

zone 7



Why Tribune Advertising Sells Train Loads of Toilet Requisites

FROM a revenue standpoint, drugs are a side line in many a drug store today, and fast moving advertised specialties, particularly toilet accessories, pay the dividends.

In The Chicago Territory the largest single factor in the conversion of merchandise into "fast moving specialties" is The Chicago Tribune.

And here is WHY! (1) In the vast, rich market shown as Zone 7 on the map above The Tribune has a circulation not equaled by any other medium. (2) Advertising in The Tribune sells goods not only in Chicago, but also in thousands of towns through the five states:

From a wealth of evidence that proves this claim, we select some peculiarly human, interesting and distinctive testimony to present on this page.

Notice the questionnaire reproduced in an adjoining column. This was sent to druggists in all communities throughout Illinois, Indiana, Iowa, Michigan and Wisconsin except a few of the largest cities—Chicago, Detroit, Indianapolis, Milwaukee, Des Moines. Out of the 2,138 druggists outside Chicago who replied

70% read The Chicago Tribune.

76% feel the effect of advertising campaigns in The Tribune.

Only "Yes" or "No" answers were called for, but many volunteered such significant comments as the following:

"Certain goods, without The Tribune ads, would be like a wagon without a pair of horses."
Hodoval's Pharmacy, Oxford Jct., Iowa.

"It surely does. In fact when we see anything advertised in The Tribune we immediately order it."
Central Drug Store, Delavan, Wis.

"Yes, most assuredly. Customers see it advertised in The Tribune and ask us for it. On many items which I see advertised in The Tribune, I stock in anticipation of calls for same."
C. A. Hill, Prop. the Sargent Drug Store, Ottumwa, Ia.

"No doubt of it; as soon as they stop advertising sales drop off. I had a letter from you some time ago on this and have watched it since on a number of different things, in fact as soon as they begin to advertise, we stock up."
May-Parker Drug Co., Independence, Iowa.

"It sure does. Not afraid to stock any new thing advertised in The Tribune, even before having a call for it, for I know that someone is going to call for it."
Ell. Lodge, drugs, Wyoming, Iowa.

"I know it does. I watch the advertising very carefully and generally stock those articles which are advertised."
B. F. Fendig, drugs, Rensselaer, Ind.

"Yes, we have noticed it very much with important toilet articles and hair nets."
T. E. Capen & Son, drugs, Ottawa, Ill.

"Yes, because our customers are Tribune readers and decidedly the best class of trade we have."
Kranans Drug Co., Story City, Iowa.

"Absolutely! We hear such remarks as: 'It was advertised in The Tribune, so it must be all right!'"
J. A. Meller Drug company, Boscobel, Wis.

"Helps. When we read the Rotogravure section Sundays we always have calls for specialties advertised."
Hanson-Bach Pharmacy, Stevens Point, Wis.

"Yes, very much. Especially the Rotogravure section."
Frank J. Pfan Jr., drugs, Lincoln, Ill.

"I do. Especially in the Photo section."
F. E. Green, drugs, Atlanta, Ill.

"Yes, as much as all other papers combined."
Clayton Crisp Drug Co., Benton, Ill.

"Yes, circulation goes to the better classes."
Al Magnusson, drugs, Zionsville, Ill.

"No question whatever; watch the Trib' for new specialties, etc., constantly and as soon as I see some new item of appeal we order a small quantity at once so we are sure to have it first at Princeton."
C. G. Heck, drugs, Princeton, Ill.

"We have people ask about articles advertised in The Chicago Tribune, every day, and mention where they see it, too. I think The Chicago Tribune is by far the best paper that comes here."
W. W. Lupton, drugs, Ottumwa, Iowa.

"Yes, not only in a general way, but we have some specific instances where calls for merchandise were directly caused by Tribune advertising."
W. H. Hogeboeck, drugs, Lake Park, Iowa.

"I know it does—people bring in the ads."
Central Drug Co., Ottumwa, Iowa.

"Yes, we feel the effect of every advertising campaign The Chicago Tribune has ever put on; your pages are a great opportunity for the manufacturer of medicines and toilet requisites."
City Drug Store, W. A. Burton's Sons, Props., Mitchell, Ind.

"We can often trace results direct to Tribune advertising."
The Public Drug Co., Bluffton, Ind.

"Yes, a common phrase, 'I saw the ad in The Tribune.'"
J. McErvin, drugs, Macomb, Ill.

"Yes, have heard customers say, 'Saw it in The Tribune.'"
Walter R. Fox, drugs, Chandleroville, Ill.

"Yes, customers very often when calling for advertised products, say they saw the ad in The Tribune."
Frank H. Niemeyer, drugs, Belvidere, Ill.

"Most of our best sellers are advertised in The Sunday Tribune."
P. D. Roark, drugs, Macomb, Ill.

The Chicago Tribune regards advertising as a link in the chain of merchandising, not as an end in itself. To be successful, advertising must bring about economies in distribution. It must serve three groups (1) assist the manufacturer in selling to the retailer at a profit, (2) assist the retailer in selling to the consumer at a profit, (3) give the consumer better value for his money than he could get if the goods were not advertised.

To assist national advertisers in thus advertising successfully in The Chicago Territory (Zone 7) The Chicago Tribune has built up an elaborate merchandising service. The backbone of this service consists of trained MEN.

The Tribune has thirty men trained not only in advertising, but also in merchandising. Every one of them has directed sales campaigns in The Chicago Territory and knows by repeated contacts with jobbers and retailers what can be done and how to do it. A letter or phone call will bring a Tribune man to your office to discuss what can be done to increase your sales in The Chicago Territory.

This Questionnaire Was Answered by 2,138 Druggists in Zone 7 Outside Chicago

INFORMATION DERIVED FROM RETAIL DRUGGISTS

1. Where do you buy most of your advertised specialties?
 First choice - Name of jobber Marshall Drugs Co.
 Address 1000 N. Dearborn St.
 Second choice - Name of jobber A. C. McEllen
 Address 330-352 E. Ohio St.

2. Do you read The Chicago Tribune, either daily or Sunday?
Every day for 40 yrs.

3. Do you believe advertising in The Chicago Tribune helps the sale of the advertised brands in your community?
I know it does. I watch the ads very carefully and generally stock those articles which are advertised.
 Name B. F. Fendig
 Town Rensselaer
 State Indiana

Seventy per cent of them said they read The Tribune. Seventy-six per cent said that advertising in The Tribune helped the sale of their merchandise.

The Chicago Tribune

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