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!

"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.

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.

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