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Consecutive Years of Detroit News LEADERSHIP

Linage Leaders for 1930

New York Times	26,411,908
The Detroit News	25,975,684
Chicago Tribune	25,204,269

Continuing the pace of 16 years of leadership in which The Detroit News finished either first, second or third in the world in advertising, during 1930, it again won a place among the first three leaders, being second only to the New York Times, a medium in a city many times the size of Detroit.

This achievement could be attained only through the correspondingly great ability of The News to bring advertising results. Concentrate your advertising appropriation in The News. This will enable you to use dominating space and cover the financially able homes in Detroit at a single advertising cost.

Linage of Leading Newspapers For Year 1930

1. New York Times	26,411,908	19. Boston Herald-Traveler	16,414,112	37. Birmingham News	14,186,632
2. The DETROIT NEWS	25,975,684	20. Brooklyn Eagle	16,034,420	38. Louisville Courier-Journal	14,105,428
3. Chicago Tribune	25,204,269	21. San Francisco Examiner	15,969,481	39. Flint Journal	13,658,484
4. Washington Star	23,988,449	22. Oakland Tribune	15,967,686	40. *Cincinnati Times-Star	13,352,602
5. Baltimore Sun	23,707,800	23. *New York Sun	15,809,562	41. Minneapolis Tribune	13,316,745
6. Pittsburgh Press	21,457,986	24. Seattle Times	15,759,186	42. *New York Eve'g Journal	13,236,124
7. St. Louis Post-Dispatch	20,255,200	25. Buffalo News	15,627,393	43. New York News	13,061,138
8. *Newark Evening News	19,305,493	26. Philadelphia Inquirer	15,337,375	44. Minneapolis Journal	12,931,000
9. *Philadelphia Bulletin	18,831,433	27. *Providence Bulletin	15,088,326	45. Cincinnati Enquirer	12,890,668
10. Los Angeles Times	18,810,834	28. Boston Globe	15,070,227	46. Omaha World-Herald	12,750,160
11. Pittsburgh Sun-Telegraph	18,072,811	29. Denver Post	15,017,844	47. Houston Post-Dispatch	12,746,398
12. Kansas City Star	17,888,203	30. Houston Chronicle	14,910,826	48. Boston Post	12,428,178
13. *Chicago Daily News	17,612,286	31. Cleveland Plain-Dealer	14,766,146	49. Grand Rapids Press	12,275,340
14. New York Herald-Tribune	17,435,706	32. *Cleveland Press	14,602,866	50. *Chicago American	12,182,994
15. Columbus Dispatch	17,230,196	33. *Los Angeles Herald	14,562,432	51. DETROIT FREE PRESS	11,884,894
16. Milwaukee Journal	17,135,035	34. Indianapolis News	14,541,366	52. DETROIT TIMES	11,744,390
17. Los Angeles Examiner	17,059,602	35. Dayton News	14,541,366	53. San Francisco Chronicle	11,328,632
18. N. Orleans Times Picayune	17,014,966	36. Baltimore Sun	14,198,263	54. *Richmond News-Leader	11,218,508

The statistics offered here are from a compilation by the New York Evening Post and other sources. Inasmuch as an absolutely complete list of linage leaders has to date not been available, it is possible that a few other newspapers deserve positions in this list.

The Detroit News

THE HOME NEWSPAPER