



# A NEW DAY DAWNS FOR ABILITY

**N**INETEEN-THIRTY flings a challenge to business. The coming months hold aloft the bays of success for those who will seize them. And only the fit may expect to do so.

This is no time for dubiety and slackness. America is again entering a year when the outlook is obscured. The tide which swung many to such high levels in 1929 is running out. And the incompetent will ride with it.

Business will be good during the coming months for those who make it so. The American consumer has given up no whit of his ambitions. But 1930 will be a year of strenuous competition. Those who bank on easy going face disaster. Vigorous ability will close the year with profit.

**T**HE graph line of total sales is slowly turning downward. Its course still has months to run. Soon will be seen evidences of the forced economies of selling organizations caught unprepared.

As never before executives must turn to the elimination of waste—waste in production and distribution.

Commodities that were added to fill out a line now must make way for the real profit makers. Salesmen that have gone stale must give place for the hard-driving producers. Markets that have cost more to serve than they paid in profit must be wiped off the sales map. All down the line of operation business must answer the question: "Does it pay?"

**M**ETHODS geared for flush times need overhauling. Selling practices tolerated when sales came easy are now intolerable. Advertising pampered by vanity and bought without consideration of market conditions must go back to work.

This is the time to review the reasons for methods and means. This is the time to lop off the dead timber that accumulates in all organizations and systems. This is the time to get back to first principles and to clear for action. For coupled with any move to reduce waste must be the determination to drive ahead.

Now is not the time to quit. There should be no trimming of the effective and profitable in advertising and selling. Business in 1930 must fight or go under.

**O**UT of difficulties real ability emerges. Expedients which seem so suddenly infallible in tight corners cannot serve business in this period. Success will continue to be built upon true merit, upon values which such times as these make more apparent. Thus 1930 will be rich in opportunity for men of courage, vision and aggressiveness. It will be the proving ground of character and of judgment.

To those executives upon whose shoulders rests the responsibility for business progress 1930 will be a memorable year—a turning point for success or failure.

It is to the attention of executives, primarily interested in profit essentials, intent on achieving selling efficiency, tuned to the needs and the spirit of 1930, that the Chicago Tribune brings the great market of Tribune Town and the power of its circulation.

**W**HEN advertising and selling effort can no longer be aimed at the horizon but must concentrate on those markets where profits are commensurate, Tribune Town offers the tremendous purchasing power of 12,000,000 people resident in a small, compact area. When competitive conditions demand the most productive and economical in methods the Chicago Tribune provides blanket, dominant coverage. When other markets dry up or selling costs become prohibitive, Tribune Town consistently rewards redoubled cultivation.

When extra power is needed to carry a company or a sales staff over the fighting months of 1930, the Tribune with 800,000 circulation on weekdays and over 1,200,000 on Sundays stiffens the attack and produces immediate sales returns.

In Chicago, the hub and capital of Tribune Town, Tribune coverage of all families on Sunday is 76% and in the 124 other key centers of the market coverage of all families is 50%. Throughout the entire territory Sunday Tribune coverage of all families is 44%.

**H**ERE is one market capable of responding to intensified and sustained development. Here is one advertising medium that returns rich rewards to aggressive concerns, alert to sales possibilities and ambitiously determined to swing into high gear in 1930.

Ask a Tribune man to give you the details.

## Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER