

Under Oath

Henry Ford's Expert Witnesses Prove

The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

Charles A. Brownell

called as a witness in a hearing at Detroit, Michigan, on behalf of Henry Ford, being first duly sworn, testified in part as follows on direct examination by Mr. Lucking, attorney for Mr. Ford:

- Q. What is your business, please?
- A. Advertising manager for the Ford Motor Company.
- Q. How long have you occupied that position?
- A. Three years and a half.
- Q. Previous to that time had you been in the advertising business?
- A. Thirty years.
- Q. Without going any further into details, we may say that you have had perhaps as long an experience as an advertising man as anybody in these parts now?
- A. I think I have the longest experience. They call me the dean of the advertising fraternity here for that reason.
- Q. Well, it has been your province, has it, to place such advertising as the Ford Company desired in newspapers and periodicals during these last few years?
- A. Yes, to make up the selection of the media.
- Q. That is, with the particular papers?
- A. Yes, the selection of whether we should use newspapers, billboards, street cars, or do it direct by letter.
- Q. Has the Ford Motor Company, during your connection as advertising manager, used the Chicago Tribune as an advertising medium of its product?
- A. We never put out a campaign of newspaper advertising that did not include The Chicago Tribune.
- Q. In the placing of that, however, I understand that you yourself selected or approved The Tribune, among others, as the advertising medium?
- A. We made the selection absolutely without consulting anybody outside of our own experience.
- Q. And by that you mean primarily yourself?
- A. Myself.
- Q. In selecting The Tribune as one of the newspapers in which advertising of the Ford Company should be placed, what did you have in mind?
- A. The leading newspaper in the city of Chicago, with a large circulation and an influential circulation; as well as a large circulation in the territory in which we have a number of live, progressive agents: states of Illinois, Iowa, Minnesota, Wisconsin, Indiana, and Michigan, especially the northern section of Michigan, which is not reached by the Detroit metropolitan papers, or in a large volume by the Grand Rapids papers.
- Q. What do you mean by the northern section?
- A. I mean west and northwest of Grand Rapids, the Traverse Bay territory, and the Northern Peninsula territory.
- Q. You mean resort territory, so to speak?
- A. Well, resort territory, and then the Northern Peninsula. You see, the Chicago papers come into Marquette, and in through that territory, what we call the Northern Peninsula territory, and cover it, and our Michigan papers, very few get in there. That territory is literally covered with the Chicago papers, particularly The Chicago Tribune—that is, the element we wish to reach.
- Q. Are you able to state the relative position of The Chicago Tribune as an advertising medium of automobiles in the territory you previously named, as compared with other Chicago newspapers?
- A. I considered it by far the best.

In his million-dollar libel suit against The Chicago Tribune, Henry Ford called as witnesses in his behalf two advertising experts of national fame: Charles A. Brownell and E. Le Roy Pelletier. What these men said about The Chicago Tribune is quoted on this page. One is Advertising Manager of the Ford Motor Co., the other is a close personal friend of Ford.

Shrewd advertising men these, men of vast practical experience, men who—weighing their words in the solemnity of court procedure—only said the least their experience and conscience permitted them to say concerning The Chicago Tribune. Bearing in mind that favorable admissions from an adverse witness are the most weighty form of evidence, note what these Ford witnesses testified to concerning The Chicago Tribune.

Dominating Influence in Many States

They testified under oath that The Chicago Tribune has altogether extraordinary merit as an advertising medium—that it is a dominating influence in many states—that it is read and respected by the best classes of people—that actual sales produced for their clients had demonstrated to each of them its pre-eminence.

Note that E. LeRoy Pelletier said that The Chicago Tribune was regarded as a "NATIONAL MEDIUM." This, in the technical language of advertising men, meant that he considered it on a par with the big national magazines swaying public opinion through a wide territory and not alone in the city of publication.

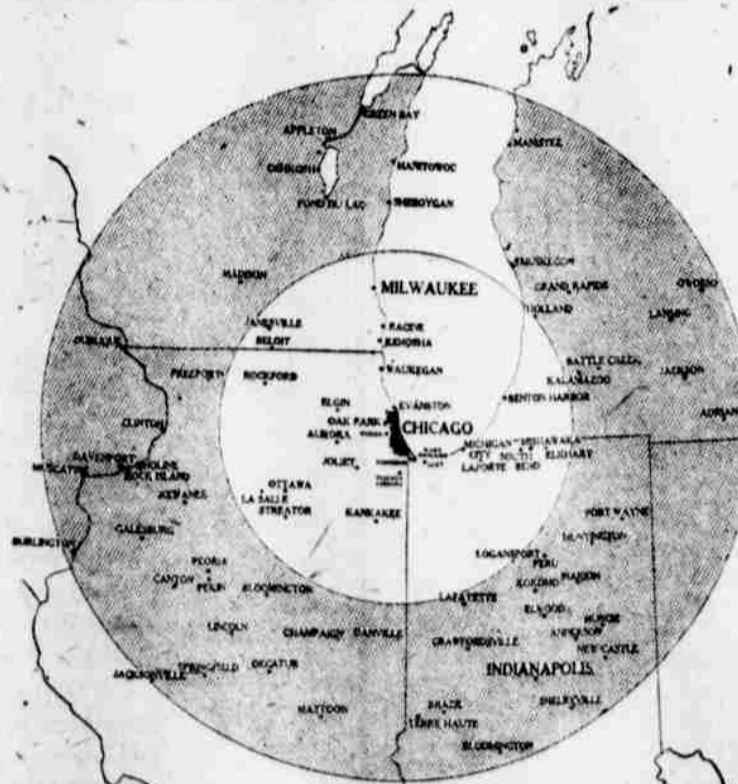
Note that Charles A. Brownell never placed a newspaper campaign of advertising for the Ford Motor Co. that did not include The Chicago Tribune, which he considered "by far the best" medium in its territory.

Note that he considered it more influential in large sections of Michigan than the biggest papers published in Michigan.

Note that Mr. Pelletier cited as typical of The Chicago Tribune circulation the big business man in the capital of the state of Michigan who read The Chicago Tribune and The Chicago Tribune only.

Unique Combination—Mass Plus Class

Cities Within 100 Miles of Chicago		
City	Families	Tribunes
ILLINOIS		
Chicago	509,440	278,914
Aurora	6,959	3,401
Chicago Heights	4,572	1,011
Elgin	5,712	2,502
Evanston	7,860	4,935
Freeport	3,968	1,863
Joliet	7,709	3,528
Kankakee	2,834	1,719
LaSalle	2,466	1,024
Oak Park	5,563	5,164
Ottawa	1,907	1,117
Rockford	11,347	4,904
Streator	2,862	1,354
Waukegan	4,183	1,765
INDIANA	575,407	313,201
East Chicago	6,057	470
Elkhart	4,054	1,737
Gary	11,000	2,320
Hammond	5,403	2,215
LaPorte	2,714	1,313
Logansport	4,247	1,676
Michigan City	4,382	1,295
Mishawaka	3,416	631
South Bend	14,193	3,787
MICHIGAN	55,849	15,444
Benton Harbor	2,213	1,307
WISCONSIN	2,213	1,307
Beloit	3,709	1,700
Janesville	2,882	1,338
Kenosha	6,586	2,402
Milwaukee	89,001	10,850
Racine	9,493	1,197
	111,653	17,487
	745,169	347,439
Cities in the Zone Between 100 and 200 Miles of Chicago		
City	Families	Tribunes
ILLINOIS		
Appleton	5,492	3,170
Bloomington	7,729	4,901
Campton	3,010	2,405
Champaign	3,010	2,405
Danville	6,594	3,803
Decatur	8,297	3,259
Galesburg	4,926	3,401
Jacksonville	3,101	1,632
Kewanee	2,721	1,056
Lincoln	2,398	1,044
Mattoon	2,553	1,053



Cities in the Zone Between 100 and 200 Miles of Chicago		
City	Families	Tribunes
ILLINOIS (Continued)		
Moline	5,595	3,544
Pekin	2,194	521
Peoria	14,437	6,148
Rock Island	5,890	3,334
Springfield	12,525	3,713
	82,462	38,396
INDIANA		
Anderson	4,846	700
Brazil	2,094	276
Elwood	2,206	282
Fort Wayne	15,603	2,472
Huntington	2,196	575
Indianapolis	56,724	2,579
Kokomo	4,386	1,200
Lafayette	4,296	2,132
Marion	3,986	1,215
Muncie	5,131	530
New Castle	2,829	140
Peru	2,498	640
Shelbyville	2,240	150
Terre Haute	13,472	1,952
	127,128	15,287
IOWA		
Burlington	5,029	2,195
Clinton	5,536	2,047
Davenport	9,923	4,675
Dubuque	8,019	3,273
Muscatine	3,543	1,006
	32,050	13,196
MICHIGAN		
Adrian	2,314	148
Battle Creek	6,032	1,050
Grand Rapids	26,572	3,063
Holland	2,407	98
Jackson	7,199	996
Kalamazoo	10,082	1,943
Lansing	8,899	1,950
Manistee	2,476	208
Muskegon	5,487	1,912
Owosso	2,065	20
	73,618	11,675
WISCONSIN		
Appleton	3,601	1,017
Fond du Lac	4,297	1,141
Green Bay	6,003	1,681
Madison	6,263	3,603
Manitowish	2,786	641
Oshkosh	7,310	1,947
Sheboygan	5,781	1,220
	35,041	11,250
Total	351,299	89,794

Circulation statistics in the office of The Chicago Tribune prove that it reaches such a large proportion of the population (in excess of 400,000 daily and 700,000 Sunday) that it OUGHT TO BE an ideal advertising medium. The experiences of advertisers—as related by Mr. Brownell and Mr. Pelletier—prove that IT IS the ideal advertising medium. Their testimony proves that it not only reaches vast NUMBERS, but it reaches the RIGHT KIND of people, and those desirable folks read and RESPOND TO ITS ADVERTISING.

On the map above are noted the cities of more than 10,000 population within two hundred miles of Chicago. In the cities in the gray zone—more than one hundred and less than two hundred miles from Chicago—The Chicago Tribune reaches one family in four. In the city of Chicago The Tribune reaches three families in five.

E. LeRoy Pelletier

called as a witness on behalf of Henry Ford, being first duly sworn, testified in part as follows on direct examination by Mr. Lucking, attorney for Mr. Ford:

- Q. Does The Tribune circulate in the surrounding territory?
- A. O. yes, for some distance, probably covers 14 states.
- Q. What territory, principally, does it cover around Chicago, that you, as an advertising man, are aware of, in placing your advertising?
- A. Well, it covers Illinois and southern Wisconsin, northern Indiana, heavily, I should say.
- Q. Cover any of Iowa?
- A. And Iowa, Eastern Iowa.
- Q. Cover any of Michigan?
- A. It covers several states more thinly; it covers the western part of Michigan pretty heavy, yes, well, in fact, it covers Michigan; I have not the exact figures here, but it has a basic circulation, relatively.
- Q. Has it any value in the resort country, so to speak, north and west of Grand Rapids?
- A. O. yes.
- Q. And up in there, up in the Traverse Bay district?
- A. O. yes.
- Q. Why do you say that, is it from observation?
- A. Observation and experience of several years, probably 12 years or so.
- Q. Is that circulation in through that district of The Tribune of value to advertisers of automobiles?
- A. O. yes, yes.
- Q. Is it recognized by them as such?
- A. O. yes, so much so that the factory always pays half of it, because of its broad distribution, where Chicago papers can only cash in on half or less than half—the Chicago territory which would cover probably ten counties. We consider it in a sense the National media, that is to say, it is one of a few that we consider sufficient to cover nationally.
- Q. You mean a different proportion of expense of advertising in the Tribune is borne by the factory?
- A. Yes, because of the sales we can make outside of the territory of the Chicago district.
- Q. For instance, your Reo people then recognize, as I understand, its value as well as one more experienced, like yourself, does?
- A. Yes.
- Q. Has Mr. Benham ever discussed circulation matters with you?
- A. Yes.
- Q. Michigan circulation of the Tribune?
- A. O. yes, several states. We figure it covers twelve to fifteen states, to some extent. Of course, you get further away from Chicago, the influence is less. I should say, taking Grand Rapids as a sample, it is probably more influential than the Detroit papers.
- Q. Why do you say that?
- A. Because of the class of people who take it. A very excellent class of people buy it, and a considerable percentage of a class of solid business men, to whom we sell automobiles in all those places. For example, take the sales manager of the Reo Company at Lansing, the only paper he reads is The Chicago Tribune, the only one he really reads, and he says he never missed a day, he has told me that several times. Now, he would be typical of a class in Lansing that would read it.
- Q. Would you say the class of people the Tribune reaches is appropriate to the trade of automobile advertising?
- A. A very large percentage of it, a large percentage of it, a larger percentage, probably, of its total circulation than of the Hearst papers.

During This "Year of Opportunity," 1919, Use This Dominating Influence in Many States—Advertise in The Chicago Tribune