

"TREES to TRIBUNES:"



A TRAFFIC JAM IN TRIBUNE TIMBERLANDS. If it were not for the jams which so frequently occur on timberland rivers, driving logs would be largely a matter of throwing them in the water and letting nature do the job of transporting them. As in the picture above, many jams stretch from bank to bank. The great volume of water rushing down the cascade in the background is powerless to budge it. Disentangling these jams is the lumberjack's hardest and most dangerous work.

AT 11:30 A. M. today, from W-G-N, the broadcaster will paint a vivid word picture of the activities outlined in these photographs. The wild beauty of rivers roaring riotously through mountainous chasms . . . mighty waterfalls misty with spray and thunderous with the downward crash of water and wood . . . logs leaping like live creatures as they swiftly surge through long stretches of rock-strewn rapids! Tune in on W-G-N for this thrilling story!

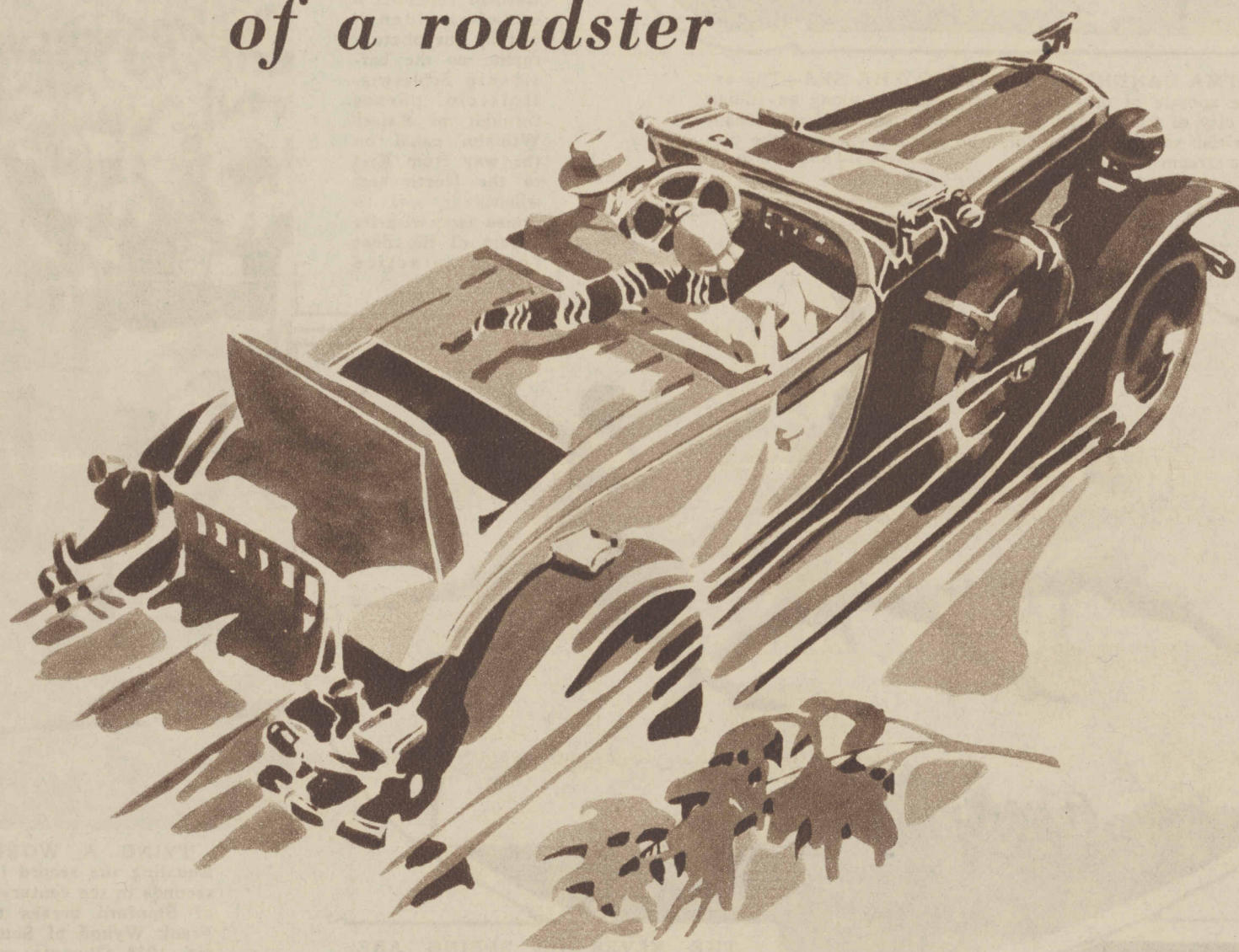


BRUIN PAYS HIS LAST CALL. Lumber camps, with their stores of flour and molasses, are magnets for the numerous bears which infest the Tribune timber country. To save supplies, and gain a pelt or two, lumberjacks prepare crude but completely effective traps for their reception.



THUNDEROUS FALLS FOAM WHITE—Pictured here is a scene typical of the turbulent rivers down which millions of logs are driven every spring. Many a Tribune you've read crashed down this roaring falls in log form.

Like the Lean Lithe Lines of a roadster



it speaks of quality the moment you taste it . . .

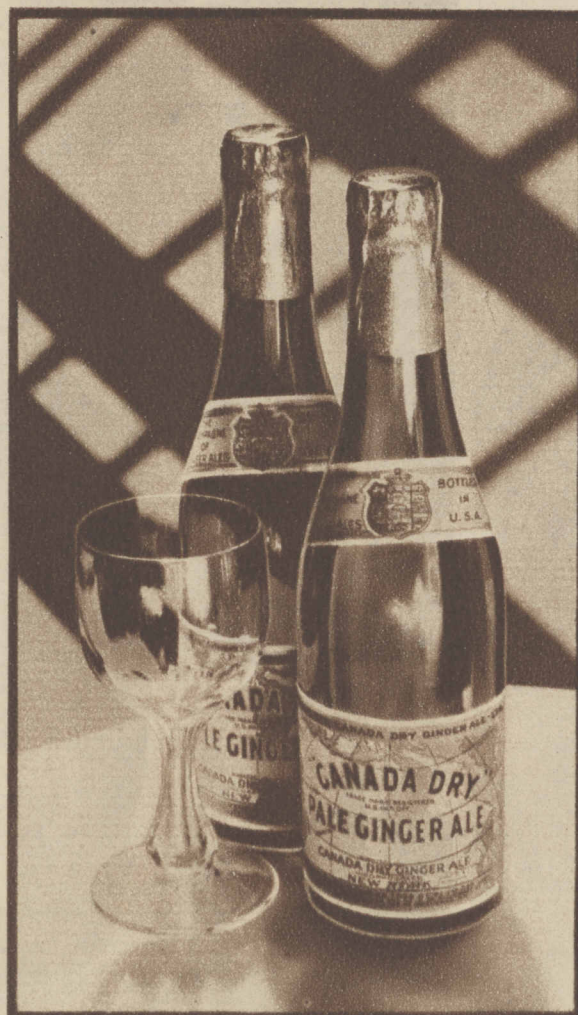
IT HAS the dash and vigor of 60 miles an hour over a smooth road . . . it has the stimulation of speed and power when you go up a hill . . . it has the exhilarating appeal of the outdoors itself.

This is "Canada Dry"—the sportsmen's beverage. Countless Americans prefer it. They prefer it because it is a marvelous ginger ale matching, in the vigor and stimulation which it gives, the true quality of sport itself.

Taste it and see for yourself! Keen as the thrill of a game well played . . . mellow as the feeling of satisfaction after the game . . . sparkling as the players. The very foundation of "Canada Dry" is "Liquid Ginger"—which we make from selected Jamaica ginger root by a

special process. This process is exclusively controlled by us and, unlike any other method, retains for "Canada Dry" all of the original aroma, flavor and natural essence of the ginger root. Rigid laboratory control assures uniformity, purity and highest quality. A special process of carbonation enables "Canada Dry" to retain its sparkle.

For such reasons has this fine old ginger ale won prestige and distinction in London . . . Paris . . . New York . . . the Houses of Parliament at Ottawa. For such reasons is it served in countless homes in this country and Canada. Order it in the Hostess Package of 12 bottles. Let it grace your dinner table and bring distinction to your hospitality.



"CANADA DRY"
The Champagne of Ginger Ales



No More Oily Skin

Makes old-looking skin youthfully clear—refines large pores—corrects oily skin—removes blackheads



Cremed magnesia corrects oily skin in the same easy way that milk of magnesia purifies the stomach

Poor-color complexion, oily skin and blemishes are due to acid-skin impurities. And, everybody knows there is nothing like magnesia to neutralize acid. So, when the face is massaged with cremed magnesia the skin throws off even the most deep-set pore impurities. It corrects oily skin in the same easy way that milk of magnesia purifies the stomach.

Cremed magnesia rejuvenates the complexion so quickly that any face looks years younger in five minutes. It changes old-looking, poor-color skin to youthful clearness and fades

DENTON'S CREMED Facial Magnesia

CLIP AND MAIL COUPON TODAY

DENTON PRODUCTS, Inc., 11 East 36th St., New York, N. Y. C.T-427-41

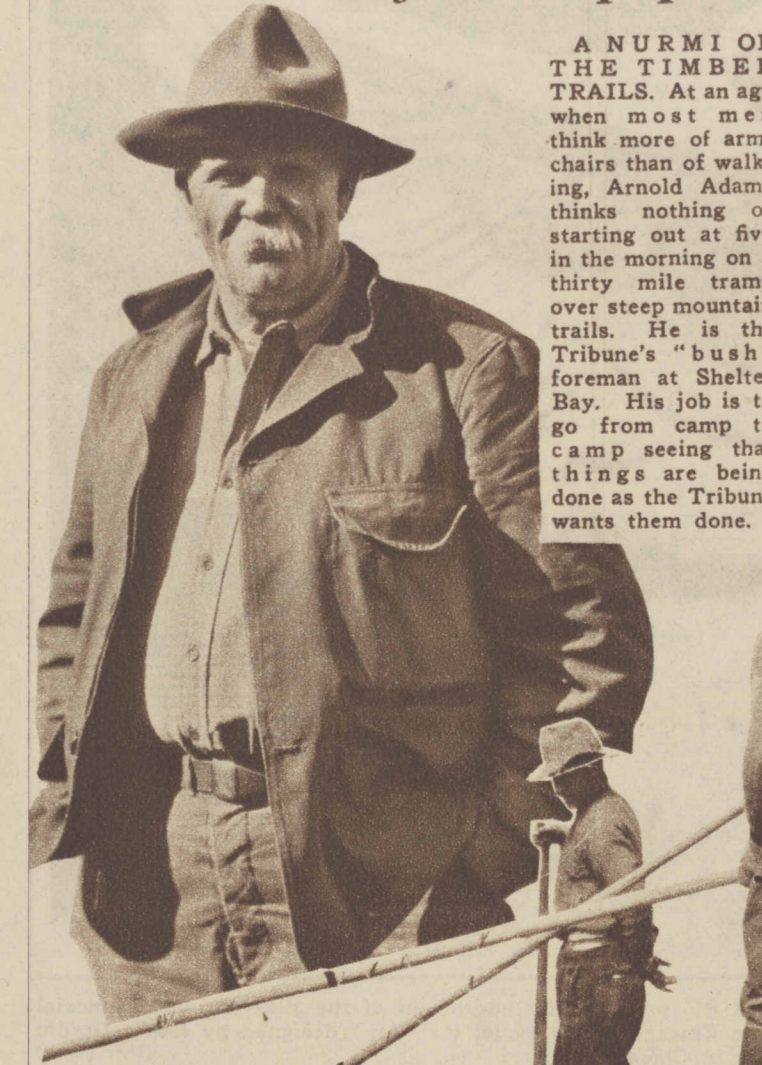
Please send me prepaid a large demonstration bottle of Denton's Facial Magnesia on your money-back guarantee of satisfaction. I enclose fifty cents in full payment.

Name Address

City State

NOTE: Do not hesitate to try this marvelous skin treatment at once. Thousands of delighted women have written they could not believe anything so simple could be so wonderful. But they were convinced when they saw so many friends suddenly get lovely complexions.

The Romance of Newspaper Making—No. 3



A NURMI OF THE TIMBER TRAILS. At an age when most men think more of arm-chairs than of walking, Arnold Adams thinks nothing of starting out at five in the morning on a thirty mile tramp over steep mountain trails. He is the Tribune's "bush" foreman at Shelter Bay. His job is to go from camp to camp seeing that things are being done as the Tribune wants them done.



ANOTHER VIEW OF A SIDE JAM. Steady nerves and agile feet are big assets to men who do this kind of work. In fact they're absolutely essential. A slip may bring anything from bruises to broken limbs or from ducking to drowning.



UNSCRAMBLING A "SIDE JAM." Eddies and contrary currents frequently pile up logs at the side of a river. Unless these side jams are speedily broken up they soon form a serious impediment to the flow of logs down the river.



DINNER'S OVER; LET'S GET BACK TO WORK! Shouldering gaffs and peavies, a gang of Tribune lumberjacks leave the cook-camp for another spell of work along the nearby river.

A MOTOR CAR, TOO, REFLECTS ITS BACKGROUND



THE SEVEN-PASSENGER LIMOUSINE

. . . its interior is as light, dry and comfortable as a miniature sun parlor . . . its upholstery is an achievement in luxurious simplicity . . . comfortable auxiliary seats face forward . . . a man, wearing an opera hat, may sit comfortably erect . . . Lincoln motor cars can be purchased for as little as \$4200, f. o. b. Detroit.

LINCOLN has used its unlimited resources to develop a motor that notably combines strength and performance. ♦ In making this motor, operations that best can be done by hand are in the unhurried hands of fine craftsmen; whereas operations that are beyond the ability of even the finest craftsmen to perform . . . delicate measurements and exquisite applications of tremendous force . . . are done by intricate machines of special design for each particular need. Costly to maintain, these machines often slow up production; but there is no intention to produce the beautiful, luxurious Lincoln in large quantities. ♦ Because the powerful V-type motor is so accurately built to insure smooth performance, the excellent structures and precise alignments in the Lincoln are left undeteriorated throughout the years. Because the parts are related with such unparalleled precision the powerful Lincoln needs no tedious breaking in . . . but is, from its first day of service, a quiet, steadily functioning possession for those who can afford to purchase anything they desire; yet who demand authentic value for their money.

THE LINCOLN

