

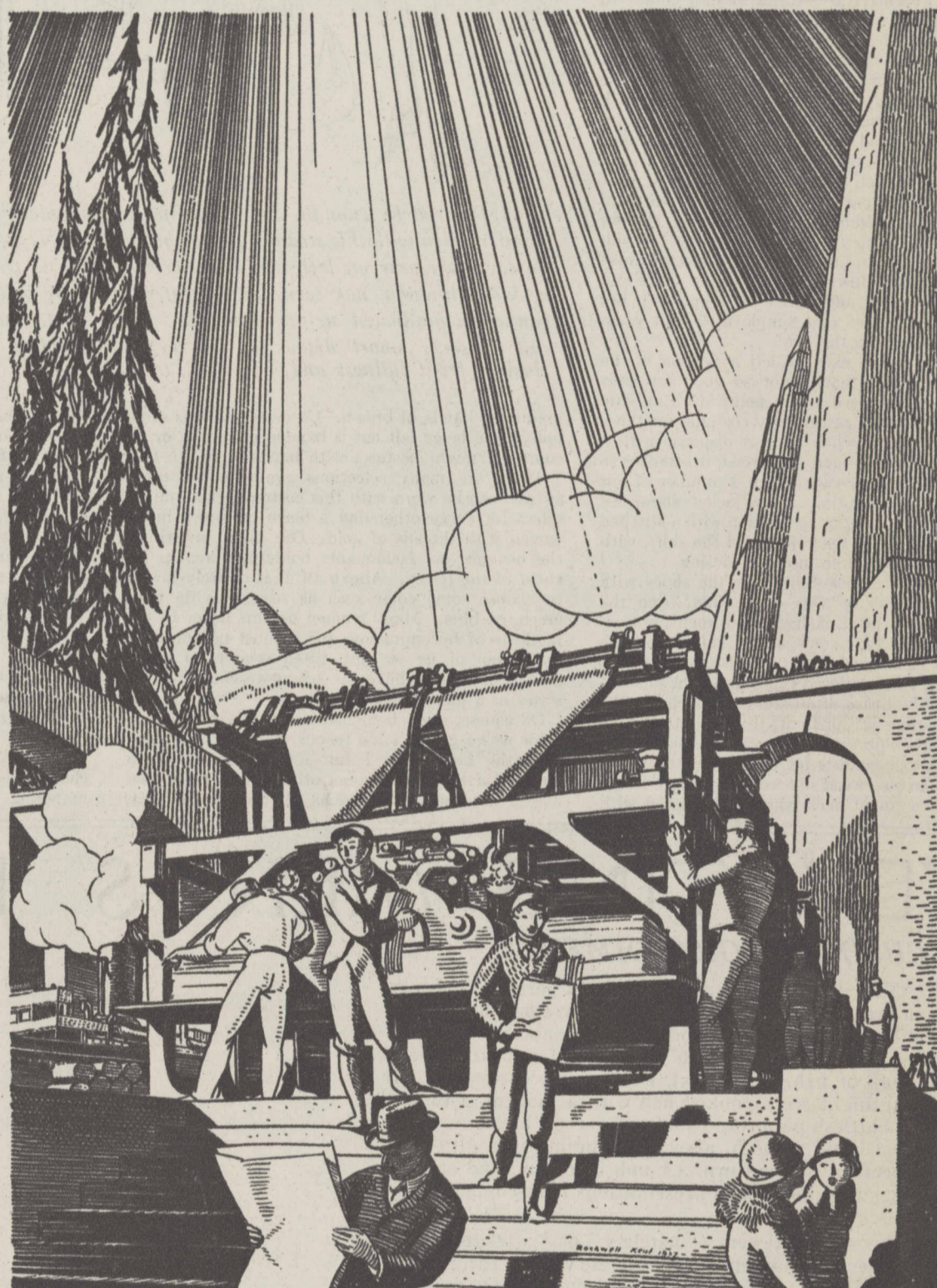
# So Many Types of Art Reproduce Beautifully in TRIBUNE ROTOGRAVURE



The wash drawing is popular for rotogravure, since a virtue of rotogravure is its soft and charming reproduction of delicate shades and tones.

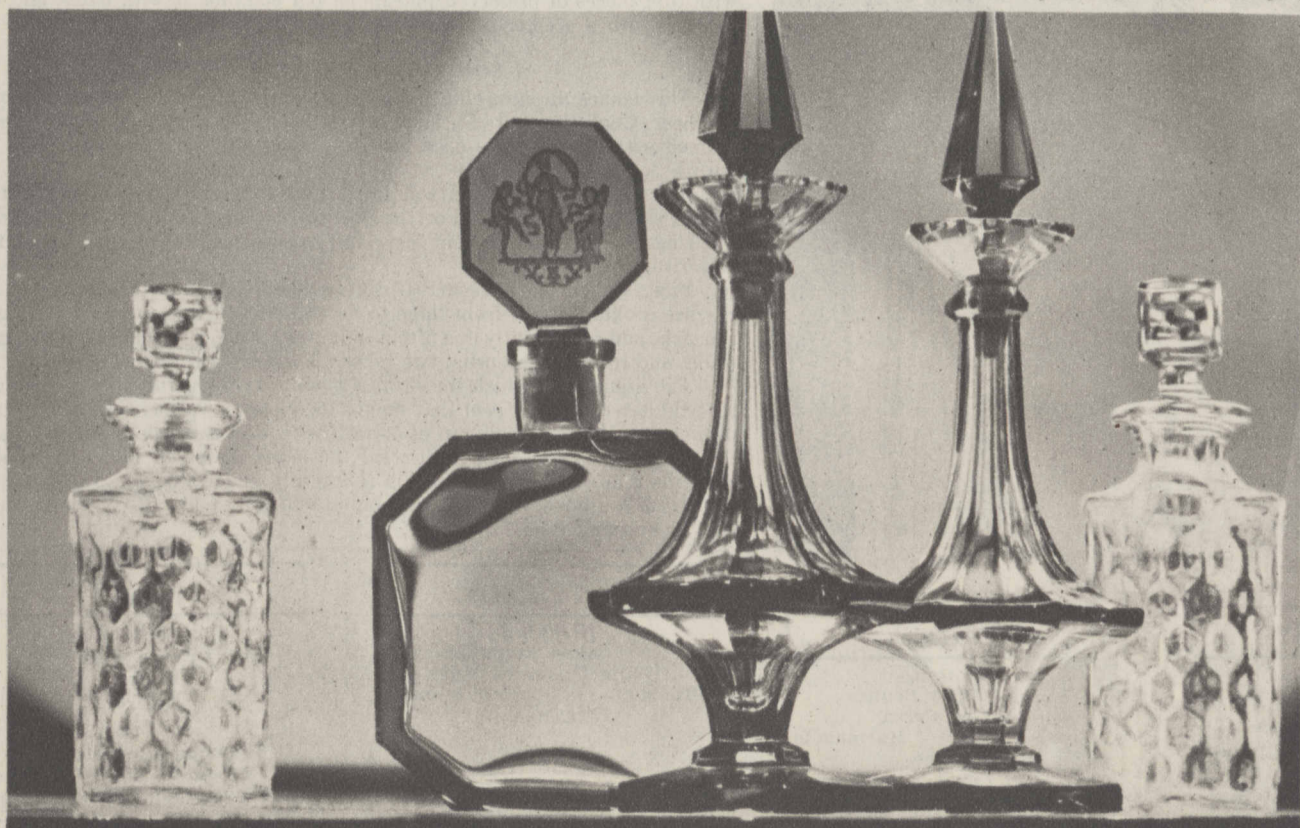


Rotogravure brings out all the quality of an oil painting—whether reproduced in the single color or in the full color.



Line drawings may be used with excellent effect, as shown by this pen and ink sketch made for The Tribune by Rockwell Kent. Many a striking nuance may be secured by this type of art.

Courtesy Marshall Field & Company



Arthur Gerlach Photo

An example of the latest treatment in photographing objects for rotogravure reproduction. Lights and shadow have been utilized to create a pleasing picture.



Arthur Gerlach Photo

Another photographic effect in which the soft focus gives the suggestion of an oil painting. It indicates some of the possibilities for the advertising of food products with rotogravure.