

# BLUE SKY REMOVED FROM ADVERTISING BY The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

## Brass Tacks on Circulation

What does the advertiser buy?  
White space plus circulation!

Publishers have always been precise as to the exact amount of white space exchanged for any given amount of money. But publishers have often been hazy as to the amount of circulation sold, although the advertiser has been insistent that he was buying readers rather than agate lines.

As a result of federal action, forcing sworn statements from owners of daily newspapers, it is now almost universally possible to secure definite information from newspapers as to total circulation. The Audit Bureau of Circulations has carried this a step farther by separating city, suburban and country circulation for its 630 member newspapers. With this most publishers are content to stop—but not The Chicago Tribune.

### Location of Readers

The Chicago Tribune has gone far beyond any other publication in the United States in furnishing its advertisers with definite, accurate information as to its readers—their number—their location—their purchasing power—their buying habits.

For purposes of city circulation analysis or for merchandising in Chicago the best subdivisions in the city of Chicago are those formed by the United States Government for postal purposes. They are more logical units than the wards, which are encumbered with shifting politically devised boundaries.

The Chicago Tribune has thrown its circulation into these 48 postal districts, together with census statistics and much other data gathered by the Merchandising Service Department of The Tribune.

This enables The Tribune to tell an advertiser precisely how much circulation he is buying in any section of this tremendous metropolis, the total number of families in that section, their nationality, their buying habits, the number and character of retailers which cater to them, etc.

Out-of-town circulation of The Tribune has been similarly analyzed so that the advertiser may know how many Tribunes are sold within 40 miles of Chicago, within 100 miles, within 200 miles, within 300 miles.

Other tabulations show the number of Tribunes sold by cities, by counties and by states. The tabulation of circulation by counties has been reduced to graphic form in the map printed on this page, which enables one to determine at a glance the density of Tribune circulation at any point in the Chicago Territory.

### What Kind of Readers?

The advertiser has a right to know not only how many readers but what character of readers. The Tribune has undertaken to answer this question not only for Chicago but for its entire territory.

Men have been sent to various towns and cities with lists of Chicago Tribune subscribers. They have gone to various sources of information to learn the identity of these Tribune readers.

The ensuing tabulations have shown conclusively that from Oshkosh, Wis., to Montezuma, Ind., and Red Oak, Ia., The Chicago Tribune is

read by the bankers, merchants, manufacturers, wholesalers, executives, and the more progressive farmers, clerks and mechanics. In each community the list of Tribune subscribers has been found a veritable directory of the people of wealth, influence and education.

### Buying Habits of Readers

Personal investigation by a large staff of trained men threw much light upon the buying habits of Tribune readers in Chicago. Questionnaires have been sent to Tribune readers in other towns to ascertain their attitude toward Tribune advertising and allied facts.

A questionnaire to subscribers in Illinois, Indiana, Iowa, Michigan and Wisconsin, for example, indicated that 63% of the readers of The Chicago Tribune visit Chicago once a year or oftener. Of those who had visited Chicago, 76% noted having purchased women's clothing during their visits, 68% men's clothing, 39% rugs and carpets, 38% furniture, 39% books, 13% office equipment, 11% trucks and autos.

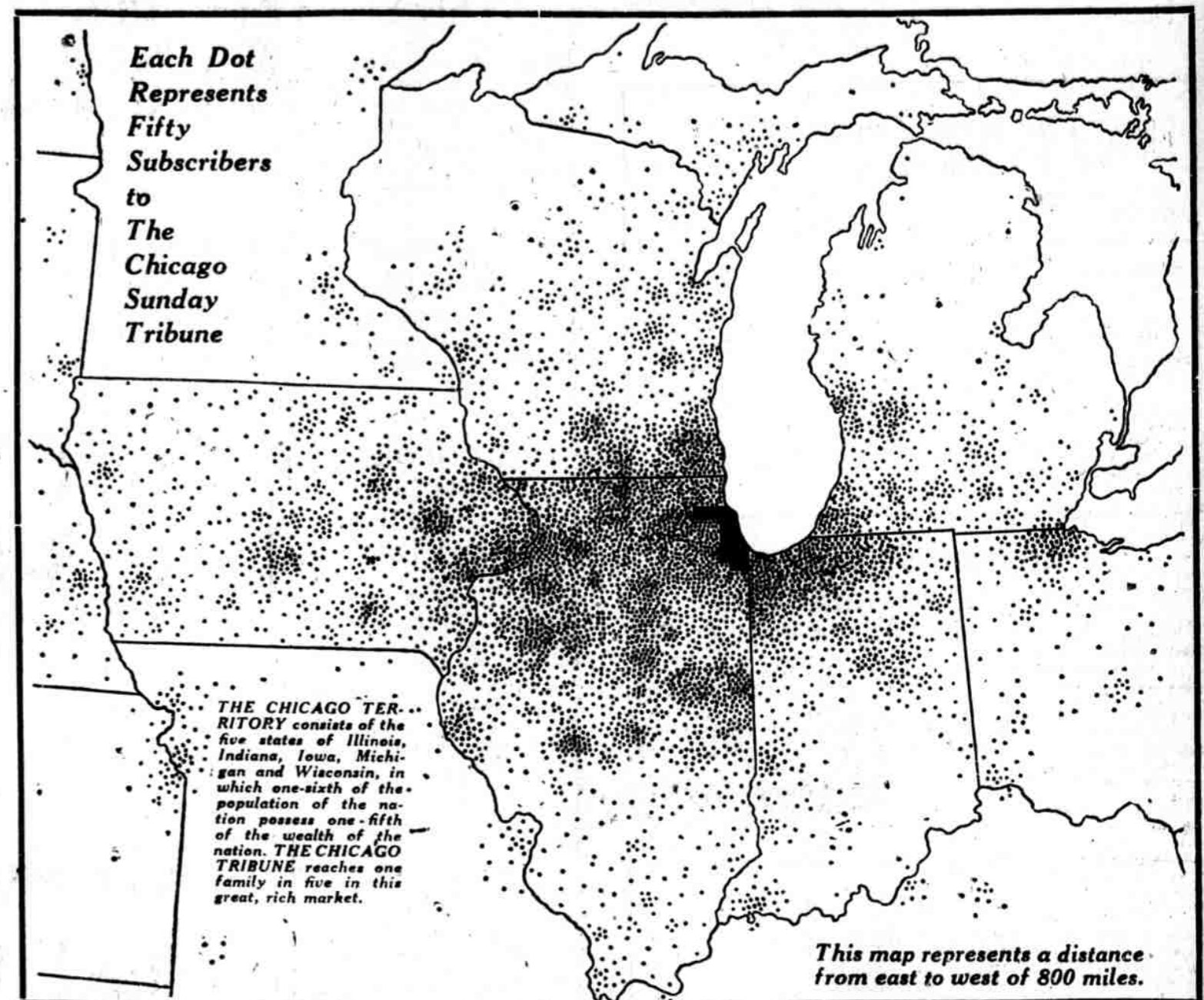
Forty-five per cent of those who answered this questionnaire stated that they were accustomed to read clothing advertisements in The Chicago Tribune, 40% listed themselves as habitual readers of Tribune financial advertising, 24% of book advertising, 33% of automobile advertising, 32% grocery advertising.

### Truth for Advertisers

The Chicago Tribune prints annually a tabulation known as The Book of Facts, containing the exact lineage carried by each Chicago newspaper in each classification of advertising. The Tribune is prepared at any time to furnish advertisers with the most complete information of this nature.

All the foregoing indicates to what lengths The Chicago Tribune has gone to play fair with its advertisers—to show them with an infinity of detail exactly what they are getting for their money, to establish the sale of advertising on as sound and business-like a basis as the sale of any other commodity. But the most striking departure of The Chicago Tribune from advertising custom is that noted in the next column under the heading, "Merchandising Minus Bunk."

Through Chicago Tribune Merchandising Service advertisers are enabled to secure maximum results from Chicago Tribune circulation, which now exceeds 400,000 Daily and 700,000 Sunday.



## Merchandising Minus Bunk

The Chicago Tribune has won fame among advertisers, agencies and publications as a leader in the movement generally labeled "MERCHANDISING SERVICE." The keynote of Tribune policy in this regard is found in the following statement:

*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.*

The old theory of advertising was that the advertising forced people to demand a certain product of the retailer until he was forced to demand it of his jobber in such numbers that the jobber eventually secured it from the manufacturer. There were two weak links in this chain. In the first place, the advertiser was frequently "broke" before the circle was complete and money began flowing back to him to compensate for his great advertising outlay. In the second place, by the time the product reached the retailer the consumer had forgotten his original request for it, or had been well satisfied with a substitute.

To remedy this condition and make advertising truly efficient, The Chicago Tribune formulated the above policy. As a result, a Merchandising Service, which has no peer in the world, has been built up at enormous expense. The Chicago Tribune Merchandising Service does not sell goods for any manufacturer, but it does furnish the manufacturer with advice and knowledge, with definite systematic plans for covering the Chicago territory. Intensely practical assistance enables The Chicago Tribune and its advertisers to live up to the policy noted above. This makes Chicago Tribune advertising a gilt-edge investment—not a speculation.

Time after time manufacturers, working under Chicago Tribune direction, have sold to Chicago merchants more than enough goods to pay for their entire advertising campaign—sold and delivered the merchandise before a line of advertising ran. Time after time Chicago Tribune advertising campaigns have been instantaneous successes because the merchandise was in the stores ready for consumer demand the instant it was created.

And the finest feature of this whole matter is that it is quite as much a service to Tribune readers and to retail merchants as it is to Tribune advertisers. It enables the reader to make practical use of The Chicago Tribune as a buying guide, giving the paper a value far greater than it could otherwise have. It increases the profits of the retailer by promoting quick turn-over of stock and eliminating shelf "clingers."

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 direct, to supervise, every detail of an advertising and sales campaign in the Chicago territory.

Call a Chicago Tribune Merchandising Expert to Advise With You on Sales Building in the Chicago Territory During 1919