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 press 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 taste and habits following the world war, pioneered a new editorial technique.

The Tribune Invents Colorote Printing

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

Colorote, invented by senior editors of the Tribune's production staff, came first. Through this versatile medium every line and tale became available to Tribune readers the finest color reproductions in the world.

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

Four Color Process Printing Developed

Successful production of colorote 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 printing speed, the texture of newsprint paper, ink and plates—each of these presented insurmountable problems. But to an organization determined to go about the work properly, temporary obstacles

Tribune action, color photographers, engravers, printers and editors continued their research, developed new methods and designed new equipment. First came color printing; then three and today four-color process printing from original color photographs is available throughout other sections of the Tribune—color that rivals in richness the finest output of luxury run process printing on smooth coated paper.

Colorote Introduced in the Graphic

A new achievement was won when colorote was introduced in The Graphic section, bringing to business appeal in this latest expression of Tribune enterprise in presenting news, graphic 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 sensible contribution to newspaper printing and the source of new jobs and opportunities 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 time they paid ten years ago.

Each Sunday they get these multiple sections—modern, colorful, satisfying—all closely integrated into one harmonious unit.

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