

to the readers earlier, the editorial, mechanical, and circulation departments speeded up and were ready for street sales every day by 7 p. m.

There was no halt in the winning months of 1933 in this progression to better things. In October contracts were signed for \$1,250,000 worth of new printing and pressroom machinery. Installation will begin Feb. 1. The machinery includes the latest improvements on the patented McCormick 20 unit all-in-line press. With such equipment color printing will be regarded as standard. Other advantages will be apparent. The volume of pressroom spend will be minimized and parts now exposed will be inclosed.

**Attitude Toward Problems.**

The attitude of THE TRIBUNE toward its own problems may be expressed as follows:

"Progress is the development of ideas into new uses. Each new use creates a new demand, develops a new purchasing power, and makes new employment. Each reaches out in a dozen directions to stimulate industry."

"Conspicuous successes have attended private enterprise were initiative has been quickened by the prospect of reward and ability has not been hampered by regulation. An important product of any kind creates demand. Demand creates production and employment. The result is prosperity."

"A better newspaper means a larger newspaper with more use of material and labor, again meaning an increase in employment not only in the production of the newspaper itself, but in the manufacture of all material used by the improved newspaper."

The spreading out toward prosperity with the success of one organization goes even further. New elevators are now being installed in Tribune Tower. This organization eight years ago pioneered the signal control elevator. But the world moves and these are now regarded as obsolete. The new installation will cost about \$100,000. That means employment in the elevator factories.

Air conditioning the plant and Tribune Tower is projected for 1934. This will keep the inside temperature in summer at 80 when the mercury outside rises to 90. In winter, air is heated winter and summer. Alexander Graham Bell, inventor of the telephone, fifteen years ago saw air conditioning as a new necessity that the world eventually would recognize, and thus create a great new industry. Such new industries will aid in bringing employment back to normal.

**Care for the Workers.**

Among the things which THE TRIBUNE has been able to provide for its own workers may be listed the following:

1. A bonus to every one.
2. Pensions to 38 men and 3 women who have reached the age of retirement and no assessments to cover are made against wages and salaries.
3. Sick employees kept on the payroll under the benefit plan, which has been in operation for years. A total of 187 were ill each over a week for a combined 6,069 days and received full pay. A smaller group of 15, ill a total of 1,062 days, received half pay—for the second six months of their various illnesses.

**Business Gains Follow.**

Results of the "better product" policy gave advertisers more for their money in circulation and reader interest. Rates which were reduced in mid-1932 to help advertisers contend with the

**BIG EVENTS OF 1933**

- New York, Dec. 31.—(AP)—Managing editors of Associated Press newspapers made these selections for the ten outstanding news stories of 1933:
- 1—Roosevelt recovery program.
  - 2—Hitler's rise to power in Germany.
  - 3—Repeal of the eighteenth amendment.
  - 4—Recognition of the United States and soviet Russia.
  - 5—American bank holiday.
  - 6—Attempted assassination of President-Elect Roosevelt and mortal wounding of Mayor Cermak.
  - 7—Akron disaster.
  - 8—California earthquake.
  - 9—War on kidnappings.
  - 10—Death of former President Coolidge.

Other outstanding events: Cuban revolution, stock market hearing and Morgan testimony, defeat of Tammany in New York, United States of gold standard, economic conference in London, Balbo flight, western farm revolt, Post round-the-world flight, Chicago Century of Progress, Kansas City massacre, Japanese penetration of Asia, Lindbergh flight, Insull extradition hearings, veterans' cuts, lynchings and Gov. Rolph's attitude, California brush fire, Kansas prison escape, Ford-Johnson controversy.

**depression remained in force through 1933.**

Alone among Chicago newspapers, THE TRIBUNE showed a gain in display advertising lineage last year over 1932. The gain in total advertising was substantial—600,000 lines. Sunday circulation, which usually drops in the summer, violated precedent and rose. The gain was maintained even after the World's Fair was over.

One of the principal criticisms made against private enterprise in the mechanical age is that it installs machinery to replace workers and drives the surplus labor to the streets. The answer to this charge is a look at the record of THE TRIBUNE for 1933.

The product was better. More people bought it and got more for their money. The advertiser's service was better. Yet more labor per page per thousand readers is being used today than at any time in TRIBUNE history—and more equipment per man.

Happiest of all, in this year of un-employment THE TRIBUNE was able to find work for more men than last year.

**AN ANNUAL EVENT**

(Picture on back page.) Refreshments were served and there was dancing in the Tribune Tower yesterday at the annual New Year's reception to employees and their families. Holiday trimmings decorated the lobby and lower floors. In the mailing room two orchestras played for the dancing.

Col. and Mrs. R. R. McCormick received more than 2,500 guests during the two and one-half hour reception, which began at 2 p. m. Later the employees gathered in their own departments for smaller receptions. Then the newsboys who sell THE TRIBUNE in the loop at night were entertained and given refreshments as they came to work.

An institution for years, the reception was once given at a Tribune dinner in the old Grand Pacific hotel, which stood upon the site where the Continental Illinois National Bank and Trust company now stands. They have been held in the Tribune Tower since 1925.

**QUARRELS AND LEAPS TO DEATH.**

Harold Wendt, 37 years old, a mechanic, was killed yesterday in a plunge from a window of his third floor room at 3919 West Jackson boulevard. Other residents of the building told Fillmore street police that he leaped after a quarrel with a young woman.

**Chicago Daily Tribune.**

Published daily at Tribune Tower, 435 N. Michigan, Chicago, Ill. The Tribune Company, publishers. MAIL SUBSCRIPTION PRICES: Mail subscription orders in Ill. outside of Chicago, Ind., Iowa, Mich. and Wis.—Daily with Sunday one year, \$12.50; 3 and 4 in states other than Ill., Ind., Iowa, Mich. and Wis.—Daily, \$7.50 per year. Zones 5 & 6, including Canada, Mexico, and foreign—Daily, \$12.00 per year. Entered as second class matter Aug. 12, 1903, at the postoffice at Chicago under no. of March 3, 1879.

**PICK CHAMPION LIAR FOR YARN ABOUT A CLOCK**

**Pennsylvania Man Given National Medal.**

Mr. B. Ceresa was declared the champion liar of the United States. His selection was made from 2,500 entries from forty states to the Burlington [Wis.] Liars' club, whose officers held their annual meeting in offices at the Merchandise Mart. Mr. Ceresa's lie follows:

"My grandfather had a clock that was so old that the shadow from the pendulum swinging back and forth had worn a hole in the back of it."

Thus Mr. Ceresa becomes the possessor of the club's medal, which was surrendered yesterday by Phil Mc-

Carthy of Denver, Colo., the 1932 winner. Mr. Ceresa was apprised of his distinction in a radio broadcast last night by O. C. Hulet, president of the club. The award was made by President Hulet, H. W. Schenning, vice president, and L. J. Stang, secretary and treasurer.

Runner-up in the competition was James E. Haddenham of Alhambra, Cal., who wrote:

"I was driving my car in California when the tire blew out. I got out to fix it, but I discovered that I had forgotten my tire pump. After patching the inner tube I put the tire back on, turning the valve frontwards. Then I started driving and I went so fast that in a few minutes my speed forced 65 pounds of air into the tire. I drove that car 65,000 miles after that and when I sold the car that tire was still in good shape."

The Burlington Liars' club was organized four years ago by Burlington citizens who were wont to swap stories in a store winter evenings. Its aims, according to its president, is to "preserve that bit of Americana which vanished with the old country store."

**DIES AS RESULT OF FALL.**  
Peter Schuh, 65 years old, 1012 Fremont street, a watchman, died yesterday in the Alexian Brothers hospital of a skull fracture incurred Christmas morning, apparently as a result of a fall in front of the Johnson and Carlson company, 548 Eastman street, where he was employed.

**MOB THWARTED IN ATTEMPT TO LYNCH PRISONER**

Alamosa, Colo., Dec. 31.—(AP)—Quick action by Sheriff Maurice Smith of Alamosa today saved Herbert Rankin, 25, held as a suspect in the killing of Sheriff Adolfo Rodriguez of San Luis, Colo., from death at the hands of a mob of 200.

With a flying wedge formed by his deputies, Sheriff Smith rushed Rankin to safety from a San Luis jail cell.

Angry Costilla county citizens gathered at the jail when Rankin and George Putnam, 28, were captured following the fatal shooting of Sheriff Rodriguez and the wounding of his deputy, J. P. Maestas, in a pool hall here. Both were wanted for questioning in the \$80 robbery of a Taos, N. M., truck driver.

Rankin, slightly wounded, was held in the jail. Putnam, in a dangerous condition from a bullet wound, was brought at once to an Alamosa hospital.

"Lynch him!" was the cry as the mob gathered about the jail. Summoned by telephone, Sheriff Smith collected several deputies and rushed to San Luis. Pushing through the angry crowd, Sheriff Smith obtained custody of Rankin. He ordered his aides into a flying wedge formation and shoved back to the party's motor car.

Once in the clear, they sped to Alamosa. Rankin was placed in the jail here under guard. A guard also was assigned to the hospital in which Putnam was held.

Sheriff Smith said he had been told friends of Sheriff Rodriguez threatened to gain entrance to both places and avenge the officer's death. There was no demonstration at Alamosa, however, and the sheriff said he believed the jail was impregnable.

Sheriff Smith said several men made a move as if to seize Rankin during the removal, but the flying wedge carried him through safely.

**Velvet Dresses**  
Formal and Dinner Types  
**RADICALLY REDUCED**  
for  
**INSTANT CLEARANCE**

<b>21 DRESSES</b> formerly up to \$59.50 <b>NOW \$14</b>	<b>17 DRESSES</b> formerly up to \$79.50 <b>NOW \$24</b>
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Coats—sport and street dresses of wool and silk also radically reduced in most instances below cost.

97 Hats, formerly up to \$12.50 **NOW \$2**

**The Tailored Woman**  
680 MICHIGAN AVENUE, NORTH

**CASH BARGAIN BASEMENT**



**1000 MORLEY SPORT COATS**  
500 of them worth \$22.75  
300 worth \$19.75 and  
200 worth \$17.75

**\$10**

Think of it—in most cases you actually save more than half. Warmth for the fiercest sub-zero—glorious Scotch-toned tweed and fleeces, sturdy boucles—plaid back coats, silk lined or lined with genuine "Earl-glo"—not a one worth less than \$17.75—most of them worth \$19.75 and \$22.75. Sizes 12-46

Remember, tomorrow is the day—8:45 is the time—our basement is the place

Women's shoes in a thrilling value offer **\$2.95**

**MAURICE L ROTHSCHILD**  
State at Jackson CHICAGO  
MINNEAPOLIS ST. PAUL



**shayne's 61st january FUR SALE**

**brings maximum values now!**

Money is only good for what it will buy, and with the purchasing power of the dollar on the downward trend, you can be sure of one thing—the dollars you own today will probably buy less before they buy more.

Protect the value of your money. Today, at Shayne's, you have the opportunity to obtain maximum value for those dollars you hold; for in Shayne's 61st January Fur Sale marvelous furs of exceptional quality, bought at the low market six months ago, are offered at extraordinarily reduced prices.

**Every Shayne Fur Included**

<b>GREY SQUIRREL</b> Formerly \$295 <b>\$257</b>	<b>SWAGGER LAPIN</b> Formerly \$82.50 <b>\$69</b>	<b>LEOPARD CAT</b> Formerly \$245 <b>\$167</b>	<b>HUDSON SEAL (Dyed Mink)</b> Formerly \$225 <b>\$169</b>
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**SPECIAL: LAPIN JACQUETTES NOW \$19.50**

<b>SWAGGER MOLE</b> Formerly \$265 <b>\$197</b>	<b>BLACK KID CARACUL</b> Genuine Silver Fox collar, Formerly \$295 <b>\$245</b>	<b>DYED ERMINE</b> Formerly \$995 <b>\$447</b>	<b>GENUINE DARK MINK</b> Formerly \$1,050 <b>\$895</b>
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We make it easy for you to buy furs. Ask our credit manager on the floor.

**JOHN T. SHAYNE**  
MICHIGAN at RANDOLPH

**RUGS**  
SAVE up to 40% during our **Inventory Sale**

Twice yearly you can make most unusual savings at Richardson's on good Rugs and Carpets. That's because we mark down Rugs and Carpets regardless of cost to balance our stocks. See these values—they represent a big savings opportunity.

**Mohawk's Finest American Oriental The Royal Caliph 9x12 ft.**

Only because the Mohawk Carpet Mills have discontinued the manufacture of these fine American Orientals are we able to offer them at this drastic reduction. Every Rug perfect. Reg. \$125.00. **\$79**

27x54 in. \$11 8 1/4 x 10 1/2 ft. \$75

**Typical Savings in This Sale**

Stair Carpet, 27 in. wide.....	Reg. \$1.25	Spec. \$ .95
Broadloom Carpet, 9 & 12 ft. wide sq. yd. ....	3.75	2.95
Fine Axminster Rugs, 9x12 ft. ....	30.50	19.75
Broadloom Carpet Rug, 9x12 ft. ....	47.50	24.75
American Oriental Rug, 9x12 ft. ....	69.00	41.50
Super Chinese Rugs, 1x2 1/2 ft. ....	5.50	4.50
Sarouk Oriental Mats, 2x3 ft. ....	14.75	12.50
Hamadan Oriental Rugs, 2 1/2 x 4 ft. ....	16.00	12.50
Mosoul Oriental Rugs, 3x6 ft. ....	29.75	19.75

**SAROUK ORIENTALS**  
Silky Handwoven Oriental Rugs at a specially low cash price. Limited quantity. Approx. 9x12 ft. **\$179**

Good Floor Coverings Since 1875  
**O.W. Richardson Co.**  
RUG & FURNITURE  
125 So. Wabash Ave., Just North of Adams