

# A NINE MONTHS RECORD TO BE PROUD OF

# 329,252 Lines Gain

*In Local <sup>Display and Classified</sup> Advertising*

THIS 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 <sup>Display and Classified</sup> Advertising for the First 9 Months of 1928*

TIMES					NEWS					Daily STAR					Sunday STAR				
	1928	1927	Gain	Loss		1928	1927	Gain	Loss		1928	1927	Gain	Loss		1928	1927	Gain	Loss
Jan.	297,696	324,996	.....	27,300	Jan.	1,034,880	1,005,256	29,624	.....	Jan.	427,602	435,316	.....	7,714	Jan.	297,710	364,714	.....	67,004
Feb.	323,400	311,598	11,802	.....	Feb.	938,742	988,190	.....	49,448	Feb.	387,492	406,378	.....	18,886	Feb.	280,756	315,826	.....	35,070
Mar.	425,278	402,192	23,086	.....	Mar.	1,175,202	1,232,308	.....	57,106	Mar.	455,294	518,952	.....	63,658	Mar.	305,284	343,336	.....	38,052
April	410,676	467,830	.....	57,204	April	1,173,956	1,374,898	.....	200,942	April	441,700	495,250	.....	53,550	April	405,496	341,922	63,574	.....
May	505,540	371,770	133,770	.....	May	1,239,462	1,266,846	.....	27,384	May	474,362	524,650	.....	50,288	May	350,448	416,304	.....	65,856
June	504,434	358,680	145,754	.....	June	1,101,534	1,225,770	.....	124,236	June	434,798	528,262	.....	93,464	June	285,362	331,478	.....	46,116
July	360,192	333,984	26,208	.....	July	953,652	1,019,368	.....	65,716	July	359,366	430,668	.....	71,302	July	357,042	328,958	28,084	.....
Aug.	381,584	309,652	71,932	.....	Aug.	974,722	1,021,328	.....	46,606	Aug.	346,360	436,982	.....	90,622	Aug.	270,634	298,270	.....	27,636
Sept.	400,484	399,280	1,204	.....	Sept.	1,055,026	1,168,818	.....	113,792	Sept.	377,412	492,240	.....	114,828	Sept.	382,704	263,438	119,266	.....
Total	3,609,284	3,280,032	329,252		Total	9,647,176	10,302,782	.....	655,606	Total	3,704,386	4,268,698	.....	564,312	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!

GROWTH 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"

