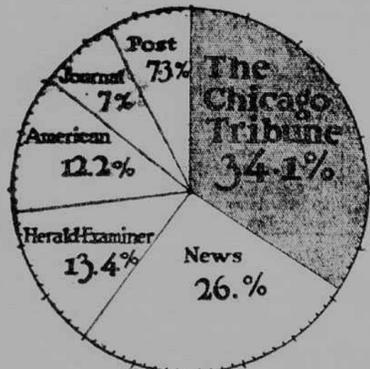


The TRIBUNE is first in Chicago



Division of all advertising in Chicago newspapers in 1921.

NO manipulation of figures, elimination of lineage on technicalities, or arbitrary selection of certain days in the week is necessary to support the claim of The Chicago Tribune that it is first in Chicago. The reports of the *Advertising Record Company*, an independent audit company whose figures are universally accepted, for 1921 show that The Chicago Tribune led all other Chicago newspapers in *local* advertising, in *national* advertising, in *want* advertising, and of course in *total* advertising. The Chicago Tribune was first in 38 out of the total of 55 display classifications.

The Tribune was first in

Advertising	Hardware	Printing and Stationery
Automobiles	Heating and Ventilation	Public Utilities
Building Materials	Hotels and Restaurants	Publishers
Cleaners	Laundries	Railroads
Clothing	Mineral Waters	Railway Supplies, Foundries, etc.
Confectionery	Musical Instruments	Rubber Heels
Educational	Office Equipment	Song Publishers
Filters	Opticians	Sporting Goods
Financial	Paper	Tobacco
Fixtures	Paints, Wall Paper, Etc.	Tractors
Florists	Pens	Travel and Resorts
Foreign Trade	Photographers	Trunks, Bags, etc.
Furniture		
Groceries		

The News was first in

- Churches
- Department Stores
- Dental *
- Disinfectants and Exterminators
- Household Utilities
- Slip Covers

*Not accepted by The Tribune.

The Post was first in

- Art
- Undertakers
- Warehouses

The Herald-Examiner was first in

- Amusements
- Coal
- Medical
- Motion Pictures
- Physical Culture
- Poultry, Live Stock and Feeds
- Toilet Preparations

The American was first in

- Jewelers

Total lineage in columns of advertising printed in Chicago newspapers in 1921:

	Tribune	Herald-Examiner	News	American	Journal	Post
Local Display	40,387.63	19,655.45	36,971.44	21,136.64	11,565.34	12,735.99
National Display	12,717.40	7,418.29	7,392.25	5,388.87	3,042.75	2,583.24
Classified (Want Ads)	23,598.28	3,045.23	13,975.22	870.37	1,072.13	1,302.18
Total columns	76,703.31	30,118.97	58,338.91	27,395.88	15,680.22	16,621.41

Follow the Department Stores

OF THE six classifications in which *The News* leads the field in Chicago, the most important is department store advertising. If your merchandise is destined for basement sales, you will be interested in the supremacy of *The News* in that line. If your product is all-year, "up-stairs," standard merchandise seeking a steady demand at a regular price, you will be interested to know of *The Tribune's* lead in this class of advertising from Chicago department stores.

The *Advertising Record Company's* analysis of department store advertising for 1921 (copy sent on request) covering the advertising of Marshall Field & Company, Carson, Pirie, Scott

& Co., Mandel Brothers, Charles A. Stevens & Bros., The Boston Store, The Fair, Rothschild & Co., Hillman's, The Hub and Maurice L. Rothschild—the ten big State street stores—shows that *The Tribune* led all other newspapers in department store advertising of merchandise sold above the basement. *The News* led in basement advertising.

The *Tribune's* *BOOK of FACTS* on markets and merchandising will be sent free to any organization requesting it on business stationery. Address our Eastern Advertising Offices, 512 Fifth Ave., New York.

