

HAS THE TIDE OF BUSINESS TURNED?

Richard Spillane

Foremost Business Analyst of Today

SAYS "IT HAS!"

He Will Plumb This Rising Tide During a Ten Weeks' Tour from the Atlantic to the Pacific and from Canada to the Gulf to be Made for the

PUBLIC  **LEDGER**

Mr. Spillane Begins His Trip August 20th

It Will Cover the Following Centers:

NEW YORK CITY
NAUGATUCK VALLEY, CONN.
FALL RIVER
BOSTON
BUFFALO
CLEVELAND
TOLEDO
DETROIT
CHICAGO
MILWAUKEE
ST. PAUL
MINNEAPOLIS
ST. LOUIS

JOPLIN
KANSAS CITY
OMAHA
CHEYENNE
DENVER
SALT LAKE CITY
SPOKANE
SEATTLE
PORTLAND
SAN FRANCISCO
LOS ANGELES
PRESCOTT
ALBUQUERQUE

EL PASO
OKLAHOMA CITY
FORT WORTH
DALLAS
LITTLE ROCK
MEMPHIS
NEW ORLEANS
MOBILE
BIRMINGHAM
CHATTANOOGA
ATLANTA
CHARLESTON
SAVANNAH

JACKSONVILLE
PIEDMONT DIST.
NORFOLK
RICHMOND
WHEELING
CINCINNATI
PITTSBURGH
BALTIMORE
VANCOUVER
WINNIPEG
PROBABLY OTHER
CANADIAN CITIES

**HE WILL GIVE THE NEWS
MOST EAGERLY AWAITED TODAY**

During this vitally important tour Mr. Spillane will present absolutely accurate pictures of business conditions in every section of America, and in the most important centers of Canada.

His investigations will embrace Manufacturing, Agriculture, Finance, Transportation and Merchandising.

He will discover what economies and what changes have been wrought in each of these regional districts by the drastic upheaval which America has recently undergone.

He will study Labor, the Housing Problem, Hydro-Electric Developments, Road Building and Shipping Prospects (coastwise and international)—in fact, every condition which in the major sense now affects America's business prosperity.

He will ascertain to what degree our foremost business observers are correct in their belief that the turning point in the tide of business has now been reached—to just what extent, from drastic liquidation, business is now starting upward.

This information will be of the utmost importance not only to America, but to the world at large—for America is the axis upon which the business world revolves, industrially, financially and sentimentally.

Mr. Spillane's letters will present that news which every reader—buyer or seller, producer or consumer, employer or employe, husband or wife, rich man or poor man—most eagerly awaits today.



RICHARD SPILLANE

Mr. Spillane, Editor of the Business Section of the PUBLIC LEDGER, has a wider personal acquaintance with industrial leaders, bankers, shipping men, railroad men, large merchants and labor leaders than any other newspaper man living.

For years he has gone where big men meet and where big things happen. And captains of industry gladly talk to him because they know that the facts and ideas entrusted to him will be accurately and forcefully presented in a style so clear that the public at large will read and understand them.

Of the eleven men chosen to represent the great departments of endeavor in the Foreign Trade Council of the United States Mr. Spillane was selected as the spokesman for the American press.

During His Entire Tour Mr. Spillane Will Telegraph What He Learns; While Hot Off the Wire His Letters Will Be Printed in the Business Section of the

PUBLIC  **LEDGER**