

THE CHICAGO DAILY NEWS

First in Chicago★

The advertising leadership of The Daily News in Chicago is confirmed and emphasized by the official figures for May, 1922 (supplied by the Advertising Record Co., an independent audit service maintained by all Chicago newspapers), which show—

(1) That THE DAILY NEWS in May not only maintained its lead over all *other* Chicago Daily newspapers in the total volume of display advertising printed, but—

(2) That THE DAILY NEWS accomplished the far more difficult feat of beating its *own* high record for the highest volume of business ever carried by any Chicago daily newspaper in any month of May—by 69,869 lines!

Here are the Advertising Record Co. figures showing the total volume of display advertising printed in each of the six daily and two Sunday newspapers of Chicago for the month of May, 1922.

★ For many years—and today—measured by all authoritative yearly statistics of daily newspaper circulation and advertising
THE DAILY NEWS IS FIRST IN CHICAGO

	Lines	COMPARISON Lines
The Daily News	1,294,221	1,294,221
The Daily Tribune	997,794	997,794
The Daily Herald-Examiner . . .	358,217	
The American	713,878	
The Post	385,948	
The Journal	339,260	
The Sunday Tribune	620,167	
The Sunday Herald-Examiner . .	357,726	
The Daily News' leadership over the next highest score, The Daily Tribune		296,427 lines

THE DAILY NEWS—FIRST IN CHICAGO