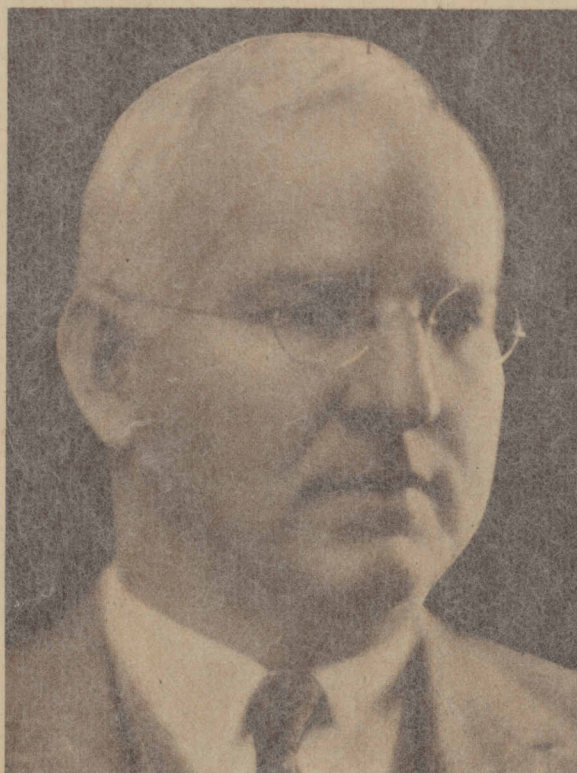


They know about Advertising



A. R. ERSKINE
President, The Studebaker Corporation

"You ask for Studebaker's opinion of the value of The Chicago Territory as a market for our automobiles. This is best answered by the fact that 10% of all Studebakers registered in the United States are located in Illinois, Indiana, Iowa, Michigan, and Wisconsin. Our opinion of The Chicago Tribune as a medium for developing Studebaker sales in The Chicago Territory is evidenced by the fact that The Tribune has received for more money from our advertising appropriations than any other newspaper in the United States."

A. R. Erskine



CHARLES W. NASH
President, The Nash Motors Co.

"About four years ago we began an advertising campaign, using larger space in The Chicago Tribune. It was something of an experiment, so we watched it closely. Sales took an immediate jump and the campaign proved so successful that for the last three years we have conducted a similar campaign in newspapers on a national scale. We have found The Chicago Tribune to be a remarkable selling force in The Chicago Territory. Since we began using large space in The Tribune, our sales have increased enormously."

C. W. Nash



EDWARD S. JORDAN
President, Jordan Motor Car Co., Inc.

"The interesting thing about The Chicago Tribune is that it is something beyond a quantity of circulation. It is a national force."

Edward S. Jordan



JOHN N. WILLYS
President, Willys-Overland Co.

"Willys-Overland advertising in The Chicago Tribune has been distinctly successful. The Tribune covers a very important market in a thorough and effective way for us, as evidenced by the constant increase of Willys-Overland sales in this territory."

John N. Willys



M. E. FORBES
President, The Pierce-Arrow Motor Car Company

"In reviewing the extremely gratifying increase in sales which Pierce-Arrow has enjoyed in Chicago, we are impressed with the marked influence which our advertising in The Chicago Tribune has had in effecting these results."

"The growth of attendance at our showrooms at 2490 South Michigan Avenue can largely be attributed to our increased use of The Chicago Tribune."

"Newspapers which reach extremely large numbers of people are not uncommon in America, but a newspaper like The Chicago Tribune, which reaches an extremely large number of people with above-the-average income, is unique."

M. E. Forbes



E. L. CORD
President, Auburn Automobile Co.

"One of the greatest contributing factors in Auburn's tremendous growth has been Auburn's outstanding success in Chicago. Our sales have increased 275% in the first nine months of 1925 over the same period in 1924. We have attained a volume of \$3,000,000, compared with \$800,000."

"The backbone of Auburn's advertising in The Chicago Territory is The Chicago Tribune, and largely through its dominant influence has this success in Chicago been possible. The Chicago Tribune will continue to present Auburn's story to the Chicago market more extensively than ever before."

E. L. CORD



A. R. GLANCY
President, Oakland-Pontiac Co.

"It seems only fair at this time to recognize the important part more than 2,500 newspapers, and The Chicago Tribune particularly, have played in our advertising program. We have come to regard The Tribune not only as a powerful medium in Cook County, but feel its influence throughout the middle western territory. As a result, The Tribune is purchased for its wide coverage in hundreds of cities where there are Oakland-Pontiac dealers. Naturally these dealers enthusiastically approve the scheduling of advertising in your newspaper."

A. R. Glancy

Here is an unusual advertisement, written by the presidents of seven automobile manufacturing companies: Studebaker, Nash, Willys-Overland, Jordan, Oakland-Pontiac, Auburn, and Pierce-Arrow. It should interest any automobile man and any manufacturer who wants evidence of buying power, Zone 7's prosperity, and a vigorous selling influence.

Chicago Tribune
THE WORLD'S GREATEST NEWSPAPER

