## The TRIBUNE IS Plin

## Circulation

TARGEST morning daily circulation in America, culation in America, July average, 788,161. Largest circulation in Chicago and suburbs, July Sunday average, 450,723 , which is 89,891 more than that of the nearest competitor-an evening paper.

This evening paper claims that with $\mathbf{3 6 0 , 8 3 2}$ circulation (in 7 overlapping editions) it reaches 7 out of 9 of the English reading people of Chicago and suburbs. If this is true, The Sunday Tribune with its $\mathbf{8 9 , 0 0 0}$ ADDITIONAL circulation (only one Sunday Tribune to any home, and practically every one of the 450,723 copies right into the home) must reach MORE than ALL of the English readers of this metropolis!

## Advertising

First in want advertising-first in display advertising-first in total advertising. In July The Tribune printed one-fifth more want advertising than the other five Chicago papers combined.

In July The Tribune led in the following 22 out of the 29 main divisions of display advertising. This includes each division which used as much as 5,000 lines in the six papers combined.

| Advertising Agencies | Educational | Opticians <br> Public Utilities |
| :--- | :--- | :--- |
| Amusements | Financial | Publishers |
| Automobiles | Furniture | Railroads |
| Building Material | Groceries | Resorts |
| Clothing | Hardware | Restaurants and Hotels |
| Coal | Heating and Ventilating | Tobacco |
| Confectionery | Musical Instruments | Trunks and Bags |

The Tribune was SECOND in these 3 divisions, in which The News was First, except Dental, which The Tribune rejects:

Department Stores Dental
Household Utilities
The Herald-Examiner was first in:
Toilet Preparations Printers
The American was first in:
Jewelers
Medical
Although The News leads in Department Stores, the largest single division, The Tribune leads in State Street Department Store lineage from "above-the-street-level" departments-in other words, from the main body of the store.

## BOOK of FACTS

THE CHICAGO TRIBUNE'S 1921 BOOK OF FACTS will be sent free of charge to any selling organization requesting it on business stationery. Its 80 pages are packed full of valuable data on markets and merchandising. In addition it contains reproductions of The Tribune's series of advertisements on the themes " 1921 will reward FIGHTERS" and

## "1921 is rewarding FIGHTERS"

## Wanamaker's Down Stairs Store

WonderfullyPretty Dresses for Little in This Summer Clearaway : \$2.50, $\$ 3.50, \$ 5, \$ 7.50$ and $\$ 10$

Every fashionable kind of Summer Dress is in the great Summer Clearaway. Hundreds of different dresses, in a rainbow of color, at half and less than half of their early season prices.

Some of the dresses need pressing, but they are well worth the freshening. Sizes from 14 to 52, though not all sizes in any one style.

Organdie dresses, $\$ 2.50, \$ 3.50, \$ 5, \$ 7.50$ and $\$ 10$. Voile dresses, $\$ 1.50, \$ 2.50, \$ 3.50$ and $\$ 5$.
Gingham dresses, $\mathbf{\$ 2 . 5 0} \mathbf{\$ 3 . 5 0}, \$ 5$ and $\$ 7.50$.
Then there are making one-of-a-kind dresse of linen, dimity, fine gingham, dotted Swiss and embroidered or plain organdie, all dresses of the finer types, at $\$ 5, \$ 7.50$ and $\$ 10$.

$\mathbf{N}_{\text {serge, tricotine and lovely }}^{\text {ew Autumn dreses of }}$ Nilkse arge, tricotine and lovely
artiving every day. Interesting Fall suits, too.
Prices are decidedly
oderPrices are edecidedly moder-
att, starting at $\$ 16.50$ for ate, starting $\$ 23.50$ for suith
dreuse and (Market)

## Center Aisle Oportunities

Huck Towels, $121 / 2 \mathrm{c}, 15$ $16 \times 32$ inches
$18 \times 36$ inches, 15 c
15 c
$123 / \mathrm{c}$ Pre-war prieses, for these excel-
lent plain white or red bordered cotton huck towers,
the soft linen finish.
Envelope Chemises, 50c Made well of pink or white ba-
tiste and wonderfully "special" at 50c. Trimmed with neat
fancy colored stitching. Extra-Size Sateen Petticoats, \$2 Lustrous black and navy with
depp acordion-pleated frounces.
Unusual white ones with double deep accordion-pleated flounces.
(nnusual white nes with double
panel front and back. Bandeaux and Brassieres All kinds that All kinds that women want.
Styles that close in back or in
front, of plain or fancy front. of plain or in fancy pink or and
fhite materials. Plain or trim-
wat white materials. Plain or trim
med with laces and embroiderie
All sizes in the lot
Bath Sprays, 75c They have five-foot rubber hose
and large head to give a good full

Talcum Powder
18c a Pound Can Another case of this Wana-
maker talcum just arrived. Rose,
corylopsis and trailing arbutus maker
corylopsis
fragrances.
Vacation Toilet Article Vacation Toilet Article at Little Prices
itch hazel, $85 \mathrm{c}, 50 \mathrm{c}$, bottle.
Cold ${ }^{\text {Cold }}$ cream, 20 c tube; 25 c 85 c jar.
Tooth paste, 10 c to to 40 c tube.
Good toilet soaps, 5 c and Good toilet soaps, 5c and
cake or 55 c and $\$ 1.10$ dozen. Tooth Brushee $10 \mathrm{c}, 15 \mathrm{c}, 25 \mathrm{c}$ Hand Scrubs, 18c and 25c or celluloid handles. The hand scrubs have good
sturdy bristles and wooden backs. "Billie Burke" House Dresses, $\$ 1.50$ Frekh and pretty plaid or
checked kinghams Made in the
comfortable straight-line stye comfortable straight-line style
that so many women like. Fin.
inhed with white collars and cuff.

## Women's Tan <br> Oxfords and <br> Pumps, $\$ 5.40$

The Oxfords are es pecially good looking with wing tips, welted soles and medium heels. pumps with one strap and button, imitation wing tips, welted soles and medium heels are also $\$ 5.40$.

Men'sWhiteShirts,\$1.50 and $\$ 2$ uat the kind that is most popular these late Summer days.
Shirts of white cotton cheviot of soft, smooth weave, perthirts of white cotcoff, are $\$ 1.50$. Three different patterns in the shirts of self-striped all-
white madras of unusual fineness and luster. All with soft white madra
cuffs at $\$ 2$.

Linen Table Cloths $\$ 5.50$ and $\$ 6.50$ Seeral pretty patterns in tablecloths, size $70 \times 70$ inches, $\$ 5.50$.
Equally good choice in larger cloths, $70 \times 88$ inches, at $\$ 6.50$. Linen Napkins, $\$ 6.50$

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The Very Necklace You're
Looking For


Striped Outing Flannel, 12½c White Domet, 15c
or pajamas, nightgowns and underwear for the coming Winter
Sample Slip-on Dresses of Fine Materials, $\$ 4.50$
$\qquad$
$\qquad$
Our Finest Silk Skirts Are Now Only \$10 (Average Half Price)


