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1,000,000 Readers Used The Tribune's Public Service Office in 1925—and Tribune advertisers reaped the benefit

How Tribune Readers Used The Public Service Office in 1925

Auto Maps.....	70,615
Auto Letters.....	10,303
Auto Trail Information.....	79,024
Auto License Blanks.....	27,147
Line Books.....	63,639
Line Books (Wholesale to Book Stores).....	60,000
Radio Books.....	39,259
Radio Maps.....	4,984
Funnies.....	
Gump Books.....	
Skeezix Books.....	6,048
Skeezix Dolls.....	
Walt Stickers.....	
Baseball Schedules and Dope.....	15,881
Bonus.....	29,654
Building Information.....	7,380
Circulation.....	76,183
Clothilde Patterns.....	4,150
Editorial Books and Booklets.....	19,966
Editorial Leaflets.....	6,539
Files Used.....	37,208
Fishing Licenses.....	1,534
Football Schedules.....	28,667
Goodfellow Campaign.....	2,805
Hunting Licenses.....	19
Income Tax.....	22,873
Information Leaflets.....	93,427
Lost and Found.....	2,821
News Items.....	13,494
News Pictures.....	3,911
Pictures Sold.....	12
Public Phone Calls.....	8,744
Questions.....	104,667
Schools.....	2,942
Subscription Contest.....	55,508
Tower Tickets.....	42,155
Travel Information.....	79,266
Wording a Want Ad.....	2,408
TOTAL.....	1,022,733

SPECTACULAR advertising successes built up through the use of Chicago Tribune space have benefited from the unusual responsiveness of Tribune readers. One important factor in responsiveness to advertising is Tribune service.

More than a million persons visited, wrote or telephoned to The Chicago Tribune Public Service Office in 1925. The Tribune is the greatest public service newspaper of all time.

The assurance of Tribune readers that they can get assistance on practically any problem that confronts them—legal, health, travel, school, income tax, building, cooking, information on any subject—means a tangible return to the advertiser who uses The Tribune. No newspaper that did not have the complete confidence of its readers would receive at its Public Service Office, a million such requests in one year.

Every advertiser who keeps his message consistently before Tribune readers reaps the reward of this confidence, of this appreciation of Tribune service.

Service is free

There is no charge for Tribune service except that some of the books, maps, etc., are sold at the cost of printing. Nearly 100,000 motorists received free auto trail information. More than 70,000 maps were sold at a charge of 5, 10 or 15 cents. Nearly 23,000 Tribune readers received income tax information and free notary service. One hundred thousand questions, many necessitating much labor in securing information, were answered. Eighty thousand men and women received advice and help on travel problems.

Every year, as Tribune circulation and Tribune prestige grow, the use of The Public Service Office increases. In 1924 there were 586,918 separate acts of service. This figure was nearly doubled last year.

The Chicago Tribune Public Service Office was established in March, 1923, as part of The Tribune policy that service to readers is one of the intangible factors that make a newspaper great.

Has confidence of readers

With a circulation of more than 700,000 daily and 1,100,000 Sunday, it is impossible to have unanimous agreement on all Tribune policy and opinion. The Tribune does not hope for this. But it does strive to maintain the confidence of Tribune readers in its desire to publish the news without bias, to present it with accuracy and interest, to furnish the finest features that money can buy, to give readers many times the value of the money they pay for The Tribune.

The Public Service Office is only a part of Tribune service. Many departments, such as How to Keep Well, Friend of the People, Doris Blake, Tribune Cook Book, Beauty Answers, are primarily service departments. Also in times of great events—World's Series, football games, elections—when other metropolitan papers request their readers not to call, The Tribune installs special telephones for the occasion. Radio Station W-G-N is maintained solely as a service to the million families who read The Tribune. Other newspapers have copied Tribune service. None has equaled it.

Booklets Now Available at The Chicago Tribune Public Service Office

THE TRIBUNE COOK BOOK—More than a hundred recipes by Jane Eddington..... 10c

LEADING EDITORIALS—Reprints of what were considered the best editorials of the year..... 10c

BELL-RINGERS—Reprints of the leading news stories..... 10c

HISTORY OF THE CHICAGO TRIBUNE..... 10c

EDITORIAL AND ADVERTISING DIVISIONS OF THE CHICAGO TRIBUNE..... 10c

TREES TO TRIBUNES—The evolution of the newspaper from the Canadian forests to the front porch..... 10c

THE LINE BOOK—Contributions to the "Line-O-Type or Two" column of The Chicago Tribune..... 10c

WORDING A WANT AD TO MAKE IT PAY—An interesting booklet which tells how to write Want Ads to get results..... Free

POINTERS—By Dr. W. A. Evans. Articles on health..... 10c

ADVICE TO WOMEN—By Antoinette Donnelly. Gives helpful suggestions on how to preserve youth..... 10c

WOMEN AND THE CHICAGO TRIBUNE—The women who work for the world's greatest newspaper..... 10c

THE TRIBUNE RADIO BOOK—Containing lists of all broadcasting stations in the United States..... 10c

The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

PUBLIC SERVICE

11 South Dearborn Street and Tribune Tower Lobby