

A COLOR PHOTO THAT MADE NEWSPAPER HISTORY



This view by the Tribune color camera of Chicago's \$4,000,000 elevator fire, reproduced in the Daily Tribune, was the first news color photo ever to be printed simultaneously with the news story recording the event. . . . In the Graphic section appears an article concerning this journalistic achievement. Copies of this photo, in the size and colors shown and appropriately framed under glass, may be obtained at the Chicago Tribune Public Service offices, Tribune Tower and 1 South Dearborn street. Prices: Each, \$1.00; by prepaid express, \$1.50 (do not send coin or currency).