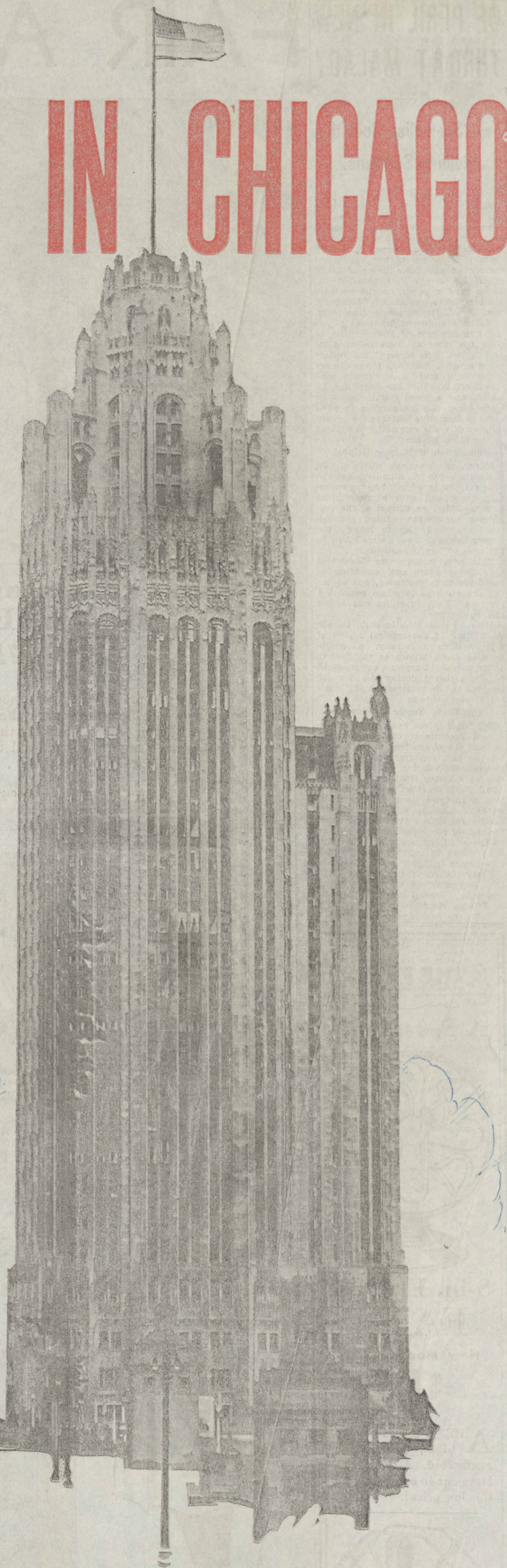


# THE OLDEST NEWSPAPER IN CHICAGO

*-and the youngest!*



**O**N June 10, 1847, the Chicago Tribune issued its first number from a rented room in a small building at the southwest corner of Lake and La Salle streets. The press run of the first day's issue was 400 copies of a single sheet, small page newspaper.

At that time the policy of the Tribune was expressed in the following statement contained in the prospectus announcing its publication:

**"The Tribune will be neutral in nothing; it will be independent in everything."**

This principle has characterized the activities of the Tribune in its 86 years of publication. It is the reason why the Tribune, Chicago's oldest newspaper, is also its youngest.

The Tribune is independent—politically and financially. Its stand on any question of public interest is not compromised by affiliation with any person, corporation, bank, bloc, political or nonpolitical body.

The Tribune prints the news—the complete uncolored facts—and it has pioneered continuously in improving methods of getting and printing the news.

In gathering and publishing local, national and foreign news the Tribune has no equal. And because of its improvements in printing and other divisions of production the Tribune delivers to readers the most attractive appearing, most easily read newspaper published in Chicago.

Because it prints the news—and because it is the best printed—the Tribune is the most closely read and most influential Chicago newspaper, and Tribune readers are the best informed people in the community.

They are also the most desirable prospects for advertisers. They represent the best market for advertised products. And the largest. The Tribune has 74 per cent more daily circulation in Chicago and suburbs than any other Chicago newspaper.

**Chicago Tribune**  
THE WORLD'S GREATEST NEWSPAPER

INVITATION! In a special exhibit on the 20th floor of Tribune Tower is visualized 86 years of the most impressive newspaper history in America. The exhibit includes famous front pages and specimens of the earliest works of Tribune cartoonists. In addition there is an interesting display of equipment from the Tribune's Quebec timberlands, and of the various products and processes of making the paper on which the Tribune is printed.