

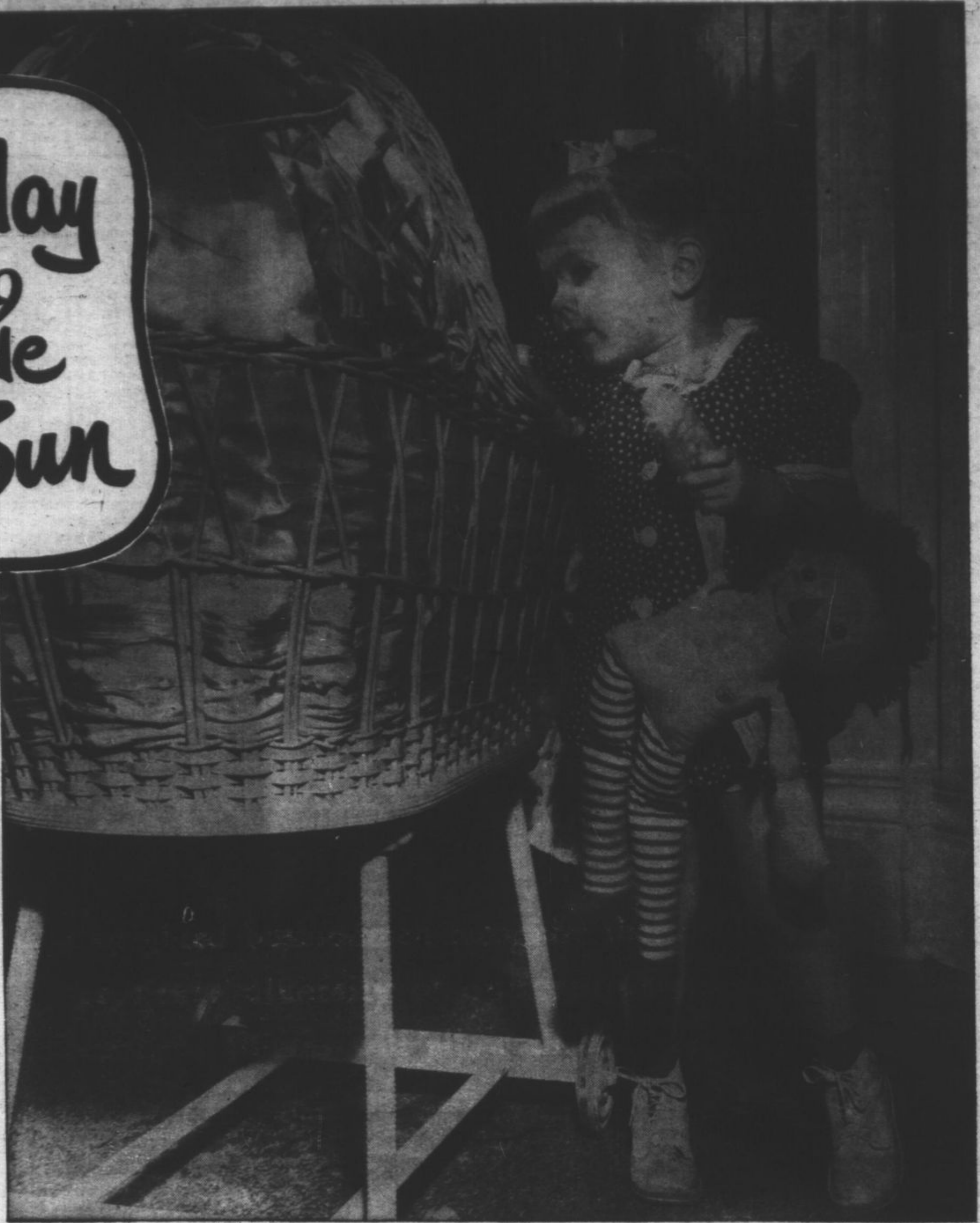
Out Monday September 29 The New Style Chicago Sun

Next Monday The Chicago Sun will change its size—but not its character.

With a new format, about half the size of the conventional newspaper page, The Sun will print more pages per issue . . . will continue to cover all the news—local, national, foreign, sports, business and also important markets. The Feminine Angle and other Sun features, columns and comics have been retained, new attractions added.

The new size page is more compact, and can be handled and read more conveniently at the breakfast table, in a crowded car or bus, is easier to read.

Since most morning newspapers must be read in transit, and within limited time, the new model Sun is better suited to most readers. Sample the new Sun next Monday—for a more satisfying morning newspaper!



Bigger than the Law in Lake County?



Open gambling goes on in Lake County . . . close by the North Shore's smartest suburbs and country estates, prosperous farm communities and fat factory payrolls . . . A luxurious, well-appointed "Club" offers play for high stakes, has a limousine service for customers, maintains its own private guards! . . . Not in Florida or Nevada but in Illinois where gambling is illegal! . . . Somebody in Lake County is bigger than the law! . . . Sun reporters are on his trail, and it's growing warm . . . Don't miss this startling series that starts next Monday—in the new Sun!

FREE TRIP to the UN for High School Students

Young people have the most to gain, or lose, from UN . . . should understand how it works, interest others in its programs.

To give young Chicagoans opportunity to rub elbows with the world, meet other peoples, learn their problems and aspirations, The Sun will send a group of student editors from High Schools in Cook County to Lake Success, New York, for two days, expenses paid . . . to attend an Assembly session, and a special all-day schedule of lectures and questions, with members of the UN secretariat! . . . Full details in the new Sun, next Monday.

. . . Meet Your New Baby—

born last month in a Chicago hospital, picked by a prominent pediatrician as the subject of the most interesting and absorbing story in the world . . . the ever-new magic of the baby's growth and day by day development—to be pictured and reported in detail every day in The Chicago Sun!

It will be your privilege to watch Betsy's first smile, first tooth, first step and first fall, first reactions to her little world of family and home . . . to enjoy her experiences, thrill to her discoveries, sympathize with her struggles, rejoice in her triumphs, through all

the swift stages and sudden change of the wonderful early years . . . And an added attraction is Susie, Betsy's three year old sister.

Supervised by both doctor and nurse, Betsy's case history will serve as a help and dependable guide to other mothers and expectant mothers . . . will benefit, we hope, the country's bumper crop of babies.

Not a doll, radio character, moving picture, or comic strip, but the real thing . . . Betsy's your baby—without any of the expense, effort, work, worry, headache or problems! So start next Monday—

"Bringing up Betsy" By Betsy's mother ...with Ruth Crowley, R.N.

CHICAGO SUN only 4¢