



## Be Inspired by These Fighting Salesmen of 1921

**A** CONVENTION of CHICAGO TRIBUNE advertising salesmen, held during the last few days of December, 1920, this slogan was adopted as the basis for work during the ensuing twelve months: *1921 Will Reward Fighters*. It met with instant, national recognition. Hundreds of letters were received by THE TRIBUNE, pledging other organizations to battle under the same standard. THE TRIBUNE, on January 15, offered ten rewards of \$100.00 each for the best examples of successful salesmanship in the face of present discouraging conditions. Incidents were invited which would illustrate the absolute truth of the slogan—*1921 Will Reward Fighters*.

Brains without work are dead—and so is work without brains. The winners in THE TRIBUNE contest did not beat their heads out against stone walls—neither did they let stone walls stop them. Perseverance, determination and courage were directed by brains. Necessity proved mother to invention in almost every case. In four instances newspaper advertising was a big factor in solving the sales problem.

### THE CHICAGO TRIBUNE—Also a Salesman

THE FACT that THE CHICAGO TRIBUNE sells more than 450,000 copies each week-day morning and more than 800,000 each Sunday morning will indicate that THE CHICAGO TRIBUNE knows something about selling. More than 25,000,000 lines of CHICAGO TRIBUNE advertising sold last year constitutes another testimonial to the salesmanship of THE TRIBUNE'S organization.

But the important thing for you to know is that THE CHICAGO TRIBUNE itself is a salesman—a super-salesman that you can hire to work with

and for you. It is a salesman calling regularly in one-fifth of the homes of Illinois, Indiana, Iowa, Michigan and Wisconsin.

THE CHICAGO TRIBUNE is a salesman that works in close harmony with all other salesmen—helps the manufacturer sell the dealer, helps the dealer sell the consumer. THE CHICAGO TRIBUNE is an up-to-date, 1921 fighting salesman, ready to help your sales organization to go over the top this year. You owe it to your fighting salesmen to give them the co-operation of fighting advertising in this powerful newspaper.

### Ten Fighting Salesmen Who Won CHICAGO TRIBUNE Prizes

MRS. ALICE M. B—L, who found that her Virginia Hogs would not bring as much on the market as it cost to raise them. How she entered into competition with the big Chicago packers—and won—is told in her letter.

J. L. BLAKE, on the other hand, was selling *Canned Goods* in Southern California for one of the big Chicago packers. How he turned a cancellation of a five-case order into a new order for 83 cases makes good reading.

JOHN S. EDMUNDS of Chicago had a big order for *China Dinner Sets* cancelled. Fast thinking, quick action, co-operation between merchant and manufacturer, resulted in the sale of the entire original order and an additional carload as well.

MRS. G. L. GIBSON met the "Buyers' Strike" when Kentucky jobbers announced that they were all loaded up with *Corn Flakes* for which there seemed to be no call from grocers. She cleared their warehouse for them and new orders followed as a matter of course.

J. C. HUNT found dealers in New York towns overstocked with his *Kitchen Cabinets*, local factories closed, business at a standstill. But he soon got big new orders from grateful merchants.

LOUIS C. JACOBSON had to sell a Chicago mail-order house on buying more *Advertising* than ever before in the face of greatest depression. He did it and it paid.

WILLIAM F. MOLLOY was threatened with cancellation of an order for *Grape Juice* because his customer could buy for less elsewhere. But he held the order and made two friends.

T. R. SHAW was told by his firm to sell *Soap*—lots of it. Grocers in his Illinois territory wouldn't buy, so he sold it through a clothing store and advertising.

HARRY W. WALLACE met a grocer who said he couldn't buy *Soap* or *Beans* or *Ketchup* because trade was dead in his part of Massachusetts. Wallace showed him how to bring dead trade to life.

ROBERT D. WHITE created business for himself and for his customer by demonstrating that women in a small Kansas town would buy *Easter Dresses* in January.

A pamphlet has been published containing these vital messages of victory from men and women on the firing line of business. A copy will be mailed to any one who sends a stamped, return envelope (size No. 10) to the Business Survey of THE CHICAGO TRIBUNE. Any one of these examples of 1921 Fighting Salesmanship may have within it an idea or inspiration which you can use to enormous advantage this year.

# The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

Circulation More Than 450,000 Daily—800,000 Sunday

Eastern Advertising Office, 512 Fifth Ave., New York City