

The newspaper that clicks best with its readers...



MEN—Baseball, football, boxing, racing : : : for vivid, accurate accounts of sports events, fans in and around Chicago depend on the crack reporting of the Tribune sports staff, whose ability to produce what the public wants is further shown by such box office smashes as the Golden Gloves tournaments, the All Star Football game and the All Star Baseball game.



WOMEN—As the result of a definite policy launched long ago, the Tribune attracts Chicago's largest constant audience of women every day of the week. Its pages are deliberately designed to foster women's expanding interests. Its policies have won the confidence of women who, as a result, rely chiefly on the advertising in the Tribune when planning their daily purchases.

clicks best for its advertisers

Because the Tribune is most successful in selling its own product in the Chicago market, it is the medium best able to help you sell yours

HOW SUCCESSFUL a newspaper will be in helping you to sell your product to the public depends on how successful it is in selling its own product.

When it has shown continuous growth... consistently demonstrated vitality throughout the years... you can be sure a newspaper has the acceptance and support of increasing numbers of readers.

In Chicago the newspaper which has succeeded best in widening the market for its own product is the Tribune. Men and women in every income group... Chicago's largest, most responsive audience... are attracted to the Tribune by the scope and quality of its news

reporting, its staunch independence, and its many features, comics, and service departments.

As a result, the Tribune every day of the week makes more than 690,000 individual sales of its own product in Chicago and suburbs. It reaches practically as many metropolitan Chicago families as any two other newspapers combined. Today the Tribune is the only newspaper with majority coverage of all families in metropolitan Chicago.

The Tribune built its circulation, holds it circulation, and continues to increase its circulation because it plays a vital and intimate part in the lives and thinking of the people who read it.

Chicago's retail merchants recognize this plus value in Tribune circulation. They place 53.6% more advertising linage in the Tribune than in any other Chicago newspaper. General advertisers recognize this Tribune "plus" by placing in it 68.2% more advertising than in the second Chicago newspaper.

Your advertising will click best in the Tribune because the Tribune clicks best with Chicago newspaper readers. No matter what you sell—or at what price you sell it—the Chicago Tribune gives you an inside track to America's second greatest market.

Rates per 100,000 circulation are among the lowest in the country

☆ **ALL-TIME HIGH** ☆

857,963

In Net Paid Total Daily Circulation

During the official six-month period ended March 31, 1938, the net paid total daily circulation of the Chicago Tribune set an all-time high for any six-month period on record. The gain over the average for the official six-month period ended March 31, 1937, was 35,477.

City and Suburban Daily Net Paid Circulation Also Set a New Record

694,766

This was a high water mark for any six-month period on record and a gain of 27,560 over the six-month period ended March 31, 1937.

Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

AVERAGE NET PAID CIRCULATION DURING THE OFFICIAL SIX-MONTH PERIOD ENDED MARCH 31, 1938: TOTAL DAILY, 857,963; TOTAL SUNDAY, 1,115,643