

# SEVEN BUILDINGS HOUSE TRIBUNE THRU A CENTURY

Location Changed Only  
Once in 78 Years

THE CHICAGO TRIBUNE has changed location only once in the last 78 years, although it has occupied seven Chicago buildings in its 100-year existence, two of them for brief periods of rebuilding between fires.

The last move was to Tribune Tower, the magnificent 36-story Gothic skyscraper it occupies today at Tribune Square on N. Michigan av.

On May 22, 1849, it was destroyed by fire, but the loss was fully covered by insurance. The policy was for \$2,100. THE TRIBUNE missed two days of issue, but reopened above Gray's grocery, a frame building on the northwest corner of Clark and Lake sts.

Move to Masonic Building  
The next move, a year later, was to the Masonic building, 173 Lake st., which, under the old street numbering, placed it only a few doors west of the original Tribune office.

THE TRIBUNE remained there until 1852, when it moved to the Evans block, a three-story brick building, erected by Dr. John Evans, afterwards territorial governor of Colorado under President Lincoln, and quite a swank location for the day. This newspaper occupied the second and third floors, and at one time, the Chicago postoffice was beneath.

THE TRIBUNE remained in this location all during the Civil war, and outgrew it. It began the erection of its new home—permanent for all time, it was thought—on the southeast corner of Madison and Dearborn sts., in 1868.

Made of "Joliet Marble"  
This "magnificent" structure was a four-story building of "Joliet marble"—the limestone dug out of the Illinois and Michigan canal and thought to be worthless as building material until a professor from Harvard university pronounced it to have qualities identical to marble after it had been aged in open air for a time.

It cost \$225,000 and it was one of the first "fireproof" buildings in Chicago. After only two years, it was destroyed in the great Chicago fire. Two days after the blaze, THE TRIBUNE began publication in temporary quarters of an old job shop at 15 Canal st., near Randolph st.

Just one year after the fire—on Oct. 9, 1872—THE TRIBUNE moved back to its new five-story building on its old location at Madison and Dearborn sts., which has been known as "Tribune corner" since 1869.

Even this building soon proved inadequate and in 1902, THE TRIBUNE company erected a modern 17-story skyscraper on the same location. At the time, it was the finest newspaper plant in existence, and the same building stands there today, occupied by business offices. THE TRIBUNE still maintains its loop public service office on the ground floor at "Tribune corner."

The unparalleled growth of THE TRIBUNE soon demanded new quarters. From 1916 to 1920 new Tribune presses were located in a brick building, carefully designed by the newspaper's engineers, located at the southeast corner of the block bounded by Hubbard, Illinois, and St. Clair sts., and Michigan av. THE TRIBUNE owned this property and adjacent and near-by properties where other Tribune buildings and enterprises stand today.

Build Tower in 1925  
Then, in 1925, on plans selected from a competition which drew architects from Europe and America, THE TRIBUNE constructed Tribune Tower, the gigantic Gothic monolith which faces Michigan av., connecting with the press and production building to make the south side of Tribune Square.

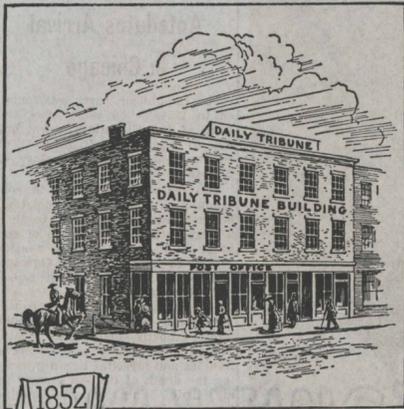
The silhouette of Tribune Tower Chicago's skyline, known all over the world, has become the symbol of the World's Greatest Newspaper. Visitors, sightseers, and newspaper owners from the corners of the earth come to see it and inspect it because it is the largest and most modern newspaper plant in existence.

This year, THE TRIBUNE is finishing another unit which will complete Tribune Square, an eight-story addition on the northeast corner, which will house additional presses, facilities for the news department, and many other offices and activities of THE TRIBUNE. The W-G-N building, designed in the same Gothic motif as Tribune Tower and housing the studios and offices of radio station W-G-N and the Mutual Broadcasting system, largest radio network in the nation, occupies the northwest corner of the square.

Nathan Hale Court  
Between Tribune Tower and the W-G-N building on Michigan av. lies Nathan Hale Court. In the center of it, the Gothic walls rising around, stands a bronze statue of Nathan Hale, the American hero who complained because he had only one life to give for his country.

That ground, on the building deeds, is owned by THE TRIBUNE, but it is forever hallowed to the man on whose ideals of freedom, patriotism, and sacrifice THE CHICAGO TRIBUNE was founded and has become, and will remain, THE World's Greatest Newspaper.

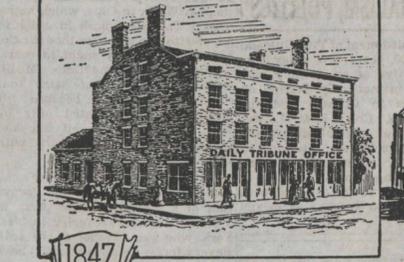
## Buildings The Tribune Has Occupied Since It Was Founded in Chicago in 1847



1847



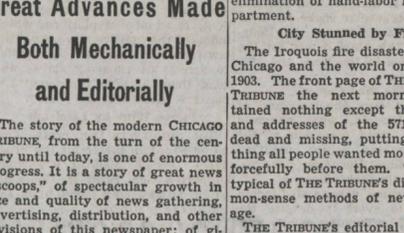
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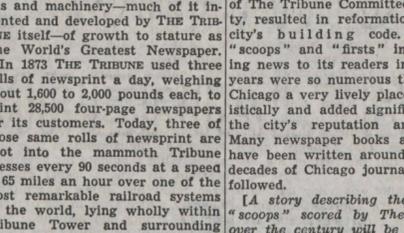
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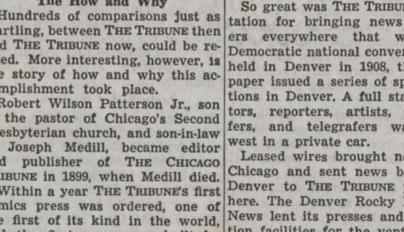
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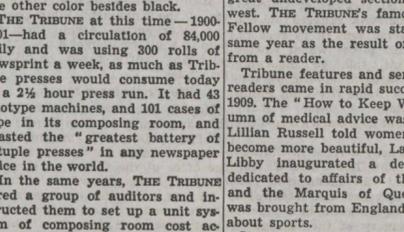
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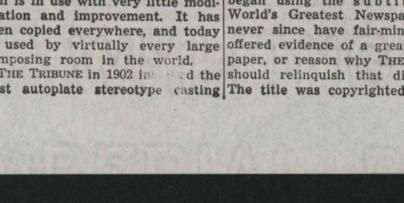
1872



1872



1872



1872



1925



1847



1849



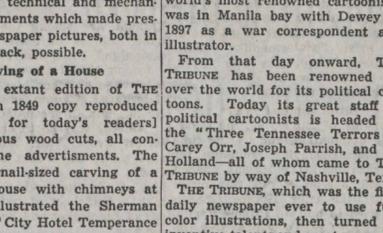
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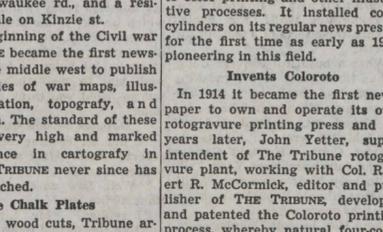
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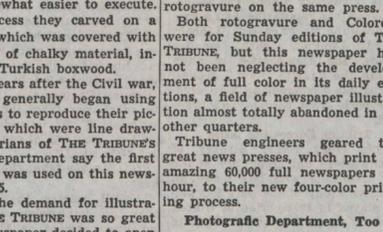
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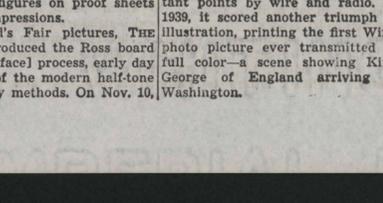
1872



1872



1872



1872

## Rapid Progress—That's Tribune Story in 20th Century

### QUALITY KEEPS PACE WITH SIZE Great Advances Made Both Mechanically and Editorially

The story of the modern CHICAGO TRIBUNE, from the turn of the century until today, is one of enormous progress. It is a story of great news "scops," of spectacular growth in size and quality of news gathering, advertising, distribution, and other divisions of this newspaper; of gigantic strides in production methods and machinery—much of it invented and developed by THE TRIBUNE itself—of growth to stature as THE World's Greatest Newspaper.

In 1873 THE TRIBUNE used three rolls of newsprint a day, weighing about 1,600 to 2,000 pounds each, to print 28,500 four-page newspapers for its customers. Today, three of those same rolls of newsprint are shot into the mammoth Tribune presses every 90 seconds at a speed of 65 miles an hour over one of the most remarkable railroad systems in the world, lying wholly within Tribune Tower and surrounding Tribune buildings.

The How and Why  
Hundreds of comparisons just as startling, between THE TRIBUNE then and THE TRIBUNE now, could be related. More interesting, however, is the story of how and why this accomplishment took place.

Robert Wilson Patterson Jr., son of the pastor of Chicago's Second Presbyterian church, and son-in-law of Joseph Medill, became editor and publisher of THE CHICAGO TRIBUNE in 1889, when Medill died. Within a year THE TRIBUNE's first comics press was ordered, one of the first of its kind in the world, and the first press ever built by Hoe & Co., printing press manufacturers, exclusively for the printing of comics. It was capable of producing four pages in four colors, four pages in three colors, and eight pages in black, for a 16 page section.

Hard upon the heels of this innovation, marking the first independent use of color printing on this newspaper, which has developed it and advanced it beyond anything ever seen on any other newspaper in the world, came the purchase of two new newsprint presses. These had added color cylinders, so that for the first time the front page of THE TRIBUNE could be printed in one other color besides black.

THE TRIBUNE at this time—1900-1901—had a circulation of 84,000 daily and was using 300 rolls of newsprint a week, as much as Tribune presses would consume today in a 24 hour press run. It had 43 linotype machines, and 101 cases of type in its composing room, and boasted the "greatest battery of octuple presses" in any newspaper office in the world.

In the same years, THE TRIBUNE hired a group of auditors and instructed them to set up a unit system of composing room cost accounting. The system they designed still is in use with very little modification and improvement. It has been copied everywhere, and today is used by virtually every large composing room in the world.

machines ever used in Chicago or the middle west. Previously, stereotype plates had been cast by hand in a box in which the paper-composition mat of the type-form or chase had been placed. The new machine cast these plates from the mat against a water cooled cylinder, and was the beginning of the elimination of hand-labor in this department.

City Stunned by Fire  
The Iroquois fire disaster stunned Chicago and the world on Dec. 30, 1903. The front page of THE CHICAGO TRIBUNE the next morning contained nothing except the names and addresses of the 571 persons dead and missing, putting the one thing all people wanted most to know forcibly before them. This was typical of THE TRIBUNE's direct, common-sense methods of news coverage.

THE TRIBUNE's editorial campaign following the fire, and organization of the Tribune Committee of Safety, resulted in reformation of the city's building code. Tribune "scops" and "firsts" in present-day news to its readers in ensuing years were so numerous they made Chicago a very lively place journalistically and added significantly to the city's reputation and color.

[A story describing the historic "scops" scored by THE TRIBUNE over the century will be found on page 11.]

So great was THE TRIBUNE's reputation for bringing news to readers everywhere that when the Democratic national convention was held in Denver in 1908, this newspaper issued a series of special editions in Denver. A full staff of editors, reporters, artists, photographers, and telegraphers was taken west in a private car.

Leased wires brought news from Chicago and sent news back from Denver to THE TRIBUNE published here. The Denver Rocky Mountain News lent its presses and distribution facilities for the venture.

The next year, when President Taft headed an expedition of business men and legislators down the Missouri and Mississippi rivers in the Gulf of Mexico, THE TRIBUNE published its famous "Deep Waterways" editions at St. Louis, Memphis, Natchez, and New Orleans, thru generous help of newspapers there.

Good Fellow Movement  
The development of irrigation and scientific agriculture caused THE TRIBUNE to begin the first of the celebrated Land Shows in 1909, dedicated to informing the public about agricultural opportunities in great undeveloped sections of the west. THE TRIBUNE's famous Good Fellow movement was started the same year as the result of a letter from a reader.

Tribune features and services for readers came in rapid succession in 1909. The "How to Keep Well" column of medical advice was started. Lillian Russell told women how to become more beautiful, Laura Jean Libby inaugurated a department dedicated to affairs of the heart, and the Marquis of Queensberry was brought from England to write about sports.

It was a great year. THE TRIBUNE began using the subtitle, THE World's Greatest Newspaper, and never since have fair-minded men offered evidence of a greater newspaper, or reason why THE TRIBUNE should relinquish that distinction. The title was copyrighted in 1911.

### 11 MANAGING EDITORS HAVE HELPED GUIDE THE CHICAGO TRIBUNE

THE CHICAGO TRIBUNE has had 11 managing editors in the last 100 years, all of them since 1866, when the first office was created. Before that time the editor in chief was director of the newsroom as well as all other activities. THE TRIBUNE's managing editors have been:

- James H. Goodsell, 1866 to 1868.
- Sydney Howard Gay, 1868 to 1872.
- Henry Martin Smith, 1872—served a few months.
- James B. Runnion, 1872 to October, 1874.
- Samuel J. Medill, October, 1874, to Feb. 20, 1883.
- Robert W. Patterson, Feb. 20, 1883, to Dec. 20, 1888.
- Will Van Benthuyzen, Dec. 20, 1888, to 1898.
- James Keely, 1898 to 1910.
- Edward S. Beck, 1910 to Jan. 1, 1937.
- Robert M. Lee, Jan. 1, 1937, to Jan. 7, 1939.
- J. Loy Maloney, Jan. 10, 1939, to date.

Robert W. Patterson, editor and publisher of THE CHICAGO TRIBUNE died in 1910. He had been ill for some time prior to his death, and Medill McCormick, grandson of Joseph Medill, had acted as publisher. Medill McCormick was elected to the United States senate, and shortly before Patterson's death was forced by ill health to sever his connection with THE TRIBUNE.

Assume Complete Control  
Col. Robert R. McCormick, a brother of Medill McCormick, had been elected treasurer of THE Tribune company in 1909. In 1911, he became president of the company. His cousin, the late Joseph M. Patterson, son of Robert W. Patterson, was elected secretary the same year. Together, they assumed complete control of THE TRIBUNE as joint editors and publishers, in 1914.

The newspaper used by news-papers is a large item of original raw material cost. Tribune circulation and popularity was growing to such an extent that this newspaper no longer could afford to depend on outside sources for that first and most urgent raw material need. Col. McCormick led THE Tribune organization to the recognition of this and under his direction beginning in 1911 this newspaper built plants in Canada. This was the signal starting of THE Tribune's greatest era.

[The story of THE Tribune's Canadian newspaper properties will be found on page 10.]  
When World War I began THE TRIBUNE covered it not only with a great battery of skilled war correspondents and photographers, but sent its own motion picture photographer to the front in Belgium, Germany, Poland, and Russia. THE "War Movies of THE CHICAGO TRIBUNE" were exhibited to vast audiences throughout the United States, as well as in Chicago.

THE TRIBUNE's editors and publishers—Col. Robert R. McCormick and the late Capt. Joseph M. Patterson, who exercised the office jointly at that time—were in the vanguard of American soldiers going overseas in that war. During their absence William H. Field was in charge of THE TRIBUNE. THE TRIBUNE helped the morale of

the troops by starting an army edition in Paris in 1917, which was handed to the first Americans as they marched into that city. It later became the Paris edition of THE TRIBUNE after the war, and was the most militant exponent of Americanism in Europe.

In 1919 THE TRIBUNE founded the New York Daily News, a Tribune company subsidiary. In 1925 Capt. Patterson moved to New York as editor and publisher of THE News. The history of the next quarter century is a story of continued, steady growth based on pioneer achievement, hard work, and common sense planning. THE TRIBUNE faced and helped to win business depressions with the same forthright candor with which it faced political issues. Its slogan for one of them—"1921 Will Reward Fighters"—and its intensive methods of rebuilding business confidence thru the hard work of its advertising department fieldmen and others, produced splendid results.

Tower Opened in 1925  
Tribune Tower, this newspaper's beautiful 36 story Gothic home, was opened in 1925, and by that time 23 new McCormick press units and 20 new linotypes had been installed.

THE TRIBUNE now had 59 press units and 12 double folders, 59 self-designed modern equipment.

[The story of Tribune presses and production methods is on page 18.]  
The year after Tribune Tower was occupied, this newspaper added 22 more press units and folders, so that its capacity was increased to 50,400 32 page newspapers an hour. The first two color and black printing units also were installed on its news presses, marking a revival of the newsprint color process in which THE TRIBUNE pioneered. This was the forerunner of the remarkable work done today.

A Spur to Industry  
The first of THE TRIBUNE's present ultra-high speed news presses, capable of turning out 60,000 fully printed newspapers in an hour, were developed with the help of Tribune engineers and installed in 1931. Eight more were placed in operation the next year.

In 1933, as a spur to industry thru the depression, THE TRIBUNE placed one of the greatest orders for printing presses in the history of the industry—34 ultra-high speed Goss anti-friction presses with eight double folders and seven color units, all geared to produce 60,000 newspapers an hour. These new presses had the first four color printing units for high speed daily newspaper work ever seen in any newspaper plant, and they were developed jointly by THE TRIBUNE and the Goss company.

In the next three years 33 more of the same type of anti-friction ultra-high speed presses were purchased and installed.  
Press Deadlines Advanced  
In 1937 a new Goss heavy duty comics press was installed to replace the earlier press. It had 16 units and a double folder of the latest design. Adoption of daylight saving time, which advanced press deadlines, and the decision of the International Typographical union to abandon a bonus system, reducing the output of compositors, resulted in the acquisition of 22 more linotype machines within the next four years.

Thirteen more new ultra-high speed presses were added between 1937 and the beginning of World War II, and in 1942 THE TRIBUNE purchased 32 more of them, so that its plant today has the largest and most complete newspaper production facilities in the world.

## TRIBUNE PLAYS A PIONEERING ROLE IN WORK OF NEWS ILLUSTRATION

### Civil War and 1893 Fair Speed the Rise of Maps, Pictures

THE CHICAGO TRIBUNE always has been an "illustrated" newspaper in the sense that pictures appeared in its columns. During the first 14 years of its century of existence, however, the pictures were mostly wood cuts which accompanied advertisements.

It was the Civil war which started THE TRIBUNE pioneering in newspaper illustration, and it was the 1890s, that gay decade, which brought the technical and mechanical improvements which made present-day newspaper pictures, both in color and black, possible.

Carving of a House  
The first extant edition of THE TRIBUNE (in 1849 copy reproduced in replica for today's readers) had numerous wood cuts, all confined to the advertisements. The same finger-nail-sized carving of a two-story house with chimneys at each end illustrated the Sherman House, the "City Hotel Temperance House," a farm and tavern site for sale on Milwaukee rd., and a residence for sale on Kinzie st.

At the beginning of the Civil war THE TRIBUNE became the first newspaper in the middle west to publish a daily series of war maps, illustrating location, topography, and battle action. The standard of these maps was very high and marked an excellence in cartography in which THE TRIBUNE never since has been approached.

Use Chalk Plates  
Instead of wood cuts, Tribune artists of this period used chalk plates, somewhat easier to execute. In this process they carved on a steel plate, which was covered with a thin layer of chalky material, instead of on Turkish boxwood.

Some 20 years after the Civil war, newspapers generally began using zinc etchings to reproduce their pictures, all of which were line drawings. Historians of THE TRIBUNE's engraving department say the first zinc etching was used on this newspaper in 1885.

By 1887, the demand for illustrations on THE TRIBUNE was so great that the newspaper decided to open its own engraving plant. D. Lapointe was hired as chief engraver, with Louis Racicot, for many years head of the department, as his assistant.

Fair Heights Demand  
The World's Fair of 1893 brought about the first real development of THE TRIBUNE's engraving department thru the enormous demand for pictures. Always pioneering, THE TRIBUNE scored with a remarkably illustrated front page Jan. 11, 1893, showing shadowy but distinct figures of Democratic notables over the type describing the gubernatorial inauguration, done by printing outline figures on proof sheets over type impressions.

For World's Fair pictures, THE TRIBUNE introduced the Ross board (stippled surface) process, early day forerunner of the modern half-tone and Ben Day methods. On Nov. 10,

1895, THE TRIBUNE ran what it modestly called a "page of pertinent pictures," the forerunner of today's picture page, and on March 21, 1897, it published its first half-tone engraving, a two-column picture showing four candidates for mayor. The half-tone is the process, in use today, by which photographs can be printed in faithful detail in newspapers.

Sketches from Cuba  
Frederic Remington was one of THE TRIBUNE's noted illustrators of the 1890s, sending in his sketches from Cuba in the Spanish-American war. H. R. Heaton was THE TRIBUNE's political cartoonist and an able illustrator. Young John T. McCutcheon, who joined THE Tribune staff in 1903 and became one of the world's most renowned cartoonists, was in Manila by with Dewey in 1897 as a war correspondent and illustrator.

From that day onward, THE TRIBUNE has been renewed all over the world for its political cartoons. Today its great staff of political cartoonists is headed by the "Three Tennessee Terrors"—Carey Orr, Joseph Parrish, and Ed Holland—all of whom came to THE TRIBUNE by way of Nashville, Tenn.

THE TRIBUNE, which was the first daily newspaper ever to use full-color illustrations, then turned its inventive talents and great resources to color printing and other illustrative processes. It installed color cylinders on its regular news presses for the first time as early as 1901, pioneering in this field.

Invents Coloroto  
In 1914 it became the first newspaper to own and operate its own rotogravure printing press and six years later, John Yetter, superintendent of THE Tribune rotogravure plant, working with Col. Robert R. McCormick, editor and publisher of THE TRIBUNE, developed and patented the Coloroto printing process, whereby natural four-color printing could be combined with rotogravure on the same press.

Both rotogravure and Coloroto were for Sunday editions of THE TRIBUNE, but this newspaper had not been neglecting the development of full color in its daily editions, a field of newspaper illustration almost totally abandoned in all other quarters.

Tribune engineers geared the great news presses, which print an amazing 60,000 full newspapers an hour, to their new four-color printing process.

Photographic Department, Too  
Meanwhile, THE TRIBUNE's photographic department, which had begun almost as soon as the first half-tone engraving was printed, was experimenting, too.

In 1939, THE TRIBUNE printed the first color photograph of a spot news event ever to appear in a newspaper—daily or otherwise. It was a picture of a grain elevator fire.

THE TRIBUNE has pioneered in other branches of news illustration, founding one of the earliest news picture agencies, and helping to found Associated Press Wirephoto, the system by which news photographs are transmitted from distant points by wire and radio. In 1939, it scored another triumph of illustration, printing the first Wirephoto picture ever transmitted in full color—a scene showing King George of England arriving in Washington.

## TRIBUNE BUREAU IN WASHINGTON HAS STEADY RISE

### Born in Crucial Period of Civil War

[Chicago Tribune Press Service]  
Washington, D. C., June 9—The development of THE CHICAGO TRIBUNE's Washington bureau into the largest news gathering force maintained by THE TRIBUNE outside of Chicago reflects the steady growth in the volume and importance of national and international news, accelerated by four wars, the increasing centralization of government, and the rise of the United States to preeminence in world affairs.

The history of the bureau begins with the Civil war period. The congressional directory for 1860 was the first containing a list of members of the press gallery. There were 15 papers represented. The only Chicago paper represented was THE PRESS and TRIBUNE, and its Washington correspondent was Joseph Medill, who appears for that year only in the gallery roster. From 1861 to 1867 THE TRIBUNE's correspondent was Horace White, who later was editor in chief till 1874.

A Famous Pseudonym  
In the late '60s and early '70s THE TRIBUNE's principal correspondent in Washington was George Alfred Townsend, whose dispatches appeared under the famous pseudonym Gath, humorously wrought from his initials and the biblical injunction to "Tell it not in Gath, publish it not in the streets of Askelon." In 1873-'74 the chief correspondent was Samuel J. Medill, youngest brother of Joseph Medill. E. B. Wight held the post for the next 11 years.

By 1886 the coverage of Washington news required the undivided effort of two correspondents, and by 1889 a three man bureau was maintained in the capital. The chief correspondent was Charles M. Pepper from 1886 to 1894.

He was succeeded by Raymond Patterson, who was distinguished by outstanding news reports and many news beats, including the famous text of the Supreme court decision upholding the income tax law, which was published April 6, 1894, in advance of its promulgation by the court.

Scop on Naval Battle  
Another famous scoop of this period was the news of the destruction of the Russian fleet under Adm. Rozhdestvenski by the Japanese fleet at Tushima straits May 27, 1905. A United States navy report of the battle was obtained by John Callan O'Laughlin, then assistant correspondent.

Mr. Patterson was succeeded by Mr. O'Laughlin, who served till 1914. Among the famous events covered by the bureau in this period was the trial and unseating of William Lorimer, the corruption of whose election to the senate had been exposed by THE TRIBUNE. Another was the impeachment and removal of Judge Robert W. Archbald of the United States Commerce court for corruption, following exposure by Mr. O'Laughlin.

Expansion Since 1914  
The greatest expansion of the bureau has taken place since 1914 when Arthur Sean Henning was appointed chief correspondent upon the resignation of Mr. O'Laughlin. Beginning with World War I, the demands of coverage of news centering in Washington required continual additions to the Washington staff until today it comprises 15 members, the largest bureau of any western paper.

Both World wars, the investigations of the conduct of the wars, the Washington Arms conference, Teapot Dome and other scandals of the Harding administration, the development of the New Deal, and the formation of the United Nations, in the reporting of all of which the bureau scored many notable scoops, accelerated the concentration of news in Washington that had been taking place gradually as a result of the centralization of government.

Scoops Since World War I  
A Washington staff second in size only to the local staff in Chicago became necessary, with similar organization. The frequency with which Washington news overshadowed all other news bears testimony to this development.

Among the outstanding achievements of the bureau since World War I were the exclusive presentation of the Versailles treaty, the plans for the NRA at the beginning of the New Deal, the scoop on the fall of France, the exposure of the Roosevelt war plans in 1941, and the revelation of the responsibility of Mr. Roosevelt and his principal aides for the Pearl Harbor disaster.

## THE NORTHWEST ORDINANCE: KEY TO FREEDOMS!

Chicago and most of the great middle west has enjoyed greater freedoms than ever were vouchsafed to man because it was settled under the famous Northwest Ordinance of July 13, 1787, passed by the United States congress. Some of the freedom-giving provisions of this act include:

"No person . . . shall ever be molested on account of his mode of worship or religious sentiments. . . . The inhabitants . . . shall always be entitled to the benefits of the writ of habeas corpus and of the trial by jury; of a proportionate representation of the people in the legislature; . . . schools and the means of education shall forever be encouraged."

"The said territory and the states which may be formed therein, shall forever remain a part of this confederacy of the United States of America. . . . There shall be neither slavery nor involuntary servitude in the said territory otherwise than in the punishment of crimes whereof the party shall have been duly convicted. . . ."