



*If you're  
not in the TRIBUNE  
you're not in Chicago"*

*"The statistics prove the Tribune's supremacy conclusively. But they do not cover the important and intangible force of the community contact advertisers can obtain only through the Chicago Tribune"*

Figures alone can never tell the epic story of all that the Tribune means to Chicago . . . . and to advertisers in this great midwest market.

The Tribune is singularly "of, for and by" Chicago. Founded 85 years ago by Chicagoans—always published by Chicagoans. Edited by its chief owners . . . . not influenced by remote control, nor expediency. It is committed to a definite, published platform of progress for Chicago. It is relentless and fearless in fighting for

Chicago's welfare. It is the traditional weapon against treachery toward the public, the militant representative of Chicago's progressive citizenship. In consequence it is heartily admired by hosts of Chicagoans, bitterly hated by some, ignored by none.

It is a paper of broad appeals. It is a class paper, and a mass paper in one. It is a woman's paper and a man's paper. It is a dignified paper and an entertaining paper. It is Chicago's chosen paper, and Chicago's heeded voice.

Certainly circulation coverage is important, and the Tribune has it, as a result of its independence, aggressiveness and courage. But of far greater importance is the favorable *community contact* which it gives advertisers.

The Tribune supplies both coverage and contact . . . . . coverage as indicated by: over 815,000 circulation daily, over 1,000,000 Sunday, over 155,000 more daily circulation in Chicago and suburbs than any other daily newspaper, over 159,000 more Sunday circulation in Chicago and suburbs than any other Sunday paper, more home delivered circulation than all other papers combined.

. . . . . and *community contact* as indicated by the Tribune's commanding position as a responsible institution in the life of Chicago and the midwest.

This makes the Tribune a living, vibrant force, harnessed to carry merchandise into the homes of its readers in far greater quantity than can be measured by any statistical yardstick.

Experienced advertisers have created a phrase to describe the Tribune's position in this rich metropolitan area. "After all," they say: "if you're not in the Tribune you're *not* in Chicago."