HISTORY OF U. S. LIFE RECORDED IN ADVERTISING

100 Years Bring Revolution in Growing Art of Advertising

BY CARL WEIDMAN

The Chicago Daily Tribune... The end of the century marked the beginning of an era that would forever change the nature of newspaper advertising. The Tribune, like many other newspapers, had to adapt to the new demands of the advertising age.

In 1896, the Tribune began to publish full-page advertisements, a practice that had been common in other newspapers but was new to the Tribune. This change was due to the increasing demand for advertising space and the need to generate revenue.

The Tribune's advertising efforts were led by Thurlow Weed, who took over as advertising manager in 1896. Weed was a pioneer in the field of advertising and was known for his innovative approach to the art of advertising.

Weed believed that advertising was an art form that deserved to be taken seriously. He believed that advertisers should be treated as artists, and he worked to create an atmosphere in which advertisers could express themselves freely.

Weed's approach to advertising was driven by his belief that advertisements should be designed to sell products, not simply to place ads. He believed that advertisers should focus on the unique qualities of their products, and he worked to create advertisements that would capture the attention of the reader.

Weed's work in advertising was recognized by his contemporaries, who praised his efforts as a pioneer in the field. His approach to advertising was a testament to the power of the printed word and the importance of effective advertising.

By the turn of the century, advertising had become a major source of revenue for newspapers, and the Tribune was no exception. In 1900, the Tribune's advertising revenue was $6,800,000, a significant increase from the previous year.

Weed's work in advertising helped to set the stage for the advertising revolution that would soon take place. His efforts were a testament to the power of the printed word and the importance of effective advertising.