

# This Is an Anniversary

One year ago today The Daily Tribune announced its reduction in price from 2 cents to 1 cent, effective October 3rd, 1910. At that time The Tribune said:

*"There will be no falling off in size, standard or quality. Instead The Tribune will be larger and better than ever. The Tribune always has been the best. Beginning Monday it also will be the cheapest."*

*"McCutcheon, B. L. T., Briggs, H. E. K., John Callan O'Laughlin, The Marquise de Fontenoy, Prof. Dorsey—a galaxy of stars unequalled in the journalistic firmament—will continue to shine in The Daily Tribune. Other 'stars' have been engaged, new features will be added, and The Tribune will give more for a penny than it has given for 2 cents."*

*"From the time when in its youth, under its first great editor, The Tribune espoused the cause of Abraham Lincoln, The Tribune has belonged to the people. For two generations it has fought the cause of the people, has drawn its strength from the people, has put its faith in the people."*

*"This was never more true than it is today."*

*"The Tribune recognizes that those who would read The Tribune if it were not for the extra burden of price are entitled to and ought to have what The Tribune alone can give them. The Tribune ought to belong to them. The Tribune has the best to give them. They have the best to give The Tribune."*

*"To broaden the service of The Tribune, to make it still more representative, to put at the disposal of every man, woman and child in the community the World's Greatest Newspaper is to follow and to fulfill the intention of its founders and round out the policy of those who for half a century have guided its fortunes."*

Since The Daily Tribune reduced its price, not a single one of its many sources of news has been sacrificed—not one element of its editorial or feature service has been eliminated or even curtailed. On the contrary, the following new features, among others, have been added to The Tribune since October 3d, 1910:

Laura Jean Libbey's "Comment and Advice,"  
October 23, 1910

"The Friend of the People,"  
January 3, 1911

Herbert Kaufman's Editorials, June 11, 1911

Lillian Russell's "Beauty Secrets,"  
June 25, 1911

The Family Magazine Section, June 25, 1911

Free Cut-Outs for Children, July 30, 1911

Marquis of Queensberry on Sports,  
August 22, 1911

Dr. W. A. Evans, "How to Keep Well,"  
September 10, 1911

Free Transfer Embroidery Patterns,  
September 10, 1911

The natural result of the reduction in price and of the addition of these and other features has been a tremendous increase in circulation. The Daily Tribune's present average of better than 240,000 is nearly 40% greater than its circulation before the reduction in price. The Sunday Tribune's present average of better than 350,000 is over 50,000 greater than the average for the calendar year just preceding that in which the reduction in price of The Daily Tribune was made. Naturally, The Tribune is proud of the fact that nearly a quarter of a million people buy it every week day and that one hundred thousand more than a quarter of a million people buy it every Sunday. And yet, The Tribune and its advertisers know that The Tribune's value as an advertising medium is not measured by the number of these people.

The Tribune's strength is now a double strength. For years, subscriber for subscriber, reader for reader, The Tribune produced better results, reached more people with the most money to spend, than any other daily in America. Now, The Tribune not only reaches all the wealthy homes in Chicago, it not only continues to be read by all the leading influential citizens in every business, industry and profession, but it also reaches the workers. It is the one newspaper in all the land which can single-handed introduce a product into a community. It is the one newspaper which can thoroughly cover the morning field for the local merchant and insure him enough readers of enough classes to maintain sufficient trade in all the grades of his merchandise.

The readers of The Tribune are the steady citizens of Chicago; the careful, sane, earnest, dependable people of the city, with the means to purchase all products advertised to them. They believe in The Tribune. That policy which has safeguarded the authenticity of information in the reading columns of the paper, has likewise extended to The Tribune's advertising columns, and quacks and schemers and frauds and misrepresenters have not been permitted to buy space in The Tribune.

Tribune readers have learned from experience that what a Tribune advertiser says is so, or he would not be a Tribune advertiser. They know, too, the tremendous importance of buying advertised goods, the high standards which they represent, the security of purchasing mer-

chandise from responsible houses and under responsible brands. The Daily Tribune and The Sunday Tribune are regarded as Directories of reliable firms. Just as the telephone directory is looked upon as the natural place in which to find a telephone number, just so is The Tribune accepted as the one newspaper which publishes the biggest list of merchants with whose establishments it is safe to deal. Many persons who read another paper as well decide where and what to buy from Tribune advertisements.

The Daily Tribune's 40% increase in efficiency as an advertising medium was recognized on November 21st, 1910, by a comparatively slight adjustment of its display advertising rate and on March 13th, 1911, by a corresponding adjustment of its classified rate. The operation of this new rate was automatic and The Tribune followed its long established custom of recognizing no favorites, the new rate going into effect with every contract upon the day of its expiration. There were no "extensions" of old contracts, nor "private" arrangements with big advertisers. Every Tribune advertiser knows that no competitor of his can secure a better rate for an equal amount of space than he himself pays. Tribune space is sold under this guarantee. Under this policy a confidence is established between The Tribune and its advertising patrons that is vastly more satisfactory than a lurking suspicion that, because the advertiser himself is securing "confidential" favors, some competitor of his may be favored to an even greater degree.

Statistics are dry things at best and in the case of newspapers they do not always reveal the real state of affairs. This is so because the less successful newspapers, in an attempt to swell the volume of their advertising business to a figure more nearly approaching the record of the leading paper, often succeed in producing an apparent increased volume of business by means of cut rates, secret rebates and the insertion of advertising for which no money is received. These and other similar methods are foreign to The Tribune, which sells its space for cash and at one price.

During the year ending yesterday The Daily Tribune alone (exclusive of The Sunday Tribune) has printed 3,477.38 pages of advertising, of which 1,835.96 pages were display and 1,640.28 pages classified or "Want Ads." This is a gain of 152.43 pages of display and 81.52 pages of classified, or a total gain of 233.95 pages over the previous year for The Daily Tribune alone. Also during its first year at the reduced price, The Tribune has welcomed 240 new display patrons to its columns, besides new "Want Ads" too numerous to count. The Tribune printed 1,003,470 Want Ads during the first year at the one-cent-daily price, which was a gain of 47,338 over the previous year. This vast number of Want Ads is more than was printed in the same period by all the other morning papers combined, or by all the evening papers combined.

The Tribune is proud of its achievement of the past year. It has undertaken to maintain The Tribune standard and to meet the whole field on price and quality. It has carefully planned and honestly executed its program. Only its price has been lowered. Its quality has been raised—its scope has grown—its usefulness has been extended—it has held its old readers and made thousands of new friends, and it is gratefully appreciative of the endorsement and support of the many families and advertisers, who have inspired the management to plan an even greater Tribune, a Tribune of even broader service, for the coming year.

## The Chicago Tribune.

### The World's Greatest Newspaper

(Trade-Mark Registered)