

# "TREES to TRIBUNES"

The Romance of Newspaper-Making—No. 2

**6 FAMOUS GIBSON \$5 PHOTOGRAPHS**



**Confirmation**  
The most sacred event in your child's life. A beautiful PHOTOGRAPH will always serve as a guiding inspiration.

**GIBSON STUDIOS**  
58 EAST WASHINGTON  
Phone Central 3982  
Open Sundays  
Present This Ad at Time of Sitting

*A Powder*  
**SPECIALLY**  
**BLENDED**  
*for YOU*



Never has there been a face powder so individualized as Plough's Face Powder.  
Now you can choose one of three special textures blended for your type of skin—and one of five modern tints to harmonize with your natural flesh-tone!  
Plough's "Favorite Bouquet", light texture for *dry* skin; Plough's "Exquisite", medium texture for *normal* skin; Plough's "Incense of Flowers", heavy texture for *oily* skin—are now available in attractive boxes at dealers everywhere.  
Unsurpassed in quality and value, and appealingly perfumed, Plough's Face Powder is *sensibly* priced at 30c, 50c and 75c.

*Plough's*  
**FACE POWDER**



*Plough, Inc.*  
NEW YORK MEMPHIS  
SAN FRANCISCO



**T**HIS is the second of a new series of rotogravure pages illustrating the vivid story of "Drive Time in Tribune Timberlands." When spring comes to the far northern wilderness, nature and man work furiously that millions of logs destined for the making of millions of Tribunes may go swiftly toward civilization and the paper mills. Night and day huge rafts of logs float down the rivers and lakes of Tribune timberlands. Hundreds of hardy French-Canadian lumberjacks see to it that no obstacles retard their orderly flow. Today at 11:30 a. m., from W-G-N, the broadcaster will narrate for you in amplified detail the story told on this page. Have it in front of you as you listen to him!

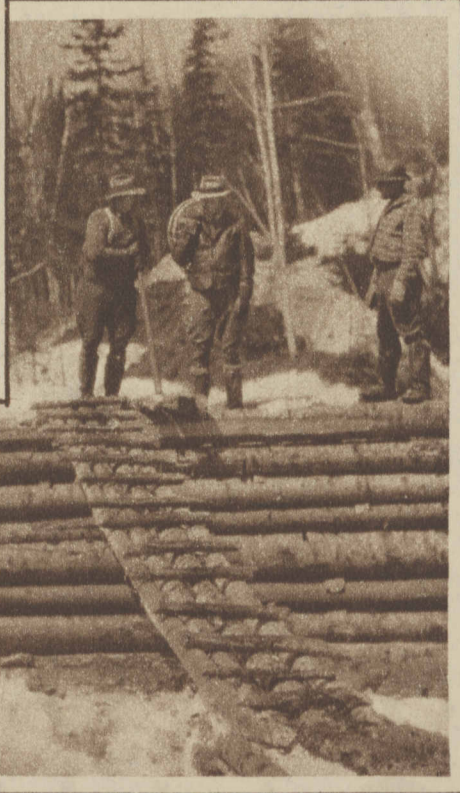
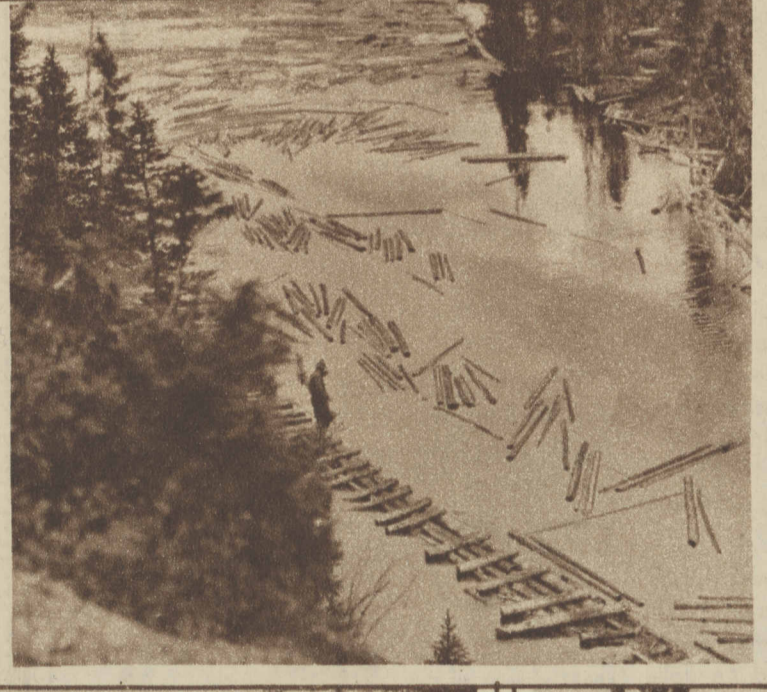
**WHERE BRAVN COUNTS**—"Picking" a log jam is ticklish, nerve trying work plentifully spiced with thrills. Standing on slippery logs crazily criss-crossed at angles never intended for any feet but those of birds and lumberjacks, men strain mightily. Pushing, pulling, marvelously balancing themselves on unsteady logs, they put forth all the energy of every usable muscle to break down the barricade thrown up by conspiring wood and water.



**M. EDOUARD CHENEL**—Characteristic, in his sturdiness and smiling good humor, of the French-Canadian lumberjacks who drive logs down timberland rivers is Edouard Chenel. He is foreman of a Tribune lumber camp on Lake Ashwaonipi, which in Montagnais Indian means "the lake that is half way up the river."

**WATER AND WOOD SURGE SWIFTLY**—When the dam is opened the water rushes through in furious eagerness, bearing with it thousands of great spruce and balsam logs.

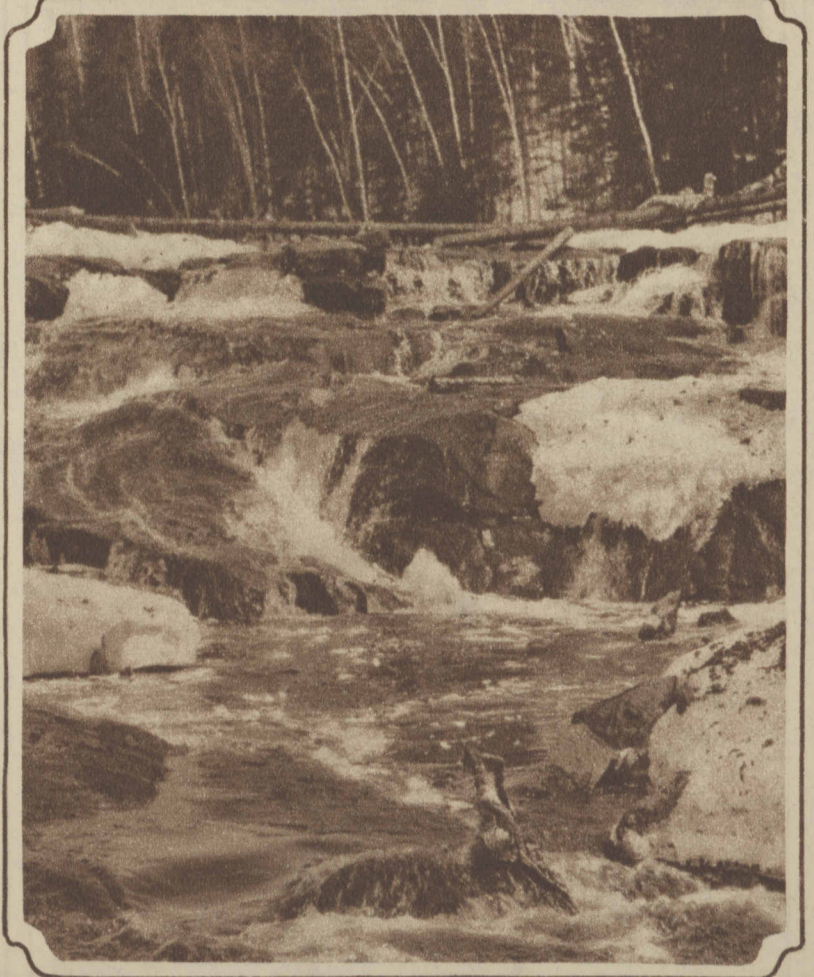
**FUTURE TRIBUNES**—Unceasingly in spring and early summer logs come pouring down the rivers and lakes of Tribune timberlands. Those pictured here are approaching a dam on Tibasse creek.



**CHECKING THE EXTRAVAGANCE OF RIVERS**—Streams, when swollen with spring freshets, wash hundreds of logs ashore where banks are low. Stout piers of timber and stone are built to keep rivers and logs flowing as they should—in the natural channels.



**DAMS CONSERVE WATER NEEDED FOR "DRIVE"**—After the spring floods many rivers, if left to themselves, would soon become shallow rivulets. To prevent this The Tribune builds dams behind which the needed water is conserved. They are opened only to permit the passage of logs.



**WINTER'S VANISHING REARGUARD**—A few snow patches mark all that remains of winter's long dominion over the timberlands. Spring is abroad, and soon a newer, livelier whiteness, the whiteness of foaming water, will again hide these massive rocks.