



EDITOR & PUBLISHER



1884 THE FOURTH ESTATE 1932

SUITE 1700 TIMES BUILDING, NEW YORK
42ND STREET AND BROADWAY.

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NEW YORK, N. Y., MARCH 5, 1932

10c. Per Copy

Do You use these 7 tests when you buy advertising in Chicago?

- | | |
|---|-------------------------------|
| 1 | CITY AND SUBURBAN CIRCULATION |
| 2 | COVERAGE OF PURCHASING POWER |
| 3 | HOME-DELIVERED CIRCULATION |
| 4 | TOTAL CIRCULATION |
| 5 | RETAIL ADVERTISING VOLUME |
| 6 | GENERAL ADVERTISING VOLUME |
| 7 | CLASSIFIED ADVERTISING VOLUME |

THESE seven checkpoints go right to the heart of newspaper values. They reveal the success of a newspaper in its first purpose—selling news.

They record the ability of a newspaper to promote the sales of advertisers.

They constitute the most dependable measure of the value of space, of advertising responsiveness. The newspaper which best meets the seven-point check list gives you the greatest value for your money.

By these basic tests, applicable to all newspapers, the Chicago Tribune is supreme among Chicago newspapers.

The Tribune has 150,000 more city and suburban circulation than any other Chicago newspaper. 32% more.

Four out of every 7 families in the metropolitan area read the Tribune. Here is penetration deep into every income level of consequence to advertisers. The best grip on the greatest buying power.

The Tribune has 57% more circulation than any other Chicago newspaper in the city's

25 better residential districts. 67% more in the prosperous suburban communities.

More men and women in metropolitan Chicago step up to newsstands and buy the Tribune than buy any other Chicago newspaper. More people take it at their homes than take all other Chicago newspapers combined.

In the entire Chicago territory there is no newspaper, no magazine, which has the influence and the responsiveness which the Tribune commands for advertisers seeking to get sales in this key market.

Last year the Tribune was the backbone of retail advertising in Chicago. State Street stores seeking mass response, exclusive shops, merchants who clock store traffic, check daily receipts, found their most productive advertising medium was the Tribune. Placed in it more lineage than in any other Chicago newspaper.

Let a Tribune representative help you get the greatest value out of every dollar you plan to spend in the Chicago market in 1932. Ask to have him call.

Eastern Adv. Office
NEW YORK
220 E. 42nd St.

Southern Adv. Office
ATLANTA
1825 Rhodes-Haverty
Bldg.

Chicago Tribune

WORLD'S GREATEST NEWSPAPER

New England Adv. Office
BOSTON
718 Chamber of
Com. Bldg.

Western Adv. Office
SAN FRANCISCO
820 Kohl Bldg.

Average Total Circulation for the Month of January, 1932: Daily, in excess of 800,000; Sunday, over 1,000,000