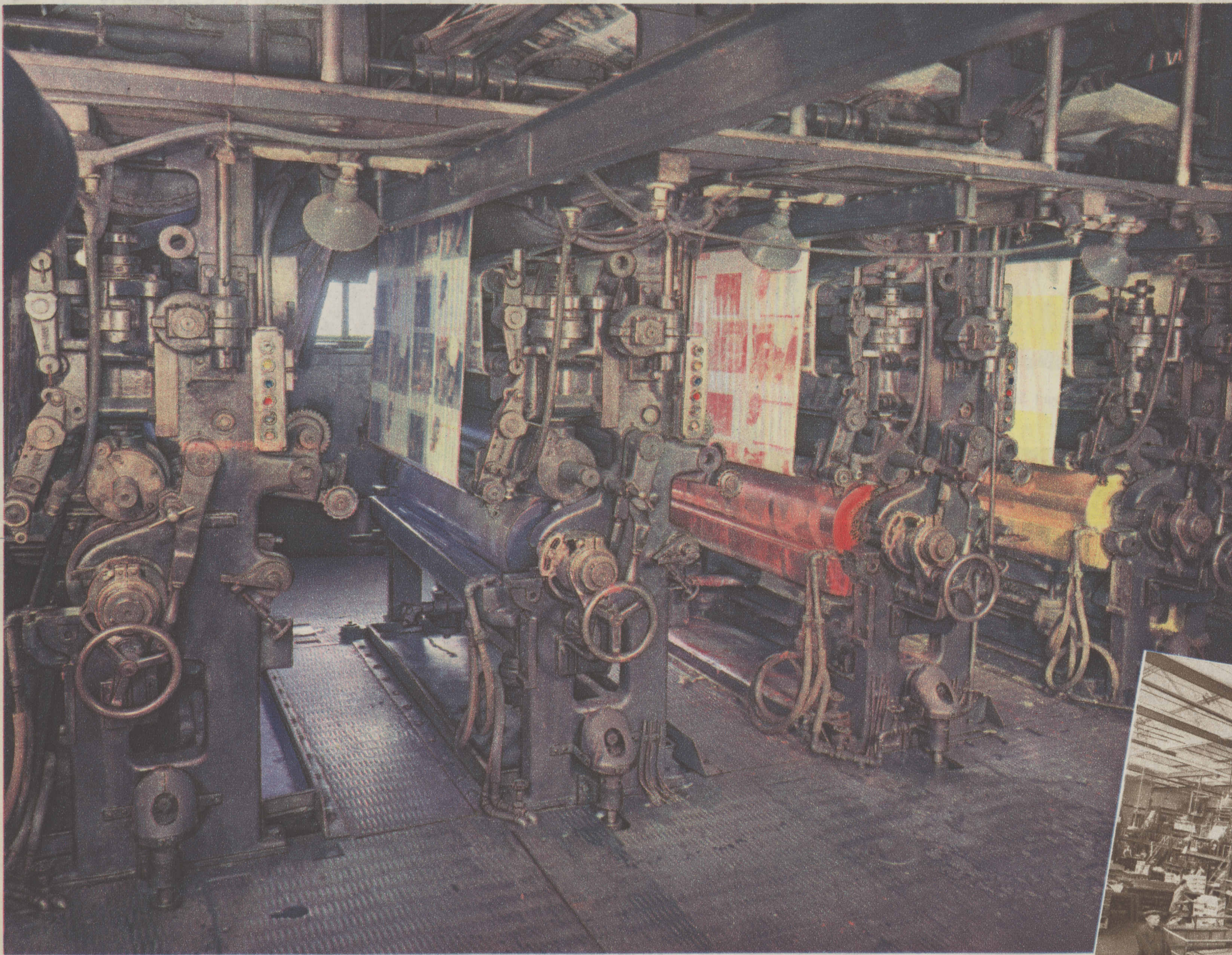


How THE TRIBUNE CAN PAY THE HIGHEST WAGES AND YET CHARGE THE LOWEST ADVERTISING RATES!



THIS CLOSE-UP OF ONE SECTION of the Tribune coloroto press shows the process by which the four different colors required by an illustration are printed in succession. Unwinding from a feed roll, a continuous web of paper first enters the printing unit at the extreme right. In this unit the paper receives a single color, absorbing yellow ink from microscopic holes etched into the curved surface of a copper cylinder over which the paper passes. From this unit the web of paper passes through other units to receive the other three colors—red, blue, and sepia.

BELOW ARE THE ROTOGRAVURE PRESSES which print the Picture Section of the Sunday Tribune. The first roto press of its kind, it was invented by Tribune experts to produce high quality coloroto printing at economical cost.



BECAUSE entirely fireproof roto-gravure printing has not yet been discovered, the Picture (rotogravure) Section of the Chicago Sunday Tribune is produced in a separate plant in which the fire hazard can be localized and controlled.

Built in 1915, this plant in the past twenty years has been the scene of the most notable advancement achieved in the roto field since the invention of this form of printing.

In an effort to produce high-quality, low-cost roto printing in four colors as well as in one, Tribune experts designed a new kind of roto press.

They borrowed from this newspaper's high-speed news presses the basic principle invented by the Tribune for reducing the costs of black-and-white printing, and applied this principle to roto printing.

An experimental press was built in 1920. Tests conducted on it proved

that four color roto printing could be achieved. As a result, a coloroto press built to Tribune specifications was installed in 1922. In 1924, further improvements resulted in the press shown here.

To provide suitable color inks for the new press, the Tribune built its own ink plant in which are now produced the best and least inflammable roto inks available.

Today the Chicago Tribune is producing "the best color work being done by any newspaper I know of," in the expert opinion of Dr. Robert B. Harshe, director of the Chicago Art Institute.

This example of Tribune enterprise and initiative in improving the product it sells has its counterpart in every department of this newspaper. Vigorous application of this policy enables the Tribune to pay the highest wages and yet charge the lowest advertising rates.



ADJACENT TO THE ROTO PLANT is the Tribune ink plant. Roto ink, unlike printers' ink, is a fluid as thin as water and contains inflammable ingredients. In this plant the Tribune now produces the best and least inflammable roto inks available and also color inks for use in Tribune newsprint color printing.

Chicago Tribune
THE WORLD'S GREATEST NEWSPAPER

BECAUSE ENTIRELY FIREPROOF roto printing has not yet been discovered, the Picture Section of the Sunday Tribune is printed in this separate plant, where the fire hazard can be localized. In this plant more than a million copies of the Picture Section are printed each week.