



● Pioneering in the field of color printing on high-speed newspaper presses, The Chicago Tribune has met and surmounted problems never before faced in newspaper history. Tribune photographers, etchers, artists, pressmen have been provided with specially designed equipment, have collaborated in evolving new techniques to produce color in hundreds of thousands of papers pouring nightly from roaring presses.

The Rainbow in Ink

● Yet one other set of craftsmen has played a vital part in the working of this modern miracle of printing. It is the technical staff of The Tribune's own ink plant, whose fascinating function has been the development of special inks.

● All colors, no matter how strong, no matter how subtle, may be produced by the proper combinations of the three primaries—red, blue, yellow. The theory is simple, the practice bewilderingly complex; for the ink maker has his thousand problems. Together with

red, blue, and yellow The Tribune uses sepia or black in four-color printing.

● The picture above, taken with the Tribune color camera at the Tribune ink plant on East Ontario street, shows a skilled workman at a three-roller mill, from which red ink is pouring. Beside the mill are pails of the other two primaries. These are the raw colors from which are compounded all the hues of the spectrum on both letterpress and rotogravure presses.