JANUARY

The Tribune awards $7,500 in prizes for the best designs for five and six room houses.

FEBRUARY

Book of Homes, containing 99 designs in Tribune's prize contest, is published. (Price $1.00.)

Metropolitan Section of The Sunday Tribune inaugurated—the circulation of which is divided so that neighborhood merchants may advertise in any one or more of the three sides of Chicago and suburbs—north and uptown section—west and northwest section—south and southwest section.

MARCH

Holmes Bell, who moves in sportdom's sporting circles, comes to light—in the first of Westbrook Pegler's humorous articles in The Sunday Tribune.

Announcement of The Tribune's $5,000 Garden Contest.

APRIL

Tribune daily circulation reaches a new high water mark of 909,448, following the mayoralty election on April 5.

Chicagoland map, best automobile road map ever printed of Chicago land, goes on sale.

R. J. Beattie Company made Pacific coast advertising representatives of The Tribune.

"Big Business," by Harper Leach, is published and put on sale at The Tribune Public Service Office.

MAY

Chicago Tribune Survey started—a monthly business review and forecast.

Chicago Tribune Survey May 1927, Tribune correspondent in Paris, was the first man to greet Charles A. Lindbergh on his arrival at Le Bourget field after completing the first non-stop flight from New York to Paris.

W-G-N, The Tribune's radio station, broadcasts the fifty-first running of the historic Kentucky Derby May 11.

New Tribune color press, printing 18,000 copies per hour, turns out its first comic sections.

"You and Your Children," the new feature for parents by Gladys Huntington Revaux, starts in The Tribune.

JUNE

June 10 The Tribune is 80 years old.

"Rustic Today," by Aaron Kopman, goes on sale at Public Service Office.

JULY

Two Jacks, Dempsey and Sharkey, fight; next morning Tribune circulation touches new high water mark, 914,869 not paid.

Paris Edition of The Chicago Tribune also has a birthday, its tenth.

200,000th letter asking investment advice is received by the Investors' Guide.

AUGUST

"Wings," adventure novel of the air service, started in serial form in The Tribune July 31.

SEPTEMBER

On the 23rd The Tribune reached its highest high water mark in daily circulation. The Tribune was purchased by 1,098,886 persons. This 34-page paper also contained the largest volume of advertising of any daily issue this year, 345 columns.

Tribune Public Service Office pays million mark in number of services rendered during 1927.


NOVEMBER


The Supreme Court awards Skokie to Walt.

DECEMBER

R. H. L.'s fourth annual Lindbergh goes on sale.

Station W-G-N assigned a new wave length, 416.4 meters instead of 303 meters.

The Tribune Renal Library inaugurated.

Continent of Tribune advertising department. Sales force hailed "Champion of the World." The Tribune in 1927 carried more advertising lineage than any other publication on earth.