

1921

~~WILL REWARD~~
FIGHTERS

1921 rewards
Tribune Advertiser with
\$2,000,000 Baking Powder sales.
Paint—Paper—Pianos gain over last year.

is rewarding



DURING 1919 and 1920 The Calumet Baking Powder Co. was one of the largest advertisers of grocery products in The Chicago Tribune, having used more than 58,000 lines of space in that time. With the opening of the stiff competitive market of 1921, Calumet increased the volume of advertising in The Tribune and intensified sales effort. Every man in the organization was charged brim-full with the spirit of "1921 Will Reward **FIGHTERS**." *But the salesmen were not left to do the work alone.* They were backed up more heavily than ever before by the large volume of newspaper advertising. The results are to be found in the following figures, submitted by K. K. Bell, sales manager.

Calumet Baking Powder Sales—Chicago Tribune Territory Only

| | |
|--|----------------------|
| 12 weeks, January 5 to March 27, 1921, inclusive | \$1,909,896.07 |
| 12 weeks, January 3 to March 26, 1920, inclusive | 1,693,218.89 |
| Increase | \$ 216,677.18 |

Paints The Sherwin-Williams Co. found business slowing up as the old year died. Chicago Tribune advertising was used to take up the slack. Notwithstanding a 20% reduction in prices—sales in the City of Chicago for January, February and March totaled \$136,108 as compared with \$101,782 in the corresponding period of 1920. And merchandising the advertising secured 15 new "full line" dealers.

Paper Mosinee Kraft wrapping paper had built a splendid reputation by advertising in The Chicago Tribune and other papers, but it was not immune from the cancellation epidemic. At the end of 1920 the mill was running only a fourth of capacity. After a hot Chicago Tribune campaign in January and February the mill was running at full capacity with orders ahead until June.

Pianos Lyon & Healy was founded in 1864 and began the liberal use of Chicago Tribune space the same year. Each year since The Tribune has been the backbone of Lyon & Healy advertising. From January 1, 1921, to date they have averaged two full pages a week, and as a result have achieved the largest retail piano business of any similar period in the industry.

Clothing Maurice L. Rothschild is the largest advertiser of men's clothing in The Chicago Tribune. He has had copy in every issue of The Daily Tribune since he opened his store 16 years ago. He has used more than 100,000 lines in The Tribune since January 1, 1921. His sales have increased 21% in money, compared with 1920, and far more than that in units of merchandise sold.

The Chicago Tribune is proud of having been an important factor in building sales triumphs for these fighting manufacturers and merchants.

Why the Chicago Territory is the world's most desirable market



FIGHTING salesmanship plus Chicago Tribune advertising could not have achieved the sale of \$1,900,000.00 worth of baking powder by the Calumet Chicago organization within three months—if it were not for the almost inconceivable purchasing power of the Chicago Territory—Illinois, Indiana, Iowa, Michigan, and Wisconsin.

These five states have a combined population of more than 17,000,000—which is double that of the entire Dominion of Canada. They produce one-fifth of the crops and one-fifth of the manufactures of the United States. They possess one-fifth of the national wealth.

Influencing the purchases of one family in five in this peerless market—Chicago Tribune advertising is a sales builder which has made millions of dollars for those who knew how to use it. And it has more kick today than ever before.

Fighting Salesmanship of 1921

SEND a stamped self-addressed, 9 1/2 x 4 inch size envelope to the Business Survey of The Chicago Tribune for a booklet of inspiring examples of 1921 fighting salesmanship.

The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

Circulation Exceeds 450,000 Daily, 800,000 Sunday
EASTERN ADVERTISING OFFICE, 512 FIFTH AVENUE, NEW YORK