

Found Your Sales Work on Facts—on ALL the Facts

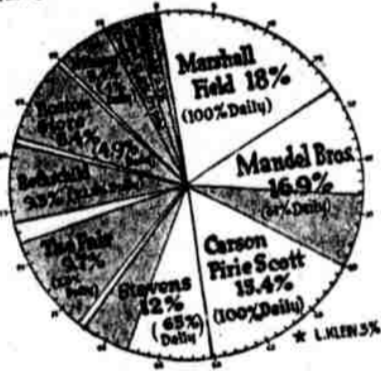
Do you sell merchandise in the Chicago Territory—Illinois, Indiana, Iowa, Michigan and Wisconsin?

Do you want to sell merchandise in The Chicago Territory? Are you directly or indirectly buying advertising anywhere?

—if so you need The Chicago Tribune's 1919 **Book of Facts on Markets and Merchandising**. The index to its contents is reproduced below, together with a few of its 56 pages. It is practical.

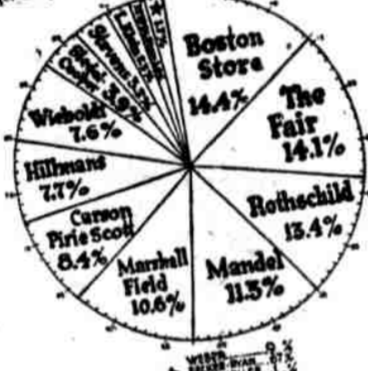
Each Store's Proportion of Department Store Advertising in The Tribune

The advertising of Marshall Field, Carson Pirie Scott, Mandel Bros. and Chas. A. Stevens amounts to 62.8% of the total Department Store advertising in The Tribune. The shaded part of the chart indicates Sunday advertising and the white Daily advertising.



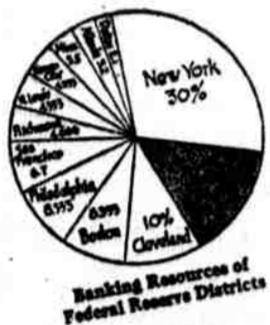
Each Store's Proportion of Department Store Advertising in The Daily News

It is notable that the advertising of Marshall Field, Carson Pirie Scott, Mandel Bros. and Chas. A. Stevens equals only 38.8% of the Department Store advertising in the News; being over-balanced by that of the Boston Store, Wieboldt, Hillman, and Siegel-Cooper.

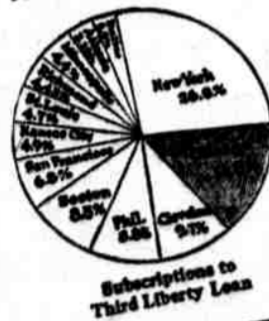


Study these figures of Liberty Bond Sales and then realize that THE CHICAGO TRIBUNE reaches approximately one family in four in the Seventh Federal Reserve District.

Map Showing Boundaries of Federal Reserve Districts



Banking Resources of Federal Reserve Districts



Subscriptions to Third Liberty Loan

THE extent to which Liberty Loan subscriptions in the Chicago District outstripped its proportion of banking resources and of population, and the even greater record made by the number of subscribers in this District proves conclusively the highly desirable character of this market. New York's leadership in subscriptions is due to the millions who are active in industrial corporations, railroads and public utilities whose property, business and pay rolls are scattered throughout the country. For instance, one New York trust company subscribed for \$125,000,000, and a western railroad which has its eastern terminus in Chicago subscribed for \$5,000,000 worth of Liberty Bonds in New York.

THE CHICAGO TRIBUNE DOMINATES THE CHICAGO TERRITORY

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Tribune Merchandising Service

A Food Product
Inhabitants to supply the demand, selling in the very best stores and districts in the city. The product was introduced in the same campaign as the first line of the average number of admen used was right. The average order was three orders of \$100. Before the first order was secured, the total sales amounted to over twenty thousand dollars. The advertising was in the Tribune, and the product was introduced in the Chicago market.

A Patent Flour
Selling to the customer at fifteen cents. The sales campaign was carried on six weeks. The average order was \$100. The average number of admen used was right. The average order was three orders of \$100. Before the first order was secured, the total sales amounted to over twenty thousand dollars. The advertising was in the Tribune, and the product was introduced in the Chicago market.

A Delicacy
Selling to the customer at fifteen cents. The sales campaign was carried on six weeks. The average order was \$100. The average number of admen used was right. The average order was three orders of \$100. Before the first order was secured, the total sales amounted to over twenty thousand dollars. The advertising was in the Tribune, and the product was introduced in the Chicago market.

A Household Article
Selling to the customer at fifteen cents. The sales campaign was carried on six weeks. The average order was \$100. The average number of admen used was right. The average order was three orders of \$100. Before the first order was secured, the total sales amounted to over twenty thousand dollars. The advertising was in the Tribune, and the product was introduced in the Chicago market.

Sales and Cost Records

These records prove the efficiency of The Chicago Tribune's system of merchandising.

The Zone System of Advertising and Merchandising

SULLIVAN, Secretary-Treasurer of the National Advertisers, in seeking to correct certain misapprehensions concerning the Zone System of Advertising and Merchandising, says:
N. A. is an association of firms who advertise in the Zone System of Advertising and Merchandising. It is a system of advertising and merchandising which is based on the principle of selling to the customer at fifteen cents. The sales campaign was carried on six weeks. The average order was \$100. The average number of admen used was right. The average order was three orders of \$100. Before the first order was secured, the total sales amounted to over twenty thousand dollars. The advertising was in the Tribune, and the product was introduced in the Chicago market.

Make Each Zone Self-Supporting
A manufacturer may have a thriving national business. He may be selling his goods in every corner of the United States and his net profits each year may be quite large. He may be a success and he, therefore, argues that his methods of advertising and merchandising are correct.
Nevertheless, this same man may find on analyzing his sales and his costs (including advertising) by zones that some zones are exceedingly profitable, while others are not sufficient to pay for their share of his advertising. In other words, if he could cut off all his advertising in the thirty states which lose which would make him money, and the eight states which would be a net loss, he would be a success. Most of each dollar that a manufacturer takes in he must pay out again. He must take varying percentages of it to pay for raw material, for labor, for transportation, for interest, for rent, and it is in the form of net profits.

Adapt Pressure to Needs
Any sales manager knows that every section of the United States is not entitled to the same amount of advertising. He knows that there are some districts where his product is so thoroughly established that a small amount of advertising pressure will produce maximum results. He knows that there are other districts where he cannot break in without an advertising effort prohibitive in its cost. He knows that there is an indefinite number of gradations between these two extremes.

THE CHICAGO TRIBUNE DOMINATES THE CHICAGO TERRITORY

The Chicago Tribune's 1919 BOOK OF FACTS sent free to any agency, bank, manufacturer or selling organization if requested on business stationery. Eastern Advertising Office, 251 Fifth Ave., New York