

A little about some of the features that have given Tribune newspapers the largest circulations in America.

WORLD'S GREATEST

TWO-THIRDS OF AMERICA

TWENTY million persons buy newspapers containing Chicago Tribune features. Two-thirds of all the population of America come under the spell of humor cast by Tribune comics.



Andy Gump is a national character . . . children everywhere rush to the front door to be first in knowing *Orphan Annie's* latest exploit . . . *Skeezix* has friends in every state . . . *Moon Mullins* is a synonym for roughneck from New England to California . . . *Harold Teen* sets the fashion in collegiate pants . . . the working girl follows *Winnie Winkle* . . . and *Smitty's* naive and boyish business deals bring smiles to the faces of millions.

Tribune features, whether they are serious or comic, are selected and developed with the greatest care. They are sold to hundreds of newspapers throughout the country in competition with the features of other metropolitan newspapers and syndicates. And the families of 20 million newspaper buyers read them.

JOHN T. McCUTCHEON

. . . dean of American cartoonists . . . "king" of Treasure Island, his winter home in the Bahamas . . . Mr. McCutcheon's new cartoon serial, "The Master of the World," is now appearing in The Sunday Tribune and is even more entertaining and fascinating than his previous cartoon serial, "An Heir at Large." His front page cartoons on the important events of the day appear each morning in The Tribune.



Dean of American Cartoonists

FRANK KING (*Gasoline Alley*)

Writes About Sid Smith (The Gumps) as follows:

WHEN a stranger enters our hero's studio, he opens with "How do you do, Mr. Smith?" When he departs a few minutes later his last word is "Good-by, Sid." Sidney Smith is known to an army of acquaintances and followers by that stub of his first name. The tailor's kid uses it and so does the president of his bank. But these are times when a dignified monicker is not essential. Many there are, however, who can tell you of the days

Some of The Tribune's HUMOROUS FEATURES

- W. E. HILL—A page in rotogravure portraying the idiosyncrasies of human nature.
- WESTBROOK PEGLER, DUKE BAKRAK, SNOWSHOE AL—Sunday articles.
- GAAR WILLIAMS—the vagaries of married life and our secret ambitions. Cartoons that are all fun!



Murray Photo.

ANTOINETTE DONNELLY is The Tribune's beauty editor. Her experience is wide. She has reduced (in size) a group of serious-minded Chicago fat men; she has picked the most beautiful woman in the world; she has helped legions keep their youthful beauty. She is a "newspaper expert" with a different slant, a refreshing style, an original manner. Antoinette Donnelly's daily column in The Tribune is one more reason why The Tribune is the favorite newspaper of Chicago women. Every month two thousand of them write to her.

when R. Sidney Smith made pictures for the Pittsburgh Post and the Toledo News Bee.

When he was plain Bob, and Sidney was merely a dormant



SIDNEY SMITH

"How do I know you're an artist?" asked the first editor Sid Smith approached for a position. "How do I know you're a managing editor?" was the comeback. Anyway he got the job.

they didn't. None of the homes looked as I had pictured them. They all had dogs or grouchy looking hired men. I walked all day without stopping at a single place."

Thus was a budding dental career cruelly nipped. Art was soon found to be more remunerative than dentistry. One morning there appeared in a Bloomington store window a large painting. "Sheep in a Storm," some eight feet long and accompanied by a placard—"Price \$1,000." It attracted considerable attention, but not as much as it did the next morning when, in place of the price tag, it bore a card marked "SOLD." And sold it was. To this day, as you gaze across the melancholy mahogany of a certain soft drink dispensary in Bloomington, you may see the same work of art, colors toned down a bit by time, perhaps, but holding its own very well for house paint, the medium in which it was executed.

Now, just between us, and don't you breathe a word of it to a soul, the actual selling price was not one thousand dollars. It was ten bucks. O, yes, Sid's hobbies. Golf. Sailing. He has almost won several cups and things. But kidding the

Twenty millions. . . Youthful beauty. . . Secret ambitions . . . a budding dental career cruelly nipped . . . a wine cask beautified. . . King of Treasure Island.

NEWSPAPER

cop is perhaps his real hobby. Not a speed cop or traffic man but knows "348." And Sidney Smith can talk himself out of a pinch (or into one) more picturesquely than anybody on the boulevard.

FRANK WILLARD

CREATOR of the irrepressible Moon Mullins, the determined Emmy Schmaltz, and the exasperating Kayo. During the war, he was in the camouflage company of the 311th Engineers. Willard and several other artistic lights found themselves billeted in an old French inn near Bordeaux. To idle away the dull hours, they decided to decorate the inn in true American style. Willard was assigned the task of embellishing a huge wine cask, the pride and joy of the bar. Photographic studies of this work testify that it was done in the same gusty manner that has made his "Moon Mullins" one of the liveliest comic strips in America today.



A FEW OF THE TRIBUNE'S FEATURES FOR WOMEN

- ANTOINETTE DONNELLY . . . Beauty
- DORIS BLAKE . . . Love
- JANE EDDINGTON . . . Food
- MRS. GLADYS HUNTINGTON BEVANS . . . Children
- CORINNE LOWE . . . Clothes
- MADAME X . . . The "400"
- FANNY BUTCHER . . . Books
- DR. W. A. EVANS . . . Health

SALLY JOY BROWN is director of one of Chicago's largest institutions of charity—The Friend in Need—a department of The Chicago Tribune. Each week she brings together hundreds of those who request help and those who offer it. In addition she takes groups of children to amusement parks, outdoor opera, baseball games or circus every week throughout the summer. Sally Joy Brown is a sister of charity to the needy and her work is watched with interest and approval by Chicago women.



Hutchinson Photo.

BRANNER'S BREADWINNER



MARTIN M. BRANNER, who draws Winnie Winkle for The Tribune, was once an actor. For years he and Mrs. Branner traveled together the uncharted and uncertain seas of show business. . . Musical comedy, stock companies, vaudeville . . .

"Then," says Branner, "I was elected to do a 'woiking goil' series for The Chicago Tribune and Winnie Winkle has been my breadwinner ever since."

Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER
November Circulation: Daily, 783,850; Sunday, 1,186,487

