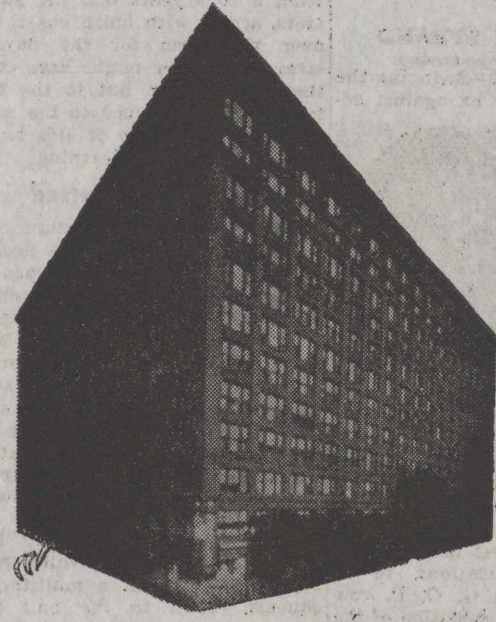


Marshall Field & Company



Chicago Started the Day by Reading the Trib

One hundred years ago, June 10, 1847, Chicago started the day much as it did this morning, one hundred years later. By reading the "Trib." There were a few differences.

Hand-printed in a tiny building at Lake and LaSalle streets, the hopeful Tribune of a century ago was making its first appearance. It found four hundred readers.

Today's Tribune rolled a million copies and more, from presses deep in its skyscraper home. Spanning the years between, there is this of significance:

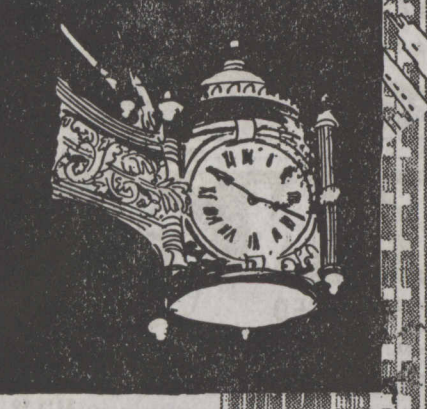
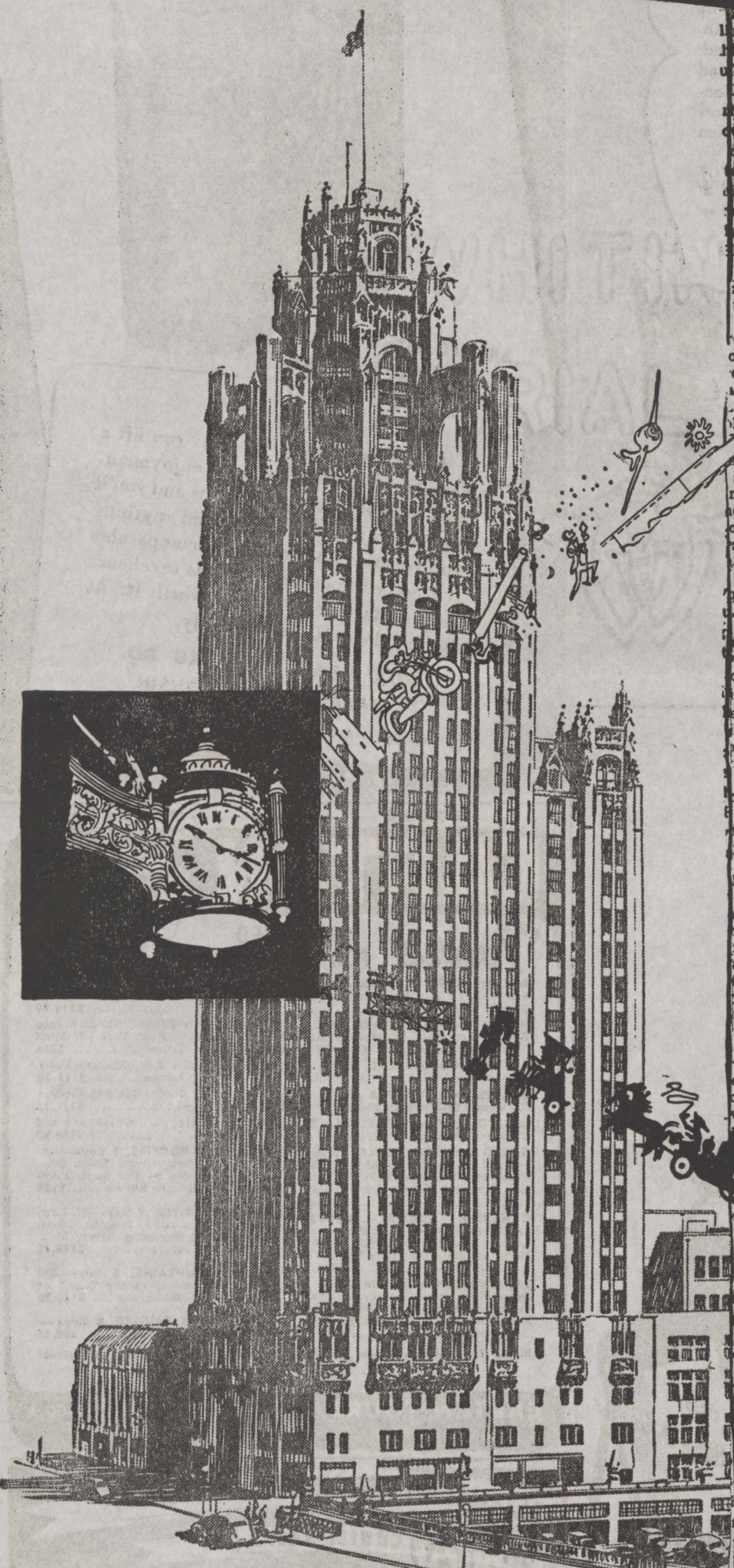
That first Tribune proclaimed, "The Chicago Tribune will be neutral in nothing; it will be independent in everything." Today's Tribune can say the same.

A few years after the birth of the Tribune, this store was started. The store and the newspaper have grown up with Chicago, often in pioneering association.

From the first simple ads to recent experiments in the transmission of facsimile advertising each institution has benefited by the

presence of the other. Marshall Field & Company knows intimately the achievement, the distinction of The Chicago Tribune. Perhaps we can

appreciate its success even more keenly since we are both, in a sense, in the same business—serving Chicago.



Chicago started the day much as it did this morning, one hundred years later. By reading the "Trib." There were a few differences.

Hand-printed in a tiny building at Lake and LaSalle streets, the hopeful Tribune of a century ago was making its first appearance. It found four hundred readers.

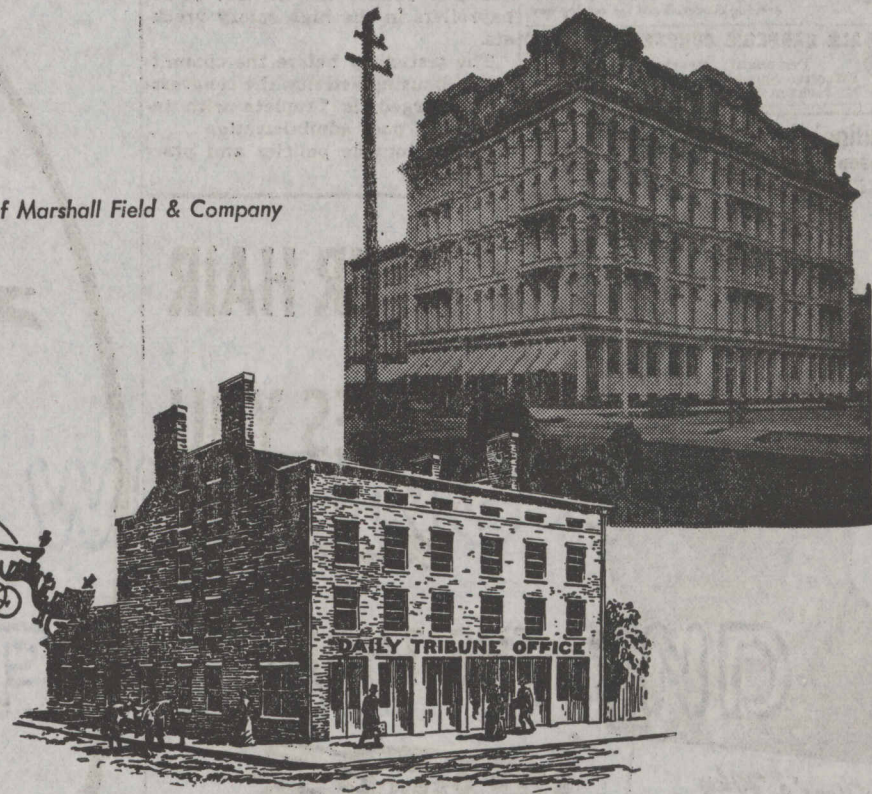
Today's Tribune rolled a million copies and more, from presses deep in its skyscraper home. Spanning the years between, there is this of significance:

That first Tribune proclaimed, "The Chicago Tribune will be neutral in nothing; it will be independent in everything." Today's Tribune can say the same.

A few years after the birth of the Tribune, this store was started. The store and the newspaper have grown up with Chicago, often in pioneering association.

From the first simple ads to recent experiments in the transmission of facsimile advertising each institution has benefited by the presence of the other. Marshall Field & Company knows intimately the achievement, the distinction of The Chicago Tribune. Perhaps we can appreciate its success even more keenly since we are both, in a sense, in the same business—serving Chicago.

Original building of Marshall Field & Company



Original building of The Chicago Tribune

Chicago started the day much as it did this morning, one hundred years later. By reading the "Trib." There were a few differences.

Chicago started the day much as it did this morning, one hundred years later. By reading the "Trib." There were a few differences.