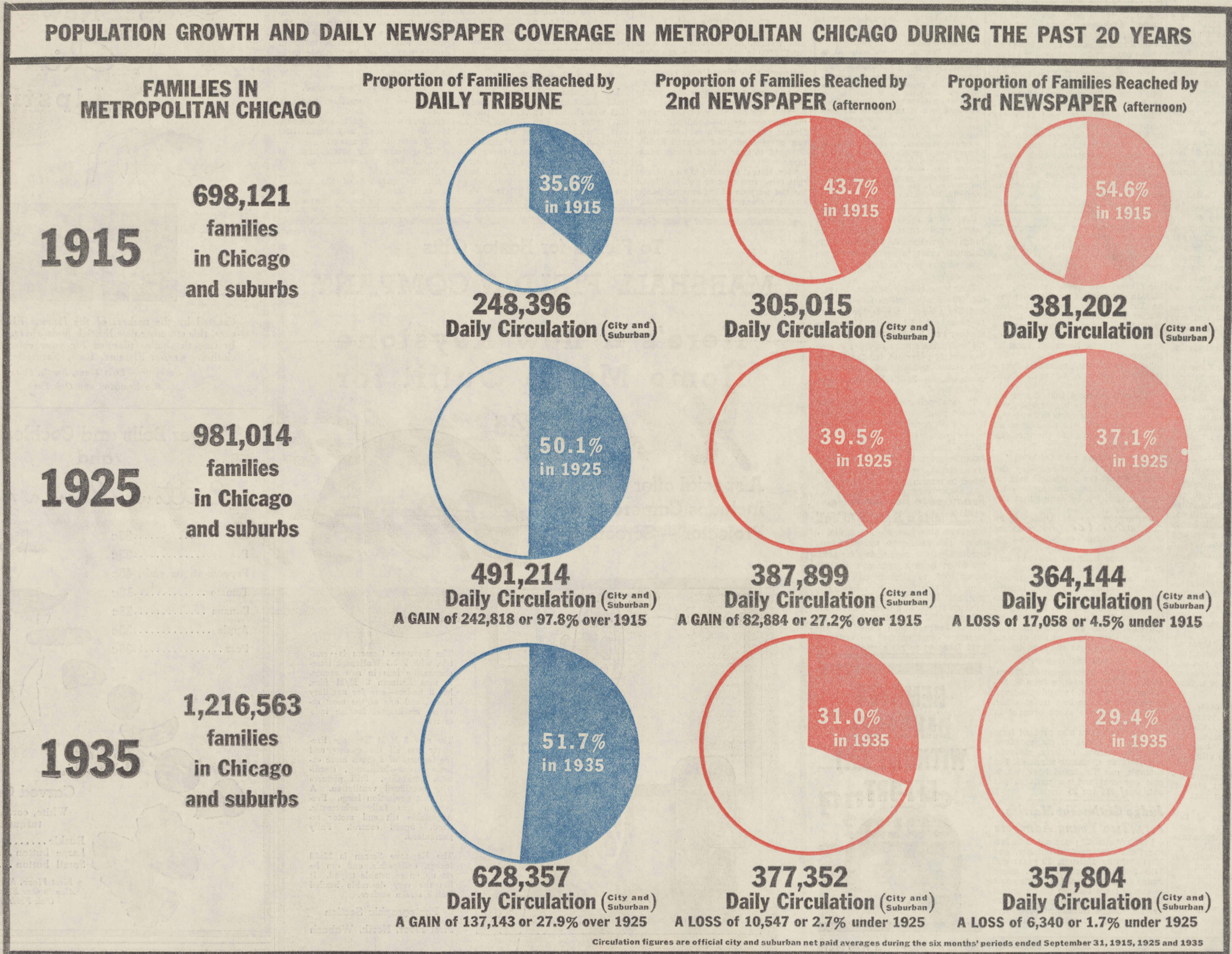


TRIBUNE DAILY CIRCULATION MORE THAN DOUBLES IN TWENTY YEARS!



BEFORE a newspaper can help advertisers to sell their wares, it must be able to sell its own.

Chicago's tremendous growth during the past two decades offered all Chicago newspapers a golden opportunity to win new thousands of readers.

How the Tribune capitalized this opportunity is shown in the charts above. While the Tribune more

than doubled its circulation in metropolitan Chicago, other newspapers failed to keep pace or hold their own.

Chicago today is entering into a new period of expanding opportunities for sales.

To get your share at economical advertising cost, place your advertising in the Chicago Tribune—the newspaper which has best demonstrated its ability to sell its own wares in the rich Chicago market.

Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

AVERAGE TOTAL NET PAID CIRCULATION, FEBRUARY, 1936: OVER 800,000 DAILY; IN EXCESS OF 1,000,000 ON SUNDAY