

Kahn
of New York

"Within a year I have been talking to three very unusual men. To the most astute banker in this city, Mr. Otto Kahn, I said one day: 'What is the most essential thing for the great banker?' 'Why,' he replied, 'Mr. Houston, it is a market for securities, it is markets.'

Wade
of St. Louis

"A few weeks later I was in St. Louis. I had the privilege of talking to the greatest banker in the Mississippi Valley, Mr. Festus Wade, the president of a great trust company. I asked him: 'What is the most essential thing for this great, rich valley?' 'Markets, markets,' he said. 'That is what our manufacturers have got to study and know about, markets.'

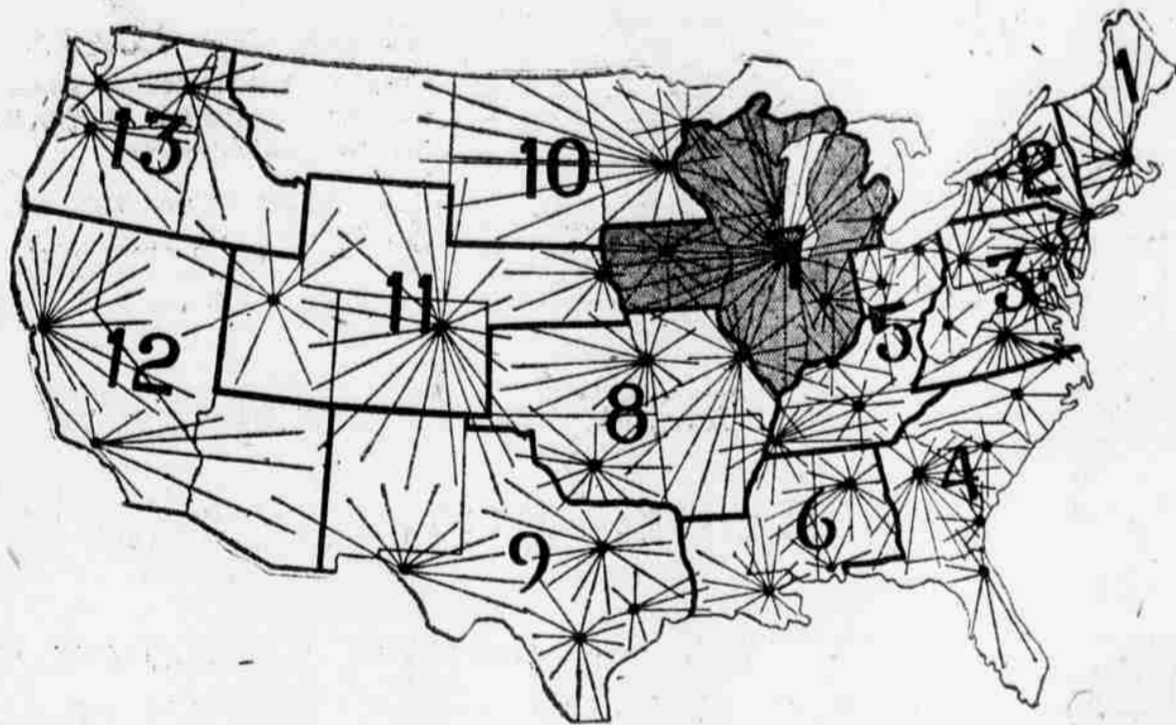
Jess
of Los Angeles

"A month or two later I asked Stoddard Jess, president of the First National Bank of Los Angeles, 'What is the great thing before the Pacific Coast?' and he said: 'From Vancouver to San Diego there is only one question, markets. We have got the richest soil in the world out here. Wonderful citrus fruits. We do not know how to market them.'

"Markets"

"Here was a great banker on the Atlantic Coast, in the Mississippi Valley and on the Pacific Coast. All asked the same question, gave the same answer, and you can go to any merchant or manufacturer and the great question before him is markets."
Herbert S. Houston, Vice President, Doubleday, Page & Co., addressing a convention in New York.

Why Advertisers Rank the Chicago Market First



This map shows the United States divided into thirteen logical merchandising zones. The dots represent 48 dominant trading centers and the radiating lines show spheres of influence of the metropolitan newspapers in each city.

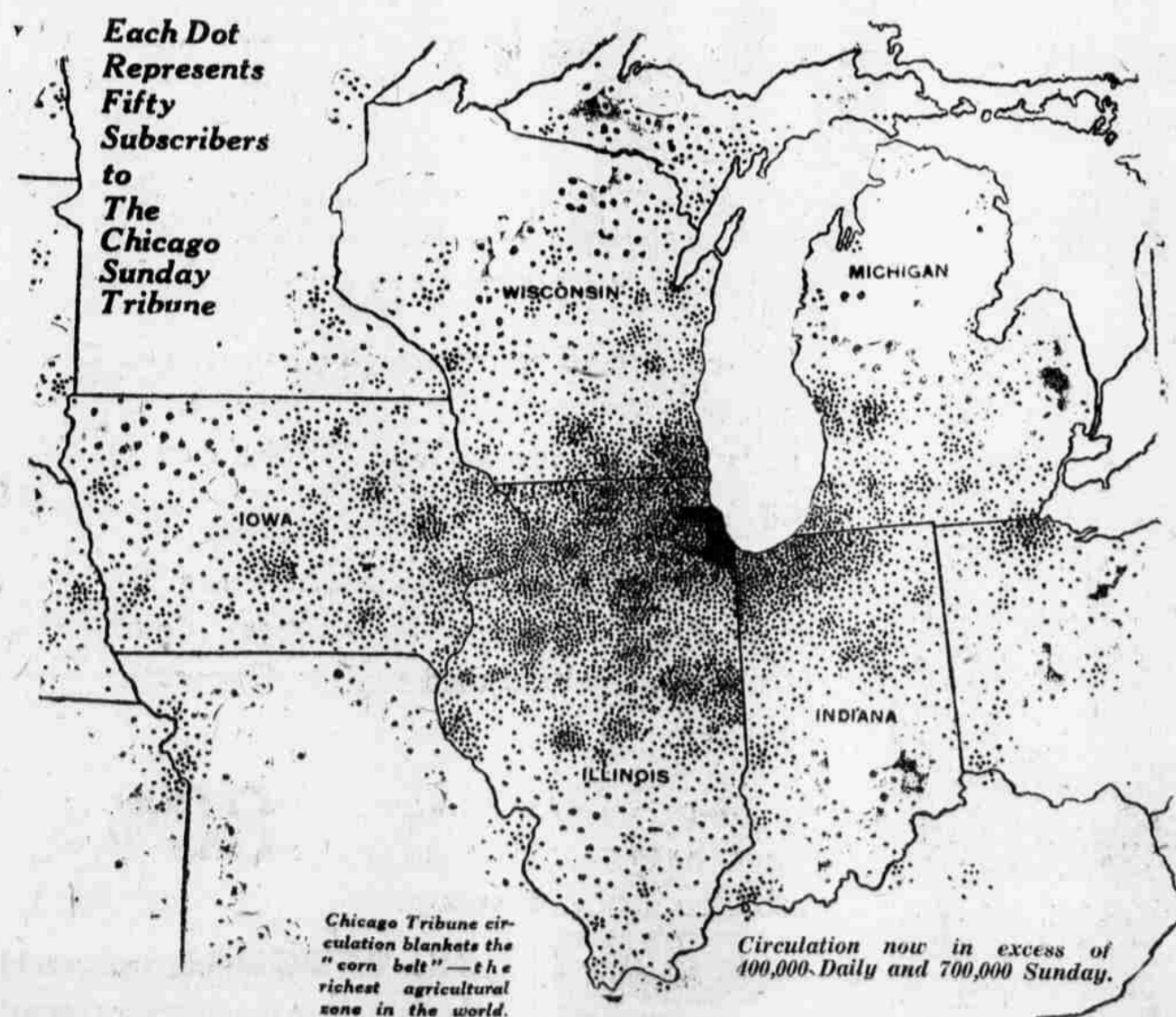
Each zone, therefore, is a natural unit from the standpoint of advertising and distribution. Each is a great market. The business man needs to understand the relative value of these various markets in order that he may properly apportion his sales and advertising efforts.

The charts opposite show the solid basis for the claim of The Chicago Tribune that The Chicago Territory (made up of Illinois, Indiana, Iowa, Michigan and Wisconsin) is the most desirable market in the world.

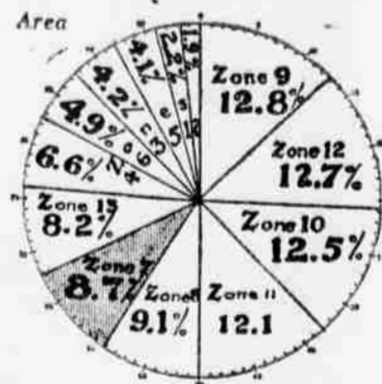
This marvelous market, The Chicago Territory—Zone 7—is made easily accessible to reputable manufacturers by Chicago Tribune Merchandising Service and by Chicago Tribune circulation, Tribune Merchandising Service is built on the following policy:

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 created.

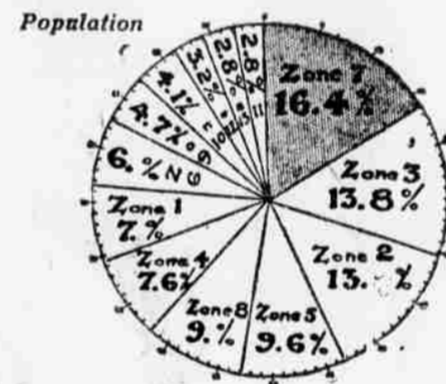
The map below illustrates the marvelous scope of Chicago Tribune circulation—reaching one family in five in The Chicago Territory. This circulation may be purchased at a rate per line per thousand one-fourth that of the leading national periodical.



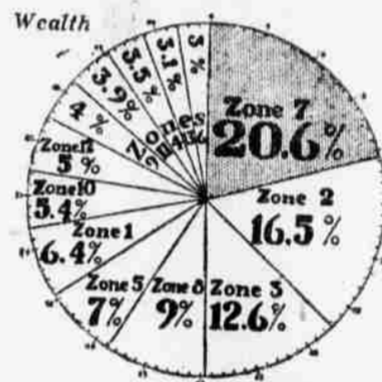
The dominant position of The Chicago Market—Zone 7 on the map opposite—is not due merely to this year's crop nor last year's crop, nor to central location, nor to war orders, but to an infinite number of factors. In the following charts fundamental statistics are reduced to pictures which tell an amazing story.



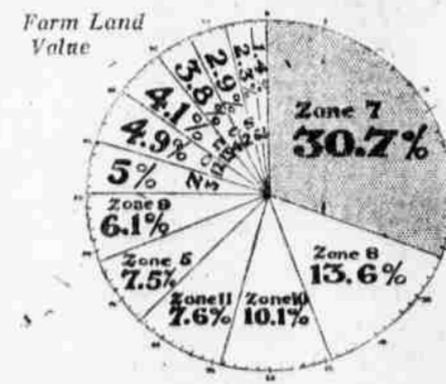
Although The Chicago Territory is sixth in area, it is first in population. In this favored region 16.4% of the population of the United States are to be found in 8.7% of the area of the United States. The population of Zone 7 exceeds that of any other zone shown by more than two and one-half million.



Mere numbers, of course, are of little consequence, but observe that in The Chicago Territory 16.4% of the population of the United States have concentrated 20.6% of the national wealth.

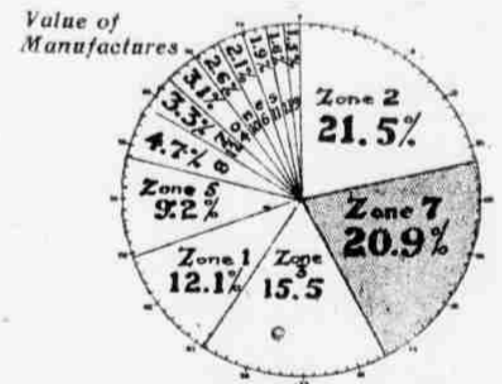


Then arises the question: Of what does this wealth consist? Is it accumulation, hoarded in banks, or is it fluid wealth distributed among the people? The characteristic of The Chicago Territory, which is most important in determining its value as a market, is the balance between its industrial and agricultural life—resulting in a remarkably even distribution of wealth. This manifested itself in Liberty Bond sales records. The Seventh Federal Reserve District is but a part of The Chicago Territory but it exceeded every other Federal Reserve District in every one of the five loans in the number of subscribers. Study the message of the two charts following.

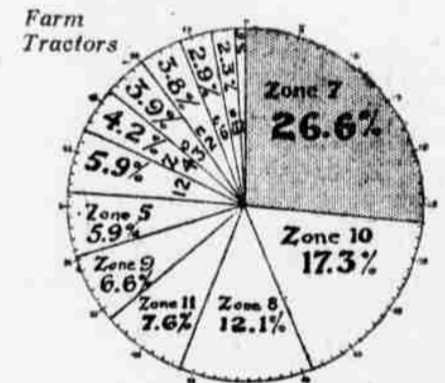


Observe that the zone which is second in farm land value is a poor sixth in value of manufactures, and that the zone which is first in manufactures is eleventh in value of farm lands. Only the Chicago zone is a leader in both.

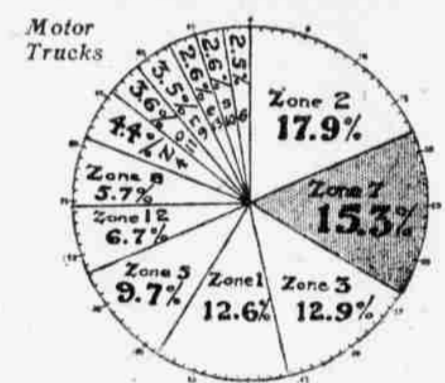
A new book entitled "IOWA," giving a vivid picture of one segment of The Chicago Territory, will be sent free to any manufacturer, agency or selling organization if requested on business stationery.



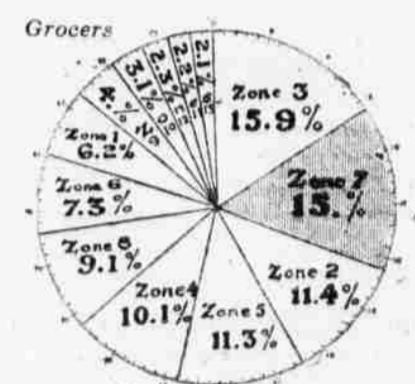
in the Chicago zone prosperous industrial cities flourish immediately surrounded by the richest farm lands in the world. This statement is corroborated by the next two charts which show a unique leadership in the use of both farm tractors and motor trucks.



It is significant, however, that notwithstanding the great number of trucks and tractors now in use in Zone 7—the market is far from saturated. A farm land value of 30.7% is represented as yet by only 26.6% of the farm tractors while 20.9% of the manufacturing productivity of the country uses only 15.3% of the motor trucks.



From the standpoint of practically every other type of manufacturer The Chicago Territory is equally valuable. Take, for instance the man who has a food product to sell. He must sell the grocers before he can sell the consumer. Every grocer represents a certain sales problem and expense that must be met before the product can find its way to that grocer's customers. Therefore the following chart is important.



It is obvious that by selling the grocers of The Chicago Territory—15% of the total—access is had to 20.6% of the purchasing power of the country. In contrast to this, note another zone where one must sell 10% of the grocers of the United States to reach approximately 3.5% of the total purchasing power.

A Merchandising Expert from The Chicago Tribune Will Call on Request to Discuss Your Advertising Problems

EASTERN ADVERTISING OFFICE—512 FIFTH AVENUE, NEW YORK CITY