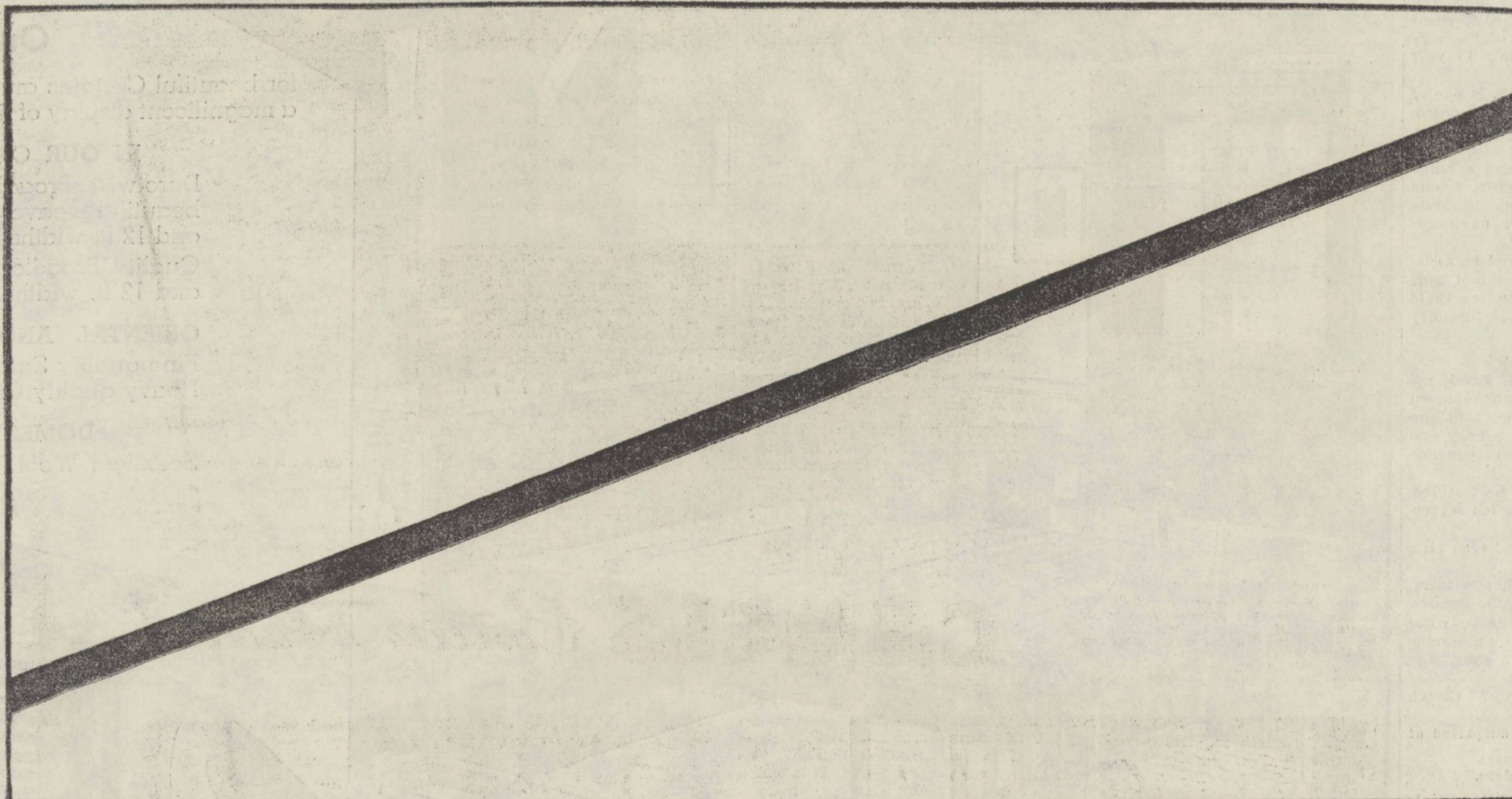


# SUNDAY TRIBUNE CIRCULATION NOW IN EXCESS OF

# 1,050,000

NET PAID

AVERAGE NET PAID  
SUNDAY TRIBUNE  
CIRCULATION  
FEBRUARY, 1935  
in excess of  
**985,000**



AVERAGE NET PAID  
SUNDAY TRIBUNE  
CIRCULATION  
FEBRUARY, 1936  
in excess of  
**1,050,000**

## *a gain of 65,000 over a year ago!*

The net paid circulation of the Sunday Tribune last month was in excess of 1,050,000. This was over 65,000 more than during February, 1935.

More people are reading the Sunday Tribune because it is giving them more for their money.

Because it is publishing a better Sunday newspaper for readers, the Chicago Tribune is building a bigger market for advertisers.

By cutting the cost per reader it is increasing the power of the advertising dollar.

By selling more merchandise for advertisers the Sunday Tribune is increasing the number of jobs for workers.

## Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

NEWSPAPER ADVERTISING IS POINT-OF-SHOPPING ADVERTISING