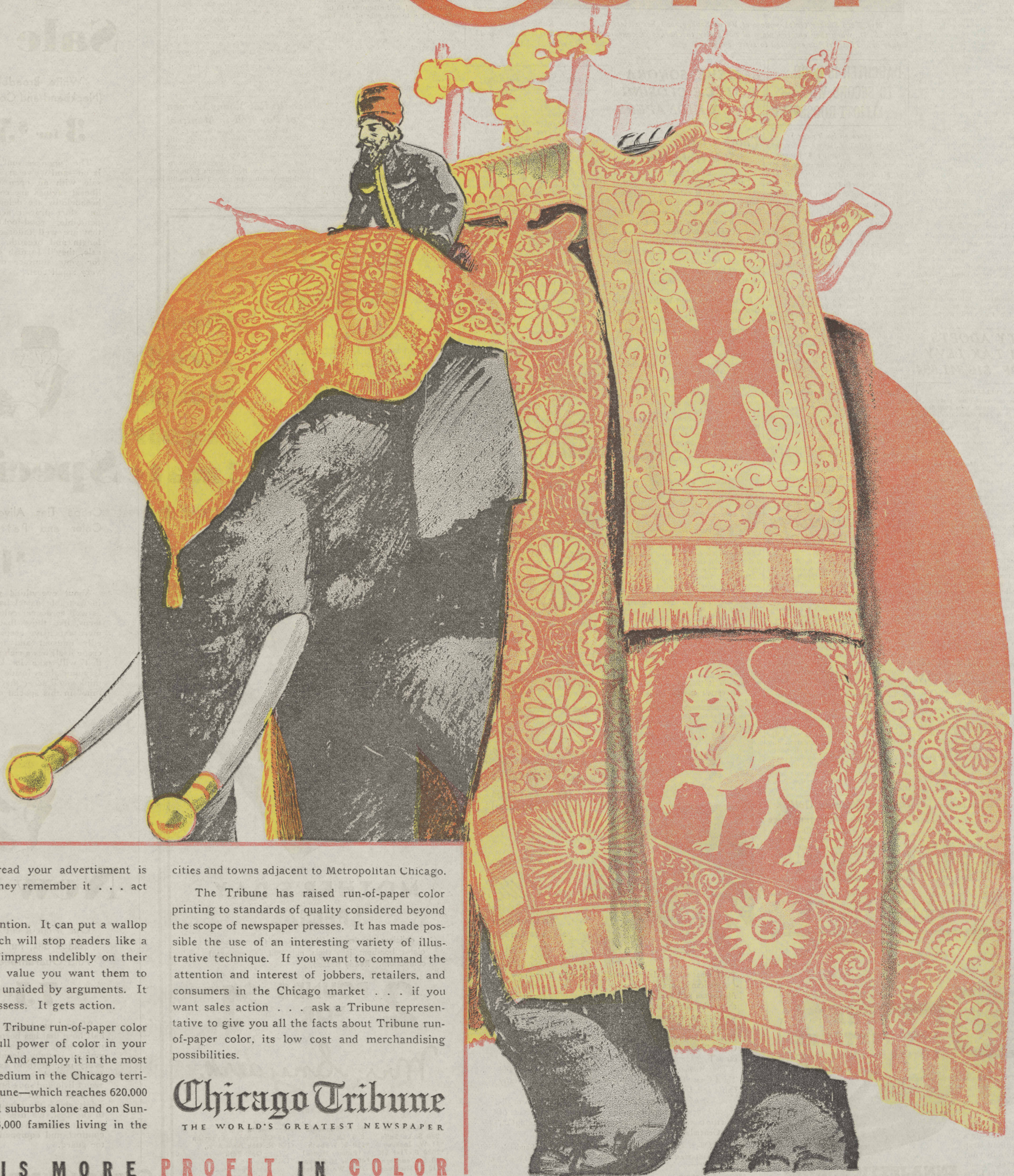


FORCE, POWER, PUNCH

create them with

Color



● Getting people to read your advertisement is important. But will they remember it . . . act on it?

Color compels attention. It can put a wallop into your message which will stop readers like a circus parade. It can impress indelibly on their minds the quality and value you want them to remember. Color sells unaided by arguments. It stimulates desire to possess. It gets action.

Now with Chicago Tribune run-of-paper color you can employ the full power of color in your newspaper advertising. And employ it in the most effective advertising medium in the Chicago territory—the Chicago Tribune—which reaches 620,000 families in Chicago and suburbs alone and on Sundays an additional 243,000 families living in the

cities and towns adjacent to Metropolitan Chicago.

The Tribune has raised run-of-paper color printing to standards of quality considered beyond the scope of newspaper presses. It has made possible the use of an interesting variety of illustrative technique. If you want to command the attention and interest of jobbers, retailers, and consumers in the Chicago market . . . if you want sales action . . . ask a Tribune representative to give you all the facts about Tribune run-of-paper color, its low cost and merchandising possibilities.

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