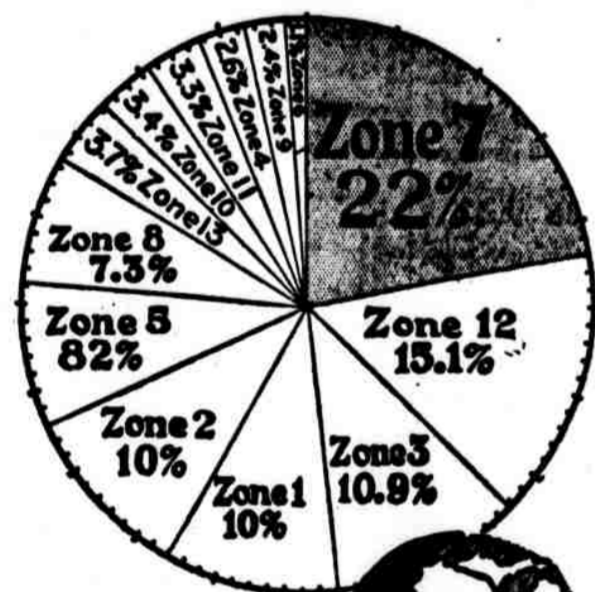


This map shows The United Markets of America—13 of them—each a logical unit for sales and advertising effort. These markets are the zones referred to in the chart below to the left.

# Sell to Industrial Buyers through The Chicago Tribune



The 429,584 purchasers of electricity for industrial power are divided among the various zones as indicated by the above chart, according to *The Electrical World*.



THE CHICAGO TERRITORY

THERE IS a tendency in the East to regard "The Corn Belt" as a distinctively agricultural zone. Yet Illinois, Indiana, Iowa, Michigan and Wisconsin, the five states known as The Chicago Territory, produce 22% of American manufactures.

Those who sell to factories, mills, power plants, public utilities, foundries, machine shops, etc., find here a market with a tremendous appetite for advertised quality merchandise.

FURTHERMORE, they find in The Chicago Tribune a medium which can sell Square D switches as well as flat-irons, castings as well as hairpins, trucks as well as limousines.

Every morning The Chicago Tribune is read by the great majority of big business men not only in Chicago but in Kalamazoo, Oshkosh, Ottumwa, Peoria, Kokomo, and other cities of Zone 7.

It costs them \$15 a year to read The Chicago Tribune—which is probably more than they pay for anything else they read. They buy it and read it in addition to their local papers largely as a business proposition. It contains the news of world events, of politics, of finance, of markets on which they must be authoritatively informed.

In its influence with this type of reader The Tribune is unique. As evidence—witness the fact that makers of office equipment spend four times as much for advertising in The Chicago Tribune as they do for space in the other

five Chicago newspapers combined. Advertising agencies buy space in The Chicago Tribune to present their cases to the chief executives of big manufacturing concerns. Surely they exercise their best expert judgment in spending their own money. And they spend several times as much in The Tribune as in all the other Chicago papers combined.

Bankers, wholesalers, manufacturers and executives in every line of business read The Chicago Tribune throughout the entire Chicago Territory. Let your message speak to them from its newsy inviting pages at the opening of the business day.

The Chicago Tribune has thirty men, trained not only in advertising but also in merchandising. Several of them are stationed at our New York office—512 Fifth Avenue. One of these men will be glad to call on request to show you concretely and specifically how the tremendous prestige of The Chicago Tribune can be utilized in increasing the sale of your goods in The Chicago Territory.

# The Chicago Tribune

The World's Greatest Newspaper

An unusual book called "The W G N" has just been published. It deals particularly with The Tribune, but is in effect a handbook of newspaper administration. 304 pages—100 illustrations—how news is gathered—how spruce trees become newsprint—how the advertisements are handled—every phase of the making of The Tribune is described in detail—

Editorial—Advertising—Circulation—Mechanical. "The W G N" is on sale at these bookstores: Brentano; Putnam; Scribner—NEW YORK. Wanamaker; Strawbridge & Clothier—PHILADELPHIA. Old Corner Bookstore—BOSTON. It will be mailed postpaid on receipt of \$2.00 by the Business Survey, 1711 Tribune Building, Chicago.