

GROWTH

Newspapers constantly reach out for new readers. In the realm of journalism, as in life, the ability to grow and to progress distinguishes the quick from the dead.

In this vital matter of growth, no other Chicago daily newspaper has kept pace with the Tribune.

The Tribune during the past twelve years has *gained* more daily circulation than the Chicago newspaper second to the Tribune in advertising volume has in all its 53 years of existence.

Twelve years ago in November, 1917, the Tribune on weekdays was reaching 364,501 families. The total circulation of the next Chicago paper for the same month was 377,380.

By November of this year, the Tribune's circulation had grown to 855,350—a sheer gain of 490,849. On the other hand, the next paper's total circulation during November, 1929, was 466,180—or 24,669 *less* than the Tribune's gain!

Growth constantly adds robust, youthful vigor to Tribune circulation. This means constantly increased power for Tribune advertisers. CARRY ON WITH THE TRIBUNE.

Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

Total Average Circulation,
November, 1929:

DAILY
855,350

SUNDAY
1,206,989