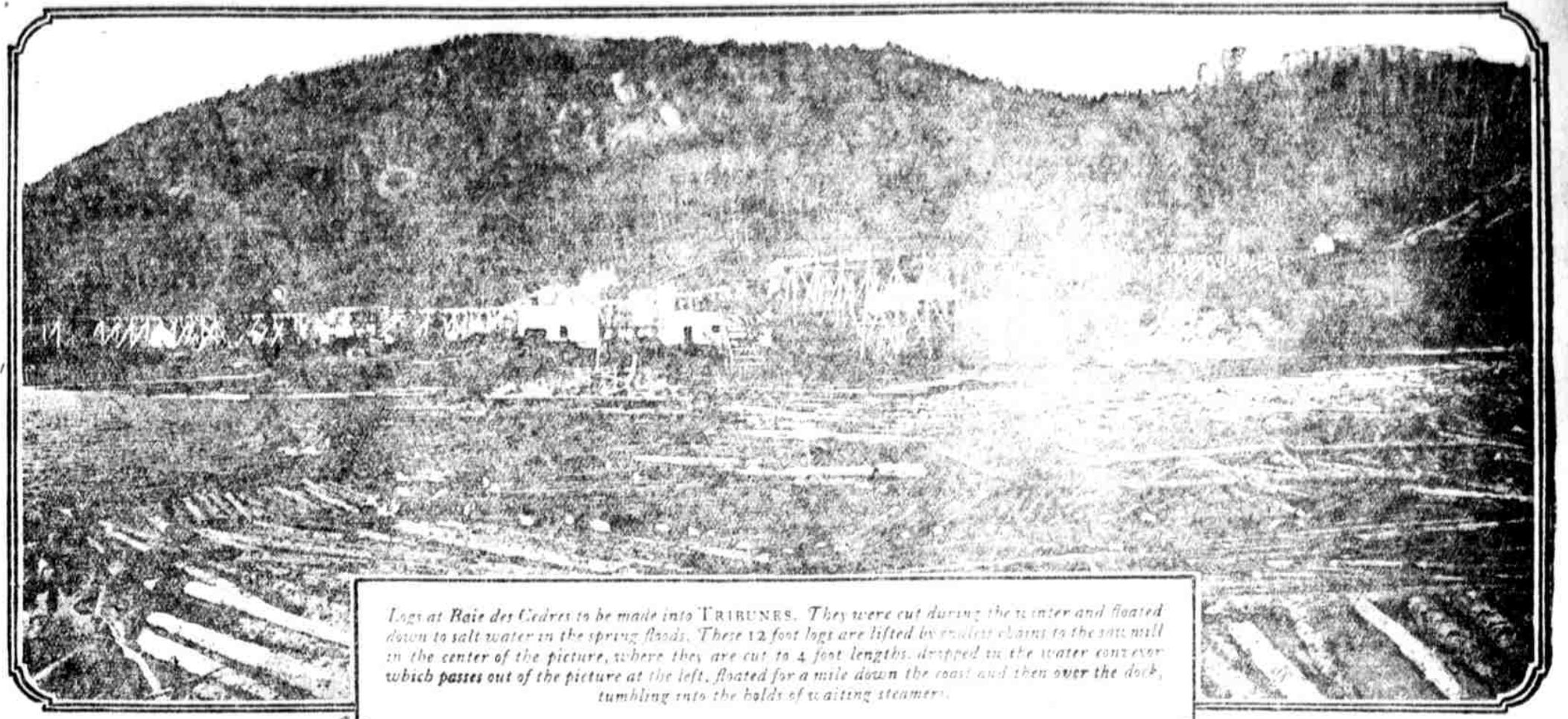


The Chicago Tribune owns forests of pulp wood



Logs at Baie des Cedres to be made into TRIBUNES. They were cut during the winter and floated down to salt water in the spring floods. These 12 foot logs are lifted by pulley chains to the saw mill in the center of the picture, where they are cut to 4 foot lengths, dropped in the water and over which passes out of the picture at the left, floated for a mile down the coast and then over the dock, tumbling into the holds of waiting steamers.



UT OFF from the world by snow and ice, several hundred men in distant Canadian forests are chopping down trees from which CHICAGO TRIBUNES will be made in 1921.

In a wilderness on the north shore of the Gulf of St. Lawrence, far down toward Labrador, THE CHICAGO TRIBUNE is carrying out a great work of pioneering and development. The earliest French explorers sailed along these shores. During the intervening centuries migrations from Europe have swept past them to populate a continent with more than 120,000,000 people. But through all the years these virgin forests of the far northeast lay untouched, from the Gulf of St. Lawrence to the Arctic ice fields.

A rocky shore without harbors, no settlements, high tides, a stormy gulf, long and severe winters, combined to make profitable timber operations almost impossible. In the face of these obstacles THE CHICAGO TRIBUNE purchased 500 square miles of forests and undertook to develop its own supply of pulp wood.

Dams have been built, flooded out and rebuilt; a power house has been constructed, washed away and rebuilt; docks have been torn to pieces while under construction, but others have taken their places. Setbacks and discouragements have been many, but success has finally been achieved.

Last fall the St. Lawrence was dotted with quaint schooners, manned by hardy French-Canadian sailors, beating down the river and gulf, laden with food, clothing, tools, building materials and other equipment for Shelter Bay and Baie des Cedres. These are the towns created by THE CHICAGO TRIBUNE'S operations.

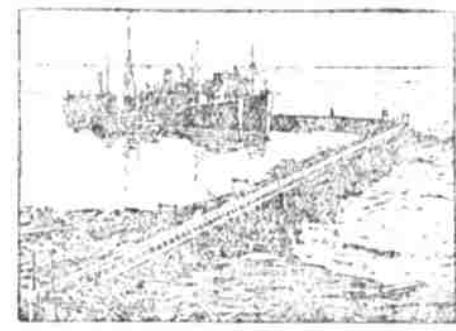


This map shows the location of THE CHICAGO TRIBUNE'S timber properties. On the Gulf of St. Lawrence, at Shelter Bay, about sixteen hundred miles from Chicago, is a Tribune timber tract of about 500 square miles of forest. Twenty-five miles west, at Baie des Cedres, is another, containing about 175 square miles. THE TRIBUNE'S sawmill is at Thorold, near Niagara Falls, in the lower left-hand corner of the map.

THE TRIBUNE must see that before navigation closes each year sufficient supplies are received at these points to maintain twelve hundred people and more than a hundred horses during the six months that they are isolated.

As the trees are felled, they are trimmed of branches, sawed to 12 foot lengths, and dragged by horses through deep snow to the frozen streams. In the spring they are floated down to tide-water, cut to 4 foot lengths at the sawmills and loaded on steamers which take

taking paper out of the market or raising the price by competitive bidding, THE CHICAGO TRIBUNE is materially increasing the production of newsprint.

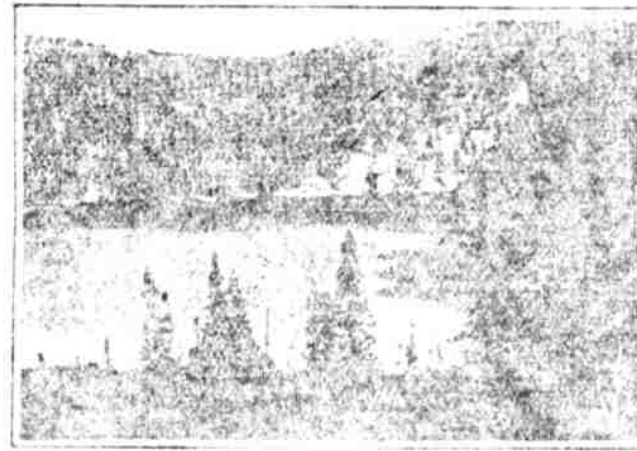


These freighters lying in the harbor at Shelter Bay loading logs for THE TRIBUNE'S mill. Formerly lumber shivers used as a dispatch boat, and a steamer full of supplies from Quebec are on their way to there. This harbor is built on an island and is accessible only with the greatest difficulty. The water is very shallow in the foreground carries the logs down to the shore.

The economic independence of THE CHICAGO TRIBUNE parallels independence of editorial stand, of news-gathering facilities, and of advertising policy, which have combined to establish this great newspaper in its unique position.

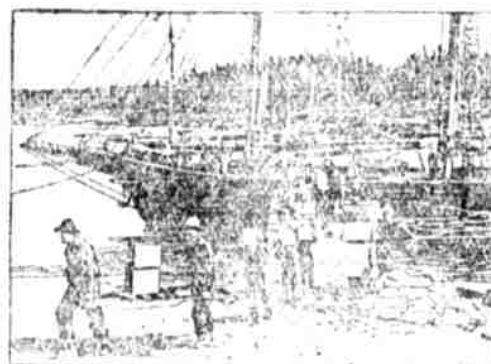
The five leading states—Illinois, Indiana, Iowa, Michigan and Wisconsin—which comprise THE TRIBUNE'S market, constitute the largest, best balanced, most desirable sales unit in the world. The Chicago Territory has one-sixth of the population of the country, but it produces one-fifth of the manufactures, one-fifth of all crops, and one-seventh of all minerals.

This wonderful market has grown swiftly from a prairie wilderness to its present power. During three generations of independent, efficient service, THE CHICAGO TRIBUNE has developed with the country. It is an integral part of the life of the



Lake Oron at Baie des Cedres, in THE TRIBUNE'S timber tract—500 feet wide, Gulf and quarter of a mile back from shore. It is essential in the life of the logs in the photo above. Its waters carry to the sawmill the logs from the island to the dock a mile away from there.

them across the Gulf, up the St. Lawrence, through the Grand Lachine and other canals, then the length of Lake Ontario and up the Welland Canal to THE CHICAGO TRIBUNE'S paper mill at Thorold, Ontario, near Niagara Falls.



Unloading stores at THE TRIBUNE'S winter camp, Shelter Bay, brought by schooner from Quebec, generally on the St. Lawrence. These stores must first be carried up a steep trail in the passage, where they are then piled in a stack, which is then covered with snow to keep them from melting in winter which drives them out of the winter camp.

The extraordinary efforts of THE CHICAGO TRIBUNE to develop an independent newsprint supply prove that, notwithstanding its enormous growth in circulation and advertising, it is a driving mallet plying its force far from

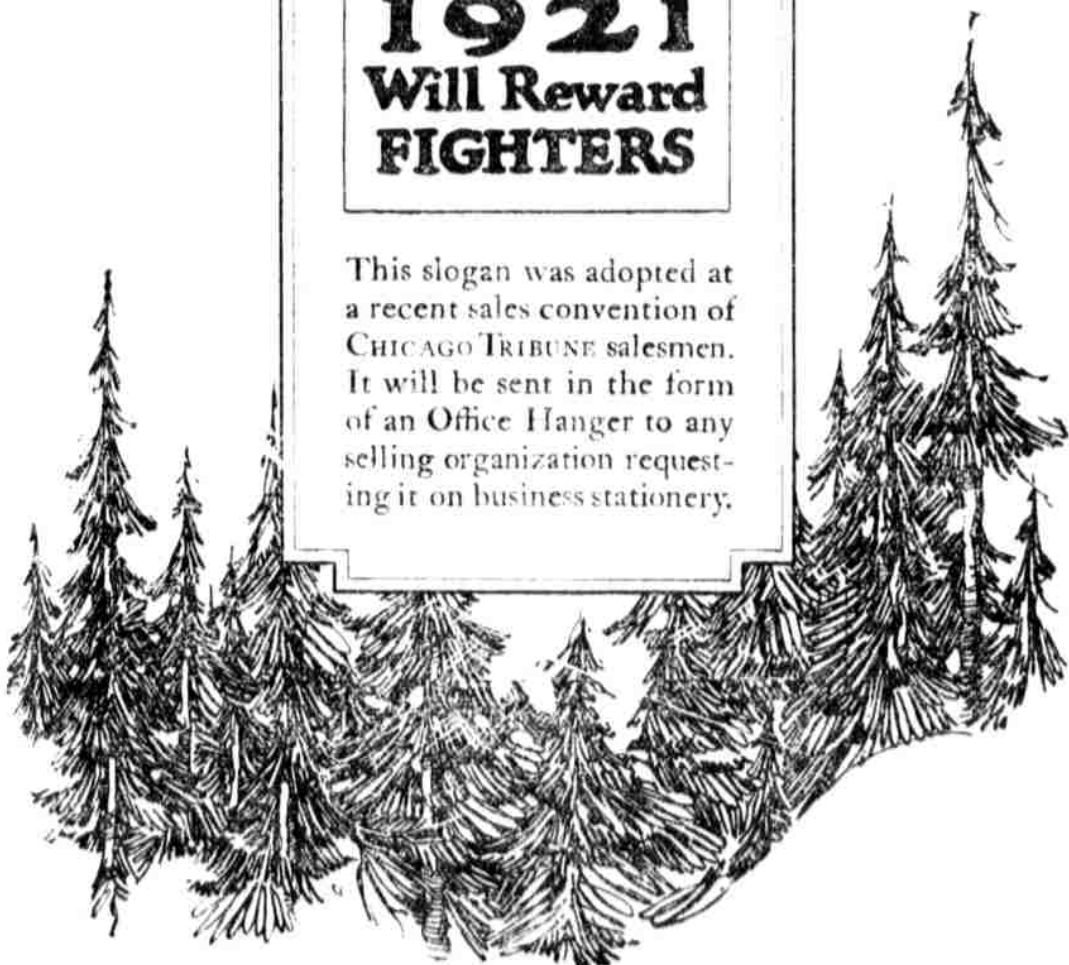


Michigan. These winter camps at Shelter Bay, Shelter Bay, and the French Canadian are essential in the life of the logs in the photo above. The Tribune is building a winter camp for the benefit of its employes and the winter is increasing a better type of house.

people throughout the middle west. One-fifth of the families in THE CHICAGO TRIBUNE consider THE TRIBUNE a daily essential, bankers, manufacturers, merchants, and professional men in thousands of towns and cities rank it as a business essential.

1921 Will Reward FIGHTERS

This slogan was adopted at a recent sales convention of CHICAGO TRIBUNE salesmen. It will be sent in the form of an Office Hanger to any selling organization requesting it on business stationery.



THE CHICAGO TRIBUNE'S tremendous prestige is available for the upbuilding of any reputable business. The advertising columns of THE CHICAGO TRIBUNE have made fortunes for many men and are today more efficient than ever. CHICAGO TRIBUNE experts are ready to give practical advice to manufacturers; to show them precisely how to link CHICAGO TRIBUNE advertising with the spirit of 1921—the spirit that 1921 Will Reward Fighters.

The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

Eastern Advertising Office, 512 Fifth Avenue New York City