

zone 7



Assistance

available for the manufacturer who advertises in The Tribune

A DECADE ago The Chicago Tribune announced the following policy toward national advertising:

"It is a waste of money to advertise a product distributed through the retail and jobbing trade—until that trade has been supplied with merchandise to take care of the consumer whom created."

In order to live up to this, The Tribune has done everything possible to simplify the securing of distribution among Chicago retailers in advance of advertising.

The metropolis has been analyzed into 48 districts. The dealers in each of ten lines have been listed in each district—making 480 lists. Each list is on addressograph plates arranged in route order.

To keep these retailers appreciative of the importance of turnover, and to prove the value to them of national advertising, The Tribune has published and distributed free of charge each month for eight years a trade paper known as *The Co-Operator*. Edited entirely in the interests of the retailer without puffs for The Tribune or for Tribune advertisers, this publication has laid a splendid foundation for advertised merchandise.

The Tribune maintains a staff of service men who guide the manufacturer and his salesmen in covering the Chicago market. The service man assists in organizing the specialty sales crew and drills them on how to use the advertising campaign in order to sell the retailer. For instance, he warns them against talking about The Tribune's 800,000 total circulation, but rather about the exact circulation of 2,000 to 6,000 in the immediate neighborhood of the retailer being solicited. Elaborate circulation analyses have been made in order that the salesman may thus show each dealer just what his store will get out of the campaign.

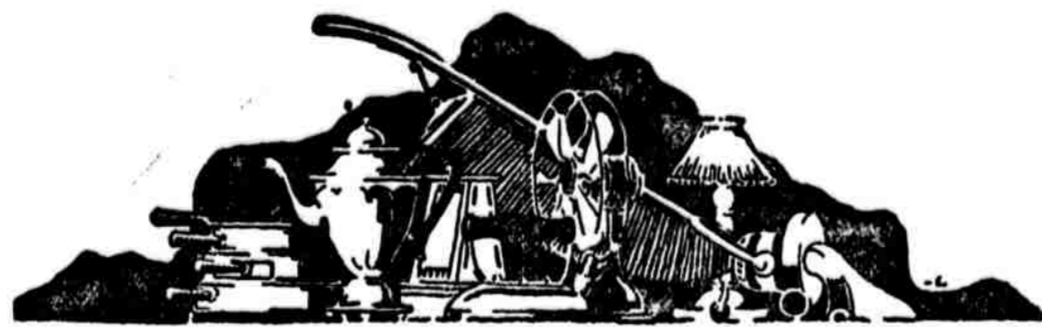
Further, The Tribune service man installs a system of record keeping by which the cost and results of the sales campaign are always known right up to the minute.

Many old established firms have had salesmen in Chicago for years without thoroughly covering the city. Check-up on a particular product by *The Business Survey* of The Tribune has repeatedly shown amazingly spotty and inadequate distribution. Yet by analysis, system and equipment, The Tribune has made it possible for a manufacturer, absolutely new to Chicago, to secure thorough distribution for a new product in a few weeks.

This is, of course, only a fraction of the benefits that flow from Tribune advertising, but it is cited as an illustration of The Tribune's attitude toward the manufacturer's problems—*The Tribune's determination to take the "blue sky" out of advertising and make it pay.*

The Chicago Tribune has more than thirty trained men 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 offices 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.



Why concentrated effort in The Chicago Territory enriches electrical manufacturers

SOME electrical manufacturers are still spending their advertising appropriations in mediums which "cover the country," but the wise ones have quit trying to sell electric appliances in mediums that are read by kerosene lamps.



Analysis of the electrical market leads inevitably to the conclusion that for the development of immediate sales as well as for permanent, profitable business, no other zone can equal The Chicago Territory.

Chicago leads all other cities of the world in the number of wired homes. Illinois has more resident lighting customers than any other state in the country. Nearly one-fifth of the resident lighting customers of the country live in the five states of The Chicago Territory — Illinois, Indiana, Iowa, Michigan and Wisconsin.

And one newspaper, The Chicago Tribune, reaches one family out of every five in this territory. The Trib-

une has, also, the largest city and suburban circulation of any Chicago newspaper. It reaches dealer and consumer alike, for 76 per cent of the electrical jobbers in The Chicago Territory (outside Chicago) and 70 per cent of the electrical retailers (outside Chicago) read The Tribune. The circulation exceeds 500,000 daily and 800,000 Sunday.

Here's an illustration of the value of that circulation:

"A short time ago the Eden Washer was advertised in The Sunday Tribune for \$109.75, and within three hours after the paper was here a woman called up and said she wanted to buy one, and if I was able to furnish them at the same price she would buy it. I ordered ten at the special price and sold them along with five more ordered later. The Tribune advertisement was what started it and the advertising in it helped us here. Getting in quick caused us to make at least six of the sales."

Tennant Morgridge Electrical Co., Sterling, Ill.

America offers no other market with so great possibilities in the electrical appliance field, and the market has one great newspaper, The Chicago Tribune, which sways jobber, dealer, and consumer in the five states of The Chicago Territory.

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 Ave., New York