



Photo from Underwood & Underwood.

TO SELL DAINTY, FEMININE THINGS: Tribune Rotogravure faithfully conveys their beauty!

A show window where millions SEE your merchandise!

PICTURES! Most persuasive of salesmen! Tribune Rotogravure is pictorial selling. It reproduces with accuracy fine line and brush drawings, detailed photographs, smashing posters! Tribune Rotogravure is selling with pictures to more than

A MILLION SUNDAY TRIBUNE READERS!

Where a glass case attracts the few hundred who hurry by in a day—The Tribune's Rotogravure Show Window attracts over a million at leisure every Sunday!

Whether you're selling evening gowns or household appliances, beauty lotions or sport togs, furniture or food—to interest the most customers in Chicagoland,

ADVERTISE IN CHICAGO TRIBUNE ROTO!



Photo from Anne Shriber. Courtesy the Daylight Bakeries.

"Human interest" to sell food products—Those wise little grins . . . the bread actually before your eyes. New customers know your product when you display it in Tribune Rotogravure.

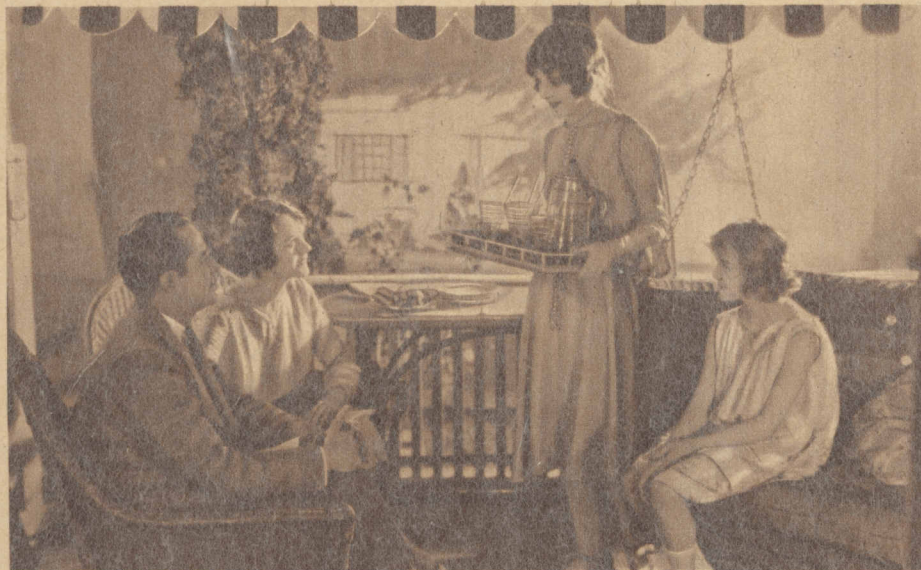
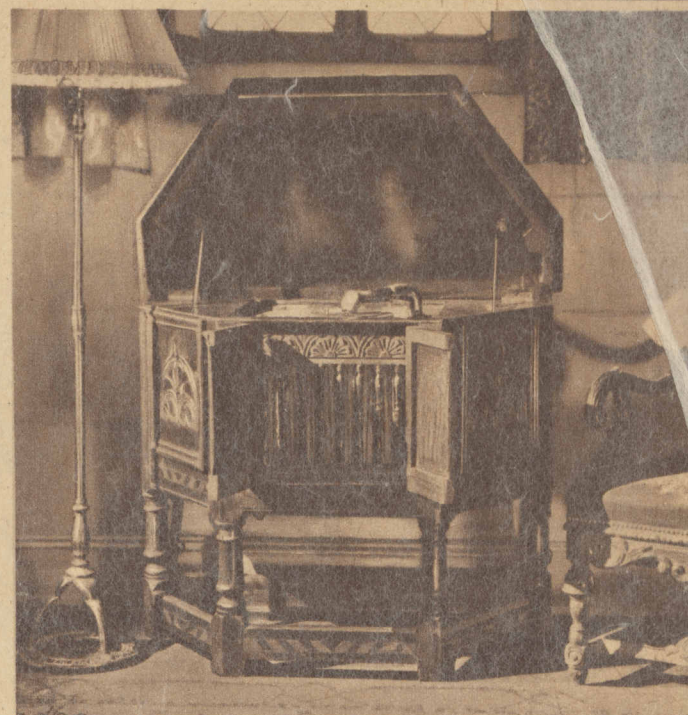


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Delights of summer days . . .
. . . a cool porch under a gay awning . . . a refreshing drink to mock the hot sun . . . summer frocks . . . restful summer furniture—the wide range of tone quality in Tribune Rotogravure makes selling with pictures so successful.



(Photo from Underwood & Underwood)

How it would look at home—
That's what customers want to know . . . **SHOW** them—convincingly, clearly, how it actually looks! . . . with Tribune Rotogravure!



Photo from Underwood & Underwood.

To make her still more lovely . . .
Pictures enhance the message . . . Chicago's feminine world appreciates it—once—in Tribune Rotogravure!



Photo from Underwood & Underwood.

This sort of thing talks right up to man—
With Tribune Rotogravure, the smartest men's shops sell with pictures. Pictorial persuasion!



Photo from Underwood & Underwood.

She'll stop to admire this—"close-up" convince her that she wants "just that" Tribune Rotogravure heightens charm DETAILS.