

DURING THE YEAR 1931
THE INDIANAPOLIS TIMES

GAINED
642,874 Lines

In Department Store Advertising

In Department Store Classifications During 1931,
The Times Registered an Increase in 27 Out of 30—
Further Proof of the Value of The Times, and Its
Significance as an Advertising Medium

—Figures From Media Records.



The Indianapolis Times
A SCRIPPS - HOWARD NEWSPAPER