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Newspapers of America—

THE EXCLUSIVE FEATURES WHICH HAVE MADE THE SUNDAY TRIBUNE GRAPHIC

*the fastest growing newspaper
section in the country*

OVER a long period of years the Chicago Tribune has conducted extensive explorations in search of a Sunday feature section keyed to the public tastes and reading habits of a fast-moving age.

Out of these efforts the Tribune has finally evolved the Graphic.

Careful tests in the laboratory provided by the Sunday Tribune's great circulation now decisively indicate that the long sought solution has been found.

The Graphic is it.

Its fresh editorial technique, combining dramatic incident with pictorial punch, has clicked with readers—men and women, young and old, alike.

Its factual contents, presented in fast-moving, concise text and richly illustrated, have conclusively demonstrated their ability to win and hold the interest of increasing numbers of enthusiastic readers.

Launched in 1931 in black-and-white with front and back covers in newsprint color, the

Graphic since April, 1937 has been produced by the coloroto process in order to give fullest expression to its highly pictorial contents.

Today the Graphic is a vivid demonstration of the basic elements which build high reader interest. Its interrupting layout and variety of subject matter produce cover-to-cover reading. It has a positive identity of its own while fitting in as a harmonious, integral part of the Sunday Tribune.

Considerable credit for the past year's 44,000 increase in Sunday Tribune circulation can be given to this single section. Its effectiveness as an advertising medium is attested by orders for more than \$250,000 worth of advertising run and scheduled in this one section of the Sunday Tribune.

The exclusive features which have made the Graphic America's fastest growing newspaper section have heretofore been available only to readers of the Chicago Sunday Tribune.

To a limited number of other newspapers the Tribune now offers the rights to reproduce these features, individually or collectively.

AVAILABLE ONLY IN THE GRAPHIC

Readers of the Graphic with the Chicago Sunday Tribune enjoy feature articles which cannot be found anywhere else. They are available nowhere else because no other publication has the sources of information possessed by the Chicago Tribune.

Only a world-wide staff in close touch with every phase of human activity can assemble material of this caliber.

Typical of these extraordinary features which are available through no other source are those listed below.

- Love Killing in Western Manner Jolts Japan by Kimpei Sheba
- How Colonel Blood Stole the King's Crown by Guy Murchie Jr.
- Marriage in Morocco by Alex Small
- Self-Destruction—The Riddle of the Ages by Shridhar Telkar
- Sandy Forsyth's Thrilling Frontier Fight by Joseph Afor
- Waterloo—122 Years Ago by Guy Murchie Jr.
- Labor's Millionaire Goes to Senate by Willard Edwards
- The Story of a Century—Lindy's Arrival by Henry Wales
- Rich Duke of Westminster—He Likes Life by David Darrah
- Commodore to Gloria—A Vanderbilt Saga by Charles Collins
- Russia Has Become a Land of Terror Again by Clifford Raymond
- Accept Bondage to Win Wives by Alex Small
- Father Divine's Strange Kingdom Grows by William Fulton
- His Lordship the Elephant—Big and Clever by John Menough
- Time—the Everlasting Mystery by Guy Murchie Jr.
- Croydon Airport—Front Door to the World by John Menough
- Shiloh Heroes Honored by North and South by Wayne Thomis
- Imperial Augustus' Ruthless Rise by Mal Foust
- House Hunting Windsors Are Hard to Suit by John Menough
- Walt Disney—Chicago Boy Who Made Good by Ed Sullivan
- An Industrial Giant Considers Its Problems by Joseph Afor
- Who Rules the Pacific Ocean? by John Menough
- Does Romance Thrive on the Campus? by Marcia Winn
- America's New Sweetheart by Guy Murchie Jr.
- Britain Safeguards Its Road to Far East by Sam Brewer
- The Doctor's Diary by H. C. Peterson
- Nearly 9, Shirley Temple Faces Future by Mae Tinee
- Washington's Debt to His Half-Brother by Walter Trohan
- Death—Fame's Grim Companion by Guy Murchie Jr.
- The Fleet's In—But What is in a Fleet? by John Menough
- Slapstick is the 1938 Vogue by Ed Sullivan
- Handmaiden of Hell by Guy Murchie Jr.
- The Circus on Parade by Charles Smutny
- Spain's Aerial Proving Ground by Wayne Thomis
- Beware the Shark by Guy Murchie Jr.
- Lawless New York by William Fulton
- Dancing with Feet and Voice by Antoinette Donnelly
- Feud Days in Kentucky—The Goebel Murder by William Shinnick
- Midwest Is Forced off "Main Street" by H. A. Laird
- New York's Divorce Laws Breed Perjurors by William Fulton
- The Jenny Lind Fever—It Raged in America by Edward Barry
- Great Odona—Tragic King of the Big Tops by Charles Collins
- The Amazing Code of Japan's Samurai by Kimpei Sheba
- Corcoran and Cohen—the "Gold Dust Twins" by Walter Trohan
- The Life of the Party in Japan by Kimpei Sheba
- "Florodora" Girls—Their Lives and Fates by Charles Collins
- Fishing by a Timetable by Bob Becker
- Martyr to Press Freedom by John Menough
- Tombstone—"The Town too Tough to Die" by Frank Cipriani
- French Peasants Forsaking Their Land by Alex Small
- In Again, Out Again, Walker Is Back Again by Charles Collins
- A Superairport on New York's Doorstep by William Fulton
- The Mandarin May Have a Hundred Wives by Alex Small
- The Bloody Business of Empire Building by John Menough
- Joe Davis—Dean of Golf by James O'Donnell Bennett
- Life on a Share-Crop Plantation by Guy Murchie Jr.
- Britain Steams up Naval Reconstruction by Hector C. Bywater
- A Ring Around the Killers by William Shinnick
- India's Kettle Boils—British Feed Flame by Sam Brewer
- There's Power in Germany's Fighting Fleet by David Darrah
- The Log of a Pacific Flight by Capt. M. H. Corpening
- Our Navy Makes Good by John Menough
- Falling 119 Miles an Hour by Guy Murchie Jr.
- From Sweeney to Sedans by Will O'Neil
- Paid to Be Beautiful by Eleanor Nangle
- A \$2,000,000 Party for British Debutantes by Ann Whittingham
- Hell's Belle Starr by Charles Collins
- Fit for a King—Corned Beef and Cabbage by Mary Meade
- England's No. 1 Girl by Ann Whittingham
- Pagan Customs Revived for Nazi Weddings by Sigrid Schultz
- Debunking the Deer Fly as Champion Speeder by Dr. Michael Ference
- The Strangler of Soho by David Darrah
- Dewey's Own Story of the Battle of Manila by George Dewey
- A Fur-Lined Bullet—the Racing Cheetah by Sam Brewer
- Rio—"Most Cheerful City in the World" by Anthony Patric

Notable among the factors accounting for the Graphic's high reader appeal are the original maps executed by William Wisner, Ray Roland, and Curt Gfroerer.

Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

Average net paid total circulation during the official six month period ended March 31, 1938: Daily, 857,963; Sunday, 1,115,643