

It costs us over \$8,000 each day to gather the news we sell you for 2 cents



Floyd Gibbons, famed special Tribune correspondent, lost an eye while reporting the battle of Chateau Thierry, 1918

Last year The Chicago Tribune spent \$3,025,366.46 for news and features alone—irrespective of the cost of paper, composition, type, presswork, ink, delivery and administration

BACK of this matter-of-fact statement of the cost of keeping Tribune readers informed is a story of reporters and correspondents and artists, photographers and special writers and experts, engaged in the most fascinating occupation in the world, gathering news under the banner of The Chicago Tribune.

From thirty-six foreign posts, relayed by cable and radio, scattered over the globe, come condensed reports of affairs abroad. By telephone and telegraph, by wireless, through the mail, from trained reporters and hundreds of correspondents comes the local and national news.

At Tribune Tower skilled newspaper men and women, aided by the most modern mechanical equipment, transform this material to be ready for you in the next



Tribune Experimental Kitchen where Jane Eddington's Tribune recipes are tested

morning's Tribune. The Tribune maintains a staff of experts who give their views, their advice, their help. How to Keep Well, The Friend of the People, The Tribune Cook Book, Beauty Answers, The Investor's Guide, Patterns by Clotilde are some of the service departments which receive hundreds of thousands of letters from readers each year.

News of society, church, sports, real estate, radio, finance and markets; reviews of books, theater, music and movies are other special features.

A quarter of a million dollars every month! So that Tribune readers will get the fullest and most accurate news reports, the best cartoons and comics, the most interesting pictures, the finest fiction, the most helpful service departments!



Sixty linotypes set in type the stories that these reporters write

Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER