A 1947 Reporter Vaults Back Thru Time Into 1847

MASTS OF SHIPS
TALLEST THINGS
WITHIN HIS SIGHT

And He'll Have to Wait
20 Years for a Cigarette

Fifteen years ago this month, newspaper advertising reached a new high point in Chicago of 1847, when the first edition of the Chicago Daily Tribune appeared, laying the cornerstone of Chicagos' most durable institution. Today, as the Tribune completes its 100th year of publication, every newspaperman in the country can behold the evidence of the healthy condition of the press, this country's oldest and longest-lived newspaper. It has never had a year's interruption in its existence, and has probably never had a year's profit lower than $20,000.

There are tall buildings.

No tall buildings.

The physical world which is our daily environment has changed in many ways in the last century. The tallest buildings of the day, when the Tribune was born, were the Tremont House, a 10-story structure, and the City Hall, a 12-story edifice.

There are no tall buildings.

The tallest buildings of today are the 40-story buildings of the Loop, the 30-story buildings of the Newberry Block, and the 20-story buildings of the Merchandise Mart.

There are tall buildings.

The truth of the matter is, there are no tall buildings.

The tallest buildings of today are the 40-story buildings of the Loop, the 30-story buildings of the Newberry Block, and the 20-story buildings of the Merchandise Mart.

The city is flaring with a new spirit of enterprise.

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