

Total Newspaper Advertising of the Fifteen Leading Papers of the United States for the Year 1931

For years The Star has been one of the leading advertising mediums of all of the newspapers of the United States. Last year in volume of advertising The Evening and Sunday Star, with 23,706,576 lines, stood second in the country, and for several preceding years it was fourth. The Evening Star alone last year printed 18,409,176 lines, the greatest volume of advertising of any *evening* paper in the United States. This is undoubtedly due to the fact that The Star is read in practically all of the best homes of all classes of people in Washington and the surrounding suburban and trading area.

The Star's policy of printing a superior newspaper and delivering it every evening and Sunday morning by carrier with almost perfect regularity at low cost to the subscriber accounts for its surpassing circulation.

That this policy is appreciated not only by local and national advertisers but by the general public in their use of its classified columns is evidenced by the great volume of advertising carried in The Star.

Fifteen Leading Newspapers in Total Advertising

Newspaper	1931 Lines of Advertising.
1. New York Times..... Morning and Sunday.....	24,402,912
2. WASHINGTON STAR..... Evening and Sunday.....	23,706,576
3. Baltimore Sun..... Evening and Sunday.....	22,613,661
4. Detroit News..... Evening and Sunday.....	21,318,252
5. Chicago Tribune..... Morning and Sunday.....	20,408,987
6. Pittsburgh Press..... Evening and Sunday.....	19,341,278
7. Los Angeles Times..... Morning and Sunday.....	17,824,412
8. Newark News..... Evening only.....	17,770,769
9. St. Louis Post-Dispatch..... Evening and Sunday.....	17,734,119
10. Philadelphia Bulletin..... Evening only.....	17,019,907
11. New York Herald Tribune..... Morning and Sunday.....	16,349,003
12. Pittsburgh Sun Telegraph..... Evening and Sunday.....	16,131,868
13. Los Angeles Examiner..... Morning and Sunday.....	15,900,999
14. Chicago News..... Evening only.....	15,168,177
15. Milwaukee Journal..... Evening and Sunday.....	15,079,701

Circulation of the Evening and Sunday Star For the Month of January for the Past Ten Years

	Daily Average.	Sunday Average.
January, 1932.....	118,226	125,567
January, 1931.....	114,464	119,830
January, 1930.....	111,036	115,818
January, 1929.....	106,216	110,663
January, 1928.....	102,617	109,597
January, 1927.....	102,562	110,416
January, 1926.....	99,981	107,579
January, 1925.....	98,795	104,954
January, 1924.....	97,097	100,609
January, 1923.....	92,493	95,123
Increase during past 10 years.....	25,733	30,444

The Evening Star
WITH SUNDAY MORNING EDITION
WASHINGTON, D. C.
Established 1852