

The Chicago Evening American

is now

Chicago's Leading Evening Paper

with a daily average net paid circulation during January, 1920, of

400,920

which is 10,201 more than the daily average January circulation of the SECOND evening paper—The Daily News

How Chicago Made the Change

THE CHICAGO EVENING AMERICAN		Daily Circulation January, 1920	
Daily Average Circulation—by months 1919		STATE OF ILLINOIS, ss. J. N. Eisenlord, Circulation Manager of THE CHICAGO EVENING AMERICAN—does solemnly swear that the actual number of copies of paper named, printed and sold during the month of January, A. D. 1920, was as follows:	
January . . .	314,935	1 Holiday	17 388,371
February . . .	319,106	2 395,854	18 Sunday
March	322,582	3 380,447	19 407,311
April	322,824	4 Sunday	20 404,700
May	320,167	5 401,657	21 406,188
June	325,508	6 402,074	22 406,502
July	357,971	7 402,402	23 401,814
August	357,915	8 401,635	24 388,579
September . .	354,147	9 401,566	25 Sunday
October	371,760	10 382,742	26 408,586
November . . .	375,185	11 Sunday	27 415,778
December . . .	394,310	12 409,658	28 416,757
		13 406,800	29 413,101
		14 405,485	30 412,728
		15 403,997	31 394,798
		16 406,871	
		Total for month	10,466,401
		Daily average	402,554
		Allowance and deductions	1,634
		Net daily average sold	400,920

All exchanges, service, excess print copies and allowances made for copies received late and lost in transit are deducted in determining the net paid circulation.

J. N. EISENLORD
Subscribed and sworn to before me this 2nd day of February, A. D., 1920.
GUY A. SMITH, Notary Public.

THE CHICAGO DAILY NEWS		Daily Circulation January, 1920	
Daily Average Circulation—by months 1919		STATE OF ILLINOIS, ss. Hopewell L. Rogers, business manager of THE CHICAGO DAILY NEWS, does solemnly swear that the actual number of copies of the paper named, printed and sold during the month of January, A. D. 1920, was as follows:	
January . . .	386,565	1 Holiday	17 369,507
February . . .	386,739	2 398,129	18 Sunday
March	385,753	3 370,326	19 404,371
April	384,538	4 Sunday	20 400,073
May	373,342	5 404,644	21 382,088
June	371,528	6 403,713	22 397,342
July	383,153	7 403,444	23 368,004
August	380,986	8 401,803	24 365,857
September . .	373,000	9 400,542	25 Sunday
October	387,467	10 372,437	26 400,967
November . . .	382,766	11 Sunday	27 387,803
December . . .	387,004	12 406,867	28 397,277
		13 403,199	29 394,794
		14 401,573	30 386,630
		15 400,624	31 364,780
		16 388,331	
		Total for month	10,175,125
		Allowances for papers missed	16,422
		Total sold, net	10,158,703
		Daily average sold	390,719

This circulation is divided as follows:
City and suburbs 369,837
Outside city and suburbs 20,882
Total circulation 390,719

All "exchanges" copies used by employes, unsold and returned papers are deducted in determining the net paid circulation.

HOPEWELL L. ROGERS.
Subscribed and sworn to before me this 2d day of February, A. D. 1920.
(L. S.) Henry C. Lathaw, Notary Public.

The AMERICAN has 85,985 more circulation than it had a year ago—the News has 4,154 more circulation than it had a year ago.

From January 1919 to January 1920, inclusive,
The AMERICAN gained over 27% in circulation.
The News gained a trifle over 1% in circulation.

There are three evening papers in the United States with a circulation exceeding 400,000 and two of these are Hearst papers.

The New York Evening Journal, 687,624 circulation
The Evening Bulletin, Philadelphia, 457,569 circulation
The Chicago Evening American, 400,920 circulation

Mark carefully the comparative circulations during the last week in January:
Daily average circulation, Evening American, 410,291
Daily average circulation, The Daily News, 388,709

Daily EXCESS of American over News during period named—21,582.

This phenomenal forging into first place among Chicago's evening papers by The Evening American is one of the greatest achievements of American journalism!

—the 45-year old Daily News making way for the 20-year old Evening American, is a faithful reflection of Chicago's progressive, youthful energy—another proof that "Youth Must Be Served!"

For, Chicago, YOUNG Chicago, made this change of its own free will!

Chicago, PROGRESSIVE Chicago, has decided that it prefers the AMERICAN as a NEWS-paper. This preference is indicated in increased home (carrier) circulation—in increased news-stand circulation—in increased City, Suburban and Country circulation—in every division of evening-paper distribution the circulation of the AMERICAN has increased more rapidly than that of The Daily News—most notably in the City of Chicago proper and in the 40-mile zone of which Chicago is the Buying Center.

As applied to a newspaper, "Gets it All and Gets it First"—was bound to win; was sure to make

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