

GROWTH

In Circulation

HERE are the eight government statements of circulation of The Chicago Tribune, from the passage of the law requiring them to the latest statement required under that law. Note the unbroken record of increases:

Period Covered	Daily (Exclusive of Sunday)	Sunday (Only)	Period Covered	Daily (Exclusive of Sunday)	Sunday (Only)
Six months ending Sept. 30, 1912 ...	220,500	304,325	Six months ending March 31, 1915 ..	326,897	534,848
Six months ending March 31, 1913 ..	245,449	363,119	Six months ending Sept. 30, 1915 ...	354,520	558,396
Six months ending Sept. 30, 1913 ...	253,212	366,918	Six months ending March 31, 1916 ..	359,651	585,934
Six months ending March 31, 1914 ..	261,278	406,556	Present circulation in excess of	375,000	600,000
Six months ending Sept. 30, 1914 ...	303,316	459,728			

In Advertising

LAST YEAR The Chicago Tribune printed more advertising than any other morning and Sunday newspaper in the world.

In the first five months of this year The Chicago Tribune has beaten its own record for the corresponding period of last year by 3,921 columns or 20 per cent.

The Chicago Tribune's gain in this period is more than twice as great as the gain of the next Chicago paper; more than twice as great as the *combined* gain of the other Chicago morning and Sunday papers; within 561 columns of as great as the gain of *all* the other Chicago papers *combined*.

In the first five months of this year The Chicago Tribune has printed more advertising by 2,120 columns than the other Chicago morning and Sunday papers *combined*.

The Chicago Tribune

The World's Greatest Newspaper
(Trade Mark Registered)

Circulation over { 600,000 Sunday
375,000 Daily

Member Audit Bureau of Circulations

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