

Why The Chicago Tribune Frequently Prints More Advertising Than the Three Other Morning Papers Combined

THE TRIBUNE'S volume of advertising in the month of September, just past, exceeded the September record of any other year in THE TRIBUNE'S history.

This volume—3,745.67 columns are the official figures—was within 320.52 of as much advertising as was printed in the same month by the three other Chicago morning papers *combined*.

On nine days, namely, September 2, 9, 10, 16, 17, 18, 23, 24 and 29, THE TRIBUNE actually printed more advertising than the three other Chicago morning papers *combined*, the excess of THE TRIBUNE over the *combined* total of the three others being 100.57 columns for these days.

The overwhelming leadership of THE TRIBUNE is due simply to an increasing recognition of the true value of TRIBUNE advertising space, even yet not thoroughly appreciated by all our customers, actual and potential.

The prime element of this value lies in the fact that the character of THE TRIBUNE, as a newspaper, attracts to it a very large number of the kind of people most desired as customers by the vast majority of merchants and manufacturers.

Having, then, the basic value of ability-to-buy, THE TRIBUNE has striven long, earnestly and successfully to turn ability into receptiveness, and thence into a prompt, confident responsiveness that today typifies the attitude of the average TRIBUNE reader toward advertising—in THE TRIBUNE.

In this responsiveness which, we firmly believe, is not found to an equal degree among the readers of any other publication printing advertising, lies the secret of THE TRIBUNE'S leadership.

It has taken hundreds of thousands of dollars of our own space and space in other publications, filled with reiterated expositions of the economic value of reading and buying from the advertisements in THE TRIBUNE, to win the attention of readers to the degree that has given THE TRIBUNE a national reputation for paying advertisers. It is a fact that many people who read other newspapers in addition to THE TRIBUNE, do all their buying from TRIBUNE advertisements.

It has required a strict censorship and the rejection of hundreds of thousands of dollars of advertising to establish the degree of confidence that produces unhesitating patronage of those advertisers whose announcements we are willing to set before our readers.

If none of the newspapers in Chicago made any effort to secure advertising, THE TRIBUNE'S share would be even greater in proportion than it is at present. If ability to produce results were the sole criterion—as indeed it should be—advertisers would feel more at liberty to exercise their natural preference and would profit accordingly.

Whether you seek to sell pins or palaces, so they be worth the price you ask, TRIBUNE readers will buy.

The Chicago Tribune

The World's Greatest Newspaper

(Trade Mark Registered)