

The total newspaper consumption of Canada with its hundreds of newspapers is two hundred and fifty (250) tons per day, according to the Canadian Export Paper Company.



Six hundred (600) to seven hundred (700) tons of paper are consumed in printing each issue of The Chicago Sunday Tribune—The World's Greatest Newspaper.

The Weight of Space in The Chicago Tribune

Tangible Weight

Advertising "space" in The Chicago Tribune is not ethereal nor unsubstantial; it is not blue sky; it is not a mere by-product to be sold for what it will bring. It is a definite manufactured commodity that can be weighed and measured like steel ingots.

You may rent "space" in a building and secure nothing but temporary use of property which continues thereafter in the possession of the owner. But when you buy "space" in The Chicago Tribune a certain amount of property is devoted in perpetuity to your exclusive use.

A single page ad in The Chicago Sunday Tribune necessitates the use of more than ELEVEN THOUSAND (11,000) POUNDS of paper, and one hundred and sixty (160) pounds of ink. The Chicago Tribune takes these FIVE AND ONE-HALF TONS of material and prints thereon for you SEVEN HUNDRED THOUSAND (700,000) copies of your message.

It binds your message closely with the news, local, national, and foreign—news events only a few hours old—news for which every thinking man and woman, every advertising prospect, within hundreds of miles of Chicago is eagerly waiting.

Under tremendous pressure of time, with the assistance of hundreds of high paid experts and expensive machinery, The Chicago Tribune prints and distributes your message between sunset and sunrise throughout the most desirable market in the world.

The mere bulk raw material which The Tribune uses in preparing your ad is worth hundreds of dollars as it lies inert in the warehouse. Tribune advertising is a manufactured commodity and Tribune advertising rates are based on cost of manufacture, but the value of Tribune advertising is quite beyond calculation.

Intangible Weight

The magic of the printing press and the prestige of The World's Greatest Newspaper transmute your advertising copy into an influence of incredible power. Through Chicago Tribune advertising you have the privilege of sending a message within twenty-four hours into one-fifth of all the homes in the five great states of Illinois, Indiana, Iowa, Michigan and Wisconsin. Through The Chicago Tribune you can talk to hundreds of thousands of people any morning and every morning through a medium for which they gladly pay more than they pay for anything else they read.

Write on your business stationery to our eastern advertising office at 512 Fifth Avenue, New York, for copy of TANGIBLE CIRCULATION

Professor William F. Ogburn of Columbia University, testifying recently before a federal judge, stated that the average family of \$2,500 or less annual income spends \$8.85 to \$12.98 a year for newspapers and 43 cents to \$1.62 a year for magazines. But the average Chicago Tribune family spends at least \$10.00 a year for The Tribune alone.

A certain manufacturer bought a double page ad in The Chicago Tribune. The replies immediately received threatened so far to overtax the utmost capacity of his plant that he took them to the largest bank in Chicago. This showing was a big factor in inducing the bank to ADVANCE ENOUGH MONEY TO SECURE A BIG, NEW FACTORY.

In short, the actual tangible weight of Chicago Tribune advertising space in pounds and tons is enormous, but it is insignificant compared with the intangible weight, the weight which a message through The Chicago Tribune has in the minds of Chicago Tribune readers.

Tangible Circulation

Chicago Tribune circulation has been subjected to most minute analysis so that every advertiser may know just where each ounce of his five tons of paper stock goes. A forty-four page book has been prepared to show Chicago Tribune circulation from every angle. It contains practically no text, but is a solid mass of statistics and maps. Probably no such comprehensive picture of the circulation of a great newspaper has ever been published before.

Chicago Tribune circulation, Daily and Sunday, in every one of SEVERAL THOUSAND towns is listed. This circulation is then shown by counties, by states and by zones. It is listed in detailed tabulations and pictured on maps.

If you spend money for advertising, you will not find this booklet dry, even though it is a compilation of cold, hard facts. If you spend money for advertising, you will realize that it marks a big step toward giving advertisers complete and accurate information as to the commodity they buy.

People call The Chicago Tribune "The World's Greatest Newspaper." The advertising department of The Tribune is striving to live up to this name by selling advertising on the highest ethical basis of unlimited, accurate information, and efficient, ungrudging service.

This booklet, "Tangible Circulation," proves that Chicago Tribune advertising is worth every cent The Tribune asks for it.

The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

Circulation Now in Excess of 400,000 Daily and 700,000 Sunday