

NEWS and comment about The Chicago Tribune, zone marketing, advertising, and Chicagoland...

World's Greatest

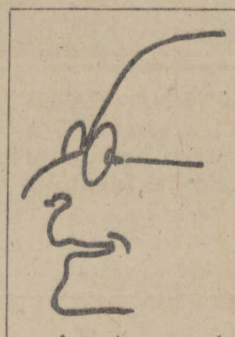
"Formerly it was axiom that competition was the life of trade. Under the methods of the present day, it would seem to be more appropriate to say that ADVERTISING is the life of trade."

PRESIDENT CALVIN COOLIDGE

POETRY AND WHISKERS

SOME day-to-day philosopher remarked that there are no yesterdays in the newspaper business. And added: "And no tomorrows." The City editor cleans the spike on his desk before he starts for home. Today's mail is old stuff when the "dog watch" says good night to the watchman.

But the demise of newspaper effort is not always so sudden. There is a lot of humor and verse in the daily column of Richard Henry Little (officially known as R.H.L.) which refuses sudden death. For years choice bits found only a refuge in readers' scrap books. But now these quips and quirks are published annually in the Line Book (From A Line O' Type Or Two). Last year 162,000 Tribune readers bought these books in Chicago. This year's Line Book came out the first week in December. Chicago now associates it with Christmas. The demand for the 1926 book is much greater than ever before.



A caricature of DONALD OGDEN STEWART, America's leading humorist, who furnishes a weekly humorous article called "The Other Day" in the Rotogravure Magazine Section.

DICK LITTLE is a veteran newspaper writer. The picture of him—upper right—was taken when he was a Japanese prisoner—captured with other war correspondents in the Jap-Russian war. A Jap soldier had charge of the correspondents—about a score of all nationalities. Each day the Jap lined up his prisoners and counted them. After being checked up at one end of the line, Dick would duck around in back and get counted again. The Jap, with one too many prisoners, counted the second time, and Dick would slip back to his original position and the Jap would have one too few. Then he called his sergeant, who always found the requisite number and spoke as sergeants sometimes do to their inferiors. Eventually the Jap soldier was removed. It was called a nervous breakdown.

53 year-old Company increases sales 77% with campaign in Sunday Tribune Magazine

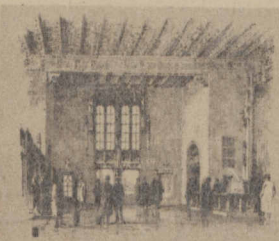


(As most dealers are exclusive in a town, it means the opening

AFTER 53 years of business without advertising, The Union Bed and Spring Company (Masterpiece Springs) accepted a plan presented by The Chicago Tribune. A. M. Steele, sales manager, tells the story:

"Between April 4th, the first appearance of our advertising, and October 1st, we secured 380 new accounts in The Tribune Territory.

up of nearly 380 new towns in the territory.) On the strength of our campaign, we have gone into Nebraska, Ohio and Missouri and opened up 100 new accounts. We have increased the business of our spring department 77 per cent.



In the Lobby of Tribune Tower is a branch of the Tribune's Public Service Office.

"We are wholly sold on The Tribune. We know we are getting reader interest, although our connection with The Tribune is only 8 months old."

The Tribune was the only publication used in this campaign!

The Union Bed and Spring Company use full pages in the Rotogravure Magazine Section once a month. They convinced their sales force of the soundness of their advertising plan, and then merchandised the campaign. The resales, which sold thousands of springs, were called Slumber Parties. If you want further details of this advertising success, write to the Business Survey of the Chicago Tribune.



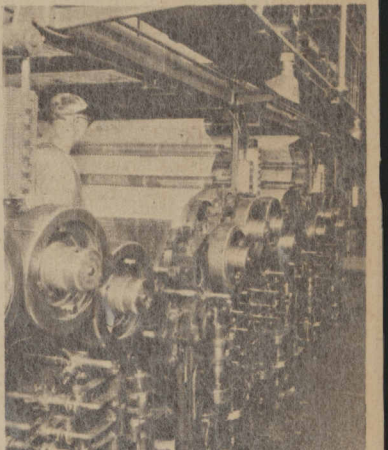
Here is the largest crowd ever assembled at a football game—more than 110,000 at the Army-Navy battle at Soldier's Field, Chicago. Multiply this crowd by TEN and you'll have some idea of the Sunday Tribune's circulation. SEVEN times this crowd is the Daily Tribune circulation.

Coolidge Poetry and Whiskers 53 Year-Old Company Gains 77% in Sales Chicagoland More Tribune Presses One-fifth of America

Newspaper

MORE TRIBUNE PRESSES

TO take care of the constantly increasing Tribune circulation, a new building has been erected just north of Tribune Tower, consisting of three basements and a press room floor. The temporary roof is on a level with the upper driveway of Michigan Avenue. It is 118 feet wide on Michigan Avenue by 132 feet deep on Illinois Street. Twelve new press units have been installed which makes seventy-two units in all, and materially increases the output of the present equipment.



MORE TRIBUNE PRESSES HAVE BEEN INSTALLED AT TRIBUNE SQUARE TO TAKE CARE OF INCREASED CIRCULATION

Later a structure, blending harmoniously with The Tribune Tower, will be erected. Foundations are in.

CHICAGOLAND

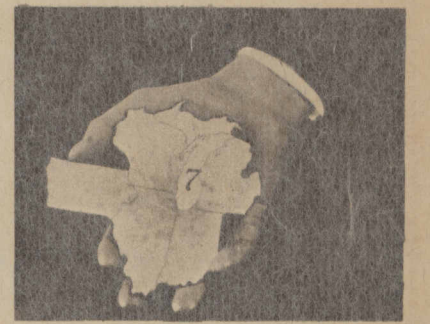


JAMES O'DONNELL BENNETT

TRAVELS through Chicagoland, by James O'Donnell Bennett, made one of the most interesting series of newspaper articles published in The Tribune during 1926. Mr. Bennett visited the shrines, the beauty spots, the busy cities, the great people, and described them as only he can. When spring makes automobile travel more enjoyable than at present, Mr. Bennett hopes to return to his travels, and to include other cities that could not be reached last summer.

One-fifth of America!

The scope of our trading centers, the radius of our market zones, have no counterpart. Every day manufacturers are selling profitable volume in one market, Zone 7, which is Illinois, Indiana, Iowa, Wisconsin and Michigan. Through one newspaper they are reaching 60 per cent of the families in 1,151 towns in the Chicago territory. Through the Chicago Tribune alone they are reaching one-fifth of the buying power of the nation.



Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER