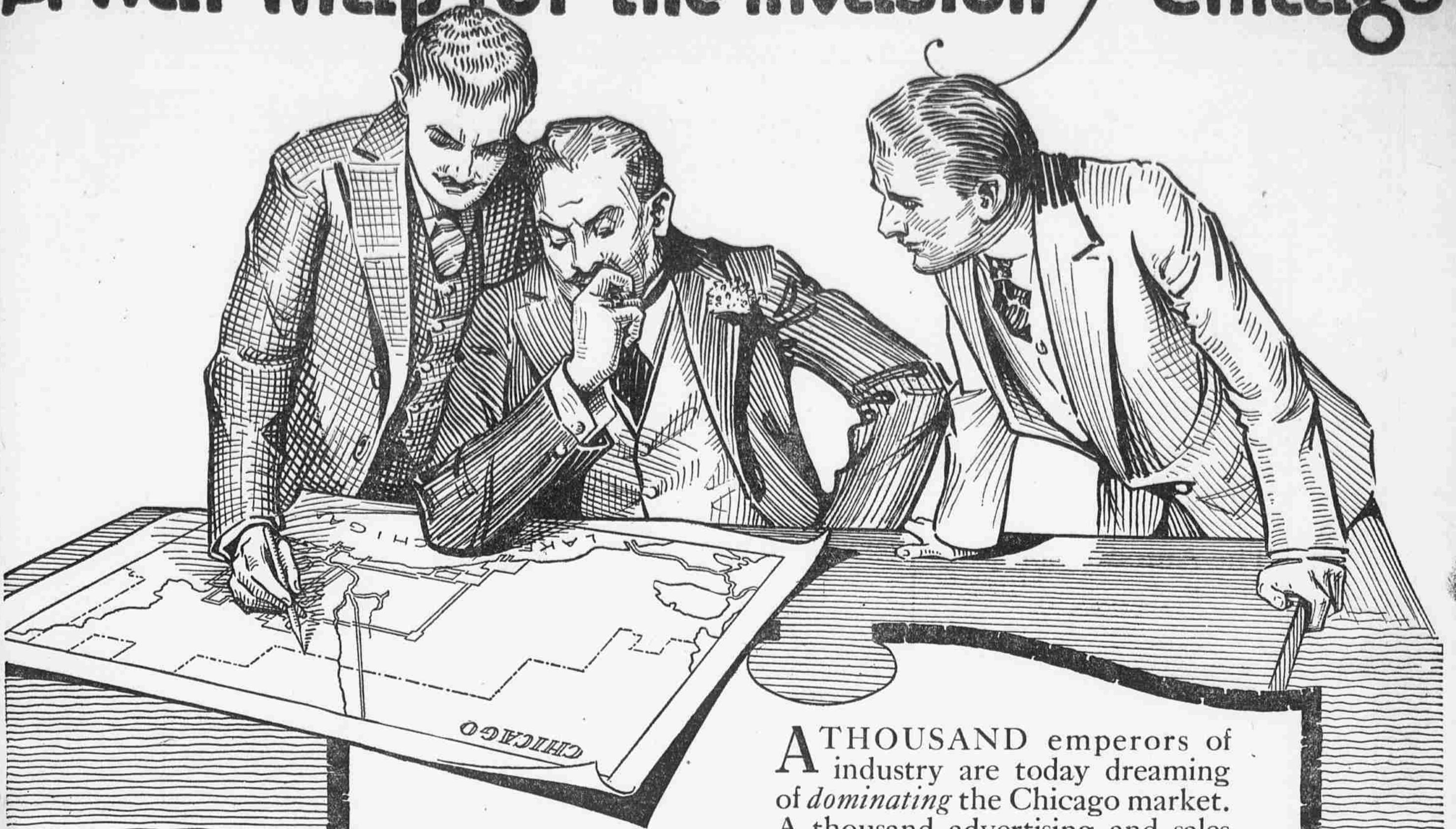


# A War Map For the Invasion of Chicago



A THOUSAND emperors of industry are today dreaming of *dominating* the Chicago market. A thousand advertising and sales

generals, like yourself, are planning their campaigns for the conquering of Chicago—the Gateway of the West—the country's richest market.

SOME of these generals will depend on chance and an imperfect knowledge of the battleground to guide them. *Will you?*

The *successful* generals will *know* their ground, the strengths and weaknesses of their market—where to strike and when and how.

For those who wish to *know*, not *guess*, The Chicago Tribune conducts a Merchandising Service Department—an intelligence bureau that has plotted Chicago as thoroughly as any European battleground was ever plotted.

THE Chicago Tribune's Merchandising Service Department will place at your fingers' ends information that you never dreamed of, about your own distribution and that of your competitors. You will know which districts, which stores even, lie along the lines of least resistance. You will know facts that you could never discover without an expensive, long-drawn-out investigation.

The Chicago Tribune's circulation (more than 375,000 daily and more than 600,000 Sunday, covering seven States) and its *known* influence make The Tribune the Chicago medium first considered by national as well as local advertisers.

**SEND today for "Winning a Great Market on Facts"—a book describing The Chicago Tribune's Merchandising Service Department**

## The Chicago Tribune

The World's Greatest Newspaper

(Trade Mark Registered)

Eastern Advertising Office: 251 Fifth Avenue, New York City  
Pacific Coast Advertising Office: 742 Market Street, San Francisco

The Chicago Tribune Convention Headquarters:  
Bellevue-Stratford Hotel

