



## A message to advertisers which will interest all who like to read good stories

FICTION has received more advertising on page one of The Chicago Tribune than anything else The Tribune has had to sell. Since the adoption of a policy to give Tribune readers the best fiction obtainable anywhere, without regard to cost, small advertising boxes have been carried regularly to announce the next story.

As a result of this promotion and the high quality of the stories, Tribune fiction has become immensely popular.

Booth Tarkington is a regular contributor to Tribune fiction. Octavus Roy Cohen, E. Phillips Oppenheim, Katherine Newlin

Burt, Achmed Abdullah, Frank R. Adams, H. DeVere Stackpoole, Henry C. Rowland and other famous authors are writing for Tribune fiction and have helped to establish its reputation for exceptional merit.

Recently The Tribune made the magazine section available to advertisers. The section was enlarged, printed in rotogravure and color roto and additional popular features added. It is inserted in the rotogravure pictorial section. Considerable preferred position is still available. The cost of space is extremely low. It is an exceptional opportunity for advertisers—preferred position, at no extra cost, in a section with high reader interest and with a minimum of competitive advertising, going to more than 1,100,000 families.

### Among the special features of the magazine section are:

John T. McCutcheon's great illustrated story . . . "Crossed Wires"

W. E. Hill's page of caustic humor in pictures . . . "Among Us Moderns"

Arty-Chuckles, a page of cartoons, jokes, and humorous verse

*Below* are a few of the short stories soon to appear in the new rotogravure magazine section of The Tribune:

#### THE OPEN CASEMENT

by Katherine Newlin Burt  
(Today's Story)

#### THE ULTIMATE TRIUMPH OF

MR. TIDD, by E. Phillips Oppenheim

#### RELAX . . . .

by Ruth Pine Furniss

#### THE FORGOTTEN ALTAR

by Julia Francis Wood

#### A GRAIN OF MUSTARD SEED

by Katherine Newlin Burt

#### HER BELOVED THREE

by Elizabeth Jordan

#### THE WITCH'S HAT

by Douglas Newton

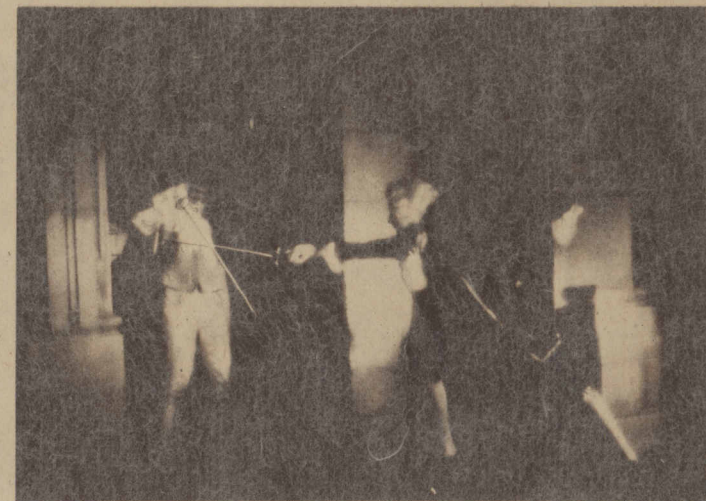
#### A MAN MUST HOLD HIS WIFE

by E. Phillips Oppenheim

#### FLYING SEED . . .

by Marjorie Bowen

#### THE FAIR UNFAIR, by Booth Tarkington



### "The BLACK ABBOT"

by Edgar Wallace

is an exciting serial of mystery, intrigue and hidden treasure. It started last Sunday in the magazine section. Soon to come is a thrilling serial by Henry C. Rowland, called "The Ragged Edge."

### RATES

The same rules as for the Pictorial Section govern make-up and closing dates. The page size is 19 $\frac{1}{4}$  x 14 $\frac{1}{4}$  inches—or 7 columns of 270 x 28 lines.

Full page . . . . . \$2500  
Half page . . . . . 1500

Less than half page, per agate line, \$1.75



# The Chicago Tribune

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