



Why Women Read The Chicago Tribune—

THE completeness of its appeal to women readers is probably one of the chief reasons for The Chicago Tribune's enormous lead in circulation over all its competitors in the Chicago newspaper field. There are 369 women working for The Tribune, and every important editorial department that is addressed to women readers is written and edited by a woman.

The Tribune's Society Editors are, of course, women; there are no whiskers on our Love Adviser and our Art Editor is a woman also. The Tribune covers all departments of interest to women which clearly belong to a daily newspaper, and many other women departments which were formerly considered as exclusively within the field of the magazine—fiction, book reviews, moving picture reviews, articles on cooking and dietetics. It has a fashion department cleverly illustrated by well known artists and it also has a pattern and home dressmaking department and a home beautiful department. Remember, all these departments for women are handled by women.

As an example of the completeness of its service to women readers, The Tribune recently installed

one of the most modern and completely equipped experimental kitchens in the country. Here new and tempting recipes are concocted by Jane Eddington, The Tribune's cooking expert, and her staff of assistants. Here every recipe is carefully tried out before it is published in The Tribune, for after all "the proof of the pudding—" and Miss Eddington believes in making certainty thrice sure. The kitchen is open to the public.

Advertisers whose products appeal to women find The Tribune particularly rich in possibilities for quick response from women buyers. Because of its special appeal to women, The Tribune makes advertising directed to women pay exceptionally well, as is attested by the fact that The Tribune leads the other Chicago newspapers in advertising lineage in the vast majority of the groups appealing exclusively to women.

The Tribune Cook Book comprises 111 of Miss Eddington's recipes, carefully tried out and verified in The Tribune's experimental kitchen. The price of the book is 10c at the Public Service Bureau, 11 S. Dearborn St., or 13c by mail.

Women Feature Writers and Editors

Mary King, Fiction Editor
Doris Blake, Love Advice
Mae Tinee, Movies
Antoinette Donnelly, Beauty Secrets
Fanny Butcher, Book Reviews
Kate Webber, Club Editor
Jane Eddington, Cooking Editor
Sally Joy Brown, Helping Hand Department
Loretta King, Blue Ribbon Fiction
Eleanor Jewett, Art Editor
Corinne Lowe, Fashion Editor
Anita de Campi, "The Home Harmonious"
Clotilde, Pattern Editor
Inez Cunningham, "What's Wrong Here?" Editor
Marriott Smith, Copy Reader

Reporters:
Genevieve Forbes Herrick
Kathleen McLaughlin
Sigrid Schultz, Berlin Staff

Society Editors:
Madame X
Caroline Krum (Nancy R.)
Mildred Jaklon

Editorial Art:
Maude Martin Ellis
Helen Spengler
Dorothy Dulin

The Chicago Tribune
THE WORLD'S GREATEST NEWSPAPER

* "Women — and The Chicago Tribune"
A 72-page booklet about women who work
for The Tribune is for sale at the Public
Service Bureau, 11 S. Dearborn St. Price
10c, or 13c by mail.