



Trowbridge Photo

For greater public service

WITHIN a few days the Public Service Office of The Chicago Tribune will move to its new quarters at the corner of Madison and Dearborn streets. The capacity for service will be enormously enlarged.

Our new office will have five times the floor space of our present quarters at 11 South Dearborn street. The new fixtures and equipment will be the finest obtainable.

An entire counter, 50 feet long, will be used exclusively to provide the public with automobile and tourist information. Over the general counter, which is 70 feet long, will be handled such service as school, resort, and travel information, questions, income tax, message exchange, shopping guide, lost and found index, Tribune booklets, etc. The Public Service Office will help travelers to secure reservations and will answer immediately any questions about railroad travel.

Facilities for giving information over the telephone will be greatly increased. Ten lines will handle incoming calls, and the same courteous, accurate and intelligent consideration that is given in person will be given over the telephone. For outgoing calls, telephone booths of the latest design have been installed.

A new feature of the service is a branch of the Western Union to handle telegrams.

The Public Service Office of The Tribune was established March 10, 1923. Previously there had been a service desk in a corner of the Want Ad store at Madison and Dearborn streets. An offer to help former soldiers secure their state bonus swamped the Want Ad store, and quarters were secured at 11 South Dearborn street, where general service to the public was inaugurated.

The response was immediate and enormous. In 1925—the second full year of the bureau—more than 1,000,000 acts of service were rendered by the Public Service Office. So far this year, there has been a 30 per cent greater use of the Service office than ever before.

The new home of the Public Service Office has facilities to handle many more persons quickly and efficiently. A wide stairway leads from the Want Ad store down a few steps to the finest service bureau of its kind in existence. The quarters are mechanically ventilated and, in hot weather, cooled to a comfortable temperature.

The Chicago Tribune invites you to take advantage of its new public service facilities. All information is entirely free. Books, booklets, maps, etc., when not free, are charged for at cost, or less. The entire organization of The Tribune stands back of the specially trained men who make up the personnel of the Service office. Watch for the announcement of the opening of the new quarters.

Activities of the Public Service Office:

Auto trail information
Auto license blanks
Soldier's Bonus information
Baseball schedules
Football schedules
Tribune subscriptions
Back issues
School information
Travel information
Lost and Found Index
Message Exchange
Tribune public files
Clotilde Patterns—10c
Income Tax information
Goodfellow names
Editorial reprints
Fishing licenses
Tribune insurance
Information leaflets
News stories received
News pictures received
News pictures on sale
Public telephone
Questions answered

BOOKLETS ON SALE

Automobile Maps
Tribune Cook Books—10c
Liberty Cook Book—10c
Line Book—10c
James O'Donnell Bennett's
Stories of the Eucharistic
Congress—15c
Radio Book—10c
Radio Map—15c
Women and The Chicago
Tribune—10c
World Court Editorials—5c
Small Homes—10c
Garden Book—10c
Birds and Bird Houses—10c
History of The Chicago Tribune
—10c
Dr. Evans' Pointers—5c
Antoinette Donnelly's book
—10c
From Trees to Tribune—10c
Editorial and Advertising
Divisions—10c
Tower Book—\$5
W. G. N.—\$2

Chicago Tribune Public Service Office

A pocket directory of the Public Service Office, showing services rendered, listing booklets, maps, etc., with prices, will be sent on request