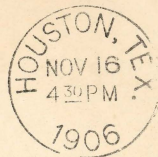


THE HOUSTON CHRONICLE  
HOUSTON, TEXAS



The "Star"

---

St. Worth,

---

Texas,

---

THE  
CHRONICLE'S  
NEW  
RECORD

The Houston Daily Chronicle is five years old. The Sunday Chronicle has just begun its third year. When the Chronicle started it was an 8-page paper; last Sunday's issue was 76 pages.

During the first few months of its existence The Daily Chronicle averaged 6,000 circulation. The Daily Chronicle now has a circulation of 22,000 and the Sunday Chronicle averages 27,000.

Last Sunday's issue of the Chronicle had a circulation of over 30,000.

It took a carload of paper—a car of 40,000 pounds—to print that issue.

The white paper alone in Sunday's issue cost the Chronicle \$1,000. The ink used to print the paper weighed nearly 1,000 pounds.

Every page was printed on the Chronicle's big perfecting press, including the colored comic supplement and the King Nottoc and Giggling Park color pages.

The 76 pages constituting Sunday's Chronicle meant 532 columns of type and illustrations. These made 11,172 inches, or 156,408 agate lines.

There were 263 columns of advertising in the Sunday Chronicle. This broke the Chronicle's previous high record by 88 columns. These 263 columns meant 5,523 inches, or 77,322 agate lines.

Sunday's Chronicle contained more full-page display advertising than any other paper in Texas. It contained more department store advertising than any other paper in the state.

It gave more colored pages than any other paper in the state. It had more illustrated features than any other Texas daily.

One local advertiser gave The Chronicle 18 columns of advertising, another had 16 columns, another 12, still another 10 and others ran anywhere from 5 to 7 columns each.

Several hundred lines of business were represented and The Chronicle of Sunday, November 11, is a splendid index of Houston as a business and commercial center.

**THE HOUSTON CHRONICLE**