

CHICAGO EVENING POST IN NEW AND IDEAL PLANT

Notable Epoch in Life of Newspaper Marked by Fine Building on Wacker Drive

A notable epoch in the life of a great Chicago newspaper was marked recently by the completion of the magnificent new home of The Chicago Evening Post at 211 West Wacker drive. It was the culmination of years of effort toward a definite goal, the realization of an ideal. But more important than the building itself, architectural gem that it is, are the ideals and achievements of the newspaper itself and the work of the men who make it.

Towering nineteen stories above Chicago's newest and proudest great thoroughfare, The Post building stands as a symbol of those ideals, achievements and the long years of steadfast resolves which preceded its creation. The Post has never been a paper to appeal to the sensation seeker. The old-time definition of news as "everything of general interest that is fit to print" has always been and ever will be good enough for The Post. Its reputation as "Chicago's cleanest newspaper" means more to The Post than its wonderful new building.

John C. Shaffer, publisher of The Post, assumed control of the paper in 1901, and it is through his leadership and insistence on the maintaining of high standards that The Post has been able to keep at the top these twenty-seven years. Prior to his stewardship The Post had been ably conducted by two men. Its founder, James W. Scott, began publication of the paper on April 29, 1890. After Mr. Scott's death in 1895 Herman H. Kohlsaat became the publisher and remained in control until 1901, when Mr. Shaffer acquired the paper.

Move Into New Home

Moving from its old headquarters at 12 South Market street to the new building was the beginning of a new era in the life of the paper. Increased effort, increased enthusiasm, at once infused the staff. New and better features were immediately added to make the pages of The Post more attractive. The entirely new mechanical equipment, most notably the giant presses below the lower level of Wacker drive, which are capable of turning out 100,000 sixty-page papers an hour, gave added inspiration to this greater zeal toward making a finer paper.

An extensive advertising campaign, by which the story of The Post is being told in striking color pictures and in words, was one of the first moves of the management in heralding the new order of things. Old readers as well as hundreds of new ones noted with pleasure the more attractive and more interesting tone of The Post's pages. They agreed with The Post advertising slogan, "Chicago's Cleanest and Best Newspaper—a page for every age."

New activity was also the order in the circulation department of the paper. With a fleet of shining new motor trucks, transportation of The Post editions to centers of distribution was made more swift and sure, thus largely obviating the daily fear of countless steadfast readers that they might miss their copy of The Post. Now their copy is waiting, and they are sure it is the latest edition, containing the very latest news available, in addition to their favorite features.

Occupies Seven Floors

In fact, no sooner had the paper moved into its new headquarters than the big building became a beehive of activity. The Post occupies seven floors of the building, four above the main or street level and three floors below.

The administration offices are on the second floor; the composing-room is on the third floor; the editorial department, including the news and department-rooms, is on the fourth floor, and the fifth contains miscellaneous offices and the publisher's conference-room. The radio broadcasting-room is also on the fifth floor. Below the street level are the mailing-room floor, the pressroom floor and the reel-room.

On the second floor all advertisements are received, subscriptions recorded, back and current copies of the newspaper sold and all financial transactions handled. The general manager and the business and circulation managers have their of-

Here's Ideal Home of Chicago Evening Post



fices here, and the vaults and other storage-rooms are on this floor.

On the fourth floor are located the city editor and his staff of assistants, rewrite men and general assignment reporters, the telegraph editor, the news editor, the sporting department and the financial, society and art editors. Equipment on this floor consists of specially constructed steel desks, typewriters, automatic news printer-ticker machines, telegraph instruments, the engraving department and pneumatic tubes, through which come the stencil reports from the City News bureau and the Associated Press. Reports from the latter organization also come in over the news-ticker machines, and at times by direct wire. Another important department on this floor is the library, or "morgue." Also located here are the artists.

More Than Score of Linotypes

All typesetting, hand composition and make-up of page forms and the making of matrix reproductions from the forms is done on the third floor, which is called the composing-room. Here a battery of more than a score of linotype machines and other modern units of printing machinery are located.

For arrangement and completeness of equipment the new Post plant has been called by experts the most modern in the country. Needless to say, the greater efficiency and speed resulting from such progressive conditions has played a large part in the making of a better paper.

Newspaper style changes from time to time. The general appearance of the make-up changes in style from year to year, just as do women's frocks and automobiles. The Post is always up to date. Its press work, photography and kindred features are strictly modern—yet any semblance of sensationalism is counteracted by the clean and truthful handling of its news subjects.

The Post's editorials are logical, sound and always sane, and carry weight. As a definite proof that they are read is the daily stack of letters from the readers.

John C. Shaffer's ideals, aims and shrewd business acumen have built the Post up to its present unrivaled prominence. All he has done, and all that has been done by his executives since he acquired the Post, is only a suggestion of what will be done by the Post in the future.

Building Pointers

COMPLETE steel cabinets are now manufactured which do away entirely with the entire pantry. By means of glass indicators on each bin time is not only saved the home mistress by seeing immediately what each bin contains, but she can also tell quickly when supplies are nearing exhaustion.

These kitchen pantries which are "complete in one unit" are vermin proof and odorless. There is no possibility of shrinkage nor will weather conditions cause warping, splitting or sticking of drawers. Two finishing coats of lacquer in different shades offer a wide range of colors from white and ivory to French gray, delft blue, red or apple green. Since these cabinets are sectional in design one may have almost any combination of units necessary for the individual kitchen's requirements.

Anyone who is interested will find kitchen and bathroom walls a "marble" finish wall panel now available which is not like marble—in that it is not marble at all. Yet it has the appearance at one-fourth the cost of real marble.

This panel, which is a fitting finish for old or new kitchens and bathrooms, has an asbestos foundation; its principal ingredient, therefore, comes not from the marble quarries but from asbestos mines.

Since it is made of asbestos it is fireproof, waterproof, and it is claimed it will not crack.

WINNETKA HOLDS PACE IN BIG BUILDING YEAR

November Permits for Total of \$220,600, More Than \$36,000 Ahead of Same Month 1927

The mad rush of capital to stock investments fields which, according to some dopesters on real estate and building statistics has had a tendency to slow down the latter market, apparently had little effect in Winnetka during the month of November.

Winnetka, which has been well towards the top of the percentage column of Chicago area villages throughout the season, maintained that record the past month, and also promises to retain the speed through December, according to Building Inspector A. B. Kreig.

Building permits were issued last month for nine new residences. The total cost of these was \$209,000, which, together with four alterations, \$9,300 and 6 private garages, \$2,300, brought the grand total to \$220,600.

This was more than \$36,000 in excess of the November total, a year ago, except for the two apartment buildings authorized at that time, at a cost of \$136,500.

The nine residence permits were issued to: C. A. Hemphill, for a two story, frame and brick veneer, 7 rooms and garage, at 1493 Edgewood lane, \$15,000.

Chris Christensen, two story frame and brick veneer, 7 rooms and attached garage, at the southeast corner of Asbury and Vernon avenues, \$13,000.

Joseph C. Fitch, two story frame and brick veneer of 7 rooms, 478 Orchard lane, \$20,000.

Roy Browning, two story frame of seven rooms, 1239 Cherry street, \$11,000.

M. E. Carlson, two story masonry construction, 7 rooms and attached garage, 1061 deWindt road, \$22,000.

George S. Wood, two story frame and brick veneer, 7 rooms and attached garage, 1182 Chatfield road, \$14,000.

William D. McJunkins, two story masonry residence, 10 rooms and attached garage, 151 Sheridan road, \$65,000.

Earl Gossett, two story frame and brick veneer, 314 Woodland avenue, \$25,000.

Donald C. Brock, two story frame and brick veneer, ten rooms and attached garage, 1041 deWindt road, \$24,000.

Winnetka Man Purchases Big Tract at Barrington

Samuel S. Ross of Winnetka has purchased 220 acres southwest of the Barrington Hills Country Club from the estate of Rudolph Helm for an undisclosed consideration. This property lies in the area bounded by what is known as the Elgin road on the west, Algonquin road on the north, Adams road on the east and the new Dundee-Barrington concrete road on the south and was purchased for development into country estate sites.

Gilbert D. Johnson & Brother as brokers and Campbell and Fischer as attorneys represented the purchaser, while D. C. Schroeder as broker and Irving M. Western of Elgin as attorney represented the sellers.

TO INSPECT CO-OPERATIVES

Tenant owned structures representing a total valuation of over 45 million dollars will be inspected by cooperative apartment specialists from every part of the United States who will meet in Washington, Philadelphia and New York, to take part in a progressive tri-city conference of the Co-operative Apartment Division of the National Association of Real Estate Boards.