

-another reason why the Tribune leads in "Woman-Appeal"

Here is the great staf of women writers, artists and editors—one of the largest in America—whose dispatches, articles and features help make the pages of the Tribune of maximum interest and service to women readers.

ARE you interested in making yourself more attractive? Do you want to know how to prepare better meals—what to wear—how to bring up children? Do you want help on any of the myriad subjects which make demands on your time and energy?

For such information and guidance you can look to the Tribune as a counsellor and friend. Writing for you in the Tribune about subjects which are of particular interest to you is one of the largest stafs of women writers and editors in America.

Maximum Service to Women

Every day of the week, women readers get in the Tribune comprehensive reports of events throughout the world... well written, accurate and illustrated with timely, dramatic photographs.

More than this, they get news and features presented from the feminine viewpoint. In order to be of maximum service to women readers, the Tribune gives special attention to the fields of feminine interests.

Pictured on these pages are the reporters, artists and editors whose dispatches, articles and features have won the attentive interest of women in all walks of life. Here is the trained woman staf whose contributions are another powerful reason why the Tribune has the largest constant audience of women in metropolitan Chicago.

No Expense Spared

Seven days a week, women find the Tribune Chicago's most interesting newspaper because it spares no expense in printing the news and in providing the best in comics, features and helpful service departments which money can buy.

It is welcomed into hundreds of thousands of homes because it is informative, entertaining, well-balanced and attractive in make-up.

1,600,000 Personal Services

The closeness with which women follow the Tribune and the reliance which they place in it is indicated by the fact that last year response from women—mail, phone and personal visit—totaled more than 1,600,000.

Total daily circulation of the Tribune is in excess of 900,000; total Sunday circulation is over 1,100,000. And right in Chicago and suburbs, the Tribune is read by more than 720,000 families every day of the week. This is a majority of all the families in metropolitan Chicago and practically as many as read any two other Chicago newspapers combined.

Because the Tribune has so many more women readers than any other Chicago newspaper, Chicago retailers who sell primarily to women, place more advertising in the Tribune than they place in any other newspaper.

Help in Your Daily Shopping

These Chicago merchants make the Tribune the great marketplace in which you can find pictured and described by far the widest selection of things for yourself, your family and your home.

As a result, no matter what your needs or means to satisfy them may be, you buy to best advantage when you base your decisions on the style and value information placed before you each day in the advertising columns of the Chicago Tribune.



ELEANOR PAGE—Society Reporter—the on-the-ground social news that is always of intense interest to Chicago women.



DORIS LOCKERMAN—Reporter—first-hand reporting of news events that hold the interest of men as well as women.



ELEANOR JEWETT—Art Editor—news of the world of art and artists with incisive and fascinating analyses of trends and exhibits.



MARCIA WINN—Reporter—straight news and feature stories that give Chicago women front seats at important happenings.



JUNE PROVINES—Front Views and Profiles—anecdotes and interesting trivia supplied by readers or garnered by observation.



VIRGINIA GARDNER—Reporter—news events with a feature slant reported with a rare subtlety which clicks with all readers.



BETTY BROWNING—Club Editor—feature articles on club activities that are avidly followed by Chicago's many club women.



MARGOT—Women's Fashions Artist—style-right sketches that provide Tribune readers with previews of the newest fashions.



MAY BIRKHEAD—Paris Society—accurate, cleverly written reports of personages and happenings in European social circles.



FANNY BUTCHER—Literary Editor—internationally famous for her critical judgment and the literary quality of her reviews.



HELEN BARTLETT—Etiquette Editor—For answers to every perplexing social problem, Chicago women turn to the Tribune.



GLADYS HUNTINGTON BEVAN—Child Training Editor—daily advice on a subject of supreme importance to women.



EDITH WEIGLE—Home Furnishings and Interior Decoration Editor—practical, readable, illustrated articles of great help to women.



BARBARA BAKER—Society Reporter—up-to-the-minute accounts of important events in Chicago and suburban society.



SALLY JOY BROWN—Friend in Need—through her, Chicago women bring help in a direct, practical way to those in need.



ANTOINETTE DONNELLY—Beauty Editor—recognized the country over as one of the greatest living authorities in her field.



HERMA CLARK—"When Chicago Was Young"—a colorful chronicle of early Chicago life, appealingly written for all ages.



CAROLYN RAMEY—Campus Fashions—closely followed the year 'round by younger women readers throughout Chicago.



LOUISE BARGET—Home Builders Editor—competent counsel that is eagerly read by many thousands of Chicago homemakers.



LETTY LEITNER—Needlework Editor—daily patterns and expert instructions on knitting, crocheting, and other needlework.

Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

Serving Chicago for 91 YEARS

OVER 900,000 DAILY

Total daily average net paid circulation of the Chicago Tribune is now in excess of 900,000.

OVER 1,100,000 SUNDAY

Total Sunday average net paid circulation of the Chicago Tribune is now in excess of 1,100,000.