PUT power behind your advertising in Tribune Town. Put your bid for business in Sunday Tribune Roto. Put your product “in the picture” in the most emphatic way. Associate it with the action-news-in-pictures that fills the compact, colorful pages of the Chicago Sunday Tribune’s roto section.

Every Sunday in 7 out of 10 homes in Chicago and in 36% of the homes throughout Tribune Town, there’s a race to be first to get Tribune Roto. It’s read from first page to last—and everything in it is seen—every news picture and every advertisement.

This active interest in the action pictures of Sunday Tribune Roto is what gives such rapid movement to the merchandise it features.

Through Tribune Roto, the W. A. Sheaffer Pen Company increased distribution 49% in metropolitan Chicago and 100% throughout Tribune territory—they increased sales 89% in metropolitan Chicago and 48% throughout Tribune territory. No wonder they said “Sheaffer’s success in the Chicago city territory and throughout the entire seventh zone is the Tribune’s success.”

Belts, the personal belt for women, reported re-orders ranging from 1 gross to 20 gross by State Street stores immediately after one Tribune roto page. One color roto page for Turpo vaporizing ointment paid 48% of its cost in coupon sales alone. From another Tribune roto page, the Ned Wayburn Institute of Dancing got 201 personal calls, 240 telephone calls, 315 letters and 92 enrollments within eleven days.

Get into this action arena on Tribune roto with your merchandise. Accelerate interest the way General Foods has done with Post Toasties—put yourself in a dominant position the way Yardley & Co., Ltd., has. Perfumes, face powders, gloves, automatic stokers, bedding and groceries—they all go places when they go to Sunday Tribune roto.

Get your selling story over to virtually every other family in Tribune Town—to legions of well-fed, well-favored, well-paid Americans you can reach in no other way.

In one color—or in full color—Sunday Tribune roto will present your product and its advantages to over one-half of the families in all towns of 1,000 or more population in Tribune Town—and do it more impressively and more invitingly than any other advertising medium. At a reasonable cost, the tremendous momentum of Tribune roto will make your product stand out and stand up in Tribune Town.

If it’s action you want in Tribune Town, remember it’s Tribune roto for action. Call in a Tribune man and get the proof in facts.