How You Get Your Tribune

No. 2—The Building

The second of a series of advertisements explaining the processes by which the Chicago Tribune is printed and delivered to the reader.

How much the Tribune's move from the congestion of the Loop has contributed to the development of Chicago's north side is impossible to say. After the Tribune took the first step, others chose similar sites. New buildings sprang up and great progress followed.

More Chicago News Impetus.

By erecting its building the Tribune brought new growth to Chicago and made possible its own future expansion. As public demand grew, the Tribune was made for it.

Today, as the result of careful planning which dates back nearly two decades, the Tribune has the most efficient newspaper plant in the world.

Without its plant, scientifically designed to facilitate production of newspapers in huge volume at low cost, the Tribune could not produce its present circulation of over 525,000 daily and in excess of 1,000,000 Sunday.

The third advertisement in this series will appear shortly.