loss of 1,288,728 lines for the same period.

With a gain of 329,252 lines for nine months The Times can well claim to be among the first papers of the country for local lineage increases for this year, over the corresponding months of 1927.

*The Following Charts Show Month by Month Gains and Losses  
Of All Indianapolis Newspapers in Local Display and Classified Advertising for the First 9 Months of 1928*

### TIMES

	1928	1927	Gain	Loss
Jan.	297,696	324,996	.....	27,300
Feb.	323,400	311,598	11,802	.....
Mar.	425,278	402,192	23,086	.....
April	410,676	467,830	.....	57,204
May	505,540	371,770	133,770	.....
June	504,434	358,680	145,754	.....
July	360,192	333,984	26,208	.....
Aug.	381,584	309,652	71,932	.....
Sept.	400,484	399,280	1,204	.....
Total	3,609,284	3,280,032	329,252	

### NEWS

	1928	1927	Gain	Loss
Jan.	1,034,880	1,005,256	29,624	.....
Feb.	938,742	988,190	.....	49,448
Mar.	1,175,202	1,232,308	.....	57,106
April	1,173,956	1,374,898	.....	200,942
May	1,239,462	1,266,846	.....	27,384
June	1,101,534	1,225,770	.....	124,236
July	953,652	1,019,368	.....	65,716
Aug.	974,722	1,021,328	.....	46,606
Sept.	1,055,026	1,168,818	.....	113,792
Total	9,647,176	10,302,782	.....	655,606

### Daily STAR

	1928	1927	Gain	Loss
Jan.	427,602	435,316	.....	7,714
Feb.	387,492	406,378	.....	18,886
Mar.	455,294	518,952	.....	63,658
April	441,700	495,250	.....	53,550
May	474,362	524,650	.....	50,288
June	434,798	528,262	.....	93,464
July	359,366	430,668	.....	71,302
Aug.	346,360	436,982	.....	90,622
Sept.	377,412	492,240	.....	114,828
Total	3,704,386	4,268,698	.....	564,312

### Sunday STAR

	1928	1927	Gain	Loss
Jan.	297,710	364,714	.....	67,004
Feb.	280,756	315,826	.....	35,070
Mar.	305,284	343,336	.....	38,052
April	405,496	341,922	63,574	.....
May	350,448	416,304	.....	65,856
June	285,362	331,478	.....	46,116
July	357,042	328,958	28,084	.....
Aug.	270,634	298,270	.....	27,636
Sept.	382,704	263,438	119,266	.....
Total	2,935,436	3,004,246	.....	68,810

329,252 Lines GAIN

655,606 Lines LOSS

564,312 Lines LOSS

68,810 Lines LOSS

(The Above Figures Are From Our Office Records)

## More Important Than Size!

**G**RWTH is more important than size, and more important than growth are the things that growth implies. . . . With such a substantial and consistent gain for the first 9 months of this year The Times becomes more and more a power in the Indianapolis field and it behooves all advertisers to carefully consider the radically changing sentiment among the advertisers of Indianapolis.

**Circulation Now Well Over 70,000**

# THE INDIANAPOLIS TIMES

*"Indiana's Fastest Growing Newspaper"*



SCRIPPS-HOWARD