

The Greatest Advance in Journalism During the Present Century

WORLD'S FINEST Color Sections

with your copy of tomorrow's CHICAGO SUNDAY TRIBUNE



"The highest editorial and mechanical excellence."

IRRESISTIBLE attractions in more than a million homes each Sunday, Sunday Tribune color sections are masterpieces of mechanical skill and editorial resourcefulness.

They express a concept of journalism—modern, aggressive, graphic—that is closely watched throughout the entire newspaper industry.

When first launched, the color supplement of the Sunday newspaper was the journalistic sensation of the nineties. Its editorial formula was geared to fit the popular tastes of the times and the limitations of the printing equipment then available.

Chicago Tribune

WORLD'S GREATEST NEWSPAPER

TOTAL SUNDAY CIRCULATION OVER 1,000,000

TOTAL DAILY CIRCULATION OVER 800,000



A SINGLE POSITIVE IDENTITY—Sunday Tribune readers get these exclusive sections all closely integrated in one harmonious unit. Each section is editorially inseparable from the others. When you read the Chicago Sunday Tribune, you get a complete newspaper, produced by a single organization, and voicing identical policies—not a newspaper given away with a supplement or magazine.

The Tribune, mindful of the sweeping changes in American life, envisioned a new technique calling for a faster editorial tempo and a more graphic presentation of news and features.

When printing equipment was lacking to give full expression to this new concept, the Tribune launched a program of research which has resulted in the greatest advance in journalism during this century.

Coloroto—the printing process used with unrivalled skill to produce the Picture section and the Graphic section—is the product of the mechanical skill and inventive genius of the Tribune's veteran production staff.



Striking Beauty
and Vital Appeal

Four color process printing on regular news presses was developed to bring the charm and realism of color to the Drama and other sections of the Sunday Tribune.

Tribune readers enjoy these great editorial and mechanical developments at no increase in price over what they paid ten years ago. They get these exclusive, beautiful color sections as regular parts of their Sunday Tribune because the Chicago Tribune spares no expense in carrying out its policy of producing the finest newspaper in the world.



TRIBUNE RESEARCH DEVELOPS NEW PROCESSES—Sunday Tribune color sections express a new journalistic technique in graphic presentation of news, features and photos. Their striking beauty and vital appeal are now available because of printing methods and processes invented and developed by the Chicago Tribune.