



“gathered with a scoop shovel;
served up with a teaspoon”

“NEWS is literally gathered for us with a scoop shovel—and we serve it up with a teaspoon!” It was the city editor of The Tribune addressing the advertising personnel of his paper. Graphically, as only a veteran reporter could do it, he pictured for his listeners the tremendous scope of The Trib-

une’s news-gathering facilities.

For, The Tribune, through years of unceasing effort, has built up an organization for getting the news, unsurpassed in the field of international journalism.

Into thousands of cities, towns and villages in the United States The Tribune reaches out daily, hourly, in its never-ending search for news. Into every corner of the civilized world go countless delicate tentacles of wire, having as their common center the news room of The Tribune plant—and as their common terminus a trained human intelligence—a Tribune correspondent.

Wherever or whenever news breaks, whether it be an uprising in China, an earthquake in California, a dog race in Alaska, or a prize-fight in New Jersey, you can rest assured that there will be a Tribune representative on the spot, getting the facts

and relaying them to you with all the speed that modern inventive genius can command.

Hour by hour there pours in upon the editors of this great newspaper a tidal wave of news, some of it local, some of it national, some of it from the ends of the earth. No newspaper in the world could print it all. So there begins, perforce, a process of shaping this mass of reported matter to make it easily and quickly acceptable to

the millions of Tribune readers. Everything is given the most careful attention by men trained to scent news value, no matter how disguised. Anything smacking of propaganda is immediately rejected.



This continual and never-relaxing vigilance has had a two-fold effect. It has earned for The Tribune news columns an envia-

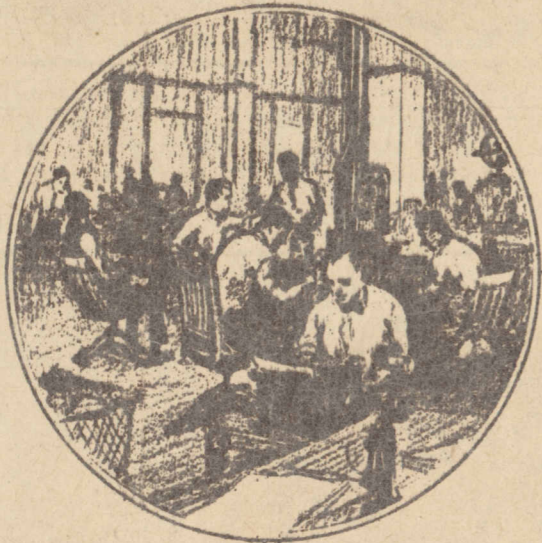
ble reputation for vigor,

complete story coverage, and freedom from editorial bias. And it creates a reader confidence that is reflected in responsiveness to advertising. The Chicago Tribune has an enormous circulation—more than 700,000 daily, 1,100,000 Sunday. But it is the respect for The Tribune as a great newspaper that has brought about so many unparalleled suc-

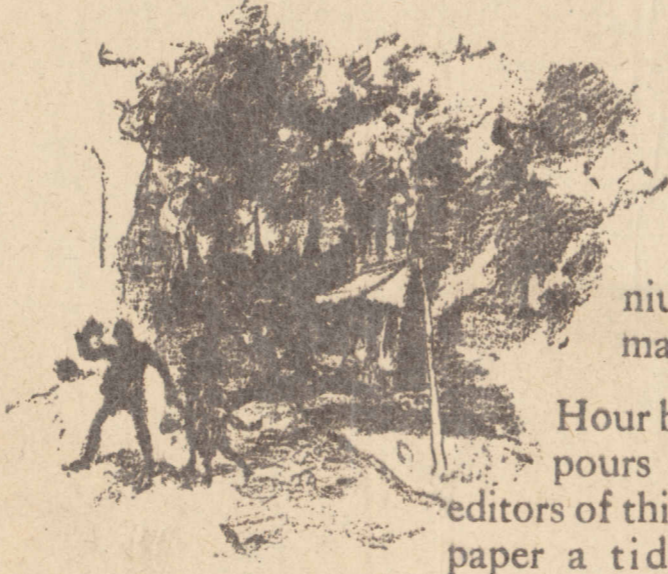
cesses with advertising campaigns in The Tribune. A Tribune man will be glad to show you what other advertisers have

done to increase their sales. He may have

a story to fit your problem. An interview will surely be interesting and should be profitable.



A corner of The Tribune local room, often called the nerve-center of the paper. Into this room are poured the daily gleanings of Tribune reporters and correspondents in every corner of the world. Here it is that the managing editor and his assistants labor into the small hours to perform the daily miracle of getting out the paper.



The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

Circulation more than 700,000 Daily; more than 1,100,000 Sunday