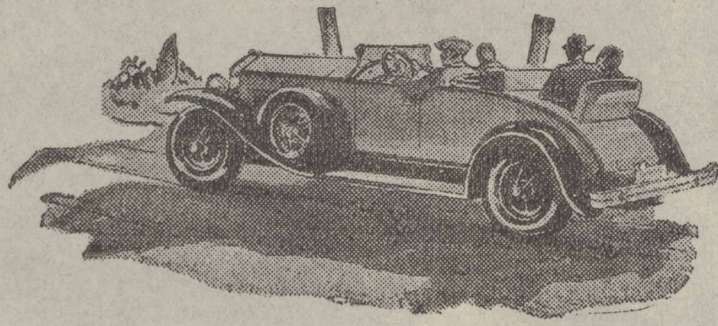


How the Chicago Tribune changed the map of Chicagoland



THE road map on this page shows the results to date of the Chicago Tribune's thirty-year fight for the construction, improvement, and expansion of Chicagoland's highway system.

Ever since the turn of the century this newspaper has been hammering for good roads.

Improvement, starting in the city, spread throughout the county, penetrated into the state. Adjoining states, taking the cue from Illinois—and from the Chicago Tribune—started to link up with the growing network.

As the roads took shape, automobile registrations soared.

Today Illinois has more concrete highways than any other state in the Union.

Today Tribune Town—the Chicago territory—owns a tenth of the nation's motor cars.

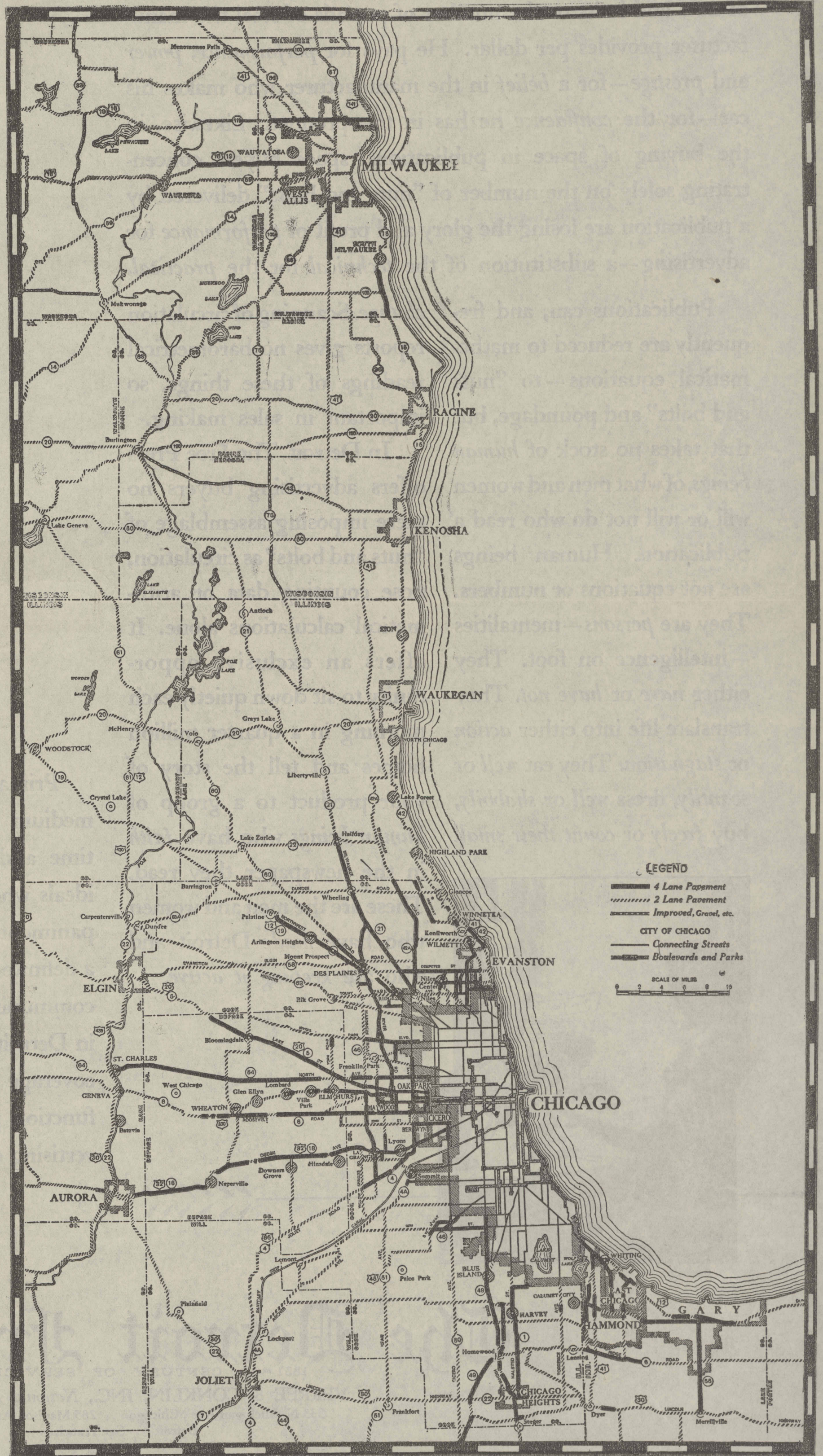
The same medium that is responsible for the roads is also responsible for putting automobiles on them.

For nearly a quarter of a century the Chicago Tribune has been the auto industry's key advertising medium in this territory.

For years the Tribune has carried more automobile advertising than any other Chicago paper.

The Chicago Tribune's fight for good roads still goes ahead vigorously.

The Chicago Tribune's ability to sell motor cars in this territory still is unchallenged.



Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

Average net paid circulation December, 1930, in excess of 795,000 Daily; 1,000,000 Sunday

