

The



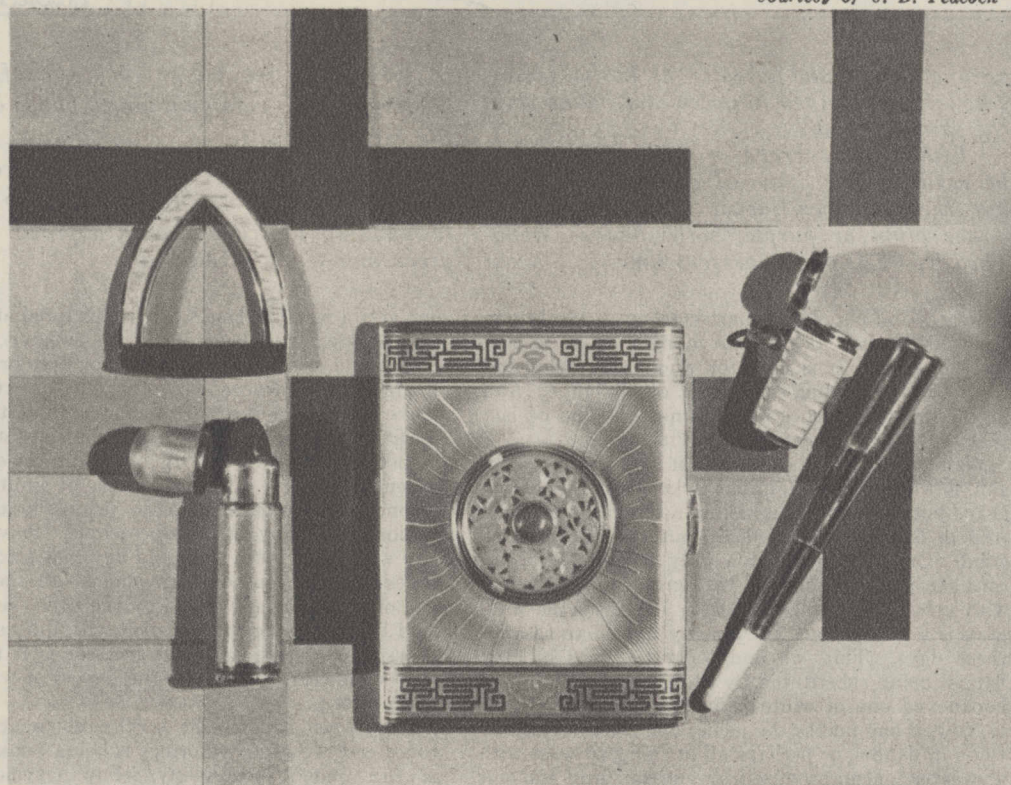
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it!



Arthur Gerlach Photo

Courtesy of C. D. Peacock



Arthur Gerlach Photo

THE Chicago Tribune is the greatest advertising medium on earth. It carries more lines of advertising than any other publication in the world.

One million one hundred and eighty-six thousand families read The Tribune regularly every Sunday. Concentrated in the urban centers of the Chicago territory, they compose a compact, responsive market for products of every kind — a market where distribution is simplified and profits sure.

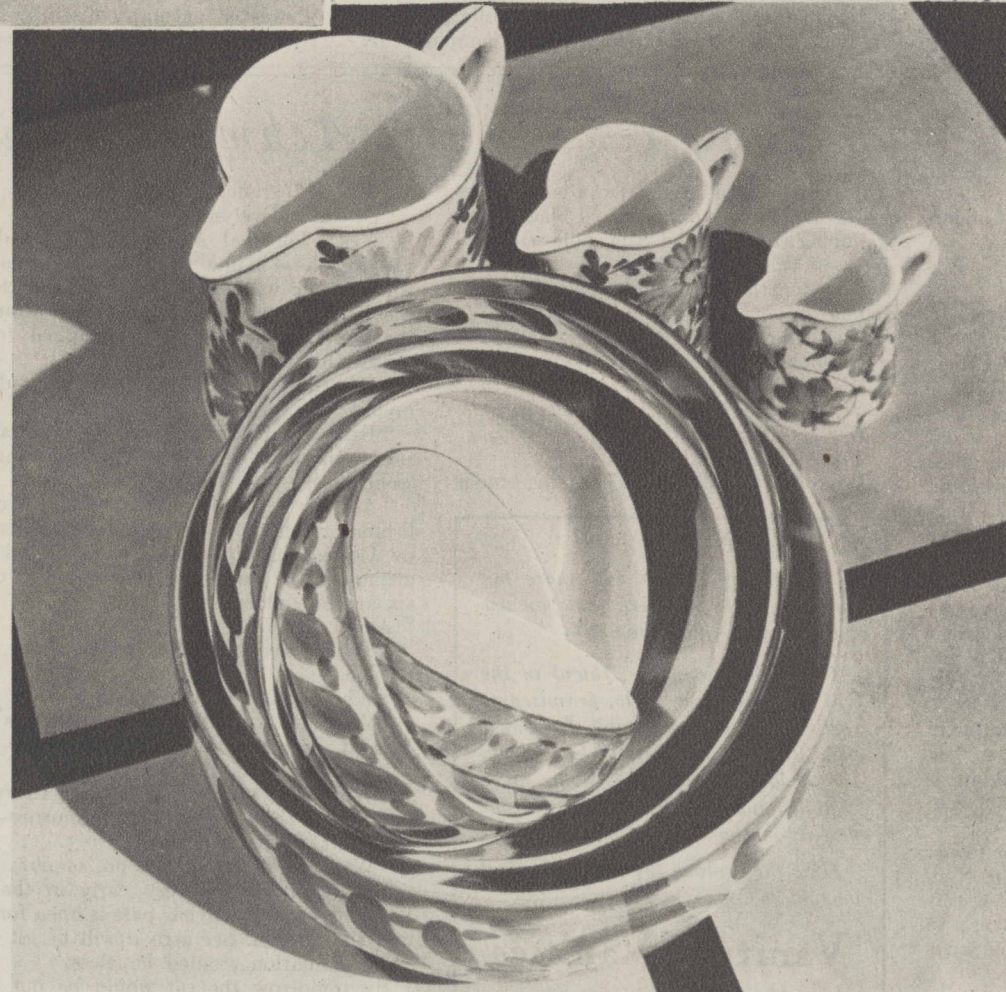
The rotogravure sections of The Sunday Tribune offer advertisers the combined effectiveness of overwhelming circulation and spectacular display. A combination advertisers have found to be the most powerful selling force in existence.

THE appeal of beauty is universally effective. Logic may persuade, in time, but — pictures speak swifter than words.

Rotogravure is the highest type of newspaper printing. It is by far the most beautiful. Originally adopted as an aid to circulation increases, the tremendous appeal of rotogravure was quickly seized upon by alert advertisers as an aid to increased sales. And they have found that the deep rich beauty and soft tonal effects of rotogravure make it one of the most powerful selling forces in existence.

Adapted to products of every type, rotogravure pos-

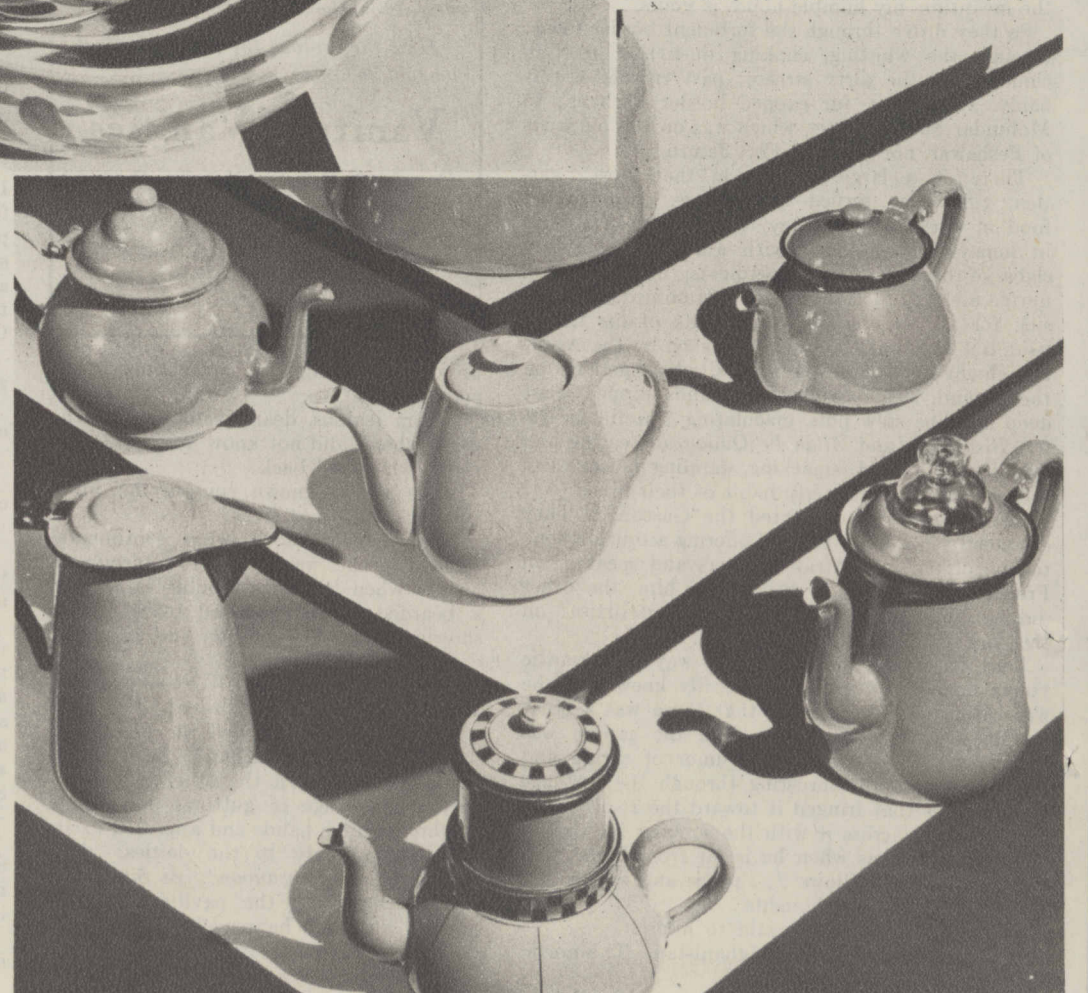
Courtesy of Marshall Field & Company



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sesses the power of pictorial persuasion to an amazing degree. The most difficult subjects are lent a magic quality that instantly creates an almost irresistible desire for possession — that invariably results in rising sales figures.

Courtesy of Marshall Field & Company



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Discover for yourself the sales producing power of this incomparable medium. Add Tribune rotogravure to your advertising schedule, now!



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