

DRESSES **COATS** **SHIRTS** **SHOES** **SUITS** **PAJAMAS** **TIES** **HOSIERY**

KUPPENHEIMER VALGORA OVERCOATS

The silky, downy, light weight but waterproof overcoat that is hand crafted in a superior way

To bring you an ideal overcoat Kuppenheimer has enlisted the finest sources of materials the world over. You'll find it a handsome coat that doesn't have to be corded—a coat that meets your needs in all weather.

HERE ARE THE MORE FEATURES THAT MAKE VALGORA THE COAT OF THE FUTURE: 1. A waterproof, 2. Silky, 3. Downy, 4. Light weight, 5. Hand crafted, 6. Superior.

MAURICE L. ROTHSCHILD

Stylish gifts of superb quality and outstanding value

WILSON BROTHERS

FAULTLESS noble silk pajamas for men and women \$5

WILSON BROTHERS

NON-WILT COLLAR SHIRT by Wilson Brothers

WILSON BROTHERS

BRUCEWOOD COATS in Royal Scot plaid backs \$19.50

MAURICE L. ROTHSCHILD

OSTEO-PATH-IKS the new nail-less shoes that need no breaking in

the shoes the world's been waiting for

MAURICE L. ROTHSCHILD

THE COAT & SUIT SALE OF THE CENTURY

BRUCEWOOD COATS & SUITS of world famous Charvack cloth loomed exclusively for us by the master of all weavers STROOCK

MAURICE L. ROTHSCHILD

CHICAGO TRIBUNE NEWSPRINT COLOR SELLS THEM ALL FOR MAURICE L ROTHSCHILD

"OUR 37 FULL PAGE COLOR ADS CULMINATED INTO MAKING 1935 ONE OF OUR BEST YEARS IN BOTH SALES AND PROFITS"

—Maurice L. Rothschild

DURING 1934 and 1935, Maurice L. Rothschild, famous Chicago clothing merchant, placed 37 full page newsprint color advertisements in the Chicago Tribune.

Twenty of the pages appeared on Sunday. Seventeen appeared on weekdays.

Thirteen of the pages sold dresses, suits and coats to women.

Ten sold suits and overcoats to men.

Ten sold men's shirts, ties, pajamas, sox and underwear.

Four sold men's and women's shoes and hosiery.

The specific results illustrate the spectacular response and buying action produced by newsprint color.

One color page, offering 50,000 men's shirts and pajamas at 89 cents, resulted in a sell-out in two days.

Another, featuring women's coats at \$18.50, sold more than 1,400 of them in three days.

Still another page, appearing on Sunday, offered 25,000 gingham dresses with hats and gloves to match at \$1.95. A total of 12,000 of these combinations was sold by Monday noon.

Chicago Tribune newsprint color which got such results for Maurice L. Rothschild can be put to work to sell more of your merchandise. No matter what you are sell-

ing, you can increase sales in the Chicago market at lower advertising cost by using Tribune newsprint color.

Ask your advertising counsel—or a Tribune representative—to show you how you can take full advantage of this powerful form of advertising. Write, wire or phone.

GENERAL AND AUTOMOTIVE ADVERTISERS WHO USED CHICAGO TRIBUNE NEWSPRINT COLOR IN 1935

American Family Flakes	General Electric Refrigerators
Bab-O	Hills Bros. Coffee
Bayuk Cigars	Hormel Soups
Bendix Products	Norgo Products
Chicago, Milwaukee & St. Paul R. R.	Shredded Wheat
Chicago Oil Heat Committee	Silver Dust
Chicago Rapid Transit Co.	Sinclair Gas and Oil
Conoco Gas and Oil	Standard Oil Co.
Electrolux Refrigerators	Westinghouse Refrigerators
Ford Automobiles	Williams Oil-O-Matic
	Wonder Bread

Chicago Tribune
THE WORLD'S GREATEST NEWSPAPER