

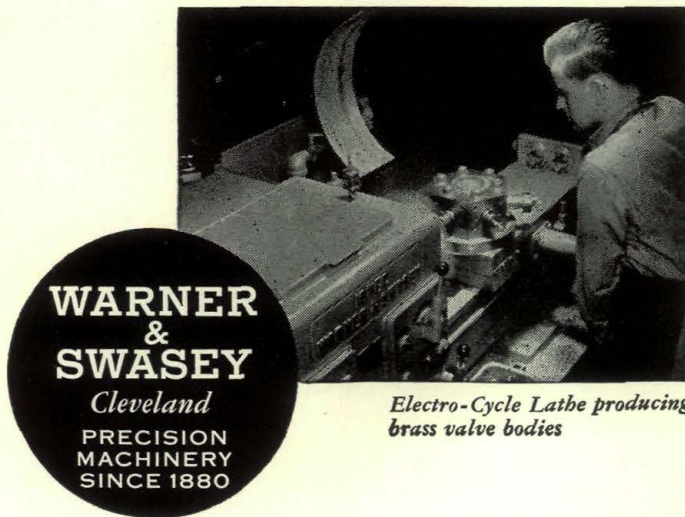
Let's be sure we all talk the American language

THERE IS A HANDFUL of people in this country so busy talking and "warning" about depression that you begin to realize they want to bring it about, by frightening you into it.

Fortunately most American companies are so busy improving their products and finding ways to cut their costs that they don't have time to listen to calamity talk.

These companies know from experience that the sure way to cure or prevent a depression is to give the public better and better *values*. Better machines *better used by workmen* create the better values. Then more and more people buy—and you *can't* have a depression when everyone is buying.

That's the American way—the American business language. Depression talk has a foreign accent; watch out for it.



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