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Because it is dependable—reliable—*true!*
Because it presents *all* the news—in a clear, concise manner. Because it has a world-wide news-gathering staff that searches the globe for first-hand information of important events. Because it has Arthur Henning in Washington, Floyd Gibbons in London, Mildred Farwell in Petrograd and Capt. Henry J. Reilly just back from France. Because it has a corps of expert writers constantly active abroad and at home. *Because it is the voice of the world!*

Because it gives you cartoons by McCutcheon, Orr, Smith and Briggs. Because it gives you the humor of B. L. T. in a "A Line O'Type or Two" and the wit of Ring Lardner in "The Wake of the News." Because it gives you dramatic criticisms by Percy Hammond, motion picture news by Mae Tinee, health hints by Dr. Evans, "Fashion's Blue Book" by Corinne Lowe. Because of its editorials, its sporting news, its society news, its stock quotations. Because its want-ad columns offer a thousand new opportunities daily. Because its display advertising columns are the market-place for a nation's wares.

Because it has been news-bearer to three generations. Because it brings to you, each morning, an accurate and thorough account of all important events of the preceding *day and night*. Because it is the modern Hermes to nearly half a million readers. Because it expresses the sentiments, views, and ideals of a community of sixteen million people. Because it is informative, educational, *entertaining!*

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The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER
(TRADE MARK REGISTERED)

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Cartoons by McCutcheon, Briggs, Smith and Orr
B. L. T. (The Line-O-Type)
Ring Lardner (Wake of the News)

Percy Hammond (Dramatic Critic)
Mae Tinee (Motion Picture News)
Dr. Evans (How to Keep Well)

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