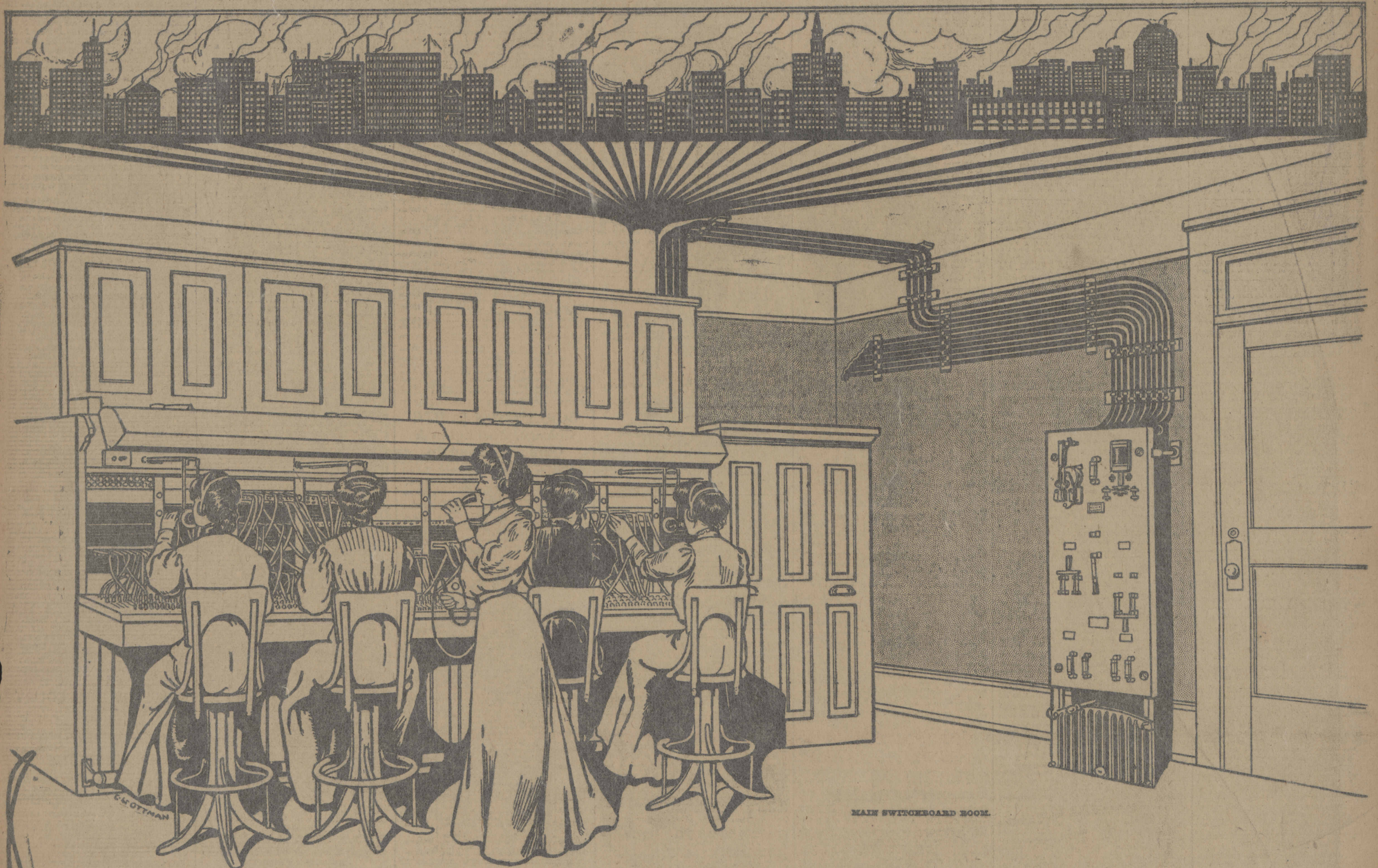


# CENTRAL 100—THE TRIBUNE

NOW HAS THE GREATEST NEWSPAPER TELEPHONE SERVICE IN THE WORLD  
FOR WANT ADVERTISEMENTS.



MAIN SWITCHBOARD ROOM.

**T**HE TRIBUNE, owing to the marvelous increase in classified advertising, has installed the largest, latest, and most complete newspaper telephone switchboard in the world.

This board supplants what was previously the finest switchboard, for newspaper service, in Chicago.

These changes have been made at great expense, so that the ever increasing army of Tribune classified advertisers may have the best service obtainable.

**The Tribune** prints, daily and Sunday, more classified advertising than any other Chicago newspaper. 808,323 separate **want ads** in 1906—97,135 more **want ads** than were printed by any other Chicago paper.

**The Tribune** gained over the previous year more daily and Sunday classified advertising than any other Chicago newspaper.

Results bring advertising—**The Tribune** brings results. No matter what you want—no matter when or how you want it—whether buying, selling, renting, or hiring, **The Tribune's Want Ads** will give you the best service.

GIRLS TAKING WANT ADS—THE LARGEST FORCE OF  
EXPERT AD TAKERS IN CHICAGO.

EVERY WANT AD IS IMMEDIATELY SET IN TYPE ON THE  
LITHO TYPE MACHINE BY THE MOST EXPERT OPERATORS.

If you are a telephone subscriber

## Call Central 100 The Tribune

Your **want ad** will be printed promptly and correctly. The bill for the advertisement will be sent after its publication.

