

zone 7



THE CHICAGO TERRITORY

A Sales Talk from the West to Eastern Manufacturers

IN THE upper right hand corner of this page is a map of five states. These states—Illinois, Indiana, Iowa, Michigan and Wisconsin—form a compact, logical market with Chicago as its distributing and financial center.

We ask that you analyze *your* sales in this market in the light of the *facts* which we present herewith. Ask yourself if it is not possible to multiply your sales in The Chicago Territory (Zone 7) during 1922 by five, or by ten, or by twenty, through intensive sales and advertising effort during 1922.

Realize that these five states have eighteen million population, as compared with seven million four hundred thousand in the splendid Eastern market which you know as New England.

These millions of people are not all farmers, as so many Easterners seem to think. More than half the population lives in cities, and these cities of The Chicago Territory produce manufactures valued at almost double those of New England.

THE HIGHLY diversified industrial activity of Zone 7 is surrounded by the richest agricultural development on earth. With modern improvements installed and many old mortgages canceled by bumper crops and top prices of war time, the farmers of this zone have been well prepared to weather the storm. Furthermore, the balance among industry, agriculture, mining, and commerce, which makes this zone distinctive, has served to keep business in fair shape.

These are not boom times in The Chicago Territory, but they are not hard times either. Wit-

ness, for instance, this amazing increase in automobile registrations during The Great Depression of 1921:

State—	1920 Registration	1921 Registration	1921 Increase
Illinois	575,041	670,453	95,412
Indiana	332,707	400,342	67,635
Iowa	440,105	460,654	20,549
Michigan	412,717	477,037	64,320
Wisconsin	295,244	343,961	48,717
Total	2,055,814	2,352,447	296,633

(Compare this gain of 296,633 with a total registration in the six New England States during 1921 of 709,508 motor vehicles.)

To an extent which you may find it difficult to appreciate, this desirable market is dominated by one powerful advertising medium: *The Chicago Tribune*.

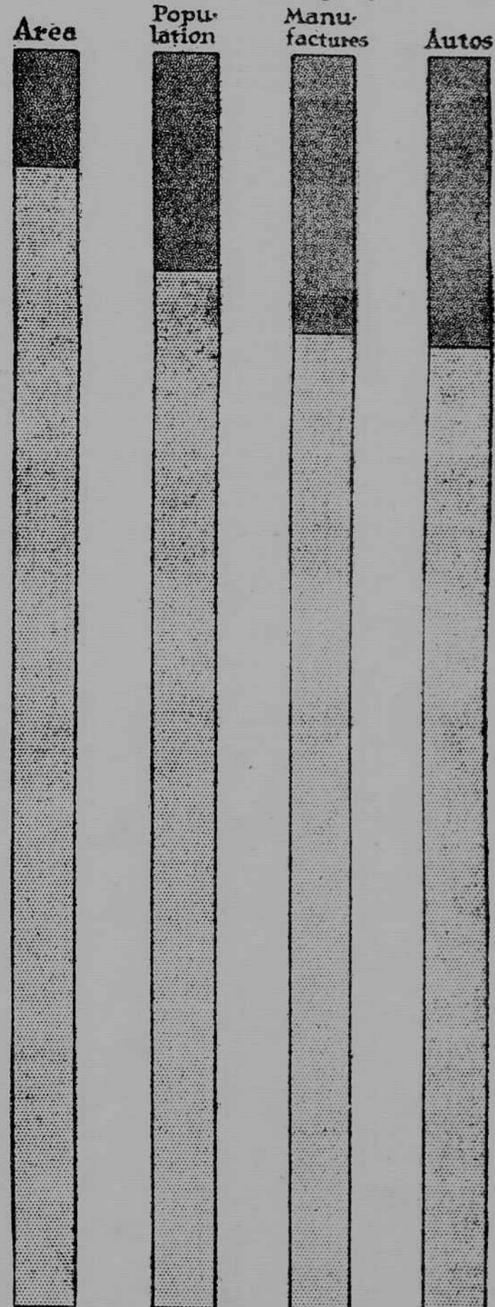
YOU Easterners look upon all the West as new—yet The Chicago Tribune is probably the oldest of the great metropolitan papers of today. It is 75 years old and it was nationally famous even before the Civil War. Today it has all the prestige and stability of age with all the fire and vigor of youth.

The Chicago Tribune last year enjoyed the largest advertising revenue ever won by any American newspaper because advertisers have been sold not only space carrying their message to almost half a million people Daily and more than eight hundred thousand Sunday, but also definite assistance in making the advertising produce immediate sales.

A Tribune man with actual experience in handling sales crews, solving dealer and jobber problems, securing distribution, etc., in The Chicago Territory will call on request to discuss ways and means for making more sales for you in 1922.

The Chicago Territory

Remaining 43 States



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.