

CARRY ON

with the **TRIBUNE!**



The Chicago Tribune as evidence of its determination to carry on is rushing the completion of the plans for its new 22-story building, shown in the above sketch. This new structure, complementing when finished the soaring beauty of Tribune Tower, will be erected just north of it. Plans for the new Tribune plant to be built just east of the Tower likewise are being rapidly pushed forward.

HYSTERIA threatens business judgment. Marginal losses have obscured basic values. A tremendous stock speculation had turned American eyes from its real job. A slump has shocked the public. Actual damage is slight. Few have impaired capital. Paper profits which had not been liquidated had little effect on buying power. Paper losses have given no real setback to trade and commerce. What existed on paper had no solid significance.

It is regrettable that people have lost in stock speculation. But it is to be remembered that those who have lost are but a small part of the country's population. There has been no engulfing of people, no destruction of industry, 120,000,000 people still live, hunger, strive. Certificates today represent just as many plants, machinery, automobiles, furnaces, rails and locomotives as ever.

The country is sound

CARRY ON! The country is sound. Quitters never won through. Those who slack now will make no gain by doing so. The supine will be the losers. America is but part way in its march of progress. The moral failure of a few will not arrest the country's growth. If there were apparent in American business any fundamental reasons for slacking, they should be a challenge to men of courage, ability and decisive action. But there is none. The collapse in the stock market has brought into stronger relief the real, solid worth of American business. The clearing of a miasma of warped thinking shows the structure of American business to be strong and unimpaired.

Business is good

Carry on! Ambition is still alive in the human heart. Goods are still keenly desired. Employment throughout the present year has been high and is today well above a year ago. Strikes have been conspicuously absent. There has been no inflation in commodity prices. No deflation is to be expected. Forward commitments may be placed confidently. There is no advan-

tage to be had in waiting for prices to come down. Retail inventories generally are light. Hand-to-mouth buying has fortified the retailer. No large stocks clog the channels of trade. Corporations have huge funds out of which to weather any storm. Their capital is not injured. Manufacturing does not languish for lack of finance. The building outlook is most auspicious. Interest rates are favorable and the recent cut by the Federal Reserve Board is additional assurance of easy money.

Chicago Tribune drives ahead

Business is good! Probe it. Inventory it. Inspection of the basic factors that support American prosperity reassure sober appraisal. And as warrant of its confidence in the character of the American people, as evidence of its convictions that conditions are sound, the Chicago Tribune is continuing on the most ambitious program it has ever undertaken. Today work begins on the installation of extra press equipment costing \$500,000. Plans for new Tribune buildings, to be erected beside the Tribune Tower and calling for an expenditure of \$12,000,000, are being rushed. Tribune news gathering services are being expanded and improved. We will keep our readers and get more. Improvement in newspaper quality will continue unabated. All along the line of operation the Chicago Tribune drives ahead without hesitancy.

A challenge to fighters

In 1921 we invited our customers to join us in our drive against business retrenchment. Courage and action won through. Again we invite American business to drive on. Again we urge leaders of business to rally its power.

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Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER
October Total Average Circulation: Daily, 861,217; Sunday, 1,192,151