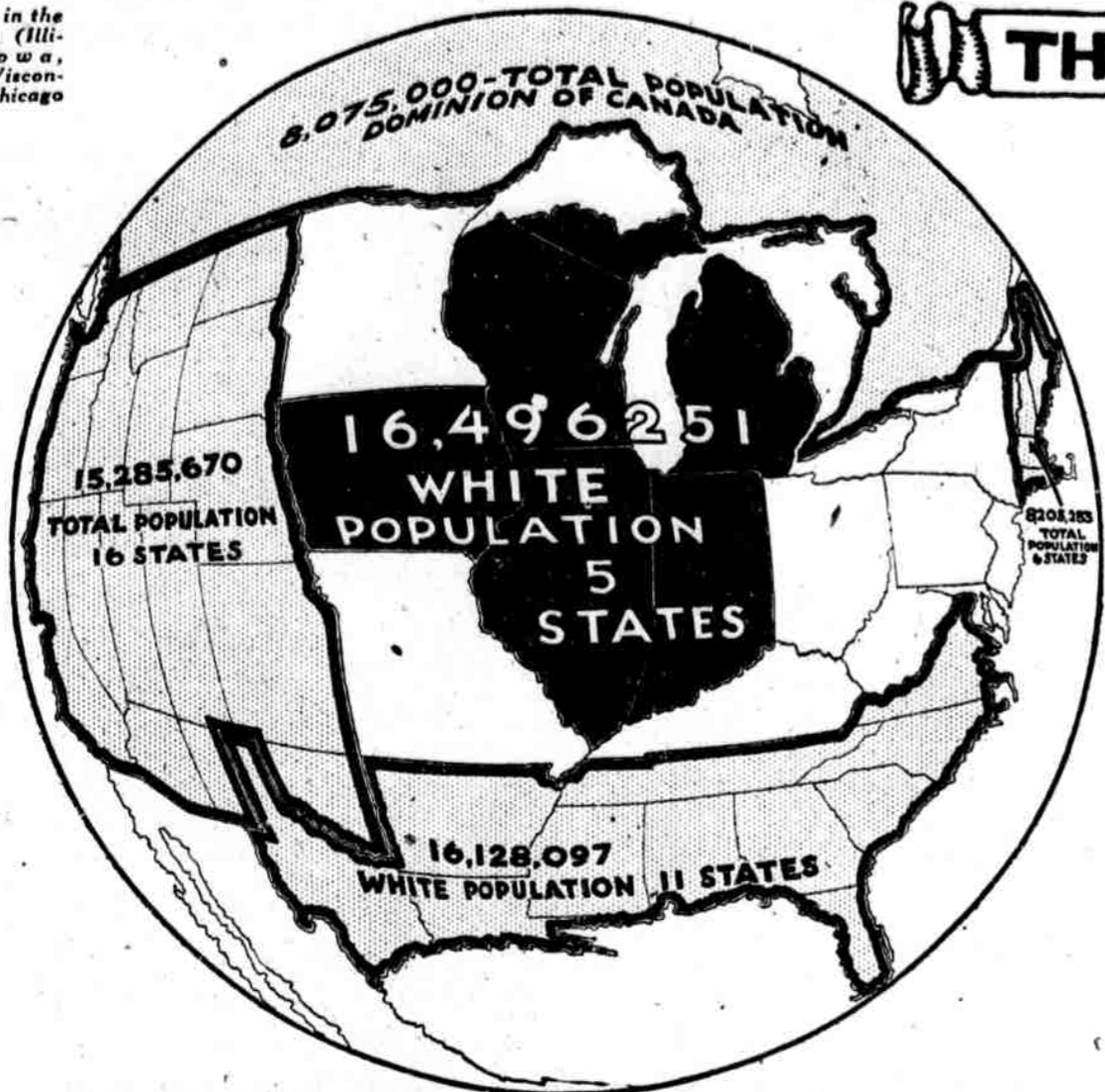


SHARE THE PRESTIGE OF The Chicago Tribune

One family in five in the Chicago territory (Illinois, Indiana, Iowa, Michigan and Wisconsin), reads The Chicago Tribune.



THE WORLD'S GREATEST NEWSPAPER

IN THIS TREMENDOUS MARKET

Building a good name is one of the most difficult tasks in the world. Reputation for high character is, as a rule, achieved but slowly. Fortunate, indeed, is the stranger who enters a community with the commendation of one of its most respected citizens—with the support of its leader.

Imagine, if you can, a personage whose foundation in public confidence rests on *three generations* of intimate association with the public as a leader—who has established direct and personal connection with *hundreds of thousands* of people, including practically all the more important in his community—whose messages are read *every day* by citizens of *five great commonwealths*, and have been read daily *three score and ten years*.

Imagine this personage lending his mighty influence to *your business*—aiding you with his hard won prestige to build *your good name* with *his friends*.

That is what The Chicago Tribune offers to worthy advertisers. Chicago and its surrounding territory constitute the most prosperous section in the United States—and therefore in the world. Within three hundred miles of Chicago is an economic entity, a logical unit for merchandising purposes, which has no peer on earth. In this favored region (rich in manufactures, agriculture, stock raising, mining, commerce) The Chicago Tribune wields an amazing influence—*reaches one family in five*—sways public opinion not only politically but also in daily buying habits.

TYPICAL CHICAGO TRIBUNE TOWNS

Chrisman, Illinois

150 Miles South of Chicago—
Population 1,200—

Chicago Tribune Circulation
120 Daily, 83 Sunday

An analysis of 119 subscribers to The Chicago Daily Tribune showed their occupations as follows:

Farmers 73	Barber Shops 2
Professional 9	Garages 2
Merchants 8	Contractor 1
Retired 6	Publisher 1
Mechanics 4	Cattle Dealer 1
Bankers 3	Telegraph Supt. 1
Grain Elevators 3	Boarding House 1
Clerks 2	Hotel 1
	Insurance Man 1

Chrisman is in Edgar County—one of the richest counties in the world agriculturally. Land is worth from \$200 per acre up. Of the nonfarmers, 12 were owners of farm land—some of them possessing thousands of acres in many states.

All the above people buy The Chicago Tribune only because they want to read it. The entire subscription list of The Chicago Daily Tribune is *volunteer*, paid in advance, absolutely unsolicited in any way.

There are thousands of towns and cities like Chrisman where staunch partisans of The Chicago Tribune dominate highly desirable markets.

The economy of Chicago Tribune advertising is indicated by the fact that the 120 leading families in this prosperous, desirable community can be reached through The Chicago Daily Tribune with a 20,000 line campaign at a proportionate cost of \$2.35.

Mason City, Iowa

358 Miles West of Chicago—
Population 17,000—

Chicago Tribune Circulation
240 Daily, 955 Sunday

An analysis of 145 names on the mail subscription list of The Chicago Daily Tribune revealed occupations as follows:

Merchants 39	Retired 7
Professional 23	Wholesalers and Their Salesmen 7
Manufacturers and Executives 15	Capitalists 4
Clerical 15	City Officials 3
Bankers 13	Newspapers 2
Libraries, Restaurants, Barber Shops, etc. 11	Mechanics 2

This, of course, does not take into account those who buy The Tribune from the local dealer.

Located in a fertile farming section, Mason City also boasts jobbing and manufacturing activities that have increased population 50% during the past five years. There is *one auto to every eight people* in this section. The average for the United States is one to seventeen.

Inquiries among 52 Chicago Tribune readers in Mason City elicited the information that 39 of them visit Chicago once a year or oftener. Their tastes are indicated to some extent by the fact that among them the *Cosmopolitan* has only one reader, as against *The Century*, 3; *Harper's*, 6; *Atlantic*, 9; *National Geographic*, 9; *Literary Digest*, 7; *Saturday Evening Post*, 23.

The Chicago Tribune dominates a market made up of a multitude of prosperous "Mason Cities."

Population of the Chicago Territory

State	White Population
Illinois	6,024,942
Indiana	2,754,042
Iowa	2,203,236
Michigan	3,028,353
Wisconsin	2,485,678
Total	16,496,251

—this is a total white population twice as great as the population of Canada.

—twice that of the six states of New England.

—approximately half that of England, France, or Italy.

—more than the combined total of Norway, Sweden, Denmark, and Holland.

—more than the entire white population of the eleven southern states from Virginia to Texas.

A conception of how great this population really is is gained from an analysis of one of its component parts—the city of Chicago, which has a population half that of the entire continent of Australia. Within the 200 square miles of Chicago are to be found approximately 200,000 more people than dwell in the 71,000 square miles of the following seven states which extend two abreast from Canada to Mexico:

Idaho, Montana, Wyoming, Utah, Nevada, Arizona, New Mexico.

Not only has nature showered blessings richly on this territory, but all natural advantages are being fully developed. It is also notable that the development is being made by those who live in this territory. The tremendous volume of wealth annually created by the soil and the people of the Chicago territory is possessed or spent by those people.

This means a high average prosperity, which was sharply evidenced by subscriptions to Liberty Bonds. The Seventh Federal Reserve District, of which Chicago is the center, contains only 14% of the population of the United States, but furnished 19% of subscribers to Liberty Bonds.

A group of millionaires does not make a rich community, but hundreds of counties, each one capable of creating millions of dollars' worth of new wealth each year, do make a truly rich community and entirely desirable market.

Buying Power in Chicago Territory

These few big facts stand out when considering the buying power of The Chicago Territory.

Although The Chicago Territory occupies only one-eleventh of the area of the United States and has one-sixth of the population, it produces one-fifth of the crops, one-fifth of the manufactures and has one-fifth of the total wealth of the nation.

The buying power of The Chicago Territory is due, primarily, to these fundamental, enduring advantages:

- Rich soil.
- Ideal climate for crops.
- Coal, iron and copper mines.
- Oil and gas wells.
- Clay, granite, limestone, etc.
- Lake and river fisheries.
- A central location.

Wealth of the five states of The Chicago Territory, as compared with the total wealth of the United States:

The Chicago Territory	\$ 38,462,334,852
Remaining 43 states and District of Columbia	139,276,736,238
Total for United States	187,739,071,090
Percentage in the Chicago Territory	20 1/2%

The increased prosperity of this section during the past two years is indicated by the following comparison of the 1916 crop with the 1918 crop, showing an increase of almost 70%.

	1916 Crop	1918 Crop
Iowa	\$516,658,000	\$821,920,000
Illinois	478,102,000	879,679,000
Indiana	285,384,000	507,563,000
Wisconsin	254,599,000	417,888,000
Michigan	233,748,000	336,669,000
Total	\$1,768,491,000	\$2,963,719,000

Chicago's pre-eminence as a food metropolis of the world is quite generally recognized, but the extent of general manufacturing in Chicago and the surrounding territory is sometimes not appreciated. Products manufactured in Chicago during the year 1918, approximated \$4,000,000,000 in value, and an even greater amount was produced by the several thousand factories scattered through the five states of The Chicago Territory.

In 80 cities of more than 10,000 population, all located within 200 miles of Chicago, the census of manufactures of 1914 listed more than 10,000 factories. The Chicago Tribune reaches two-fifths of the total number of families in these 80 manufacturing cities, and in each one reaches the type of people indicated by the circulation analysis of Mason City, Iowa, given on this page.

Chicago as a Jobbing Center

Chicago is unquestionably the most remarkable distributing center in the United States. From Chicago railroads radiate like the spokes from the hub of a wheel to every corner of the nation. Under the direction of the Chicago Association of Commerce the most astonishing and efficient package car system in the world has been instituted. Freight is forwarded from all over the Central West to Chicago to be sent throughout the Union in these package cars. By means of them Chicago wholesalers and manufacturers are able to reach cities distant from Chicago and close to New York much quicker than they can be reached from New York.

For hundreds of miles around Chicago all business faces this city. No railroad runs through Chicago; every one that touches the city terminates here, making it by far the greatest railroad center in the whole world.

Chicago Tribune Merchandising Service

The keynote of the Merchandising Service which has made The Chicago Tribune famous as a pioneer in this line is found in the following statement of policy:

The Chicago 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 that demand is created.

Basing every bit of advice and every exercise of judgment upon a vast accumulation of intensive and practical information, The Chicago Tribune is prepared to guide, to direct, to supervise every detail of an advertising and sales campaign in the Chicago territory. Chicago Tribune advertising plus this service constitutes a selling force practically irresistible.

Your Most Desirable Market

1. Rich in agriculture, manufactures, mining.
2. With a high average prosperity.
3. Extraordinarily prosperous right now.
4. Slightly affected by the end of the war because of small munitions contracts.
5. A logical unit for merchandising purposes—a dominant jobbing center.
6. Made accessible by the most remarkable merchandising service in the world.
7. Swayed as to buying habits by one great advertising medium—The Chicago Tribune.

BREAK INTO THIS BIG RICH MARKET NOW—DOMINATE IT WITH SWIFT SHATTERING BLOWS OF CHICAGO TRIBUNE ADVERTISING