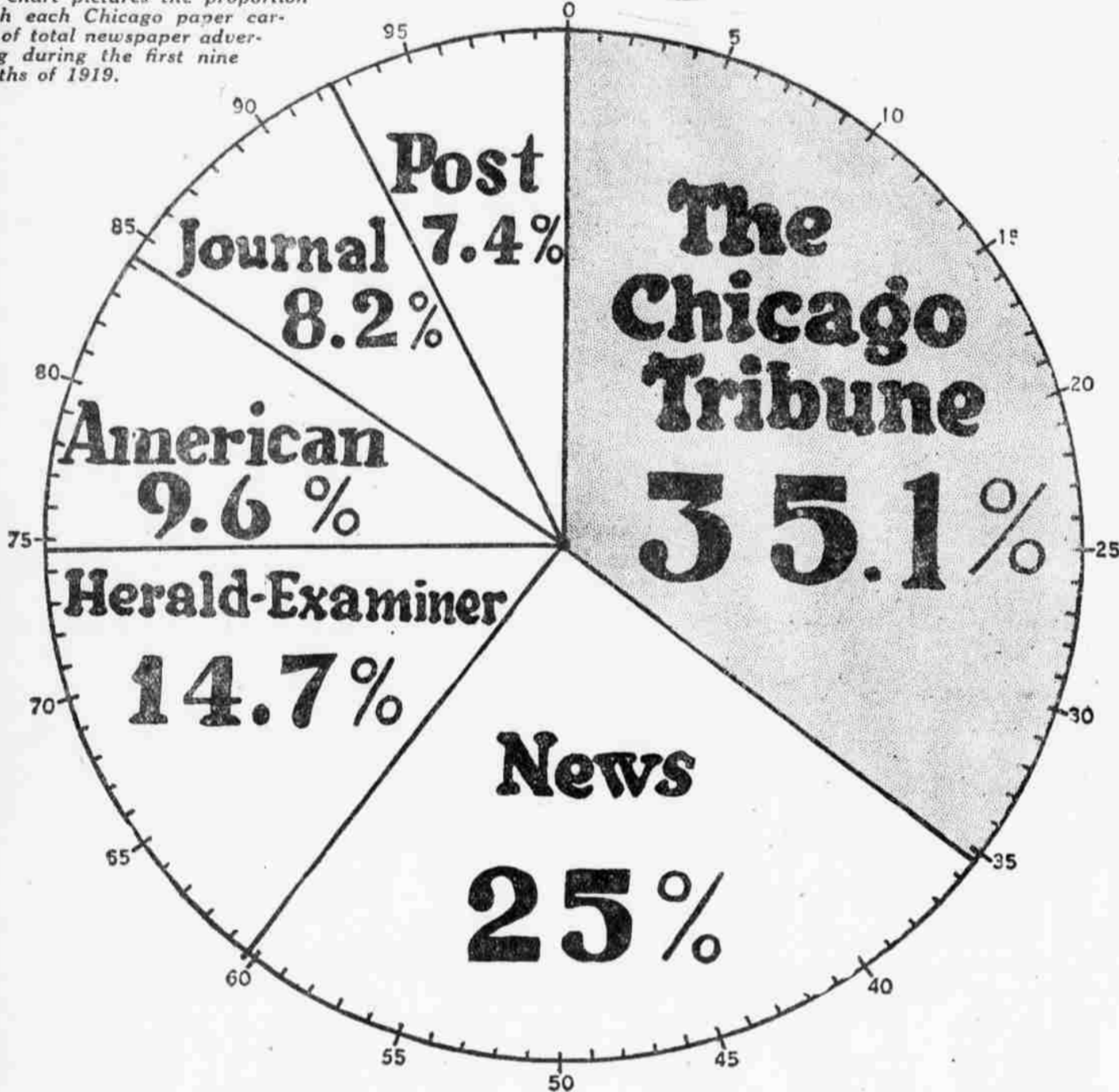


The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

Prints One-Third of All Newspaper Advertising in Chicago

This chart pictures the proportion which each Chicago paper carried of total newspaper advertising during the first nine months of 1919.



Founded seventy-two years ago, The Chicago Tribune has lost none of the vigor of youth. Hard-hitting, clear-thinking men have built in The Chicago Tribune an organization that is swinging ahead all along the line faster than ever before.

The president of a Canadian firm established one hundred and seven years ago wrote our advertising department recently demanding by what right The Chicago Tribune called itself "The World's Greatest Newspaper."

The advertising department's annual BOOK OF FACTS summarizing statistically The Chicago Tribune's position as an advertising medium and relating its advertising policies was mailed in reply. A week later the skeptical Canadian wrote:

"I am becoming convinced that your claim to 'The World's Greatest Newspaper' is not far from correct."

The pre-eminence of The Chicago Tribune may be proven from either the editorial or the advertising standpoint. Editorial achievements such as the Peace Treaty scoop go hand in hand with record-breaking advertising gains. In 1914, for instance, The Chicago Tribune printed 26.5% of the total newspaper lineage in Chicago. In 1917 this percentage had risen to 29.6%. The figure was 32.5% in 1918, and during the first nine months of 1919 a record of 35.1% has been established. This amazing progress is pictured in charts on this page, which shows how The Tribune is steadily increasing its lead over all competitors.

The Chicago Tribune reaches the most desirable prospects in every community in the Central West. The Chicago Tribune has by far the largest circulation of any newspaper in its territory—Daily or Sunday. But The Tribune does not rest on its oars and ask for advertising merely on this basis. More than a dozen employees in the display advertising department of The Tribune are engaged in service work for advertisers—not soliciting new business but helping to make the advertising we carry more and more productive. The Tribune has been engaged in this service work for many years. It has spent hundreds of thousands of dollars to perfect its knowledge of the Chicago market and to make the Chicago market more accessible to advertisers.

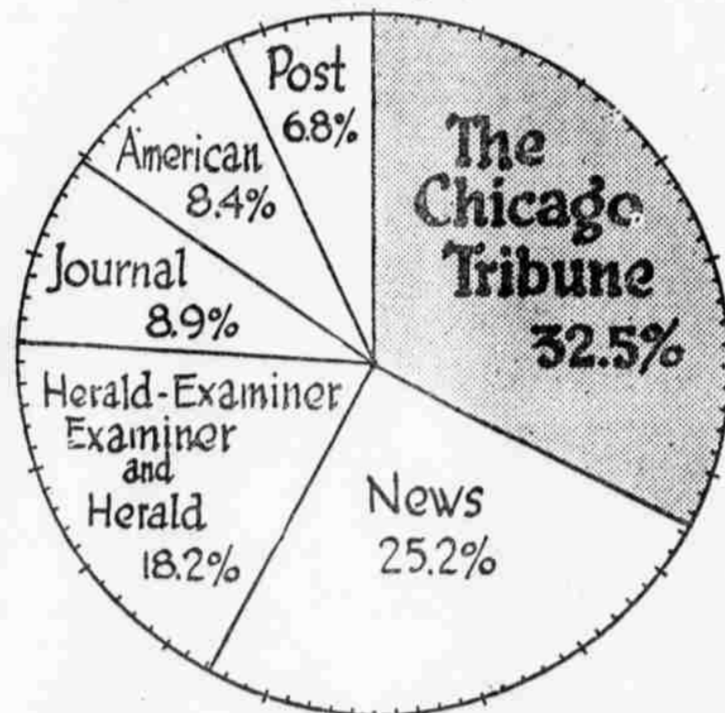
The Tribune is being filled each day with advertising which taxes its press capacity, but the advertising staff, constantly expanding, is fighting for business as hard as ever. The advertising department wants your business down to the smallest want ad, but it does not want even the largest campaign of full pages at any sacrifice of its standards. Chicago Tribune censorship excludes hundreds of thousands of dollars' worth of business annually.

In short, The Chicago Tribune carries more than one-third of all Chicago newspaper advertising because it clearly deserves the lineage. The Tribune offers to an advertiser quantity of circulation and quality of circulation in the world's most desirable market, together with unequaled merchandising service.

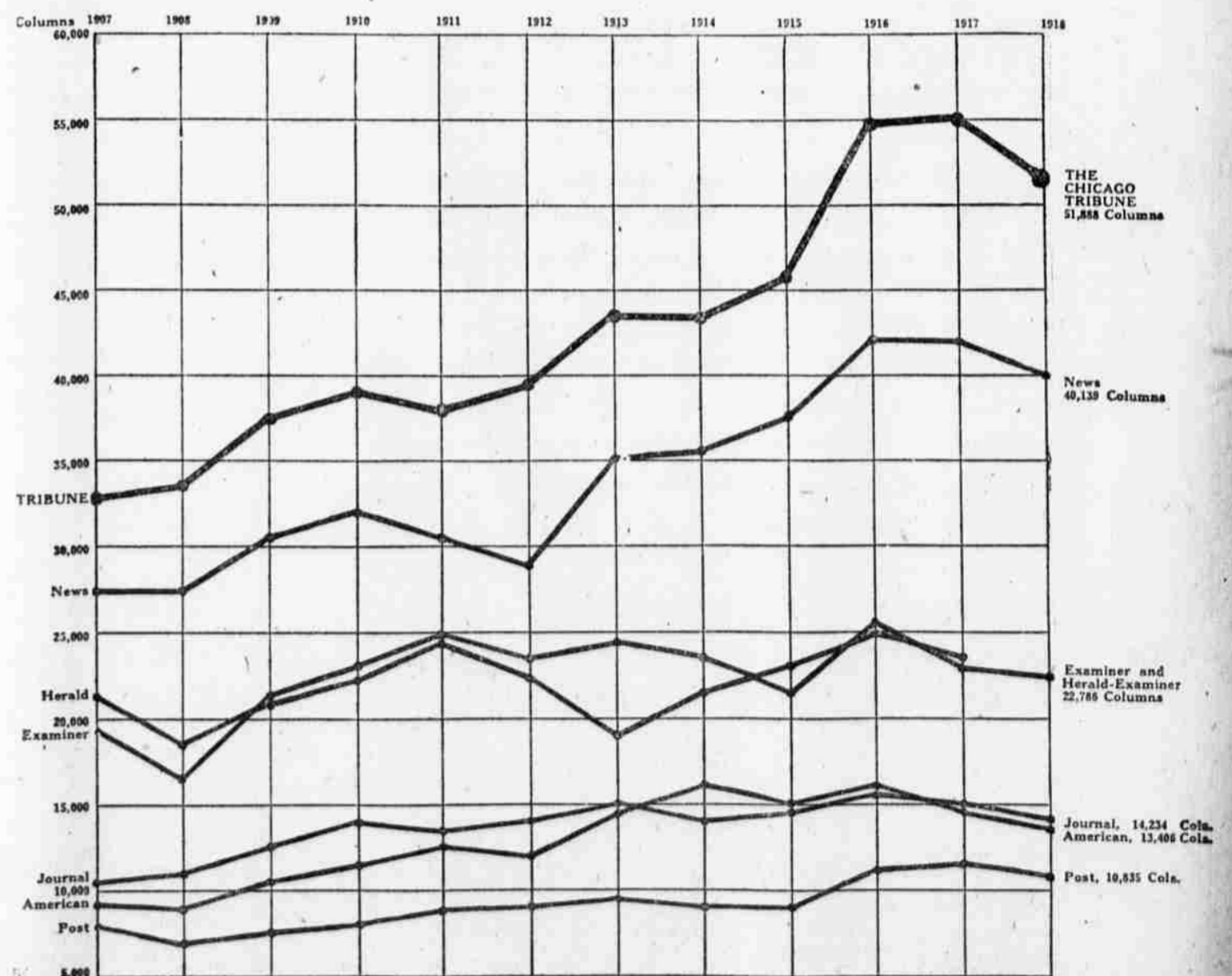
Advertising all papers 1917



Advertising all papers 1918



Advertising Lineage, All Papers, 1907 to 1918



Lineage of All Chicago Newspapers

January 1 to September 30, 1919

News	39,027.22	columns
Herald-Examiner	23,004.50	"
American	15,127.87	"
Journal	12,926.94	"
Post	11,540.78	"
Total five papers	101,627.31	"
THE CHICAGO TRIBUNE	55,350.24	"

A New Tribune Book on the Chicago Market, Entitled "Iowa," Will Be Sent FREE on Request to Selling Organizations

Address: Chicago Tribune Eastern Advertising Office, 512 Fifth Ave., New York City