

# Leadership!

**THE SOUTH BEND NEWS-TIMES** for the first six months of 1921 showed the greatest gain in newspaper advertising of any newspaper in Indiana

*Here is the Advertising Record for Six Months of Leading Papers in the State:*

(Figures furnished by Advertising Age)

Name of Paper	Advertising 1921	Advertising 1919	Gain
Indianapolis News	8,393,692 Lines	7,780,818 Lines	612,874 Lines
Indianapolis Star (a. m.)	3,389,010 Lines	3,553,233 Lines	* 164,223 Lines
Indianapolis Star (Sunday)	2,951,388 Lines	2,713,244 Lines	238,144 Lines
Elkhart Truth	1,783,506 Lines	1,843,928 Lines	* 60,422 Lines
Evansville Press	2,858,898 Lines	2,483,201 Lines	375,697 Lines
Lafayette Journal	2,580,032 Lines	2,495,878 Lines	84,154 Lines
Terre Haute Tribune	4,920,314 Lines	3,971,842 Lines	948,472 Lines
Terre Haute Post	2,032,760 Lines	1,859,858 Lines	172,902 Lines

(\* Indicates Loss,

And The

**South Bend News-Times 4,427,514 Lines 3,406,813 Lines 1,020,701 Lines**

*News - Times Gains Compared with Leading Newspapers of the United States:*

Name of Paper	Advertising 1921	Advertising 1919	Gain
Chicago Tribune (a. m.)	7,065,819 Lines	6,687,948 Lines	377,871 Lines
Chicago Tribune (Sunday)	4,670,028 Lines	4,106,601 Lines	563,427 Lines
Chicago Daily News	8,959,267 Lines	7,712,273 Lines	1,246,994 Lines
New York Times	9,542,354 Lines	8,074,159 Lines	1,468,195 Lines
New York Journal	5,399,660 Lines	4,735,150 Lines	664,510 Lines
Buffalo News	6,226,915 Lines	5,893,758 Lines	33,157 Lines
Philadelphia Bulletin	8,135,235 Lines	8,123,922 Lines	11,313 Lines
Providence Journal	2,264,310 Lines	1,845,922 Lines	418,388 Lines

And Again The

**South Bend News-Times 4,427,514 Lines 3,406,813 Lines 1,020,701 Lines**

The SOUTH BEND NEWS-TIMES showed bigger gains for the First Six Months of 1921 over the First Six Months of 1919 than such papers as the Indianapolis News, the Chicago Tribune, New York Journal, Buffalo News and many others—Proof Positive that THE SOUTH BEND NEWS-TIMES is one of the Fastest Growing Newspapers in the United States!

Further, THE SOUTH BEND NEWS-TIMES is one of only about a half dozen newspapers in the country which have shown a gain in display advertising for the six months of 1921 over the same period of a year ago.

**What "ADVERTISING AGE" of Chicago Says About THE NEWS-TIMES Record**

While most papers show an advertising gain over 1919 so far this year, those which have equalled the abnormal lineage of 1920 are less frequent. The South Bend, Ind., News-Times, is one of them, however; a fact not only creditable to The News-Times, but expressive of the excellent conditions prevailing in South Bend, which has the enormous activity of the Studebaker company, as well as many smaller industries in good condition, and a very populous and prosperous district to draw from. The local display advertising of The News-Times increased from 2,148,733 lines in the first half of 1919 to 2,953,205 in the same period of 1920, and again to 3,301,822 in the first six months of the year. Evidently business is good in South Bend.

## SOUTH BEND NEWS-TIMES

Morning ————— Evening ————— Sunday