

# Use The Chicago Tribune to build your business



**E**ACH metropolitan newspaper is a veritable Niagara of force flowing into vast numbers of homes and business establishments. Attempt to visualize, for instance, the power exerted by The Chicago Tribune in distributing more than one hundred and eighty million (180,000,000) copies in Illinois, Indiana, Iowa, Michigan and Wisconsin during 1921. Every page of The Tribune contains new facts, new ideas—germs productive of action in the home, in politics, in trade, in the making and spending of money.

**T**HIS great force, which bursts from its source each morning as fresh and unwearied as the tides or winds, is at your service. But all the voltage that Niagara yields would be worthless to a man who was not equipped to use it. He must depend upon electrical engineers who have worked out incandescent bulbs, motors, switchboards, etc. In the same way the novice needs expert assistance in utilizing the high advertising voltage of The Chicago Tribune—a power more intangible and magical than even electricity.

The Chicago Tribune has built up the largest advertising force of any newspaper in America so that it may render more efficient service to advertisers. Vast sums have been spent for research work that results from Chicago Tribune advertising may be larger and more certain. Chicago Tribune salesmen are also merchandising experts, qualified by training and practical experience to assist the manufacturer or merchant in

the solution of his sales problems. Each of these men has handled the details of sales work as well as advertising for campaigns in many lines—successful campaigns that placed products on a paying basis in The Chicago Market.

**C**HICAGO TRIBUNE advertising has tremendous power and often involves the expenditure of large sums of money. The present enormous volume of Tribune advertising is due largely to an unremitting struggle to direct this power properly, and to make profits for advertisers.

We suggest that the manufacturer interested in turning inventories into cash, or in increasing the distribution and consumption of his products in the Chicago territory (Illinois, Indiana, Iowa, Michigan, and Wisconsin) ask for a Chicago Tribune merchandising expert to call and discuss his problems. We are particularly anxious to assist him if he believes 1921 will reward **FIGHTERS**.

**Fighting  
Salesmen  
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 the 1921 brand of fighting salesmanship.

## 1921 is rewarding these fighting advertisers

**Calumet Baking Powder**  
sales in Chicago Tribune Territory during the first 12 weeks of 1921 totaled \$1,909,896, compared with \$1,693,218 in the corresponding weeks of 1920. This was the result of intensive sales work and a big 1921 campaign of advertising in The Tribune, following the use of 58,000 lines during 1919 and 1920.

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

**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 Tribune advertising secured 15 new "full line" dealers.

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

**Frank H. Sanders**  
Chicago distributor of the Franklin automobile, plunged on Chicago Tribune advertising last year—used 53,969 lines. Sanders' sales increased \$20,108.80 in December, 1920, over December, 1919; \$33,079.55 in January, 1921, over January 1920, and \$110,490.13 (or more than 90%) in February, 1921, over February, 1920.

**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 over 1920, and far more than that in merchandising.

**VISION** that sees the tremendous purchasing power of the Chicago Territory—**COURAGE** to spend money to get money—these the man must have who would use The Chicago Tribune to build his business. **KNOWLEDGE** of how to apply the vast force of advertising to his particular problems and to the making of profits—**ASSISTANCE** in carrying through the plan—these will be furnished by Chicago Tribune merchandising experts. Ask one to call.

# The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

Circulation Exceeds 450,000 daily, 800,000 Sunday

EASTERN ADVERTISING OFFICE, 512 FIFTH AVENUE, NEW YORK