

Editorial *POWER* MEANS Advertising *POWER!*

Pictured here is the Tribune's Chicago staff of reporters, feature writers, artists, photographers and editors who, every day of the year, bring to the people of Chicago the finest service delivered by any newspaper. Wars and sports, business and politics, society and social issues, fashions and cookery—every important development about which readers want to know is expertly reported and presented by these and other Tribune men and women throughout the world.

That the Chicago Tribune staff knows what people want and provides it with unequalled brilliance is proved by the fact that from 242,000 to 477,000 more families in Chicago and suburbs read the Tribune than read other Chicago newspapers. That the greater appeal of Tribune news, comics and features builds greater response for advertisers is proved by the fact that the Tribune prints 66% more advertising than is printed by any other Chicago newspaper.



TO PRODUCE for its advertisers, a newspaper must first produce for its readers. Its success as a selling medium follows the success with which it sells itself.

In Chicago, the Tribune plays a vital and intimate part in the lives and thinking of Chicagoans because it prints the news—completely and without compromise. Readers like the vivid way news is written and illustrated in the Tribune. And they know that no other newspaper can match the Tribune's ninety-one year record of aggressive action in advancing their interests.

More than 690,000 families in Chicago and suburbs—from 242,000 to 477,000 more than read other Chicago newspapers—turn to the Tribune every day of the week for accurate reports of events. They welcome it into their

Advertisers get maximum results from their expenditures for Tribune space because the Tribune has built—and holds—unparalleled reader interest

homes as a familiar friend. They rely on its service departments for guidance in choosing clothes, preparing meals—for help in practically every problem.

Reader interest starts on page one and carries right through. News, cartoons, comic strips, photographs, features—the finest that money can buy—are distributed throughout the Tribune so as to get high traffic for every page. Makeup invites and steps up attention.

As a result, the Tribune is Chicago's first newspaper—and, measured by volume of circulation and intensity of

reader interest, it is the dominant selling force in this market.

It is the only newspaper with majority coverage of the families in metropolitan Chicago. It reaches practically as many city and suburban families as any two other Chicago newspapers combined.

Retail merchants in Chicago recognize the power of the Tribune by placing in it 63.5% more linage than in the second Chicago newspaper. General advertisers place in it 49.9% more linage than in the second paper.

Regardless of the product you sell—to whom it sells—for what it sells—the Tribune is the logical medium around which to build your advertising program for Chicago. Advertising rates per 100,000 circulation are among the lowest in America.

Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

AVERAGE NET PAID CIRCULATION DURING THE OFFICIAL SIX-MONTH PERIOD ENDED MARCH 31, 1938: TOTAL DAILY, 857,963; TOTAL SUNDAY, 1,115,643