

"Behold the burning glass, my son:  
It gathers up the sickly rays  
Of light and binds them into one  
That's strong enough to make a blaze.  
You fix on some objective spot  
(In terms pedantic: 'locus'),  
And there'll be smoke when you have got  
The focus."

GEORGE HORTON.

# FOCUS HERE

## You Western Manufacturers

Your "burning glass"—The Chicago Tribune.  
Your "locus"—The Chicago Territory.

The district within 300 miles of Chicago radiates enduring prosperity—not the prosperity of war orders but of big crops, productive mines, valuable forests and a busy people producing necessities for the whole world.

Domination of these five rich states is an end more to be desired than "national distribution," and domination of these states can be achieved with advertising that is the acme of efficiency and economy. Waste circulation is a thing of the past for the advertiser who uses The Chicago Tribune.

**In Chicago and suburbs—3 out of every 5 families read The Chicago Tribune.**  
**Within 100 miles of Chicago—1 out of every 2 families read The Chicago Tribune.**  
**Within 200 miles of Chicago—1 out of every 4 families read The Chicago Tribune.**  
**Within 300 miles of Chicago—1 out of every 5 families read The Chicago Tribune.**

### An Irresistible Selling Force

Although The Chicago Tribune has overwhelming circulation and powerful influence over its highly readable class of readers, it does not rely upon these things alone to produce results for advertisers. A considerable force of men has been employed by The Chicago Tribune for years in the study of the Chicago market. At enormous expense The Chicago Tribune has analyzed this market and done everything possible to standardize the sale of advertised products here.

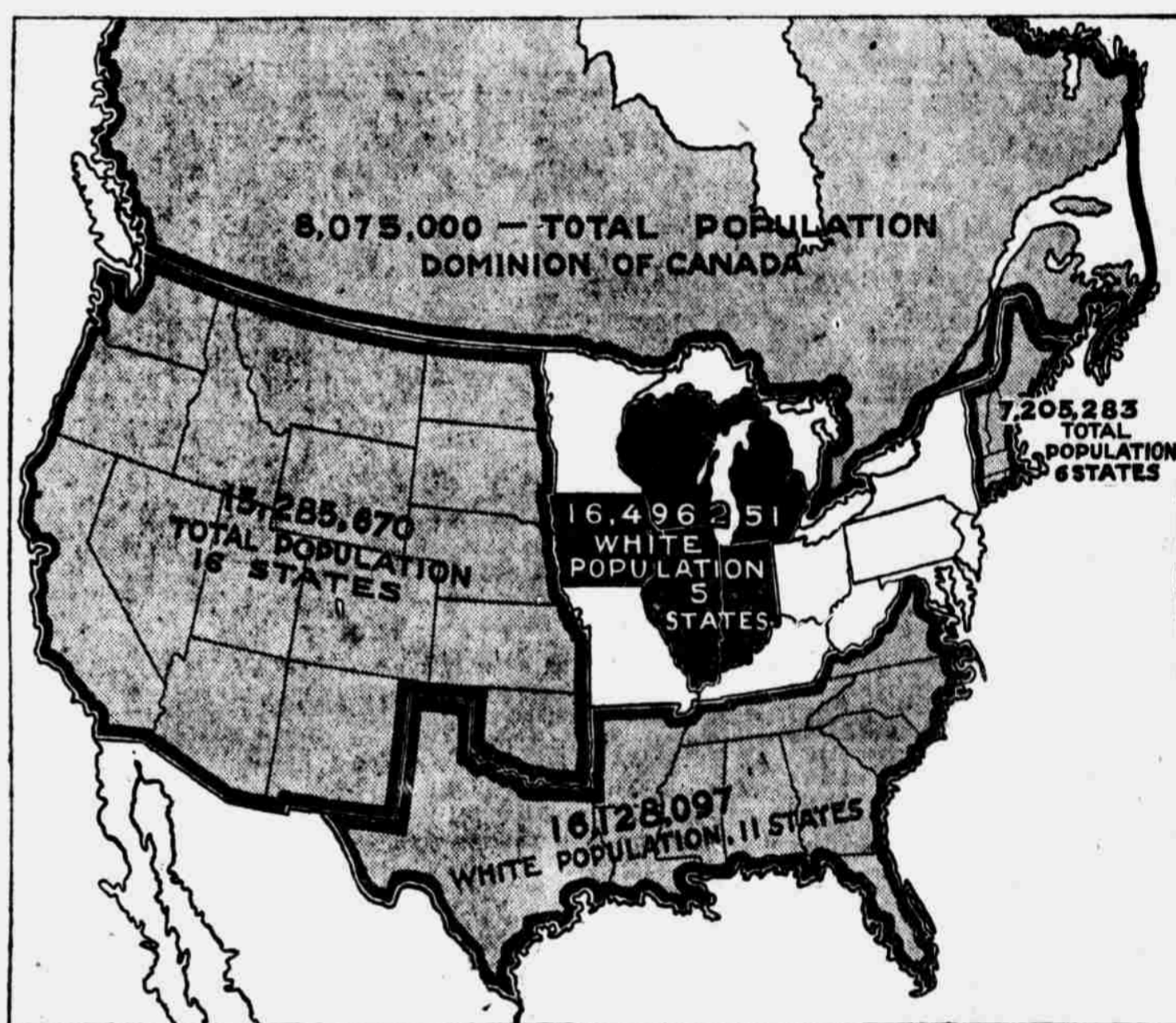
The Tribune considers it a wanton waste of money for a manufacturer to advertise a product distributed through the retail and jobbing trade until that trade has been supplied with merchandise to take care of consumer demand when it is created. Therefore, The Chicago Tribune has provided a system for securing comprehensive distribution among jobbers and retailers before a single line of advertising is run. The following incident illustrates how Tribune Merchandising Service actually works:

A certain manufacturer, with national distribution and for many years a user of national media, had thirty-seven dealers in Chicago doing an annual business of approximately \$3,000.00. The Chicago Sales Manager had labored in vain to materially build up the business in this territory. On July 21st this manufacturer began a sales campaign under the auspices of The Chicago Tribune. His advertising was to start on September 3rd. Before that date 188 new dealers had been secured and had purchased \$5,000.00 worth of merchandise. During the first four months of the campaign, 75 additional new accounts were opened and the business amounted to \$15,000.00, an increase in four months of 400% over the entire previous year. Since then the number of new dealer accounts has been increased to more than 400.

The Merchandising Service of The Chicago Tribune is prepared to advise, to guide, to direct or to supervise every detail of an advertising campaign in Chicago territory, basing its judgment on a vast accumulation of intensive, practical information. The result is a selling force practically irresistible.

There are hundreds of embargoes on eastbound shipments. Even with national dealer distribution it is hard to make national advertising pay because of the impossibility of delivery. Now is the opportune time to concentrate in the Chicago territory, where you can deliver what you sell and where you can sell at a minimum of expense.

Let The Chicago Tribune Prove Its Case to You



### The Chicago Territory

Cold statistics prove that Chicago has had the most marvelous growth of any city in the history of the world. Statistics prove also that Chicago is by far the greatest railroad center on earth.

Have you ever stopped to wonder WHY the fourth largest city in the world rose during the lifetime of one man from the swamps of a western prairie? Have you ever analyzed what this means to you as a manufacturer, merchandiser, advertiser?

Chicago has had its astounding growth because Chicago is strategically the heart and center of the United States, and because Chicago dominates a surrounding territory of surpassing wealth in natural resources.

Congregating one hundred millionaires in a state doesn't necessarily make that state rich. But the existence in a state of one hundred counties, each with the fundamental advantages necessary to produce annually millions of dollars' worth of necessities which the world demands, does make that state rich. Chicago is surrounded by hundreds of counties possessing this inherent everlasting power to create wealth.

That is why The Chicago Territory, as shown above, has a population greater than that of Canada and New England combined—a white population greater than the white population of the entire South—a population greater than that of these sixteen Western commonwealths: California, Oregon, Washington, Idaho, Montana, Wyoming, Colorado, Utah, Nevada, Arizona, New Mexico, North Dakota, South Dakota, Nebraska, Kansas and Oklahoma.

The following figures, recently reported by an exclusive Tribune advertiser, indicate how widely and thoroughly The Chicago Tribune covers its territory:

The Berry Window Ventilator Company sold through The Tribune, direct-by-mail, ventilators in 187 cities in Illinois, 81 cities in Wisconsin, 71 cities in Iowa, 69 cities in Indiana and 43 cities in Michigan.

But more important than the numbers of this population is its prosperity—not the prosperity of boom times or days of war orders, but the prosperity that continues decade after decade. The Chicago territory grows one-fifth of the country's crops; mines one-fifth of the country's coal, produces one-fifth of the nation's manufactures. It is the most desirable market in the world—knit closely together by a marvelous transportation system, consisting not only of railroads but of boat lines, interurbans and improved highways.

The Chicago Tribune Can Tell You How to Dominate This Market

Send for Circular Entitled "Beating the Embargo"

Automobile Men Will Be Interested in Folder "The Men Who Sat on the Packs."

# The Chicago Tribune

The World's Greatest Newspaper