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The TRIBUNE is first in Chicago

For years the largest circulation among Chicago newspapers (city and suburban as well as total) has been that of The Sunday Tribune. For years the largest week-day circulation (exclusive of Sunday) has been that of The Daily Tribune.

During May and June, 1922, The Tribune has won another "FIRST" in that its net paid city and suburban circulation on week days (exclusive of Sunday), exceeded that of the next paper.

Tribune Supreme in Advertising Lineage

During the first six months of 1922 The Chicago Tribune printed more than 35% of all the advertising carried by the six Chicago newspapers.

During the first six months of 1922 The Tribune has gained 4,235 columns over the corresponding period of 1921, but the second Chicago paper has lost 767 columns.

In local display advertising The Tribune gained 2,215 columns over 1921, but the second paper lost 1,170 columns.

In want advertising The Tribune gained 952 columns over 1921, but the second paper lost 395 columns.



Chicago Tribune COLORoto

A Boon to Advertisers

The quality of four-color illustrations printed by the newly invented color rotogravure, or Coloroto, process of The Chicago Tribune has won much favorable comment. Bearing this in mind, study the following comparison of rates and circulations:

	Price	Circulation
Coloroto Magazine of The Sunday Tribune (back page in 4 colors).....	\$ 2,500	787,000
Good Housekeeping (back page in 4 colors).....	5,000	769,000
Literary Digest (back page in 4 colors).....	8,000	1,381,000
American Magazine (back page in 4 colors).....	8,500	1,635,000
Ladies' Home Journal (back page in 4 colors).....	15,000	1,724,000

This means that for each thousand four-color pages distributed the advertiser pays as follows:

Tribune Coloroto Magazine.....	\$3.20
American Magazine.....	5.20
Literary Digest.....	5.80
Good Housekeeping.....	7.00
Ladies' Home Journal.....	8.70

In other words, The Tribune is now equipped to sell splendid color advertising at the lowest of prices.

FACTS

—of value to every man who spends money for advertising or whose money is spent for advertising—FACTS on markets and merchandising as well as on advertising—FACTS completely and statistically presented—FACTS, not estimates—FACTS to help the greenest specialty salesman as well as the largest national advertiser or agency—FACTS vividly pictured in graphic charts—FACTS that help to take the blue sky out of advertising—FACTS available nowhere else—

—make up the eighty (80) pages of The Chicago Tribune's new BOOK of FACTS.

The 1922 BOOK of FACTS is just off the press and will be mailed FREE to any selling organization requesting it on business stationery.

MEN

Not only are thousands of Chicago Tribune BOOKS of FACTS ready for distribution to manufacturers and sales executives—but thirty Chicago Tribune MEN, trained in selling merchandise in The Chicago Territory, are at their service.

Every one of these men has directed sales campaigns for various products in this market, and through repeated contacts with jobbers and retailers has learned what can be done, how to do it, and what it will cost. Several members of this unique staff make their headquarters at the Eastern Advertising Offices of The Chicago Tribune, 512 Fifth Avenue, New York. They will be glad to make appointments with Eastern manufacturers to discuss practical methods for developing sales in the vast, rich market made up of Illinois, Indiana, Iowa, Michigan and Wisconsin.

For a BOOK of FACTS or for a representative to call, write to

The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

Eastern Advertising Offices—512 Fifth Avenue, New York.