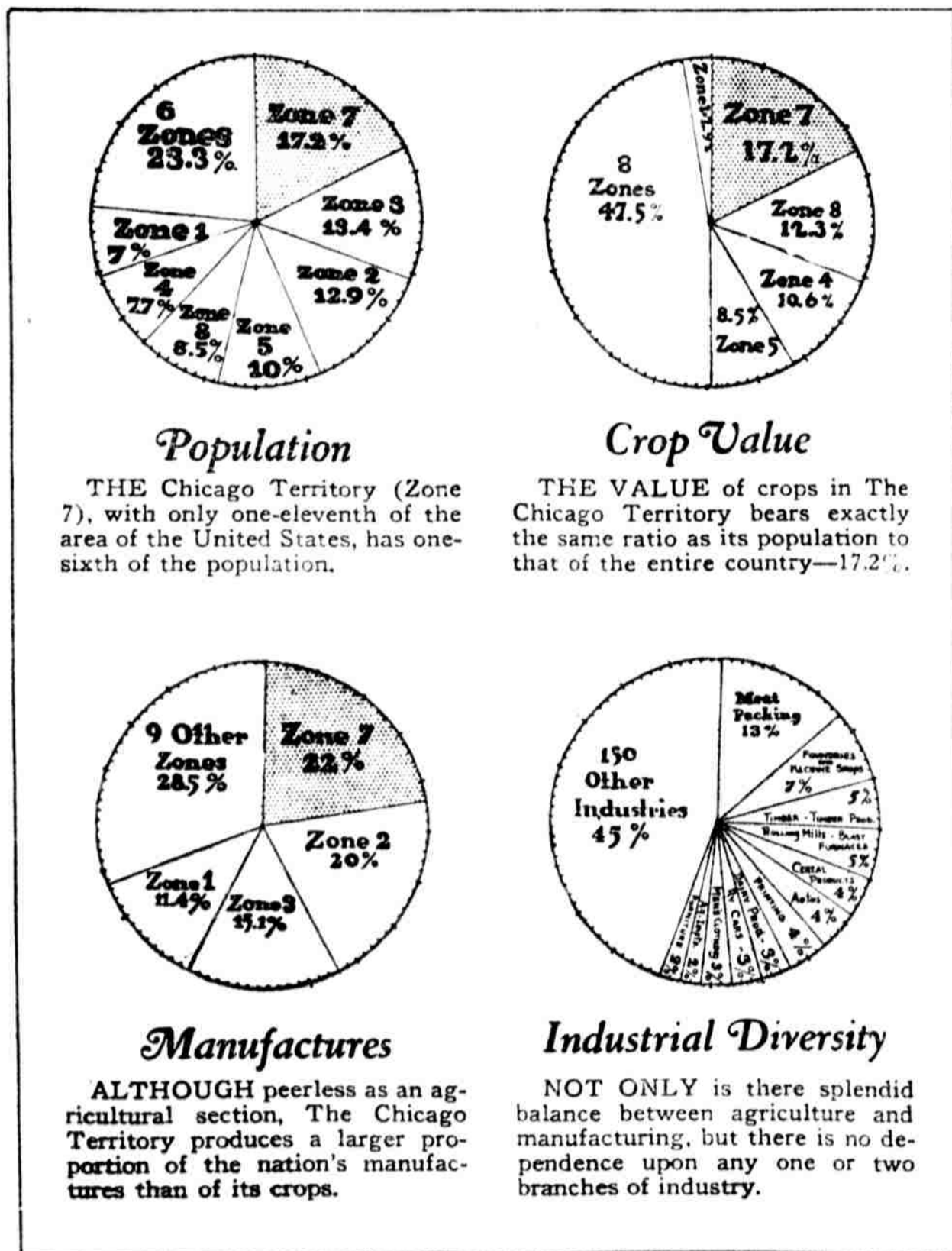


MAP to the left shows the *United Markets of America*—13 of them—each a logical unit for sales and advertising effort.

Rank of The CHICAGO TERRITORY among American Markets



STUDY the map and charts on this page, then consider this additional fact:

The Chicago Tribune, with the prestige of 75 years behind it, reaches one-fifth of the families in The Chicago Territory.

The Chicago Territory is a market in which New England manufacturers can profitably develop sales in 1922, not only because of its wealth, but because it contains one powerful medium for sales promotion.

Reaching one-fifth of the people, The Tribune sways far more than one-fifth of the purchasing power. Included in its circulation of approximately 500,000 Daily and 800,000 Sunday, are the most important and influential men and women. For instance, investigations have indicated that seven or eight out of every ten retailers and jobbers in The Chicago Ter-

ritory (outside Chicago) read The Chicago Tribune.

Furthermore, The Chicago Tribune has developed to a point of high efficiency its system for insuring the success of the campaign it carries by means of thorough co-ordination of sales work and advertising.

The Chicago Tribune has more than thirty men trained not only in advertising but also in merchandising—in the actual direction of sales campaigns in The Chicago Territory—men who know from repeated contact with jobbers and dealers in many lines what can be done, and how to do it.

Several of these men are stationed in The Tribune's New York Office at 512 Fifth Avenue, New York. One of them will call on request to discuss the possibilities for developing the sale of your products in The Chicago Territory in 1922.

The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

The Tribune's BOOK of FACTS on Markets and Merchandising will be sent to any selling organization requesting it on business stationery. Address our Eastern Advertising Offices, 512 Fifth Avenue, New York.