

MONEY COMING IN—MERCHANDISE MOVING OUT



Tribune Town is a market of 12 million people, the heart of which is Chicago. It extends from Zionsville, Michigan, on the north to Centralia, Illinois, on the south, and from Fort Dodge, Iowa, on the west to Battle Creek, Michigan, on the east.

Use Tribune roto for *Action* in Chicago

DO something special and spectacular if you want to stand out conspicuously in Tribune Town this year. Advertise in action-getting Chicago Sunday Tribune roto!

Give your advertising preferred position alongside the *action news in pictures* nearly everybody in Tribune Town looks for and looks at every Sunday.

Choose Sunday Tribune roto—not just because it is roto—but because it will get you the reader interest and the buying impetus E. R. Squibb & Sons were enthused about when they made this statement:

“When we entered Chicago we advertised in a number of newspapers, using rotogravure in the Chicago Sunday Tribune and black and white in the other papers. A close check-up revealed that the roto advertising had made so much more impression than the black and white that we decided to concentrate the bulk of our Chicago appropriation in Tribune rotogravure.”

Consistent use of Chicago Sunday Tribune rotogravure has won new distributors, new dealers, and new customers for the Atlas Brewing Company of Chicago. In an effort to overcome the cold-weather slump in sales, this company late in 1929 started using Sunday Tribune rotogravure. The campaign was an outstanding success. It sold the Atlas Brewing Company on Sunday Tribune roto. The extent of their success is suggested by the fact that during the twenty-three months ended November, 1931, the Atlas Brewing Company concentrated 68% of their Chicago advertising appropriation in Chicago Sunday Tribune rotogravure!

Chicago Tribune
THE WORLD'S GREATEST NEWSPAPER

You can make Tribune roto produce direct orders for you in volume, as it did for Turpo Vaporizing Ointment. You can make it pile up coupons faster than you can handle them, as it did for Canadian Pacific Tours. You can make it do the consistent job Cohen, Goldman & Co. have proved it will do for Knit-tex coats.

Through Tribune roto, you can get more mass action on small cost merchandise—more class action on costlier products and services—than through any other medium that circulates in Tribune Town.

See to it that your product is advertised in the *action* medium of this *action* area where over 12 million people annually spend over 5½ billions of dollars for retail merchandise—where Sunday Tribune roto is regularly read by 7 out of every 10 of Chicago's families and over half of the families in all towns of 1,000 population and over in Tribune Town. Call in a Tribune man and get his Tribune roto facts.