

# The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

## Dominates in Five Great States as Medium for "National" Advertising

**Chicago Daily Tribune**  
\$ 2,710,029

**Chicago Sunday Tribune**  
\$ 2,892,070

This chart pictures proportionately the amounts which the people of the Chicago Territory pay annually to read The Chicago Tribune as compared with what they pay to read eleven leading national publications.

Circulation figures and subscription rates available in June, 1919, were used in making this chart. The Chicago Territory comprises Illinois, Indiana, Iowa, Michigan and Wisconsin.

Note that the people of these five states pay more for the privilege of reading The Chicago SUNDAY Tribune alone than they pay to read:

- Saturday Evening Post plus
- Pictorial Review plus
- Ladies' Home Journal plus
- Good Housekeeping plus
- Red Book plus
- Hearst's plus
- Christian Herald plus
- Successful Farming plus
- Farm Journal plus
- Breeders' Gazette plus
- Scribner's

For The Chicago DAILY Tribune they pay almost as much again.

SCRIBNER'S	\$ 45,107
BREEDERS' GAZETTE	\$ 50,246
FARM JOURNAL	\$ 58,598
SUCCESSFUL FARMING	\$ 65,713
CHRISTIAN HERALD	\$ 95,316

Hearst's	\$ 173,179
Red Book	\$ 186,066

Good Housekeeping \$ 196,564

Ladies' Home Journal \$ 504,489

Pictorial Review \$ 706,456

Saturday Evening Post \$ 808,913

Mr. William H. Johns, speaking as President of the American Association of Advertising Agencies, recently said:

*"The newspaper has such a quick, direct appeal to the public that it is destined to be more and more recognized as the biggest, most essential and thoroughly recognized factor in national as well as local advertising, just as all concede today that even the smallest local newspaper helps frame national opinion on matters of politics, morale, tastes and habits."*

Obviously it is important that every man who spends money for advertising should realize the unique dominance of The Chicago Tribune in its territory.

The map below shows how thoroughly The Chicago Tribune covers five great states. The chart opposite indicates that The Chicago Tribune must be a powerful force—an unrivaled force—with its readers, since they pay twice as much for the privilege of reading it as the sixteen million five hundred thousand inhabitants of the same five states pay to read eleven leading weekly, monthly, women's and farmers' magazines.

The value of a publication to a reader, its importance in his daily life, its weight and influence with him—is surely to be measured by what the reader pays for it. When people pay \$10.00 a year (cash in advance) for The Chicago Tribune, it is because they want The Tribune more than anything else they read.

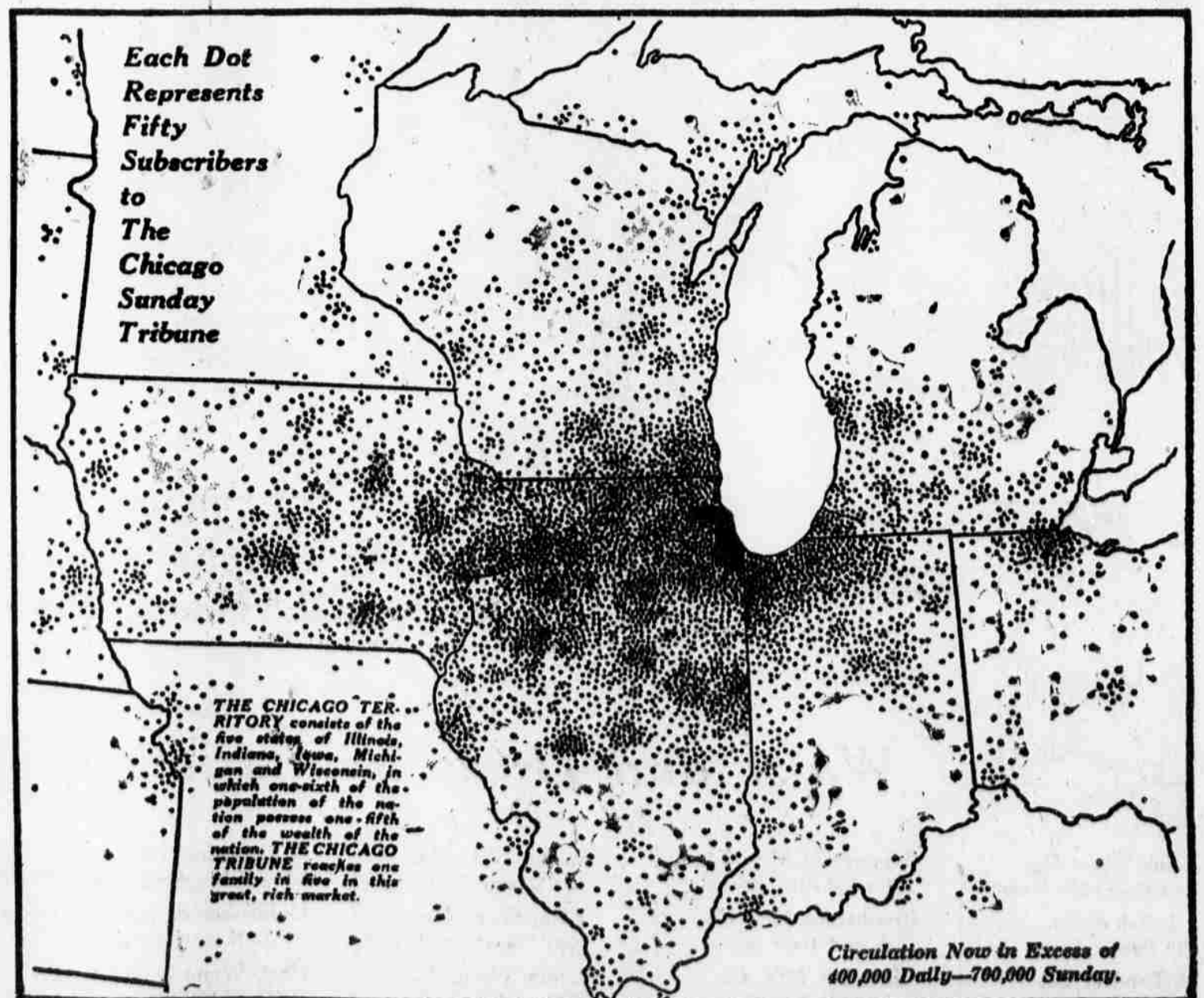
The hundreds of thousands of people graphically pictured on the map below awake 365 mornings in the year with two ideas linked by the rigid routine of a lifetime—breakfast and The Chicago Tribune.

Magazines may be laid away to be read whenever leisure and inclination happen to coincide, but a part of every day is definitely set aside for reading The Chicago Tribune. Through no other medium can an advertiser so swiftly, so surely, so directly reach the hearts and the brains and the pocket-books of the people of the Chicago territory.

In the Chicago territory one-sixth of the population of the United States possesses one-fifth of the national wealth, raises one-fifth of all our crops and produces one-fifth of our total manufactured product. The Chicago territory is unquestionably the world's most desirable market, and it is dominated from an advertising standpoint by the world's greatest newspaper—The Chicago Tribune.

An Extraordinary Book Entitled "Iowa", Giving a Vivid Picture of One Section of the Chicago Market, Will Be Sent Free to Any Selling Organization If Requested on Business Stationery.

ADDRESS OUR EASTERN ADVERTISING OFFICE—512 FIFTH AVE., NEW YORK



**Build Your Sales Campaign on the Rock of Chicago Tribune Prestige, Circulation, Merchandising Service and Proven Success**

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