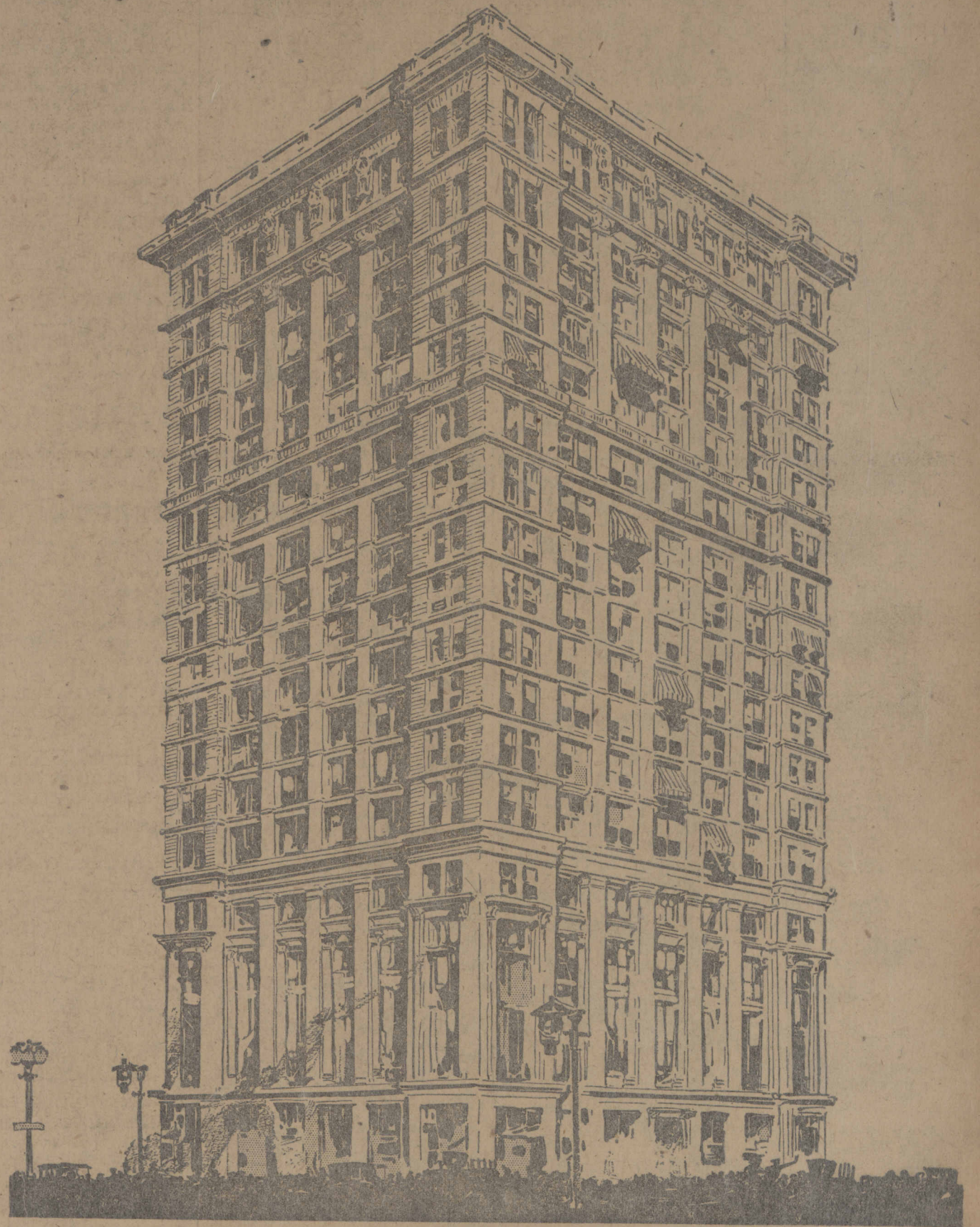


**1921**  
**Will Reward**  
**FIGHTERS**  
 Seven Pages  
 This Is No. 5



THE CHICAGO TRIBUNE occupied this building from 1847 to 1851. It also used three other and larger buildings previous to the fire of 1871. The present Tribune Building was built in 1902, and housed most of The Tribune until last month, when the greater part of the editorial, mechanical, and circulation departments were moved into the new Tribune Plant on North Michigan Avenue.

## The Tribune Building Is Still Headquarters for a Force of Business Builders



THE NEW PLANT at Michigan and Austin avenues is not large enough to hold the entire Tribune force. Rotogravure and color sections of The Sunday Tribune are printed on their own presses in a specially constructed building on Ontario street near the lake. There are great barns and garages which house more than one hundred delivery vehicles. There is a warehouse full of paper. And The Tribune Building at Madison and Dearborn streets still throbs with Tribune activities.

The presses in the basement at Madison and Dearborn are still in use to supplement those at The Plant. The want ad office remains in the location which has proven so convenient and serviceable for the public. An assistant city editor is stationed in this office as a link between the editorial department and the loop.

In addition to the big space on the street level and scattered offices on upper floors, the advertising department fills the entire fifth floor. The accounting departments occupy the sixth floor.

The advertising department of The Tribune is a unique and highly specialized organization built to render the utmost service to advertisers. For instance, The Tribune several years ago began preaching that manufacturers should not advertise in advance of distribution. The policy of attempting to force the public to force dealers to stock goods was held to be fundamentally unsound. The Tribune, on the other hand, advocated that dealers be persuaded to stock goods because they would be advertised by the maker.

The Tribune has expended hundreds of thousands of dollars to smooth the path of the advertiser seeking to obtain distribution in line with this policy.

THE TRIBUNE'S advertising department analyzed Chicago into 48 logical sales districts. A card catalogue of the dealers in each of ten lines in each of these 48 districts has been compiled and is kept up to date. There are thus available for the use of manufacturers' salesmen 480 lists of retailers, each in route order, and each for a district with definite, known characteristics.

For seven years the advertising department of The Tribune has published The Co-Operator, a monthly trade journal circulated among 15,000 Chicago retailers. From the standpoint of circulation or from the standpoint of the editorial material it contains, this is the leading publication in its field. Its object is to educate retailers to an appreciation of the service rendered to them by the advertising of manufacturers.

Members of the Business Survey have investigated actual conditions in the Chicago market concerning the sale of hundreds of products. During recent months these investigations have dealt with antiseptics, baking powder, chocolate bars, hair nets, honey, nail polish, pancake flour, oil, soap, sardines and spark plugs. Tribune salesmen of national advertising are picked from the force which makes these investigations. They are therefore men who have been in close touch with market conditions.

When Tribune advertising is relied upon to create a demand for a new product in the Chicago market a Tribune service man is assigned as advisory sales manager. He assists in organizing the sales crew, drills the salesmen in the use of advertising to secure orders, routes them through the various districts, checks up on the daily progress made and co-operates in overcoming the merchandising difficulties which invariably develop.

Tribune solicitors of national advertising are fitted by this foundation of practical experience to counsel with the manufacturer and to see his sales problems from his angle. They need not talk vaguely of the marvelous powers of advertising, nor bewilder him with statistics of circulation and agate lines. They know what can be done to sell his goods, how to do it, and what it will cost.

WHEN THE TRIBUNE Building pictured above was opened, there were only seven persons in the advertising department. Today there are 236. These are distributed among the following departments: Classified—Local Stores—Autos, Trucks and Accessories—National Advertising (with offices in New York, Los Angeles, London and Paris, as well as Chicago)—Financial and Real Estate—Schools—Hotels and Resorts—Amusements—Order—Business Survey—Copy and Art. In each of these departments are experts competent to assist advertisers in making most profitable use of Chicago Tribune prestige and Chicago Tribune circulation of 450,000 Daily and 800,000 Sunday.

MAINTENANCE of The Tribune offices at Madison and Dearborn streets will be a distinct service to the public. The Tribune receives more than three million pieces of mail annually for delivery to "box number" want advertisers. In other words, it serves more people than the postoffices of many cities. The Tribune has in mind that service to the public is one of the most effective weapons in business warfare when it states that 1921 will reward fighters.

**The Chicago Tribune**

THE WORLD'S GREATEST NEWSPAPER