The newspaper that clicks best with its readers...

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, columns, and service departments.

As a result, the Tribune every day of the week makes more than 600,000 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 own it.

Chicago's retail merchants recognize this plus value in Tribune circulation. They place 54.6% more advertising lines in the Tribune than in any other Chicago newspaper. General advertisers recognize the Tribune's place 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

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 27,000 over the previous period ended March 31, 1932.

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