

Chicago Women's Guide to Style and Value is the Tribune



Hundreds of thousands of Chicago women make their dollars buy more style and value by basing their decisions on the information presented every day in the advertising columns of the Tribune



HATS, shoes, foundation garments... cosmetics, linens, furniture... no matter what kind of merchandise interests you, the way to buy to best advantage is to precede your visit

to Chicago's stores by reading Tribune advertising.

For the great majority of Chicago women, shopping begins with the Tribune. Every day of the week hundreds of thousands of women read the advertisements in the Tribune in order to be informed of the offerings of retail stores.

Pictured and described for you in the Tribune are the new styles, the exclusive showings, the announcements of special sales which enable you to get more for your money when you buy for yourself, your family and your home.

You are assured of widest selections because Chicago retailers, specialty shops and department stores place in the Tribune more advertising appealing to women than they place in any other medium.

They know from experience that the Tribune is the newspaper which most of their women customers read every day of the week. Through the Tribune they are able to address Chicago's largest, constant audience of women.

The Tribune gets this attention from women because it is the Chi-

cago newspaper most interesting to them. It provides them every day with comprehensive reports of events throughout the world... well written, accurate and illustrated with timely, vital photographs.

It provides unexcelled features in color, comics, cartoons and special departments of interest to women. It spares no expense in improving the quality of printing... all the elements that make the Tribune physically attractive and easy to read.

Because they find the Tribune so satisfying, Chicago women like to read the Tribune. It is the newspaper read by a majority of them.

When you buy the Tribune, you not only get more for your money in the newspaper itself but you are enabled, as a result of reading the advertisements, to get more out of your family expenditures.

Total Daily circulation
over 825,000

Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

Total Sunday circulation
in excess of 1,000,000