

NEWS and comment about Chicago Tribune features—
The Greatest Group of Daily Features in the World

World's Greatest

Tickling Funnybones Good Fiction
. . . . Political Cartoons The Line
. Health and Wealth

Newspaper

Tickling the Funnybones of Millions



FRANK WILLARD

CHICAGO TRIBUNE comics have attained their tremendous popularity because they are created by artists who not only draw funny pen pictures, but make their characters enact daily playlets that are hilariously true to life. Yet each of the seven Tribune daily comic strips is utterly different from the others

ANDY GUMP with his constant volley of apt and original wise cracks . . . little ORPHAN ANNIE, the beloved child philosopher of Harold Gray's cartoon comedy Contrast Annie's level headedness with the adolescent HAROLD TEEN, leader in his own "collegiate" set, fluent spouter of high school slangage. WALT, famous fat man, who recently forsook a comfortable bachelorhood, and his pretty and petite spouse. He is beloved for bringing up SKEEZIX, the world's most famous comic strip child And then there is SMITTY,



HAROLD GRAY



FRANK KING hobnobbing with HAROLD LLOYD somewhere in Hollywood

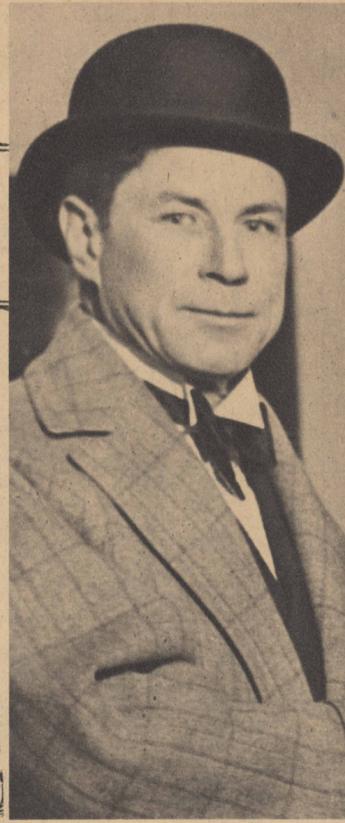
the typical bright kid, the much abused office boy, just at the age when life is the most fun, and when a little failure seems blacker tragedy than is ever felt again.

Decorating another office is WINNIE WINKLE, *The Breadwinner*. She struggles valiantly to support the family—Pa's hardest work is trying to make Winnie marry a rich man. Winnie's waiting for one who's young, rich, handsome, brilliant and prominent.

And, of course, there's MOON MULLINS. Moon is not so old, his mother wouldn't call him handsome, he'll never be rich unless he marries Emmy Schmaltz, and his popularity is confined to the better pool halls. But his popularity is unconfined in the hearts of the millions of Tribune readers . . . for he furnishes great gobs of hearty laughter every day!

Fiction

There's nothing like a well-written, exciting nibble of romantic fiction each morning The Tribune was the first newspaper to buy and print for its readers, first-run fiction by noted authors another piece of Tribune trail-blazing For a number of years, each issue of



SIDNEY SMITH—impresario comique to the nation. 430 daily and Sunday newspapers buy the Gumps from the Tribune and print this comic in their own columns. Andy thus has a following of 25 million readers.

the daily Tribune has carried an installment of a serial story by some well-known writer And quality! Several recent "best sellers" in the bookstores had their first printing in the form of Tribune daily serials Choice, first run fiction, bought in the open market in competition with the highest class publications is an important feature of the Daily Tribune.

McCUTCHEON—ORR—and WILLIAMS. In addition to its generous family of famous comic strip characters,



JOHN T. McCUTCHEON

there is a daily cartoon by America's leading cartoonist and two noted runners-up in the same field. John McCutcheon, Carey Orr, and Gaar Williams compose the most talented and versatile triumvirate of cartoonists on any one newspaper in America. McCutcheon and Orr

confine themselves most of the time to the realm of politics and economics, though frequently both bring their pens to bear upon the virtues and short comings of humanity in general Gaar Williams, another Hoosier, has been called the James Whitcomb Riley of the drawing board. He finds



CAREY ORR

his chief inspiration in people Humor just slides off Gaar Williams' pen clean, wholesome, with a great deal of the milk of human kindness



GAAR WILLIAMS

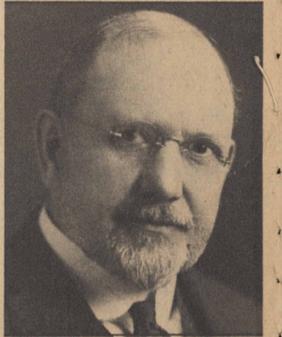
THE LINE. My dear! did you read the Line this morning? the loveliest bit of verse! and R. H. L.! my dear, he's just too funny for words!

There's only one "LINE"—"A LINE-O-TYPE OR TWO"—The Tribune's famous daily editorial page column

of humor and verse and sentiment, conducted by Richard Henry Little. Reading THE LINE each morning has become a daily habit with a million and more Chicago-landers it is one of the most famous of all daily Tribune features in it you will find some of the best verse and short prose produced in America.

Health—

In this hustling, careless life of today, the question of health deserves all the consideration one can give it The Tribune, realizing this some years ago, established as one of its daily features, a department call "How to Keep Well", conducted by a noted member of the medical profession—Dr. W. A. Evans. Hundreds of thousands of Tribune readers make reading it a daily health habit thousands of persons write to this department each year for medical advice "How to Keep Well" is always vitally interesting and reliably instructive reading on the editorial page of your daily Tribune each morning.



DR. W. A. EVANS

and Wealth!

"The Investor's Guide," is another daily Tribune feature how to avoid undue strain on the bank balance "The Investor's Guide," special service to business men and investors, giving each day accurate, unbiased, reliable advice on the latest investment offerings a feature of the daily Tribune financial page more than 200,000 Tribune readers have used "The Investor's Guide."

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The features which you see in The Tribune each morning are the most carefully selected and best balanced group found in any newspaper in the world. Each was created to answer some reader need—humor, entertainment, information, advice.

To start the day with a hearty laugh, read *The Gumps* *Moon Mullins* *Gaar Williams*. If you feel the need of a bit of poetry or subtle humor, read "The Line." If you want to know the latest in Paris fashions, read *Corinne Lowe*.

No matter what you expect from your daily newspaper besides the latest reports of local or foreign news—you'll find it in the pages of *The Daily Tribune*

Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER