

THE GREATEST ADVANCE IN JOURNALISM DURING THIS CENTURY



SUNDAY newspapers have distributed color supplements for more than forty years. In the main, they followed an early editorial formula with contents limited by the type of material which could be reproduced by the conventional presses used to print them.

No fundamental improvement in Sunday newspapers was made available to readers until the Chicago Tribune, alert to the changes in public tastes and habits following the world war, pioneered a new editorial technique.

The Tribune Invents Coloroto Printing

This new concept of newspaper publication demanded a faster editorial tempo and a more graphic presentation of news and features. Impatient with the limitations imposed by existing presses, the Tribune developed and perfected new processes.

Coloroto, invented by master craftsmen of the Tribune's production staff, came first. Through this versatile medium every hue and tone became available to furnish to Tribune readers the finest color reproductions in the world.

Hailed at once as an artistic and mechanical triumph, Tribune coloroto printing today remains without equal.

Four Color Process Printing Developed

Successful production of coloroto was but the first step. One section in color was not enough. The well balanced Sunday newspaper required color in other sections as well.

Four color process printing on regular news presses had been considered a practical impossibility. Press construction and running speed, the texture of newsprint paper, inks and plates—each of these presented formidable problems. But to an organization determined to go ahead they were but temporary obstacles.

Tribune artists, color photographers, engravers, pressmen and editors continued their research, developed new methods and de-

signed new equipment. First came two color printing; then three and today four color process printing from natural color photographs is available throughout other sections of the Tribune—color that rivals in richness the finest output of leisurely run presses printing on smooth coated paper.

Coloroto Introduced in the Graphic

A new achievement was won when coloroto was introduced in the Graphic section, bringing its lustrous appeal to this latest expression of Tribune enterprise in presenting news, photographs and feature articles.

Today the color sections of the Chicago Sunday Tribune represent the greatest advance in journalism during the present century.

They provide a new, broad service to readers. They are a notable contribution to newspaper printing and the source of new jobs and paychecks for newspaper men and employees in allied industries. They afford a new advertising technique by which all business can increase sales and reduce distribution costs.

Well Balanced, Closely Integrated

Chicago Tribune readers now enjoy these great editorial and mechanical improvements at the same price they paid ten years ago. Each Sunday they get these multiple sections—modern, colorful, satisfying—all closely integrated into one harmonious unit.

Each section is strong in its own appeal but complementary to all other sections. Each is editorially inseparable from the others, produced by the same staff, voicing the same aggressive policies, reporting alike the news undominated by outside interests.

When you read the Chicago Sunday Tribune you get the highest editorial and mechanical excellence in every part of the newspaper. You get a complete newspaper, uniformly developed, with a single positive identity and not a newspaper given away with a supplement or magazine.

Chicago Tribune

(THE WORLD'S GREATEST NEWSPAPER.)