

# Business is Good!

## Volume of Chicago Tribune Business Quadruples Within Ten Years

**I**N 1912 a federal law was passed providing that daily newspapers should not enjoy second class mailing privileges unless they filed each six months with the postal authorities a sworn statement of ownership, management, and circulation.

The Chicago Tribune's first "government statement" showed circulation for the six months ending September 30, 1912: 220,500 for The Daily Tribune exclusive of Sunday, and 304,325 for The Sunday Tribune. During the same year (1912) The Chicago Tribune printed almost 40,000 columns of advertising. These records in circulation and lineage were universally regarded as tremendous — the cumulation of 65 years of almost unbroken growth.

Since then the most strenuous decade in Chicago Tribune history has intervened. A world plunged into war and circulation soared. The United States entered the war and circulation and advertising fell. Hundreds of Chicago Tribune employees entered military and naval service. Freight embargoes throttled business. Heatless days chilled winter buying. The war ended. Business boomed until there was not enough newsprint to carry the advertising offered. The Great Depression hit us, and 1921 rewarded fighters only.

There have been ups and downs, but on the whole The Chicago Tribune has held its gains. Tribune circulation is far more than twice what it was ten years ago. Tribune advertising today is averaging double the volume of ten years ago. More than eighty thousand columns of advertising will be printed in The Chicago Tribune this year. Total Chicago Tribune business has, therefore, increased more than four times in the last decade.

Today The Tribune is supreme among Chicago newspapers—printing more local advertising than any other, more national advertising than any other, and more want advertising than all the others combined.

The Sunday Tribune has more circulation than its rival Sunday paper. The Daily Tribune leads the next daily paper by 25%. Even in city and suburban circulation The Tribune, either daily or Sunday, has distanced competition.

### CIRCULATION AND ADVERTISING GROWTH

| Year | Circulation for Six Months<br>Ending Sept. 30 |                | Columns of<br>Advertising |
|------|---|----------------|---------------------------|
|      | Daily<br>Exclusive of Sunday                  | Sunday<br>Only |                           |
| 1912 | 220,500                                       | 304,325        | 39,739.95                 |
| 1913 | 253,212                                       | 366,918        | 43,676.27                 |
| 1914 | 303,316                                       | 459,728        | 43,502.59                 |
| 1915 | 354,520                                       | 558,396        | 45,886.55                 |
| 1916 | 392,483                                       | 619,023        | 54,974.66                 |
| 1917 | 381,675                                       | 614,418        | 54,891.50                 |
| 1918 | 410,818                                       | 633,315        | 51,888.10                 |
| 1919 | 424,588                                       | 666,496        | 77,777.28                 |
| 1920 | 437,158                                       | 711,254        | 85,753.57                 |
| 1921 | 483,272                                       | 801,881        | 76,703.31                 |
| 1922 | *517,184                                      | *790,552       | *86,000.00                |

†See October Circulation at Bottom of Page. \*Estimated.



"The W G N" is carried by the following book stores:

- BOSTON**  
Old Corner Book Store
- NEW YORK**  
Scribner  
Putnam  
Brentano
- PHILADELPHIA**  
Wanamaker  
Strawbridge & Clothier

It will be mailed postpaid on receipt of \$2 by the Business Survey, 1711 Tribune Building, Chicago. Reporters, Editors, Advertising Men, Printers, Paper Manufacturers—all will find this complete picture of a great American institution entertaining and instructive.

**\$2 per copy**

**IS THE CHICAGO TRIBUNE** the World's Greatest Newspaper? Throughout The Chicago Territory folks speak familiarly of "The W. G. N." Staunch friends and bitter enemies have disputed the merits of this great journal for seventy-five years. In its home town The Tribune is loved, hated, admired, feared, quoted, denounced, defended, attacked—but never ignored.

Peculiar interest, therefore, attaches to the new book entitled, **The W G N**, which contains not only a history of the paper, but two hundred pages of minute description of how every Tribune department operates. All phases of reportorial, editorial and advertising work are considered in detail, and also all mechanical processes from the cutting of spruce logs to the distribution of Tribunes to subscribers. There are more than one hundred illustrations.

The Chicago Tribune's **BOOK of FACTS** on markets and merchandising will be sent free to any selling organization requesting it on business stationery.

# The Chicago Tribune

The World's Greatest Newspaper

October Net Paid Circulation—532,750 Daily—842,155 Sunday