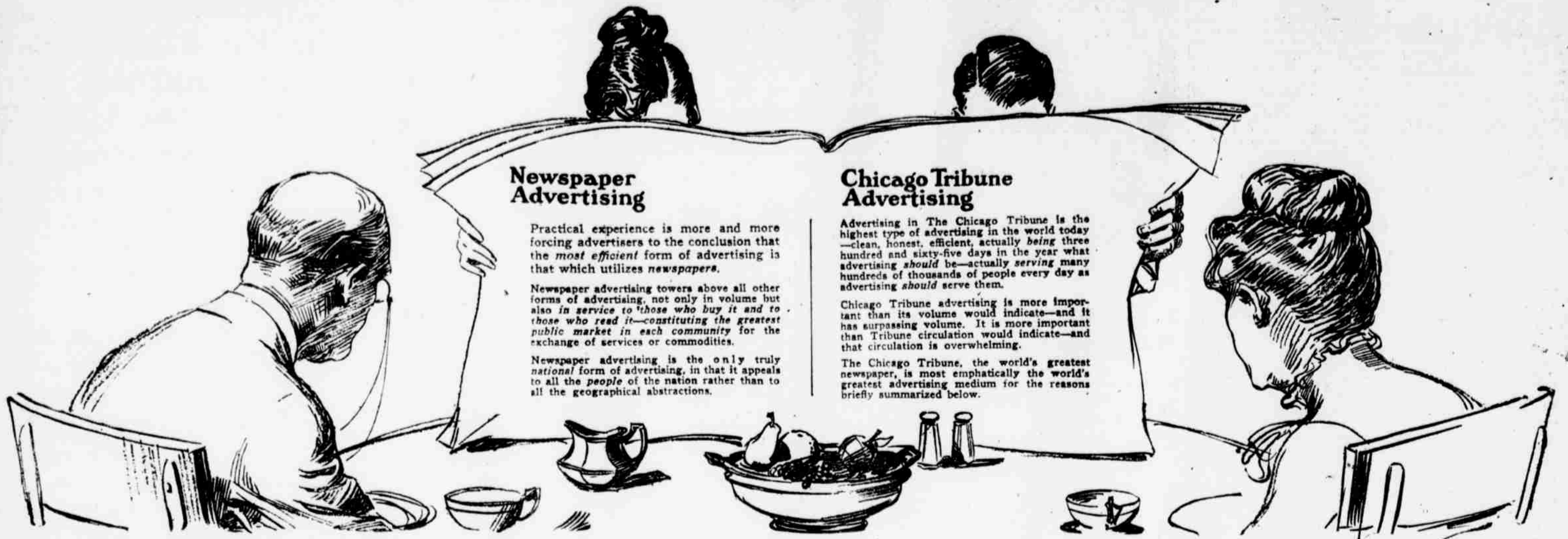


Focus Your Sales Campaign In The Chicago Territory



Chicago Tribune Advertising Sways Millions—in Five Big Rich States

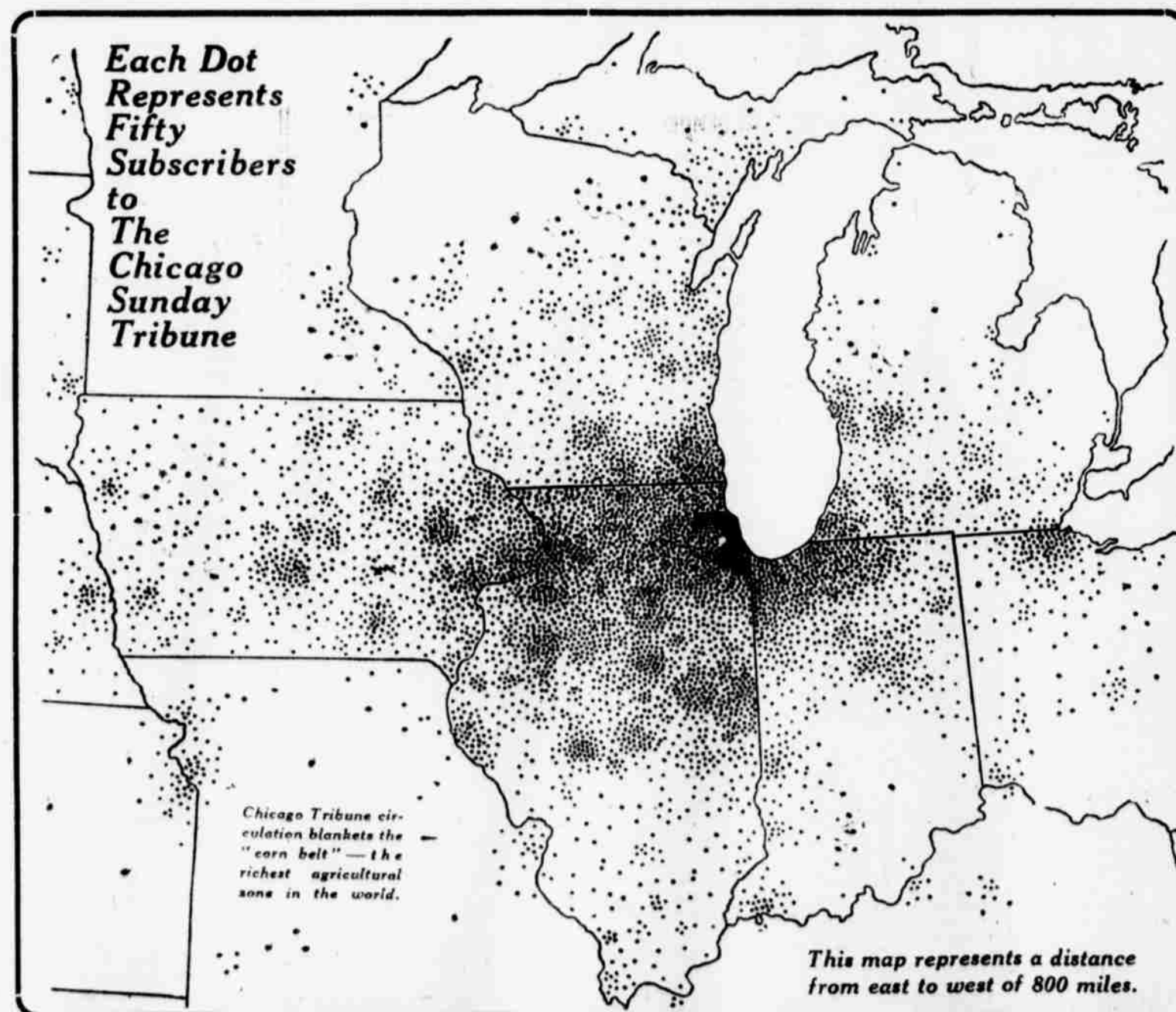
Wonderful Richness of the Chicago Territory

Advertising in The Chicago Tribune influences the purchases made by an unequalled aggregation of purchasing power—dominates a market of five great states, compact yet imperial—a market in which one-seventh of the population of the United States furnished one-fifth of the subscribers to Liberty Bonds—a market which raises one-fifth of the crops of the nation, produces one-fifth of the manufactures and possesses one-fifth of the wealth.

Wide Circulation of The Chicago Tribune in the Chicago Territory

In this magnificent market comprising these blue-ribbon commonwealths—Illinois, Indiana, Iowa, Michigan and Wisconsin—The Chicago Tribune is read by one family in five. The map on this page pictures in graphic form the remarkable distribution of The Chicago Tribune throughout the ever-prosperous corn belt. Only a professional advertising or circulation man can appreciate the record of The Chicago Tribune in selling more than 400,000 copies each of six week days, and more than 700,000 copies each Sunday, at retail prices ranging from 2c and 5c for the Daily to 7c and 10c for the Sunday paper—25,000 more circulation than the next Chicago paper Daily and 100,000 more than the next Chicago paper Sunday.

Of the five states of The Chicago Territory, Iowa is the most distant from Chicago, yet The Chicago Tribune has more readers in Iowa than the largest national magazine. Furthermore, its prestige is out of proportion to the number of its readers. What people pay for anything is some measure of their regard for it. The people of Iowa pay approximately \$206,382 per annum for the largest national weekly and the largest woman's monthly and the largest farm journal, all three combined. On the other hand, they pay more than twice this amount, approximately \$444,709 per annum for The Chicago Tribune, of which \$254,335 is for the Sunday issue and \$190,364 is for the Daily. That is to say, they pay more to read one of the seven issues of The Chicago Tribune each week than to read three leading magazines.



Desirable Character of Chicago Tribune Readers

These statistics give some clue to the character of the people who buy The Chicago Tribune. The character of the news, editorials, and features in The Chicago Tribune indicates a clientele of the best people in every community it reaches. The tremendous volume of clean, high-grade advertising proves conclusively that Tribune readers constitute the world's greatest market.

Just as a magnet passing over a sand pile draws out the particles of iron, so The Chicago Tribune has established communications with more than 700,000 families which are the most desirable in its vast territory—most in accord with all the sturdy, progressive Americanism for which The Chicago Tribune stands. They are not all rich. Their numbers are so great that they necessarily represent mass circulation, but they are the best of each stratum—the best mechanics—the best manufacturers—the best clerks—the best merchants—the best housewives.

Responsiveness of Chicago Tribune Readers

It is common for readers of a publication to become accustomed to particular features. They "get the habit" of reading the Line-o'-Type or following Briggs' cartoons, watching the Financial Page or the Fashion Notes. By many years of intelligent, intensive work, The Chicago Tribune has educated its readers in its advertising until by thousands, by tens of thousands, by scores of thousands, and now by hundreds of thousands, they have "the habit" of reading and responding to Tribune advertising. They have been taught that Tribune advertising is clean, convinced that it is worth money to them, sold on its value, until many of them buy the paper because of its large volume of exclusive advertising. They consciously use Tribune advertising as a guide in their daily purchases.

During 1918 2,994,805 replies to want ads with box number addresses were mailed or brought to The Chicago Tribune. It is estimated that in addition three times this number were telephoned or mailed to the advertiser or answered in person. Therefore, the total response which Chicago Tribune readers made to Tribune want ads alone must have approximated twelve million replies.

Chicago Tribune Merchandising Theories and Practice

Some years ago The Chicago Tribune formulated this theory:

The Tribune considers it a waste of money to advertise a product distributed through the retail and jobbing trade until that trade has been supplied with merchandise to take care of the consumer demand when created.

How radically this differed from the old method of using advertising to force distribution only one familiar with jobbing and retailing can appreciate. The story of how The Chicago Tribune spent fortunes in order to live up to its theory—the story of Chicago Tribune Merchandising service—is too big to tell even on another page like this. It is a story which has new chapters every day. If you are interested in the sale of any product to the general public, ask The Chicago Tribune to send a merchandising expert to give you the benefit of our wide experience.

Take Advantage of Advertising—of Newspaper Advertising—of Chicago Tribune Advertising—During this "Year of Opportunity," 1919

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