

"Pillowed on silk and scented down,"

man doesn't earn his salt. Life is not ordered to mere relaxed enjoyment. There must be reliable strength of aim, something toward which man desires to move, worth shooting at. Now, in this period of reconstruction, more than ever before, bone structure, vertebrae, and a grist of hard facts are needed.

Nearly fifteen years ago the Chicago Journal of Commerce was begun because, as its introductory editorial related, "There are many newspapers in America but not too many of the right kind." Farmer or factory manager, broker or pharmacist, you need more than the entertainment of the moment in your newspaper. You need strength of knowledge and preparation for the day's task. This newspaper gives it to you, in the great central market of Chicago, the whole middle west, in the effete east or golden west.

Each day you receive, from top down—from headlines to body type—a scoop of preparation for your work.

You are in business. Everyone shoulders a spoke. You want to know what happened yesterday in the world—without the distraction of crime and levity. You want to know what happened to your stocks, the closing or trend of the wheat markets. You want to glance over corporation earnings, to know the last move made in Washington. You graze the headlines and linger. You get the grist. You begin building your day.

Perhaps you are interested in some commodity market—wheat, petroleum, cotton, furs, iron and steel, flaxseed, raw silk, hides and leather, hogs, sheep and cattle, produce, lumber, coal. You have before you the latest movements. If you are studying market trends, trying to guess, or buying investments, you have all the facts. You have within your reach also the market interpretations of a trained staff—editors of special departments.

You want to study Washington happenings. A Washington staff bureau gives you daily views, not colored and distorted—what interested newsmen can gather firsthand from a news-making administration. Correlated wire news of events here and abroad. The important news of farm, factory, the bank and the directors' meeting.

Maybe you want interpretation exclusively, to see what others are saying. You will find it in the editor's column on the first page—the Round Table of Business—or on the back page among the editorials. If you want interpretation in full, there is a page of features covering a wide range of business subjects, investments, turns of the markets in general line, documentation, facts and figures.

You are near your stop? You want, perhaps, something lighter. The run of sports from brassies to Great Danes to polo ponies to three-baggers is provided for you briefly and concisely. What an astute observer thinks of the current theater and attractions.

Here you are? Well, so long. Look over this paper and see if you don't agree with its slogan, "All the news a busy man has time to read." Look it over more often and agree with its founder, that there are never "too many of the right kind" of newspapers.



Commerce Exhibit at A Century of Progress of 1934

scientist, the miner, the doctor, the teacher, the mechanic, the engineer, the farmer—and the children who symbolize tomorrow.

Streamlining the background with coalescent vigor are silhouette suggestions of the material products of man's mental and physical labors. Manufacturing, transportation, communication and the social arts are united by the Chicago skyline, while the statue of Lincoln epitomizes the integrity and stamina of Chicago's magnificent march along the highway of centuries of progress, toward the city of the future which seems to spring in symbolic splendor from the vital alliance of man and newspaper—the fusion of the power to do and the need to be informed.

ERCE

CHICAGO, ILLINOIS



Reproduction of the Mural in Oils in the Chicago Journal of Commerce Exhibit at A Century of Progress of 1934

Dominating this painting is the composite executive, who holds in the Chicago Journal of Commerce the nerve center of his business world. In its news and editorial pages he finds the instant and accurate reflector of all industries engaged in production, manufacture and distribution of the necessities and luxuries of life. He is the symbol of this newspaper's pledge to serve.

Surging about him are figures portraying the world at work and at play—links of commercial and social endeavor that fabricate the endless chain of civilization. Here are the civil engineer, the carpenter, the wholesaler, the rancher, the secretary, the artist, the laborer, the golfer, the photographer, the

scientist, the miner, the doctor, the teacher, the mechanic, the engineer, the farmer—and the children who symbolize tomorrow.

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