

NEWS and comment about The Chicago Tribune, zone marketing, advertising, and Chicagoland...

Foreign News Radio National News McCutcheon Local News 1926 Features Advertising Gains For Greater Public Service

World's Greatest

Newspaper

NEWS

" . . . gathered with a scoop-shovel, served up with a teaspoon"

Foreign

ACROWDED year this; a glorious year for the foreign correspondents. The kettle boiled over in a dozen parts of the globe—and always a Tribune man standing by . . . John Steele in London . . . John Clayton keeping a vigilant eye on Italy and Mussolini, and another John—John Cornyn, a lank Tennessean down in Mexico . . . Civil War in China, an old, old story . . . a revolution in Poland . . . a paralyzing industrial tie-up in England . . . a grave financial crisis in France . . . trouble between the Mexican government and the Roman Catholic church . . . The North Polar flights . . . these were the outstanding items of foreign news which came singing over the cables during 1926 to meet at the desk of The Tribune cable editor.



WALTER ECKERSALL, Tribune Sports Writer, tossing the coin at the start of the 1926 Illinois-Michigan football game. He umpired the great Army-Navy battle.



1926 has been a great year in the history of W-G-N and WLIB . . . January, 1926, saw the inauguration of "Sam 'n' Henry," pioneer comic strip on the air and one that has become nationally famous . . . FREEMAN F. GOSDEN (Sam—right) and CHARLES J. CORRELL (Henry), creators of this feature, are shown at the microphone in the W-G-N studio . . . A unique radio debate over W-G-N last fall—Senators Borah and Shipstead defended the World Court—Senators Lenroot and Reed opposed . . . Their arguments were brought from Washington by wire and put on the air here . . . W-G-N made radio history in another direction when it secured an injunction to protect its wave-length against an interfering station.

National

BACK to our own shores . . . The usual routine news pouring in from every corner of the country . . . a famous writer of popular songs marries the daughter of one of New York's oldest families in the face of father's bitter opposition . . . the mysterious disappearance, re-appearance and subsequent trial of Aimie McPherson out on the west coast . . . November saw a number of political upsets . . . The Wets ver-



"TRUDIE" putting her signature to a Tribune Syndicate contract, agreeing to deliver a series of exclusive stories dealing with her immortal swim of the English Channel. Seated beside Miss Ederle is Arthur Crawford, manager of The Tribune Syndicate. (P. & A. Photo.)

JOHN T. McCUTCHEON "Dean of American Cartoonists"



John T. McCutcheon has been for years America's most popular cartoonist. McCutcheon's cartoon, the news summary, and the weather man are the only certain page-one items!

The famous cartoonist owns an island in the Bahamas called Treasure Island—a bit of fairyland with coconut groves, old pirate cannon, a harbor, beach and breakers, woods and gardens.

sus the Drys . . . Party leaders were unceremoniously rejected by the voters . . . Senators whose names had long been synonymous with American legislative activities failed to return, and a candidate from Illinois won to the senatorial toga despite the opposition of the president of the United States . . . The Sesqui-Centennial Exposition in Philadelphia . . . President Coolidge's special commission to investigate conditions in the Phillipines (Parke Brown, Tribune political writer, accompanied the official party to the Islands).

Local

THE Eucharistic Congress was an outstanding news source in 1926 . . . James O'Donnell Bennett's masterly stories on this event (later incorporated in a Tribune booklet of which 50,000 were sold) proved to be the supreme piece of reporting for the year, as well as one of the greatest in the history of American journalism . . . Marie, queen of Roumania, in the city for a flying visit early in November . . . Her visit kept the newspaper photographers and society editors from becoming bored while awaiting the Army-Navy game . . . Add the usual quota of excitement kicked up by the sawed-off shot guns of rival beer-gangs and you have the picture!



PREMIER MUSSOLINI, the strong man of Europe who escaped assassination during the past year, being awarded the Fascist salute on the occasion of the 7th anniversary of the birth of the Fascist cause. Mussolini's voice was heard for the first time in America, over W-G-N, on December 14th, a nationwide scoop. (P. & A. Photo.)

FEATURES

1926 was a notable year for The Chicago Tribune Newspaper Syndicate . . . Tribune fiction this year included some of the best short stories and serials ever; Booth Tarkington, Henry C. Rowland, Achmed Abdullah, Octavius Roy Cohen are a few of the contributing authors . . . Edward J. O'Brien, recognized authority on the short story, editor of the Yearbook of the American Short Story, writing in the Boston Transcript for Saturday, November 20th, says: "I have recorded the names of a small group of stories which . . . may fairly

well claim a position in American literature . . ." Mr. O'Brien mentions five Tribune short stories as among the distinctive stories of the year . . . Tribune fiction is rated with that published by the most representative group of magazines in America . . . Notable feature scoops were secured in the summer and fall . . . First Gertrude Ederle's channel swim story, exclusively for the Tribune syndicate . . . Donald Ogden Stewart, famous American humorist joined The Tribune feature fold with "The Other Day," appearing weekly in the Sunday Tribune . . . Carey Orr, famous as a cartoonist, wrote a great serial yarn, "Borrowed Glory," now running in the Sunday Tribune . . . R. H. L.'s Linebook, 1926 Edition, was given to an eager public early in December. 130,000 copies sold, at 10 cents each, the first day!

ADVERTISING

. During the first eleven months of 1926 The Chicago Tribune led consistently in each division of advertising. In this period The Tribune carried 72,532.15 columns of display advertising—a gain of 9% over the same eleven months last year—38% more lineage than that carried by the next newspaper and more than twice as much as carried by the third and fourth newspapers. Of this 72,523.15 columns, 19,189.13 columns was national display, and 53,343.02 columns was local display. The 19,189.13 was 98% more columns of national display than that carried by the next newspaper for the same eleven months, and more than twice that carried by each of the two next papers. The 53,343.02 columns of local display was 25% more than the next Chicago newspaper carried for the same eleven months—86% more than the third newspaper and 125% more than the fourth newspaper.



FERD JOHNSON, America's youngest successful cartoonist, author of the popular Sunday Tribune comic "Texas Slim," hails from Pennsylvania and had never been aboard the hurricane deck of a horse until he visited the Championship Rodeo at Grant Park last summer. Ferd is seen here mounted.



NEW PUBLIC SERVICE QUARTERS

The close of 1926 finds magnificent new and enlarged service facilities at One South Dearborn Street. One and a half million items of service were rendered by The Tribune's Public Service Office during 1926.