

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.

WHEN the Tribune began construction on its present site, the east 165 feet were allocated to the six story structure shown at the right in the above drawing. The remaining 135 feet were a reserve for expansion.

Erected as a separate structure in 1919, the original building was designed to merge with a larger structure which it was planned to erect later on the west 135 feet fronting on Michigan avenue.

The above diagram, showing the present locations of Tribune departments, indicates the manner in which the first structure forms an integral part of Tribune Tower begun in May, 1923, and completed in May, 1925.

Fabricated on the third floor, these molds are dropped down chutes to the auto-plate machines or stereotype casting boxes located on the same floor as the presses.

On the floor below the pressroom is the reelroom from which newsprint paper is fed to the presses.

Thus, fed upward from the reelroom, the paper passes through the presses, continues upward in the form of printed newspapers by conveyors to the wrapping and mailing divisions of the circulation department, from which they are shot in bundles down gravity chutes into waiting delivery trucks on the lower level of Michigan avenue and on Hubbard and St. Clair streets.

Tribune Tower Finished in 1925.

At the time the first section of the building was started in 1919, Tribune daily circulation was 424,588. By 1922 it was 517,184, making it plain that the Tribune building project had to be completed.

To take care of the increasing demand for newspapers and to house the advertising and accounting departments, which previously it had not been considered practical to move from the Loop, Tribune Tower was built.

Each Tribune building erected in the past had been planned with the view to making it a beautiful, worthy addition to Chicago. Completed in 1925 according to designs submitted in an international competition, Tribune Tower made architectural history.

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

Move Gives Chicago New 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 ready 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 825,000 daily and in excess of 1,000,000 Sunday.

Chicago Tribune
THE WORLD'S GREATEST NEWSPAPER

The third advertisement in this series will appear shortly

The eleventh home of the Chicago Tribune, the present Tribune building is the first to be specially designed for the production of newspapers and nothing else.

Its unique layout, construction, and the site on which it stands are the result of careful planning begun in the second decade of this century. At that time the great expansion of Tribune circulation made it clear that the streets of the Loop could not continue to accommodate the growing traffic of trucks needed to bring newsprint paper to the Tribune plant at Madison and Dearborn streets and to carry away printed newspapers.

First Unit Started in 1919.

This building, which functions so efficiently as a single co-ordinated unit, represents two separate construction projects.

On the east 165 feet of the site the Tribune in 1919 began the erection of a building to house manufacturing, editorial and circulation operations. The west 135 feet were reserved for expansion pending the development of Michigan avenue.

Before actual construction the Tribune built a miniature model of the proposed plant in which every piece of machinery and equipment in exact scale was placed in position.

Every detail was checked in advance through this model in order to utilize to maximum extent the economical straightline principle of production.

Plans were drawn to simplify and to co-ordinate effort, eliminate backbreaking work, and to provide excellent light. Air conditioning, now installed, was not then available but specific attention was given to healthful ventilation.

Editorial Divisions Placed on Upper Floors.

As shown by the diagram, editorial divisions were placed on the upper floors of the plant and with them the reference library and the photo engraving department.

Next below were the composing room and that division of the stereotyping department which converts the forms of assembled type and engravings into papier mache matrices which serve as the molds from which are cast the curved printing plates used on the presses.