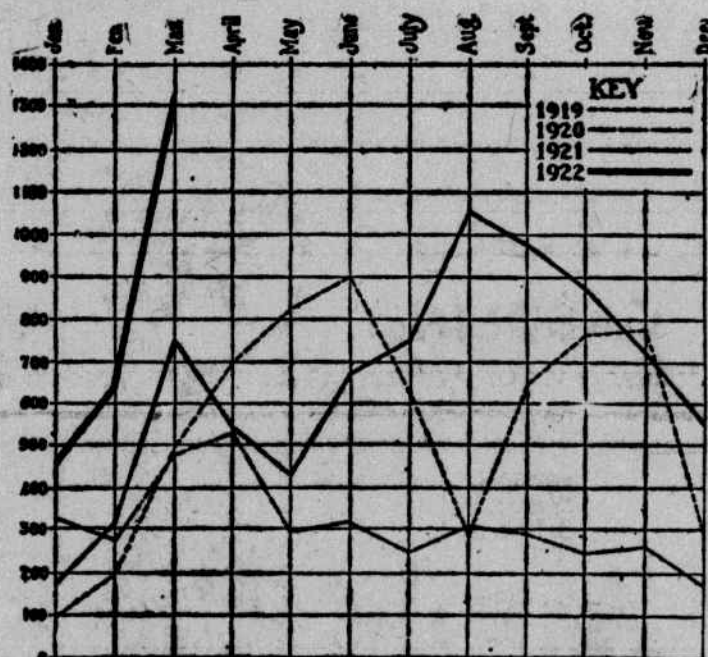


zone 7



THE CHICAGO TERRITORY

Industrial diversity gives rock-ribbed stability to *The Chicago Territory*



Building Permits Issued in Chicago 1919-1922

The chart above illustrates the building situation in Chicago and indicates general prosperity for the entire Chicago Territory. Permits for buildings in Chicago of a total value of nineteen million dollars were issued during March, 1922, an increase of 145% over March, 1921. These buildings are now under construction, and will be rapidly followed by more. C. D. Karr, advertising manager of the *Holland Furnace Company*, says:

"You will recall that our 1921 business was 25% greater than our 1920 business. In view of that I think you will be interested to know that our increase in sales so far this year is 100% over the sales made during the same period last year. This is the aver-

age increase for all our branches.

"Now, sales in our Chicago Branches, where *The Tribune* necessarily carries its greatest influence, have increased 400% during the same period. And in Chicago, as you are undoubtedly aware, *The Tribune* is the only publication we are advertising in.

"It is not always necessary to give credit to whom it is due, and this is one such time. Nevertheless, I am taking considerable satisfaction in writing to say that *The Chicago Tribune* becomes a more potent factor in our business every day.

"If there is a newspaper in this country (and we use many great papers) that appeals to sensible, red-blooded Americans, who have a high regard for home life, *The Chicago Tribune* is it."

IN The Chicago Territory, Zone 7, as illustrated above, there is not only splendid balance between agriculture and manufacturing, but there is no dependence upon any one or two branches of industry. Meat packing, in which this zone leads the world, constitutes only 13% of its industrial activity.

More than three-quarters of the industrial production of The Chicago Territory is divided among 159 different industries, the largest of which yields less than 5% of the total manufactures of the zone. Therefore, there is always business—always opportunity in The Chicago Territory.

This was most convincingly proved during 1921, for, while several states were dropping off in automobile registration and others were standing still, the five states of The Chicago Territory made an enormous increase. From a total of 2,055,814 cars in 1920, the figure jumped in 1921 to 2,352,447 in Illinois, Indiana, Iowa, Michigan and Wisconsin—an increase of 296,633.

Just as a plot of ground, no matter how rich and fertile, would be of little use if not properly cultivated, so the use to which *The Chicago Territory* can now be put by manufacturers would be limited in great measure were

it not for the thorough coverage of this zone by *The Chicago Tribune*. The very development of The Chicago Territory parallels the development of *The Tribune*. When you use the advertising columns of *The Tribune* you buy more than 800,000 Sunday or 500,000 daily circulation—you buy 75 years of accumulated prestige. When your advertising is placed before one of every five families in this great, rich territory, it is fortified by generations of reader confidence.

Here, in the region closely covered by *The Chicago Tribune*, is one-fifth of the wealth of the country. A concentration of sales and advertising effort in *The Chicago Territory* will yield profits, quickly, in 1922.

The Chicago Tribune has more than thirty men trained not only in advertising but also in merchandising—in the actual direction of sales campaigns in *The Chicago Territory*—men who know from repeated contact with jobbers and dealers in many lines what can be done, and how to do it—men who know how best to capitalize the enormous influence of *The Chicago Tribune* with jobber, dealer and consumer.

Several of these men are stationed at *The Tribune's* New York office at 512 Fifth Ave., New York. One of them will call on request to discuss the possibilities for developing the sale of your products in *The Chicago Territory* in 1922.

The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

The *Tribune's* BOOK of FACTS on Markets and Merchandising will be sent to any selling organization requesting it on business stationery. Address our Eastern Advertising Offices, 512 Fifth Avenue, New York.