

# Big City Newspaper

a product of the  
Chicago Tribune  
educational services  
department

Chicago Tribune



## What is a newspaper?

A newspaper is ink and ideas. It is a mirror of the day and a playing field for the mind. It is a force that can expose wrongdoing and get a bumpy street paved. It's an arena of action where there's always a fresh game, and a hall of culture where they're replaying last night's symphony. It's a grocery store that stretches the budget, and a golden bracelet worth splurging on. It's an expert explaining what went on across the globe, and a friend telling you what happened around the corner. It is serious and light, thoughtful and observant. The newspaper is the sum total of intelligence, energy and resources of several thousand talented people. And that makes it the most exciting business on earth. I hope you enjoy reading about it.

**Stanton R. Cook**  
Publisher



## Why a newspaper is important to you

Maybe the best way to appreciate how important a newspaper is would be to pretend for a minute that it isn't there. What would life be like?

In the first place, it would be hard to know what was happening in your city, and in your world. True, you could get some of the news from your TV and radio. But that would only give you the major developments about the major stories. Not the small human interest story about the man whose house is home for 123 stray cats. Not the editorial cartoon that can puncture a politician's ego with a single stroke of the pen. Not the in-depth background that puts flesh and blood around cold facts.

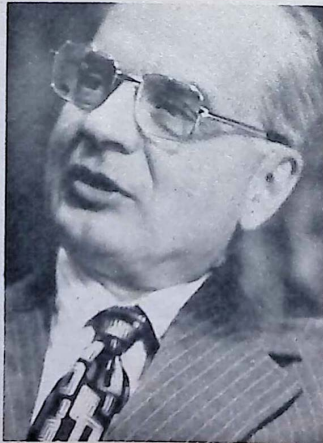
Without the newspaper, a businessman couldn't easily find out how his stocks did in the market, and a housewife couldn't know what supermarket has a special on prime ribs. You would have a harder time finding a job, locating an apartment, selling your 10 speed bike, knowing your favorite pitcher's earned run average, or knowing what the evening TV movie will be. And how would you find out what's playing at your local theater, which legislator voted for a mass transportation act, or what the New York designers think about next fall's hemlines? You'd have fewer comics to entertain you, fewer opinions to sharpen your mind, less information to make you more aware.

And without the newspaper serving as ombudsman, sleuth and unofficial court of last resort, many of the community's ills would go undiagnosed and untreated. Corruption in public office. Abuse of power. Shady business practices. Police brutality. Taxing irregularities. These are just a few of the areas where newspapers have explored, exposed and corrected wrongdoing.

News is more than wars and politics and revolutions and peace conferences. It's opinion. It's entertainment. It's ideas. It's humor. It's trends. It's the whole human adventure in daily editions. And it's at your fingertips every morning.

That's really something to think about.

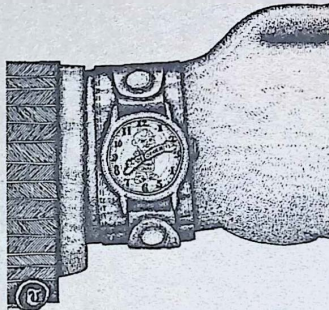
**Clayton Kirkpatrick**  
Editor



## The 24-hour Tribune: New concept in journalism

In 1974, the Chicago Tribune became a 24-hour newspaper with fresh editions morning, afternoon and evening. The shift from being a morning newspaper to the 24-hour publication cycle meant that The Tribune was available whenever a reader wanted it.

The publishing cycle begins in late afternoon with the Green Streak edition which contains late stock market quotations. Next off the press is the Midwest edition, designed primarily for circulation outside Chicago and suburbs. The Three Star Morning Final comes next—it's the edition you'll find delivered to your doorstep in the mornings. The Four Star Morning Sports Final follows; you'll find it on the newsstands in the morning with the night's sport results. The Five Star Morning Turf Final is available later in the morning. Completing the 24-hour publication cycle is the afternoon 7 Star Final for afternoon home delivery customers and afternoon newsstand sales.



## Investigative reporting: What it means to you

Reporting the news and providing helpful features are part of a newspaper's job. There is another key part illustrated by the work newspapers did after the Watergate scandal. That is the field of investigative reporting. Here, the Tribune is an acknowledged leader, having won two Pulitzer prizes in recent years.

By digging into the issues that matter, the Tribune can better serve you the reader. Thru the years there have been many examples of this kind of journalistic coverage at the Tribune:

The Tribune formed a Task Force of investigative reporters to tackle tough, long-term investigative projects. The Task Force was headed first by Bill Jones, now the Tribune's assistant managing editor. (Jones won a Pulitzer Prize for exposing cruel and illegal treatment by some Chicago area ambulance companies.)

Later, the Task Force was led by George Bliss, now chief investigative reporter for the Tribune. Bliss, a two-time Pulitzer winner, led the Task Force when its work exposing vote fraud captured the Pulitzer prize. In 1973, a special investigative team probed the issue of police brutality—and won much applause for its efforts. Among those involved in the investigation was a crack team of young investigative reporters, all in their twenties.

## Major Tribune Investigations

In recent years, Tribune investigative reporters have probed a variety of timely and important topics—as this list of major investigations indicate.

### 1971

The Cook County nursing home scandal  
The problem of our courts system  
Panic peddlers in our changing neighborhoods

### 1972

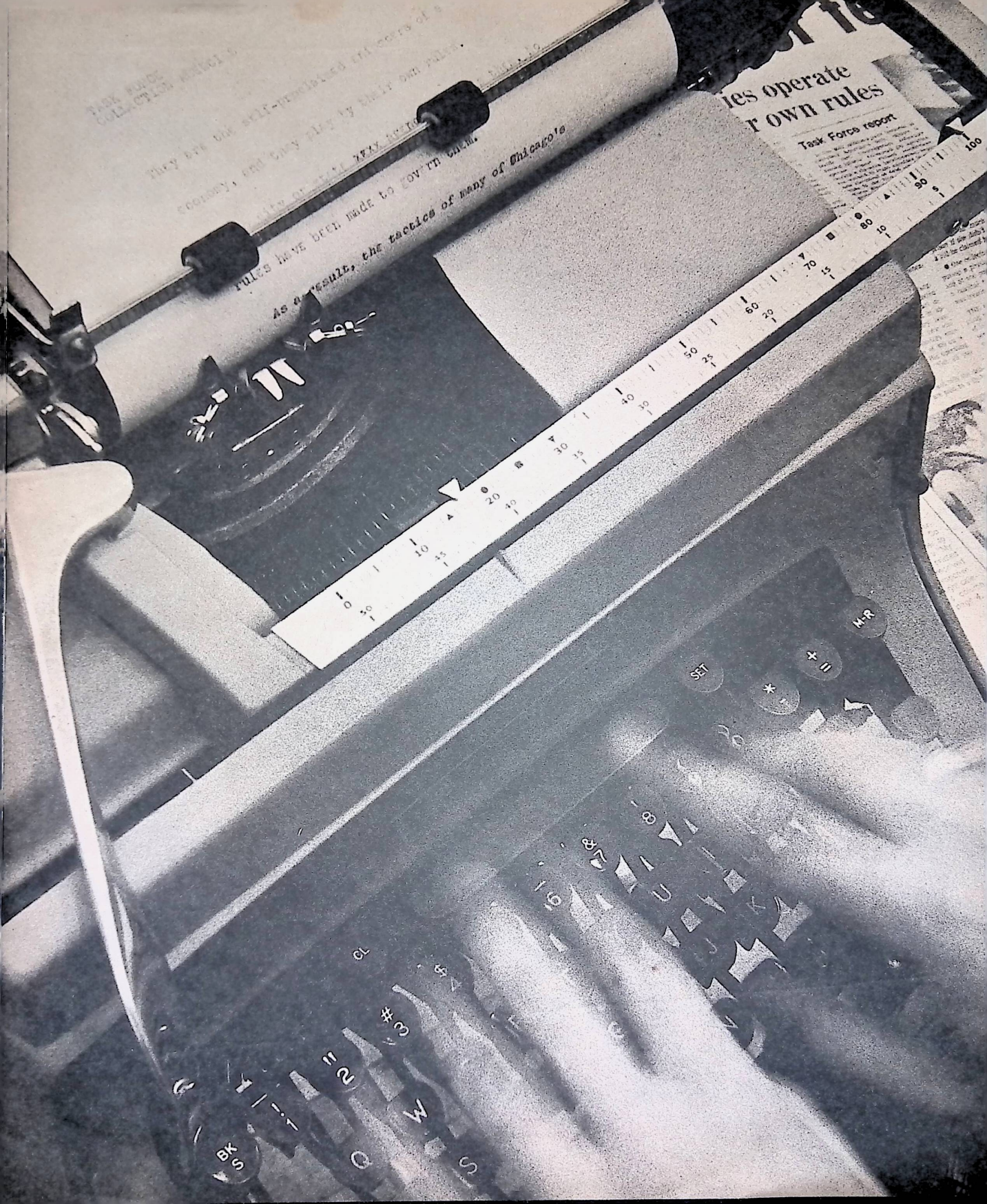
The Elgin State Hospital scandal  
County waste: Who is responsible for the Great taxpayer rip-off?  
Vote fraud in Chicago  
Guns in Chicago: Tracking the Saturday night special

### 1973

Chicago's top ten slumlords  
Gary: Steel city in trouble  
The beef crisis  
Police Brutality in Chicago

### 1974

Heroin: the Chicago connection  
Collection agencies: Applying the squeeze  
Fleeing the public with franchises

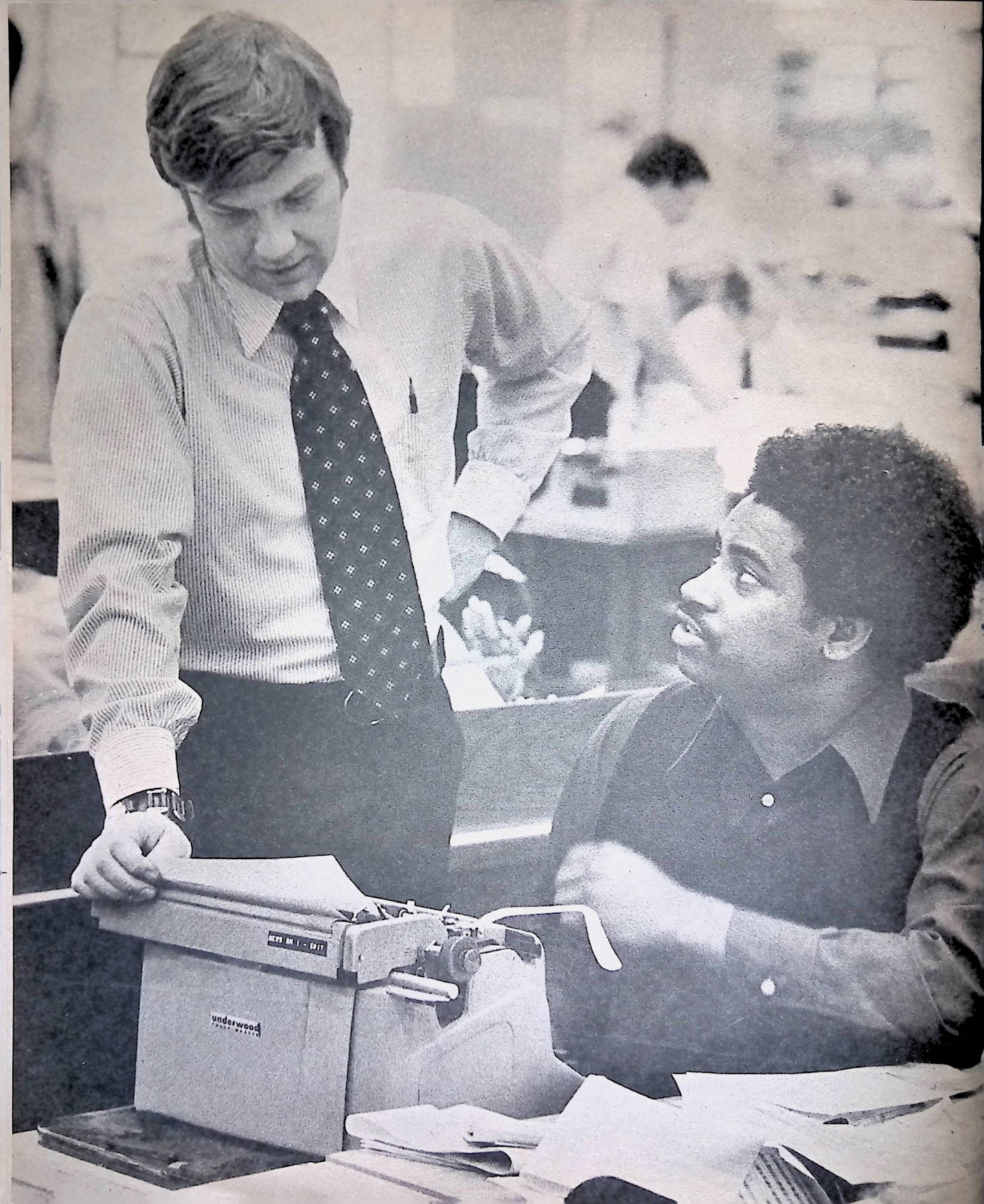


Task Force  
Collection  
They are the self-motivated entrepreneurs of a  
economy, and they play by their own rules.

As a result, the tactics of many of Chicago's  
rules have been made to govern them.

# ies operate r own rules

Task Force report

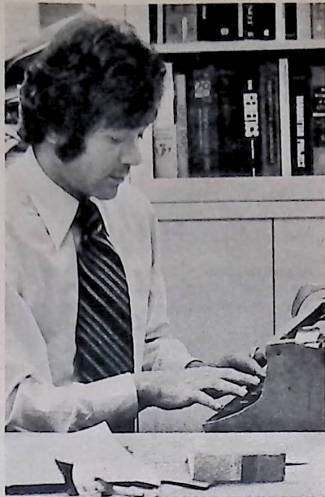


# The newsroom

The heart of the Tribune is the newsroom—sometimes called the city room. It's a busy place. Teletype machines chatter. Phones ring. The air is punctuated with cries of "copy!" Here, editors send reporters to cover events close to home and across the globe. Reporters work rapidly to get their stories done before the next edition's deadline. All of the effort and energy go to record the paper's main product—news.

## The people who run it

The job of the editors in the newsroom is to decide which stories are the most important and how best to display those stories and others in articles that are accurate, timely and interesting. The key man is the editor. He's in charge of all news, features and special news sections published by the Tribune. The managing editor is in charge of the day-to-day operation of the paper. He plans coverage of major events, and makes the decisions that shape each day's paper.

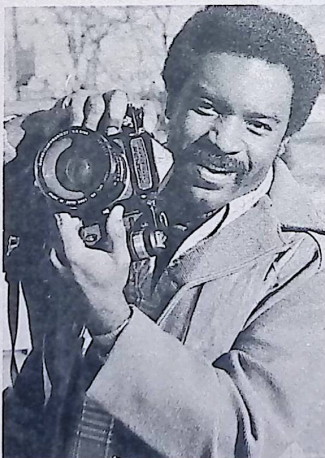


## The reporters

There are three different types of reporters who cover news in the Chicago area. They are called beat, general assignment and specialty reporters. Beat assignment reporters cover the news in a certain area—city hall, for example. Specialty reporters report on a certain area of news—the environment, rural affairs or science, for example. A general assignment reporter is on a flexible schedule. On the same day, he or she may cover a fire, a political meeting or a campus rally.

## The photographers

Last year alone, the Tribune's crack photographic staff shot more than 85,000 newphotos. The best of them were selected by the graphics editor and his aides and appeared in the Tribune. To capture the action of fast-breaking news events, Tribune photographers carry two-way radios in their cars. A call from the newsroom will send them hurrying to a fire or accident. The Tribune also maintains its own color studio to shoot such feature work as food and fashion.



In addition to having its own reporters and foreign correspondents at work, the Tribune uses the services of the Associated Press, United Press International and Reuters, the Knight News Service and other supplementary services—which bring over 300,000 words of wire copy each day and hundreds of wire photos.

## Washington Bureau

The Tribune maintains the largest Washington staff of any midwestern newspaper. The staff concentrates on those stories not covered by the wire services. That resulted in 23 separate exclusive stories on events related to the Watergate investigation.

## Foreign correspondents

Long noted for the quality of its foreign news coverage, the Tribune maintains its own staff of correspondents in key capitals around the world. The editor in charge sums up the philosophy of his staff: "The whole effort of the foreign staff is geared toward getting the special story. We try to spring our own man loose to bring us the scoop of the story that will have unique appeal to the Chicago audience."



## Rewrite

Reporters in the field call in the facts on a fast-breaking story. It's the job of the rewrite man to take down the pertinent data often received from several reporters, and mold it into a tight, readable story.

## The Morgue

Reporters and rewrite men have access to the reference room or morgue for background material on a story. More than eleven million stories clipped from past issues of the Tribune are on file in the morgue as well as more than four million news photos.

## The Copyreader

Once a story has been written, it is given to the copyreader who makes certain that reports have included all necessary details. The copyreader corrects grammatical and spelling errors, deletes unnecessary words and writes the headline. The copy desk boss is called the slotman. He assigns the stories to copyreaders and cross-checks their work.

## Make-up

As the copy is edited, the make-up editor plans how stories will be arranged on the pages. He draws layouts, called dummies, showing on which page each story will appear, what size and type headline will accompany it and what photos, if any, will be used.

## Editorial Page

A news story provides facts. An editorial expresses a paper's point of view.

## Financial

The Tribune has been reporting financial news almost as long as Wall Street has been making financial news to report. And that kind of tradition and experience is tough to duplicate. Along with complete, next-day stock exchange reports, the section has experts in the world of business who forecast trends, take the economy's temperature, and give the kind of advice that can make a dollars and cents difference for your investments.

## Sports

The Tribune's sports staff is a seasoned blend of veteran reporters and enthusiastic young writers. In its coverage of sports, the Tribune's philosophy has always been two-prong: Colorful, comprehensive coverage of all major spectator sports with staff writers, along with frequent reports on a variety of participating sports such as boating and bowling.



## Perspective

Daily and Sunday the Perspective pages provide a forum for diverse views about topical issues. Conservative, liberal and all viewpoints in between are represented. Perspective supplies in-depth reports and thought-provoking analyses to the day's news.

## Action Line

What do you do if there's a pothole in your street and you can't get the city to repair it? Or, you've mailed your \$19.95 to New York for a body-building kit—and your muscles are still like spaghetti because the kit never came? Or, you'd like to locate your great uncle Rudolph—but all you know is that he was last seen boarding the Paris to Marseille Express in December, 1945, wearing a brown fedora and a tan overcoat with a wine stain on the left sleeve?

Well, there are lots of things you could do. But one of the best would be to contact Action Line.

It has been called the column of last resort for people who need red tape cut, lost merchandise—and relatives—located, or refunds pried from the indifferent jaws of a computer.

Receiving around 400 letters each day, Action Line has tackled such unusual cases as:

- A secretary hunting for a live elephant to give to her boss.
- A request to prove that karate experts could demolish an entire house with their bare hands.
- A plea for a queen-sized bedsheet decorated with a life-size picture of a football star.

But generally, the difficulties people need help with are more prosaic. The most common problems? They often come from encounters with a government bureaucracy. Tracking down missing Social Security benefits, VA checks and welfare payments makes up a large part of the Action Line team's work.

Action Line tackles each and every request it receives. The staff, over the years, has created such a good relationship with the stores, agencies and companies in Chicago that many of the problems can be solved quickly.

As an added service to the community, Accion Rappida—a Spanish/English version—is published once a week.

So, if you still need to have that pothole fixed—or still want to find elusive Uncle Rudolph—Action Line may be the friendly wizard you're looking for.

## The language of a newspaper

**Advertisement**—A paid notice which tells about commercial products, services, prices, and store location. Advertising stimulates the economy and helps the buyer get what he wants. It also pays most of the costs of producing a newspaper.

**Beat**—A specific location, like police or fire departments, to which a reporter is assigned to cover news originating there.

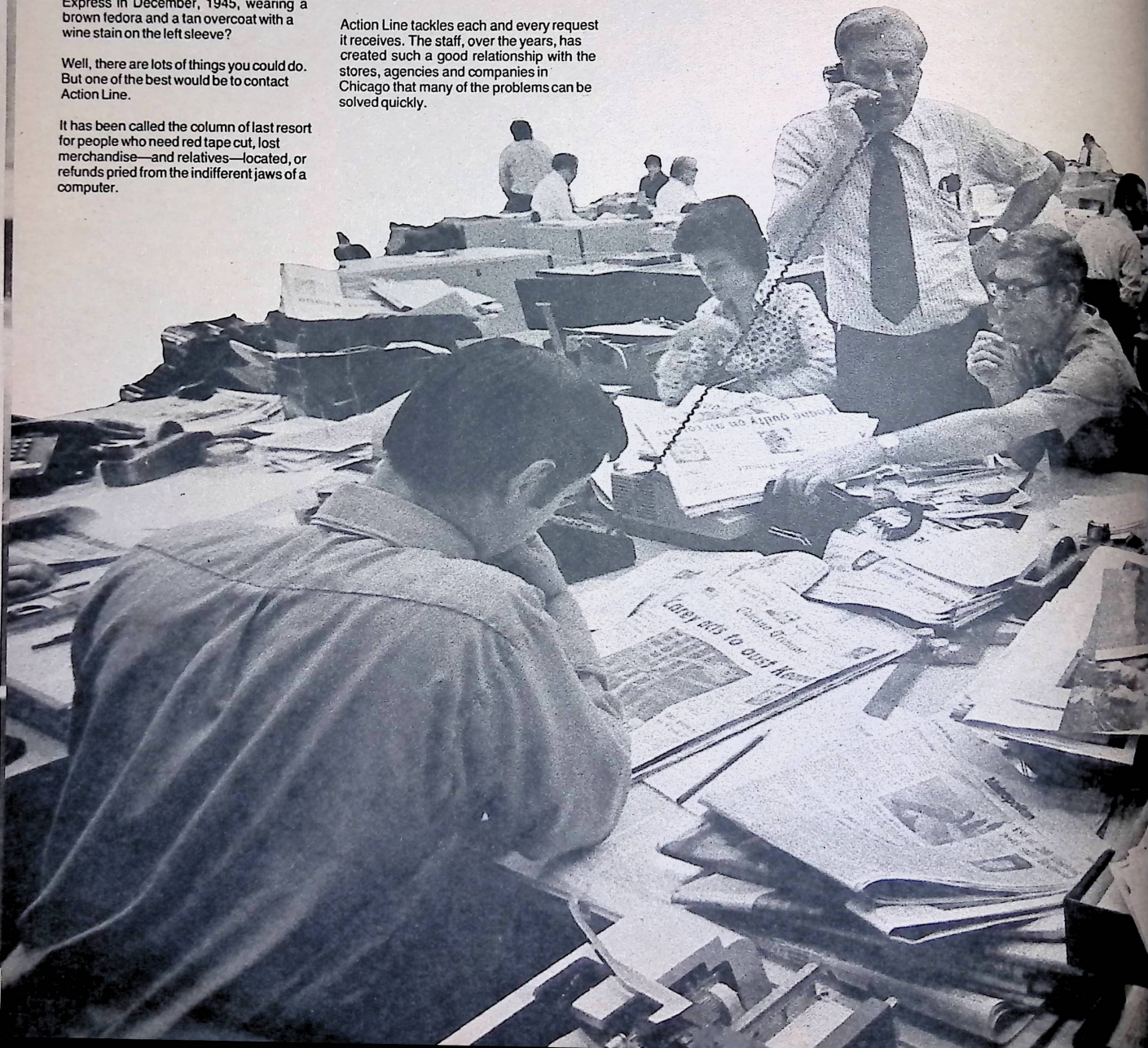
**By-line**—It tells the name of the reporter who wrote the news story.

**Caption**—Type, usually printed below a newsphoto, which explains a picture. Also called a cutline.

**City editor**—The news executive in charge of local news or, at The Tribune, the editor in charge of news in the city and suburbs.

**Circulation**—The total number of newspapers sold and the department responsible for newspaper delivery.

**Composing room**—The place where type is set and the type, photoengravings, and advertisements assembled into pages.



**Copyreader**—One who edits news or feature stories before they are set in type; he also writes headlines. The copyreader sits at a copydesk and his boss is the slotman.

**Correspondent**—Reporter stationed in another city or nation. The Tribune has correspondents in Springfield, Washington, D.C., New York City, and around the world.

**Crop**—To trim the nonessential parts of a newsphoto or change its proportion to fit a specified space. Cropping brings out the important features and makes the photo more interesting.

**Dateline**—Line beginning a story originating outside Chicago which tells the date and place in which the story was written.

**Dummy**—Diagram showing the arrangement of stories, illustrations, and headlines. The printer follows them when he assembles the pages.

**Edition**—One of several issues a newspaper publishes each day.

**Editor**—One who determines which news events are to be covered and which are printed. The Tribune's editor is the chief news executive and he is assisted by various other editors.

**Editorial**—An essay expressing the newspaper's opinion. It is also the name of the department which originates news and feature articles.

**Features**—Special-interest articles or columns which inform and entertain. They provide a change of pace from the serious news. Such features include articles about travel, beauty, fashion, home care, and columns like the horoscope.

**Headline**—A group of words in large type which are printed above the story and summarize it.

**Inverted Pyramid**—The style of writing news stories in which the most important facts are placed first and the least important last.

**Lead**—The opening paragraph or paragraphs that tells the reader what the story is about.

**Linotype**—A machine which casts each line of type into one piece of lead.

**Managing Editor**—The executive who is in charge of the day-to-day operation of the news department.

**Morgue**—Newspaper reference room which contains clippings, photographs, and other background material.

**News Story**—A report about an event or occurrence.

**Photo-typesetting**—The process of producing type by photography instead of Linotype machine. This is also called "cold" type.

**Press**—The machine which prints a newspaper.

**Re-plate**—Changing a page of a new edition to reflect an update of news stories.

**Stereotype**—The process of converting a flat page of type into a curved metal plate to fit the printing press.

**Teletype**—A machine which records telegraphic signals like a typewriter. It is used for receiving stories from news services like the Associated Press or United Press International.

**Wirephoto**—A photograph transmitted by means of electrical impulses. The news services supply many wirephotos each day to illustrate news stories.





Fun Books

Magazines

Quinto Distrito Central  
DECEMBER  
Homes, Living Living

...  
last 4 ...  
to 10 ...

PALM...



## The Sunday Room

Across the hall from the newsroom is the Sunday department. In this case 'Sunday' is something of a misnomer. This department creates not only many of the special sections in the Sunday Tribune, but also the variety of features and special interest sections that appear in the daily Tribune.

The Tribune has a lustrous reputation for excellent features. Indeed, the University of Missouri's School of Journalism awarded the Tribune first place for overall excellence in women's interest journalism in the prestigious 13th annual Penney-Missouri awards competition.

The Tribune won the award in competition with 55 other metropolitan newspapers. The judges noted that the Tribune was "... a shining example of excellence in the new field of comics and family journalism ... combining depth and breadth of reporting with innovation, sensitivity, concern and great style."

Here's a brief look at some of the special sections the Tribune's Sunday department prepares each week:

**Tempo, daily except Friday**—"The main goal of this section is to probe vast areas of news and features not covered by the regular news sections ... and present what we find in an intriguing manner. Tempo will always be a fresh mix to delight the reader," says the section's editor.

**Feminine, every Monday**—From its provocative full color cover to its rocket headlines which pull a reader into the story, Feminine has always been a different kind of fashion section. It's a fresh, fun way to chase those Monday morning blues.

**Weekend, every Friday**—This where-to-go, what-to-do fun guide has proved extremely popular, especially with young readers. In addition to outstanding coverage of the popular and fine arts, Weekend explores the city and suburbs looking for interesting ways readers can get more out of their days off.

**Food Guide, every Thursday**—Long a reader favorite, the interest in the Food Guide has been heightened by the inflationary squeeze. Food Guide carries seasonal recipes, shopping tips and nutritional advice. Suggested dishes are pre-tested in the Tribune's own test kitchen.

**Home Guide, every Saturday**—The Home Guide provides a timely, helpful wrapup of the home market in the Chicago area. Features informative articles on new developments in housing, the money market, as well as valuable advice on maintaining one's own home or apartment.

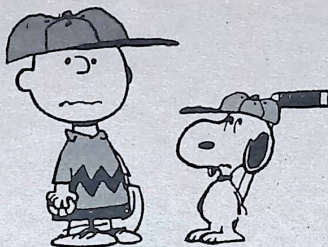
For our readers, Sunday is a special kind of day—one of relaxation, of free time, of families sharing time together after the busy week. That's why the Tribune provides a Sunday paper that people can spend lots of time with. While regular news coverage on Sunday remains comprehensive, the features are broadly expanded so as to touch the interest of almost any reader. Here's how we do it:

**Chicago Tribune Magazine**—A frequent award winner, the Magazine uses lively writing and striking graphics to explore a variety of topics of special interest to Chicago area readers. Profiles, picture stories and topical articles provide an enjoyable potpourri of reading each week.

**TV Week**—One of our most popular and practical sections, TV Week offers complete listings and stories on favorite personalities and series.

**Travel**—The vacationers' best friend and a favorite with armchair travellers, too, the highly respected Travel section is packed each week with advice on vacations spots near and far.

**Arts & Fun**—The popular Sunday tabloid features bright, thoughtful criticism of the lively arts—and a complete Book World section examining the best of the new releases.



**Comics**—Popular Tribune favorites reside here. They include the Peanuts gang, Dick Tracy and that smash hit with the young—the Doonesbury crew.

**Lifestyle**—Filled with advice and intriguing profiles, this Tribune section is aimed squarely at the contemporary woman and her world.

**Homes & Leisure Living**—A section filled with practical how-to-oriented stories. Crafts, gardening—whatever a reader's interest—it's apt to be served by Homes and Leisure Living.

## Gary Deeb: "a TV critic is a people's watchdog."

"No other commodity in American life has a stronger, more personal daily effect—for better or worse—on so many men, women and children. That's why I refuse to let my column degenerate into mindless, superficial froth. The essence of my daily routine is to make even a complex story interesting and easy to understand. I consider myself a 'people's watchdog' and enjoy exposing the behind-scenes brainstorming that decides what millions get to see on TV."



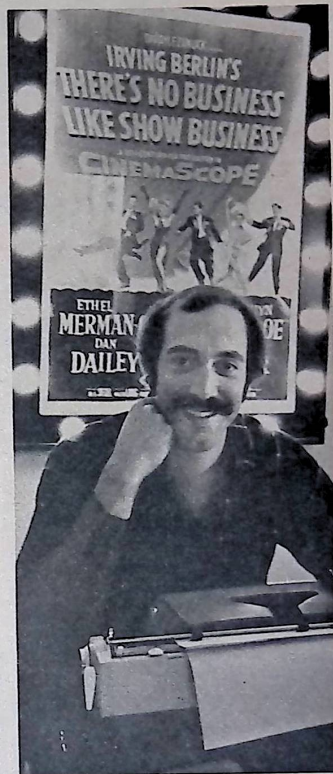
## Linda Winer: "I take motion and try to transcribe it into words."

"I love the live event. When you go to a live performance you never know when you're going to be astonished and that's what's so great. In the barest of terms, I describe what I see. I take motion and try to transcribe it into words. The most important thing is trying to write an interesting story. If you go to an event which was a fascinating, exciting and wonderful thing and then you write a boring column, you've just created a crime against your art."



## Gene Siskel: "When I see a movie that gives me pleasure I want to share it."

"The whole point of my job is to get as many people as possible to see as many good movies as possible. I see things the average viewer doesn't because I'm at work when I watch a movie. When I see a movie that gives me pleasure, I want to share it with readers in such a manner so that they know exactly what I'm talking about and can enjoy movie-going as much as I do."



## Advertising

A newspaper conveys information. News stories and photos tell readers what's going on around the block and around the world.

Advertising in a newspaper does the same thing: it lets people know about goods and services and prices in local stores. Through brand advertising, it informs the public about new products and desirable points about established merchandise.

In essence, newspaper advertising brings the store to the customer. It is convenient, it stimulates consumer interest, helps keep the economy moving. A woman can pick out a new dress in Monday's Feminine

pages, or do her grocery shopping from the Thursday Food Guide. A man can compare the relative merits of new tires for the family car without leaving the comfort of home.

Advertising moves merchandise. But it also provides another valuable function: it keeps the cost of your newspaper low. The price a reader pays for a paper is only a small fraction of the actual cost of producing a newspaper. The rest is paid thru advertising rates.

Advertising is a large part of the Tribune. We run more advertising than any other Chicago newspaper. In 1973, the Tribune ranked third in the nation in total advertising lineage.



# CHICAGO TRIBUNE Star Reporter

**T**

Congratulations, you're  
a Chicago Tribune  
STAR REPORTER

# Rules

20 Write on assignment in the Orient you get a mysterious disease. Go back five spaces while recuperating.

23 You get caught in a traffic jam, are late for an important interview. Go back one space.

22 In recognition of your work, you are promoted to head the Rome Bureau. Go ahead 5 spaces.

21 You get a banner headline on a story. Take another turn.

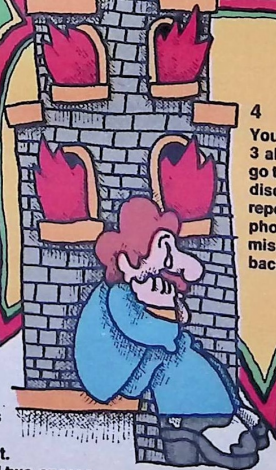
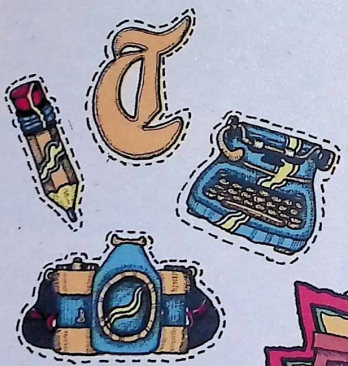
3 The managing editor compliments you on a story. Smile, and go ahead 1 space.

5 Copy desk decries your good assignment. Miss one turn.

4 You're at the scene of a 3 alarm fire. When you go to call in the story you discover the opposition reporters have all the phones tied up. You miss the deadline. Go back 2 spaces.

2 The city editor notices your writing, and sends you out on special assignment. It's your first big chance, go ahead two spaces.

1 As the newest reporter you're assigned a desk by the water fountain. It's hard to concentrate—miss one turn.



S

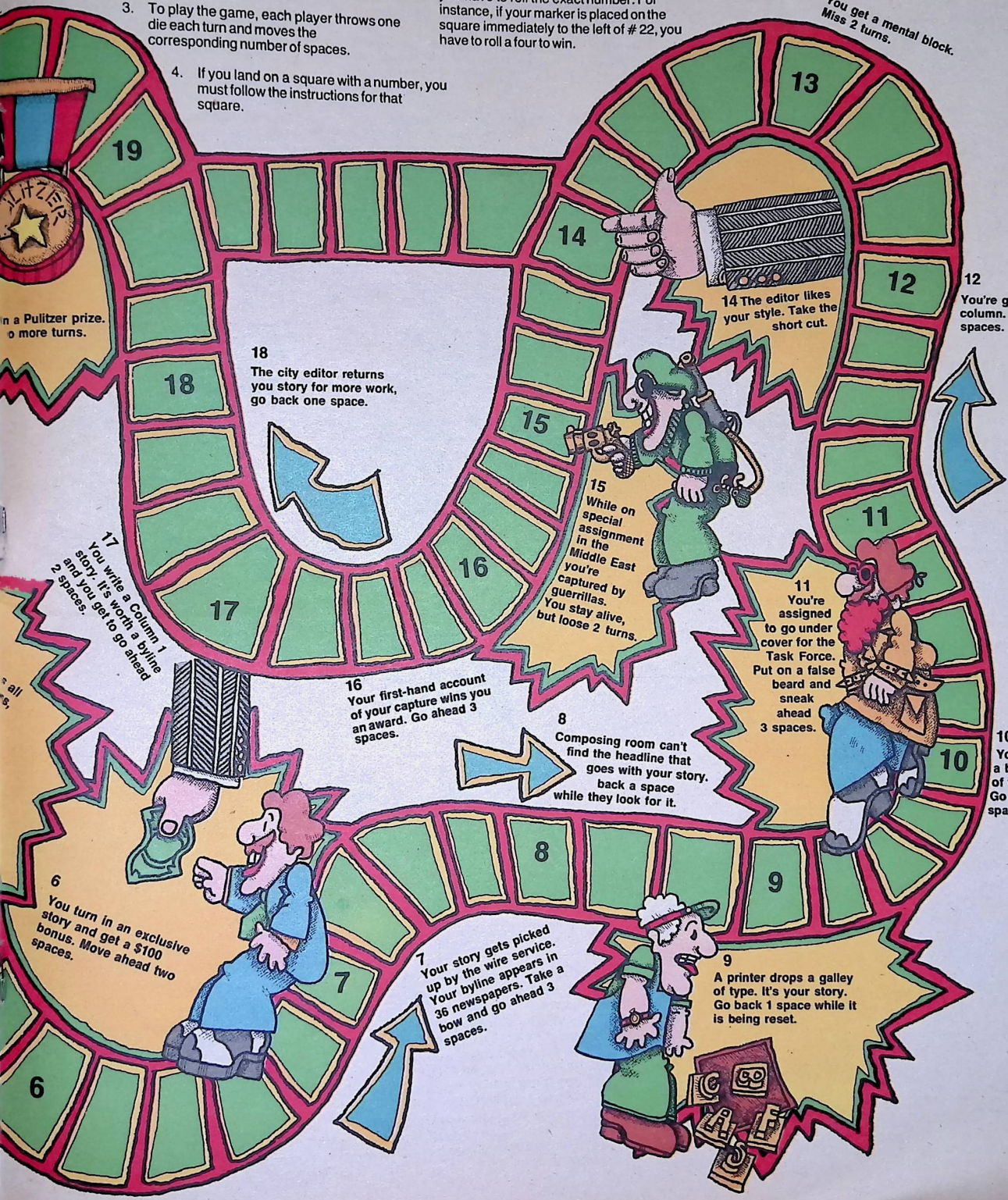
1. For durability, paste this page to a piece of cardboard. Cut out the markers, or use different colored buttons.
2. To start the game, each player throws a pair of dice. The player with the highest number starts first. In case of a tie, each tying player throws again.

5. If a player lands on a square already occupied, the player on the spot has to go to the beginning of the game and start over.
6. The first player to reach the Tribune star is the winner. To enter The Tribune star, you have to roll the exact number. For instance, if your marker is placed on the square immediately to the left of # 22, you have to roll a four to win.

3. To play the game, each player throws one die each turn and moves the corresponding number of spaces.

4. If you land on a square with a number, you must follow the instructions for that square.

13  
You get a mental block. Miss 2 turns.



19  
You win a Pulitzer prize. Go ahead 10 more turns.

18  
The city editor returns your story for more work, go back one space.

14  
The editor likes your style. Take the short cut.

12  
You're given your own column. Jump ahead 4 spaces.

15  
While on special assignment in the Middle East you're captured by guerrillas. You stay alive, but lose 2 turns.

11  
You're assigned to go under cover for the Task Force. Put on a false beard and sneak ahead 3 spaces.

10  
You get a beat of your own. Go ahead 2 spaces.

16  
Your first-hand account of your capture wins you an award. Go ahead 3 spaces.

8  
Composing room can't find the headline that goes with your story. Back a space while they look for it.

6  
You turn in an exclusive story and get a \$100 bonus. Move ahead two spaces.

7  
Your story gets picked up by the wire service. Your byline appears in 36 newspapers. Take a bow and go ahead 3 spaces.

9  
A printer drops a galley of type. It's your story. Go back 1 space while it is being reset.

17  
You write a Column 1 story. It's worth a byline and you get to go ahead 2 spaces.

## Making newsprint in Canada

Newsprint is the special paper on which The Chicago Tribune is printed.

In 1973, U.S. newspapers used about 10.5 million tons of newsprint. More than half of this was produced in Canada. The Tribune has its own mills at Thorold, Ont., and Baie Comeau, Quebec.

The Tribune leases more than 10,000 square miles of timberland from the Canadian government, an area larger than Maryland. Spruce, jack pine and poplar are harvested like a crop of wheat or corn. Company foresters manage the woods under government-approved plans that guarantee the annual growth of the forest will always be greater than the harvest of trees.

Some logs are transported to the mill by truck, train and ship. Others are floated down rivers and complete their journey by traveling thru a special water-filled chute called a flume.



At the mill, logs are ground into pulp and mixed with water and chemicals. The resulting mixture is poured onto a screen and the water drained off, leaving a thin wet sheet. Giant hot rollers press and dry the wet pulp as it moves thru the paper-making machinery. When dried, pressed pulp emerges as newsprint and is wound onto a roll weighing several tons. This roll is cut into smaller rolls to fit the presses. A five foot wide roll weighs about 1,700 pounds and contains six miles of paper.

It is shipped by rail or by one of nine Tribune-owned lake freighters.



## Producing a newspaper

Producing a newspaper has been called recording "history in a hurry." Before you see a fresh edition of the Tribune, type has been set, engravings for pictures produced, and the various elements assembled into pages, printed and delivered within a matter of hours.

It's complex—and will require the skills of over 4,300 employees, from reporters to truck drivers. It goes on 24-hours a day, 365 days a year.

### The Type

Once a story has been edited and the headline written, it is sent to the composing room to be set into type. There are two methods: by linotype machine and by photo composition.

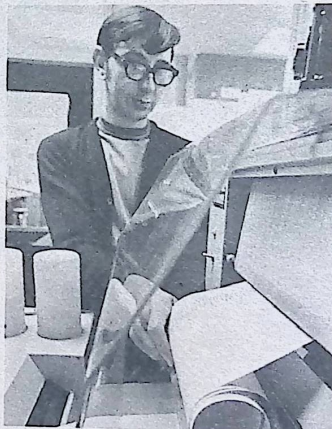


Setting type begins with a keypunch operator who uses a machine similar to a typewriter that punches small holes in a paper tape. First the operator types instructions on the tape: the name of the type face, the size of type, the width of the column. Then the story is typed just as you would using a regular typewriter.

The finished tape is fed into a reader which translates the perforations into "computer talk." This computer talk is a series of electrical impulses which represent the instructions and words in the story. With this information, the computer automatically "justifies" (makes sure all the margins are even) and hyphenates words that won't fit at the end of the line. The computer electronically produces a second perforated tape by sending electrical impulses to a paper tape punch next to the linotype machines. With this second tape, we're ready to set type with special linotype machines.

As this tape feeds through the automated keyboard, the punched holes "tell" the linotype machine what to do. Molds (called matrixes) of the various letters drop into position. When enough have fallen to form a line, the linotype squirts molten lead against these molds and a line of type is produced.

When the story is completely set, the type is placed in a tray called a galley. The type surface is inked and paper pressed on the type. This is called a proof. The proof goes to a proofreader who checks for errors.



Corrections are set and inserted and the galley is stored until needed.

Setting type by photo composition differs, although it too starts with a keypunch operator and a perforated tape. First the operator types instructions on the tape, and then the words to be set in type.

Then the tape is fed into a phototypesetter which translates the perforations on the tape into computer talk. A small computer inside the phototypesetter justifies the columns and hyphenates the words. The phototypesetter works on the same principal as a camera. This process is extremely fast—composing up to 300 lines of type a minute. Copy is proofed, corrections made, and corrected type is sent to the paste-up area. Here each story is pasted up in its proper position on the page.

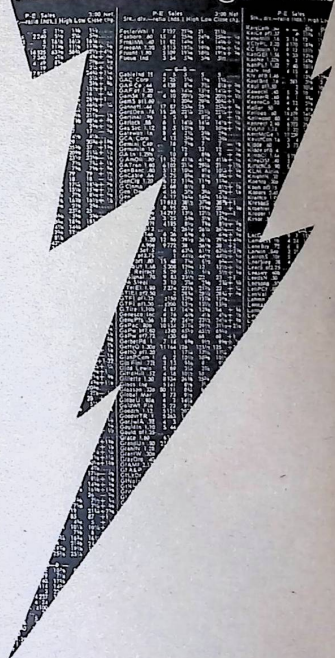
## In a flash with dataspeed

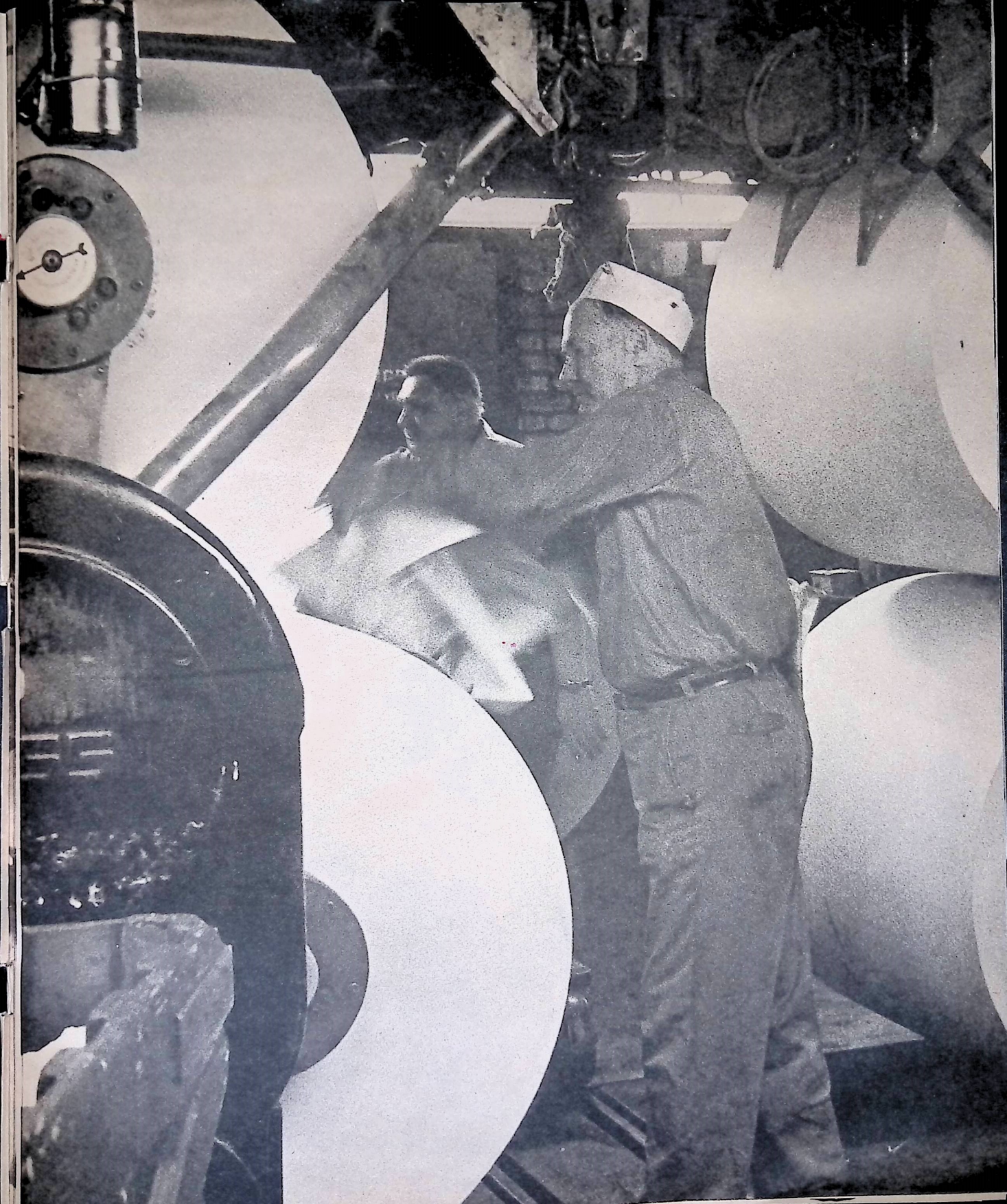
Have you ever looked at the stock market report in the financial section and wondered how the prices of so many stocks could possibly be reported accurately each day? The answer is one of the electronic wonders in the composing room: Dataspeed.

The Dataspeed machine receives the entire stock market report from New York and punches the prices on a perforated paper tape at a rate of 2,000 words per minute. The tape is fed into automatic Linotype machines which set the table in type in minutes.

It used to take several hours using six to nine telephone circuits to transmit the New York stock market listings each day. Setting on manual machines took hours. Now Dataspeed receives all the final markets in 19 minutes using only one circuit and with less error.

## Stock Exchange trans







### The Photos

While type is being set, engravers are turning glossy photographs into photoengravings or "cuts."

When you look at a black and white photograph, you see differences in tone ranging from white thru gray to black. To reproduce those tones in the newspaper takes a special technique. If you view a newspaper photo under a magnifying glass, you'll see it prints as a series of dots—the larger the dots the darker the area of the photograph.

Engravers create this dot pattern by re-photographing the black and white photograph with a special camera which has a screen that leaves a dot pattern in the negative. The negative is then placed over a magnesium plate which is coated with a light-sensitive material. Both are exposed to a high intensity light which burns the dot pattern into this light-sensitive coating. Then the cut is sprayed with acid which eats away the excess metal surrounding the dot pattern. When you rub your hand over the plate, it will feel bumpy. These bumps will carry the ink.

The cut is trimmed and mounted on a block and sent to the make-up area where it will be locked into position on the page with the proper story.

From start to finished photo engraving, the process has taken less than a half-hour.

### The Page

With the type set and photoengravings made, each individual page of the Tribune is ready to be put together by a skilled team consisting of make-up man and make-up editor.

Pages are made up in steel frames known as chases. The make-up man assembles the type, the photoengravings and the advertising according to a page plan (layout) made by a make-up editor in the newsroom.

## How many pages?

How do the people who put out a newspaper decide how many pages to put into it each day? The answer depends on the amount of news and advertising the paper has for a particular day.

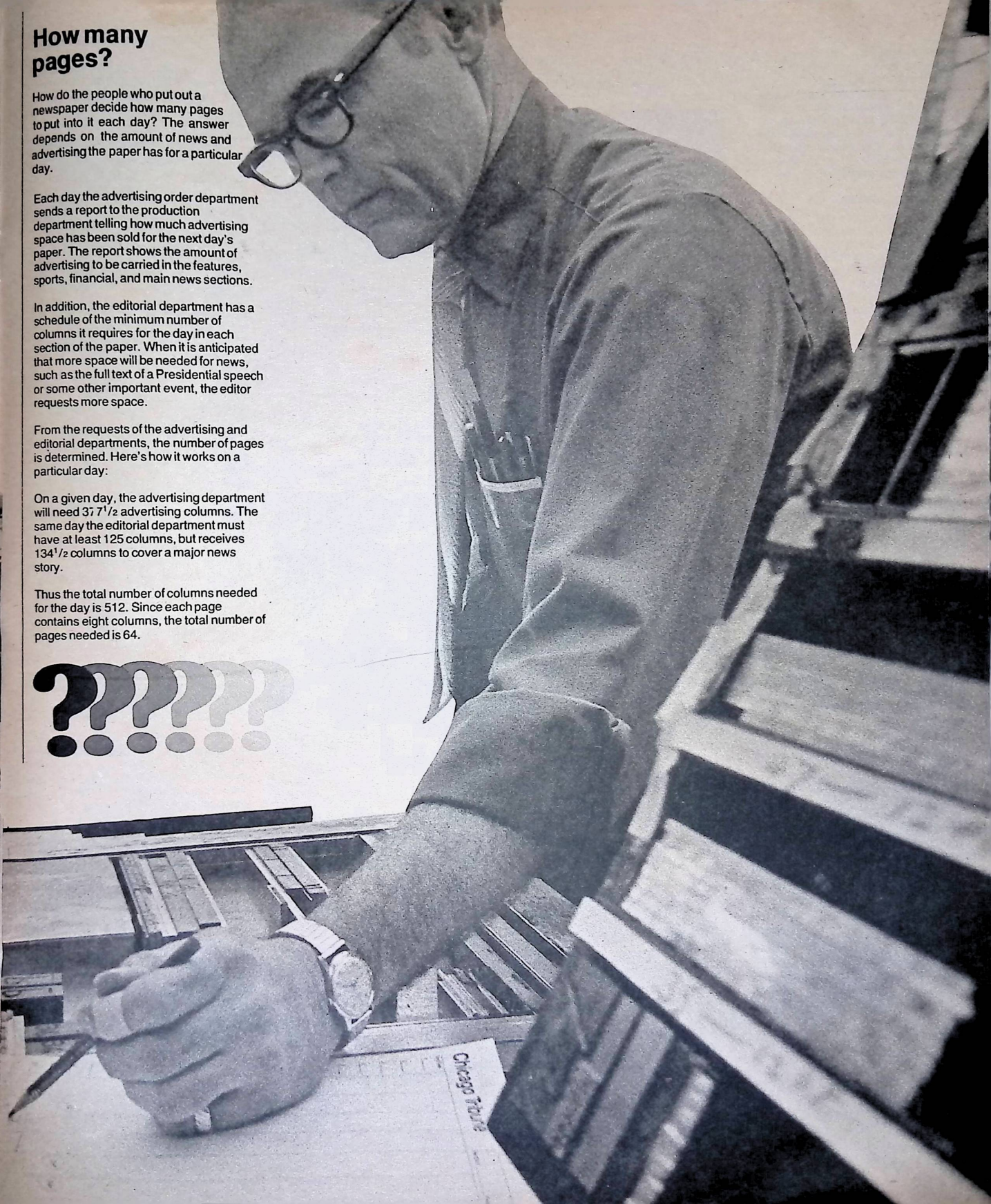
Each day the advertising order department sends a report to the production department telling how much advertising space has been sold for the next day's paper. The report shows the amount of advertising to be carried in the features, sports, financial, and main news sections.

In addition, the editorial department has a schedule of the minimum number of columns it requires for the day in each section of the paper. When it is anticipated that more space will be needed for news, such as the full text of a Presidential speech or some other important event, the editor requests more space.

From the requests of the advertising and editorial departments, the number of pages is determined. Here's how it works on a particular day:

On a given day, the advertising department will need  $37\frac{1}{2}$  advertising columns. The same day the editorial department must have at least 125 columns, but receives  $134\frac{1}{2}$  columns to cover a major news story.

Thus the total number of columns needed for the day is 512. Since each page contains eight columns, the total number of pages needed is 64.



Thin pieces of metal called leads are inserted between the lines of type to fill out the page and give the correct spacing. When this is done, the page is "locked up"—screws on the frame are tightened so that the type and engravings can't fall out. At this point, the page is completed and could be printed as it is. As a matter of fact, newspapers once were printed directly from type like this. In a modern newspaper, however, things are different.

### The Stereotype Plates

The Tribune is printed on high speed rotary presses. These presses require curved plates, so the flat locked-up page has to be converted. Each year more than one million curved metal plates are made using over 42 million pounds of lead. Up to 14 plates are cast of each page so that many press units can be used to print simultaneously. After the paper is printed, the plates are melted down and used over again.

The first step in making a plate is to make a mat. A piece of damp cardboard-like paper called a matrix or mat is laid over the locked-up page. The page is then run through a machine which puts several tons of pressure (850 pounds per square inch) on the mat. When the mat comes out, it has every detail of type and every dot of the engravings pressed into it.



The mat is then sent to the stereo foundry where it is put in a machine which bakes and curves it to the shape of the press cylinders.



The curved mat is then placed in a casting machine where 560° F metal is pumped behind it. Cold water is shot around the front and back which cools and hardens the metal.



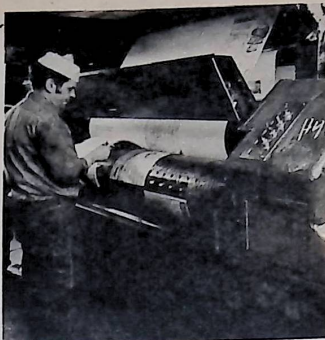
When the metal has hardened, the stereotype plate is a mirror-image replica of the mat. After being trimmed, the plate is marked with a page number and it travels on a kind of moving sidewalk to the correct press.

### The Press

The pressroom is one of the most dramatic places in a newspaper. Bells ring, lights flash, the paper whips through the press with a roar. The Tribune's pressroom is the largest pressroom in the world under one roof. It contains 133 black press units and 30 color units.

Each day over 800,000 Tribunes are printed. On Sunday, circulation is more than 1,200,000. Each day's papers are not all the same. The Tribune changes greatly from edition to edition throughout its 24-hour publication cycle.

As each plate arrives at the proper press it is locked into place. When all the plates are locked, a pressman pushes a button and presses start, slowly at first, and then faster and faster until the press reaches the desired operating speed of up to 55,000 papers per hour.



Because the presses move fast, they use paper very rapidly. Newsprint is moved via an underground tunnel from the Tribune's newspaper warehouse on the Chicago River to the reelroom where the rolls are prepared for use.

Each roll contains more than six miles of paper. Three rolls are positioned under each press unit. When one roll is almost exhausted, another is automatically positioned and rotated up to press speed. Then, without the press slowing, the web of the new roll is pasted to the web from the expiring roll—and the old web is cut. This is called a "flying paster."



### Distribution

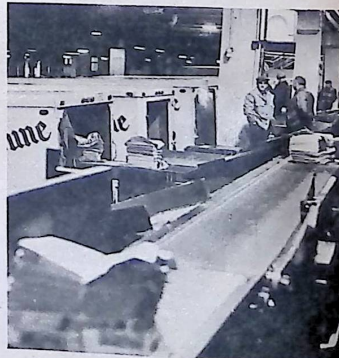
After the newspapers have been printed and folded in the pressroom, they are automatically transported on wire conveyors to the mailroom, where papers are readied for distribution.

Papers are directed from the wire conveyors into machines called stackers which count and stack the papers into uniform bundles. Each bundle is wrapped with protective sheets and is automatically tied. The tied bundles are transported on conveyor belts to the loading dock to the waiting trucks.



At the same time, inserting machines are readying preprinted materials for distribution on the weekend. Because the Sunday Tribune has many pages and sections, it cannot all be printed at once. Therefore, many sections like the Tribune Magazine, TV Week and Lifestyle are printed in advance. Circular machines that revolve like a merry-go-round can stuff 12 pieces into an outside section (a jacket) at the rate of 20,000 per hour. These will go to newsstands and circulation district offices early in the week where they will be combined with the news sections on Sunday.

The papers take their last conveyor ride to the loading dock on lower Michigan Avenue. Here 350 delivery drivers load their trucks and rush the Tribunes to newsstands and distributors who in turn get the papers to home delivery carriers.









## Carrier-salesmen: our best ambassadors

All of the photos, and the ink, and the reporters' ingenuity, and the writers' craft would be for nothing if the paper couldn't get into the hands of its readers. That's why the Tribune carrier-salesmen are the last vital link between the news and your knowing about it.

Carrier-salesmen are a newspaper's most immediate ambassadors of good will: the quality of their service has an important effect on the paper's circulation. When the carrier delivers the paper on time, in good condition, and with friendly service—he is making his customers happy. And a satisfied reader is any newspaper's #1 asset.

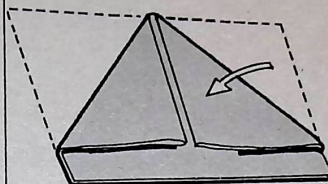
Along with the chance to meet new people, earn some extra spending money and gain valuable work experience, there are lots of other good things about being a Tribune carrier. The opportunity to take trips to exciting places. Earn valuable scholarships. Win camping gear, sports equipment and other great prizes.

In short, the carrier-salesmen program benefits both the carriers and the newspaper. As a matter of fact, it's such a good program that if it didn't exist, we'd have to invent it.

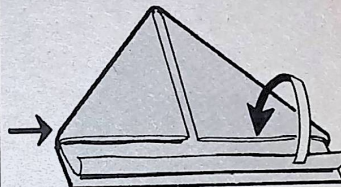


## How to make a pressman's hat

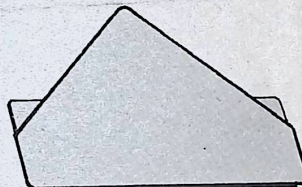
Have some fun . . . make a hat just like the pressmen use to keep ink out of their hair. Just follow these directions.



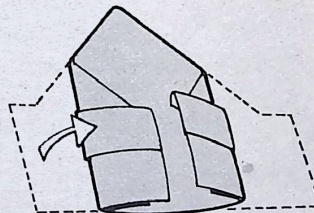
1. Start with a single double page of standard-sized newspaper folded once to standard newspaper size. With the crease at the top, fold the corners in until they meet at the center of the page. Crease the new folds.



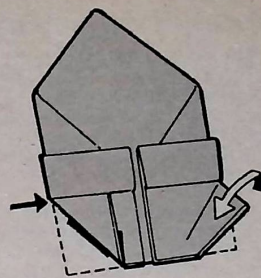
2. Fold a single thickness of the open edge up 1-inch and crease. Fold the entire flap as far as it will go and crease again.



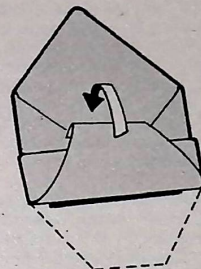
3. Turn the entire hat over with the point away from you.



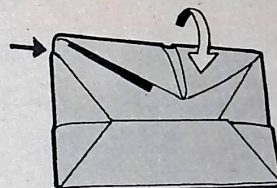
4. Fold the outside edges toward the center and overlap. The further the overlap the smaller your hat will be.



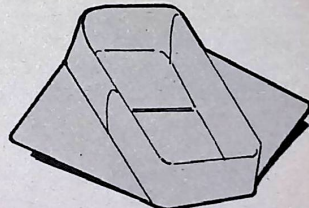
5. Fold lower corners up to bottom of band and crease.



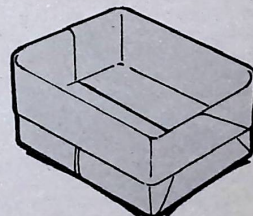
6. Fold bottom piece up across the band and crease. Tuck end in to form brim of hat.



7. Fold the triangular section down and tuck into brim. Crease.



8. Open the hat and lay on flat surface with brim up. Square brim and tuck remaining points under.



9. Crease corners square on all four sides.

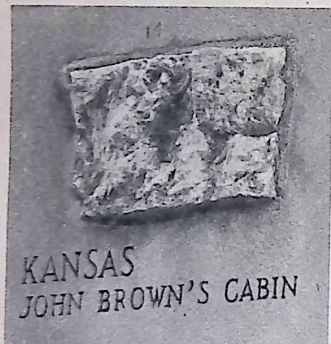
## Tribune Tower: the birth of a landmark.

The Tower was not the first home for the Chicago Tribune. As a matter of fact, the newspaper lost one of its offices to the great Chicago fire of 1871. Several other facilities were outgrown.

Then, in 1922, the Tribune sponsored a \$100,000 international contest to find the best design for a new building. Out of 285 plans submitted, an impartial jury awarded the \$50,000 first prize to John Meads Howells and Raymond M. Hood.

The plan they submitted was for the current home of the Chicago Tribune, Tribune Tower. The only Gothic skyscraper in America, the building rises 36 stories high—and rests on a foundation sunk on bedrock 125 feet below the street. A still life study of vertical lines, ornamental archways and medieval gargoyles, the Tower has become one of Chicago's most important landmarks.

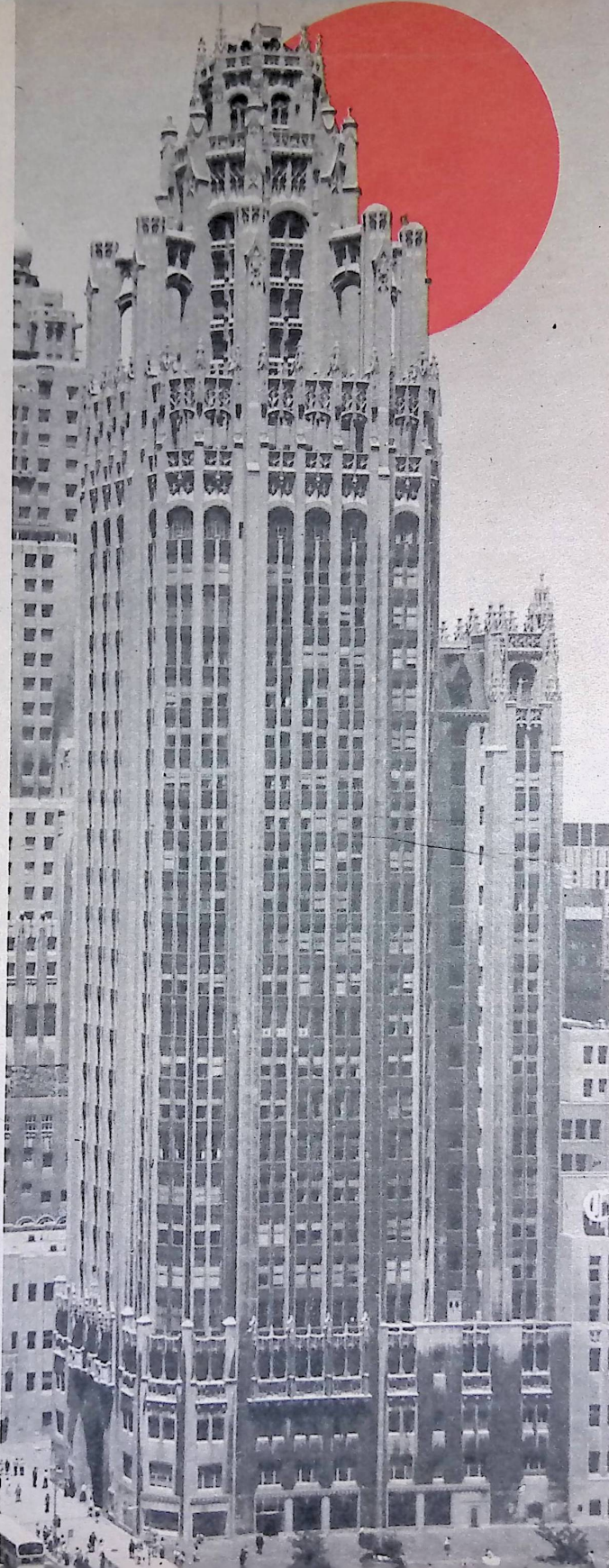
A walk around the building will give you a closer look at the construction and of one of its most interesting features: its famous stones from around the world. The walls are imbedded with 120 pieces of historical curiosity—fragments from the Alamo, Hamlet's Castle, the Taj Mahal, the Parthenon, Bunker Hill, St. Peter's, and many others. A trip around the Tower is like a trip around the world.



## Take a Tribune tour

Visitors are invited to take a first hand look at The Tribune's editorial and production facilities by joining the more than 40,000 people who take the escorted tour each year. The tour is free and lasts about an hour and a half. Tours are conducted from Monday thru Saturday (except holidays) year around.

A maximum of 35 people can be accommodated on a single tour. Those under 10 must be accompanied by an adult. Advance reservations ARE NECESSARY and may be made by writing Chicago Tribune Tours, 435 N. Michigan Av., Chicago, Ill. 60611, or by calling (312)—222-3993.



## Colorful tradition; continued excellence

The first 400 copies of the Chicago Tribune rolled off a small hand press on June 10, 1847. The man who first built the Tribune into a paper to be reckoned with was Joseph Medill who bought a substantial interest in the paper in 1855. Medill, who had started out to be a lawyer, proved to be a practical printer and first rate journalist. Four months after he acquired his large share of the Tribune, the newspaper installed the first steam printing press ever used in Illinois. Under his guidance, the Tribune exposed and fought abuses on all levels. The paper was an outspoken foe of slavery and backed Lincoln's election as President and the Union during the Civil War.

After the Civil War, the Tribune built its home on the southeast corner of Dearborn and Madison. The building was destroyed in the historic fire of October, 1871. Two days after the fire, the Tribune published a half-sheet newspaper in a make-shift building on Canal Street. It featured a story of the fire and an editorial entitled "Cheer Up." The first paragraph ended with the words "Chicago Shall Rise Again."

Chicago and the Tribune did rise again. Joseph Medill laid the groundwork for the Tribune. His grandson, Robert R. McCormick, carried on the tradition. For 44 years, Colonel McCormick guided the Tribune . . . winning new respect for intensive coverage of local, national and foreign events, and for its vigorous editorials.

In recent years, the Tribune has won fresh renown for its incisive journalism and colorful features. A young, energetic staff has led the paper to new heights in quality coverage of the metropolitan area. A vigorous skilled staff of Washington reporters and foreign correspondents has added luster to an area where the Tribune long has been a stand-out. The development of the Perspective section has provided Tribune readers with balance and wide-ranging views of every political hue. In the features area, the Tribune has been a national leader in the development of new sections to meet the changing interests and needs of contemporary readers.

The overall quality of the modern 24-hour Chicago Tribune has been recognized with many awards including two recent Pulitzer prizes and Time Magazine's nomination of the Tribune as one of the country's ten top newspapers.

**Credits:** Cover design by Andrew Epstein, interior design by John Frank, Promotion Department; Star reporter game created by JoEllen Kitchen and designed by Andrew Epstein. Text written by JoEllen Kitchen, Susan Smith and Les Bridges, Promotion Department.