

FROM FOUR PAGE DAILY TO WORLD PINNACLE—THAT'S TRIBUNE SAGA

Start in Loft Room Sows the Seed for Home in Skyscraper

[Continued from first page]

approval and how he "drew his pen" thru the title Gem of the Prairie. Writing in the third person, Col. Forrest said:

"In addition [Col. Forrest] wrote on the margin of the proof: 'We might as well call the paper the Yellow Flowers of the Prairie and have done with it.' This was how he [Col. Forrest] finally prevailed on his partners to name the Journal 'The Chicago Tribune.'"

How much of an old man's egotism this third person story excused and how much real truth it obscured probably never will be known.

First Issue Put to Bed
With this background, then, it was on Thursday, June 10, 1847, that the first daily issue of THE CHICAGO TRIBUNE was "put to bed," Col. Forrest said, "A single room sufficed for all the then requirements of the journal."

There already were two daily newspapers in Chicago. One of these was the Chicago Democrat, first newspaper in the city, founded in 1833 by John Calhoun of Watertown, N. Y., and taken over three years later by "Long John" Wentworth, one of early Chicago's most picturesque editors and politicians.

The other was Chicago's first daily newspaper, the Chicago American, founded in 1835 by T. O. Davis as a Whig newspaper. The name was changed to the Chicago Express in 1842 and 18 months later to the Chicago Journal. It was the Chicago Journal which commented:

"Chicago Daily Tribune—A large and well printed sheet with the above title was laid on our table this morning. Messrs. Wheeler and Forrest are the editors of this paper, and the prospectus assures the public that THE TRIBUNE is to be 'neutral in nothing—independent in everything.'"

Great Credit Upon the Art
"The mechanical execution of THE TRIBUNE is beautiful and reflects great credit upon the art."

In "mechanical execution" THE TRIBUNE always has been excellent. Even its progenitor of 1840 was known as "typographically a very handsome sheet."

During the first few years two men made up the daily's editorial staff.

They were the editor, which mantle soon fell to Thomas A. Stewart, and the city editor, who was the one man reporter staff.

The editor directed the policy, wrote the editorials, and selected matter for reprinting from the out-of-town exchanges, while the city editor gathered and wrote all the local news.

There was no telegraph during THE TRIBUNE's first years and no railroad touched Chicago from the east until Feb. 30, 1852.

Tiny as were its early beginnings, THE TRIBUNE always was a contentious as well as a popular paper. From its earliest days, it was the champion of human freedom.

Denounces Human Slavery
It denounced human slavery and the spread of slavery. Although it had the blood strain of that great Illinois abolitionist, Zebina Eastman, in it thru amalgamation of his Western Citizen in 1855, it was never one of the radical abolitionist newspapers until the Civil war came, in Joseph Medill's time. Then every man had to stand and be counted on the issue of whether the Union was to be preserved.

During THE TRIBUNE's first 10 years, its management and editorship changed rapidly. Opportunities for wealth and advancement were wide open in this frontier city of 16,859 people. New ventures could be started on very little capital, and a little diligence made them very profitable.

Because of this, young men were ever eager to try something new. Two weeks after the first CHICAGO TRIBUNE rolled off the presses, James Kelly, one of the four original proprietors, sold out. He went into the wholesale leather business and died rich.

Pays Back Borrowed \$600
Col. Forrest, another of the four, followed his example, retiring, it is said, with enough money to pay back the \$600 he had borrowed from John Young Scammon, father of the Illinois law reports, early partner in the Chicago Journal, and years later founder of the Chicago Inter-Ocean.

Col. Forrest, however, stuck to the newspaper business, later serving as Springfield and Washington correspondent for THE TRIBUNE, then moving to the Inter-Ocean, and finally to the Daily News.

This left only two of the original four—Thomas A. Stewart and John E. Wheeler. Stewart had bought out both Kelly and Col. Forrest, so he put Wheeler in as editor-in-chief, and took over the "counting room" as business manager.

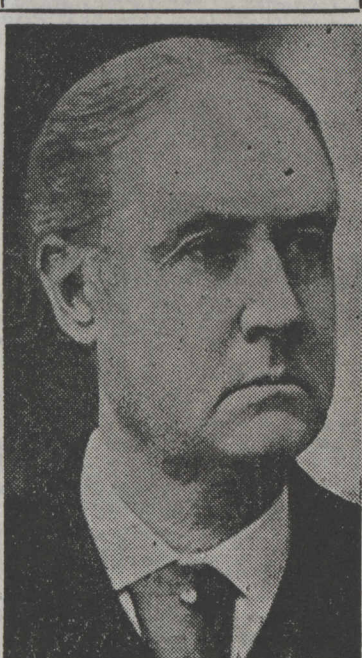
Buys One-Third Interest
In August, 1848, John Locke Scripps, a Democrat with strong free soil leanings, bought a one-third interest in THE TRIBUNE, and the publishing firm became Wheeler, Stewart & Scripps, the name which appears on the first extant edition, that of April 23, 1849, which is reprinted today. On June 30, 1851, Wheeler, the third of the four original partners, retired.

Changes were many and rapid in THE TRIBUNE's management in the decade thereafter. Scripps sold his interest in THE TRIBUNE on June 12, 1852, and three months later joined with William Bross, then half owner of a religious paper, Herald of the Prairies, and later Chicago alderman and lieutenant governor of Illinois, in founding another Chicago daily, the Democratic Press.

Both men were dissident Democrats and their new paper preached Free Soil and later Republican principles.

Scripps, a cousin of the founder of today's Scripps newspaper chain, was Abraham Lincoln's earliest biographer and a good newspaper man. He did much to put THE

Early Leader



J. K. C. Forrest, one of the four founders of The Tribune in 1847.

TRIBUNE on its financial and editorial feet. He recognized Chicago's commercial possibilities and was one of the first American newspaper men to inaugurate a commercial review.

They Come and Go
In later years, both he and that doughty Presbyterian deacon, William Bross, were to rejoin THE TRIBUNE as partners, but in this early day Scripps had no roseate views of THE TRIBUNE's future.

Several Tribune partners and editors came and went in the three years which followed John Scripps' departure. Henry Fowler directed the newspaper from June, 1852, until March, 1853, with another newcomer, William Duane Wilson, as political editor, and the only surviving partner of the 1847 venture, Thomas A. Stewart, as local and commercial editor.

Fowler was a man of strait-laced principles, and the severity of his views alienated many readers. THE TRIBUNE under him supported the Maine anti-liquor law and argued something of the sort for Illinois. It criticized the Rock Island railroad for running a train on Sunday when "there was no real necessity for it."

In March, 1853, two other partners came in, buying out the interests of Political Editor Wilson. They were Timothy Wright and Capt. [later Gen.] Joseph Dana Webster, a civil engineer who was to have a distinguished military career as builder of the Union forts of Paducah and Cairo, and who became an assistant United States treasurer.

Stewart Named Editor
Wright and Capt. Webster installed Tom Stewart, last of the original TRIBUNE partners, as editor. He was progressive and forceful, holding strong anti-slavery views, but his health already was failing. The new partners realized they needed fresh editorial blood.

It was then that Capt. Webster got off a letter to his young acquaintance, Joseph Medill, describing in glowing terms the opportunities Chicago and THE TRIBUNE offered.

A month after Joseph Medill's appearance in THE Tribune office, Thomas A. Stewart, the last of the four men who had founded the newspaper, signed off his journalistic career in a valedictory editorial, wistful at severing all connection with the journal whose birth he had attended and whose destinies he had guided thru its first eight years, and hopeful he could regain his failing health in "rural pursuits."

It was not to be. Stewart died three years later of tuberculosis.

Power Presses Used
In this first eight years THE TRIBUNE had occupied three buildings.

From hand presses it had progressed to power printing presses. It published weekly and tri-weekly editions, as well as daily, and it put out the Gem of the Prairie at the same time.

In circulation, THE TRIBUNE had grown from 400 daily copies in 1847 to 1,120 in 1850, and on July 1, 1855, it rested at 1,400 daily and 3,000 weekly. Three months later in that year, after Joseph Medill arrived, the circulation stood at 3,000 daily, 5,000 tri-weekly, and 4,500 weekly, and that was only the beginning.

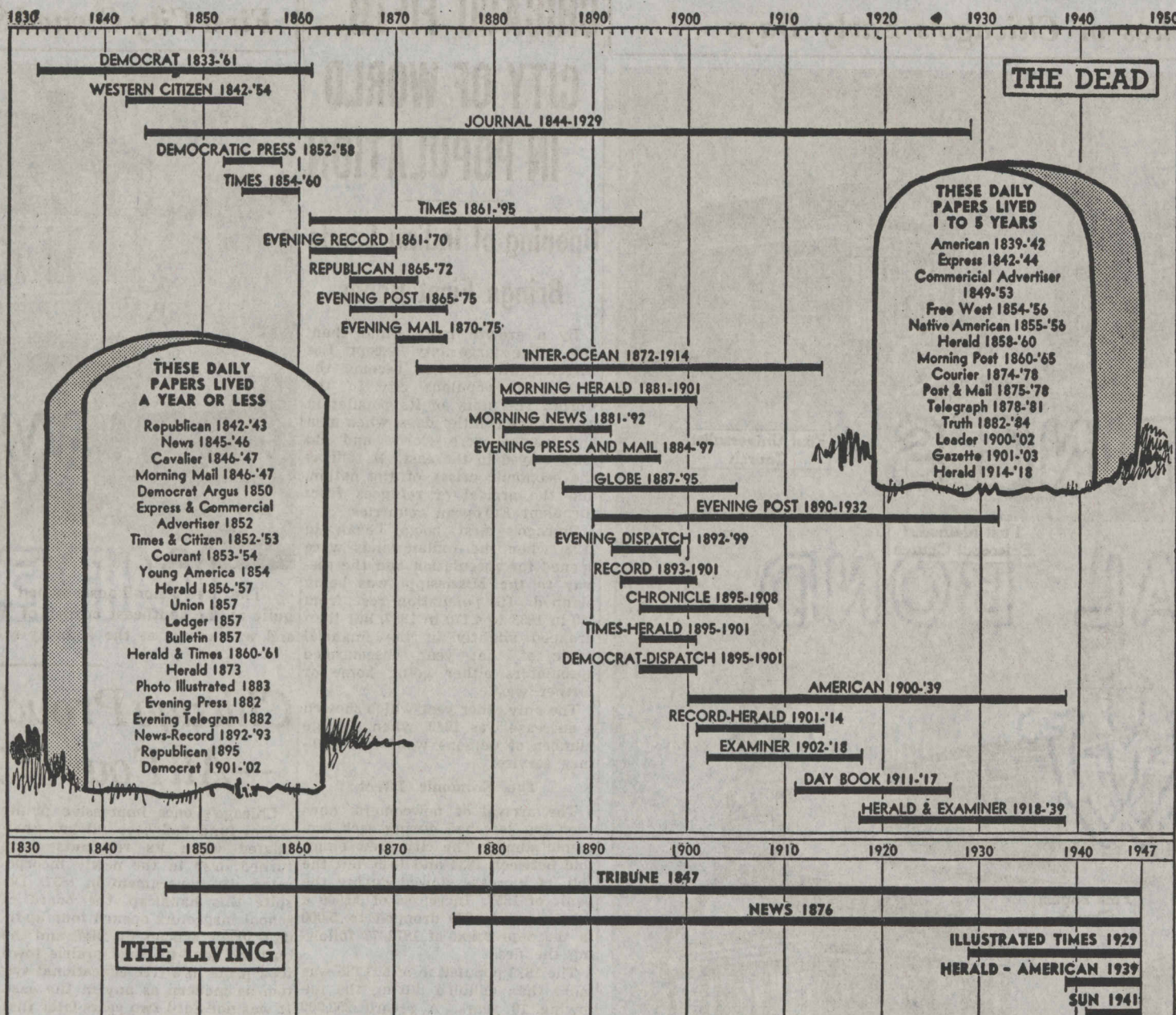
Chicago in the eight years, from 1847, to more than 80,000 in 1855, and THE TRIBUNE had grown with it.

Turns to the Telegraph
From the early days of clipping eastern exchanges for news, THE TRIBUNE turned to the telegraph for its dispatches, just as soon as the wires were strung. The first telegraph message from the east was received in Chicago, April 6, 1848, although it had come from Michigan City by stage because of equipment failure.

As early as 1849 THE TRIBUNE became the first newspaper in the west to install telegraphic news service and on Dec. 6, 1849, THE TRIBUNE had made special arrangements to receive news dispatches from New York, a long step forward in Chicago journalism. By 1854, it was taking the service of the Western Associated Press, a news service which Joseph Medill later was to help develop into the worldwide cooperative news service of today.

The size of THE TRIBUNE fluctuated from six columns, which legend says was the format of the first issue, to seven columns in 1849, and in January, 1855, to 10 columns, which the rival Chicago Democrat said made THE CHICAGO TRIBUNE "the largest daily in the west except one or two in St. Louis." This unwieldy size later was reduced.

The political currents swaying over Illinois in 1847, the year of THE TRIBUNE's founding, already were falling into the pattern which was to create a dangerous and an exciting era. But it was not to compare in excitement with the era which



Sixty-two daily newspapers have died in Chicago since The Tribune was founded 100 years ago. More than a third of these lived less than a year. Almost another third expired within five years of their first issue. Some died by suspension, some merged with others to lose their identity, and others were bought out by stronger competitors. From this great field of newspaper enterprise, five daily newspapers remain today. The Herald-American's birth year is given as 1939 because it was then that the American, born in 1900, took into its masthead half the name of the expiring Herald and Examiner, and absorbed the morning paper's Sunday edition.

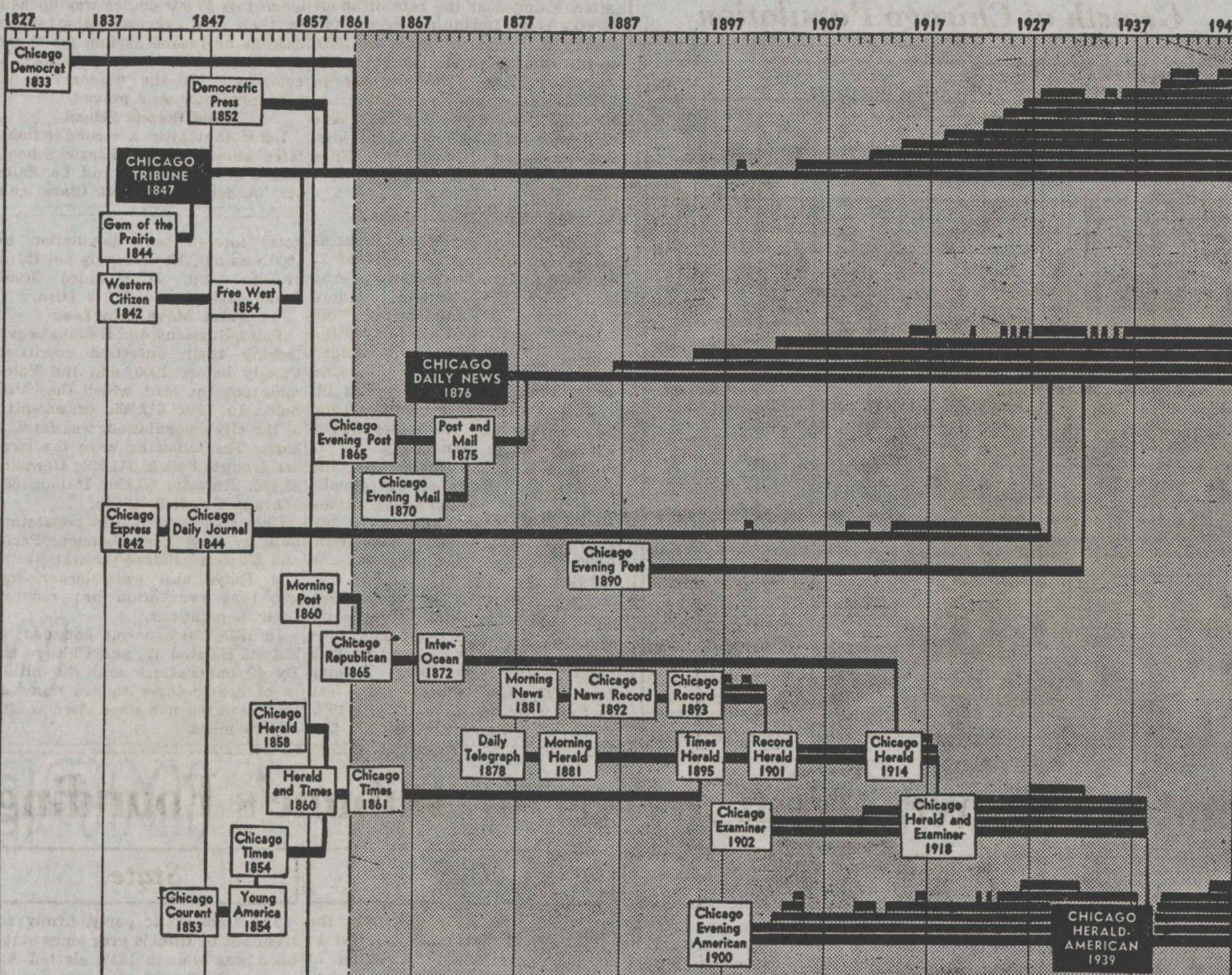
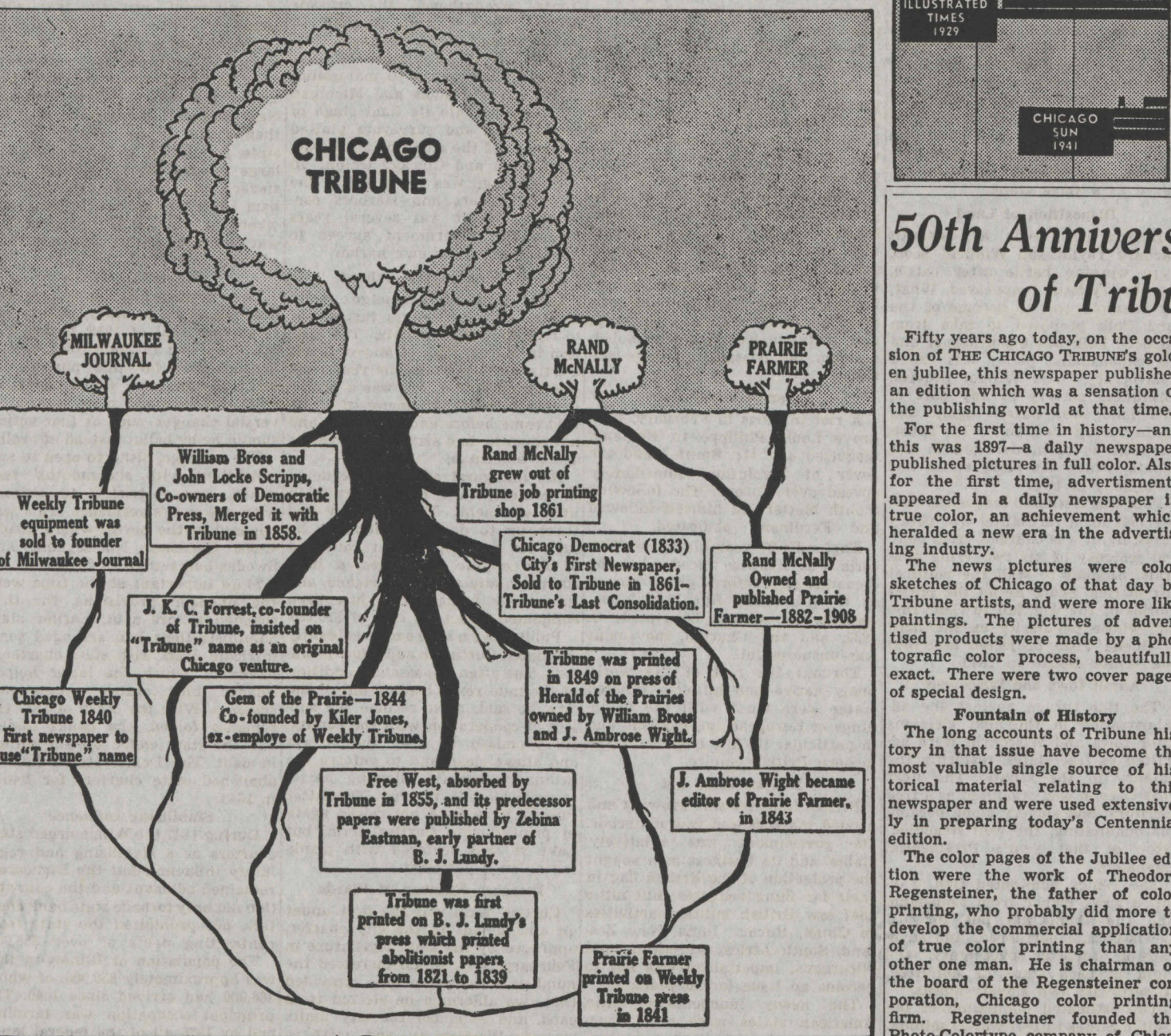


Chart tracing the history of Chicago's present daily newspapers (white letters in black blocks) to their origins. Each horizontal bar represents 100,000 circulation or fraction thereof. The shaded area of the chart covers the period since the last consolidation of any newspaper with The Tribune.



began for THE TRIBUNE when Joseph Medill arrived in Chicago, an era which started in 1855 and was to last a full 44 years, to the turn of the century.

[Tribune history continues with the story of Joseph Medill on page 2.]

TRIBUNE'S ROOTS GO EVER DEEPER AS SCORES OF OTHERS FALTER, DIE

NOTED EDITORS GUIDE TRIBUNE THRU 100 YEARS

Paper Outgrowth of First Publication of Any Kind in Chicago

The Tribune company has been a single, continuous organization, without any mergers or any combination with other newspapers, for the last 86 years.

The story of THE TRIBUNE's line of succession of editorship is briefly told. Here are THE TRIBUNE's editors and publishers during the last 100 years:

John E. Wheeler and Joseph K. C. Forrest—June 10, 1847, to Sept. 24, 1847.

John E. Wheeler—Sept. 24, 1847, to June 30, 1851.

John Locke Scripps—June 30, 1851, to June 12, 1852.

Henry Fowler—June 12, 1852, to March 23, 1853.

Thomas A. Stewart—March 23, 1853, to June 18, 1855.

Three Year Tenure
John C. Vaughan and Dr. C. H. Ray—June 18, 1855, to July 1, 1858.

John Locke Scripps—July 1, 1858, to March 21, 1861.

Dr. C. H. Ray—March 21, 1861, to Nov. 20, 1863.

Joseph Medill—Nov. 20, 1863, to Aug. 1, 1866.

Horace White—Aug. 1, 1866, to Oct. 9, 1874.

Joseph Medill—Oct. 9, 1874, to March 16, 1899.

Robert M. Patterson—March 16, 1899, to April 1, 1910.

Medill McCormick—1910 to 1909 [director and vice president].

James Keeley—1910 to 1914 [general manager and vice president].

Robert R. McCormick and Joseph M. Patterson—March 1, 1911, to 1925.

Robert R. McCormick—1925 to date.

Holders of Partnerships
Other men who held partnerships for a time in THE CHICAGO TRIBUNE in the 100 years include:

Thomas A. Stewart and James Kelly, two of the four men who on June 10, 1847, founded THE CHICAGO TRIBUNE.

Thomas J. Waite, who came in as business manager June 30, 1851, upon Wheeler's retirement.

William Duane Wilson, who came in June 12, 1852, when Scripps sold out, and was a leading political and editorial writer.

Timothy Wright and Capt. Joseph D. Webster, who took over Wilson's interest March 23, 1853.

Joins Former Employers
Alfred Cowles, clerk on Vaughan and Medill's Cleveland Leader, who joined his former employers on THE TRIBUNE late in 1855.

George P. Upton, a war correspondent during the Civil war and a leading editorial writer from 1883 until he became a company director and vice president Jan. 27, 1890.

William Bross, founder of the Herald of the Prairies of 1847, who came to THE TRIBUNE with Scripps thru the consolidation with the Democratic Press in 1853 and was president of The Tribune Company at the time of his death in 1890. He was a lieutenant governor of Illinois.

William H. Rand, a printer who became superintendent of THE TRIBUNE's job printing shop and a member of THE TRIBUNE firm in 1861. In 1869, Rand purchased THE TRIBUNE's job shop and with Andrew McNally, another TRIBUNE printer, formed Rand, McNally & Co.

John Young Scammon, pioneer Chicago attorney, who financed Joseph K. C. Forrest's career with THE TRIBUNE, had partnership in the Chicago Journal, later was one of the founders of the Republican, a bitter enemy of THE TRIBUNE in 1865, and still later founded the Chicago Inter-Ocean.

Original Chicago Enterprise
The weekly Tribune lasted until Aug. 21, 1841, when Holcomb & Co. sold the news press and subscription list to Elisha Starr of Milwaukee who from it founded the Milwaukee Journal. The name, however, was not sold, and it was taken less than seven years later by the four founders of THE CHICAGO TRIBUNE because, as one of them related, it was "an original Chicago enterprise."

When THE CHICAGO TRIBUNE began as a daily 100 years ago it was printed on the press and with the type which had been purchased from the estate of Benjamin Lundy, the founder of the abolitionist movement in America.

Thru Lundy's connections, THE TRIBUNE probably could trace its history back as early as 1821, for its roots lie in his Genius of Universal Emancipation, an abolitionist paper published sporadically after that date in Ohio, Tennessee, Maryland, and the District of Columbia.

Established in Hennepin
This early Lundy newspaper was established in a permanent home in Hennepin, Ill., on Nov. 8, 1838, when Lundy took another ardent abolitionist, Zebina Eastman, in as his partner. Curiously, THE TRIBUNE has another connection with one of the first Chicago journals thru this association, for the press and type of the Chicago Commercial Advertiser, which published here from Oct. 11, 1836, to sometime in 1837, was sold to the Lundy paper.

The thread of connection is not wholly one of press and type, because Eastman moved the Genius of Universal Emancipation and its plant to Lowell, Ill., where Benjamin Lundy lies buried today. On the foundations of their partnership, Eastman started on Dec. 19, 1840, the Genius of Liberty in Lowell, abandoning it in 1842 when he removed it to Chicago as the Western Citizen. This lasted until October, 1853, when Eastman changed the abolitionist publication to the Free West, which THE CHICAGO TRIBUNE absorbed July 19, 1855. This editorial blood, title, and spirit joined the root structure.

Gem of the Prairie
How THE TRIBUNE grew out of the weekly Gem of the Prairie, founded May 29, 1844, by Kiler K. Jones and James S. Beach, and in turn an earlier outgrowth of Jones' Youth's Gazette started here in May, 1843, has been told in other chapters of Tribune history in this newspaper. Jones was a carrier and "roller boy" for the original 1840 Tribune.

Twisting together again at THE TRIBUNE roots, Rand, McNally & Co. owned the Prairie Farmer from Feb. 16, 1882 until April 8, 1908. Since that time, however, there has been no connection.

Chicago's First Hotel Built by One of First Trustees
Medore B. [Mark] Beaubien, member of Chicago's first board of trustees, erected the first hotel in Chicago, sometime before 1833. It was located on the south side of the main branch of the Chicago river, about where Clark st. is today. The first ferry across the Chicago river was located there. John Wentworth, early Chicago editor and congressman, said he took his first dinner in Chicago there Oct. 25, 1836. Beaubien named the hotel Saguanah after his good friend, the Indian chief also known as Billy Caldwell. The Tribune was founded.

Swamped with Requests
THE TRIBUNE of June 11, 1897, tells how this newspaper was swamped with requests for extra copies of the famous edition and how, although the price was only 1 cent, as usual with a week-day edition at that time, newboys were hawking them for 5, 10, and 25 cents well.

50th Anniversary Edition of Tribune a Sensation

Fifty years ago today, on the occasion of THE CHICAGO TRIBUNE's golden jubilee, this newspaper published an edition which was a sensation of the publishing world at that time.

For the first time in history—and this was 1897—a daily newspaper published pictures in full color. Also for the first time, advertisements appeared in a daily newspaper in true color, an achievement which heralded a new era in the advertising industry.

The news pictures were color sketches of Chicago of that day by Tribune artists, and were more like paintings. The pictures of advertised products were made by a photographic color process, beautifully exact. There were two cover pages of special design.

Fountain of History
The long accounts of Tribune history in that issue have become the most valuable single source of historical material relating to this newspaper and were used extensively in preparing today's Centennial edition.

The color pages of the Jubilee edition were the work of Theodore Regensteiner, the father of color printing, who probably did more to develop the commercial application of true color printing than any other one man. He is chairman of the board of the Regensteiner corporation, Chicago color printing firm. Regensteiner founded the Photo-Color type company of Chicago and New York, which printed the Jubilee edition.

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