

# In Chicago it's TRIBUNE ROTO FOR *Action*



Money coming in . . . Merchandise moving out . . .

**G**ET going in roto in the Chicago Sunday Tribune right now and you'll move merchandise you never dreamed the Chicago market could absorb.

You'll get the action Hills Brothers Coffee got . . . and Yardley . . . and Sheaffer pens . . . and Gulistan rugs . . . and dozens of other Sunday Tribune roto advertisers.

You'll get the undivided, active interest of virtually every one who reads the Chicago Sunday Tribune . . . seven-tenths of the families in Chicago proper . . . 38% of the families in Tribune Town's 703 cities and towns of 1,000 or more population (excluding Chicago).

You'll get action no other advertising medium can give you here because no other advertising medium begins to get the reading that is given the Chicago Sunday Tribune's colorful, actionful roto section.

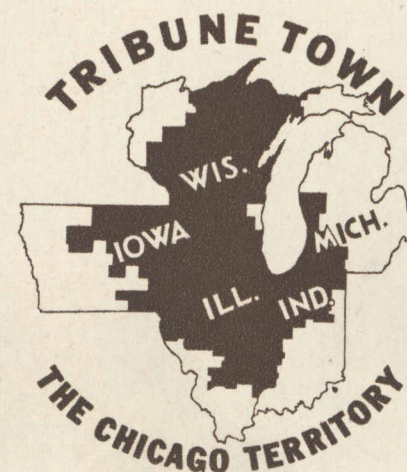
It's this known *sales action* of rotogravure in the Chicago Sunday Tribune that explains why you find it working overtime for business as diverse in nature as Squibb's Dental Cream and Post Toasties, as Maxwell House Coffee and Cohen Goldman, as Camay and Ivory soaps and Canada Dry.

In fact, in two years' time Canada Dry boosted sales in the Chicago territory to \$1,000,000.00—and during that period 55% of their Chicago advertising was Sunday Tribune rotogravure.

In one week a coupon in a Canadian Pacific advertisement in Chicago Sunday Tribune roto drew 3,500 replies.

Stores stock the goods—and their customers demand them—the moment Tribune roto's pulling power goes to work. It sells anything that deserves to be bought—kitchen ware or perfumes, furniture or frocks, tooth paste or foodstuffs move rapidly in the Chicago territory when they're advertised in action-getting Sunday Tribune roto.

If you want fast action—put your advertising in this action atmosphere. Bear down on this rich responsive market—get into Sunday Tribune roto and get out in front. Call in a Tribune man and get the facts.



**Chicago Tribune**  
THE WORLD'S GREATEST NEWSPAPER  
**FINANCIALLY IMPREGNABLE**