

NEWSPAPER RATE BOOK

SEASON
1915-1916

Nelson Chapman & Co.

ST. LOUIS — CHICAGO — NEW YORK — BALTIC — MOSCOW



PUBLICITY BUILDING

1127-1129 Pine Street, St. Louis, Mo.

NELSON CHESMAN & CO.

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INDEX

RATES

By states, cities and towns, showing all publications of 5000 or more circulation and including:

- (a) Industrial survey of each city.
- (b) Publications alphabetically arranged.
- (c) Character of publication, history, subscription price, circulation, physical make-up.
- (d) Closing dates.
- (e) Detailed advertising rates.

	Page
Alabama	5
Arizona	8
Arkansas	9
California	11
Colorado	22
Connecticut	25
Delaware	30
District of Columbia.....	31
Florida	34
Georgia	36
Idaho	41
Illinois	42
Indiana.....	78
Iowa	88
Kansas	97
Kentucky.....	102
Louisiana	106
Maine	109
Maryland.....	112
Massachusetts.....	114
Michigan.....	132
Minnesota.....	145
Mississippi.....	153
Missouri	154
Montana.....	168
Nebraska	171
Nevada.....	176
New Hampshire	176
New Jersey.....	177
New Mexico.....	184
New York.....	185
North Carolina	249

	Page
North Dakota.....	254
Ohio	256
Oklahoma.....	279
Oregon	282
Pennsylvania	285
Rhode Island.....	314
South Carolina.....	316
South Dakota	318
Tennessee	319
Texas	325
Utah.....	334
Vermont	336
Virginia	337
Washington.....	342
West Virginia	347
Wisconsin.....	349
Wyoming.....	360
Dominion of Canada	360
Alberta	360
British Columbia	362
Manitoba.....	363
Saskatchewan	366
New Brunswick.....	367
Nova Scotia.....	369
Ontario	371
Prince Edward Is	382
Quebec	382
Newfoundland	387
Cuba	388
Porto Rico	389
Hawaiian Is	390
Philippine Is	391

See next page for index to **GROUP INDEX**.

INDEX

GROUPS

Showing by classes, with name, issue and circulation. Does not show rates. See previous index for rates.

Daily papers.....	392
Weekly and Semi-weekly papers.....	402
Monthlies and Semi-monthlies.....	412
Sunday papers.....	408
Agricultural papers.....	432
Automobile publications.....	422
Beekeeping papers.....	432
Bohemian papers.....	425
Bulgarian papers.....	428
Croatian papers.....	425
Farm papers.....	432
Finnish papers.....	427
Foreign Language publications.....	422
French papers.....	425
German papers.....	422
Greek papers.....	428
Good Roads publications.....	422
Hebrew (Yiddish) papers.....	427
Holland (Dutch) papers.....	427
Horticultural papers.....	432
Hungarian papers.....	427
Italian papers.....	426
Japanese papers.....	428
Lithuanian papers.....	427
Mail Order papers.....	432d
Motoring and Good Roads.....	422
Norwegian-Danish papers.....	424
Polish papers.....	426
Poultry papers.....	432
Religious papers.....	429
Russian papers.....	428
Slovak papers.....	427
Spanish papers.....	428
Swedish papers.....	424
Welsh publications.....	428

Direct
C

Continued from p. 1

(NELSON CHESMAN & CO.'S) NEWSPAPER RATE BOOK

INCLUDING A CATALOGUE OF

NEWSPAPERS AND PERIODICALS

IN THE UNITED STATES, CANADA, CUBA, PORTO RICO,
PHILIPPINE ISLANDS AND HAWAIIAN ISLANDS,

Having 5,000 circulation and over, with Advertising Rates of each
paper, Circulation, etc., for the season 1915-1916.

THE

PRICE FIVE DOLLARS.



NELSON CHESMAN & Co.
PUBLISHERS.

427491
11.9.44

ST. LOUIS OFFICE,
1127-1129 Pine St.,
Publicity Building

NEW YORK OFFICE,
200 Fifth Avenue
Building

CHICAGO OFFICE,
27 East Monroe St.
Goddard Building

CHATTANOOGA OFFICE,
112 West Eighth Street
First National Bank Building

ENTERED ACCORDING TO ACT OF CONGRESS IN THE YEAR 1915

BY NELSON CHESMAN & Co.

IN THE OFFICE OF THE LIBRARIAN OF CONGRESS

AT WASHINGTON, D. C.

This Book

THIS is the Nelson Chesman & Co. Rate Book—the Business Bible of the advertising agency business for the United States, Canada and American possessions beyond seas.

¶It is the constant standby of information for advertising agencies and agency men, for advertisers and advertising managers, and for publishers and publishers' representatives—all use it.

¶It covers in details all particulars of all publications having a circulation of 5,000 or over. It gives with painstaking fidelity and exactness the rates, contracts, measurements, date of issue, name of publisher, history, politics, subscription and circulation of each publication.

¶It is not only the Dun and the Bradstreet of this vast, intricate and difficult subject, but it is at once the best possible “special report” obtainable, because of its codification, classification and convenient arrangement, both alphabetically by States and Cities, also by titles and by lists, together with an invaluable and searching industrial and commercial analysis, descriptive of the respective cities and towns of publication. Every item in it is correct—brought up to the very moment of going to press and checked and rechecked for accuracy.

¶Nearly all the more important publications carry special advertisements in this Rate Book; useful and essential facts, statistics, specific data, etc.

¶All clients of Nelson Chesman & Co. receive their copy without charge.

¶The Nelson Chesman & Co.'s Rate Book is recognized as the one final authority under one cover in these matters; and to the man having to do with advertising in the public prints the Nelson Chesman & Co.'s Rate Book is the one indispensable guide.

PUBLISHED ANNUALLY—SUBSCRIPTION PRICE, \$5

NELSON CHESMAN & CO.

St. Louis

Chicago

New York

Chattanooga

This Agency

WHAT the Trust Company and the National Bank is to Finance, the experienced, efficient and comprehensive advertising agency is to promotion and merchandising.

¶Not only does the Nelson Chesman & Co. Agency advise, counsel and assist the advertiser in the strategy and conduct of his campaign, but it stands toward the publisher as the party responsible for all accounts placed by it; serving, therefore, the most useful and constructive function in the advertising field.

Nelson Chesman & Co.

is one of the oldest, most progressive, active and yet conservative agencies in America. With its foreign connections, its exceptional advantages of location, geographically considered, covering the United States North, South, East and West, with offices at St. Louis, New York, Chicago and Chattanooga, established in 1874 and incorporated in 1888, continuously under the same name and the same control, it is a dependable organization from every viewpoint and particularly that of the beginning advertiser who seeks, or should seek, the most reliable and dependable co-operation and good counsel he can get.

¶Among the new departments of Nelson Chesman & Co. is our Business Survey or Merchandising Department, with complete equipment in each of our four offices. Any advertiser or prospective advertiser seeking information upon trade and market conditions, or the distributing problems incident to a successful selling campaign, is entitled to this Survey without cost, we undertaking such work as a necessary study preliminary to any successful campaign of advertising.

¶This, and the exceptional service of this Company's Copy Department in the preparation of business booklets, business literature, skillful letters and the like, may give some conception of the scope and variety of the activities of this house.

¶*The only obligation imposed upon our correspondents is that they give us their confidence, as we give them ours.*

FOR PARTICULARS UNDER
THIS OFFER, ADDRESS

NELSON CHESMAN & CO.

St. Louis Chicago New York Chattanooga



A CATALOGUE giving the rates for transient and continued advertising, of the newspapers and periodicals in the United States and Canada, of 5,000 circulation and over; also full description of each paper (including number of pages, length and width of columns, character, circulation, etc.) of value for general advertising purposes, a few papers of less circulation being included on account of geographical location, etc. Brief statistics showing the commercial importance of the city where the publication is issued from is also given; the population figures, excepting where otherwise noted, are taken from the U. S. census report of 1910. A number of publications that refuse advertisements or that are not available for general advertisers, are omitted. No extra charge for cuts except where so stated. The list is arranged by States in alphabetical order, the papers in each city being given in same order. The word "guaranteed" means that the circulation is guaranteed by the managers of the papers. An * after circulation figures denotes that a detailed statement or other proof of circulation from the publishers is on file at our office.

ALABAMA

BIRMINGHAM—Population, 1910 census, 132,685; City Directory 1914, 197,450. On 10 railroads. Trade center for a large agricultural district. Immense coal and iron deposits in immediate vicinity, with an output of 2,025,378 tons iron during 1913; 15,520,943 tons of coal and 3,092,780 tons coke during 1914. Has large and constantly growing iron industry, numerous blast furnaces, steel rail mills, R. R. machine shops and many other industries. Pay rolls aggregate more than \$1,000,000.00 per week. Over 3,000,000 tons of coke is annually produced in the Birmingham district. Bank clearings during year 1914, \$155,674,395.84. Building permits during 1914, \$3,043,374.00.

ADVANCE.—Every Saturday. Farm and Home. Established 1906. Advance Co. (Inc.), publishers. Subscription \$1. Sworn average circulation for six months ending June, 1915, 62,742*: 12 pages, 6 columns; length of columns, 21½ in.; width 2½ in. Can use matrices. Office, Advance Building.

Advertising rates, agate, \$1.40 an inch, flat. Special position, 20% extra. Classified, 5 cents per word.

See advertisement on page 509.

AGE-HERALD—Every morning including SUNDAY, and Weekly, Thursdays. Democratic. Established 1872. E. W. Barrett, editor. Subscription, daily and Sunday, \$6; weekly, 50 cts. Sworn average circulation for year, ending April 1, 1915, daily, 18,696* net paid; Sunday, 26,879* net paid; weekly claimed, 23,000; daily and Sunday, 10 to 56 pages; weekly, 12 pages, 7 columns; length of columns, 22 in.; width, 2½ in. Can use matrices.

Advertising rates, agate, daily, 10 cts. a line; Sunday, 11 cts. a line. Open space within one year, 1,000 lines, daily, 8 cts.; Sunday, 9 cts. a line; 2,000 lines, daily, 7 cts.; Sunday, 8 cts.; 3,000 lines, daily, 6 cts.; Sunday, 7 cts.; 5,000 lines, daily, 5 cts.; Sunday, 6 cts.; special positions, 15 and 25 per cent extra. Strictly Mail Order advertising, 6 cts. a line, flat. Reading notices, nonpareil, 25 cts. a line, with discounts on 500

ALABAMA

lines or more; telegraphic readers, 50 cts. a line. Classified, 1c. a word (minimum charge, 25 cts.). Weekly, display, $7\frac{1}{2}$ cts. a line each insertion.

See advertisement on page 495.

ALABAMA BAPTIST—Every Wednesday. Baptist. Established 1874. Rev. Frank Willis Barnett, editor and proprietor. Subscription, \$2; sworn average circulation for 1914, 7,533*; 16 pages, 4 columns; length of columns, $12\frac{1}{2}$ in.; width, $2\frac{1}{4}$ in.

Advertising rates, 75 cts. an inch with discount of 5, 10, 15 or 20% on 10, 50, 200 or 500 inches space. Reading notices, 10 cts. a line.

ALABAMA CHRISTIAN ADVOCATE—Every Thursday. Methodist Episcopal. Established 1881. Whitehead Publishing Co., publishers. Subscription, \$1.50; sworn average detailed circulation for year ending August 1, 1914, 9,373; 16 pages, 4 columns; length of columns, $13\frac{1}{2}$ in.; width, $2\frac{1}{4}$ in.

Advertising rates, 94 cts. an inch; discounts, 5% on 10 in., 10% on 50 in.; 15% on 200 in. and 20% on 500 in. space.

DIXIE HOME—Monthly. Home and Family. Established 1895. Rountree Publishing Co., publishers. Subscription, 50 cts.; claimed average circulation for year 1914, 45,000 net; 16 pages, 4 columns, length of columns 14 in.; width, $2\frac{1}{2}$ in. Forms close 25th preceding month.

Advertising rates, agate, 25 cts. a line. Reading notices, agate measure, 30 cts. a line.

LEDGER—Every evening, except Sunday. Independent Democratic. Established 1896. James J. Smith, publisher. Subscription, \$5; sworn average circulation for year ending March 31, 1915, 30,564* net paid; 14 to 32 pages, 7 columns; length of columns, 22 in.; width, $2\frac{1}{2}$ in. Can use matrices.

Advertising rates, agate, 10 cts. a line; 39 times, 7 cts.; 78 times, 6 cts.; 156 times, 5 cts. a line per time. 1,000 lines within one year, 7 cts. a line; 2,000 lines, 6 cts.; 3,000 lines, $5\frac{1}{2}$ cts.; 5,000 lines, 5 cts.; strictly Mail Order copy and schools, resorts or hotel advertising 6 cts. a line, flat; special positions, 10 and 25% extra. Classified, 1c. a word. Reading notices, nonpareil, 35 cts. a line; 500 lines 30 cts. a line; 1,000 lines, 25 cts. a line; telegraphic, \$1 a line.

See advertisement on pages 516 and 529.

NEWS—Every evening except Sunday, and **SUNDAY MORNING**. Democratic. Established 1888. Victor H. Hanson, publisher. Subscription, daily and Sunday, \$6; sworn average detailed circulation for six months prior to October 1, 1914, daily, 36,903 net; Sunday, 38,615* net; 16 to 36 pages, Sunday, 50 to 72 pages, 8 columns; length of columns, 22 $\frac{2}{7}$ in.; width, $2\frac{1}{2}$ in. Can use matrices.

Advertising rates daily or Sunday, agate, 10 cts. a line; 1,000 lines within one year 8

ALABAMA

cts.; 2,000 lines, 7 cts.; 3,000 lines, 6 cts. a line. Position, 25% extra. Educational, resorts, books, 7 cts.; mail order, 6 cts. a line, flat. Classified, 1c. a word. Pure reading notices, 30 cts. a line. Telegraphic readers, \$1 a line.

PROGRESSIVE FARMER—Every Saturday. Agricultural. Established 1886. The Progressive Farmer Co., publishers. Subscription, \$1. Sworn average circulation for first three months, 1915, 180,819* net; 16 to 48 pages, 4 columns; length of columns, $13\frac{1}{2}$ in.; width, $2\frac{1}{4}$ in. Office, 1702 Fourth Ave.

Advertising rates, agate, 80 cts. a line, flat. (Rate includes all editions.)

GADSDEN—Population 10,557. On Coosa River, 5 railroads and interurban line. Iron and coal fields, lime-stone and moulders sand in vicinity. Numerous saw, rolling, cotton seed oil and cotton mills; furnaces, pipe and steel works. Wire, nail, car, shovel, pottery, fertilizer and wire fence factories. Big trade in lumber, grain and cotton. Annual value of manufactured products, \$2,146,000.00.

JOURNAL—Every evening except Sunday. Democratic. Established 1900. Journal Pub. Co., publishers. Subscription, \$2; sworn average circulation for twelve months prior to April, 1915, 5,462* net; 4 to 10 pages, 7 columns; length of columns, 20 in.; width $2\frac{1}{2}$ in. Can use matrices.

Advertising rates, 25 cents per in.; 100 in. or more, 15 cts. per in.; in position 20% extra. Readers, 10 cts. per count line, on yearly contract, 5 cts. Classified $\frac{1}{2}$ c. per word.

TIMES-NEWS—Every evening except Sunday. Democratic. Established 1867. Times-News Printing Co., publishers. Subscription, \$1.50. Sworn average circulation for six months prior to April 1, 1915, 5,100* net; 4 to 12 pages, 7 columns; length of columns, 20 in.; width, $2\frac{1}{2}$ in. Cannot use matrices.

Advertising rates, 25 cts., flat an inch. Composition 5 cts. an inch additional. Special position, 15% extra. Reading notices, 10 cts. per line, if repeated, 5 cts. per line. Classified, 1c. per word

MOBILE—Population, 1910 census 51,521; City Directory 1914, 65,500. On Mobile River and 4 railway systems. Steamboats to interior of state as well as New Orleans and Florida. Steamers to New York, Liverpool, Central and South America, Cuba and West Indies Islands. Second largest banana shipping port in the world also the third largest cotton market and third largest orange growing section in the United States. Extensive commerce in lumber, barrel staves, shingles, naval stores, tobacco, coal, fruit and vegetables; cotton mills, foundries, sash and blind, bucket, hoe, rake, cup and broom factories, tile, turpentine, excelsior, flooring, whitening and paint works. Spring

ALABAMA

Hill College, Convent of Visitation and Medicinal College of University of Alabama located here. Annual value of manufactured products estimated, \$6,750,000.00.

ITEM—Every evening except Sunday, and **SUNDAY MORNING**. Independent. Established 1888. Mobile Item Co., (Inc.), publishers. Subscription, \$5; sworn detailed average circulation for year ending March 31, 1915, 14,776* net paid; daily, 8 to 16 pages, Sunday, 28 to 64 pages, 7 columns; length of columns, 21½ in.; width, 2½ in.

Advertising rates, agate, 3 cts., flat, a line; full position (minimum 28 lines) 3¾ cts., flat a line. Reading notices, 10 cts. a count line; telegraphic readers, 25 cts. a line. Classified, 1c. per word.

REGISTER—Every morning, including **SUNDAY**. Democratic. Established 1820. Mobile Register (Inc.), publishers. Subscription, \$7.80. Claimed average circulation for six months ending March, 1915, daily, 14,585 net; Sunday 17,917 net; 16 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices.

Advertising rates, agate, daily, 6 cts.; Sunday, 7 cts. a line; 1,000 lines, within one year, daily, 5 cts.; Sunday, 6 cts.; 2,500 lines, daily, 4 cts.; Sunday, 5 cts.; 5,000 lines, daily, 3½ cts.; Sunday, 4 cts. a line. Preferred position, 10 and 20% extra. Classified, 1c. a word (minimum charge, 25 cts.). Reading notices, 25 cts. a line, 500 lines and over, 15 cts. a line; (black heading counts as 2 lines).

SOUTHERN MEDICAL JOURNAL—Monthly (1st). Journal of The Southern Medical Association. Established 1907. Subscription, \$3; claimed average circulation for year 1914, 5,100; 116 pages, 2 columns; length of columns, 8 in.; width, 2¾ in. Forms close 20th of preceding month. Office, 905 Van Antwerp Building.

Advertising rates, \$3.50 an inch; ¼ page, \$6; ½ page, \$10; ¾ page, \$18; 1 page, \$30, with discount on time contracts.

MONTGOMERY—Population, 1910 census, 38,136; School and City Directory census, 1914, 50,000. On Alabama River (Steamboats to Mobile) and 6 railroads. Six first-class hotels. Two country clubs, with golf courses. One of the largest jobbing centers in the South; seven fertilizer factories, manufacturing 250,000 tons annually; second largest mule market and third largest wholesale grocery in the South; cotton growing carried on quite extensively throughout the surrounding ter-

ALABAMA

ritory. Big trade in lumber, coal, iron, furniture, cotton yarn and goods, cotton seed oil, cotton presses, railroad cars and fertilizers. Seat of State Normal School for colored students and Women's College of Alabama. Annual value of manufactured products, \$10,000,000.00. Bank clearings during 1914, \$48,973,542.60. Post-Office, receipts during 1914, \$206,408.02. Montgomery County has 654 miles of engineer-built highways. More mileage than any other County in the United States.

ADVERTISER—Every morning, including **SUNDAY**. Democratic. Established 1828. The Advertiser Co., publishers. Subscription, daily and Sunday, \$7.80; sworn average circulation, for six months prior to April 1, 1915, daily and Sunday, 18,005* net paid; Sunday, alone, claimed, 21,854; 10 to 14 pages (Sunday, 28 to 36 pages), 7 columns; length of columns 21½ in.; width, 2½ in. Can use matrices.

Advertising rates, agate, daily, 7 cts. a line; Sunday, 8 cts. a line; 1,000 lines, within one year, daily, 6 cts.; Sunday, 7 cts.; 2,000 lines, daily, 5 cts.; Sunday, 6 cts.; 3,000 lines, daily, 4 cts.; Sunday, 5 cts. a line. Full position or location on Woman's or Sporting pages, 25% extra. Mail order advertising, daily, 4 cts.; Sunday, 5 cts. a line, flat; educational, resort or publishers, daily or Sunday, 5 cts. a line, flat. Pure reading notices, daily, or Sunday, nonpareil, 20 cts. a line; telegraphic readers, 50 cts. a line. Classified, daily or Sunday, 1c. per word.

ALABAMA TIMES—Every Tuesday. Democratic. Established 1903. J. B. Stern, publisher. Subscription, 25 cts. Sworn average circulation for year ending July 1915, 68,000* net paid; 8 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, 20 cts. a line, flat. Classified, 3 cts. per word.

See advertisement on page 506.

JOURNAL—Every evening except Sunday; **SUNDAY MORNING**. Democratic. Established 1889. Horace Hood, founder. Subscription, \$6; sworn detailed average circulation for first three months 1915, daily 12,320*; Sunday, 11,834*; 12 to 20 pages, 7 columns; length of columns, 20½ in.; width, 2¼ in. Can use matrices.

Advertising rates, agate, daily or Sunday, 6 cts. a line; 1,000 lines within one year, 5 cts. a line; 2,000 lines, 4 cts.; 5,000 lines or more, 3 cts. a line. Preferred position, extra. Classified, 1c. a word. Reading notices, 15 cts. a line, with discount on 100 lines or more. Black type locals, 20 cts. a line; telegraphic readers, 50 cts. a line.

ALABAMA

TIMES—Every evening except Sunday. Democratic. Established 1903. J. B. Stern, publisher. Subscription, \$3. Sworn average circulation for six months ending July, 1915, 8,809* net paid; 8 to 16 pages, 8 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, 100 in. within twelve months, 42 cts.; 200 in. 35 cts.; 500 in. 28 cts an inch. Classified, 1c. a word. Reading notices, 20 cts. a line.

See advertisement on page 506.

ARIZONA

PHOENIX—Population, 1910 census, 11,134; City Directory, 1914, 23,600. Capital of State, being located on Santa Fe; Arizona Eastern and Prescott & Phoenix Railroads in the center of an agricultural area of 250,000 acres all under irrigation and cultivation; every variety of farming being successfully engaged in—cereals, cotton, oranges, dates, olives, and various other fruits; 85,000 acres in alfalfa, green the year round. Is also a great dairy and live stock region and poultry raising likewise being an important enterprise. Extensive mining interests. Ostrich raising, also engaged in. Building permits during year 1914, \$756,561.20; for first four months 1915, \$110,455.00. Bank clearings for first four months 1915, \$8,108,053.38.

ARIZONA—Monthly (1st.) State topics. Established 1910. State Publishing Co., publishers. Subscription \$1. Sworn average circulation for six months ending June, 1915, 4,500*: 16 to 20 pages, 4 columns; length of columns 13½ in.; width, 2½ in. Can use matrices. Forms close 15th of month.

Advertising rates \$100 a page; on contract \$75 or pro rata for smaller space.

GAZETTE—Every evening except Sunday. Independent Democratic. Established 1880. Gazette Printing Co., publishers. Subscription, \$6; sworn average circulation for six months prior to April 1, 1915, net paid, 5,931*; 12 to 20 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices.

Advertising rates, 3 cts. a line, flat. Special position, 25% additional. Reading notices, 10 cts. a line. Classified, 1c. a word.

See advertisement on page 504.

PROGRESSIVE FARMER AND HOME
BUILDER—Monthly, Agricultural and Home.

Established 1910. Circulation—not given by publisher; 16 to 24 pages, 4 columns; length of columns, 12½ in. Can use matrices.

Advertising rates, 10 cts. a line; 500 lines, 5% discount; 1,000 lines, 10%; 2,000 lines, 15% discount.

REPUBLICAN—Every morning, including SUNDAY. Republican. Established 1890. Arizona Pub. Co., publishers. Subscription, \$9; sworn average circulation for six months prior to April 1, 1915, daily 6,144* net paid; Sunday 6,619* net paid; 10 to 16 pages, daily 20 to 36 pages, Sunday; 7 columns; length of columns, 20¼ in.; width, 2½ in. Can use matrices.

Advertising rates, 42 cts., flat, an inch.
Preferred position, 25% additional. Clas-
sified, 1c. per word.

TUCSON—Population 13,193. 3 railroads. Surrounded by excellent stock raising and farming section. Has extensive trade in hides, wool and metal. Center of world's greatest copper producing region; silver and gold mines also in vicinity. Seat of University of Arizona. Annual value manufactured products, \$600,000.00. Cattle shipments during 1914, \$1,300,000.00. Bank clearings during 1914, approximately \$38,000,000.00.

CITIZEN—Every evening except Sunday. Established 1870. Republican. Tucson Printing & Publishing Co., publishers. Subscription, \$7. Circulation not given by publisher; 8 to 24 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, 25 cts. an inch, matrices, 22 cts.; plate matter, 20 cts. an inch, flat. Readers 10 cts. per line. Classified, 1c. per word.



ARKANSAS

FORT SMITH—Population, 1910 census, 23,975; City Directory 1914, 32,500. At the confluence of Arkansas and Poteau Rivers. On 6 railroads. Extensive jobbing center, coal mining, natural gas and diversified farming, cotton compress, cotton seed oil, mills, refrigerator plant; broom, excelsior, brick, cigar, furniture, wheelbarrow and clothing factories and stove works; wagon factory with a capacity of 15,000 wagons annually and a canning factory now under construction to cost \$50,000.00. High School building cost \$500,000.00. Jobbing business, \$50,000,000.00. Annual value of manufactured products, \$40,000,000.00. Bank clearings during 1914, \$158,000,000.00.

ARKANSAS FRUIT AND FARMS—Monthly (1st.) Agricultural and Horticultural. Established 1912. Arkansas Fruit & Farms Co., publishers. Subscription, 50 cts. Claimed average circulation for 1914, 30,000; 20 pages, 4 columns; length of columns, 14 in.; width, 2½ in. Can use matrices. Forms close 20th of preceding month.

Advertising rates, agate, 15 cts. flat a line.

SOUTHWEST AMERICAN—Every morning except Monday, including Sunday. Democratic. Established 1907. W. E. Decker, publisher. Subscription, \$5; sworn average circulation for year prior to Apr. 1, 1915, 9,608* net (10,122* gross). 8 to 32 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, 35 cts. an inch; 100 in. within one year 32 cts.; 250 in., 30 cts.; 400 in., 28 cts., an inch. Mail order advertising, 28 cts. an inch, flat. Special rate for colleges, 3% discount. Preferred position, 10 and 25% extra. Reading notices, 15 cts. a line, subsequent insertions, 8 cts. a line; telegraphic readers, 30 cts. a line. Classified, 1c. per word.

TIMES-RECORD—Every evening except Saturday. **SUNDAY MORNING**. Independent. Established 1882; The Times-Record Co., publishers. Sworn average circulation for six months prior to April 1, 1915, 8,533* net paid (\$8,995* gross). 8 to 32 pages, 7 columns; length of columns, 21½ in.; width 2½ in. Can use matrices.

Advertising rates, 42 cts. an inch: 2 times, 41 cts.; 3 times, 40 cts.; 4 times, 39 cts.; 5 times, 38 cts.; 6 times, 37 cts.; 7 times, 36 cts. and 1c. an inch less per time up to and including 13 times; additional insertions above thirteen, 30 cts. an inch; 250 in. within one year, 27 cts.; 500 in., 26½ cts. Reading notices, brevier, 15 cts. a count line; 1,000 lines or more, 5 cts. a line. Classified, 1c a word first time; ½c. each subsequent consecutive insertion.

HOT SPRINGS—Population 14,434. 3 railroads. Health resort. Contains about 75 hot springs, celebrated for the cure of chronic diseases. Lead and silver deposits and fine oil stone used in the manufacture of whetstones. Saw and planing mills, ice factory and smelters.

ARKANSAW THOMAS CAT—Every Sunday. Literary. Hotel and Resortdom. Established 1890. J. Davis Orear, editor and proprietor. Subscription, \$2; circulation—not given by publisher; 52 pages, 1 column; length of column, 5 in.; width, 4½ in.

Advertising rates, 1 inch, one month, \$2; three months, \$5. Special rates by the year.

LITTLE ROCK—Population, 1910 census, 45,941; City Directory 1914, 61,627; greater Little Rock, including Argenta, 78,009. On Arkansas River and 3 railroad system, having ten lines out of city and one independent short line. Three railroad machine shops, and other industries are fertilizer, wood working, stave, heading and cooperage plants; furniture, handle, hardwood flooring, canning, candy, harness and saddlery factories; oil refineris and cotton seed oil mills. State Capitol, State Penitentiary, State Reform School, State Hospital for Nervous Diseases, State School for Blind, State Deaf Mute Institute, State Law and Medical Colleges, Insane Asylum, Colored Baptist College and three Commercial Colleges located here. Board of Trade with daily call market and annual grain and cotton business of \$27,620,320.00. Freight receipts during 1914, 55,120 cars and shipments 62,683. Recorded real estate sales 3,691 aggregating \$4,322,611.00. Annual value of manufactured products, \$65,412,000.00, and annual merchandise commerce, \$80,716,000.00. Bank clearings during 1914, \$115,760,139.51.

ARKANSAS BAPTIST—Every Wednesday. Baptist. Established 1905. The Baptist Publishing Co., publishers. Subscription, \$1.50; sworn average circulation for year ending July 1914, 7,000*; 16 pages, 4 columns; length of columns, 13 in.; width, 2½ inches.

Advertising rates, 70 cts. an inch, with discount of 5, 10, 15 or 20% for 10, 50, 200 or 500 in. space.

ARKANSAS DEMOCRAT—Every evening except Sunday. Democratic. Established, 1871. Elmer E. Clarke, publisher. Subscription, \$4. Sworn average circulation for twelve months prior to April, 1915, 12,398* net paid: 10 to 24 pages, 7 columns; length of columns, 21½ in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 6 cts. a line. Open space, within one year, 1,000 lines, 5 cts. a line; 2,000 lines, 4 cts.; 3,000 lines, 3 cts.; 5,000 lines or more, 2½ cts. a line. Mail or-

THE greatest banks on advertising are the Bible, Shakespeare, Thomas Carlyle and Nelson Chesman's Rate Book. These four.

ARKANSAS

der copy, 3 cts., flat, a line. Position, 25% extra. Classified, 1c. a word; (minimum, 25 cts.). Reading notices, 15 cts. per count line with discount on 1,000 lines or more; telegraphic readers, 50 cts. a line.

ARKANSAS FARMER AND HOMESTEAD—Twice-a-Month. (1st and 15th). Agricultural. Established 1899. Herbert H. Bowden, publisher. Subscription, 50 cts. Claimed average circulation, for year 1914, 50,000; 16 pages, 4 columns; length of columns, 13½ in.; width, 2½ in. Can use matrices. Forms close 10th and 25th.

Advertising rates, agate, 25 cts., flat, a line. Classified, 4 cts., per word.

BAPTIST ADVANCE—Every Thursday. Baptist. Established 1902. Advance Publishing Co., publishers. Subscription, \$1.50; sworn average circulation for year ending July, 1914, 6,010*; 16 pages, 4 columns; length of columns, 13 in.; width, 2¼ in.

Advertising rates, 60 cts. an inch, with discount of 5, 10, 15 or 20% on 10, 50, 200 or 500 inches.

GAZETTE—Every morning, including SUNDAY, and SEMI-WEEKLY, Tuesday and Friday. Democratic. Established, 1819. Gazette Publishing Co., publishers. Subscription, daily, \$6.50; Sunday, \$2; Semi-Weekly, \$1; sworn detailed average circulation for year prior to April, 1915, daily and Sunday, 25,580* net paid; semi-weekly claimed average for year 1914, 13,160; 10 to 18 pages, daily; 48 to 60 pages, Sunday; 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices.

Advertising rates, agate, daily, 4 cts. a line, flat. Sunday, 5 cts. per line, flat. Preferred position, 10 and 25% extra. Classified, 1c. a word first insertion; 3 consecutive insertions the price of two. Reading notices, 25 cts. a line; 500 lines, 15 cts. Telegraphic readers, 50 cts. per count line. Semi-Weekly rates, 3 cts. a line per week. Reading notices same as daily.

See advertisement on page 528.

WESTERN METHODIST—Every Thursday. Methodist Episcopal, South. Established 1881. Anderson, Millar & Co., publishers. Subscription, \$1.50; sworn detailed average

ARKANSAS

circulation for year 1914, 15,000*; 16 pages, 4 columns; length of columns, 13 in.; width, 2½ in.

Advertising rates \$1.50 an inch, with discount of 5, 10, 15 or 20% on 10, 50, 200 or 500 inches.

MAGNOLIA—Population 2,045. Located on Louisiana & Northwestern Railroad, in a fertile agricultural and lumbering district, being a shipping point for cotton and other products. Other industries are cotton compress; grist, saw and cotton seed oil mills, wheelbarrow and ice factories.

LIBERATOR—Every Thursday. Anti-Roman Catholic. Established 1912. Columbia Publishing & Printing Co. publishers. Subscription, 50 cts. Circulation—not given by publisher; 4 pages, 6 columns; length of columns 19½ in.; width, 2½ in. Can use matrices. Forms close 10 days in advance.

Advertising rate, 10 cts. a line, flat.

TEXARKANA (Ark.-Tex.)—Population 18,000. Located in the pine timber region, on Arkansas and Texas state line; thirty miles from Louisiana and Oklahoma lines in Texas. Eight lines of railroad. An extensive trade center. Cotton seed oil mills; cotton compresses; saw and planing mills; machine, boiler and car shops; potteries; ice, window glass, casket and furniture factories and corrugated iron culvert works. Six Banks with deposits aggregating \$6,000,000.00.

FOUR STATES PRESS—Every morning except Monday, including SUNDAY. Democratic. Established 1875. Courier Publishing Co., publishers. Subscription, \$6.50. Sworn average circulation for six months prior to April 1, 1915, 4,164* net paid. Daily, 8 pages; Sunday, 20 pages; either edition, 7 columns; length of columns, 22 in.; width, 2½ in. Can use matrices.

Advertising rates, daily or Sunday, 17½ cts. an inch. Preferred position, 20% additional. Readers (local), 10 cts. a count line; 500 lines within one year, 8 cts.; 1,500 lines, 6 cts.; 2,500 or more lines, 5 cts. per count line. Telegraphic readers, 25 cts. a line. Classified, 1c. per word.



CALIFORNIA

BAKERSFIELD—Population, 1910 census, 12,727; 1914 City Directory, 20,727. Located 100 miles northwest of Los Angeles on Southern Pacific and Atchison, Topeka & Santa Fe Railroad System. Surrounded by large orange groves; oil fields and gold mines also in vicinity. An extensive shipping point for fruit, grain, cattle, wool and hides. Other industries are railroad shops, wagon works and flour mills.

CALIFORNIAN—Every Evening except Sunday. Democratic. Established 1866. Alfred Harrell, editor and publisher. Subscription \$5. Sworn average circulation for six months prior to April, 1915, 4,690* net paid; 12 pages, 7 columns; length of columns, 20½ in.; width 2½ in. Can use matrices.

Advertising rates, 20 cts. an inch; guaranteed position, 15 or 25% extra. Readers, 5 cts. a line; black face type, 10 cts. a line. Classified, 2 cts. a line.

ECHO—Every morning except Monday, including SUNDAY. Republican. Established 1879. Echo Publishing Co. (Inc.), publishers. Subscription, daily \$5; Sunday, \$2. Sworn average circulation for six months prior to April 1, 1915, daily and Sunday, 4,583* net paid; daily, 10 to 16 pages; Sunday, 32 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices.

Advertising rates, 20 cts. an inch, flat. Special position, 10 and 25% extra. Reading notices, 10 cts. a count line. Classified, 2 cts. a line.

BERKELEY—Population 1910 census, 40,434; 1914 City census, 62,824. On San Francisco Bay opposite San Francisco. 4 railroads. Manufactures linseed oil, coconut oil, motors for aeroplanes, railway coaches, pumps, hygienic crackers, perfection food cereal, carbonic gas, fuses, starch, shoes, wire nails, player pianos, organs, ink, furniture. Has large scap works, also sash, door and planing mills. Sunlit fruit packing house, with an output, exceeding \$1,000,000.00 annually and extensive iron works and machine shop. Seat of University of California and State Institute for the Deaf and Blind. Berkeley Bible Seminary and five other religious academies. California School of Arts and Crafts. Annual value of manufactured products, \$10,000,000. Eight Banks. with combined resources of \$13,000,000.00; deposits, \$10,000,000.00.

GAZETTE—Every evening except Sunday. Republican. Established 1877. Berkeley Gazette Publishing Co., publishers. Subscription, \$4.20. Sworn average circulation for twelve months prior to April, 1915, 6,675* net paid; 8 to 16 pages, 7 columns; length of columns, 20¾ in.; width, 2½ in. Can use matrices.

Advertising rates, 35 cts. an inch; 250 in. within one year, 35 cts. an inch; 600 in., 30 cts.; 1,200 in., or more, 25 cts. an inch. Special position or for advertisements on last page, 25% additional. Star locals, 10 cts. a line; subsequent insertions, without change, 5 cts. a line; local brevities, 25 cts. a line. Classified, 20 words or less, one time, 25 cts., with discount for continued insertions.

EUREKA—Population, 1910 census, 11,845; 1915 estimate, 15,000. On Humboldt Bay and Northwestern Pacific Railway, with steamer lines to San Francisco, Portland, Ore. In Redwood forest region, extensive shipments of lumber being made to San Francisco, Hawaii and Australia. Extensive dairying, farming, stock raising and fruit growing throughout the surrounding territory, also placer gold mining. Annual income from the various industries \$10,000,000.

HUMBOLDT STANDARD—Every evening except Sunday. Republican. Established 1875. Standard Publishing Co., publishers. Subscription \$5. Sworn average circulation for six months prior to April 1, 1915, 5,163* net paid; 6 to 16 pages, 7 columns; length of columns 20 in., width 2½ in. Can use matrices. Advertising rates, 21 cts. an inch; preferred position 25 cts. an inch. Reading notices 15 cts. a line. Classified 1c. per word.

HUMBOLDT TIMES—Every morning including Sunday. Republican. Established 1852. Times Publishing Co., publishers. Subscription \$6. Sworn average circulation for six months prior to April, 1915, daily 5,608* net, Sunday 5,731* net; 8 pages daily, 16 pages Sunday, 7 columns; length of columns 20 in., width 2½ in. Can use matrices.

Advertising rates, agate, 2½ cts. a line; 1,000 lines within one year, 2 cts.; 5,000 lines, 1½ cts. a line. Special position, 10 or 25% extra. Readers, 15 cts. a line; telegraphic, 30 cts. a count line. Classified, 1 ct. per word.

FRESNO—Population, 1910 census, 24,892; 1914, estimated 40,000. 2 transcontinental railroads, with four branch lines. Raisin and wine making, fruit packing and shipping, planing, flour mills, machine and carriage shops, creameries, soap works and ice factories. Very large trade in wine, grain, live stock and fruit. Bank clearings during 1914, \$53,442,675.84.

HERALD—Every Evening except Sunday. Independent. Established 1895. M. J. Beaumont, publisher. Subscription, \$4.80. Sworn average circulation for year prior to April 1, 1915, 5,569* net paid; 10 to 16 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

CALIFORNIA

Advertising rates, 40 cts. an inch; 100 in., 35 cts.; 250 in., 30 cts.; 500 in., 27 cts.; 1,000 in., 24 cts.; 3,000 in., 21 cts.; 5,000 in., 18 cts. an inch. Special position, 10 and 25% extra. Reading notices, first insertion, 10 cts. a line; subsequent insertions, 5 cts. a line. Classified, 1c.; subsequent insertions, $\frac{1}{2}$ c. per word.

See advertisement on page 474.

REPUBLICAN—Every morning including SUNDAY. Progressive. Established 1888; The Fresno Republican Publishing Co., publishers. Subscription, daily and Sunday, \$7.20; sworn detailed average circulation for year, 1914, 20,365* net; for first five months 1915, 21,724* net; 8 to 42 pages, 7 columns; length of columns, 21 $\frac{2}{7}$ in.; width, 2 $\frac{3}{4}$ in. Can use matrices.

Advertising rates, 7 cts. a line; 2,800 lines, within one year, 4 cts.; 7,000 lines, 3 $\frac{1}{2}$ cts.; 14,000 lines, and over, 3 $\frac{1}{4}$ cts. a line. Preferred position, 15 and 25% extra. Classified, 1c. per word; one week, 6 cts.; one month, 24 cts. Reading notices, 20 cts. a line first insertion; 10 cts., subsequent insertions; headline counts double.

LONG BEACH—Population 17,809. Located 20 miles South of Los Angeles on Southern Pacific and San Pedro, Los Angeles and Salt Lake Railroads. Also Pacific Electric Interurban line. A noted health and pleasure resort. Principal industries are, shipbuilding plant; woolen mill; fish canneries and numerous small manufacturing concerns. Bank clearings during 1913, approximately, \$1,500,000.00.

PRESS—Every evening except Sunday. Independent. Established 1888. Tribune Press Publishing Company, publishers. Subscription, \$5; circulation—not given by publisher; 8 to 16 pages, 8 columns; length of columns, 20 in.; width 2 $\frac{1}{2}$ in. Can use matrices.

Advertising rates, 42 cts. an inch; 100 in. within one year, 35 cts.; 200 in., 30 cts.; 300 in., 28 cts.; 400 in. or more, 25 cts. an inch. Readers, 10 cts. a line. Classified, 6 cts. a line.

TELEGRAM—Every evening except Sunday. Republican. Established 1904. Long Beach Daily Telegram Co. (Inc.), publishers. Subscription, \$5; sworn average circulation for six months prior to April 1, 1915, 4,205* net paid; 10 to 16 pages, 8 columns; length of columns, 21 $\frac{1}{2}$ in.; width, 2 $\frac{1}{4}$ in. Can use matrices.

Advertising rates, 40 cts. an inch; subsequent insertions, 30 cts. an inch; on yearly contract, 500 in., 25 cts.; 1,000 in., 22 cts. an inch. Readers, 10 cts. a line; 1,000 lines within one year, 7 cts. a line. Classified, 6 cts. a line.

LORDSBURG—Population, 1910 census, 954; 1915 estimate, 1600. Located 30 miles from Los Angeles, on Atchison, Topeka & Santa Fe, Southern Pacific and Pacific

CALIFORNIA

Electric Railway systems. Orange and lemon, as well as other fruit and vegetable growing being the principal industries. Lordsburg College located here. Annual income from the various industries \$750,000.00.

VICTORY—THE ISSUE—Monthly (1st.) Prohibition. Established 1909. Issue Printing Co., publishers. Subscription 10 cts. Circulation—not given by publishers. 20 pages, 4 columns; length of columns, 13 in., width 2 $\frac{1}{2}$ in. Can use matrices. Forms close 15th of month preceding.

Advertising rates, agate, 40 cts. a line flat. See advertisement on page 511.

LOS ANGELES—Population, 1910 census 319,198; 1914 City Directory 550,000. Equable climate. Steamers to San Francisco. 3 railroads. Commercial metropolis of the Southwest; has \$28,000,000 Aqueduct and deep water harbor and docks, in excellent fruit growing country, with large orange groves and vineyards; exports fruits, raisins, wool, wine and petroleum; gold in vicinity. Favorite health resort. 796 miles improved boulevards. Seat of University of Southern California. State Normal, Catholic, Baptist and Presbyterian. Bank clearings during year 1914, \$1,145,167,110. Annual value of manufactured products, \$128,300,000. Annual value of agricultural products, citrus fruits, minerals and oil in territory immediately contiguous to Los Angeles, \$244,583,311. Postoffice receipts during 1914, \$2,215,114.

AMERICAN GLOBE—Monthly. Financial. Investments. Established 1903. Wm. J. Schaeffle, publisher. Subscription, \$1; claimed average circulation for year 1914, 10,000; 16 pages, 3 columns; length of columns, 10 $\frac{1}{2}$ in.; width 2 $\frac{1}{2}$ in. Office, International Bank Building.

Advertising rates, \$2, flat, an inch. Reading notices, \$1 a line, with discount on six months and longer. Classified, 25 cts. a line.

See advertisement on page 526.

CALIFORNIA CULTIVATOR—Every Friday. Agricultural. Established 1889. Cultivator Publishing Co., publishers. Subscription, \$1. Claimed average circulation for year 1914, 16,731; 24 to 32 pages, 4 columns; length of columns, 13 $\frac{1}{2}$ in.; width, 2 $\frac{1}{2}$ in. Office, 115-117 North Broadway.

Advertising rates, agate, 12 cts. a line, flat. Special position, 15% extra.

CALIFORNIA OUTLOOK—Every Saturday. Progressive. Established 1906. California Outlook Company, publishers. Subscription, \$2; claimed average circulation for six months ending April 30, 1915, 4,060*; 16 to 24 pages, 3 columns; length of columns, 10 in.; width, 2 $\frac{1}{2}$ in. Cannot use matrices. Forms close Tuesday night. Office, 508 Lissner Building.

Advertising rates, \$1 an inch; 20 in. within one year or $\frac{1}{2}$ page, 91 cts.; 50 in. or 1

CALIFORNIA

page 84 cts., 100 in., 77 cts.; 200 in., 70 cts.; 300 in., 63 cts.; 500 in., 56 cts.; 1000 in., 49 cts. an inch; inside cover 20% and outside back cover 40% extra.

CALIFORNIA SOCIAL DEMOCRAT—Every Saturday. Socialist. Established 1911. Socialist Party of California, publishers. Subscription, \$1; claimed average circulation for year 1914, 6,000; 4 pages, 7 columns; length of columns, 19¾ in.; width, 2½ in. Can use matrices.

Advertising rates, 60 cts. an inch; on contract, 50 cts.; 100 in. within one year, 50 cts.; 200 in., 45 cts.; 500 in., 40 cts.; 1,000 in., 30 cts. an inch. Readers, 10 cts. a line; 500 lines, 7 cts.; 1,000 lines, 5 cts. a line.

CALIFORNIA VOICE—Every Thursday. Prohibition. Established 1884. Wiley J. Phillips publisher. Subscription, \$1; claimed average circulation for year 1914, 5,000; 8 pages, 4 columns; length of columns, 13 in.; width, 2¼ in. Cannot use matrices. Office, Second and Spring Streets.

Advertising rates, 25 cts. an inch.

CITIZEN—Every Friday. Labor. Established 1901. Union Labor News Co., publishers. Subscription, \$1; claimed average circulation for year 1914, 8,000; 10 pages, 7 columns; length of columns, 20 in.; width, 2¼ in. Office, 203 New High Street.

Advertising rates, 60 cts. an inch; on contract, 50 cts. an inch; 200 in., 45 cts.; 18 in. or more each week, for one year, 30 cts. Reading notices, 10 cts. a line, with discount on 500 lines and over.

EFFICIENCY—Monthly (1st.) Attainment and Achievement. Established October 1915. Christian D. Larson, publisher. Subscription, \$1.50. Circulation—not given by publisher; 50 pages, 3 columns; length of columns, 9 in.; width, 2¼ in. Cannot use matrices. Forms close 5th of month preceding. Office, 606 South Hill St.

Advertising rates, 15 cts. a line; second or third cover pages (two colors) \$65; fourth cover (two colors) \$75.

EVERYMAN—Monthly (20th). Radical. Established 1904. Golden Press, publishers. Subscription, \$1.50. Claimed average circulation for year 1914, 6,000; 40 pages, 2 columns; length of columns, 9½ in.; width, 3 in. Cannot use matrices. Forms close 10th of month. Office, 621 American Bank Building.

Advertising rates, \$1.50 an inch; full page, \$25.

EXAMINER—Every morning including SUNDAY. Independent. Established 1903. W. R. Hearst, proprietor. Subscription, daily and Sunday, \$8. Sworn average circulation for twelve months prior to April, 1915, daily,

CALIFORNIA

74,726* net paid; Sunday, 143,569* net paid; daily, 24 to 36 pages; Sunday, 112 to 148 pages, 8 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, daily, 15 cts. a line; 500 lines within one year, 14 cts.; 1,000 lines, 13 cts.; 3,500 lines, 12 cts.; 7,000 lines, 11½ cts.; 10,000 lines, 11 cts.; 14,000 lines, 10½ cts.; 20,000 lines, 10 cts. a line. Sunday, when daily is also used, 50% additional. Sunday, only, stated time, 25 cts. a line, 2 times or 500 lines, 24 cts.; 4 times or 1,000 lines, 22 cts.; 13 times or 3,500 lines, 20 cts.; 26 times or 7,000 lines, 19 cts.; 39 times or 10,000 lines, 18 cts.; 52 times or 14,000 lines 16 cts. Automobile advertising, daily, 15 cts. a line; 500 lines on yearly contract 14 cts.; 30 times or 1,000 lines 13 cts.; 60 times or 3,500 lines 12 cts.; 91 times or 7,000 lines 11½ cts.; 182 times or 10,000 lines 11 cts.; 273 times or 14,000 lines 10½ cts.; 365 times or 20,000 lines 10 cts. a line. Sunday, 31½ cts.; 2 times or 500 lines 30 cts.; 4 times or 1,000 lines 27½ cts.; 13 times or 3,500 lines 25 cts.; 26 times or 7,000 lines 23¼ cts.; 39 times or 10,000 lines 22½ cts.; 52 times or 14,000 lines 20 cts. a line. Where the daily and Sunday are used in conjunction the Sunday rate is 50% additional. Preferred position, 15, 25 or 33½% extra. Double column advertisements must be not less than 42 lines deep. Strictly mail order advertising, 12 cts. a line; Sunday, 18 cts. a line, flat. Classified (8 words to the line), daily, 1c. a word; Sunday, 1½ c. a word (minimum charge, 25 cts.); business personals, daily, 3 cts. a word; Sunday, 4 cts. a word; baths, manicure, medical daily or Sunday, 7 cts. a word. Reading notices, agate, 35 cts. a line; agate top head (head counts 2 lines), 40 cts. a line; nonpareil (head counts 2 lines), 50 cts. a line; minion (head measured in minion), 75 cts. a line; first page, agate, \$2 a line; nonpareil, \$3 a line. All readers have a mark attached.

EXPRESS—Every evening except Sunday. Independent. Established 1871. Evening Express Co., publishers. Subscription, \$3; sworn average circulation for twelve months prior to April 1, 1915, 53,501* net paid; 16 to 24 pages, 8 columns; length of columns, 20 in.; width, 2½ in. Can use matrices. Office, 719-21 South Hill Street.

Advertising rates, agate, 15 cts. a line; 1,000 lines within one year, 14 cts.; 26 times or 1,400 lines 11 cts.; 52 times or 5,000 lines 10 cts.; 78 times or 10,000 lines 9½ cts.; 156 times or 14,000 lines 9 cts.; 312 times 8 cts. a line. Preferred positions 10 and 25% extra. Classified 1½ cts. per word. Reading notices 50 cts. a line; telegraphic \$2 a line. In combination with morning TRIBUNE (to appear following morning or Sunday morning and Monday evening—same copy in both editions)—display 27 cts. a line; time rates as per above schedule, 20, 18, 17, 16 or 14 cts. a line; space rates 22, 19, 18, 17 or 16 cts. a line. Reading notices 80 cts., telegraphic \$3.20 a line. Classified 15 cts. a line.

CALIFORNIA

GRIZZLY BEAR—Monthly. Historical for State of California. Established 1907. Grizzly Bear Publishing Co. (Inc.), publishers. Subscription, \$1; claimed average circulation for year 1914, 12,600; 32 pages, 3 columns; width of columns, 2½ in. Forms close 20th preceding month.

Advertising rates, one inch, \$2.50. Discount on 4 or more consecutive insertions. Classified, 15 cts. a nonpareil line.

HERALD—Every evening except Sunday. Independent. Established 1911. Evening Herald Publishing Co., publishers. Subscription, \$4.80. Sworn detailed average circulation for six months prior to April 1, 1915, 108,123* net paid; 24 pages, 8 columns; length of columns, 20 in.; width, 2½ in. Can use matrices. Office, Chamber of Commerce Building.

Advertising rates, agate, 20 cts. a line; on yearly contract 13 times or 500 lines, 19 cts.; 26 times or 1000 lines, 18 cts.; 52 times or 2,500 lines, 17 cts.; 78 times or 3,500 lines, 16 cts.; 156 times or 5,000 lines, 15 cts. a line. Position next to reading, 15%—or full position (three in. minimum), 25% extra. Reading notices, 50 cts. a line; telegraphics, \$1 a line. Classified, 10 cts. a line.

See advertisement on page 513.

MOTOR WEST—Semi-monthly (1st and 15th). Established 1906. Fred J. Wagner, publisher. Subscription, \$2; claimed average circulation for year 1914, 7,150; 52 pages, 2 columns; length of columns, 10 in.; width, 3½ in.

Advertising rates, full page, \$60; ½ page, \$35; ¼ page, \$20; ⅛ page, \$12.

OUT WEST MAGAZINE—Monthly (1st). Literary. Established 1894. Geo. V. Steep, publisher. Subscription, \$1.50; claimed average circulation for year 1914, 44,106; 68 to 96 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Forms 15th of preceding month. Office, 546 S. Los Angeles Street.

Advertising rates, agate, 35 cts. a line; full page, \$60; ½, ¼, ⅛ page pro rata; six consecutive insertions 5% discount; twelve insertions or three pages, used within one year, 10% discount.

PACIFIC COAST BUREAU—See advertisement on page 513.

PACIFIC POULTRY CRAFT—Monthly. Poultry and pigeons. Established 1895. Pacific Poultry Craft Co., publishers. Subscription, 50 cts.; claimed average circulation for year 1914, 10,387; 40 to 76 pages, 3 columns; length of columns, 10 in.; width, 2½ in.

Advertising rates, \$1 an inch.

PACKER. See Kansas City, Mo.

CALIFORNIA

RECORD—Every evening except Sunday. Independent. Established 1895. Record Publishing Co., publishers. Subscription, \$3. Sworn average circulation for six months prior to April 1, 1915, 40,027* net paid; 8 to 16 pages, 8 columns; length of columns, 20 in.; width, 2 in. Can use matrices. Office, 612 Wall Street.

Advertising rates, agate, 6½ cts.; in full position, 7½ cts., flat, a line. Classified, 1c. per word. Notices, following pure reading, 20 cts. a line.

TIDINGS—Every Friday. Catholic. Established 1895. Tidings Publishing Co. (Inc.), publishers. Subscription \$2. Claimed average circulation for year ending June, 1915, 15,300; 20 pages, 3 columns; length of columns 13½ in., width 3¾ in. Can not use matrices. Office 216 Higgins Bldg.

Advertising rates, \$1 an inch; on three months contract, 75 cts. an inch.

TIMES—Every morning including SUNDAY. Independent Republican. Established 1881. Harrison Gray Otis, publisher. Subscription, daily and Sunday, \$9; Sunday only, \$3.50; sworn average circulation, for first three months 1915, daily, 58,589* net; Sunday, 97,284* net; daily 20 to 34 pages, Sunday, 148 to 160 pages, 7 columns; length of columns, 21¼ in.; width, 2½ in. Can use matrices. Office, First Street and Broadway.

Advertising rates, agate, daily 14 cts. a line; Sunday, 18 cts. a line; 2,000 lines lines, within one year, daily 12 cts. a line; Sunday, 15 cts.; 5,000 lines, daily, 11 cts.; Sunday 14 cts.; 7,000 lines daily, 10 cts.; Sunday, 13 cts. a line; mail-order, schools, colleges and hotels, daily, 12 cts.; Sunday, 15 cts. a line. Sunday, magazine section (columns 15 ems pica wide), 1/5 higher than regular rate. Preferred position, 15 and 33½% extra. (Minimum for full position, 4 in.). Reading notices, daily or Sunday, 25 cts. a line, solid agate; leaded, 30 cts. Pure reading matter, 50 cts. a line. Classified, ordinary, daily, 1c. a word; Sunday, 1½ cts. a word.

TRIBUNE—Every morning including SUNDAY. Independent. Established 1911. Express Tribune Co., publishers. Subscription, \$5; sworn average circulation for twelve months prior to April 1, 1915, 58,785* net paid; 16 to 70 pages, 8 columns; length of columns, 20 in.; width, 2½ in.

Advertising rates, agate, daily, 15 cts. a line; 1,000 lines within one year 14 cts.; 26 times or 1,400 lines 11 cts.; 52 times or 3,000 lines 10 cts.; 78 times or 10,000 lines 9½ cts.; 156 times or 14,000 lines 9 cts.; 312 times 8 cts. a line. Sunday edition, 1c. per line additional. Preferred position 10% and 25% extra. Reading notices 50 cts. a count line; telegraphic \$2 a count line. Classified 1½ cts. per word. Combination rates with evening EXPRESS, which see.

WEST COAST MAGAZINE—Monthly. Literary. Established 1906. Grafton Publishing Co., publishers. Subscription, \$1.50;

CALIFORNIA

claimed average circulation for year 1914, 13,000; 64 pages, 3 columns; length of columns, 12 in.; width, 2½ in. Forms close 1st preceding month. Office, 223 East 4th Street.

Advertising rates, agate (minimum 1 inch), 30 cts. a line. ½ page, \$17.50; ¼ page, \$32; ⅓ page, \$40; ⅒ page, \$55; 1 page, \$90. Discount 5 or 10% on 6 or 12 month contracts.

WESTERN EMPIRE—Monthly. Rural Home. Horticulture. Established 1900. Western Empire Publishing Co., publishers. Subscription, 50 cts. Claimed average circulation for year 1914, 44,490. 20 pages, 4 columns; length of columns, 15 in.; width, 2½ in. Can use matrices. Forms close 21st of each month preceding issue. Office, 929 So. Figueroa St.

Advertising rates, 25 cts. a line, with discount for time and space.

MOUNTAIN VIEW—Population 1910 census, 1,161; 1914 estimated, 2,540. Southern Pacific R. R. Devoted to small orchards; big shipping point for peaches, prunes, apricots and other fruits. General fruit country.

SIGNS OF THE TIMES—Every Wednesday. Seventh-day Adventist. Established 1874. Pacific Press Publishing Association, publishers. Subscription, \$1.75. Claimed average circulation for year 1914, 26,254; 16 pages, 3 columns; length of columns, 12½ in.; width, 2¼ in.

Advertising rates, \$3.50 an inch each insertion.

SIGNS OF THE TIMES MAGAZINE—Monthly. Seventh-day Adventists. Established 1909. Subscription, \$1; claimed average circulation for year 1914, 36,732; 48 pages, 2 columns; length of columns, 8 in.; width, 2¼ in.

Advertising rates, \$3.50 an inch; one page, \$56; ¼ and ½ pages pro rata. Discount on 3 months and longer.

OAKLAND—Population 150,174. On San Francisco Bay opposite San Francisco and connected with it by four ferry systems. It is the Pacific Coast Terminal of Southern Pacific, Western Pacific, Santa Fe and Oakland, Quintero & Eastern railroads; likewise the "Lincoln Highway." Manufacturers include ship yards, iron works, steel works, planing and cotton mills; paint works; tanneries; grain elevators; canneries; furniture, shoe and shirt factories, 1,250 enterprises in all. Seat of Oakland College of Medicine and Surgery. Pacific Theological Seminary and Lutheran Seminary. Preeminently a city of homes and schools. Also maintains a \$2,000,000.00 hotel. Freight handled in harbor during 1914, 4,000,000 tons. Building expenditures during 1914, \$5,217,520.50. Post office receipt in 1914, \$509,226.97. Bank clearings during year 1914, \$176,074,062.82. Annual value of manufactured products, exceeding \$60,000,000.00.

CALIFORNIA

ENQUIRER—Every evening except Sunday. Independent Republican. Established 1878. Enquirer Publishing Co., publishers. Subscription, \$4.20. Sworn average circulation for six months prior to April 1, 1915, 23,928* net paid; 12 to 20 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices. Office, 416-20 Tenth Street.

Advertising rates, 5 cts. a line; preferred position, 6 cts. a line (minimum space for full position, 3 in.). Minion readers, 5 cts. a line; nonpareil readers, 25 cts. a line; italic, \$1 a line. Classified, 1c. a word.

OBSERVER—Every Saturday. Republican. Established 1908. Observer Publishing Company (Inc.), publishers. Subscription, \$2; claimed average circulation for six months ending January 1, 1915, 16,738. 16 pages, 2 columns; length of columns, 10 in.; width, 3½. Cannot use matrices. Office, 470 Thirteenth St.

Advertising rates, \$2 an inch, with discounts of 5, 10 or 20% on 3, 6 or 12 months contract.

TRIBUNE—Every evening except Sunday. **SUNDAY MORNING**. Independent Republican. Established 1872. Tribune Publishing Co., publishers. Subscription, daily and Sunday, \$6. Sworn detailed average circulation for six months prior to April 1, 1915, daily and Sunday, 41,433* net paid; daily, 20 to 24 pages; Sunday, 43 to 52 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices. Office, 8th and Franklin Streets.

Advertising rates, daily, 13 cts.; Sunday, 16 cts. a line; on yearly contract, 26 times, 11 or 14 cts.; 52 times, 9 or 13 cts.; 104 times, 8 or 11 cts.; 156 times, 7 or 9 cts. a line, for daily or Sunday; 1,000 lines, 9 or 13 cts.; 2,000 lines, 8 or 11 cts.; 3,000 lines or more, 7 or 9 cts. a line for daily or Sunday. Double column advertisements must be not less than 2 in. in depth. Mail order advertising, 8 cts. a line, flat, daily; 10 cts. Sunday. Preferred position, 1 or 2 cts. extra. Classified, 7 cts. a line. Reading notices, minion, 75 cts. a line; 100 lines, 50 cts.; 500 lines, 40 cts.; 1,000 lines, 30 cts. a line; nonpareil, 5 cts. a line less.

See advertisement on page 468.

WORLD—Every Saturday. Socialistic. Established 1907. Branch Oakland Socialist Party, publishers. Subscription, \$1; circulation—not given by publisher: 4 pages, 7 columns; length of columns, 19¼ in.; width, 2¼ in. Office, 581 13th Street.

Advertising rates, 30 cts. an inch.

PASADENA—Population, 1910 census 30,291; 1914, U. S. Census Bureau estimate, 40,488. 4 railroads. In the center of rich fruit growing district, more especially in oranges and lemons; vegetable and fruit packing, canning and shipping point. Noted winter resort and is one of the finest residence cities in America. Has one automobile for every

CALIFORNIA

eight persons in the City. Seat of Throop College of Technology. Assessed valuation for year 1914, \$57,511,665. Post office receipts for 1914, \$149,929.85. Building permits for 1914, \$2,989,500. Bank deposits during the year 1914, \$16,000,000.

STAR—Every evening except Sunday. Republican. Established 1886. Chas. H. Prisk, publisher. Subscription, \$4.50. Sworn average circulation for twelve months prior to April 1, 1915, 9,025* net paid; 14 to 36 pages; 8 columns; length of columns, 21 in.; width, 2½ in. Can use matrices.

Advertising rates, 75 cts. an inch; 150 in., 50 cts.; 250 in., 45 cts.; 500 in., 40 cts. an inch. Special positions, 10 and 20% additional. Reading notices, 15 cts. per line. Classified, 6 cts. a line.

PETALUMA—Population, 5,880. On Petaluma Creek and Northwest Pacific Railroad, having steamer line to San Francisco. Is a distributing point for the surrounding territory, which is very productive of coal, basalt, cereals, fruit, poultry and eggs; annual production of eggs, 10,464,744 dozen, valued at \$3,191,741; poultry 88,824 dozen valued at \$450,000 and other poultry products valued at \$450,000. Other industries are incubator, silk, over-all and shoe factories; flour feed and planing mills; carriage works and machine shops. Five banks having a combined capital and surplus of \$1,257,000 and combined deposits amounting to \$4,850,000.

POULTRY JOURNAL—Every Wednesday. Poultry. Established 1895. Frank H. Snow, publishers. Subscription \$1. Sworn average circulation for nine months ending September, 1914, 8,585*; 20 pages, 4 columns; length of columns, 12¾ in.; width, 2½ in. Can use matrices.

Advertising rates \$1.25 an inch; 52 inches within one year \$1; 104 in., 85 cts.; 260 in., 65 cts.; 520 in., 50 cts.; 1040 in., 40 cts.; 2496 in. or more, 35 cts. an inch.

SACRAMENTO—Population, 1910 census 60,000; 1914 estimated 76,662. State Capitol. On Sacramento River and 3 transcontinental railroads. Five interurban traction lines, four competing river lines. Distributing center for agricultural valley and mining district, and shipping point of green and dried fruits, hops, nuts, vegetables and citrus fruits. Manufactures include brooms, bricks, tile, pottery, lumber, harness, saddlery, carriages, automobiles and flour; also has fruit canneries; rivet and pipe works, car and machine shops of the Southern Pacific R. R., employing 2,500 to 3,500 hands and Western Pacific R. R. Co. shops. Crocker Art Gallery located here. Building permits during 1914, \$2,329,978. Bank clearings during year 1914, \$103,286,903.09.

BEE—Every evening except Sunday. Independent. Also **SATURDAY BEE**. Every

CALIFORNIA

Saturday. Agricultural. Established 1857. James McClatchy & Co., publisher. Subscription, daily, \$6; Saturday, \$1.50. Sworn detailed average circulation for nine months ending April 30, 1915, daily, 29,213*; Saturday, 30,407*; daily, 14 to 24 pages; Saturday, 30 to 42 pages; daily or Saturday 8 columns; length of columns, 21½ in.; width, 2½ in. Can use matrices.

Advertising rates, agate, daily or Saturday, 5 cts. a line; next reading, 5½ cts. a line; full position, 6 cts. a line (minimum for full position, 3 in.). Classified, 1c. a word. Reading notices, 25 cts. a line.

LIVE STOCK AND DAIRY JOURNAL—Monthly (1st). Live Stock, Dairy and Poultry. Established 1901. Agricultural Publishing Co. (Inc.), publishers. Subscription, 75 cts.; sworn detailed average circulation for first six months, 1915, 17,234* net paid; 24 pages, 4 columns; length of columns, 12 in.; width, 2½ in. Forms close 25th of preceding month.

Advertising rates, 12 cts flat, a line.

STAR—Every evening except Sunday. Independent. Established 1904. Sacramento Star Co., publishers. Subscription, \$4.20. Sworn average circulation for twelve months prior to April 1, 1915, 7,101* net paid; 8 to 16 pages, 8 columns; length of columns, 21½ in.; width, 2 in. Can use matrices.

Advertising rates, agate, 1½ cts. a line; in full position, 2 cts. flat a line. Following pure reading notices, 12 cts. a line. Classified, ¾ cts. per word.

UNION—Every morning including **SUNDAY**. Independent. Established 1851. The L. E. Bontz Publishing Co., publishers. Subscription, \$6. Sworn average circulation for twelve months prior to April 1, 1915, daily and Sunday 12,709* net paid; 16 to 40 pages, 7 columns; length of columns, 20 in. Can use matrices.

Advertising rates, daily or Sunday, agate, less than 1,000 lines within one year, 5 cts. a line; 1,000 lines, 4 cts.; 5,000 lines, 3 cts. a line. Position, 10 and 16½% extra. Classified, 1c. a word. Reading notices, per count line, 25 cts.; subsequent insertions, 20 cts.; 30 or more insertions, consecutively, 10 cts. a line per time; not consecutively, one month or longer, 15 cts. a line; pure reading, double price; telegraphic readers, 75 cts. a line.

SAN DIEGO—Population 39,578. On San Diego Bay. Fine harbor, ocean steamer lines; takes care of vast European and Oriental shipping interests, exports, lumber, olives, olive oil, dried fruits, cotton, oranges, lemons, raisins, hides, wool and honey. Building permits for year 1913, amounted to \$10,000,000.00. Bank clearings during year 1913, \$134,155,368.00. Annual value of manufactured products, including dried and canned fruits, \$50,000,000.00.

SUN—Every evening except Sunday. Independent. Established 1881. San Diego Sun

CALIFORNIA

Co., publishers. Subscription, \$3. Sworn average circulation for six months prior to April, 1915, 15,330* net paid; 12 to 24 pages, 8 columns; length of columns, 20 and 24 in.; width, 2 in. Can use matrices.

Advertising rates, agate, 3 cts. a line; in position, 3½ cts., flat, a line. Classified, ⅔ cts. per word. Notices, following pure reading, 15 cts. a line.

TRIBUNE—Evening edition of Union, which see.

See advertisement on page 513.

UNION—Every morning including SUNDAY and TRIBUNE every evening except Sunday. Republican. Established 1868. San Diego Union Co., publishers. Subscription, Union, daily and Sunday, \$9; Sunday only, \$2; Tribune, \$4; sworn average circulation for six months prior to April 1, 1915, morning and evening combined (Sunday excluded), 24,681* net paid. Sunday, 19,459* net paid. Union 12 to 40 pages; Tribune 12 to 20 pages. Union and Tribune 8 columns; length of columns, 21 in.; width, 2⅞ in. Can use matrices.

Advertising rates, agate, combined morning and evening (Sunday not included), 8 cts. a line; 52 insertions or 1,000 lines within twelve months, 7 cts.; 104 insertions or 5000 lines, 6 cts.; 156 insertions or 10,000 lines, 5 cts. a line. Classified (minimum 50 cts.), 9 cts. a line. Sunday, display, 8 cts. a line; 1,000 lines within twelve months, 6 cts.; 5,000 lines, 5 cts.; 10,000 lines, 4 cts. a line. Classified (minimum 25 cts.), 5 cts. a count line. Special position in either edition, 15 or 25% extra. No extra charge for broken columns, however, 2, 3, 4, 5, 6, 7 or 8 column ads must be 2, 4, 6, 7, 8, 10 or 10 inches deep.

See advertisement on page 513.

SAN FRANCISCO—Population 1910 census 416,912; 1914, U. S. census Bureau, estimated 528,705. On San Francisco Bay. So. Pac., Santa Fe and Western Pacific Railroads. Commercial metropolis of the Pacific Coast. Ocean steamers to Alaska, Panama, South America, Philippine Islands, Australia, Asia, Mexico, Hawaii and Europe; very large domestic and foreign commerce with important fishery and oil interests; the largest manufactures include sugar, boots and shoes, flour, cigars, canned fruit and clothing; also wire cable works, sash door and blind works, foundry and machine shops and large iron shipbuilding works; U. S. Mint and U. S. Regional Bank located here, together with many institutions and attractive buildings. Annual value of manufactured products, \$133,041,000.00. Bank clearings for year 1914, \$2,516,004,816.

ARCHITECT AND ENGINEER OF CALIFORNIA—Monthly. Architectural. Established 1905. Architect and Engineer Co., publishers. Subscription, \$1.50; claimed average circulation for year 1914, 10,500; 180 pages, 2 columns; length of columns, 8 in.; width,

CALIFORNIA

2½ in. Can use matrices. Office, 167 Monadnock Building.

Advertising rates, ⅓ page, \$18; ¼ page, \$22.50; ½ page, \$36; one page, \$60. Discount, 20% on six months; 33% on one year.

ARGONAUT—Every Saturday. Independent Republican. Established 1877. Argonaut Publishing Co., publishers. Subscription, \$4; claimed average circulation for year 1914, 7,650 net; 16 pages, 4 columns; length of columns, 14 in.; width, 2½ in. Office, 207 Powell Street.

Advertising rates, agate, .10714 cts. per line; alongside reading, or top of column, .125 cts. Reading notices, 25 cts. a line. Discount on 26 or more insertions or half page or over one insertion.

ARMY AND NAVY NEWS—Monthly (1st.) Military and Naval. Established 1913. Army and Navy News Publishing Co. (Inc.), publishers. Subscription \$1. Claimed average circulation for year 1914, 5,300; 30 to 40 pages, 3 columns; length of columns 11½ in.; width, 2⅝ in. Can not use matrices. Forms close 20th of month preceding. Office, Chronicle Bldg.

Advertising rates, \$3 an inch.

BREEDER AND SPORTSMAN—Every Saturday. Sporting. Established 1882. F. W. Kelley, publisher. Subscription, \$3; claimed average circulation for year 1914, 5,170 net; 20 pages, 4 columns; length of columns, 13½ in.; width, 2¼ in. Office, Pacific Building.

Advertising rates, 1 inch, one time, \$2; one month, \$5; three months, \$13; six months, \$24.50; one year, \$41.50. Reading notices, nonpareil, 25 cts. a line; pure reading, 50 cts. per count line.

BRITISH AMERICAN—See Philadelphia, Pa.

BRITISH CALIFORNIAN—Monthly. British interests. Literary. Established 1897. C. B. Sedgwick, publisher. Subscription \$1; claimed average circulation for year 1914, 8,000; 24 pages, 3 columns; length of columns, 11½ in.; width, 2¼ in. Office, 736 Pacific Building.

Advertising rates, \$3 an inch.

BULLETIN—Every evening except Sunday. Republican. Established 1855. R. A. Crothers, proprietor. Subscription, \$3.60. Sworn average circulation, for twelve months prior to April 1, 1915, 118,305* or 111,193* net paid; 20 to 28 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices. Office, 767 Market Street.

Advertising rates, agate, 20 cts. a line; 26 times, 19 cts.; 52 times, 18 cts.; 156 times, 17 cts.; 312 times, 16 cts. Open space within one year, 2,500 lines, 19 cts. a line; 5,000 lines, 18 cts.; 7,500 lines, 17 cts.; 10,000 lines, 16 cts. a line; first page, 50 cts. a line. Preferred position, 25% extra. Double column advertisements must be 42 lines deep; triple column, 70

CALIFORNIA

lines or four columns, 100 lines deep. New publications, 15 cts. a line. Strictly mail order advertising, 16 cts. a line; full position, 20 cts. per line. Automobile (minimum 14 lines), 52 consecutive Saturdays, 16 cts a line; week days, other than Saturday, 18 cts. Reading notices (bold face headline counts double), nonpareil, 75 cts.; agate, 50 cts. a line.

See advertisement on page 482.

CALIFORNIA CHRISTIAN ADVOCATE—Every Thursday. Methodist. Established 1851. The Methodist Book Concern, publishers. Subscription, \$1. Claimed average circulation for year 1914, 9,500; 24 pages, 3 columns; length of columns, 11¼ in.; width, 2½ in. Forms close two weeks in advance.

Advertising rates, agate, 5 cts. a line. Reading notices, 8 cts. a line. Special position, 20% extra. See Chicago N. W. Christian Advocate for combination rate of seven Methodist weeklies.

CALIFORNIA COUNTRY JOURNAL—Every Saturday. Agricultural. Established 1884. Town and Country Journal Co., publishers. Subscription, \$1; circulation—not given by publisher; 32 pages, 4 columns; length of columns, 13 in.; width, 2½ in. Office, 1005 Market Street.

Advertising rates, agate, 25 cts. a line; discount on 500 lines, or more. Preferred position, 15% extra.

CALIFORNIA FRUIT NEWS—Every Saturday. Fruit Trade and Horticulture. Established 1888. H. C. Rowley, publisher. Subscription, \$3. Circulation—not given by publisher; 16 to 20 pages, 4 columns; length of columns, 12¾ in.; width, 2½ in. Office, 460 Montgomery Street.

Advertising rates, 75 cts. an inch, flat.

CALIFORNIA HOME AND FARMER—Semi-Monthly (1st and 15th.) Agricultural and Horticultural. A Magazine Section of and circulated with more than 70 California Country Newspapers. Established 1912. California Home and Farmer (Inc.), publishers. Sworn detailed average circulation for first three months 1915, 84,964* net; 12 pages, 4 columns; length of columns, 15½ in.; width, 2¼ in. Can use matrices. Forms close 12 days in advance. Office 706 Chronicle Bldg.

Advertising rates, 21½ cts. a line, flat. Classified, 4 cts. per word.

CALL-POST—Every evening except Sunday. Republican. Established 1856. The Call Publishing Co., publishers. Sworn average circulation for twelve months prior to April 1, 1915, 103,314* net paid; 14 to 48 pages, 7 columns; length of columns, 21¼ in.; width, 2¼ in. Can use matrices. Office, Market and Third Streets.

Advertising rates, agate, 20 cts. a line; 13 times or 1,000 lines, 19 cts.; 26 times or 2,000 lines, 18 cts.; 52 times or 3,000 lines, 17 cts.; 156 times or 4,000 lines, 16 cts.;

CALIFORNIA

312 times or 5,000 lines, 15 cts. a line. Full position, 25% extra. Double column advertisements must be at least 42 lines deep; triple columns, 70 lines; quadruple columns, 100 lines. Reading notices, 75 cts. per nonpareil line; telegraphic news, \$1. per nonpareil line. Classified, 15 cts. a line; 26, 52, 156 or 312 times, within one year, 14, 13, 12 or 11 cts. a line.

See advertisement on page 513.

CAMERA CRAFT—Monthly. Photographic. Established 1900. Subscription, \$1. Claimed average circulation for year 1914, 12,500; 96 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Can use matrices. Forms close 15th preceding month. Office, Chas. Spreckels Building.

Advertising rates, full page, \$60; ½, ¼ and ⅓ pages, pro rata. Discount 10 and 20% on 6 and 12 months, respectively.

CHRONICLE—Every morning including Sunday. Independent. Also WEEKLY, Independent—Rural. Established 1865. M. H. De Young, proprietor. Subscription, daily, with Sunday, \$9; weekly, \$1.50; sworn average circulation for year 1914, daily, 89,244* net paid; Sunday, 104,600* net paid; weekly, circulation not given by publisher; daily 18 pages; Sunday, 68 pages; weekly 8 pages; daily and Sunday 7 columns; length of columns, 21¼ in.; width, 2½ in.; weekly, 8 columns, 21¼ in., width 2 in. Can use matrices. Office, Kearney, Geary and Market Streets.

Advertising rates, daily, agate, 22½ cts. a line; next reading, 25 cts.; full position, 27½ cts. a line. Sunday edition, 25 cts. a line; next reading, 27½ cts.; full position, 30 cts. a line. Financial page, 25 cts. a line. Discounts as follows 1,500 lines within one year. 2½ %; 2,500 lines, 5 %; 5,000 lines, 7½ %; 10,000 lines 10%. Automobile, publishers or mail order, 20 cts. a line, flat. Minimum space for double column advertisements, 42 lines in depth; triple column, 75 lines, four columns, 100 lines; five or more columns, 140 lines. (Minimum space for position, 42 lines). Classified, daily or Sunday, 15 cts. a line first insertion; 10 cts each subsequent consecutive insertion; personals and matrimonial 25 cts.; financial, medical and business opportunities, 15 cts. a line. Reading notices, daily or Sunday, news pages, in agate, with or without heading (heading counts 2 lines), 50 cts. a line; nonpareil notices, \$1; minion notices, \$1.25 per line. WEEKLY, display, 15 cts. a line; 1,000 lines, within one year, 12½ cts.; 2,000 lines, 10 cts. a line. Readers, same as daily. Classified, same as daily.

CHUNG SAI YAT PO—Every morning including Sunday. Chinese-Independent. Established 1900. Ng Poon Chew, publisher. Subscription \$7. Sworn average circulation for six months prior to April, 1915, 5,200*; 12 pages, 4 columns; length of columns, 14 in., width, 4½ in. Can use matrices. Office 809-11 Sacramento St.

CALIFORNIA

Advertising rates, \$1 an inch; one week, \$2.50; one month, \$5; three months, \$15; six months, \$24; one year, \$40. Special position, following news columns, 25% extra.

COAST BANKER—Monthly. Financial. Established 1908. Coast Banker Publishing Co. (Inc.), publishers. Subscription, \$5; circulation—not given by publisher; 80 to 200 pages, 3 columns; length of columns, 11½ in.; width, 2½ in. Can use matrices. Office, 454 Montgomery Street.

Advertising rates, \$3 an inch. Reading notices, 25 cts. per agate line.

COAST SEAMEN'S JOURNAL—Every Wednesday. Maritime. Established 1887. Sailors' Union of the Pacific, publishers. Subscription, \$2; claimed average circulation for year 1914, 8,000; 16 pages, 4 columns; length of columns, 13— in.; width, 2½ in. Office, 59 Clay Street.

Advertising rates, one inch, one time, \$1; one month, \$3; three months, \$9; six months, \$16.50; one year, \$30. Reading notices, 15 cts. a line, brevier.

DEMOKRAT—Every morning except Sunday, and **SONNTAGSBLEATT DES CALIFORNIA DEMOKRAT**, Sundays. German. Independent. Established 1853. Sworn average circulation for six months prior to April 1, 1915, daily and Sunday, 6,520* net paid; daily, 8 to 10 pages (Sunday, 14 pages), 7 columns; length of columns, 20½ in.; width, 2½ in.

Advertising rates, daily or Sunday, agate, 5 cts. a line; 1,000 lines within one year, 3 cts.; 2,000 lines, 2½ cts.; 3,000 lines, 2 cts.; 6,000 lines, 1½ cts.; 10,000 lines, 1½ cts. a line; full position, 25% extra. Classified, 10 cts. a line. Reading notices, 15 cts. a line.

EXAMINER—Every morning, including Sunday. Established 1865. Examiner Printing Co., publishers. Subscription, daily and Sunday, \$8; sworn average circulation for six months prior to April, 1915, daily, 123,501* net paid; Sunday, 237,379* net paid; daily, 16 to 28 pages, Sunday, 81 to 100 pages, 8 columns; length of columns, 20 in.; width, 2½ in. Can use matrices. Office, Hearst Bldg., Third and Market Streets.

Advertising rates, daily, agate, 25 cts.; Sunday, 40 cts. a line; preferred positions, daily, 30 and 35 cts.; Sunday 45 and 50 cts. a line with discounts of 5, 10, or 15% on 10,000, 20,000 or 30,000 lines to be used within one year. Automobile and book advertising, daily, 20 cts. a line; Sunday, 30 cts., with discounts of 5 or 10% on 5,000 or 10,000 lines space within one year. Double column advertisements must be 42 lines in depth, 75 lines in triple column, 100 lines in four column. Classified, with the exception of a few special classifications, 15 cts a line daily, 20 cts. Sunday. Reading notices, agate,

CALIFORNIA

60 cts. per line daily, 90 cts. Sunday; first page, with or without heading, \$3 a line daily, \$4 Sunday.

ITALIA—Every morning, including Sunday. Italian-Independent. Established 1886. L'Italia Press Co., publishers. Subscription, \$6; sworn average circulation for six months prior to April 1, 1915, 13,580* net paid; 8 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices. Office, 118 Columbus Ave.

Advertising rates, daily, 1 time, \$1 an inch; 2 times, \$1.70; 3 times, \$2.20 an inch; thereafter 70 cts. an inch each time: on contract, 75 cts.; more than 100 inches, 60 cts.; 300 inches, 55 cts.; 500 inches, 50 cts. an inch. Sunday, 75 cts. an inch; standing ads, \$2.50 an inch per month. Readers, daily or Sunday, 15 cts. a line, with discount on time contract. Classified, 9 cts. a line. Translations made without extra cost.

JAPANESE AMERICAN—Every morning, including Sunday. Japanese. Non-political. Established 1894. K. Abiko, editor and publisher. Subscription, \$8; claimed average circulation for year 1914, 12,500; 8 pages, 9 columns; length of columns, 16 in.; width, 2½ in. Office, 340 Mason Street.

Advertising rates, \$1 an inch; one week, \$4.50; one month, \$6; three months, \$15. Further rates on application.

JADRAN—Every Thursday. Croatian-Independent. Established 1908. The Adriatic Publishing Co. (Inc.), publishers. Subscription, \$1.50; claimed average circulation for year 1914, 9,600; 8 pages, 7 columns; length of columns, 19½ in.; width, 2½ in. Can use matrices. Office, 110 Columbus Avenue.

Advertising rates, 55 cts. an inch; 100 in. within three months, 45 cts.; 200 in. within 12 months, 40 cts.; 500 or more in., 35 cts. an inch. Reading news ad. (8 pt. type), 15 cts. a line; two insertions, 12 cts.; three or more insertions, 9 cts. a line.

JEWISH TIMES—Every Friday. Jewish. Established 1855. Dawson Mayer and Rev. M. S. Levy, publishers. Subscription, \$3; circulation—not given by publisher; 20 pages, 4 columns; length of columns, 12 in.; width, 2½ in. Office, Pacific Building.

Advertising rates, one month (four times), or less, \$1.50 an inch. Reading matter, 50 cts. a line, each issue.

LABOR CLARION—Every Friday. Labor. Established 1902. San Francisco Labor Council, publishers. Subscription, \$1; claimed average circulation for year 1914, 11,000; 16 pages, 3 columns; length of columns, 12 in.; width, 2½ in. Can use matrices. Office, Labor Temple, Sixteenth and Capp Sts.

Advertising rates, \$1 an inch. Further rates on application.

THERE is no royal road to success in advertising. Advertising is a business, business is work, and to this day we earn our bread in the sweat of our brow, even as they did in the beginning.

CALIFORNIA

LEADER—Every Saturday. Catholic. Irish. Independent. Established 1901. Aldus Press Co., publishers. Subscription, \$2. Claimed average circulation, for year 1914, 20,000; 8 pages, 7 columns; length of columns, 20½ in.; width, 2½ in. Office, 675 Stevenson Street.

Advertising rates, \$1 an inch; three months, 80 cts.; one year, 65 cts. an inch.

MINING AND SCIENTIFIC PRESS—Every Saturday. Mining and engineering. Established 1860. Dewey Publishing Co., publishers. Subscription, \$3; claimed average circulation for year 1914, 7,000; 64 pages, 2 columns; length of columns, 10 in.; width, 3½ in. Office, 420 Market Street.

Advertising rates, upon application.

MONITOR—Every Saturday. Catholic. Established 1858. Monitor Publishing Co. (Inc.), publishers. Subscription, \$2.50. Claimed average circulation for year 1914, 22,500; 8 pages, 7 columns; length of columns, 21 in.; width 2½ in. Office, 1122 Mission Street.

Advertising rates, \$1 an inch; 200 or more inches 75 cts. an in.

NEWS—Every evening except Sunday. Independent. Established 1903. The Daily News Publishing Co., publishers. Subscription, \$3. Sworn average circulation for six months prior to April, 1915, 42,653* net paid; 6 to 12 gpaes, 8 columns; length of columns, 20 in.; width, 2 in. Can use matrices. Office, 340 Ninth Street.

Advertising rates, 9 cts. a line; in full position, 11 cts., flat, a line. Notices following pure reading, 25 cts. a line. Classified, 1c. per word.

NEWS LETTER AND CALIFORNIA ADVERTISER—Every Saturday. Independent. Satirical. Established 1856. F. Marriott, publisher. Subscription, \$4. Claimed average circulation for year 1914, 26,493; 40 pages, 2 columns; length of columns, 11 in.; width, 3½ in. Office, 21 Sutter Street.

Advertising rates, agate, 30 cts. a line; position 25% extra; discount, 5% on 6 months; 10% on 12 months. Reading notices, nonpareil 50 cts. a line; long primer, \$1 a line.

See advertisement on page 516.

NEWTOT MAGAZINE—Monthly. New Thought. Established 1885. Newtrot Book Co., publishers. Subscription, \$1; average circulation for 1914, 36,000; 32 pages, 2 columns; length of columns, 8 in.; width, 3 in. Office, Newtrot Science Temple, Gate Ave.

Advertising rates, \$5 an inch; ¼ page, \$35; ½ page, \$60; 1 page, \$100.

ORCHARD AND FARM—Monthly (1st). Agricultural. Established 1888. Examiner Printing Company, publishers. Subscription, 50 cts. Circulation—not given by publisher. 32 to 48 pages, 4, columns; length of

CALIFORNIA

columns, 12 in.; width, 2½ in. Forms close 5 days in advance. Office, Hearst Building.

Advertising rates, agate, \$3.50, flat, an in. Special live stock rates, \$2, flat an inch. Classified, 3 cts. a word.

ORGANIZED LABOR—Every Saturday. Labor. Established 1900. The Organized Labor Publishing Co. (Inc.), publishers. Subscription, \$1.50. Guaranteed average circulation for year 1915-16, 54,000; 8 pages, 6 columns; length of columns, 19½ in.; width, 2½ in. Office, 1122 Mission Street.

Advertising rates, \$1 an inch each insertion.

OUR NAVY—Monthly. Naval. Established 1899. Our Navy Publishing Co., publishers. Subscription, \$1.50; claimed average circulation for year 1914, 12,208 net; 64 to 132 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Office, 112 Market Street, and Woolworth Bldg., N. Y. City, N. Y.

Advertising rates, 23 cts. a line, with discounts on time contracts.

OVERLAND MONTHLY—Monthly. Literary. Established 1868. Overland Monthly Co., publishers. Subscription, \$1.20. Claimed average circulation for year 1914, 76,134; 144 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Can use matrices. Forms close 15th preceeding month. Office, 21 Sutter Street.

Advertising rates, agate 35 cts. a line; full page, \$70; ¼, ¼ and ½ pages, pro rata; special position, extra. Discounts, 10% on 3 pages used within one year, or 12 consecutive insertions.

See advertisement on page 516.

PACIFIC COAST ARCHITECT—Monthly (1st). Architectural. Established 1911. J. A. Drummond Publishing Co. (Inc.), publisher. Subscription \$5; circulation—not given by publisher; 50 pages, 2 columns; length of column, 10 in.; width, 3½ in. Can use matrices. Forms close 20th. Office, 725 Chronicle Building.

Advertising rates, full page \$55; ½ page \$34; ¼ page \$19.50; ⅛ page \$14.50, with discounts on 3, 6, or 12 months contract. Inside covers 10% or back outside cover 20% extra.

PACIFIC COAST BUREAU—See advertisement on page 513.

PACIFIC COAST HOTEL GAZETTE—Every Saturday. Hotel and R. R. Established 1876. Wm. P. Harrison and Martial Davoust, publishers. Subscription, \$3; Claimed average circulation for year 1914, 7,500; 20 pages, 4 columns; length of columns, 13 in.; width, 2½ in. Office, 742 Market Street.

Advertising rates, \$1 an inch.

PACIFIC DAIRY REVIEW—Every Thursday. Trade. Saylor Publishing Co., pub-

CALIFORNIA

lishers. Subscription, \$1. Claimed average circulation for year 1914, 8, 674; 28 pages, 3 columns; length of columns, 10 in.; width, 2 1/4 in. Office, 78 Clay Street.

Advertising rates, \$1 an inch.

PACIFIC MOTOR—Monthly. Automobiles, Good Roads. Established 1905. Pacific Motor Publishing Co., publishers. Subscription, \$1; Claimed average circulation for year 1914, 24,125; 32 to 40 pages, 2 columns; length of columns, 9 3/4 in.; width 3 1/4 in.

Advertising rates, 1/4 page, \$15; 1/2, \$20; 3/4, \$30 and 1 page, \$60. Discount, 5, 10, and 15% on 3, 6 and 12 months respectively.

PACIFIC RURAL PRESS—Every Saturday. Agricultural and Horticultural. Established 1870. Pacific Rural Press Company, publishers. Subscription, \$1. Claimed average circulation for year 1914, 19,676; 24 to 32 pages, 4 columns; length of columns, 13 in.; width, 2 1/4 in. Cannot use matrices. Office, 420 Market Street.

Advertising rates, \$2.24 an inch; 35 in., \$2.17; 100 in., \$2.10; 200 in., \$1.96; 500 in., \$1.82; 1,000 in., \$1.75 an inch. Special position 20% extra. Classified 3 cts. per word.

PACIFIC TELEPHONE MAGAZINE—Monthly (1st.) Telephone Employees. Established 1907. The Pacific Telephone & Telegraph Company, publishers. Distribution free to employees. Claimed average circulation for six months ending Jan. 1, 1915, 6,500. 24 pages, 2 columns; length of columns 8 in., width, 2 1/2 in. Cannot use matrices. Forms close first of each month.

Advertising rates, cover pages only, page \$25; 1/2 page \$15.

REFEREE—Every Friday. Sporting. Established 1906. Referee Publication and Amusement Company (Inc.), publishers. Subscription \$5. Claimed average circulation for year ending April 30, 1915, 5,600. 16 pages, 3 columns; length of columns 11 1/2 in., width 2 1/2 in. Can not use matrices. Office, 935 Market St.

Advertising rates, \$1.50 an inch; full page \$60; 1/2 page \$35; 1/4 page \$20; outside front cover (two colors) \$100; outside back cover (two colors) \$75. Reading notices, 20 cts. a line.

SIERRA EDUCATIONAL NEWS—Monthly (1st except July and August.) Educational. Established 1905. California Teachers Association, publishers. Subscription \$1.50. Sworn average circulation for year ending June, 1915, 10,296. 72 pages, 2 columns; length of columns, 7 1/2 in., width 2 in. Can use matrices. Forms close 22nd of month preceding. Office, Monadnock Bldg.

Advertising rates, \$3.50 an inch; one inch double column, \$6.50; 1/4 page, \$12; 1/2 page, \$20; full page, \$35.

CALIFORNIA

STAR—Every Saturday. Independent. Established 1884. James H. Barry Company (Inc.), publishers. Subscription \$1. Claimed average circulation for year 1914, 8,620; 16 pages, 4 and 3 columns; length of columns 11 3/4 in., width 2 1/2 and 2 3/4 in. Cannot use matrices. Office, 1122 Mission Street.

Advertising rates, wide column, \$1.25 an inch; narrow columns, \$1 an inch.

SUNSET, THE PACIFIC MONTHLY—Literary. Established 1898. Wm. Woodhead, General Manager. Subscription, \$2.40. Guaranteed average circulation, for 1915-16, 125,000 net; 272 pages, 2 columns; length of columns, 8 in.; width, 2 5/8 in. Forms close 6th preceding month. Office, 460 Fourth Street.

Advertising rates, agate, \$1 a line; full page, \$200; 1/4 and 1/2 pages, pro rata. Classified, \$1 a line (minimum 4 lines).

TOWN TALK—Every Saturday. Society. Literary. Established 1878. Pacific Publication Co., publishers. Subscription, \$5; claimed average circulation for year 1914, 18,600; 20 pages, 3 columns; length of columns, 11 in.; width, 2 3/4 in.

Advertising rates, agate, \$2.25 an inch; full page, \$50; 1/2 page, \$27.50; 1/4 page, \$15; 1/8 page, \$8.50; front page, \$100; back page \$75 with discounts of 10, 15 or 20% on 3, 6 or 12 months contracts.

See advertisement on page 514.

VOCE DEL POPOLO—Every morning except Sunday. Italian-Independent. Established 1859. La Voce del Popolo Publishing Co., publishers. Subscription, \$6; sworn average circulation for six months prior to April, 1915, 7,000* net paid; 12 pages, 7 columns; length of columns, 20 1/2 in.; width, 2 1/5 in. Can use matrices. Office, 710 Montgomery Street.

Advertising rates, \$1.50 an inch; 100 in. on yearly contract, 40 cts.; 500 in., 35 cts.; 1,000 in., or one or more in. daily for one month, 30 cts.; one inch or more daily for year, 25 cts. an inch. Reading notices, 15 cts. for first and 10 cts. a line for subsequent insertions. Classified, 9 cts. a line.

WASP—Every Saturday. Independent. Republican. Established 1876. Wasp Publishing Co. (Inc.), publishers. Subscription, \$5. Claimed average circulation for year 1914, 12,600*: 28 pages, 4 columns; length of columns, 10 in.; width, 2 1/4 in. Office, 121 Second Street.

Advertising rates, \$2 an inch; 13 times, \$1.75; 26 times, \$1.50; 52 times, \$1.25 an inch. Position, 10% extra. Reading notices, 8 point, 25 cts. and 6 point, 20 cts. per line.

WESTERN MOTOR RECORD—Monthly (1st). Established 1911. Western Motor Record Publishing Co., publishers. Automobiles. Subscription, \$1. Claimed average

CALIFORNIA

circulation for 1914, 73,684. 8 pages, 7 columns; length of columns, $2\frac{1}{2}$ in.; width, $2\frac{1}{2}$ in. Can use matrices.

Advertising rates, agate, \$5 an inch; 250 in., \$4.75; 500 in., \$4.50 an inch. Reading notices (marked), \$1 per count line. Classified, 30 cts. per line.

SAN JOSE—Population, 1910 census 28,946; 1914 estimated 35,000. On Southern Pacific Railway. Industries of importance are foundry and machine shops; canneries; wineries; agricultural and horticultural machinery and wind mill factories; planing mills; brick kilns; glazed sewer pipe and pottery plants; pumps, fruit spraying machinery and hard wood manufactured from the Eucalyptus; extensive dried fruit interests and a large trade in fruits of all varieties. Thirty-five wholesale houses. College of Notre Dame, State Normal School and State Hospital for Insane located here. Bank clearings for 1914, \$36,344,389.14.

MERCURY-HERALD—Every morning including SUNDAY. Republican. Established 1852. Mercury-Herald Co., publishers. Subscription, \$7.20. Sworn detailed average circulation, for year 1914, daily, 11,198* net paid; Sunday, 11,856* net paid; daily, 16 pages (Sunday, 36 pages), 7 columns; length of columns, 20 in.; width, $2\frac{1}{2}$ in. Can use matrices.

Advertising rates, agate, 3 cts. a line; preferred position, 10 and 25% extra. Classified, 1c. per word. Reading notices, nonpareil, 2 cts. per word; minion, 3 cts. per word; telegraphic readers, 75 cts. a line.

STOCKTON—Population, 1910 census 25,253; 1914, U. S. census estimate, 41,019. Located 79 miles from San Francisco, on San

CALIFORNIA

Joaquin River (with two daily steamer connections) and four railway systems, also three Interurban R. R. lines. Is the center of a fertile and thriving agricultural territory, being a large shipping point for wheat, barley, hay, potatoes, fruits, nuts and other farm products, also distributing to the great mountain mining districts. The principal enterprises are canneries; catapillar, tractor and gas engine and agricultural implement works; flour mills and cigar factories. State Hospital located here.

MAIL—Every evening except Sunday. Democratic. Established 1880. Mail Publishing Co., publishers. Subscription \$5. Sworn average circulation for six months prior to April 1, 1915, 5,292* net paid; 10 to 16 pages, 7 columns; length of columns $2\frac{1}{2}$ in., width $2\frac{1}{2}$ in. Can use matrices.

Advertising rates, 35 cts. an inch; 100 or more on contract 23 cts. an inch. Special positions 5 or 10% extra. Readers, star notices, 10 cts. a line first time, 5 cts. a line subsequent insertions; pure reading notices 25 cts. a line. Classified 1 ct. per word.

RECORD—Every evening except Sunday. Republican. Established 1895. Subscription, \$6. Sworn average circulation for six months prior to April 1, 1915, 8,434* net paid; 12 to 16 pages, 7 columns; length of columns, 21 in.; width, $2\frac{1}{2}$ in. Can use matrices. Office, Record Building, 530-40 East Market Street.

Advertising rates, 35 cts. flat, an inch. Special positions, 15, 25 and 50% additional. Readers (pure) 25 cts. a line or 62½ cts. per week, without change; (starred), 10 cts. a line; 25 cts. a line per week. Classified, 1c. a word one time; 2c. per word three times; 3 cts. a word six times.

COLORADO

COLORADO SPRINGS—Population 29,078. 7 railroads. Distributing center for Cripple Creek gold mining district. Fashionable health resort due to the location in the Pikes Peak Region, "America's Scenic Playground" with its magnificent scenery and medicinal springs. Has 150 industrial plants with an annual payroll of \$3,000,000.00. Seat of Colorado College, State Deaf Mute Institute, National Printers Home, Myron Stratton Home and National Woodmen Home. Bank deposits during year 1914, \$12,000,000.00.

GAZETTE—Every morning, including SUNDAY. Republican. Established 1878. Colorado Springs Gazette Co., publishers. Subscription, daily, \$7; Sunday, \$2; sworn average circulation for twelve months prior to

April, 1, 1915, 4,977* net paid; daily, 8 to 16 pages (Sunday, 36 to 50 pages), 7 columns; length of columns, 21 in.; width, $2\frac{1}{2}$ in. Can use matrices.

Advertising rates, daily or Sunday, agate, 6 cts. a line; 1,000 lines, with in one year, 5 cts.; 2,000 lines, 4 cts.; 3,000 lines, 3 cts.; 5,000 lines, $2\frac{1}{2}$ cts. a line. Full position, 25% additional. Classified, 1c. per word. Reading notices, 15 cts. a line; 1,000 lines, 10 cts. a line. Telegraphic readers, 50 cts. a count line.

INTERMOUNTAIN POULTRY ADVOCATE—Monthly. Poultry. Established 1911. The Intermountain Publishing Co., publishers. Subscription, 50 cts.; claimed average circulation for 1914, 9,500; 32 to 48 pages, 3 columns; length of columns, 10 in.; width, $2\frac{1}{2}$ in. Cannot use matrices.

COLORADO

Advertising rates, agate, 8 cts. a line; 6 times, 6 cts.; 5,000 lines, within one year, 4 cts. per line.

TELEGRAPH—Every evening except Sunday. Republican. Established 1872. Evening Telegraph Publishing Co., publishers. Subscription, \$4.80. Sworn average circulation, for twelve months prior to April 1, 1915, 5,085* net paid, 10 to 16 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 6 cts. a line; 1,000 lines, within one year, 5 cts.; 3,000 lines, 3 cts.; 5,000 lines, or more, 2½ cts. a line; special positions, 10 and 25% extra. Classified, 1c. a word (minimum charge, 15 cts.). Reading notices, 25 cts. per count line, with discount on 1,000 lines, and over; telegraphic readers, 50 cts. per count line.

See advertisement on page 504.

DENVER—Population, 1910 census 213,381; 1914 U. S. census estimate 245,523. 9 railroads, chief commercial city of the state and supply center for the stock raising, mining and agricultural section of Colorado, New Mexico and Wyoming. Manufactures include iron, shoes, woolen goods, glass and other products. Shops of two great railroad systems. Has branch of U. S. Mint, University, and a number of large attractive buildings. Annual value of manufactured products, \$62,950,381.00. Bank clearings during 1914, \$459,708,199.70.

CAPITALE (La.)—Every Saturday. Italian. Independent. Established 1907. G. Mapelli, publisher. Subscription, \$2. Claimed average circulation for year 1914, 9,000; 4 pages, 7 columns; length of columns, 21½ in.; width, 2¼ in. Office, 2404 Sixteenth Street.

Advertising rates, 50 cts. an inch; 100 in., 40 cts.; 500 in., 30 cts.; 1,000 in., 20 cts. an inch. Special position, 10 to 25% extra. Reading notices, 10 cts. a line.

CATHOLIC REGISTER—Every Thursday. Catholic. Established 1905. Catholic Publishing Society, publishers. Subscription, \$1.50. Claimed average circulation for year 1914, 4,568; 8 pages, 7 columns; length of columns, 21¼ in.; width, 2½ in. Office, 1828 Curtis Street.

Advertising rates, 10 cts. a line; on contract, 5 cts. a line. Reading notices, 25 cts. a line; run of paper, 15 cts. a line; nonpareil type, 10 cts. a line.

EXPRESS—Every evening except Sunday. Independent. Established 1906. The Denver Express Publishing Co., publishers. Subscription, \$3. Sworn average circulation for six months prior to April, 1915, 18,236* net paid; 8 pages, 8 columns; length of columns, 22 in.; width, 2 in. Can use matrices. Office, 1445 Cherokee Street.

Advertising rates, agate, 4 cts. a line; in full position, 5 cts., flat, a line. Classified, 1c. per word.

COLORADO

FIELD AND FARM—Every Saturday. Agricultural and Live Stock. Established 1885; Lute M. Wilcox, publisher. Subscription, \$2. Claimed average circulation for year 1914, 31,775. 16 pages, 4 columns; length of columns, 13 in.; width, 2¼ in. Forms close Wednesday preceding. Office, 1516 Arapahoe Street.

Advertising rates, agate, 12 cts. a line, flat; preferred position, 25% extra. Classified, 2 cts. per word. Reading notices, 25 cts a count line.

GREAT DIVIDE—Weekly of Post, which see.

HARPOON—Monthly (1st). Postal employee. Established 1910. Urban A. Walter, editor and publisher. Subscription, \$1. Claimed average circulation for year 1914, 12,133; 16 pages, 4 columns; length of columns, 13 in.; width, 2¼ in. Cannot use matrices. Forms close 22nd.

Advertising rates, minimum one inch, \$1.25; 50 in., within one year, \$1.20; 100 in., \$1.15; 150 in., \$1.10; 200 in., \$1.05; 300 in., or more, \$1 an inch.

HEROLD—Every evening except Saturday and Sunday, and SUNDAY MORNING, also WEEKLY, Saturday. German—Independent. Established 1870. German Printing and Publishing Co., publishers. Subscription, daily, \$6; weekly, \$2; claimed average circulation for year 1914, daily 8,200; weekly, 14,500; daily, 4 to 8 pages; Sunday, 16 pages; weekly, 12 pages, all editions, 7 columns; length of columns, 20 in.; width, 2½ in. Office, 1328 Lawrence Street.

Advertising rates, daily or weekly, 70 cts. an inch. Sunday, 84 cts. an inch. Readers, 10 cts. a line.

MINING INVESTOR—Every Monday. Mining. Established 1895. The Mining Investor Publishing Co., publishers. Subscription, \$2. Circulation—not given by publisher; 32 pages, 3 columns; length of columns, 11 in.; width, 2½ in. Forms close Thursday preceding. Office, 1840-46 California Street.

Advertising rates, \$2.50 an inch; per page, \$75; special rates for 3 in., or more, each issue, for one year.

OUTDOOR LIFE—Monthly (25th). Sports. Established 1897. Outdoor Life Publishing Co., publishers. Subscription, \$1.50. Detailed average circulation for year 1914, 50,000*; 132 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Forms close 5th preceding month.

Advertising rates, agate, 7 lines, or more, 35 cts. a line; ¼ page one time, \$8.75; ¼ page, \$17.50; ½ page, \$35; one page, \$70. Discounts, 5% on six months; 10% on one year or 3 pages or more to be used within one year. Special position, 25% extra.

PHILOSOPHY OF HEALTH—Monthly (1st.) Hygienic & Dietetic. Established

COLORADO

1900. Subscription \$1. Claimed average circulation for year ending April 30, 1915, 7,500; 48 pages, 1 column; length of column 5 in., width 3½ in. Cannot use matrices. Forms close. 15th of month preceding. Office, 784 Broadway.

Advertising rates, \$30 a page.

POST—Every evening except Sunday. SUNDAY MORNING and THE GREAT DIVIDE, WEEKLY. Mondays. Independent. Established 1893. The Post Printing and Publishing Co., publishers. Subscription, \$7.80, including daily and Sunday. Weekly, 50 cts.; sworn detailed average circulation for six months prior to April 1, 1915, daily, 72,457* net paid; Sunday, 98,928* net paid; weekly, 106,805 net paid; daily, 12 to 24 pages; Sunday, 48 or more pages; weekly, 8 to 12 pages, 8 columns; daily and Sunday, 7 and 8 columns; length of columns, 21½ in.; width, 2½ in. Can use matrices.

Advertising rates, agate, daily, 9 cts. a line; Sunday, 12 cts. a line. Sunday Magazine, 20 cts. a line. Position, 15, 25, 33½ and 50% extra. Double column advertisements must be at least 20 lines; three columns, 80 lines; four columns, 100 lines and five or more columns, 150 lines deep. Classified, daily or Sunday, 10 cts. a line. Reading notices, daily or Sunday, 40 cts. per count line; telegraphic readers, \$1.25 per line. GREAT DIVIDE, Weekly, display, 30 cts. a line, flat. Reading notices, 40 cts. a line, flat. Classified, 3 cts. per word.

RECORD-STOCKMAN—Every evening except Sunday, and WEEKLY (Thursday edition of daily). Established 1889. Record-Stockman Publishing Co., publishers. Subscription, daily, \$3; weekly, \$1. Claimed average circulation for 1914, daily, 19,880; weekly, 28,490; daily, 4 pages; weekly, 8 pages, 7 columns; length of columns, 22½ in.; width, 2¼ in. Can use matrices. Office, 1824-30 Curtis Street.

Advertising rates, daily, 8 cts. a line; on contract, 4 cts. a line, flat; weekly, 10 or 5 cts. a line, flat. Reading notices, first page, 25 cts. a line; other pages, 20 cts. a line.

ROCKY MOUNTAIN MAGAZINE—Monthly. Mail Order. Established 1903. The Rocky Mountain Magazine Co., publishers. Subscription, 25 cts.; claimed average circulation for year 1914, exceeding 40,000; 16 pages, 4 columns; length of columns, 13½ in.; width, 2¼ in. Can use matrices. Forms close 18th preceding month. Office, Brock-Haffner Building.

Advertising rates, agate, 25 cts. a line. Reading notices, 40 cts. a line; 10% discount on ¼ page; 20% on ½ page; 30% on full page.

See advertisement on page 462.

ROCKY MOUNTAIN NEWS—Every morning including SUNDAY. Independent. Established 1859. Subscription, daily, \$7; Sunday, \$2.50; sworn average circulation for six

COLORADO

months prior to October, 1914, daily, 42,707 net paid; Sunday, 64,337 net paid; daily, 16 pages; Sundays, 68 pages or more, 8 columns; length of columns, 20 in.; width, 2¼ in. Can use matrices. Office, Seventeenth and Welton Streets.

Advertising rates, agate, daily, 7½ cts.; Sunday, 10 cts. a line, flat. Special positions (minimum 50 lines deep), 10, 20, 25 and 50% extra. Reading notices, 30 cts. per count line; pure reading, 50 cts. a line; telegraphic readers, \$1 a count line. Classified, wants, for rent, for sale, business opportunities or real estate, 5 cts. a line; all other classifications, 7½ cts. a line.

See advertisement on page 455.

SHAFFER GROUP—See advertisement on page 455.

SVENSK AMERIKANSKA WESTERN—Every Thursday. Swedish-Republican. Established 1888. Nils T. Hammar, publisher. Subscription, \$1. Claimed average circulation for year ending July, 1915, 18,900; 12 pages, 7 columns, length of columns, 21 in.; width, 2¼ in. Office, 410 Quincy Bldg.

Advertising rates, display, 50 cts. an inch; position extra. Reading notices, 10 cts. a line.

TIMES—Every evening except Sunday. Independent. Established 1872. Denver Times Printing and Publishing Co., publishers. Sworn average circulation for six months prior to October, 1914, 25,630 net paid; 10 to 12 pages, 8 columns; length of columns, 20 in.; width, 2¼ in. Can use matrices.

Advertising rates, agate, 6 cts. a line, flat. Preferred positions, 10, 20, 25 and 50% extra. Reading notices, 30 cts. a count line; pure reading notices, 50 cts. a line; telegraphic readers, \$1 a line. Classified, 5 cts. a line.

See advertisement on page 455.

WESTERN FARM LIFE—Semi-Monthly (1st & 15th). Agricultural. Established 1898. Farm Life Publishing Co., publishers. Subscription, 50 cts. Sworn average circulation, for six months ending February, 1915, 51,350* net; 16 to 32, pages, 3 columns; length of columns, 13 in.; width, 2¼ in. Can use matrices. Forms close 10 days in advance. Office, 214 Denham Bld.

Advertising rates, agate, 25 cts. flat, a line. Special positions, 10 or 25% extra. Reading matter, 75 cts. a count line. Classified, 4 cts. per word.

See advertisement on page 482.

PUEBLO—Population, 1910 census 44,395; 1914, U. S. census estimate 50,000. Altitude 4685. 5 transcontinental railroads; leading manufacturing city and commercial center of Southern Colorado, with the largest freight tonnage of any city west of the Mississippi river. Capital of the largest irrigated

COLORADO

area in the world. Thoroughly modern and up-to-date city. Said to be the finest climate in the world and is an ideal place for health. Huge deposits of iron ore, limestone, coal, etc. In the vicinity of several smelting works, including the largest in the world; foundries, machine and boiler shops; Colorado Fuel and Iron Co. employs more than 5,000 men in mining iron and steel making. \$1,000,000 monthly pay roll. with an annual output of \$55,000,000.00 from the various factories. Bank deposits during 1914, \$13,150,000.00.

CHIEFTAIN—Every morning, including Sunday. Independent Republican. Established 1862. The Chieftain Publishing and Holding Co., publishers. Subscription, daily. \$7; Sunday, \$2; sworn average circulation for six months prior to April, 1915, 11,142* net paid; 10 to 32 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, agate, daily, or Sunday, 7 cts. a line; 7 to 12 times, 6 cts.; 13 to 25 times, 5½ cts.; 26 to 50 times, 5 cts.; 51 to 100 times, 4½ cts.; 101 times or more, 4 cts. a line; open space within one year, 1,000 lines, 6 cts; 2,800 lines, 5½ cts.; 4,900 lines, 5 cts.; 7,000 lines, 4½ cts.; 10,000 lines or more, 4 cts. a line. Position, 12½ and 25% extra. Reading notices, 20 cts. a line, with

COLORADO

discount on 500 lines and over. Classified, 1c. per word.

See advertisement on page 516.

STAR-JOURNAL—Every evening except Sunday. **SUNDAY MORNING**. Independent Democratic. Established 1901. Star-Journal Publishing Co., publishers. Subscription, \$6; sworn average circulation for six months ending March 31, 1915, daily, 10,362*; Sunday, 10,718*; 10 to 16 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 4 cts a line; 5,000 lines, 3 cts.; 10,000 lines or more, 2½ cts. a line; preferred positions, 25% extra. Classified, 1c. per word. Reading notices, 25 cts. a count line.

See advertisement on page 504.

UNIONE (L')—Every Friday. Italian. Independent. Official organ "Columbian Federation" of Italo-American Societies. Established 1897. Hector Chiariglione, proprietor. Subscription, \$2. Claimed average circulation for year 1914, 16,250; 8 pages, 6 columns; length of columns, 20 in.; width, 2½ in.

Advertising rates, 1 to 10 in., \$1.50 an inch per month; 10 to 20 in., \$1.25; over 20 in., \$1 an inch per month. Reading notices, 10 cts. a line each insertion; 10% discount on yearly contracts.

CONNECTICUT

ANSONIA—Population 15,152. On Naugatuck River and is served by N. Y., N. H. & H. R. railroads. Industries include manufacture of machinery, copper, brass, iron, electrical goods, webbing. Annual value of manufactured products, \$20,088,269.00.

SENTINEL—Every evening except Sunday. Independent. Republican. Established 1871. Emerson Publishing Co., publishers. Subscription, \$5; sworn average circulation for year ending March 31, 1915, 5,272*; net paid; 8 to 20 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, 21 cts. an inch, flat. Preferred position, 10 and 25% extra. Reading notices, 15 cts. a line first page, 50 cts. a line.

BRIDGEPORT—Population 102,054. On Long Island Sound. Daily steamboats to and from New York and is also served by N. Y., N. H. & H. R. railroad. Port of entry, with big coasting trade; manufactures include sewing machines, textiles, corsets, embroidery, varnishes, cartridges, grapho-

phones, valves, steam and gas fittings, shears, steam and air gauges and submarine torpedo boats; also tap, die and carriage factories; lock, bronze, iron, brass and steel works and general hardware. Annual value of manufactured products, \$63,609,000.00.

FARMER—Every evening except Sunday Democratic. Established 1855. The Farmer Publishing Co., publisher. Subscription, \$6; sworn average circulation for year ending March 31, 1914, 11,223* net paid; 10 to 24 pages, 7 columns; length of columns, 22 in.; width, 2½ in. Can use matrices.

Advertising rates, 5 cts. per line; 3,000 lines, 3½ cts.; 5,000 lines, 2½ cts.; 7,000 lines, 1¾ cts. per line. Preferred position, 10 and 25% extra. Classified, 1c. a word (minimum charge, 15 cts.). Reading notices, solid, 30 cts. a line.

HERALD—See Waterbury, Conn.

POST—Every evening except Sunday; **SUNDAY MORNING** and **TELEGRAM**, every morning except Sunday. Independent. Estab-

CONNECTICUT

lished 1883. Post Publishing Co., publishers. Subscription, morning or evening, \$6; Sunday, \$2.50; sworn average circulation, for six months prior to April 1, 1915, evening, 12,138* net paid morning, 10,038* net paid; Sunday, 8,956; 16 to 32 pages (Sunday, 36 to 48 pages), 8 columns; length of columns, 19½ in.; width, 2½ in. Can use matrices.

Advertising rates, agate, evening and morning combined 4½ cts. a line; 1,000 lines, 7 cts.; 2,000 lines, 6½ cts.; 3,500 lines, 6 cts.; 5,000 lines 5 cts.; 7,000 lines, 4½ cts. a line. Special position 25 % extra. Reading notices, 25 cts. a count line. Classified 1 ct. per word. SUNDAY, display 2½ cts. a line, flat. Classified, 1c a word. Reading 15 cts. a line.

SOLE—Every Saturday. Italian—Republican. Established 1902. Italo—American Printing Co., publishers. Subscription, \$1. Claimed average circulation for year 1914, 6,900, 8 pages, 7 columns; length of columns 21¾ in., width, 2½ in. Cannot use matrices.

Advertising rates, 25 cts., an inch; on contract, 20 cts., an inch.

See advertisement on page 510.

STANDARD—Every evening except Sunday. Republican. Established 1830. The Standard Association, publishers. Subscription, \$6. Sworn average circulation for six months prior to April 1, 1915, 8,400* net paid; 12 to 24 pages, 7 columns; length of columns, 22 in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 5 cts. a line; on yearly contract, 1,000 lines, 4 cts.; 2000 lines, 3½ cts.; 3,500 lines, 3 cts.; 5,000 lines, 2 cts.; 7,000 lines, 1¾ cts.; 10,000 lines, 1½ cts. a line. A rebate of 2 cts. an inch on plate matter. Reading notices (adv. affixed) 30 cts. a line; telegraphic readers, 50 cts. a line. Classified, 1c. per word.

TELEGRAM—Morning edition of the Post, which see.

DANBURY—Population 23,502. On N. Y., N. H. & H. R. R. The home of one hundred industries with annual pay-roll of \$5,000,000. Principal industry is hat making in which are engaged about 40 large factories capitalized at \$5,500,000 or more, with 20 other factories producing materials used in the forty hat factories; also silver plate and art metal work, box and underwear factories; machine shop and other enterprises. Annual value of manufactured products, \$10,318,000.00.

NEWS—Every evening except Sunday. Wednesday issue a combination of daily and weekly. Neutral. Established 1870. Flint & Smith, publishers. Subscription, daily, \$5; sworn average circulation for year 1914, daily, 6,110* net paid; weekly, 6,782* net paid; 12 to 16 pages, 7 columns; length of columns, 21¾ in.; width, 2½ in.

CONNECTICUT

Advertising rates, daily and weekly (Wednesday edition of daily), plate matter, 16½ cts. an inch each insertion; set matter, 21½ cts. an inch; next reading, plate matter, 17½ cts.; set matter, 22½ cts. an inch; full position, plate matter, 18½ cts.; set matter, 23½ cts. an inch. Minimum space for full position, 3 in. Classified, 1c. a word; by the week, 3 cts.; by the month, 10 cts. (minimum charge, 25 cts.). Reading notices, 5 cts. a count line; on time contracts, figured on one inch basis, 50% in addition to flat display rates.

HARTFORD—Population, 1910 census, 98,915; 1914 U. S. census estimate 110,000. Three railroad divisions. Steamboat lines to New York. Banking and Insurance center; manufactures include—automobile and special machinery, firearms, automobiles, typewriters, rubber tires and hardware, tools and electrical goods. \$20,000,000. of capital is invested in life and fire insurance. Considerable tobacco trade covering the Connecticut River Valley. Seat of State Capitol, Trinity College and Theological Seminary. Annual value of manufactured product, \$65,000,000.00. Bank clearings during the year 1914, \$261,494,106.85.

CATHOLIC TRANSCRIPT—Every Thursday. Catholic. Established 1876. Connecticut Catholic Publishing Co., publishers. Subscription, \$1.50. Claimed average circulation for nine months ending April 30, 1915, 32,919; 8 to 12 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices. Office, 66 State Street.

Advertising rates, \$1 an inch; 50 in., 85 cts.; 100 in., 75 cts.; 200 in., 65 cts.; 500 in., 50 cts.; 1,000 in., 40 cts. an inch. Special positions extra. Classified, 25 words or less, 25 cts.

COURANT—Every morning including Sunday. Republican. Established 1764. The Hartford Courant Co., publishers. Subscription, daily, \$8; Sunday, \$2.50; claimed average circulation for year 1914, 16,234 net paid; daily, 20 to 28 pages; Sunday, 40 to 48 pages; either edition, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices. Office, 66 State Street.

Advertising rates, daily or Sunday, agate, 8 cts. a line; 6 times or 1,000 lines, on yearly contract, 7 cts.; 12 times or 2,000 lines 6 cts.; 26 times or 3,000 lines, 5 cts.; 52 times or 4,000 lines, 4 cts.; 104 times or 5,000 lines, 3½ cts.; 156 times, 3 cts.; 312 times, 2½ cts. a line. Preferred positions, 15 and 25 % extra. Classified, 1 ct. per word for two days. Reading notices, 50 cts. per line; telegraphic readers, \$1 a line. Business notices, nonpareil, 20 cts. a line.

See advertisement on page 522.

GLOBE—Every Sunday. Established 1876. Globe Publishing Co., publishers. Subscription, \$2.50; sworn detailed average circulation for six months ending February, 1915, 15,475*; 32 to 48 pages, 7 columns; length

CONNECTICUT

of columns, 20 in.; width, 2½ in. Can use matrices. Office, 12 Central Row.

Advertising rates, 8 cts. a line; 2,500 lines, within one year, 4 cts.; 5,000 lines, 3½ cts.; 10,000 lines, 3 cts. a line. Reading notices, 40 cts. a line; 100 lines or more, within one year, 35 cts. a line. Classified, 1c. a word.

POST—Every evening except Sunday. Independent. Established 1856. Evening Post Association, proprietors. Subscription, \$3. Claimed average circulation first three months 1915, 13,000; 16 to 20 pages; 7 columns; length of columns, 22 in.; width, 2½ in. Can use matrices. Office, Post Square.

Advertising rates, 7 cts. a line; 1,000 lines, within one year 6 cts. a line; 2,000 lines, 5 cts.; 3,000 lines, 4 cts.; 5,000 lines, or more, 2½ cts. a line. Classified, ½c. per word. Reading notices, 25 cts. per count line; telegraphic readers, 25 cts. a line.

TIMES—Every afternoon except Sunday. Democratic. Established 1841. Burr Printing Co., publishers. Subscription, \$8; sworn detailed average circulation for year prior to April, 1915, 23,346* net; 16 to 32 pages, 8 columns; length of columns, 22 in.; width, 2½ in. Office, 716 Main Street.

Advertising rates, agate, 8 cts. a line; 13 times or 1,000 lines within one year 7 cts.; 26 times or 2,000 lines 6 cts.; 52 times or 3,000 lines 5 cts.; 104 times or 5,000 lines 4 cts. a line; effective April 1, 1916, 5 cts. a line will be the minimum rate. Preferred positions 15 and 25% extra. Readers, local notices or nonpareil readers 20 cts. a line; 500 lines or more within one year 12½ cts. a line; body type readers 50 cts. a line. Classified 1 ct. per word for two consecutive insertions.

MERIDEN—Population 27,265. On N. Y., N. H. & H. R. R. Manufactures gas fixtures, builders and saddlery hardware, fire-arms, organs, clocks, cutlery, sleigh bells, bronze and brass goods, silver plate and britannia ware; one concern alone employs several thousand men. Seat of State Reform School.

JOURNAL—Every evening except Sunday. Independent. Established 1886. The Journal Publishing Co., publishers. Subscription, \$8; sworn average circulation for six months prior to April 1, 1915, 4,722* net paid; 12 to 24 pages, 7 columns; length of columns, 19½ in.; width, 2½ in. Can use matrices.

Advertising rates, single insertions \$1 an in.; subsequent insertions 50 cts. an inch; daily, e. o. d. or twice a week, one week 42 cts., one month 32 cts.; one year 15 cts. an inch each insertion; 100 inches within one year 35 cts.; 200 in. 30 cts.; 350 in. 28 cts.; 500 in. 22 cts.; 700 in. 20 cts.; 1,000 in. 18 cts. an inch. Composition 7 cts.; an inch additional. Special positions 10 and 20% extra. Mail order, automobile, railroad, steam ship, publishers, hotels, resorts, schools

CONNECTICUT

and colleges 35 cts. an inch. Reading notices 15 cts. a line; two or more insertions 13 cts.; monthly contracts or 100 lines 10 cts. a line; first page 25 cts. a count line. Classified 1c. per word.

RECORD—Every morning except Sunday. Republican. Established 1860. The Republican Publishing Co., publishers. Subscription, \$6; sworn average circulation for six months prior to April 1, 1915, 5,963* net paid; 12 to 16 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, 70 cts. an in.; 100 in. within one year, 50 cts.; 150 in. 35 cts.; 500 in. 25 cts.; 700 in. or more, 21 cts. an inch; mail order, automobiles, railroads, steam ships, publications, hotels, resorts, schools and colleges, 35 cts. an inch. Composition, 7 cts. an inch extra. Preferred position, 10 and 20 per cent extra. Classified, ½c. per word. Reading notices, 15 cts. a line, first time; 2 or more insertions, 13 cts. a line; first page, 25 cts. count line; pure news matter (8 pt.), 25 cts. a line.

MIDDLETOWN—Population 20,749. On N. Y., N. H. & H. R. R. Manufactures include plated and enameled ware, hardware, typewriters, cotton, silk, woolen, web and rubber goods, pump and other hydraulic machinery. Seat of Berkeley Divinity School, Wesleyan University, and here also are located the State General Hospital for Insane and Industrial School for girls.

PENNY PRESS—Every evening except Sunday. Independent. Established 1884. C. B. & G. E. King, publishers. Subscription, \$3; sworn average circulation, for six months prior to April 1, 1915, 8,579* net paid; 8 to 12 pages, 7 columns; length of columns, 21 in.; width 2½ in.

Advertising rates, electrotyped matter, continuous insertions, daily, 1 to 4 in., \$1 an inch per time; set matter, \$1.10 per inch; 5 in., electrotyped matter, 80 cts. an inch; 10 in., 57½ cts.; 20 in., 44 cts.; 100 in., 33½ cts.; 300 in., 25 cts.; 500 in., 20 cts.; 1,000 in., 18 cts. an inch. For e. o. d. add ¼ to above rates. Reading notices, 10 cts. per count line. Classified, 2½ cts. a line (minimum charge, 10 cts.); three insertions, 2 cts. a line.

NEW BRITAIN—Population, 1910 census 43,916; 1914, estimate 52,000. Situated on N. Y., N. H. & H. R. R. Leads the country in the supply of builders, hardware; also manufactures knit goods, coaster brakes, screws, bathroom fixtures, cutlery, jewelry, cabinets of all description and suspender buckles with all other kinds of brass goods of that nature; 111 factories in all with a total capital stock of \$36,000,000.00 employing—15,000 people with an annual payroll of \$9,500,000. Seat of State Normal Teachers' Academy. Annual value of manufactured products, \$25,000,000.00.

CONNECTICUT

HERALD—Every evening except Sunday, Independent. Established 1876. Herald Publishing Co., publishers. Subscription, \$7; sworn average circulation for six months prior to April 1, 1915, 5,810* net paid; 10 to 16 pages, 7 columns; length of columns, 19¾ in.; width, 2½ in. Can use matrices.

Advertising rates, 50 cts. an inch; 3 times, 40 cts.; 6 times, 30 cts.; 18 times, 25 cts.; 26 times or 100 in. within one year, 20 cts.; 200 in., 18 cts.; 52 times or 500 in., 15 cts.; 312 times, or 1,000 in., 12 cts. an inch. Special positions 20 and 25% extra. Reading notices, 10 cts. a line. Classified, 1c. per word.

PRZEWODNIK KATOLICKI—Every Friday. Polish—Catholic. Established 1907. Rev. L. Bojnowski, publisher. Subscription \$2; claimed average circulation for year ending April, 1915, 5,600, 68 pages, 2 columns; length of columns, 9 in.; width, 3¼ in.

Advertising rates, one inch one week, \$1; two weeks, \$1.50; three weeks, \$1.75; one month, \$2; three months, \$5; six months \$9; one year, \$15 with discounts for additional space. Reading matter 12 cts. a line; local notices, 15 cts. a line; local news, 20 cts. a line. Classified, same as display.

Translations made—English to Polish or Polish to English.

RECORD—Every evening except Sunday. Republican. Established 1856. James L. Doyle publisher. Subscription, \$3; sworn average circulation for six months prior to April, 6,245* net paid; 6 to 10 pages, 7 columns; length of columns, 21 in.; width, 2½ in.

Advertising rates, 30 cts. an inch; 100 in., on yearly contract, 25 cts.; 500 in., 20 cts.; 1,000 in., 15 cts. an inch. Composition, 5 cts. an inch additional. Preferred position, 10 and 25% extra. Reading notices, 10 cts. a line; local news readers, 25 cts. a line. Classified, 1c. per word.

NEW HAVEN—Population 1910 census, 133,605; 1914, estimated, 150,000. On N. Y., N. H. & H. R. R. Most important manufacturing and commercial city and port of entry for a very large foreign trade; more than 800 establishments are located here; manufactures include carriage, rubber goods, musical instruments, fire-arms, clocks, jewelry, needles and a variety of iron and steel goods. Seat of Yale University, including Peabody Museum, Yale School of Fine Arts, also Hopkins Grammar School. Value of manufactured products, 1914, \$61,000,000. Bank clearings during 1914, \$172,437,387.56.

CONNECTICUT FARMER AND NEW ENGLAND FARMS—Every Saturday. Agricultural. Established 1846. The Connecticut Farmer Co., publishers. Subscription, \$1; claimed average circulation for year 1914, 5,000 net; 16 pages, 4 columns; length of columns, 13 in.; width, 2½ in. Office, 206 Meadow Street.

CONNECTICUT

Advertising rates, agate line, 7 cts., flat. Reading notices, 15 cts. per line.

JOURNAL-COURIER—Every morning except Sunday. Independent. Established 1766. Carrington Publishing Co., publishers. Subscription, \$6. Sworn average circulation for six months prior to October, 1914, 12,020 net paid; 16 to 24 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices.

Advertising rates, agate 5 cts. a line; 1,000 lines within one year, 4 cts.; 2,000 lines, 3 cts.; 3,000 lines, 2½ cts. Position, 15 and 25% extra. Classified, 1c. per word; 4 cts. per word for 10 insertions. Reading notices, 30 and 40 cts. a line; telegraphic readers, 50 cts. a count line.

REGISTER—Every evening, except Sunday. **SUNDAY MORNING**. Independent. Established 1812. New Haven Register, publishers. Subscription, daily \$6; (Sunday, \$2); sworn average circulation for year prior to April 1, 1915, daily, 18,135*; Sunday, 15,972*; daily, 16 to 28 pages; Sunday, 32 to 64 pages, 7 columns; length of columns, 21¼ in.; width, 2½ in. Can use matrices. Office, 86-96 Crown Street.

Advertising rates, daily, nonpareil, for 3 in. or less, per inch, one time \$1.20; one week, \$3.70; one month, \$12; three months, \$26; six months, \$48; one year, \$84; from 4 to 10 in., one time, \$1.20 an inch; one week, \$3.70; one month, \$12; three months, \$24; six months, \$42; one year, \$72. Double column, when less than 5 in. deep, 25% extra; e. o. d., ¾; two times a week, ½; one time a week, ¼ of regular daily rates. Open space used within one year, 100 in., 80 cts. an inch; 200 in., 75 cts.; 350 in., 60 cts.; 500 in., 55 cts.; 1,000 in., 50 cts. an inch. Double column advertisements must be at least 2 in. deep. Classified, 1c. a word, one week (7 times), 5 cts. a word (minimum 10 words). Reading notices, daily or Sunday, 25 cts. per line; 500 lines or more in one year, 20 cts. a line; pure reading, daily or Sunday, 30 cts. a line. Sunday only, display, 1 inch, one time, \$1.50; one month, \$3.75; three months, \$9; six months, \$14; one year, \$24.

TIMES-LEADER—Every evening except Sunday. Independent. Established 1892. The Times Publishing Co., publishers. Subscription, \$3. Sworn average circulation three months ending July 1915, 13,138* net paid; 12 to 16 pages, 7 columns; length of columns, 21¼ in.; width, 2½ in. Can use matrices. Office, 61-63 Orange Street.

Advertising rates, agate, 5 cts. a line; 1,000 lines within one year, 3½ cts.; 3,000 lines, 3 cts.; 5,000 lines, 2½ cts. a line. Position, 25% extra. Classified, 1c. per word. Pure reading, 30 cts. per count line; front page, 60 cts. a line. Telegraphic readers, 50 cts. a line; first page, \$1 a line.

CONNECTICUT

UNION—Every evening except Sunday, and **SUNDAY MORNING**. Independent-Democratic. Established 1873. New Haven Union Co., publishers. Subscription, daily, \$3; Sunday, \$2. Sworn average circulation for six months ending March, 1915, daily, 15,233* net paid. Sunday 9,511* net paid; daily, 10 to 28 pages, Sunday 36 to 60 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices. Office, 80 Center Street.

Advertising rates, agate, daily or Sunday, 6 cts. a line; 1000 lines or 52 times, on yearly contract, 5 cts.; 3,500 lines or 104 times, 4 cts.; 7,000 lines or 156 times, 3 cts. a line. Mail order, steamships, schools, resorts, financial, books and publishers, 3 cts. a line, flat. Special position, 15 or 25% extra. Classified, 1c. a word. Reading notices, nonpareil, 20 cts. a line; body type, first page, \$1; inside pages, 50 cts. a count line.

YALE ALUMNI WEEKLY—Every Friday, from September to June, inclusive. Educational. Established, 1891. Yale Publishing Association, publishers. Subscription, \$3; claimed average circulation for year 1914, 8,200; 24 to 32 pages, 2 and 3 columns; length of columns, 8½ in.; width, 3½ and 2½ in.

Advertising rates, nonpareil, \$2 an inch; per page, 50; ¼, ¼ and ½ pages pro rata; outside back cover, \$75; 40% discount on 40 insertions.

NEW LONDON—Population 19,659, 2 railroads and steamer lines. An important summer resort. Port of entry with fine harbor; has ship yards and also manufactures woolen, sewing silk, brass tubing, electrical specialties, bed comfortable machines, machinery, hardware, printing presses, boilers and cotton gins.

DAY—Every evening, except Sunday. Republican. Established 1881. Day Publishing Co., publishers. Subscription, \$6; sworn detailed average circulation for year 1914, 8,226*; 12 to 16 pages, 8 columns; length of columns, 21¼ in.; width, 2½ in. Can use matrices.

Advertising rates, \$1 an inch; 50 in., 50 cts.; 100 in., 40 cts.; 200 in., 35 cts.; 300 in., 30 cts.; 400 in., 27 cts.; 500 in., 24 cts.; 750 in., 22 cts.; 1,000 in., 20 cts. an inch. Composition, 10 cts. an inch extra. One inch, one time, \$1; one week, \$3.50; one month, \$10; three months, \$20; six months, \$32; one year, \$52; e. o. d., ⅓ of daily rates. Reading notices, 20 cts. a line. Classified, 24 words, 35 cts. for three times.

NORWICH—Population 20,367; dual government 28,219. On Thames River and 2 railroads. Has good water power, compressed air plant, large cotton mills and several fire-arms factories. Principal prod-

CONNECTICUT

ucts consist of woolen, velvet, cotton goods, corks, rubber goods, paper, locks, thermos bottles, stoves, trunks, buttons and cast iron. 52 manufacturing industries, employing 4,411 men and paying in wages \$3,640,000.00 annually. Annual value of manufactured products, \$15,050,000.00.

BULLETIN—Every morning except Sunday. Republican. Established 1858. William H. Oat, publisher. Subscription, daily, \$6. Claimed average circulation for year 1914, 9,139*; 8 to 12 pages, 8 columns; length of columns, 21½ in.

Advertising rates, agate 7½ cts. a line; on contract, 13 times or 1000 lines, 5 cts.; 2,000 lines 4 cts. 52 times or 3,000 lines, 3 cts.; 104 times or 5,000 lines, 2½ cts.; 10,000, 18/10 cts. a line. Special position, 25% extra. Classified, 5 cts. a line. Readers, 25 cts. a count line; among announcements, 15 cts. a line.

STAMFORD—Population 25,138. On N. Y., N. H. & Hartford Railway Systems. Yale & Towne Manufacturing Co.'s Works are located here. Also piano, licorice, chocolate, dye stuffs works, as well as many other minor industries, there being \$15,000,000 invested in manufacturing enterprises. Annual value of manufactured products \$12,000,000.00. Six banks combined deposits \$15,229,850.80; resources, \$18,856,434.09.

ADVOCATE—Every evening except Sunday and Thursday; **WEEKLY**, Thursday. Established 1829. Gillespie Bros. (Inc.), publishers. Subscription, daily, \$5; weekly, \$1. Sworn detailed average circulation for three months ending March 31, 1915, 4,925* net paid. 12 pages, 7 columns; length of columns 21¼ in., width 2½ in. Can use matrices.

Advertising rates, 50 cts. an inch; 25 in. within one year 40 cts.; 50 in. 35 cts.; 100 in. 30 cts.; 200 in. 25 cts.; 400 in. 21 cts.; 750 in. 18 cts. an inch. Composition 10 cts. an inch additional. Full position 25% extra. Reading notices 15 cts. a count line; first page 25 cts. a line. Classified, 1 ct. per word.

WATERBURY—Population 73,141. On N. Y., N. H. & R. R. Manufactures more than half of all the brass goods of the country; large factories of brass, copper goods stamped ware, silver and silver plated ware, wire, wire rope and cable, cutlery and edge tools, flour and grist mill products, lamp trimmings, gas and electric lamps, fixtures and chandeliers, measuring and recording instruments, professional and scientific instruments, marble, stove and monument works, files, pins, suspenders, pearl goods; also clocks and watches.

CONNECTICUT

AMERICAN—Every evening, except Sunday. Independent. Established 1844. American Printing Co., publishers. Subscription, \$8. Claimed average circulation for year 1914, 7,300; 12 to 16 pages, 7 columns; length of columns, 21½ in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 1 inch minimum, one time, \$1; two times, 75 cts.; one week, 55 cts.; one month, 29 cts.; three months, 22 cts.; six months, 20 cts.; twelve months, 15 cts. an inch; on contract, 150 in., 50 cts.; 250 in., 40 cts. an inch; 500 in., 33 cts.; 1,000 in., 25 cts. an inch. Position, 15 and 33¼% extra. Classified, 25 words, or less, 25 cts. Reading notices, 20 cts. a line.

DEMOCRAT—Every evening except Sunday. Democratic. Established 1881. Waterbury Democrat (Inc.), publishers. Subscription, \$5; sworn average circulation for six months prior to October, 1913, 4,482* net paid; 10 to 20 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices.

Advertising rates, transient, 75 cts. per inch; 50 in. on yearly contract, 50 cts. per inch; 100 in., 40 cts.; 250 in., 35 cts.; 500 in., 25 cts.; 1,000 in. or more, 20 cts. Composition, 5 cts. an inch additional. Reading notices, local, 25 cts. a line, run of paper, 15 cts. a line.

See advertisement on page 510.

HERALD—Also Bridgeport **HERALD**. Known as the Two Heralds. Every Sunday.

CONNECTICUT

Independent. Established 1888. F. R. Swift Estate, publishers. Subscription, \$2. Claimed combined, average circulation, for year 1914, 25,249 net; 16 pages, 7 columns; length of columns, 19 in.; width, 2½ in. Can use matrices. Forms close Friday.

Advertising rates, 5 cts. a line, flat; financial, railroad, steamship, poultry and poultry supplies, 6 cts. a line. Special positions, 15% extra. Reading notices, 30 cts. a count line. Classified, 2½ cts. per word. All rates cover both editions.

REPUBLICAN—Every morning including SUNDAY. Independent. Established 1881. William J. Pape, publisher. Subscription, daily, \$6; Sunday, \$2. Sworn average circulation for six months, prior to April, 1915, 8,060* net paid; daily, 12 to 16 pages; Sunday, 20 to 24 pages, 7 columns; length of columns, 21½ in.; width, 2½ in. Can use matrices.

Advertising rates, \$1 per inch, first time; 50 cts. subsequent insertions; 8 times, or 50 in. within one year, 45 cts. an inch; 12 times, or 100 in., 40 cts.; one month, or 200 in., 35 cts. an inch; three months, or 500 in., 28 cts. 104 times or 750 in., 25 cts.; 156 times or 1,000 in., 23 cts. an inch; when electrotypes are furnished, 5 cts. an inch discount. Preferred position extra. Double column advertisements must be at least one inch in depth. Classified, 25 words, 3 days or less, 25 cts. Reading notices, 20 cts. per count line. First page, 30 cts. a line. Discount on 2 or more insertions; telegraphic readers, 25 cts. per nonpareil line; headlines count double.

DELAWARE

WILMINGTON—Population, 1910 census, 87,411; 1914 U. S. census estimate 98,762. On Delaware and Christina Rivers, Pennsylvania; Philadelphia & Reading and Baltimore & Ohio railroads and two Interurban Traction systems. Port of entry and commercial metropolis of Delaware. Has rolling, flour, powder, paper and wood pulp mills; machine shops; foundries; iron and steamboat and railroad car works; motor, glazed kid, leather, morocco, rubber hose, talking machine, tobacco, cotton and woolen factories; paper and sugar mill and cotton ginning machinery plants. Has thirty public schools and 475 acres parks. Annual value of manufactured products, \$82,973,752. Assessed property valuation, \$75,670,235. Tax rate, \$1.35 per hundred. Bank clearings during 1914, \$94,596,616.54.

EVERY EVENING—Every evening except Sunday. Independent Democratic. Established 1866. Every Evening Printing Co., publishers. Subscription, \$3; sworn detailed average cir-

culation, for year 1914, 11,568*; 10 to 20 pages, 7 columns; length of columns, 22 in.; width, 2½ in. Can use matrices. Office, 5th and Shipley Streets.

Advertising rates, daily, agate, 98 cts. an inch, 3 times, 70 cts. per time; 26 times, 35 cts.; 78 times, 28 cts.; 312 times, 25 cts. an inch, per time; 40 in., 35 cts. an inch; 150 in., 28 cts.; 300 in., 25 cts. Preferred position extra. Locals, first page, 20 cts. a count line; any page but first, 10 cts. a line. Classified, 1c. per word.

See advertisement on page 456.

JOURNAL—Every evening except Sunday. Republican. Established 1888. The Evening Journal Pub. Co., publishers. Subscription, \$3. Sworn average circulation for six months ending October, 1914, 14,945 net paid; 10 to 32 pages; width, 2½ in. Office, 4th and Shipley Streets.

Advertising rates, one inch, one time, 56 cts.; 100 in. within one year, 35 cts.; 300 in., 28 cts. Strictly mail order advertising, 35 cts.

DELAWARE

an inch, flat.. Resorts, educational and publishers, 42 cts. an inch. Preferred position, 25% extra. Reading notices, 15 cts. a count line; first page and telegraphic readers, 25 cts. a line. Classified, 7 cts. a line first insertion; 5 cts. subsequent insertions; 60 cts. a line per month.

See advertisement on page 504.

NEWS Every morning except Sunday. Independent-Republican. Established 1882. The News Publishing Co., publishers. Subscription, \$3; sworn average circulation for twelve months prior to April 1, 1915, 9,392*; 10 to 24 pages, 7 columns, length of columns, 21½ in.; width, 2½ in. Can use matrices. Office, 511 Market Street.

DELAWARE

Advertising rates, agate, 25 cts. flat, an inch; preferred position 28 cts. flat, an inch. Classified, 1 ct. per word. Reading notices, 15 cts. a line; local brevities, 10 cts.; telegraphic readers, 25 cts. a line.

SUNDAY MORNING STAR—Independent. Established 1881. The Star Publishing Co., Publishers. Subscription, \$2.50. Claimed average circulation for 1914, 8,891; 28 pages, 7 columns; length of columns, 21¼ in.; width, 2½ in. Can use matrices. Office, 317 Shipley Street.

Advertising rates, agate, 3 cts. a line. Preferred position, 3½ cts. a line. Classified 1c. per word.

DISTRICT OF COLUMBIA

WASHINGTON—Population, 1910 census 331,069; 1914 U. S. census estimate 350,000. On Potomac River and 10 railroads. As the Capital of the United States it is the center of Political interests and has numerous costly and imposing edifices, among which is the Capital, White House, different Department buildings, Congressional Library, National Museum, Smithsonian Institute, Corcoran Art Gallery, U. S. Naval Observatory and Washington Monument. Annual value of manufactured products, \$37,000,000.00.

AMERICAN FEDERATIONIST—Monthly. Official organ of the American Federation of Labor. Established 1894. American Federation of Labor, publishers. Samuel Gompers, editor. Subscription, \$1. Claimed average circulation for year ending June, 1915, 129,000; 112 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Office, 801-809 G. Street, N. W.

Advertising rates, ½ page, per year, \$120; ¼ page, \$200; ½ page, \$350; one page, \$600.

AMERICAN FORESTRY—Monthly. Forest, Waters, Soils and Minerals. Established 1895. The American Forestry Association, publishers. Subscription, \$3; claimed average circulation for year ending June, 1915, 11,500; 64 pages, 3 columns; length of columns, 11 in.; width, 2½ in. Forms close 26th preceding month. Office, 1410 H. Street, N. W.

Advertising rates, agate, 25 cts. a line; page, \$80; ½, ¼ or ½ page, pro rata.

AMERICAN MOTORIST—Monthly. Motoring. Established 1909. American Automobile Association Publishing Co., publishers. Subscription, \$1. Claimed average circulation for year 1914, 49,324; 84 pages, 3 columns; length of columns, 10 in.; width, 2¼ in. Office, Riggs Building.

Advertising rates, ½ page, \$36; ¼ page, \$60; ½ page, \$90; ½ page, \$110; one page, \$180, with discount on time contracts.

AMERICAN STANDARD—Monthly. (1st) Army and Navy interests. Established 1913. American Standard Co., publishers. Subscription, 50 cts.; claimed average circulation for 1914, 50,000; 18 to 24 pages, 7 columns; length of columns, 1¼ 1/14 in.; width, 2½ in. Can use matrices. Forms close 25th of preceding month. Office, 14th and E. Streets. N. W.

Advertising rates, agate, 10 cts. a line. Readers, 20 cts. a count line. Classified, 1c. per word.

ARMS AND THE MAN—Every Thursday. Military and Shooting. Established 1885. Arms and The Man Publishing Co., publishers. Subscription, \$3; claimed circulation for year 1914, 25,000; 20 pages, 3 columns; length of columns, 11 in.; width, 2½ in. Forms close Mondays preceding. Office, 1502 H Street, N. W.

Advertising rates, agate, 12½ cts. a line; ½ page, one time, \$8; ¼ page, \$15; ½ page, \$28; one page, \$50.

ARMY AND NAVY REGISTER—Every Saturday. Military and Naval. Established 1879. Army and Navy Publishing Co., publishers. Subscription, \$3; detailed average circulation for year ending September 26, 1914, 9,421* net paid; 32 pages, 3 and 4 columns; length of columns, 14 in.; width of columns, 3 and 2¼ in. Can use matrices. Office, 511 11th Street, N. W.

Advertising rates, agate, wide columns, 35 cts. a line; narrow column, 25 cts a line. Discount on 3 months or more.

CATHOLIC EDUCATIONAL REVIEW—Monthly. Catholic. Educational. Established

DISTRICT OF COLUMBIA

1911. The Catholic Education Press, publishers. Subscription, \$3; claimed average circulation for year 1914, 4,000; 96 pages, one column; length of column, 8 in.; width, 4 1/4 in. Can use matrices. Forms close 10th preceding month.

Advertising rates, one inch double column, \$5; two inch d. c., \$7; 1/4 page, \$11; 1/2 page, \$18; one page, \$30, with discounts on yearly contracts.

FLEET REVIEW—Monthly. Naval. Established 1910. Fleet Review Publishing Co., publishers. Subscription, \$1.50; sworn average circulation for five months ending May, 1915, 7,075*; 64 pages, 2 columns; length of columns, 7 1/2 in.; width, 2 1/4 in. Forms close 16th. Office, 511 Eleventh Street, N. W.

Advertising rates, \$5 an inch; full page, \$40; 1/2 page, \$25; 1/4 page, \$15, with discount on yearly contracts.

HEALTH AND TEMPERANCE—Monthly. Hygiene. Established 1885. Review & Herald Publishing Association, publishers. Subscription, \$1; claimed average circulation for year 1914, 31,324; 48 pages, 2 columns; length of columns, 8 in.; width, 2 1/2 in. Office, Takoma Park Station.

Advertising rates, agate, 35 cts. a line; \$5.75 an inch each insertion; 1/4 page, \$16.50; 1/2 page, \$30; one page, \$60.

HERALD—Every morning including SUNDAY. Independent. Established 1906. The Washington Herald Co., publishers. Subscription, \$5.40. Sworn detailed average circulation for last three months 1914, 29,499* net paid; 16 pages, 8 columns; length of columns, 20 9/14 in., width of columns, 2 1/2 in. Office, 1322 New York Avenue.

Advertising rates, agate, 15 cts. a line; 10 times or 500 lines, within one year, 12 cts.; 26 times, or 1,000 lines, 11 cts.; 52 times, or 2,000 lines, 10 cts.; 104 times, or 3,000 lines, 8 cts.; 156 times, or 5,000 lines, 6 cts. a line. Position next reading, 1c; full position, 2 cts. a line extra. Mail order or publishers announcements, including both Sunday and Monday issues 8 cts. a line. Reading notices, 50 cts. a line; first page, \$1; telegraphic readers, \$1 a line, first page, \$2 a line. Classified 10 cts. a line.

See advertisement on page 507.

JOURNAL OF KNIGHTS OF LABOR—Monthly. Labor. Established 1880. Subscription, 50 cts.; circulation—not given by publisher; 16 pages, 4 columns; length of columns, 15 in.; width, 2 1/2 in. Forms close 20th preceding month. Office, 43 B Street, N. W.

Advertising rates, agate, 50 cts. a line; 1/4 page (210 lines), 45 cts. a line; 1/2 page, 42 1/2 cts.; 3/4 page, 40 cts.; one page, 37 1/2 cts. a line; back page, \$393.75.

MACHINISTS' MONTHLY JOURNAL—Monthly. Official organ of Railroad Machinists. Established 1888. Claimed average circulation for 1914, 76,962; 98 pages, 2 col-

DISTRICT OF COLUMBIA

umns; length of columns, 8 in.; width, 2 1/2 in. Forms close 6th preceding month. Office, McGill Building.

Advertising rates, agate, per inch, \$10; 1/4 page, \$33; 1/2 page, \$55; 1 page, \$90. Discount on three months contract, 10%; six months, 15% and one year, 33 1/4%.

See advertisement on page 493.

MISSIONARY—Monthly (1st). Catholic. Established 1896. The Catholic Missionary Union, publishers. Subscription, \$2. Sworn average circulation for 1914, 59,581*; 80 pages, 2 columns; length of columns, 7 3/4 in.; width, 2 1/2 in. Cannot use matrices. Forms close 10th of month preceding. Office, Brookland Post Office.

Advertising rates, full page, \$60; 1/2, 1/4 or 1/8 page, pro rata; back cover, \$100; inside cover, \$75.

NATIONAL GEOGRAPHIC MAGAZINE—Monthly. Literary-Geographic-Travel-Scientific. Established 1888. National Geographic Society, publishers. Subscription, \$2.50. Claimed average circulation by direct subscription for 1914, 286,500; 112 pages and cover, 2 columns; length of columns, 8 1/2 in.; width, 2 3/4 in. Office 16th and M. Streets.

Advertising rates, full page, \$600; 1/2, 1/4 and 1/8 pages pro rata.

NATIONAL HIBERNIAN—Monthly. A. O. H. Official Organ. Established 1901. Joseph McLaughlin, publisher. Subscription, 50 cts. Detailed average circulation for year 1914, 207,954*; 24 pages, 4 columns; length of columns, 11 3/7 in.; width, 2 1/2 in. Can use matrices. Forms close 1st of current month.

Advertising rates, agate, 60 cts. a line. Reading notices, \$1.20 a line.

NATIONAL TRIBUNE—Every Thursday. Family. Established 1877. National Tribune Co., publishers. Subscription, \$1. Claimed average circulation for six months ending September 1914, 135,403; 8 pages, 7 columns; length of columns, 20 in.; width, 2 1/2 in. Can use matrices. Office, 14th and E. Streets, N. W.

Advertising rates, agate, 30 cts. a line, flat. Classified, 20 cts. a line. Reading notices, 50 cts. a line.

See advertisement on page 529.

NAVY—Monthly (1st). Naval. Established 1907. The Navy Publishing Co., publishers. Subscription, \$2. Claimed average circulation for year 1914, 5,800; 64 pages. 2 columns; length of columns, 8 1/4 in.; width, 3 1/4 in. Cannot use matrices. Forms close 20th. Office, 518 Southern Building.

Advertising rates, full page, \$50; 1/2 page, \$25; 1/4 page, \$16.75; 1/8 page, \$12.50; 1/16 page, \$6.50; with discounts of 2 1/2, 5 or 10% on 3, 6 or 12 month contracts.

See advertisement on page 520.

DISTRICT OF COLUMBIA

PATHFINDER—Every Saturday. News Review. Established 1894. Pathfinder Publishing Co., publishers. Subscription, \$1. Sworn detailed average circulation for year 1914, 72,724*; guaranteed for 1915-16, 100,000; 32 pages, 3 columns; length of columns, 10 in.; width, 2½ in. Forms close 10 days in advance.

Advertising rates, agate, 25 cts., flat, a line. Effective January 1916, 40 cts., flat, a line.

See advertisement on page 468.

POST—Every morning including SUNDAY. Independent. Established 1877. The Washington Post Co., publishers. Subscription, daily, \$6; Sunday, \$2.40. Sworn average circulation for six months prior to April 1, 1915, daily, 34,382* net paid; Sunday, 53,846* net paid; daily, 12 to 16 pages; Sunday, 50 to 70 pages, 3 columns; length of columns, 21¾ in.; width, 2½ in. Can use matrices. Office, Post Building.

Advertising rates, daily, agate, 15 cts. a line; 2 times consecutively, 14 cts. a line; 3 times, 13½ cts.; Sunday, 18 cts. a line; 2 times, 16 cts.; 3 times, 15 cts. Open space within one year, 1,000 lines daily, 13 cts.; Sunday, 14 cts. a line; 2,500 lines, 12 or 13 cts. a line; 5,000 lines, 10 or 11 cts.; 10,000 lines, 9 or 10 cts. a line; financial, daily, 15 cts. a line; Sunday, 18 cts.; automobile advertising, 10 cts. a line; preferred positions, 10 and 25% extra. Double column advs., must not be less than 28 lines deep; triple column, 75 lines deep. Classified, 2 cts. per word. Reading notices, 50 cts., last page, 75 cts. and first page, \$1 a count line; preferred readers in body type, \$1 a line; telegraphic readers, \$1.50 a line; black full headings count double.

POSTAL RECORD—Monthly. Postal. Established 1887. National Association of Letter Carriers, publishers. Subscription, \$1; claimed average circulation for year 1914, 32,550; 28 pages, 3 columns; length of columns, 9½ in.; width, 2¾ in. Forms close 10th preceding month. Office, 945 Pennsylvania Avenue, N. W.

Advertising rates, \$3 an inch; 27 in. within one year, \$2.50 an inch; 54 in., \$2.40; 81 in., \$2.30; 108 in., \$2.20; 135 in., \$2.10; 160 in. or more, \$2 an inch. Position and cover pages, 25% extra. Reading notices, 30 cts. a line.

POSTMASTERS' ADVOCATE—Monthly. Postal News. Established 1895. Postmasters' Advocate Publishing Co. (Inc.), publishers. Subscription, 50 cts. Claimed average circulation for year 1914, 25,000; 24 pages, 4 columns; length of columns, 11¾ in.; width, 2¾ in. Forms close first of each month. Office, 1222 H. St. N. W.

Advertising rates, agate, 20 cts. a line; full page, \$98; ½ page, \$56; ¼ page, \$30. Reading notices, 30 cts. a line each insertion. Classified, 5 cts. per word.

PUBLIC SERVICE MAGAZINE & MEDICAL RECORD—Bi-monthly (15th). Medical,

DISTRICT OF COLUMBIA

surgical and dietetic. Established 1891. Arthur G. Lewis, editor and publisher. Claimed average circulation for 1914, 14,900; 60 pages, 3 columns; length of columns, 10 in.; width, 2½ in. Can use matrices. Forms close on 25th of month preceding. Office, 606 F. St. N. W.

Advertising rates, full page \$60; ½ page, \$40; ¼ page, \$20; ⅛ page, \$12, with discount of 15% on six or more insertions.

R. F. D. NEWS—Every Saturday. Devoted to the interest of Rural Free Delivery Carriers. Established 1902. W. D. Brown, publisher. Subscription, \$1; claimed average circulation for year 1914, 27,000; 24 pages, 3 columns; length of columns, 10 in.; width, 2¾ in. Can use matrices. Forms close Wednesday. Office, Evans Building.

Advertising rates, 22 cts. a line; 4 times, 20 cts.; 13 times, 18 cts.; 26 times, 15 cts.; 52 times, 12 cts. a line: ¼ page, \$20; ½ page, \$35; one page, \$60.

STAR—Every evening except Sunday, and SUNDAY MORNING STAR. Independent. Established, daily, 1852; Sunday, 1905. Evening Star Newspaper Co., publishers. Subscription, daily, \$4.80; Sunday, \$2.40; daily and Sunday, \$7.20; sworn average circulation for year ending March 31, 1915, daily, 67,533* net paid; Sunday, 49,658* net paid; daily 16 to 24 pages; Sunday, 52 pages and magazine supplement, either edition 8 columns; length of columns, 21¾ in.; width, 2½ in. Can use matrices. Office, 1101 Pennsylvania Avenue.

Advertising rates, daily, 15 cts. a line, flat; Sunday, 10 cts. a line, flat. Full position, 2½ cts. a line extra. Double column advertisements must be 42 lines deep. Classified, 1½ cts., per word for agents, help wanted, etc.; real estate, educational and resorts, 15 cts. a line, with discount on 2 or more insertions. Reading notices, with mark, 75 cts. per line; in agate at foot of columns, 50 cts. a line.

TIMES—Every evening including SUNDAY. Independent. Established 1894. Frank A. Munsey, publisher. Subscription, \$3.50. Sworn average circulation for six months prior to April, 1915, daily, 43,106* net paid; Sunday, 39,224* net paid; 14 to 26 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices. Office, Munsey Building, Pennsylvania Avenue, between 13th and 14th Streets.

Advertising rates, daily, or Sunday, agate, 15 cts. a line. Open space used within one year, 1,000 lines, 13 cts.; 52 times or 2,500 lines, 12 cts. a line; 78 times or 5,000 lines, 11 cts.; 104 times or 7,500 lines, 10 cts.; 156 times or 10,000 lines, or more, 9 cts. a line. Double column advertisements must be at least 40 lines; triple column, 75 lines and four columns, 100 lines deep. Financial 15 cts. a line; new publications, 12 cts. a line. Automobile, 7 cts. a line, flat; resorts, 8 cts.; 15 times, 7 cts. a line; 30 times, 6 cts. a line per insertion. Classified, situations or help wanted,

DISTRICT OF COLUMBIA

rooms for rent, boarding rooms and board, railroad and steamship time tables, 8 cts. a line; other classifications, 10 cts. a line. Reading notices, 50 cts. a line; first page (not exceeding 14 lines), \$1 a line (marked "Adv"). Combination rate, including Sunday issues of above and Baltimore News, and New York Press; 37 cts. a line, flat.

DISTRICT OF COLUMBIA

U. S. GOVERNMENT ADVERTISER—Every Thursday, Government Contracts. Established 1882. C. H. Ridenour, and J. E. Jenks, publishers. Subscription, \$5; claimed average circulation for 1914, 7,250; 24 pages, 4 columns; length of columns, 13 in.; width, 2½ in. Office, 511 11th Street, N. W. Advertising rates on application.

FLORIDA

GAINESVILLE—Population, 1910 census 6,183; 1914 estimate 10,000. On 3 railroads. Seat of State University and U. S. Experiment Station. Located in center and the high lands of the State and enjoys considerable prestige as a health resort. Commerce includes market gardening and various manufactures with special attention to general farming and stock raising. Three national and one state bank.

SUN—Semi-Weekly, Mondays and Thursdays. Democratic. Established 1881. H. H. McCreary editor and publisher. Subscription, \$1. Claimed average circulation for year 1914, 5,600; 8 pages, 5 columns; length of columns 17½ in.; width, 2½ in.

Advertising rates on application.

JACKSONVILLE—Population, 1910 census 57,699; 1914 U. S. census estimate, 92,160. On St. John's River and 5 railroads. (10 regular steamers each week for Northern Ports). Commercial center of Florida of which it is the largest city. Excellent harbor with 30-foot channel to the ocean and has a very large foreign and coast commerce in phosphate, cotton, lumber, rosin, turpentine, cigars, vegetables and fruits. Its industries include naval stores, lumber, cigar and cigar-box manufactures, coffee and spice mills, cracker, candy, machinery, ship building, fruit packing establishments as well as large nurseries; is also a prominent winter resort. Exports during 1914, \$1,196,140.00, and imports, \$1,436,033.00. Bank clearings during year 1914, \$160,548,606.00.

FLORIDIA METROPOLIS—Every evening except Sunday; SUNDAY morning. Democratic. Established 1887. The Metropolis Co., publishers. Subscription, \$7.50. Claimed average circulation for 1914, 21,012; 12 to 60 pages, 7 columns; length of columns, 21½ in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 4 cts. a line, flat. Preferred positions, 15 and 25% extra. Classified, 1c. per word. Star readers, 30 cts. a line; telegraphic readers, 50 cts. a count line.

See advertisement on page 526.

TIMES-UNION—Every morning including SUNDAY. Democratic. Established 1878. Florida Publishing Co., publishers. Subscription, \$6. Sworn average circulation, for six months ending June 30, 1914, daily, 24,910* net; Sunday 27,867* net; daily, 14 to 28 pages; Sunday, 56 to 80 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 5 cts. a line, flat. Preferred position, 10 and 25 per cent extra. Local reading notices, 250 lines, within one year, 25 cts. a count line; 500 lines, 20 cts.; 1,000 lines, 15 cts. a line. Telegraphic notices, 75 cts. a count line. Classified rates 1c. per word.

See advertisement on page 460.

LAKE WORTH—Population 800. Located 6 miles from Palm Beach on Florida Coast Railroad. Truck and fruit farming being the principal industries.

HERALD—Every Thursday. Independent-Local. Established 1912. R. D. Strong, editor and publisher. Subscription, \$1.50. Claimed average circulation for 1914, 9,800 net; 8 pages, 7 columns; length of columns, 21¾ in.; width, 2½ in. Can use matrices.

Advertising rates, 40 cts. an inch, flat; position advertising, 80 cts. an inch; editorial or first-page, \$1 an inch. Readers, 18 cts. a line.; editorial or first-page, \$1 a line.

LAKELAND—Population, 1910 census, 3,719; 1915 estimate, 8,000. On Atlantic Coast Line Railroad. Is a well known health resort and is located in orange growing, small fruit and truck farming district. Annual income from the various industries \$1,750,000. Three Banks, capital, surplus and profits 1914, \$211,000.

FLORIDA CHRISTIAN ADVOCATE—Every Thursday. Methodist. Established 1886. Florida Conference Of The Methodist Episcopal Church, South, publishers. Subscription \$1.50. Sworn detailed average circulation for year ending July, 1914, 5,263* net. 20 pages, 4 columns; length of columns 12 in., width, 2½ in. Can use matrices.

FLORIDA

Advertising rates 53 cts. an inch with discounts of 5, 10, 15 or 20% on 10, 50, 200 or 500 inch contracts.

MIAMI—Population 1910 census 5,471; 1915 estimate, 19,013. On Biscayne Bay, with Steamer Service to Havana, Nassau, San Juan, P. R., as well as many other notable points; also served by Florida East Coast Railroad. Pineapples, grape fruit, oranges and many other fruits and vegetables grown extensively throughout the surrounding territory.

METROPOLIS—Every evening except Sunday. Independent-Democratic. Established 1903. Miami Printing Co., publishers. Subscription \$5. Claimed average circulation for year ending June, 1915, 5,000; 8 to 16 pages, 7 columns; length of columns 21 in., width 2½ in. Can use matrices.

Advertising rates 2 cts. flat a line. Readers 15 cts. a line; first page 35 cts. a line.

PENSACOLA—Population 22,982. On Pensacola Bay and 3 railroads. Port of entry, has excellent harbor and extensive commerce, being nearer to Panama Canal than any other Gulf Port. Ships vast quantity of lumber, cotton, wool, tallow, hides, fishing and naval stores. Claimed to be the largest fresh fish market south of Baltimore. Its industries include fertilizer factory, planing and saw mills, etc.; sixty manufacturing establishments in all, with a combined capital of \$2,000,000.00. Pensacola Navy Yard and U. S. Aviation School and Fort Barrancas with Coast Artillery located here.

JOURNAL—Every morning. Democratic. Established 1893. Journal Publishing Co., (Inc.), publishers. Subscription, daily, \$6.50. Sworn average circulation for twelve months prior to April 1915, 5,423* net paid; 8 to 24 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, 24 cts. an inch; next reading, 15% extra; full position, 25% extra. Classified (minimum 20 cts.) 1c. per word. Reading notices, 20 cts. a line, with discount on 100 lines and over. In combination with Meridian DISPATCH, display, 40 cts., flat an inch.

NEWS—Every evening except Sunday, and SUNDAY MORNING. Democratic. Established 1889. News Publishing Co., publishers. Subscription, \$5; sworn average circulation for twelve months prior to April, 1915, 5,093* net paid; 8 to 16 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, 23 cts. an inch, flat; preferred position, 25% extra. Reading matter, body type (7 pt.), 10 cts. a line; in black face, (12 pt.), 15 cts. a line. Classified, one insertion, 1c.; three insertions, 1½ cts.; six insertions, 2 cts.; twelve insertions, 3½ cts. per word.

FLORIDA

ST. AUGUSTINE—Population 5,494; during winter months, population ranges around 30,000. On Matanzas Bay, Florida East Coast R. R. and Florida Coast Inland Waterway. The oldest town in the U. S., is a famous winter resort and the trade center for a very wide territory. Adjoining famous Hastings and Irish potato growing district; value of 1914 crop \$1,000,000.00. Cigar manufacturing and stock raising principal industry of territory. Does considerable canal shipping. General offices and repair shops of Florida East Coast R. R. located here. Bank deposits during 1914, \$2,589,962.87. Postal receipts, \$50,-875.25.

FLORIDA FARMER & HOMESEAKER—Monthly (10th). Agricultural. Established 1899. Florida Farmer Company, publishers. Subscription, \$1; claimed average circulation for year 1914, 8,247; 32 pages, 4 columns; length of columns, 12 in.; width, 2½ in.

Advertising rates, agate, 10 cts. a line; full page, \$67.20; ½, ¼ or ⅓ page, pro rata. Classified, 2 cts. per word.

TAMPA—Population 37,782. On Tampa Bay and 5 railroads. Has excellent harbor and very large coast and foreign trade, with regular lines of steamships between coastwise ports and Havana. A city hall to cost \$235,000 and a better sewerage system to cost \$600,000 are now under way of construction. Has 110 miles paved streets. More than 200 cigar factories employing more than 15,000 people, the trade aggregating more than \$207,000,000 annually; has a number of lumber mills, and also includes in its commercial resources fruit culture, phosphate, fishing, naval stores. There is more phosphate mined and shipped from this territory than all the rest of the world combined and seventy-five per cent of all the citrus fruits and vegetables grown in the state are within 100 miles of Tampa. Also a well-known winter resort to which probably 100,000 visitors are attracted annually. Port's commerce was for 1913, 2,222,000 long tons, valued at more than \$38,000,000.00. Annual value of manufactured products, \$40,000,000.00. Bank clearings during 1913, \$52,680,438.49.

FLORIDA GROWER—Every Saturday. Agricultural. Established 1908. Florida Growers Pub. Co., publishers. Subscription, weekly, \$1.50. Claimed average circulation for year 1914, 15,000. 20 or more pages, 4 columns; length of columns, 12 in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 10 cts. a line; 300 lines or more, within one year, 8 cts., a line. Classified 2½ cts. per word.

See advertisement on page 515.

TIMES—Every evening except Sunday. Democratic. Established 1893. Tampa Pub-

FLORIDA

lishing Co., publishers. Subscription, \$5; sworn average circulation for six months prior to April 1915, 15,988* net; 14 to 20 pages, 7 columns; length of columns, 22 in.; width, 2½ in.

Advertising rates, 2½ cts. a line, flat. Preferred position, 15 and 25% extra. Reading notices, 10 cts. a line; pure readers in body type, 20 cents a line. Classified, 1c. per word.

See advertisement on page 529.

TRIBUNE—Every morning including **SUNDAY**. Democratic. Established 1894. Tampa Tribune Publishing Co. (Inc.), publishers.

FLORIDA

Subscription, \$6. Sworn average circulation, for twelve months prior to April, 1915, daily and Sunday, 17,302* net paid; daily, 12 to 16 pages; Sunday, 34 to 100 pages; 7 columns; length of columns, 21 in.; width, 2¼ in. Can use matrices.

Advertising rates, agate, daily or Sunday, 6 cts. a line; 1,000 lines, within one year, 5 cts.; 3,000 lines, 4 cts.; 5,000 lines, 3 cts. Preferred position, 10 or 20% additional. Reading notices, 15 cts. a line; telegraphic readers, 25 cts. a line. Classified, 1c. per word.

See advertisement on page 502.

GEORGIA

ATHENS—Population, 1910 census, 14,913; 1914, estimate, 16,900. On Oconee River and 5 railroads. Fine water electric power; principal industries, woolen mills, cotton and hosiery mills; ice and overall factories; manufacturers more than twenty-five different articles and it is claimed to market more cotton than any city of its size in the world. Second lowest death rate any city in U. S. Seat of University of Georgia, Lucy Cobb Institute, State Agricultural College and State Normal School.

HOME & FARMSTEAD—Every other Saturday. Home and Agricultural. Established 1900. The O'Farrell Publishing Co., publishers. Subscription, 50 cts. Claimed average circulation for 1914, 5, 700; 20 to 30 pages, 4 columns; length of columns, 11 in.; width, 2½ in. Cannot use matrices.

Advertising rates upon application.

WOMAN'S WORK—Monthly. Household. Established 1887. T. L. Mitchell, publisher. Subscription, \$1; circulation—not given by publisher; 20 pages, 4 columns; length of columns, 14 in.; width, 2½ in. Forms close 25th preceding month.

Advertising rates, agate, 25 cts. a line; discount for aggregate space of 7 in. or over, in one issue, 5%; 14 in., 10%; 28 in., 15%; 56 in. (one page), 20%; 112 in. or over, 25%.

ATLANTA—Population 154,839. Fourteen radiating steam railroad lines. One of the most important manufacturing distributing centers in the entire South. The principal industries are as follows: Flour, paper, steel, cotton and cotton oil mills and agricultural implement factory, together with several fertilizer factories. Its trade in lumber is no less important than that of cotton and is likewise an important horse and mule market. Southern headquarters for insurance companies and many concerns

doing a national business. Seat of Georgia School of Technology, Agnes Scott Female College, Cox Female College, Washington Seminary for young ladies, Atlanta College of Physicians and Surgeons, Atlanta Medical College, two Dental Colleges and a College of Pharmacy, as well as the following colored institutions; Atlanta University, Clark Theological School, Gammon School of Theology and Spelman University. Sales of real estate during 1913, \$35,000,000. Annual value of manufactured products, city and county estimated, \$50,000,000. Bank clearings during 1914, \$691,000,000.

AMERICAN—Sunday edition of Georgian, which see; also—

See advertisement on page 478.

CHRISTIAN INDEX—Every Thursday. Baptist. Established 1821. Bell & Graham, publishers. Subscription, \$2; sworn average circulation for year ending July 1914, 12,567* 32 pages, 3 columns; length of columns, 10¾ in.; width, 2¾ in. Office, 41 East Ellis Street.

Advertising rates, \$126 an inch, with discount of 5, 10, 15 or 20% on 10, 50, 200 or 500 inches.

CONSTITUTION—Every morning including **SUNDAY**, and **TRI-WEEKLY**, Tuesdays, Thursdays and Saturdays. Democratic. Established 1868. Constitution Publishing Co., publishers. Subscription, daily and Sunday, \$6; sworn average circulation for twelve months prior to October, 1914, daily, 46,356* net paid; Sunday, 46,453* net paid; tri-weekly, \$1; sworn average circulation (same period), each issue, 111,697* net paid; 12 to 84 pages, 7 columns; length of columns, 21 in.; width, 2¼ in. Can use matrices.

Advertising rates, agate, daily or Sunday, 10 cts. a line; on yearly contracts, 1,000 lines, 8 cts.; 2,500 lines or more, 6½ cts. a line. Next to or following reading matter, 10%, or full position, 15% extra. Wine and whiskey advertisements, 10 cts., flat; amuse-

GEORGIA

ments, 15 cts., flat; schools, colleges, resorts and publishers, 8 cts. flat, a line. Reading notices, 25 cts. per nonpareil line; telegraphic readers (no discount) \$1 per nonpareil line, daily, or Sunday. Classified, 1c. per word. Tri-weekly all editions, 50 cts. per agate line. Reading notices, \$1 per nonpareil line. Classified, 50 cts. a line.

See advertisement on page 456.

COTTON—Monthly. Textiles. Established 1872. W. R. C. Smith Publishing Co., publishers. Subscription, 50 cts.; claimed average circulation for 1914, 5,000; 120 pages, 2 columns; length of columns, 10 in.; width 3½ in.

Advertising rates, ⅓ page, \$7; ½ page \$12; ¾ page, \$18; 1 page, \$30; one page, \$50. Discount on 6 months or longer.

ELECTRICAL ENGINEERING—Monthly. Electrical. Established 1878. W. R. C. Smith Publishing Co., publishers. Subscription, 50 cts.; foreign, \$1.50; claimed average circulation, for year 1914, 9,000; 100 pages, 2 columns; length of columns, 10 in.; width, 3½ in. Office, Grant Building.

Advertising rates, ⅓ page, \$7; ½ page, \$12; ¾ page, \$18; 1 page, \$30; one page, \$50; discount on six months or longer.

GEORGIAN—Every evening except Sunday; **AMERICAN**, Sunday. Independent. Established 1906. The Georgian Company, publishers. Subscription, \$7; sworn average circulation for six months prior to April, 1915, daily, 46,556* net; Sunday, 73,963* net; daily, 16 to 28 pages; Sunday, 60 to 100 pages; daily or Sunday, 8 columns; length of columns, 20 in.; width, 2½ in. Can use matrices. Office, 20 E. Alabama Street.

Advertising rates, agate, daily, 10 cts.; Sunday, 15 cts. a line; 52 insertions or 1,000 lines, within one year, 9 or 13 cts.; 78 times or 2,500 lines, 8 or 12 cts.; 156 times or 5,000 lines, 7 or 10 cts. a line, for daily or Sunday respectively. Special positions, 10 and 25% extra. Mail order copy daily or Sunday, 8 cts., flat, a line including position. Reading notices, daily or Sunday 25 cts. a count line; 12-point type 30 cts. a line. Classified, daily or Sunday, 1c. per word.

See advertisement on page 478.

GOLDEN AGE—Every Thursday. Baptist. Established 1902. Wm. D. Upshaw, editor. Subscription, \$2; sworn detailed average circulation, for year ending August 1914, 11,641*; 16 pages, 4 columns; length of columns 13 in.; width, 2½ in. Office, Austell Building.

Advertising rates, \$1.16 an in., with discount of 5, 10, 15 or 20% on 10, 50, 200 or 500 inches.

INDEPENDENT—Every Saturday. Colored. Independent. Established 1903. Independent Publishing Co., publishers. Subscription, \$1.50; claimed average circulation for year

GEORGIA

1914, 25,500; 8 pages, 6 columns; length of columns, 20 in.; width, 2¼ in. Can use matrices. Office, 200 Auburn Avenue.

Advertising rates, agate, 4 cts., a line, flat. Reading notices and locals \$1. a in.

See advertisement on page 514.

IRON TRADESMAN—Monthly (15th). Industrial—Mechanical. Established 1879. W. R. C. Smith Publishing Co., publishers. Subscription, \$1. Claimed detailed average circulation for twelve months ending May, 1915, 7,625; 120 pages, 2 columns; length of columns, 10 in.; width, 3½ in. Forms close 5th. Office, Grant Building.

Advertising rates, full page, \$50; ½ page, \$30; ¼ page, \$18; ⅓ page, \$10; ⅛ page, \$6 with discounts of 10 or 20% on 6 or 12 month contracts.

JACOBS AND COMPANY.

See advertisement on pages 532, 533, 534, 535, and 536.

JOURNAL—Every afternoon except Sunday, **SUNDAY MORNING**, and **SEMI-WEEKLY**, Tuesdays and Fridays. Democratic. Established 1883. The Atlanta Journal Co., publishers. Subscription, daily, \$5; Sunday, \$2; Semi-weekly, \$1. Sworn detailed average circulation for six months prior to April, 1915, daily, 50,240* net; Sunday 57,945* net; semi-weekly, sworn average circulation for six months ending Sept. 30, 1914, 97,818* net paid; daily, 16 to 24 pages; semi-weekly, 8 pages; Sunday, 40 to 78 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices. Office, Journal Building.

Advertising rates, daily or Sunday, agate, 10 cts. a line; 1,000 lines, within one year, 9 cts.; 2,000 lines or more, 8 cts. Full position, 15% extra. Educational and resorts, 8 cts. a line. Liquor, advertising, 10 cts. a line, flat. Amusements, 15 cts. a line, flat. Classified, 10 cts. a line; 3 consecutive times, 6 cts.; 7 consecutive times, 5 cts. a line. Reading notices, marked "adv.", nonpareil, 25 cts. a line; telegraphic readers, \$1 a count line. **SEMI-WEEKLY**, display, 40 cts. flat, a line, covering both issues. Classified same as for display. Liquor advertising, 60 cts. a line, flat. Reading notices, 75 cts. a nonpareil line.

See advertisement on page 512.

NATIONAL FIELD—Every Thursday. Agricultural. Established 1913. Farmers Union of America, publishers. Subscription, \$1. Detailed average circulation June 30, 1915, 85,458* net paid; 16 to 32 pages, 4 columns; length of columns, 13 5/14 in.; width, 2¼ in. Can use matrices. Office, 45 Inman Bldg.

Advertising rates, 30c. a line; full page (748 lines) \$200.

See advertisement on page 433.

NEW SOUTH BAKER—Monthly (1st.) Trade. Established 1909. Loyless and Brown, publishers. Subscription, \$1; claimed

GEORGIA

average circulation for year ending June, 1915, 10,000; 50 pages, 2 columns; length of columns, 9 in.; width, $3\frac{1}{2}$ in. Forms close 1st. Office, 623-25-26 Hurt Building.

Advertising rates, \$3 an inch; $\frac{1}{4}$ page, \$6; $\frac{1}{2}$ page, \$9; $\frac{3}{4}$ page, \$15; full page \$27, with discounts on 3, 6 or 12-month contracts. Front cover, \$50; back cover, \$35. Color rates on application.

SODA DISPENSER—Monthly (15th). Trade. Established 1907. Donald A. Loyless, publisher. Subscription, 50 cts.; claimed average circulation for year ending July, 1915, 10,000; 50 pages, 2 columns; length of columns, 9 in.; width, $3\frac{1}{2}$ in. Forms close 1st. Office, 623-25-26 Hurt Building.

Advertising rates, full page, \$12; $\frac{1}{2}$ page, \$25; $\frac{1}{4}$ page, \$16; $\frac{3}{4}$ page, \$12, with discounts on 3, 6 or 12-month contracts.

SOUTHERN CULTIVATOR AND DIXIE FARMER—Semi-monthly (1st & 15th). Agricultural. Established 1843. The Cultivator Publishing Co., publishers. Subscription, \$1. Claimed average circulation for year 1914, 45,017; 32 pages, 3 columns; length of columns, 11 in.; width, $2\frac{3}{8}$ in. Can use matrices. Forms close 10 days in advance. Office, 22 $\frac{1}{2}$ S. Broad Street.

Advertising rates, agate, 20 cts. a line.

SOUTHERN ENGINEER—Monthly (1st). Technical. Established 1904. W. R. C. Smith Publishing Co., publishers. Subscription, 50 cts. Sworn average circulation for six months ending June, 1915, 20,016*; 150 pages, 2 columns; length of columns, 10 in.; width $3\frac{1}{2}$ in. Office, Grant Building.

Advertising rates, full page, \$75; $\frac{1}{2}$ page, \$45; $\frac{1}{4}$ page, \$27.50; $\frac{3}{4}$ page, \$16.50, with discounts on 6 or 12 month contracts.

SOUTHERN FANCIER-FARMER—Monthly (15th). Poultry and Farm. Established 1886. Southern Fancier Pub. Co., publishers. Subscription, 50 cts. Claimed average circulation for year, 1914, 25,000; 44 to 64 pages, 3 columns; length of columns, 10 in.; width, $2\frac{1}{2}$ in. Can use matrices. Forms close 25th preceding month.

Advertising rates, agate, 15 cts. a line.

SOUTHERN FARMING—Southern edition of the ORANGE JUDD FARM WEEKLIES—Every Saturday. Agriculture. Established 1912. Orange Judd Company, publishers. Subscription \$1; sworn average circulation for year 1914, 75,028* net paid; 28 pages, 4 columns; length of columns 13 $11\frac{1}{4}$ in.; width, $2\frac{1}{4}$ in. Forms close Thursday of preceding week. Office, Candler Building.

Advertising rates, agate, 35 cts. a line flat. Reading notices, union, 70 cts. a line. Classified, 4 cts. a word. For combination rate with American Agriculturist, New York; Northwest Farmstead, Minneapolis; Orange Judd Farmer, Chicago; and New England

GEORGIA

Homestead, Springfield, Mass.; also the National Farm Power List, see American Agriculturist, New York City.

SOUTHERN GOLF MAGAZINE—Monthly (1st). Golfing-Sporting. Established 1914. Southern Golf Magazine Co., publishers. Subscription, \$2. Circulation—not given by publisher. 36 to 46 pages, 2 columns; length of columns, $8\frac{1}{4}$ in.; width, $2\frac{1}{2}$ in. Cannot use matrices. Forms close 10 days in advance. Office, 703 Walton Bldg.

Advertising rates, \$2.50 an inch; full page, \$25; $\frac{1}{2}$ page, \$15; back cover, \$35.

SOUTHERN RURALIST—Semi-monthly (1st and 15th). Agricultural. Established 1893. Southern Ruralist Co., publishers. Subscription, 50 cts.; detailed average circulation, Sept. 1, 1914, 262,167* net paid; 24 to 56 pages, 4 columns; length of columns, $13\frac{3}{4}$ in.; width, $2\frac{1}{4}$ in. Forms close ten days in advance. Office, 116 E. Hunter Street.

Advertising rates, agate, \$1 a line, flat; full page, \$700, extra color \$25 extra each insertion. Classified, 8 cts. per word.

See advertisement on page 497.

SOUTHERN TELEPHONE NEWS—Monthly (1st). Telephone Employees. Established 1913. Publicity Department of Southern Bell and Cumberland Companies, publishers. For free distribution to employees. Claimed average circulation for six months ending April, 1915, 13,000; 36 to 40 pages, 1 column; length of columns, $10\frac{1}{4}$ in. Cannot use matrices. Forms close, 20th of month preceding. Office, 78 So. Pryor Street.

Advertising rates, full page, \$100; $\frac{1}{2}$, $\frac{1}{4}$ or $\frac{3}{8}$ page pro rata.

SWEETS—Monthly (1st). Confectionery Trade. Established 1910. Sweets Publishing Co., publishers. Subscription \$1. Claimed average circulation for six months ending December 1914, 4,562; 52 pages, 2 columns; length of columns, $11\frac{1}{4}$ in., width, 4 in. Cannot use matrices. Forms 15th of month preceding. Office, Hurt Bldg.

Advertising rates, full page, \$50; on contract, 3 months, \$40, 6 months, \$30, 12 months, \$25; $\frac{1}{2}$ page, \$33, \$25, \$19 or \$15; $\frac{1}{4}$ page, \$22, \$16, \$11 or \$8; $\frac{3}{8}$ page, \$16, \$10, \$8 or \$5 each insertion respectively; front cover, \$50; back cover, \$35.

WATTS' OFFICIAL RAILWAY GUIDE—Monthly (10th). Railroad and hotel. Established 1886. Watts Publishing Co. (Inc.), publishers. Subscription, \$2. Claimed average circulation for year, 1914, 6,325; 284 pages, 1 column; length of columns, $7\frac{1}{4}$ in.; width, $3\frac{1}{2}$ in. Can use matrices. Office, 601-2 Gould Building.

Advertising rates, $\frac{1}{4}$ page 3 months, \$9.40; 6 months, \$15.65; 12 months, \$26.25; $\frac{1}{2}$ page, \$15.65, \$26.25 or \$45; $\frac{1}{4}$ page, \$23.45, \$41.25 or \$62.50; $\frac{3}{8}$ page, \$31.25, \$52.50 or \$90; full page, \$56.25, \$93.75 or \$150 for three, six or twelve months. Classified, 3 cts. per word.

GEORGIA

WESLEYAN CHRISTIAN ADVOCATE—Every Friday. Official organ of the Methodist Episcopal Church, South. Established 1836. W. C. Lovett, editor. Subscription, \$2; sworn average circulation for year ending August 1914, 10,528*; 32 pages, 3 columns; length of columns, 10½ in.; width, 2 1/5 in. Office, Wesley Memorial Building.

Advertising rates, \$1.05 an inch, with discount of 5, 10, 15 or 20% on 10, 50, 200 or 500 inches.

WESTMINSTER MAGAZINE—Monthly. Presbyterian. Established 1912. Westminster Company, publishers. Subscription, \$1; sworn average circulation for year 1914, 10,000; 24 pages, 4 columns; length of columns, 14 in.; width, 2½ in. Cannot use matrices. Forms close 15th of preceding month. Office, Empire Life Building.

Advertising rates, \$1 an inch, with discount of 5, 10, 15 or 20% on 10, 50, 200 or 500 in. respectively. Readers, special positions or other requirements, 25% extra.

AUGUSTA—Population, 1910 census, 48,301; 1914 U. S. census estimate, 55,500. On Savannah River and 9 railroads. Has a \$100,000.00 barge line to coast. Has a 54,000 horse power water power plant and thirteen large cotton factories as well as flour and lumber mills, cotton seed oil mills, 4 ice factories, chemical and marble works, foundries; brick yards and machine shops of the Georgia R. R., Central of Georgia shops and C. & W. C. railroad shops. Big fruit growing and canning factories, as well as one of the largest inland markets of the world in cotton. Seat of Medical College of Georgia. There is in course of construction a \$2,000,000.00 levee to protect city from floods; also government Post Office, costing, \$325,000.00 and two modern, 10 and 17 story office buildings. Annual value of manufactured products, \$122,000,000.00.

CHRONICLE—Every morning including SUNDAY. Democratic. Established 1785. Augusta Chronicle Publishing Co., publishers. Subscription, daily and Sunday, \$6. Sworn average circulation for six months prior to October 1914, daily and Sunday, 9,125* net paid; 10 to 60 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices.

Advertising rates, daily or Sunday, 5 cts.; 2,000 lines, 4 cts.; 3,000 lines, within one year, 3½ cts.; 5,000 lines, 2½ cts. a line. Classified, 7 ct. a line, with discount for time. Reading notices, 20, 25 and 30 cts. a line; telegraphic readers, 30 cts. a line.

See advertisement on page 494.

GEORGIA

HERALD—Every evening except Sunday. SUNDAY MORNING. Established 1890. Herald Publishing Co., publishers. Subscription, daily, \$5; Sunday, \$1; sworn average circulation for six months prior to April 1915, daily, 11,698* net paid; Sunday, 10,547* net paid; daily, 8 to 16 pages; Sunday, 24 to 36 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, daily or Sunday, 4 cts. a line; 1,400 lines, or more, within one year, 2½ cts.; a line. Position, 10 and 25% extra. Reading notices, 15 cts. a line; telegraphic readers, 50 cts. a line. Classified, 1c. a word.

COLUMBUS—Population, 1910 census 20,554; within three miles of the Post-Office, 1913, City Directory, 45,885. On Chattahoochee River and 3 railroads. The leading cotton manufacturing town of the South. There are located here 12 cotton mills having 300,000 spindles; also iron and plow works; barrel and bagging factories, as well as many other industries, there being 103 manufacturing plants in all, making more than 200 articles.

ENQUIRER-SUN—Every evening except Saturday and Sunday. SUNDAY morning Democratic. Established 1828. Enquirer-Sun Company, publishers. Subscription, \$6. Sworn average circulation for six months prior to April 1915, daily and Sunday, 6,112* net paid; daily, 8 to 12 pages, Sunday, 20 to 28 pages; daily and Sunday, 7 columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 1½ cts. a line flat. Reading notices, 10 cts. a line. Classified 1c. per word.

LEDGER—Every evening except Saturday and Sunday. SUNDAY MORNING. Democratic. Established 1886. R. W. Page, publisher. Subscription, daily, \$5; Sunday, \$1; sworn average circulation for six months prior to April 1915, daily and Sunday, 8,227* net paid; 8 to 24 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices.

Advertising rates, brevier, 50 cts. an inch; 250 in. on yearly contract (2 times a week) 30 cts.; 500 in. (3 times a week), 25 cts. an inch. Classified, 1c. per word. Reading notices, 20 cts. a line; first page, 50 cts.

See advertisement on page 470.

SOUTHERN CHRISTIAN RECORDER—Every Thursday. African Methodist. Established 1889. A. M. E. Sunday School Union,

AND so, when all the merchandising problems are finally resolved, when all the manufacturing speculations have been determined, and when all the difficulties of distribution have been removed—when these things are finished—then, as ever, "it is up to copy."

GEORGIA

publishers. Subscription, \$1; circulation—not given by publisher; 4 pages, 7 columns; length of columns, 21½ in.; width, 2¼ in. Cannot use matrices.

Advertising rates, one inch minimum, 50 cts.; one inch 6 months, \$2.75; one year, \$5.25. Discount of 10% on plate matter. Readers in news columns, 2 cts. a line.

MACON—Population, 1910 census 40,665; 1914 U. S. census estimated, 56,835. On Ocmulgee River and 6 railroad lines. Is in the heart of the famous peach belt, being the distributing point for said product. Has a vast trade in cotton of which 150,000 bales were received in 1914, and of which probably 50,000 bales are used in their cotton mills. Is the largest brick market in the South, having an annual out-put of 100,000,000. Manufactures also include machine shops; sash and blind works; railroad repair shops, iron and brass foundries; fertilizer; wagon and harness factory; cotton seed oil and products and saw mills. Combined pay rolls of the various industries amounting to more than \$500,000.00 per month. Seat of Mercer University; Pio Nono College, Wesleyan Female College, Georgia Academy for the Blind, St. Stanislaus College (Catholic), M. De Sales Academy (Catholic), Business College and five institutions for colored people. Post-office receipts for the year 1914, \$185,396.17. Bank clearings for year 1914 \$177,325,828.12. Annual value of manufactured products, \$20,865,000.

NEWS—Every evening except Sunday. Democratic. Established 1884. Macon News Printing Co., publishers. Subscription, \$5. Sworn average circulation for twelve months prior to April, 1915, 13,569* net paid; 10 to 24 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, 4 cts. a line; 1,400 lines or more within one year, 3 cts. a line; full position, ½c. per line, extra. Classified, 1c. per word. Reading notices, plea, 40 cts. a line; brevier, 20 cts. a line.

See advertisement on page 438.

TELEGRAPH—Every morning, including SUNDAY. Democratic. Established 1826. Macon Telegraph Publishing Co., publishers. Subscription, \$5; by carrier, \$7. Sworn average circulation for year ending April, 1915, daily, 17,368*; Sunday, 19,018*; daily, 12 to 16 pages; (Sunday, 40 to 60 pages), 7 columns, length of columns, 20 in.; width, 2¼ in. Can use matrices.

Advertising rates, agate, 5 cts. a line; 2,000 lines, 4 cts. a line. Mail order copy, 3 cts., a line. Full position, ½c. a line extra. For each column in width, advertisements must be at least one inch deep. Classified, 1c. per word. Reading notices, 20 cts. per count line, with discount on 1,000 lines or over.

GEORGIA

SAVANNAH—Population 65,064. On Savannah River and 6 railroads. Port of entry, has fine harbor and is the leading commercial city of Georgia. Very large coast and foreign trade; the largest trade of any city in the world in shipping naval stores also in manufacture and shipping of fertilizers and second largest trade of any city in the United States in shipment of cotton; also does an immense shipping business in early fruits and vegetables; likewise lumber, barrels, boxes and veneers, brooms, buggies, cotton seed products, paints, soap, rosin, oil, and printing ink, hides and wool. Annual value of manufactured products, \$37,000,000.00. Bank clearings during 1914, \$215,533,307.00.

NEWS—Every morning including SUNDAY, and SEMI-WEEKLY, Mondays and Thursdays. Democratic. Established 1850. Morning News Co., publishers. Subscription, daily, \$8; weekly, \$1. Claimed average circulation for year 1914, daily, 12,365 net paid; Sunday 19,498; weekly, 4,500 net; 8 pages, 7 columns; length of columns, 21 in.; width, 2¼ in.

Advertising rates, agate, daily or Sunday, 10 cts. a line; 250 lines, within one year, 8 cts.; 500 lines, 7 cts.; 1,000 lines, 6 cts.; 2,500 lines, 5 cts.; 5,000 lines, 4 cts.; 10,000 lines, 2 cts. a line. Position 10 and 25% extra. Reading notices, 20 cts. per minion line; 20, 33½ and 50% discount on 26, 52 or 104 insertions respectively. Classified, 1c. per word. SEMI-WEEKLY, display, 5 cts. a line, with discounts of 20, 33½ and 50% on 26, 52 or 104 insertions respectively.

PRESS—Every evening, except Sunday. Established 1892. Democratic. Pleasant A. Stovall, publisher. Subscription, \$5; sworn average circulation for twelve months prior to April, 1915, 13,062* net; 12 to 24 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 3 cts. a line, flat; preferred position, 10 and 25% extra. Classified, 1c. a word. Reading notices, 10 cts. a line.

See advertisement on page 529.

THOMPSON—Population 2,151. On Georgia Railroad. Cotton, sweet potatoes, peaches and grain largely grown; has large cotton factory and cotton seed oil mill and most extensive shipments of cotton and fruit.

JEFFERSONIAN—Every Thursday. Rural-Literary. Established 1906. Thos. E. Watson, editor and publisher. Subscription, \$1. Circulation—not given by publisher; 20 to 24 pages, 4 columns; length of columns, 13 in.; width, 2¼ in. Forms close Saturday preceding.

GEORGIA

Advertising rates, agate, 10 cts. a line. Classified, 2 cts. a word.

WATSON'S MAGAZINE—Monthly (1st). Literary. Established 1907. The Jeffersonian Publishing Co., publishers. Subscription, \$1.

GEORGIA

Circulation—not given by publisher. 100 pages, 2 columns; length of columns, 8½ in.; width, 2½ in. Forms close 15th preceding month.

Advertising rates, agate 25 cts. a line; one page, \$50; ¼ or ½ pages, pro rata. Classified, 5 cts. per word.

IDAHO

BOISE—Population 17,358. Capital and commercial center of Idaho. On Boise River and Oregon Short Line R. R. 61 miles of interurban electric line connect adjacent towns with Boise Wholesale center for large irrigated section. Shipping point for lumber, fruit, wool and hides. U. S. Arrowrock Dam supplies water for 200,000 acres of land leading industries are creameries; cigar, candy, broom, trunk, shirtwaist, harness, apiary (bee-keeping) supply and canning factories; quarries; cement, soap, sweeping compound, brick bunting, tent and awning works; bakeries; packing houses; coffee roasting plants; breweries, foundries machine shops and printing houses. U. S. Assay office, Land office, State penitentiary and Soldiers' Home located here.

CAPITAL NEWS—Every evening except Sunday, and SUNDAY MORNING. Independent. Established, 1901. Capital News Publishing Co. Ltd., publishers. Subscription, \$6; claimed average circulation for year 1914, daily and Sunday 11,640; daily, 8 to 16 pages, Sunday, 26 to 36 pages, daily and Sunday; 7 columns; length of columns, 20 in.; width 2½ in. Can use matrices.

Advertising rates, 4 cts. a line; on yearly contract, 2,500 lines, 3½ cts.; 5,000 lines or more, 3 cts. a line. Preferred position, 25% additional. Classified, 1c. a word. Reading notices, minion, 20 cts. a line first time; 10 cts. each subsequent insertion.

IDAHO FARMER—Semi-Monthly (1st and 15th). Agricultural. Established 1914. Northwest Farm Press Co., publishers. Subscription 50 cts. Claimed average circulation for 1914, 10,000; 20 pages, 4 columns, length of columns, 14 in., width 2½ in. Can use matrices. Forms close 15th of month preceding and 1st of month of publication.

Advertising rates, agate, 8 cts. a line. In combination with WASHINGTON FARMER and OREGON FARMER, 30 cts. a line.

IDAHO STATESMAN—Every morning including SUNDAY. Republican. Established 1864. Statesman Printing Co., publishers. Subscription, \$7; sworn average circulation for six months prior to April 1915, daily and

Sunday, 13,986* net paid; 8 to 36 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 4 cts. a line; 1,000 lines, 3½ cts.; 5,000 lines or more, 3 cts. a line. Preferred position, 10 and 25% extra. Reading notices, 20 cts. a count line. Classified, 1c. per word.

WESTERN FARMERS' REVIEW—Every Thursday. Agricultural. Irrigation. Established 1895. Capital News Publishing Co. (Ltd.), publishers. Subscription, \$1.50. Claimed average circulation for year ending April, 1915, 6,804* net paid; 12 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, 50 cts. an inch.

CALDWELL—Population 3,543. On Oregon Short Line R. R. (Harriman System). Devoted entirely to farming, stock raising and fruit growing; winter apples being the main fruit crop, which are unexcelled any place in the world and of which there are thirty thousand acres of orchards, coming into bearing together with a large acreage of old orchards. Center of rich agricultural and grazing country and Boise-Payette Irrigation projects; being in the center of the richest grain growing district of Southern part of State and has the largest mill and elevator in Idaho. Is the principal horse market of the Northwest, there being a monthly auction sale, hundreds of car loads being offered and sold. Educational center of South Idaho, being the home of the College of Idaho.

GEM STATE RURAL AND LIVE STOCK JOURNAL—Monthly. Agricultural. Live Stock. Established 1895. Gem State Rural Publishing Co. Ltd., publishers. Subscription, \$1. Circulation—not given by publisher; 40 pages, 4 columns; length of columns, 12 in.; width, 2½ in. Forms close 15th of preceding month.

Advertising rates, agate 7 cts. a line, flat; inside front cover or outside back cover (two colors), 100% extra; inside back cover (two colors), 50% extra. Special position inside, 25% extra. Readers, 10 cts. a line. Classified, 1 ct. per word.

ILLINOIS

ALTON—Population, 1910 census, 17,538, 1914 City Directory, with annexation of Upper Alton, 22,338. Located 25 miles north of St. Louis, on Mississippi river; Chicago & Alton; Cincinnati, Chicago & St. Louis (Big 4); Chicago, Burlington & Quincy Chicago, Peoria and St. Louis and Illinois Terminal railroads. Considerable river trade and is a distributing point for farm products. Large manufacturing district, producing bottles, pig lead, strawboard, castings, tools, cartridges, stokers, mine cars, brick, sewer pipe, oil products, powder, flour, meat products, stone and sand. Seat of Shurtleff College, Ursuline Academy, Monticello Seminary and Western Military Academy. Annual value of manufactured product, \$38,000,000.

TELEGRAPH—Every evening except Sunday. Republican. Established 1836. Telegraph Publishing Company, publishers. Subscription \$5.20. Sworn average circulation for six months prior to April, 1915, 4,512 net paid; 8 pages, 7 columns; length of columns, 20 3/4 in.; width, 2 1/8 in. Cannot use matrices.

Advertising rates, 15 cts. an inch. Composition, 5 cts. an inch additional. Special position, 10 or 20% extra. Locals 5 cts. a line.

AREA—Population, 1915, estimated 450. On Minneapolis, St. P. & Ste. Marie Railroad. Grain growing and general farming throughout the surrounding country. Has tile works and business college.

BUSINESS PHILOSOPHER—Monthly (15th). Established 1904. Sheldon University Press, publishers. Subscription \$3.65; circulation—not given by publisher; 96 pages, 2 columns; length of columns, 8 in.; width, 2 1/2 in. Forms close 15th of preceding month.

Advertising rates, agate, 5 cts. a line; full page, \$30; 1/4 or 1/2 page, pro rata; inside back cover, or inside front cover, \$40.

AURORA—Population 29,807. Located in the center of what is claimed to be the finest farming land in the world; on 6 railroads and is the center of an interurban system extending in every direction. Three-fourths of street mileage are paved. Maintains its own lighting plant; likewise its own water works, supplying every part of the city from six artesian wells. Industries include large cotton and flour mills; machine shops; scraper and dumper, pumping and conveying machinery, carriage, sash and blind, cement mixer, glycerine and its products, cinderboard, steel cabinet, garment, corset, silver ware, brass ware, automobile, pneumatic and electric tool, motorcycle and door hanger factories; packing plant; stove and range and cooperage works; also locomotive car shops of the C. B. & Q.

R. R. Annual value of manufactured products, \$18,000,000.00.

BEACON-NEWS—Every evening except Sunday. Progressive. Established 1846. Aurora Beacon Publishing Co., publishers. Subscription, \$3; detailed average circulation for year ending April, 1915, 15,999*; 12 to 20 pages, 8 columns; length of columns, 21 in.; width, 2 in. Can use matrices.

Advertising rates, 50 cts. an inch, flat; on contract, 42 cts. an inch; any required position, 50 cts. an inch. Composition, 5 cts. an inch extra. Classified, 25 words or less, 25 cts. additional words, 1c. a word. Reading notices, 15 cts. per count line, flat.

BELLEVILLE—Population, 1910 census, 21,122; 1915 estimate, 24,980. On Southern, Louisville & Nashville and Illinois Central Railway Systems. Extensive interest in coal mining and truck farming throughout the surrounding country. Other industries are iron, steel, drill, pump, smelting, glass and agricultural implement works; nail and flour mills; copper shop; breweries; shoe factories and mule market. Annual income from the various industries, \$30,000,000.00. Bank clearing during year, 1914, \$500,000.00.

NEWS-DEMOCRAT—Every evening except Sunday. Democratic. Established 1857. Fred J. Kern, publishers. Subscription, \$3. Claimed average circulation for year, ending June, 1915, 4,085. 8 pages, 7 columns; length of columns 20 in., width, 2 1/2 in. Cannot use matrices.

Advertising rates 13 cts. an inch. Composition, 5 cts. an inch additional. Reading notices 20 cts. an inch. Classified, 1 ct. per word.

BLOOMINGTON—Population, 1910 census, 25,768; 1914 census estimate 35,000; 6 steam and 2 electric railways. Coal mining extensively carried on and breeding of fine horses and imported stock largely engaged in. Great horse market; annual sales, \$1,100,000.00. Annual pay roll of \$4,500,000.00 divided among 75 manufacturing establishments, and factories, including machine shops of the C. & A. Ry., which employs more than 2,000 men. Seat of Illinois State Normal School and Illinois Wesleyan University. Annual value of manufactured products, \$4,000,000.00. Bank clearings during 1914, \$36,036,723.00.

BULLETIN—Every evening except Saturday and Sunday. **SUNDAY MORNING**. Democratic. Established 1881. Braley & O'Donnell, publishers. Subscription, \$5; sworn average circulation for six months prior to April 1, 1915, 7,893* net paid; daily, 8 to 16 pages; Sunday, 16 to 24 pages, 7 and

ILLINOIS

8 columns; length of columns, 20¾ in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 2½ cts. a line; 1,400 lines within one year, 2 cts. a line; 7,000 lines, 1½ cts.; 14,000 lines, 1¼ cts. a line; composition, 5 cts. an inch additional. Preferred positions, 15 and 20% extra. Classified, 1c. a word, first insertion; ½c. each subsequent insertion. Personals and medicine notices, 2 cts. a word. Reading notices, 25 cts. a line; 300 lines, 15 cts.; 1,000 or more lines, 12½ cts. a line; telegraphic, 25 cts. a line.

PANTAGRAPH—Every morning except Sunday. Republican. Established 1846. The Pantagraph (Inc.), publishers. Subscription, \$4; weekly, \$1; sworn detailed average circulation for year 1914, 16,366* net paid; 8 to 20 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices.

Advertising rates, 1 in., one time, 42 cts.; one month, 35 cts.; six months, 28 cts.; e.o.d. 3 months, 35 cts.; 1 year, 28 cts. Open space used within one year, less than 5,000 lines, 3 cts.; 5,000 lines 2½ cts.; 10,000 lines, 2 cts. per line. Preferred position, 15 and 25 per cent extra. Reading notices, 20 cts. a line, with discount on 300 lines and over. Classified, 1c. a word, first insertion; ½c. each subsequent consecutive insertion.

SCHOOL AND HOME EDUCATION—Also—ILLINOIS TEACHER. Monthly (July and August omitted). Educational. Established 1880. The Public School Publishing Co., publishers. Subscription, \$2. Claimed combined average circulation, year ending June, 1915, 17,000. 64 pages, 3 columns; length of columns, 10¼ in.; width, 2¾ in. Forms close on 25th of preceding month. Can use matrices.

Advertising rates, covering both publications, 1 inch, \$3; three months, \$8; five months, \$13; ten months (one year), \$24; 2 in., one year, \$40; one page, 1 month, \$60. Position, ¼ extra. Reading notices, 25 cts. per nonpareil line.

See advertisement on page 498.

CANTON—Population 10,453. On two railroads. At the buckle of the famous Illinois Corn Belt. Trade center for a very rich farming and mining district. The home of the largest plane factory in the world; other industries include large agricultural implement works, machine shops and foundry, glove factory as well as brick, tile and cigars; a number of coal mines in vicinity.

LEDGER—Every evening except Sunday. Independent. Established 1912. Canton Ledger Co., publishers. Subscription, \$5; sworn detailed circulation for twelve months prior to April 1915, 5,079* net paid; 8 to 16 pages, 7 columns; length of columns, 20½ in.; width, 2½ in. Can use matrices.

Advertising rates, 15 cts. an inch; full position, 20 cts. an inch, flat. Readers, 12½

ILLINOIS

cts. a line. Classified, thirty words three times, 25 cts.

See advertisement on page 492.

REGISTER—Every evening except Sunday. Republican. Established 1890. C. E. Snively, publisher. Subscription, \$3.50. Claimed average circulation, for year 1914, 4,793 net paid; 10 to 16 pages, 7 columns; length of columns, 21 in. Cannot use matrices.

Advertising rates, agate, 2 cts. a line; on 5,000 line contract, 1½ cts. a line. Readers, 12½ cts. a line. Classified (minimum 25 cts) 1c. per word.

CARLINVILLE—Population 3,616. Located on Chicago & Alton R. R. and is the trade center for a thriving agricultural district. Chief industries are tile and monument works, brick yards and coal mine. Has natural gas. Blackburn (Presbyterian) College is located here.

OTWELL'S FARMER BOY—Monthly (1st). Juvenile-Agricultural. Established 1905. Will B. Otwell, editor and publisher. Subscription, 50 cts. Claimed average circulation for year, 1914, 40,000; 16 pages, 4 columns; length of columns, 12¼ in.; width, 2½ in. Use matrices. Forms close 20th of preceding month.

Advertising rates, 10 cts. a line; \$1 an inch; full page \$45.

CHAMPAIGN—Population 12,421. 4 railroads. Headquarters and general offices Illinois Traction System. In the center of a fertile farming section. Manufactures devoted largely to textile goods, steel sash, mill work electric piano players and small tools.

NEWS—Every morning except Monday including SUNDAY and evening except Sunday, and SEMI-WEEKLY, Wednesday and Saturday. Independent Republican. Established, 1895. E. B. Chapin, editor and publisher. Subscription, morning, \$3; evening, \$5. Sworn average circulation for six months, prior to April, 1915, 6,408* net paid; semi-weekly, 3,653 each issue; 12 pages, 7 columns; length of columns, 20½ in.; width, 2½ in.

Advertising rates, daily (morning and evening) or semi-weekly, first insertions, 25 cts. an in.; subsequent insertion, 20 cts. Reading notices, 10 cts. per line; subsequent insertions, 7½ cts. Classified, 5 cts. a line. The same rates for semi-weekly edition.

CHICAGO—Population, 1910 census, 2,185,283; as estimated July 1, 1914, 2,393,325. The estimated population of the metropolitan district is 2,572,248, the latter including the City of Chicago and the suburbs immediately adjacent to it but not within the city limits. Chicago is a metropolis of the first rank and the great central market of the United States. It is the second city in

ILLINOIS

point of population in the United States and the fourth in the world. It is the greatest railroad center, being the terminus of twenty-seven trunk lines. The annual value of manufactured products in 1913 was \$1,768,872,000.00. The region around and which looks to Chicago as the market of its chief commodities, is an area rich in mineral resources and the richest area of the size on earth in the matter of soils. The city is noted for the magnitude of its business establishments, industry and trade. It is a leading market in dry goods, general merchandise and other manufactured products. It is the foremost distributing center for grain, provisions and live stock; a financial center of great importance, the combined capital, surplus and undivided profits of its national and state banks being \$178,739,025 and the deposits in the same amount to \$1,052,227,419; the clearings for 1914 being \$15,692,828,996. It has a notable system of public parks and playgrounds, famous educational and scientific institutions, excellent hotels and fine business buildings. It is the seat of the University of Chicago and the professional departments of the Northwestern University.

ABENDPOST—Every evening except Sunday, and **SONNTAGPOST**, Sunday morning. German. Established 1889. The Abendpost Co., publishers. Subscription, \$3; sworn average circulation for year ending March 31, 1915, daily, 53,723* net paid; Sunday, 42,184* net paid; 8 to 16 pages (Sunday, 16 to 24 pages), 7 columns; length of columns, 2 1/4 in.; width, 2 1/4 in. Can use matrices. Office, 223-225 W. Washington Street.

Advertising rates, agate, 15 cts. a line; 1,000 lines, within one year, 13 cts.; 2,500 lines, 12 cts.; 5,000 lines, 10 cts.; 7,500 lines, 9 cts.; 10,000 lines, 8 cts. a line. Reading notices, long primer, \$1 a line; brevier 50 cts. a line.

See advertisement on page 439.

ADVANCE—Every Thursday. Congregational. Established 1867. Advance Publishing Co., proprietors. Subscription, \$2; claimed average circulation for year 1914, 17,000; 32 to 64 pages, 3 columns; length of columns, 1 1/4 in.; width, 2 3/8 in. Office, 233 W. Jackson Blvd.

Advertising rates, agate, 15 cts. a line; six insertions, or 100 lines, 14 cts.; thirteen insertions, or 250 lines, 13 cts.; twenty-six insertions, or 500 lines, 12 cts.; fifty-two insertions, or 1,000 lines, 11 cts.; back cover (500 lines), \$75; (two colors), \$100. Preferred position, 1c. a line extra.

AGENTS AND MAIL ORDER DEALERS MAGAZINE—Bi-monthly (1st). Agents and Mail Order. Established 1911. The Agents Publishing Company, publishers. Subscription, 50 cts. Claimed average circulation for year, ending June, 1915, 15,000. 20 pages, 3 columns; length of column, 10 in.; width, 2 1/2 in. Can not use matrices. Forms close

ILLINOIS

20th of month preceding. Office, 519 So. Dearborn Street.

Advertising rates, 35 cts. a line; \$3.50 an inch; full page, \$50; 1/2 page, \$30; 1/4 page, \$15. Classified, 3 cts. per word.

AMERICAN—Every evening except Sunday. Democratic. Established 1900. Evening American Publishing Co., publishers. Subscription, \$4; sworn average circulation for twelve months prior to April 1, 1915, 357,207* net paid; 12 to 28 pages, 8 columns; length of columns, 20 in.; width, 2 1/7 in. Can use matrices. Office, 326 W. Madison Street.

Advertising rates, agate, 40 cts. a line; special positions, (minimum space 28 or 42 lines), 45 and 50 cts. a line; woman's page, 60 cts. a line. Discount, 2 1/2 % on 52 insertions within one year, or 5,000 lines; 5 per cent on 78 times, or 10,000 lines; 7 1/2 % on 104 times, or 15,000 lines; 10 % on 156 times or 20,000 lines. Advertisements must occupy 10 lines in space. single column, run of paper, 28 line or 42 lines, if in position to carry above discounts; double column ads. must not be less than 42 lines deep; triple columns ads., not less than 75 lines deep; four column ads., not less than 100 lines deep; five column ads., 125 lines deep; 6 to 8 columns, not less than 150 lines deep. Automobile advertising, 35 cts. a line, less 20 % for 2,500 or more lines. Special and business notices, 50 cts. a line, with discount. Reading notices, \$2 a line.

AMERICAN BUSINESS—Monthly (15th). Advertising. Established 1910. Seth Brown Publishing Co., publishers. Subscription, \$2. Claimed average circulation for year, ending June, 1914, 5,500. 64 pages, 3 columns, length of columns, 11 in.; width, 2 3/8 in. Can use matrices. Forms close 10 days in advance. Office, Advertising Building.

Advertising rates, \$120 a page, cover pages, \$1.50. Classified, 5 cts. per word.

AMERICAN CARPENTER AND BUILDER—Monthly (1st). Trade. Established 1905. American Carpenter and Builder Co., publishers. Subscription, \$2; sworn detailed average circulation for year 1914, 41,000* net paid; 176 to 200 pages, 2 columns; length of columns, 10 in.; width, 3 1/4 in. Forms close 15th preceding month. Can use matrices. Office, 1827-1833 Prairie Avenue.

Advertising rates, agate, 60 cts. a line; 1/4 page, one time, \$22.50; 3 months contract, \$20; 6 months, \$18; one year, \$16.50; 1/4 page, \$40, \$36, \$33 or \$30, 1/2 page, \$75, \$65, \$58 or \$54, one page, \$140, \$125, \$110 or \$100 each insertion. Special positions, back cover, 50 %; inside covers or opposite editorial pages, 25 %; opposite inside or index or on reading pages in back section, 15 %; opposite reading in back section, 10 % extra.

ILLINOIS

AMERICAN CONTRACTOR—Every Saturday, the first issue in each month issued as a MONTHLY. Building and Contracting. Established 1879. American Contractor Publishing Co., publishers. Subscription, \$10; Monthly, only \$4. Claimed average circulation for year ending June, 1915, 12,000. 100 to 160 pages, 4 columns; length of columns 12 in., width, 2½ in. Can use matrices. Forms close, weekly, Wednesday; monthly, Wednesday. Office, 180 N. Dearborn Street. Advertising rates, \$1.50 an inch.

AMERICAN CO-OPERATIVE JOURNAL—Monthly (1st). Independent. Established 1905. Co-operative Journal Co., publishers. Subscription, \$1; claimed average circulation for year 1914, 8,750 net; 80 to 112 pages; 3 columns; length of columns, 10 in.; width, 2½ in. Forms close 25th of month preceding. Cannot use matrices. Office, 230 La-Salle Street.

Advertising rates, agate, 20 cts. a line; discount on 3 or more insertions.

AMERICAN EDUCATIONAL REVIEW—Monthly. Educational. Inter-Collegiate. Established 1879. American Educational Co., publishers. Subscription, \$1.50; circulation—not given by publisher; 144 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Forms close 20th preceding month. Office, 315 Dearborn Street.

Advertising rates, one inch, one time, \$6; ¼ page, \$16; ½ page, \$28; one page, \$50.

AMERICAN FARMING—Monthly (1st). Agricultural. Established 1906. American Farming Publishing Co., publishers. Subscription, 25 cts.; guaranteed average circulation for 1915-6, 160,000; 24 to 44 pages, 3 columns; length of columns, 10½ in.; width, 2¼ in. Forms close 20th preceding month.

Advertising rates, 80 cts. a line, flat. Preferred position, 15% extra; reading notices, 25% extra.

AMERICAN FIELD—Every Saturday. Sportsmanship. Established 1874. American Field Publishing Co., publishers. Subscription, \$4. Claimed average circulation for year 1914, exceeding 18,000; 32 pages, 4 columns; length of columns, 14 in.; width, 2¼ in. Forms close Tuesday morning preceding. Office, Masonic Temple.

Advertising rates, \$2.50 an inch; one month, \$2; three months, \$1.92; six months, \$1.54; one year, \$1.15 an inch per time. Classified, 3 cts. a word first insertion; each additional consecutive insertion, 2 cts. a word. Reading notices, \$1 a line.

AMERICAN FOOD JOURNAL—Monthly. Pure Foods. Established 1906. The American Food Journal, publishers. Subscription, \$1; claimed average circulation for 1914, 10,000; 48 pages, 2 columns; length of columns, 9¾ in.; width, 3 2/7 in. Office, 15 South Market Street.

ILLINOIS

Advertising rates, \$10 an inch; two months, \$15; three months, \$20; six months, \$35; one year, \$60 an inch.

AMERICAN JEWELER—Monthly. Trade. Established 1882. Hazlitt & Walker, publishers. Subscription, \$1; claimed average circulation for year 1914, 5,000; 56 pages, 2 columns; length of columns, 10½ in.; width, 3¾ in. Office, 607 South Dearborn Street.

Advertising rates, ⅓ page, \$2; three months, \$5.25; six months, \$10; one year, \$20; ½ page, \$4; ¼ page, \$7; ½ page, \$14; one page, \$28.

AMERICAN JOURNAL OF CLINICAL MEDICINE—Monthly (1st). Medical. Established 1894. American Journal of Clinical Medicine (Inc.), publishers. Subscription, \$2. Detailed average circulation for 1914, 25,000*; 224 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Forms close 15th preceding month. Can use matrices. Office, 4757 Ravenswood Ave.

Advertising rates, \$15 an inch; ¼ page, one time, \$20; ¼ page, \$30; ½ page, \$55; one page, \$100. Discounts, 5, 10 and 15% on 3, 6 and 12 months respectively. Classified, \$2 for 25 words or less; additional words, 8 cts. each.

AMERICAN JOURNAL OF VETERINARY MEDICINE—Monthly (1st). Veterinary. Established 1906. D. M. Campbell, D. V. S., editor and publisher. Subscription, \$2; sworn detailed average circulation for year 1914, 7,022*; 96 to 112 pages, 2 columns; length of columns, 8¾ in.; width, 2½ in. Office, 445 Plymouth Court.

Advertising rates, full page, \$25; 3 months, \$70; 6 months, \$135; one year, \$250; ½ page, \$15, \$42, \$80 and \$150; ¼ page, \$10, \$28, \$54 and \$100; ⅓ page, \$6, \$17, \$32 and \$60, respectively, for one, three, six or twelve insertions. Classified, 25 words, \$1 minimum; additional words, 4 cts. each.

See advertisement on page 472.

AMERICAN LUMBERMAN—Every Saturday. Lumber-trade. Established 1873. American Lumberman (Inc.), publishers. Subscription, \$4; claimed average circulation for year 1914, 13,450; 112 pages, 3 columns; length of columns, 13 in.; width, 3 in. Can use matrices. Office, 431 So. Dearborn Street.

Advertising rates, \$3.50 an inch; full page, \$103.50; ½ page, \$60; ¼ page, \$34.50; ⅓ page, \$18.50; ⅕ page, \$10.50, with discounts on two or more insertions.

AMERICAN POULTRY JOURNAL—Monthly (1st). Poultry. Established 1874. American Poultry Journal Publishing Co., publishers. Subscription, \$1; claimed average circulation for 1914, 65,000; 84 to 252 pages, 3 columns; length of columns, 10 in.; width, 2½ in. Forms close 15th preceding month. Can use matrices. Office, 542 So. Dearborn Street.

ILLINOIS

Advertising rates, agate, 40 cts. a line; 1,000 lines, 35 cts.; 2,000 lines, 30 cts. a line; by the year, 30 cts. a line; 1,680 lines or more, for 12 continuous insertions, 28 cts. a line. Reading notices, 50 cts. a line.

AMERICAN SHEEP BREEDER AND WOOL GROWER—Monthly. Sheep and Wool interests. Established 1883. American Sheep Breeder Co., publishers. Subscription, \$1; circulation—not given by publisher; 68 pages, 3 columns; length of columns, 10 in.; width, 2½ in. Office, 9 So. Clinton Street.

AMERICAN SOCIALIST—Every Saturday. Socialist. Established 1914. National Socialist Party, publishers. Subscription, 50 cts. Sworn, claimed average circulation for six months ending June, 1915, 55,000; 4 pages, 8 columns; length of columns, 19½ in.; width, 2½ in. Can use matrices. Office, 803 West Madison St.

Advertising rates, agate, 15 cts., flat, a line.

AMERICAN SWINEHERD—Monthly. Swine Raising and Farming. Established 1885. American Swineherd Publishing Co., publishers. Subscription, 50 cts. Claimed average circulation for year ending June, 1915, 32,500; 64 to 208 pages, 3 columns; length of columns, 10 in.; width, 2½ in. Forms close first of preceding month. Office, 443 South Dearborn Street.

Advertising rates, 25 cts. a line. Reading notices, 50 cts. a line.

AMERICAN TOURIST MAGAZINE—Monthly (1st). Hotel and Travel. Established 1889. American Tourist Publishing Co., publishers. Subscription \$2.50. Claimed average circulation for year 1914, 6,000; 30 pages, 3 columns; length of columns, 11½ in.; width, 2½ in. Can not use matrices. Forms close 20th of month preceding. Office, 814 Adams Express Building.

Advertising rates, \$6 an inch; three months, \$4; six months, \$3; one year, \$2.50 an inch. Classified, 3 cts. per word.

AMERIKAN. See Svornost.

ARBEITER ZEITUNG—Every evening except Sunday. FACKEL, Sundays, and VOR-BOTE, Wednesdays. German. Socialistic. Established 1876. Chicago Arbeiter Zeitung Publishing Co., publishers. Subscription, daily, \$3; Sunday, \$2; weekly, \$2. Claimed average circulation for 1914, daily, 15,000; Sunday, 20,000; weekly, 4,000; daily, 4 pages; weekly, 8 pages; Sunday, 12 pages; length of columns, 20¼ in.; width, 2½ in. Can use matrices. Office, 406 North Clark Street.

Advertising rates, 10 cts. a line, either edition. Discounts from 10% on 1,000 lines to 50% on 10,000 lines. Classified, 1c. a word.

ILLINOIS

Reading notices, 30 and 50 cts. a line, with discounts.

BALKAN WORLD—Every Thursday. Croatian-Servian-Independent. Established 1911. John R. Ralandech, editor and publisher. Subscription, \$1; claimed average circulation for year 1914, 17,000 net; 8 pages, 7 columns; length of columns, 22 in.; width, 2½ in. Office, 518 So. Canal Street.

Advertising rates, 70 cts. an inch.

BANKER—Every Saturday. Financial. Established 1898. Harry Wilkinson, publisher. Subscription, \$5. Claimed average circulation for year, 1914, 9,600; 48 pages or more, 3 columns; length of columns, 12 in.; width, 3 in. Can use matrices. Office, Monadnock Building.

Advertising rates, \$2 an in.; ¼ page, \$12.50; ½ page, \$17.50; ¾ page, \$30; full page, \$60.

BANNER OF GOLD—Bi-Monthly. Temperance. Literary. Established 1892. Subscription, 50 cts.; claimed average circulation for six months ending March, 1915, 19,291; 16 pages, 3 columns; length of columns, 13¾ in. Office, 79 West Monroe Street.

Advertising rates, agate, 20 cts. a line; three months, or 500 lines, 18 cts.; six months, or 1,000 lines, 16 cts.; nine months, or 1,500 lines, 14 cts.; one year, or 2,000 lines, 12 cts. a line. Minimum space, 5 lines.

BASEBALL WORLD—Every Saturday. Sporting. Established 1914. Base Ball World Publishing Co., publishers. Subscription, \$2. Claimed average circulation for last six months 1914, 20,000; 8 pages; 7 columns; length of columns, 22 in.; width, 2¼ in. Can use matrices. Office, 508 N. Dearborn Street.

Advertising rates, agate, 20 cts. a line, flat.

BECKWITH INTERSTATE LIST—See New York City.

BELL TELEPHONE NEWS—Monthly. (1st.) Telephone Employees. Established 1911. Amory T. Irwin editor and publisher. Subscription \$2. (Free to employees). Claimed average circulation for year 1914, 35,000, 34 pages, 3 columns, length of columns 10 in. width 2¼ in. Can use matrices. Forms close 20th of month preceding. Office, Bell Telephone Building.

Advertising rates full page \$80; ½, ¼ or ⅓ page pro rata.

BENJAMIN & KENTNOR CO.
See advertisement on page 499.

BERKSHIRE WORLD AND CORN BELT STOCKMAN—Monthly (1st). Agricultural and Swine Breeding. Established 1909. The Frost Publishing Co., publishers. Subscrip-

ILLINOIS

tion, \$1; claimed average circulation for year 1914, 12,000; 52 pages, 3 columns; length of columns, 10 in.; width, 2½ in. Forms close 20th preceding month. Office, 537 So., Dearborn St.

Advertising rates, agate, 15 cts. a line, flat.

BETTER FARMING—Monthly. Agricultural. Established 1877. Farm Press Publishing Co., publishers. Subscription, 25 cts. Claimed average circulation for 1914, 327,342 net paid. 24 to 32 pages, 4 columns; length of columns, 12½ in.; width, 2¼ in. Forms close 20th preceding month. Can not use matrices. Office, 141 West Ohio Street.

Advertising rates, agate, \$1.50 a line full page (700 lines), \$900; back cover \$950. Preferred position, 25% extra. Advertisements set as reading matter, 50% extra.

BIBLICAL WORLD—Monthly (1st). Religious. Established 1882. University of Chicago Press, publishers. Subscription \$2; circulation—not given by publisher; 20 pages, 2 columns; length of columns, 8 in., width, 2½ in. Can use matrices. Forms close 20th of month preceding.

Advertising rates, \$2.50 an inch; two in., \$4.50; ¼ page, \$8; ½ page, \$14; full page, \$25 with discounts of 10, 20 or 33⅓% on 3, 6 or 12 insertions.

BIG FOUR SUCCESSFUL POULTRY JOURNAL—Monthly (1st). Thoroughbred Poultry, Established 1898. Successful Poultry Journal Publishing Co., publishers. Subscription, 50 cts.; claimed average circulation for year 1914; 40,000; 48 to 120 pages, 3 columns; length of columns, 10 in.; width 2¼ in. Forms close 18th preceding month. Can not use matrices. Office, 445 Plymouth Court.

Advertising rates, 27½ cts. a line; yearly rate, up to 72 inches, 22½ cts.; 72 inches 17½ cts. a line or when a total space of 120 in., is used within one year 16 cts.; 180 inches or more 15 cts. a line. Reading notices, nonpareil, 25 cts. a line. Classified, 30 words, or less, \$1.50; additional words, 4 cts.

BICZ BOZY. Weekly or Sunday edition of Dziennik Ludowy, which see.

See advertisement on page 512.

BLACK DIAMOND—Every Saturday. Official organ of the Coal Industry. Established 1885. Subscription, \$3. Claimed average circulation, for year 8,500; 52 pages, 4 columns; length of columns, 12 in.; width, 2¼ in. Office, Manhattan Building.

Advertising rates, one inch, one month, \$6; three months, \$17; six months, \$32; one year, \$60.

BLADET—Every Tuesday. Swedish. Un-denominational. Established 1877. Chicago Bladet Publishing Co., publishers. Subscription, \$1.50; claimed circulation for year 1914, exceeding 11,000; 8 pages, 7 columns; length of columns, 20½ in.; width, 2¼ in. Office, 3259 North Clark St.

ILLINOIS

Advertising rates, 75 cts. an inch.
See advertisement on page 490.

BLUE BOOK MAGAZINE—Monthly. (1st of preceding month). Short stories and stage pictures. Established 1905. The Story-Press Corporation, publishers. Subscription, \$1.50; circulation—not given by publisher; 240 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Forms close 12th of second preceding month. Office, North American Building.

Advertising rates, agate, \$1 a line; full page, \$200; ¼, ¼ and ½ pages, pro rata; facing contents \$250 per page; 2d or 3d cover or facing same, \$250 or facing title page of Art section, \$250; facing last page of reading, \$300; back cover page, \$1,000. Classified (minimum, 4 lines), same as display with discount on 6 months or longer. Combination rate including The Red Book Magazine, and Green Book Magazine, \$250 a page additional and pro rata for ½, ¼ or ⅓ pages.

BOYCE'S WEEKLIES—See Chicago Ledger and Saturday Blade also.
See advertisement on page 448.

BOYS COMPANTON—Monthly (1st except July and August). Juvenile. Established 1913. Anti Cigarette League, publishers. Subscription, 50 cts.; claimed average circulation for six months ending May 1915, 20,000 net; 32 pages, 3 columns, length of columns, 10 in.; width, 2¼ in. Can not use matrices. Forms close 25th of month preceding. Office, 108 LaSalle Street.

Advertising rates, agate, 10 cts. a line; full page, \$40; ½ page, \$21. Classified, 1c. per word.

BREEDER'S GAZETTE—Every Thursday, Live Stock and Agricultural. Established 1881. Sanders Publishing Co., publishers. Subscription, \$1.; sworn detailed average circulation for year 1914, 98,296* net paid; 48 to 72 pages, 4 columns; length of columns, 13 in. width, 2½ in. Forms close Thursday preceding. Office, 542 South Dearborn Street.

Advertising rates agate, 60 cts. a line flat; pages in preferred positions—fourth cover, facing first illustrated reading article or facing sub-title (illustrated) \$480; center double page, \$900.

BREEDER'S GUIDE—Monthly. Live Stock, Agricultural. Established 1907. E. C. Babcock, publisher. Subscription, 50 cts.; claimed average circulation for 1914, 11,500 16 to 40 pages, 3 columns; length of columns, 10 in.; width, 2¼ in. Office, 551 Cottage Grove Ave.

Advertising rates, 20 cts. a line; \$2 an inch, ½ page, \$25; 1 page, \$50; back cover, \$60.

See advertisement on page 472.

ILLINOIS

BREWER AND MALTSTER—Monthly (15th). Established 1882. Eugene A. Sittig & Son, publishers. Subscription, \$5; circulation—not given by publisher; 200 pages, 2 columns; length of columns, 11 in.; width, 3½ in. Office, 163 West Washington Street.

Advertising rates, ¼ page, one time, \$10; ½ page, \$20; ¾ page \$40; one page, \$60; special notices, \$2, for each insertion of 70 words or less; further rates on application.

BREWERS JOURNAL—See New York City.

BRICK AND CLAY RECORD—Semi-monthly (1st and 3rd Tuesday). Trade. Established 1894. Kenfield Leach Company, publisher. Subscription, \$2; claimed average circulation for 1914, 5,000; 13, pages, 2 columns; length of columns, 9½ in.; width, 3½ in. Forms close Friday preceding. Office, 445 Plymouth Court.

Advertising rates, full page, \$63.25; ½ page, \$38.50; ¼ page, \$22.50; ⅛ page, \$12.75; 1/16 page, \$8.; with discounts on 6, 12 or 24 insertions. Classified (minimum \$1), 8 cts. per word.

BUDD COMPANY (THE JOHN)—See advertisement on pages 528 and 529.

BUILDINGS & BUILDING MANAGEMENT—Monthly (1st). Office building construction, equipment and operation. Established 1900. Patterson Publishing Co., publishers. Subscription, \$2; circulation—not given by publisher; 92 pages, 2 columns; length of columns, 10 in.; width, 3 5/14 in. Office City Hall Square Building.

Advertising rates, 15 cts. a line; full page, \$65; ½ page, \$36; ¼ page, \$25; ⅛ page, \$15; on yearly contract, full page, \$50; ½ page, \$27; ¼ page, \$15.

BUSINESS EQUIPMENT JOURNAL—Monthly (10th). Trade. Established 1908. The Inland Trade Press Co., publishers. Subscription, \$1.; claimed average circulation for 1914, 5,000; 80 pages, 2 columns; length of columns, 10 in.; width, 3¼ in. Can use matrices. Forms close 25th of preceding month. Office, 632 Sherman Street.

Advertising rates, \$4. an inch; full page, \$60; ½ or ¼ page pro rata, with discounts of 10, 20 or 25% on 3, 6 or 12 month contracts.

CANADIAN AMERICAN—Every Saturday. Established 1883. George Sutherland, publishers. Subscription, \$2. Claimed average circulation for year 1914, 15,450; 10 pages, 6 columns; length of columns, 19½ in.; width, 2½ in. Can use matrices. Office, 385 Dearborn Street.

Advertising rates, agate, 15 cts. a line. Discounts ranging from 10% on 500 lines to 30% on 5,000 lines and upward. Special position, 20% extra. Reading notices, 25 cts. a nonpareil line.

*Proof of circulation on file at this office.

ILLINOIS

CEMENT AND ENGINEERING NEWS—Monthly (5th). Cement. Construction. Established 1896. William Seafert, editor and publisher. Subscription, \$1. Claimed average circulation for year 1914, 7,625; 60 pages, 2 columns; length of columns, 10½ in.; width 3½ in. Can use matrices. Forms close 25th of preceding month. Office, 672 Transportation Building.

Advertising rates, full page, \$40; ½ page, \$22.50; ¼ page, \$12.50; ⅛ page, \$7.50. Outside front cover, 100%; outside back cover, 50% or on page opposite editorial, 30% additional.

CEMENT WORLD—Monthly. Trade. Established 1907. Cement World Publishing Co., publishers. Subscription, \$1; claimed average circulation for year 1914, 16,784; 100 to 140 pages; 2 columns; length of columns, 9½ in.; width 3¼ in. Office, 1827-33 Prairie Avenue.

Advertising rates, ¼ page, one time, \$15; ½ page \$25; ¾ page \$35; full page \$60 with discounts on three times or more.

CHAMPION OF FAIR PLAY—Every Saturday. Anti-Prohibition. Established 1889. R. J. Halle, publisher. Subscription, \$2. Circulation—not given by publisher; 8 pages, 6 columns. Can use matrices. Office, Schiller Theatre Building.

Advertising rates, agate, 7 cts. a line, with discount for 1,000 lines and over. Reading notices, 35 cts. a line.

CHEF AND STEWARD—Monthly (1st.) Culinary. Established 1891. Epicurean Printing and Publishing Co., publishers. Subscription, \$1.; claimed average circulation for year 1914, 4,600; ...pages, 2 columns; length of columns, 8 in.; width, 2½ in. Can use matrices. Forms close 15th of month preceding. Office, 408 Isabelle Bldg.

Advertising rates, full page, \$25; on contract, 3 months, \$23, 6 months, \$21, 9 months, \$19; 12 months, \$18; ½ page, \$13, \$12, \$11, \$10 or \$9; ¼ page, \$9, \$8.50, \$7.50, \$7 or \$6.50; ⅛ page, \$5.50, \$5, \$4.50, 4.25 or \$4; 1/16 page, \$3, \$2.75, \$2.50, \$2.25 or \$2 each insertion. Outside back cover double regular rate; inside front or back cover, 50% advance; facing inside front or back cover, 25% advance. Classified, 25 cts., a line.

See advertisement on page 479.

***CHICAGO LEDGER**—Every Saturday. Literary and Family. Established 1872. W. D. Boyce Co., publishers. Subscription, \$1; circulation in combination with **SATURDAY BLADE**, proved and guaranteed, 1,250,000*; 20 to 36 pages, 4 columns; length of columns, 13½ in.; width, 2¼ in. Can use matrices. Forms close Tuesday noon of second week preceding. Office, 500-14 N. Dearborn Street.

Advertisements must include the **SATURDAY BLADE**, and **CHICAGO LEDGER**; combination rate, \$2.50 per agate line. Class-

ILLINOIS

ified, 30 cts. per word. In combination with FARMING BUSINESS, display, \$2.80 a line. See advertisement on page 448.

CHICAGOER PRESSE—Evening edition of Illinois Staats-Zeitung, which see.

CHRISTIAN CENTURY—Every Thursday. Disciples of Christ. Established 1884. The New Christian Century Co., publishers. Subscription, \$1.50; circulation—not given by publisher; 24 to 32 pages, 3 columns; length of columns, 11½ in.; width, 2¾ in. Can use matrices. Office, 700 East Fortieth Street.

Advertising rates, agate, 10 cts. a line. Discount, 6 times, or 100 lines, 10%; 13 times, or 250 lines, 20%; 26 times, or 500 lines, 30%; 52 times, or 1,000 lines, 40%. ¼ page, \$11.25; ½ page, \$20; one page, \$35.

CHRISTIAN WITNESS AND ADVOCATE OF BIBLE HOLINESS—Every Thursday. Holiness. Established 1871. Christian Witness Co., publishers. Subscription, \$1; circulation—not given by publisher; 16 pages, 4 columns; length of columns, 14 in.; width, 2¼ in. Office, 151 Washington Street.

Advertising rates, 15 cts. per agate line. Discount, three months, 10%; six months, 20%; nine months, 30%; twelve months, 40%. Reading notices, 25 cts. per line.

CHRISTIAN WORKER'S MAGAZINE—Monthly (1st). Religious. Established 1896. The Moody Bible Institute of Chicago, publishers. Subscription, \$1; claimed average circulation for year 1914, 13,207; 68 pages, 2 columns; length of columns, 8 in.; width, 2¾ in. Forms close 15th preceding month. Office, 163 Institute Place.

Advertising rates, agate, 10 cts. a line; \$1.35 an inch; full page, \$16; ½ page, \$8.

CITIZEN—Every Saturday. Irish Interests. Established 1882. Chicago Citizen Co., publishers. Subscription, \$2; circulation—not given by publisher; 8 pages, 6 columns; length of columns, 19½ in.; width, 2¼ in. Can use matrices. Office, 511-512 Unity Building, 127 N. Dearborn Street.

Advertising rates, 10 cts. per agate line.

CIVIL SERVICE NEWS—Every Thursday. Public Employees' Interests. Established 1908. Subscription, \$2. The Merit Corporation, publishers. Sworn average circulation for 1914, 10,365*; 20 pages, 5 columns; length of columns, 17½ in.; width, 2¼ in. Can use matrices. Office, 166 W. Washington Street.

Advertising rates, 84 cts. per inch; on yearly contracts, 71 in., 77 cts.; 143 in., 70 cts.; 214 in., 63 cts.; 357 in. or more 56 cts. an inch. Special positions 15 and 25% extra. Reading notices, 10 cts. a line. Classified (minimum 3 lines), 5 cts. a line.

ILLINOIS

COLUMBIAN AND WESTERN CATHOLIC—Every Friday. Religious, K. of C. Established 1867. Columbian Publishing Co., publishers. Subscription, \$1.50; claimed average circulation for year 1914, 25,000; 16 to 24 pages, 4 columns; length of columns, 14 in.; width, 2¼ in. Can use matrices. Office, 140 South Dearborn Street.

Advertising rates, agate, 20 cts.; on yearly contracts, 1,000 lines, 15 cts.; 2,500 lines, 14 cts.; 5,000 lines, 12 cts.; 10,000 or more lines, 10 cts. a line. Reading notices, 50 cts. a line. Classified, \$10 per line per year.

COMMERCIAL TELEGRAPHERS' JOURNAL—Monthly. Fraternal—Labor. Established 1903. Subscription, \$1; circulation—not given by publisher; 32 to 64 pages, 2 columns; length of columns, 8 in.; width, 2¾ in. Forms close 5th of month preceding. Office, 324 Dearborn Street.

Advertising rates, \$3 an inch; ¼ page, \$5.50; ½ page, \$10; ¾ page, \$18; 1 page, \$32. Discounts on 3, 6 or 12 insertions.

CONTINENT—Every Thursday. Presbyterian. Established 1870. Oliver R. Williamson, publisher. Subscription, \$2.50; claimed average circulation for year 1914, 37,835 net; 36 to 72 pages, 3 columns; length of columns, 11½ in.; width, 2¾ in. Can use matrices. Forms close one week in advance. Office, 509 So. Wabash Avenue.

Advertising rates, agate, 30 cts. a line; 500 lines within one year, or 13 times within 3 months, 27 cts.; 750 lines yearly or 26 times within 6 months, 25 cts.; 1,000 lines or 52 times within one year, 24 cts.; 1,200 lines, 22½ cts.; 1,500 lines, 21 cts.; 2,000 lines, 20 cts. a line. Specified position, 20% extra. Special publishers rates on application. Readers, \$1 a count line. Classified, 3 cts. per word.

CONTRACTOR—Semi-Monthly (1st and 15th). Contracting. Established 1898. E. H. Baumgartner, publisher. Subscription, \$1; claimed average circulation for year 1914, 6,000; 84 pages, 3 columns, length of columns, 10 in.; width, 2¼ in. Can use matrices. Forms close five days in advance. Office, 869 Rand McNally Block.

Advertising rates, full page, \$50; 6 issues, \$13; 12 issues, \$39; 24 issues, \$35 each insertion; ½ page, \$30; \$24; \$22 or \$20; one third page, \$28; \$20.65; \$18.76 or \$15; ¼ page, \$20; \$14.50; \$13; or \$11.46; ⅓ page, \$15.50; \$11.55; \$10.50; or \$9.38; ⅔ page, \$12.50; \$8.50; \$7.75, or \$6.67 each insertion respectively. Front cover, \$75; back cover, \$60. Special position 10 or 25% extra.

FINDING a spider in your paper is neither good nor bad luck. The spider was merely looking over your paper to see which merchant is not advertising so he will know where the other spiders have got their webs up.—Mark Twain.

ILLINOIS

COURRIER FRANCO-AMERICAIN—Every Friday. French-Independent-Republican. Established 1856. Louis J. Bachand-Vertefeuille, publisher. Subscription, \$1.50. Detailed average circulation for year ending June, 1915, 8,296*; 8 pages, 7 columns; length of columns, 2 1/4 in.; width, 2 1/2 in. Cannot use matrices. Office, 421 New Era Bldg.

Advertising rates, 4 cts. a line.

DAHEIM—Monthly (1st). German. Home. Established 1913. Illinois Publishing Company, Publishers. Subscription, 50 cts. Claimed average circulation for year ending June, 1915, 11,000; 20 pages, 3 columns; length of columns, 9 3/4 in.; width, 2 1/4 in. Can use matrices. Forms close 10th of month preceding. Office, 24 South Fifth Avenue.

Advertising rates, agate, 12 cts. a line; full page, \$45; 1/2 page, \$24; second or third cover, \$50; back cover, \$75.

DAIRY PRODUCE—Every Tuesday. Butter, Egg and Poultry Trade. Chicago Produce Company (Inc.), publishers. Subscription \$1.50; claimed average circulation for year 1914, 4,222; 34 pages, 4 columns; length of column, 11 in.; width, 2 in. Can not use matrices. Office, 136 West Lake Street.

Advertising rates, 50 cts. an inch; full page, \$15; 1/2 page, \$8; 1/4 page, \$5.

DENNI HLASATEL—Every morning including SUNDAY, and HLASATEL, Semi-weekly, Tuesdays and Fridays. Bohemian, Independent. Established 1891. Denni Hlasatel Printing and Publishing Co., publishers. Subscription, daily, \$5.20; semi-weekly, \$2; claimed average circulation for year 1914, daily, 34,500; semi-weekly, 43,500; 8 to 20 pages, 7 columns; length of columns, 2 1/2 in.; width, 2 1/4 in. Can use matrices. Office, 1545-1549 West 18th Street.

Advertising rates, daily, agate, 5 cts. a line. Semi-weekly, 75 cts. an inch. Position, 50% additional.

DETECTIVE—Monthly (1st) Police Service. Established 1885. Detective Publishing Co., publishers. Subscription, \$1; claimed average circulation for year 1914, 7,500; 8 pages, 5 columns; length of columns, 17 in.; width, 2 1/4 in. Cannot use matrices. Office, 2611 Indiana Avenue.

Advertising rates upon application.

DOMESTIC ENGINEERING—Every Saturday. Trade. Established 1889. Domestic Engineering Co., publishers. Subscription, \$2. Claimed average circulation for year 1914, 10,000; 84 pages, 2 columns; length of columns, 9 3/4 in.; width, 3 1/4 in. Office, 445 Plymouth Court.

Advertising rates, 1/7 page, \$10; 1/4 page, \$15; 1/2 page, \$25; 3/4 page, \$40; 1 page, \$75. Discounts on 3, 6, 12 and 52 insertions.

ILLINOIS

DRY GOODS REPORTER—Every Saturday. Commercial. Established 1871. Dry Goods Reporter Co., publishers. Subscription, \$3. Sworn detailed average circulation for year ending March 1915, 7,744* net paid; 80 to 250 pages, 3 columns; length of columns, 11 in.; width, 2 1/2 in. Office, 215 South Market Street.

Advertising rates on application.

BUCH CASU—Weekly edition of Svornost, which see.

DUROC BULLETIN—Semi-monthly (1st and 15th.) Swine-Agriculture. Established 1904. Duroc Bulletin Co., publishers. Subscription, 50 cts.; claimed average circulation for year ending April 1915, 17,500; 32 to 64 pages, 3 columns; length of columns, 10 in.; width, 2 1/4 in. Can use matrices. Forms close 10th and 25th. Office, 823 Exchange Ave.

Advertising rates, 15 cts. a line; full page, \$75; 1/2 page \$50.

DZIENNIK CHICAGOSKI—Every evening except Sunday. Polish-Independent-Democratic. Established 1890. Polish Publishing Co., publishers. Subscription, \$3; sworn detailed average circulation for six months ending March, 1915, 33,883* net; 8 to 20 pages, 7 columns; length of columns, 20 1/4 in.; width, 2 1/4 in. Can use matrices. Office, 1455-1457 West Division Street.

Advertising rates, agate, 5 cts. a line; 10,000 lines or more, within one year, 4 cts. a line. Reading notices, 20 cts. per count line. Classified, 1c. and 2 cts. per word; classified, displayed, regular display rate.

DZIENNIK LUDOWY—Every evening except Sunday, and WEEKLY BICZ BOZY Sundays. Polish-Socialist-Humoristic. Established 1906. Polish Peoples' Publishing Co., publishers. Subscription, daily, \$3. weekly. \$1.50; claimed average circulation for year ending March, 1915, 16,225; weekly, 16,500; daily, 4 to 8 pages; weekly, 8 to 16 pages, daily, 7 columns; weekly, 4 columns; length of columns, daily, 20 in.; weekly, 13 in.; width, 2 1/4 in.

Advertising rates on application.

See advertisement on page 512.

DZIENNIK NARODOWY—Every evening except Sunday. Polish. Republican. Established 1898. Polish National Publishing Co., publishers. Subscription, \$3; claimed average circulation for year 1914, 26,400; 8 to 16 pages, 8 columns; length of columns, 20 in.; width, 2 1/4 in. Office, 1163 Milwaukee Avenue.

Advertising rates, agate, 5 cts. a line; 5,000 lines within one year, 4 1/2 cts; 10,000 lines, 3 1/2 cts.; 25,000 lines, 3 cts. a line. Reading notices, 25 cts. a line. Classified, 2 cts. per word.

DZIENNIK ZWIAZKOWY—Daily edition of Weekly Zgoda, which see.

ILLINOIS

EAGLE—Every Saturday. Independent. Established 1889. Henry F. Donovan, publisher. Subscription, \$2; circulation—not given by publisher; 12 pages, 7 columns; length of columns, 22 in.; width, 2½ in. Can use matrices. Office, 179 W. Washington Street.

Advertising rates, agate, 20 cts. a line; 500 lines, 12 cts. a line; 1,000 lines, 10 cts.; one inch, one year, \$40.

EAGLE MAGAZINE—See South Bend, Ind.

EARTH—Monthly. Agricultural and Southwestern Land Interests. Established 1904. A. T. & S. F. Railway Co., publishers. Subscription, 25 cts. Claimed average circulation for year 1914, 35,000; 16 pages, 4 columns; length of columns, 12½ in.; width, 2¼ in. Office, 1118 Railway Exchange.

Advertising rates, agate, 12 cts. a line.

ECHO, POST UND BEOBACHTER—Every Saturday. German-Independent. Established 1877. Beobachter Publishing Co., (Inc.), publishers. Subscription, \$1.50. Claimed average circulation for year ending June, 1915, 10,963; 12 to 16 pages, 7 columns; length of columns, 21 in.; width, 2¼ in. Can use matrices. Office, 39 West Adams Street.

Advertising rates, upon application.

ELECTRICAL REVIEW AND WESTERN ELECTRICIAN—Every Saturday. Electrical. Established 1882. Electrical Review Publishing Co., publishers. Subscription, \$3. Sworn detailed average circulation for year 1914, 8,496* net paid; 96 to 180 pages, 2 columns; length of columns, 10 in.; width, 3½ inches. Can use matrices. Office, 608 So. Dearborn Street.

Advertising rates, per page, \$75; ¼, ¼. ¼ and ½ pages pro rata. (minimum space. ¼ page.) Discount on 3 or more pages used within one year.

ELECTRIC CITY MAGAZINE—Monthly. Electrical. Established 1903. Electric City Publishing Co., publishers. Subscription, \$1. Claimed average circulation for year 1914, 60,000; 32 to 44 pages, 4 columns; length of columns, 10½ in.; width, 1¾ in. Can use matrices. Forms close 10th preceding month. Office, 72 West Adams Street.

Advertising rates, ¼ page, \$12.50; ½ page, \$20; ¾ page, \$35; 1½ page, \$60; one page, \$100; back cover, \$125; ½ page, \$75; ¼ page, \$40. Discounts 10 and 20% on 6 and 12 months respectively.

ELECTRICITY & ENGINEERING—Monthly (15th). Operating Engineers and Electricians. Established 1910. Practical Electricity & Engineering Publishing Co., publishers. Subscription, \$1. Claimed average circulation for year 1914, 20,000; 60 pages, 2 columns, length of columns, 10 in.; width, 3½ in. Can use

ILLINOIS

matrices. Forms close 1st of month. Office, 608 So. Dearborn Street.

Advertising rates, ¼ page, \$15; ½ page, \$20; ¾ page, \$35; full page, \$60; two full pages, \$100; with discount on 3, 6, or 12 months contract. Front cover page, \$100; back cover \$75.

ELECTRIC TRACTION—Monthly. Electrical Railroad. Established 1905. Kenfield-Davis Publishing Co., publishers. Subscription, \$1.50. Claimed average circulation for year 1913, 5,400; 128 pages, 2 columns; length of columns, 10½ in.; width, 3 in. Office, Manhattan Building.

Advertising rates, full page, \$70, 3 months, \$60, 6 months, \$46, 12 months, \$50, ¼ page, \$37.50, \$32, \$26.66 or \$23; ½ page, \$22.50, \$18, \$16 or \$13.33; ¾ page, \$15, \$11, \$10 or \$8; 1½ page, \$8, \$6.50, \$5.50 or \$4.17 per insertion, respectively. Back cover \$100. Want and For Sale \$1 an inch.

ELECTRIC VEHICLES—Monthly (1st.) Automobiles. Established 1911. Electricity Magazine Corporation, publishers. Subscription \$1.50. Claimed average circulation for year 1914, 7,690; 48 pages, 2 columns; length of columns, 9¾ in.; width, 3½ in. Forms close 20th preceding month. Office, Monadnock Building.

Advertising rates, full page, \$72; ½ page, \$45; ¼ page, \$25; with discounts on 3, 6, 9 or 12 month contracts. Back cover (two colors) \$100.

EMBALMERS MONTHLY—Monthly. Undertakers. Established 1891. Trade Periodical Company, publishers. Subscription, \$2. Claimed average circulation, for 1914, 6,296; 72 pages, 2 columns; length of columns, 10½ in.; width, 3 in. Office, 608 South Dearborn Street.

Advertising rates on application.

ENGINEERING & CONTRACTING—Every Wednesday. Engineering. Established 1891. Myron C. Clark Publishing Company publishers. Subscription, \$2. Claimed average circulation for year 1914, 12,727; 110 pages, 2 columns, length of columns 10 in.; width, 3¾ in. Can not use matrices. Office, 608 South Dearborn Street.

Advertising rates, upon application.

EPWORTH HERALD—Every Saturday. Methodist Episcopal. Established 1890. Methodist Book Concern, publishers. Subscription, \$1; claimed average circulation for year 1914, 100,000; 32 pages, 3 columns; length of columns, 11¼ in.; width, 2¾ in. Forms close two weeks in advance. Can use matrices. Office, 1020 So. Wabash Avenue.

Advertising rates, agate, 50 cents a line. Reading notices, \$1 a line. Position, 20 per cent extra. See N. W. Christian Advocate for combination rate of the seven Methodist weeklies.

ILLINOIS

EVANGELISTEN—Every Wednesday. Norwegian Danish. Religious. Established 1889. Evangelisten Publishing Society, publishers. Subscription, \$1; claimed average circulation for year 1914, 8,000; 8 pages, 5 columns; length of columns, 14 inches; width, 2¼ in. Advertising rates, 75 cts. an in.

EVERYDAY LIFE—Monthly. Literary and Family. Established 1905. Western Magazine Co. (Inc.), publishers. Subscription 25 cents; guaranteed circulation for 1915, 750,000; 24 pages, 4 columns; length of columns, 12½ in.; width, 2½ in. Forms close 15th of preceding month. Can use matrices. Office, Hunter Building.

Advertising rates, agate, \$3 a line. Discount of 10, 15 and 25% on ¼, ½ and full pages, respectively.

See advertisement on colored insert between pages 450 and 451.

EXAMINER—Every morning including SUNDAY. Independent. Established 1900. Illinois Publishing and Printing Co., publisher. Subscription, \$3; Sunday, \$2.50. Sworn average circulation for six months ending October, 1914, daily, 224,285 net paid; Sunday, 509,184 net paid; daily, 16 to 20 pages; Sunday, 64 to 84 pages, 8 columns; length of columns, 20 in.; width, 2¼ in. Can use matrices. Office, 146 Franklin Street.

Advertising rates, daily, 30 cts.; Sunday, 55 cts. a line; 2,000 lines, 27½ or 50 cts.; 5,000 lines, 25 or 48 cts.; 10,000 lines, 23 or 46 cts.; 20,000 lines, 22 or 42 cts. a line, daily or Sunday respectively. Time discounts (not allowed if advantage is taken of space discounts) 52 insertions, within one year, one each week, daily, 25 cts.; Sunday, 48 cts. a line; 104 insertions, two each week, daily 23 cts.; Sunday, 46 cts. a line; 156 insertions, three each week, daily, 22 cts.; Sunday, 42 cts. a line. Special positions, 5 and 10 cts. a line extra. Medical, daily, 40 cts.; Sunday, 75 cts. a line; 5,000 lines, 35 cts. or 71¼ cts.; 10,000 lines, 30 cts. or 67½ cts.; 20,000 lines, 30 cts. or 60 cts. a line. Mail order Sunday, country run, two consecutive insertion 60 cts. a line. Publishers, daily, 25 cts. a line; Sunday, 40 cts.; educational and resorts, daily, 20 cts. a line; Sunday, 30 cts.; automobiles, daily, 30 cts. a line; Sunday, 50 cts. a line with discount on 2,500 lines or more. Minimum space for position, 28 and 42 lines for next reading and full position, respectively. Double column advertisements must be at least 42 lines deep. Classified, business classifications, daily 20 cts.; Sunday, 35 cts. a line, three times 65 cts., seven times \$1.30 a line; on yearly contract 12 or 24 cts. a line for daily or Sunday; other than business classifications, (Situations wanted excepted), daily 15 cts., Sunday 30 cts. a line, three times, 55 cts., seven times \$1.05; on yearly contract 10 or 20 cts. a line for daily or Sunday; situation wanted, daily, 1c. Sunday, 2 cts. per word, three times, including Sunday, 3 cts. seven times, 5 cts. per word. Reading notices, \$1.25 a line; Sunday, \$1.75 a line; first page, daily, \$3; Sunday, \$5 a line;

ILLINOIS

business notices, daily, 40 cts.; Sunday, 60 cts. a line.

See advertisement on page 501.

EXTENSION MAGAZINE—Monthly (20th). Catholic. Established 1906. Catholic Church Extension Society of the United States, publishers. Subscriptions, \$2. Detailed average circulation for 1914, 178,398*; 32 to 48 pages, 3 columns; length of columns, 11½ in.; width, 2½ in. Forms close 5th of preceding month. Office, 632 Sherman Street.

Advertising rates, agate, 14 lines or more, 75 cts. a line; one page (480 lines), \$360; ¼ and ½ pages, pro rata; second and third cover page, \$400; back cover page, \$500.

See advertisement on page 000

FACKEL—Sunday edition of Arbeiter, which see.

FACTORY—Monthly. Factory management. Established 1907. The A. W. Shaw Co. publisher. Subscription, \$3. Guaranteed average circulation for 1915, exceeding 17,000; 3 columns to page; length of columns, 10 in.; width, 2½ in. Forms close 5th preceding month. Office, Wabash and Madison Street.

Advertising rates, \$7.50 an inch; 10 in. within one year, \$5.50; 60 in., \$5; 120 in., \$4.70; 360 in., \$4.25 an inch.

FARM & HOME—See Springfield, Mass.

FARM ENGINEERING—Monthly (1st). Agricultural. Established 1913. Farm Engineering Pub. Co., publishers. Subscription, 50 cts.; detailed average circulation for year 1914, 122,144*; 28 pages, 4 columns, length of column, 12½ in.; width, 2½ in. Can not use matrices. Forms close 20th of month preceding. Office, Ellsworth Bldg.

Advertising rates, agate, 50 cts. a line, flat; fourth cover, (two colors), \$400.

See advertisement on page 467.

FARMERS AND DROVERS JOURNAL—Every afternoon except Sunday. Agricultural and live stock. Established 1873. Drover's Publishing Co., publishers. Subscription \$4. Detailed average circulation for year ending June, 1915, 51,375*; 6 and 8 pages, 7 columns; length of columns, 21½ in.; width, 2¼ in. Can use matrices. Office, Union Stock Yards.

Advertising rates, agate, 10 cts. a line, with discounts for time and space. Reading notices, 25 cents a count line.

FARMERS' REVIEW—Every Saturday. Agricultural. Established 1877. Subscription, \$1. Sworn detailed average circulation for last nine months 1914, 98,577* net paid; 24 to 40 pages, 4 columns; length of columns, 13 in.; width, 2½ in. Last forms close Saturday preceding. Office, 14 E. Jackson Blvd.

ILLINOIS

Advertising rates, agate, 50 cts. per line, flat. Reading notices, nonpareil, \$2 a count line. In combination with Pittsburg, Pa., National Stockman and Farmer, \$1. a line.

FARM IMPLEMENT NEWS—Every Thursday. Trade. Established 1882. Farm Implement News Co., publishers. Subscription \$2. Sworn detailed average circulation for year ending March, 1915, 9,005*; 44 pages, 4 columns; length of columns, 12 in.; width, 2½ in. Cannot use matrices. Forms close Monday. Office, 701 Masonic Temple.

Advertising rates \$2.75 an in.; three in. \$6.45, four in., \$8.60, one-eighth page (6 in.) \$10.75, one-fourth page \$19, one-third page \$24, one-half page \$35, full page \$65, with discounts on 4, 13, 26 or 52 insertions.

FARMING BUSINESS—Every Saturday. Agriculture-Business Principles. Established 1872. W. D. Boyce Company, publishers. Subscription \$1.; sworn average circulation for year 1915-6, exceeding, 100,000*; 32 pages, 4 columns; length of columns, 12½ in.; width, 2¼ in. Can use matrices. Forms close 2nd week preceeding. Office, 500-508 N. Dearborn Street.

Advertising rates, agate, 45 cts. a line, flat. Classified, 5 cts. per word. When used in combination with Boyce's Weeklies (Saturday Blade and Chicago Ledger), display, 40 cts. a line.

See advertisement on page 448.

FARM LOANS AND CITY BONDS—Monthly. Real Estate Securities. T. P. Keator publisher. Subscription, \$1; circulation—not given by publisher; 64 pages, 2 columns; length of columns, 10½ in.; width, 2½ in. Office, 19 South LaSalle Street.

Advertising rates, \$3 an in.; three months, \$8; six months, \$15; one year, \$25. Classified under state heading, 15 cts. a line (7 words); less than one in., 25 cts. a line. Reading notices, 50 cts. a line.

FINE ARTS JOURNAL—Monthly. Arts. Educational. Established 1889. F. J. Campbell, publisher. Subscription, \$3; claimed average circulation for year 1914, 22,100; 100 pages, 2 columns; length of columns, 8½ in.; width, 2½ in. Forms close 20th preceding month. Office, Herald Building.

Advertising rate, agate, 50 cts. a line; one page, \$100; ¼ and ½ pages pro rata, with discount of 5, 10 or 15 per cent on 3, 6 or 12 times full page orders.

FLORISTS' REVIEW—Every Thursday. Trade. Established 1907. The Florists' Publishing Co., publishers. Subscription \$1. Claimed average circulation for year 1914, 11,540; 20 pages, 3 columns, length of columns, 10 in.; width, 2½ in. Can use matrices. Office, 520 Caxton Building.

Advertising rates upon application.

ILLINOIS

FOOD LAW BULLETIN—Semi-monthly (1st and 15th). Food and Drug News. Established 1907. Food Law Pub. Co., publishers. Subscription, \$5; circulation—not given by publisher. 12 pages, 3 columns; length of columns, 10 in., width, 2¾ in. Can use matrices. Forms close 5th and 20th. Office, 207 North Michigan Ave.

Advertising rates, full page, \$50; ½ page, \$30; one column, \$17; one half column, \$9; twelve time contract, \$40, \$25, \$13.60 or \$7.20; 24 time contract, \$30, \$19.50, \$10.20 or \$5.40, respectively.

FRUITMAN'S GUIDE—See New York City.

FURNITURE JOURNAL—Semi-Monthly (10th and 25th). Trade. Established 1888. Trade Periodical Co., publishers. Subscription, \$2. Claimed average circulation for year 1914, 6,897; 30 pages, 2 columns; length of columns, 10 in.; width, 3½ in. Cannot use matrices. Forms close five days in advance. Office, 608 South Dearborn Street.

Advertising rates, full page, \$30; six issues, \$27.50; 12 issues, \$26.50; or 24 issues, \$25 each insertion; ½ page, \$16.50, \$15.50, \$14.50 or \$13.50; ¼ page, \$10, \$9, \$8 or \$7; ¾ page, \$6.25, \$5.50, \$5 or \$4.50 each insertion respectively. Reading notices, 25 cts. a line. Classified (minimum \$1). 2 cts. per word.

GARMENT REVIEW—Monthly (1st.) Women's Apparel. Established 1911. Fashion Publishing Co., publishers. Subscription, \$1; claimed average circulation for year 1914, 6,000; 30 pages, 2 columns; length of columns, 11 in., width, 3¾ in. Cannot use matrices. Forms close 25th of Month preceding. Office, 189 W. Madison Street.

Advertising rates, upon application.

GAZETA KATOLICKA—Every Thursday. (Polish) Catholic. Established 1871. Polish American Pub. Co., publishers. Subscription, \$2. Claimed average circulation for year 1914, 7,900; 12 pages, 7 columns; length of columns, 20½ in.; width, 2¼ in. Can use matrices. Office, 1163 Milwaukee Avenue.

Advertising rates, 50 cts. an inch; on contract, 42 cts. an inch. Readers 15 cts. a line. Classified, 1c. per word.

GAZETA POLSKA—Every Wednesday. Polish. Independent Republican. Established 1873. Polish-American Publishing Co., publishers. Subscription, \$2; claimed average circulation for year 1914, 22,400; 16 pages, 8 columns; length of columns, 20 in.; width, 2¼ in. Office, 1163 Milwaukee Ave.

Advertising rates, \$1.12 an inch; two in., one insertion, \$1.96; three in., \$2.52, four in., \$2.80; 100 in., within one year, 70 cts., 300 in., 63 cts., 700 in., 56 cts., 1,000 in., 49 cts., an inch. Readers, 25 cts. a line. Classified, 2 cts. per word.

GLASILO—Every Friday. Slovein-Fraternal and Educational. Established 1907.

ILLINOIS

Slovenic National Benefit Society, publishers. Subscription, \$1; claimed average circulation for year 1914, 12,200; 8 pages, 6 columns; length of columns, 19½ in.; width, 2¼ in. Can use matrices. Office, 3019 South Crawford Ave.

Advertising rates, 1 to 5 times, 30 cts. an inch; to 26 times 25 cts.; to 52 times, 20 cts. an inch. Reading notices, 10 pt. type, 8 cts. a line.

GLAS SVOBODE—Semi-weekly. Tuesday and Friday. Slovenian-Independent. Established 1902. Glas Svobode Co. (Inc.), publishers. Subscription, \$2.50; claimed average circulation for year 1914, 17,860; 8 to 12 pages, 6 columns; length of columns, 19½ in.; width, 2½ in. Cannot use matrices. Office, 2658 So. Crawford Ave.

Advertising rates, upon application.

GOLFERS' MAGAZINE—Monthly, (1st). Golf. Established 1902. The Golfers Magazine Co., publishers. Subscription, \$2; guaranteed average circulation for year 1915, 7,500; 100 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Forms close 20th of month preceding. Office, Monadnock Building.

Advertising rates, full page, \$80; ¼ and ½ pages, pro rata. Discount 5, 10, 15 or 20% on 3, 6, 9 or 12 insertions.

GRAIN DEALERS JOURNAL—Semi-monthly (10th and 25th). Trade. Established 1898. Grain Dealers Journal (Inc.), publishers. Subscription, \$1.50. Sworn average circulation for year ending June, 1915, 6,238*; 72 pages, 3 columns; length of columns, 10 in.; width, 2¼ in. Forms close 5th and 20th of current month. Office, 315 South LaSalle Street.

Advertising rates, \$2.60 an inch; 5 to 10 in., \$2.40 per in.; 11 to 20 in., \$2.20; 21 to 30 in., \$2 an inch. Discount on 12 and 24 insertions.

GREEK STAR—Every Friday. Greek-Republican. Established 1904. Peter S. Lambros, publisher. Subscription, \$1. Circulation—not given by publisher; 12 to 20 pages, 6 columns; length of columns, 21 in.; width, 2¼ in. Office, 600 Blue Island Avenue.

Advertising rates, agate, over 1,000 lines, 6 cts. a line; over 5,000 lines, 5 cts.; over 10,000 lines, 4 cts. a line; one month 90 cts. an inch; three months, 75 cts; six months 60 cts.; one year 50 cts. an inch, per time. Classified, 2 cts. a word.

GREEN BOOK MAGAZINE—Monthly. (12th of preceding month). Established 1908. The Story-Press Corporation, publishers. Subscription, \$1.50. Circulation—not given by publisher; 192 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Forms close 25th of second preceding month. Office, North American Building.

Advertising rates agate, 50 cts. a line; per page, \$100; ¼, ¼ and ½ page pro

ILLINOIS

rata; facing contents, \$125; 2d and 3d covers, or facing same, \$125; facing title page, first section, \$125; facing last page of reading \$150; back cover page \$500. Classified (minimum 4 lines) same as display with discount on 6 months or longer. Combination rate with RED BOOK MAGAZINE and BLUE BOOK MAGAZINE \$350.00 a page additional; ½, ¼ and ⅛ page pro rata.

GREGG WRITER—Monthly. Stenographic. Gregg Publishing Co., publishers. Subscription, \$1. Claimed average circulation for year 1914, 31,542. 72 pages, 2 columns; length of columns, 7½ in.; width, 2½ in. Office, 6 N. Michigan Ave.

Advertising rates ½ inch (minimum space) one time, \$1.50; one inch, \$3; ¼ page, \$10; ½ page, \$19; one page, \$36.

GROCERS' CRITERION—Every Saturday. Trade. Established 1873. The Grocers' Criterion Co., publishers. Subscription, \$5; circulation—not given by publisher; 68 pages 4 columns; length of columns, 12 in.; width, 2½ in. Office, 22nd Street Bridge.

Advertising rates, one inch, one time, \$2.50; 2 times, \$4.50. 3 times, \$6.50; 4 times, \$8; 13 times, \$25; 26 times, \$37.50; one year, \$55. Reduced rate for larger space.

HEARTHSTONE—Monthly (1st). Family-Literary. Established 1914. The Hearthstone Co., publishers. Subscription, 25 cts. Claimed average circulation for six months, ending June, 1915, 300,000; 16 to 28 pages, 4 columns, length of columns; 13½ in.; width, 2¼ in. Cannot use matrices. Forms close 15th of month preceding. Office, 341 East Ohio St.

Advertising rates, agate, 70 cts. a line, full page, (756 lines), \$529.20; ½ or ¼ page pro rata; fourth cover page (2 colors), \$575.

HERALD—Every morning including SUNDAY. Independent. Established 1854. Chicago Herald Co., publishers. Subscription, daily, \$3.60; Sunday \$2.50; sworn average circulation for year 1914, daily, 174,456* net; Sunday, 217,536* net; 12 to 32 pages (Sunday, 48 pages or more), 8 columns; length of columns, 21 11/14 in.; width, 2¼ in. Can use matrices. Office, Herald Building.

Advertising rates, agate, daily or Sunday, 40 cts. a line; 1,000 lines, within one year, or 26 insertions, 35 cts a line; 3,000 lines, or 104 times, 30 cts.; 5,000 lines, or 156 times, 26 cts.; 10,000 lines or 208 times, 24 cts.; 20,000 lines or 312 times, 22 cts.; for position next to reading, 8 cts. a line, or full position 12 cts. a line extra. Full page, \$620; on 10,000 line contract, \$520; on 20,000 line contract, \$460. Reading notices, nonpareil, \$2 a line; 1,000 lines or 26 insertions, \$1.75; 3,000 lines, or 104 times, \$1.50. 5,000 lines, or 156 times, \$1.30. 10,000 lines or 208 times, \$1.20; 20,000 lines, or 312 times, \$1.10. Publishers' announcements, 25 cts. a line. Educational Institutions, hotels, resorts and movies, 25 cts. a line, with discount for 30 insertions. Classified, daily,

ILLINOIS

20 cts.; Sunday, 30 cts. a line. Discount in Sunday edition furnished on application, minimum space for display, 5 lines, in full position, 42 lines; for classified advertisements, 2 lines.

See advertisement on page 508.

HIGH SCHOOL LIFE—Monthly. Educational. Established 1900. Marcus Bernstein, publisher. Subscription, 50 cts.; claimed circulation for year 1914, 5,000; 88 pages, 2 columns; length of columns, 8½ in.; width, 2¾ in. Office, 81 East Madison Street.

Advertising rates on application.

HOME LIFE—Monthly. Family. Established 1900. Home Life Publishing Co., publishers. Subscription, 25 cts. Sworn average circulation, for year 1914, 904,507 net; 32 pages, 4 columns; length of columns, 12½ in.; width, 2¾ in. Forms close 20th second preceding month. Office, 141-149 West Ohio Street.

Advertising rates, agate, \$4 a line each insertion; ¼ page (175 lines), one time, \$665; ½ page, \$1,302; one page, \$2,520; 2nd or 3rd cover page in black, \$2,520; in colors, \$2,650; 4th cover page (2 or 3 colors), \$2,850. Reading notices, \$4.50 per agate line. Classified, under heading—"Attractive Opportunities", \$3 a line.

HOME MAGAZINE—Monthly. (1st). Fancy Work and Fashion. Established 1889. The Home Magazine Company, publishers. Subscription, 25 cts.; guaranteed circulation for year 1915, 300,000; 24 pages, 4 columns; length of columns, 12½ in.; width, 2¼ in. Can use matrices. Forms close 10th of preceding month. Office, 141 West Ohio St.

Advertising rates, agate, \$1.25 a line; full page (700 lines), \$700.

See advertisement on page 517.

HORSEMAN AND SPIRIT OF THE TIMES—Every Tuesday. Horse Interests. Established 1831. Chicago Horseman Newspaper Co., publishers. Subscription, \$2; claimed average circulation for year 1914, 10,000; 32 pages, 4 columns; length of columns, 14 in.; width, 2¼ in. Office, 538 South Dearborn Street.

Advertising rates, \$3 per inch; 2 in., \$2.75 per inch; 3 in., \$2.67; 4 in., \$2.50; 5 in., \$2.34; 6 in., \$2.25; 7 in., \$2.14; 8 in., \$2.06; 9 in., \$2; 10 in., \$1.93; 50 in., \$1.13; 100 in., 97 cts.; 500 in., 75 cts.; 1,000 in., 65 cts. an inch.

HORSE REVIEW—Every Tuesday. Sporting. Established 1889. John C. Bauer, publisher. Subscription, \$2; circulation—not given by publisher; 24 pages, 4 columns; length of columns, 12¾ in.; width, 2½ in. Office, Masonic Temple.

ILLINOIS

Advertising rates, 1 inch, one time, \$3; one month, \$10; three months, \$28.15; six months, \$50; one year, \$81.25; 2 in., one time, \$5.75; one month, \$19.15; three months, \$45; one year, \$120; one page, one time, \$62.50.

HOSPODARSKÉ LISTY—Semi-Monthly (1st and 15th). Bohemian-Agricultural. Established 1898. Bohemian-Benedictine Press, publishers. Subscription, \$1. Sworn average circulation for year ending May 15th, 1915, 4,706* 20 pages, 4 columns, length of columns, 12½ in.; width, 2¼ in. Can not use matrices. Office, 1637 Allport Street.

Advertising rates, agate, 3 cts. a line, flat. Reading matter, 10 cts. a count line.

HOTEL BULLETIN—Monthly (1st). Hotel. Established 1900. Ben P. Branham Printing Co., publishers. Subscription, \$2; circulation—not given by publisher; 96 pages, 3 columns; length of columns, 10 in.; width, 2¼ in. Can use matrices. Forms close 20th. Office, 951 to 957 Insurance Exchange.

Advertising rates, \$4 an inch; ¼ page, \$10; ½ page, \$17.50; ¾ page, \$32.50; full page, \$50, with discounts on three, six or twelve insertions. Cover pages, in two or more colors, upon application.

HOTEL MONTHLY—Monthly. Hotel and Catering. Established 1893. John Willy, publisher. Subscription, \$1. Sworn detailed average circulation for year ending May, 1915, 6,200* 52 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Can use matrices. Forms close 1st of month. Office, 443 South Dearborn Street.

Advertising rates, ¼ page, \$2.50; ½ page, \$5; ¾ page, \$10; 1 page, \$17.50; full page, \$35. Small want advertisements, fifty words or less, \$1 each insertion.

HOUSEHOLD GUEST—Monthly (1st). Mail Order. Established 1912. M. S. Publishing Co., publishers. Subscription, 25 cts., guaranteed average circulation for year 1915, 750,000; circulation in detail, 803,907*; 16 to 40 pages, 4 columns; length of columns, 12¾ in.; width, 2½ in. Can use matrices. Forms close 15th of the preceding month. Office, 550 North LaSalle Street.

Advertising rates, agate, \$3 a line; ¼ page, \$472.50; ½ page, \$892.50; 1 page (700 lines), \$1,575; back page, (700 lines in two colors), \$1,680. Classified, 30 cts. per word.

See advertisement on colored insert between pages 526 and 527.

HUMMER—Monthly (15th). Hotel clerks. Established 1909. Roland H. Hawks, editor and publisher. Subscription, \$1; circulation—not given by publisher; 30 pages, 3 col-

ILLINOIS

umns; length of columns, 10 in.; width, 2½ in. Forms close 10th. Office, 1250 Michigan Avenue.

Advertising rates, \$2.40 an inch; ¼ page, \$15; ½ page, \$20; ¾ page, \$25; 1 page, \$30; full page, \$40; two-page spread, \$75, with discounts on 3, 6 or 12 insertions. Outside back cover, 50% or inside back or front cover, 25% additional. Special position, 10% extra.

ICONOCLAST (Brann's)—Monthly (1st). Free Lance. Established 1890. Iconoclast Publishing Co., publishers. Subscription, \$1; claimed average circulation for year 1914, 51,000; 16 pages, 2 columns; length of columns, 10 in. Forms close 15th preceding month. Office, 1169-71 Transportation Bldg.

Advertising rates, 1 inch, one time, \$6; ½ page, per time, \$16; ¼ page, \$30; ½ page, \$50; one page, \$100.

ILLINOIS CENTRAL RAILROAD MAGAZINE—Monthly (10th). Railroad employees. Established 1909. Illinois Central Railroad Co., publishers; subscription, \$1.50; free to employees; claimed average circulation for year 1914, 45,000; 100 pages, 2 columns, length of columns, 8 in.; width, 2½ in. Can use matrices. Forms close 26th of month preceding. Office, Central Station.

Advertising rates, agate, 20 cts. a line; full page, \$44.80; ½ or ¼ page, pro rata; second or third covers, \$75; back cover, \$100.

ILLINOIS FARMER AND FARMER'S CALL—Semi-monthly (1st and 15th). Agricultural. Established 1880. Illinois Farmer Co., publishers. Subscription, 40 cts. Detailed average circulation for year ending May 1915, 55,684*; 16 to 32 pages, 4 columns; length of columns, 12½ in.; width, 2½ in. Forms close 12th and 27th preceding date of issue.

Advertising rates, 22 cts. a line; full page, (700 lines), \$140. Preferred positions, 20% extra. Reading notices, double display rates.

ILLINOIS MEDICAL JOURNAL—Monthly. Medical. Established 1899. Committee of the Illinois State Medical Society, publishers. Subscription, \$2. Claimed average circulation for 1914, 6,500; 112 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Can use matrices. Office, 3338 Ogden Avenue.

Advertising rates, full page, \$50; ½ page, \$30; ¼ page, \$18; ⅛ page, \$12; 1/16 page, \$8, with discounts on 3, 6 or 12 month contracts.

ILLINOIS STAATS-ZEITUNG—Every morning including SUNDAY and every evening (Chicagoer Presse) except Sunday. German. Independent. Established 1847. Illinois Publishing Co., publishers. Subscription, morning, \$7.50; evening, \$3. Claimed average circulation for year ending June 1915, morning and evening, 47,850; Sunday 48,500. Morning or evening 8 to 12 pages;

ILLINOIS

Sunday 32 pages; either edition 7 columns, length of columns, 21½ in.; width, 2½ in. Can use matrices. Office, 24-28 So. Fifth Avenue.

Advertising rates, agate, daily, 15 cts. a line; 2,000 lines, within one year, 12 cts.; 5,000 lines, 10 cts.; 10,000 lines, 9 cts.; 20,000 lines, 8 cts., a line. Reading notices, double display. Sunday, 25 cts. a line; 5,000 lines within one year 20 cts.; 10,000 lines, 15 cts.; 20,000 lines, 12 cts. a line.

ILLUSTRATED WORLD—Monthly. Popular. Established 1904. Technical World Co., publishers. Subscription, \$1.50. Sworn detailed average circulation for year ending May, 1915, 138,766*; 160 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Forms close 6th of preceding month. Office, 58th Street and Drexel Avenue. Can not use matrices.

Advertising rates, agate, 72 cents a line; one page, \$160; ½, ¼, and ⅛ pages pro rata. Classified, "Opportunity" column, 7 cts. per word.

INLAND PRINTER—Monthly (1st). Typographic. Established 1883. Inland Printer Co., publisher. Subscription, \$3. Claimed average circulation for 1914, 12,000; 160 pages and cover, 2 columns; length of columns, 10 in.; width, 3¼ in. Can use matrices. Forms close 10th of preceding month. Office, 632 Sherman Street.

Advertising rates, \$7 an inch; ¼ page, \$18; ½ page, \$28; ¾ page, \$45; full page, \$75, with discounts on six or twelve months, 5 or 10% respectively.

INLAND STOREKEEPER—Monthly Trade. Established 1910. Byxbee Publishing Co., publishers. Subscription, \$2. Claimed average circulation for year 1914, 8,600; 100 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Forms close 18th of preceding month. Office, 208 So. LaSalle Street.

Advertising rates, \$5 an inch; ¼ page, \$9; ½ page, \$16; ¾ page, \$29; 1 page, \$54; Discount on 3, 6 and 12 insertions.

INTERNATIONAL SOCIALIST REVIEW—Monthly. Socialist. Established 1900. Charles H. Kerr & Co., publishers. Subscription, \$1. Claimed average circulation for 1914, 41,833; 68 to 100 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Forms close 10th preceding month. Office, 118 West Kinzie Street.

Advertising rates, agate, 25 cts. a line; per page, \$50; ¼ and ½ page, pro rata.

See advertisement on page 519.

INVESTING FOR PROFIT—Monthly (1st). Finance and investments. Established 1905. H. L. Barber & Co., publishers. Subscription, \$1; claimed average circulation for 1914, 30,286; 16 to 32 pages, 3 columns; length of columns, 10 in.; width, 2½ in.

ILLINOIS

Can use matrices. Forms close 20th of preceding month. Office, 20-23 West Jackson Boulevard.

Advertising rates, 40 cts. a line; full page, \$150; $\frac{1}{2}$ page, \$77.50; $\frac{1}{4}$ page, \$40. Cover space 33 $\frac{1}{3}$ % extra.

See advertisement on page 453.

IRRIGATION AGE—Monthly (10th). Irrigation Drainage. Established 1885. D. H. Anderson, publisher. Subscription, \$1; claimed average circulation for year 1914, 32,522 net; 52 pages, 3 columns; length of columns, 6 7/8 in.; width, 2 $\frac{1}{4}$ in. Can use matrices. Forms close 5th. Office, 30 N. Dearborn Street.

Advertising rates, \$5.25 an inch; full page, \$100; $\frac{1}{2}$ page, \$55; $\frac{1}{4}$ page, \$30; $\frac{1}{8}$ page, \$18, with discount on 3, 6, 9 or 12 month contracts.

ISRAELITE—Every Saturday. Jewish Family. Established 1854. Leo Wise & Co., publishers. Subscription, \$2.50. Claimed average circulation for year 1914, 25,700. 6 pages, 7 columns; length of columns, 22 in.; width, 2 $\frac{1}{2}$ in. Can use matrices. Office, 324 Dearborn Street.

Advertising rates, agate, 5 cts. a line, flat.

ITALIA (L')—Tri-Weekly, Tuesday, Thursday and Sunday. Italian-Independent. Established 1886. Mrs. T. Durante, publisher. Subscription, \$3; circulation—not given by publisher; 8 pages, 7 columns, length of columns, 20 in.; width, 2 $\frac{1}{2}$ in. Office, 54 West Harrison Street.

Advertising rates, agate, 7 $\frac{1}{2}$ cts. a line, with discount on 1,000 lines or more. Reading notices, 25 cts. a count line.

JACOBS & COMPANY—See advertisement on pages 532, 533, 534, 535 and 536.

JEWISH CALL—Every morning except Saturday. Yiddish-Independent. Established 1900. Jewish Call Publishing Association, publishers. Subscription \$3. Claimed average circulation for six months ending June, 1915, 12,500 net. 4 to 6 pages, 7 columns; length of columns, 21 in.; width, 2 $\frac{1}{2}$ in. Can use matrices. Office, 564 W. 12th St.

Advertising rates, Agate, 5 ct. a line.

JEWISH COURIER—Every morning except Saturday. Yiddish. Established 1887. M. Ph. Ginzburg, publisher. Subscription, \$3; sworn average circulation for six months prior to April 1, 1915, daily and Sunday, 36,358* net paid; 8 to 16 pages, 7 columns; length of columns, 20 in.; width, 2 $\frac{1}{2}$ in. Office, 1214-18 South Halsted Street.

Advertising rates, agate, daily, 5 cts.; one position 6 cts.; two positions, 7 cts. a line; twice a week for one year or 10,000 lines, 5%; every other day or 20,000 lines, 10%; every day or 30,000 lines 15% discount. Sunday, 6 cts.; one position, 7 cts.; two positions, 8 cts. a line.

JEWISH LABOR WORLD—Every Friday. Yiddish Labor. Established 1908. Jewish

ILLINOIS

Socialist Publishing Assn., publishers. Subscription, \$1; claimed average circulation for 1914, 13,000. Can use matrices. Office, 1114 Blue Island Avenue.

Advertising rates, 5 cts. a line; on contract 3,000 lines or more within four months, 3 cts. a line.

JEWISH PRESS—Every morning except Saturday, and **JEWISH PROGRESS**, every Friday. Yiddish. Non-political. Established 1888. Abraham M. Liebling, publisher. Subscription, daily, \$3; weekly, \$1.50; circulation—not given by publisher; daily or weekly; 8 to 16 pages, 7 columns; length of columns, 21 $\frac{1}{2}$ in.; width, 2 $\frac{1}{2}$ in. Can use matrices. Office, 1129-31 South Center Ave.

Advertising rates, 10 cts. a line; over 1,000 lines, 8 cts.; 2,500 lines, 6 cts.; 5,000 lines, 5 cts.; 10,000 lines, 4 cts. a line.

JEWISH TIMES—Every Wednesday. Yiddish-Independent. Established 1912. Jehiel D. Liebling, editor and publisher. Subscription, \$1. Circulation—not given by publisher; 8 pages, 5 columns, length of columns, 15 $\frac{1}{4}$ in.; width, 2 $\frac{1}{2}$ in. Can use matrices. Office, 2117 West Taylor Street.

Advertising rates, agate, 5 cts. a line, with discount on 500 lines or more.

JOURNAL—Every evening, except Sunday. Independent. Democratic. Established 1944. John C. Eastman, publisher. Subscription, daily, \$3; sworn average circulation for twelve months prior to April 1915, 127,386* net paid; 14 to 24 pages, 7 columns; length of columns, 21 $\frac{1}{2}$ in.; width, 2 $\frac{1}{2}$ in. Can use matrices. Office, 15-21 South Market Street.

Advertising rates, agate, 30 cts. a line; next reading, 35 cts.; full position, 40 cts. a line; 26 times, or 2,000 lines, within one year, 24 cts. a line; 52 times, or 5,000 lines, 22 $\frac{1}{2}$ cts.; 10,000 lines, 21 cts.; 104 times, or 15,000 lines, 20 cts.; 156 times, or 25,000 lines, 18 cts.; 312 times, or 40,000 lines, 17 $\frac{1}{2}$ cts. a line. Double column advertisements must be 50 lines deep. Reading notices, \$1 a line; first page, \$1.50 a line; publishers, schools and colleges, hotels and resorts, 15 cts. a line, flat.

JOURNAL OF THE AMERICAN MEDICAL ASSOCIATION—Every Saturday. Medical. Established 1883. American Medical Association, publishers. Subscription, \$5; sworn detailed average circulation for year, 1914, 59,752* net paid; 128 to 144 pages, 2 and 3 columns; length of columns, 9 $\frac{1}{2}$ in.; width, 2 $\frac{1}{4}$ and 3 $\frac{1}{4}$ in. Forms close 10 days in advance. Office, 535 North Dearborn Street.

Advertising rates, \$5.50 an inch; $\frac{1}{4}$ page, \$9; $\frac{1}{2}$ page, \$17.50; $\frac{3}{4}$ page, \$31; $\frac{1}{2}$ page, \$55; one page, \$95, with discounts on 3, 6, 13, 26 or 52 time-contracts. Classified, \$1.50 for 30 words, or less; 5 cts for each additional word.

ILLINOIS

KATALIKAS—Every evening except Sunday. Lithuanian—Catholic. Established 1898. Tananevich Publishing Co., publishers. Subscription, \$5.; circulation—not given by publisher, 8 pages, 7 columns; length of columns 20 in., width, 2½ in. Can use matrices. Office, 3249 So. Morgan Street.

Advertising rates, agate, 5 cts. a line; 2,000 lines within one year, 4 cts.; 5,000 lines, 3½ cts.; 10,000 lines, 3 cts.; 15,000 lines, 2½ cts.; 20,000 lines, 2 cts.; 25,000 lines, 1¾ cts. a line. Preferred positions, 10% extra. Reading notices, 20 cts. a line; 15 lines, 15 cts.; 50 lines, 12 cts.; 150 lines or more, 10 cts. a line. Translations made if desired.

KATHOLISCHES WOCHENBLATT—Every Wednesday. German. Catholic. Established 1859. F. X. Brandecker, publisher. Subscription, \$2. Claimed circulation for 1914, 5,800; 8 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices. Office, 1948 Sedgwick Street.

Advertising rates, agate, 4 cts. a line; business notices, 15 cts.; classified advertisements, 75 cts. per inch; 1 inch, one year, \$20.

KATOLICHE SLOVENSKE NOVINY—Every Wednesday, LUDOVY DENNIK. Every evening. Catholic. Established 1911. Ludovy Dennik Pub. Association (Inc.), publishers. Subscription daily, \$4; weekly, \$3; circulation—not given by publisher; 8 pages, 7 columns; length of columns, 21 in.; width, 2½ in.

Advertising rates, 35 cts. an inch, with discounts on 1 or 2 weeks, 1, 3, 6 or 12 month contracts.

KATOLIK—Every Tuesday and Friday. Bohemian-Catholic. Established 1893. Subscription, \$2; sworn average circulation for year ending May 15, 1915, 9,644* net; 8 to 10 pages, 7 columns; length of columns, 21½ in.; width, 2½ in. Office, 1637 Allport Street.

Advertising rates, agate, 3 cts. a line, flat. Reading notices, 10 cts. a count lines.

KELLOGG AND WESTERN LISTS—See advertisement on page 447.

LEDGER—See Chicago Ledger; Also See advertisement on page 448.

LIETUVA—Every Friday. Lithuanian. Independent. Established 1892. Lietuva Publishing Co. (Inc.), publishers. Subscription, \$2; claimed average circulation for 1914, 12,000; 8 pages, 7 columns; length of columns, 22 in.; width, 2½ in. Office, 3252 South Halsted Street.

Advertising rates upon application.

LIVE STOCK JOURNAL—Monthly. Live Stock. Established 1868. T. Butterworth, editor and publisher. Subscription, \$1. Claimed average circulation for year 1914,

ILLINOIS

25,000; 20 pages, 4 columns; length of columns, 13 in.; width, 2½ in. Office, Hyde Park, 55th Street and Lake Ave. Also dated at Santa Cruz, California.

Advertising rates, agate, 15 cts. a line.

LIVE STOCK REPORT—Every Friday. Live Stock and Agricultural. Established 1891. Clay, Robinson & Co., publishers. Claimed average circulation for 1914, exceeding 50,000; 12 pages, 4 columns; length of columns, 12 in.; width, 2½ in. Office, Union Stock Yards.

Advertising rates, agate, 20 cts. a line.

LIVE STOCK WORLD—Every day except Sunday. Thursday issue being published as a WEEKLY. Live Stock and Agricultural. Established 1901. A. C. Halliwell, manager. Subscription, \$3; detailed average circulation for year 1914, daily, 50,976*; weekly, 60,535*; 4 to 8 pages, 7 columns; length of columns, 21½ in.; width, 2½ in. Can use matrices. Office, Union Stock Yards.

Advertising rates, agate, daily 8 cts.; weekly, 10 cts. a line; 1,000 lines, within one year, 7 or 9 cts.; 2,500 lines, 6 or 8 cts.; 3,500 lines, 5½ or 7 cts.; 5,000 lines, 5 or 6 cts. a line. Reading notices daily or weekly (minion), 25 cts.; five insertions, 20 cts.; ten insertions, 15 cts.; twenty insertions, 10 cts. a count line. Classified, 7 cts. a line.

LIVING CHURCH—Every Saturday. Episcopal. Established 1878. Young Churchman Co., publishers. Subscription, \$2.50. Claimed average circulation for first six months 1915, 11,473; 32 pages, 3 columns; length of columns, 11½ in.; width, 2½ in. Forms close Monday preceding. Office, 19 South LaSalle Street.

Advertising rates, agate, 20 cts. a line; 1,000 lines, or 26 times, 15 cts. a line; 2,000 lines, or 52 times, 12 cts. a line; publishers and schools, 15 cts. a line, unless entitled to lower rate on yearly contract.

LUDOVY DENNIK—See Katholische Slovenske Noviny.

McKINNEY SP'L AGENCY—See advertisement on page 504.

MAIL ORDER JOURNAL—Monthly (1st). Trade advertising. Established 1897. Mail Order Journal Co., publishers. Subscription, \$1; circulation—not given by publisher; 48 to 80 pages, 2 columns; length of columns, 6½ in. Forms close 25th of month preceding. Office, Schiller Building.

Advertising rates, agate, 35 cts. a line; full page, \$50; ½ or ¼ page pro rata. Classified, 2 cts. a word.

MASONIC CHRONICLER—Every Saturday. Masonic. Established 1898. The Masonic Chronicler Publishing Co., publishers. Subscription, \$1.50; claimed average circula-

ILLINOIS

tion for year 1914, 25,700; 16 to 20 pages, 5 columns; length of columns, 16 in.; width, 2¼ in. Can use matrices. Office, 431 South Dearborn Street.

Advertising rates, \$1.50 an inch, with discounts on time space contracts. Readers, 15 cts. a line.

MASONIC VOICE REVIEW—Monthly. Masonic. Established 1845. Wm. H. Gray, publisher. Subscription, \$1.50; circulation—not given by publisher; 32 pages, 2 columns; length of columns, 7½ in.; width, 2¼ in. Forms close 15th preceding month. Office, 265 LaSalle Street.

Advertising rates, \$2.25 an inch; 2 in., \$4; ¼ page, \$7.50; ½ page, \$14; one page, \$25. Reading notices, brevier, 25 cts. a line.

MATHEWS (JULIUS) LIST—See Boston Mass., also.

See advertisement on page 521.

MEDICAL RECORDER—Monthly (15th). Medical. Established 1890. Medical Recorder Publishing Co., publishers. Subscription, \$2; claimed average circulation for 1914, 5,900; 144 pages, 2 columns; length of column, 8 in.; width 2½ in. Forms close 5th preceding month. Can use matrices. Office, Pullman Building.

Advertising rates, \$20 a page; ½ page, \$12.50; ¼ page, \$8; ⅛ page, \$5.

MEDICAL STANDARD—Monthly. Medical. Established 1887. G. P. Engelhard & Co., publishers. Subscription, \$1. Claimed average circulation for first six months 1915, 9,825; 100 pages, 2 columns; length of columns, 9 in.; width, 3 in. Can use matrices. Office, 536 South Clark Street.

Advertising rates, 1 inch, one time, \$4; three months, \$10; six months, \$18; one year, \$30; ½ page, one time, \$8; ¼ page, \$14; ⅛ page, \$25; one page, \$40.

MEN'S WEAR—See New York City.

MERCHANTS RECORD AND SHOW WINDOW—Monthly. Advertising. Established 1897. The Merchants Record Co., publishers. Subscription, \$2. Claimed average circulation for year ending June, 1915, 8,842; 80 pages, 2 columns; length of columns, 9¾ in.; width, 3¼ in. Forms close 20th preceding month. Office, 431 South Dearborn Street.

Advertising rates, ¼ page, one time, \$10; ½ page, \$15; ¾ page, \$20; 1½ page, \$35; one page, \$60. Discount on three months or longer.

MILK NEWS—Monthly (1st). Milk Industry. Established 1892. Milk Producers Assn., publisher. Subscription, 50 cts.; claimed average circulation for year 1914,

ILLINOIS

10,000; 8 pages, 4 columns; length of columns, 14 in.; width, 2½ in. Can use matrices. Forms close 25th of preceding month. Office, 29 South LaSalle Street.

Advertising rates, \$1. an in.; full page, \$50; ½ or ¼ page, pro rata. Classified, 3 cts. per word.

MILLINER—Monthly. Trade. The Milliner Co., publishers. Subscription, \$3; Claimed average circulation for year 1914, 8,000; 30 pages, 2 columns; length of columns, 10½ in.; width, 3½ in. Office, corner Quincy and Market Streets.

Advertising rates on application.

MILWAUKEE RY. SYSTEM EMPLOYEES' MAGAZINE—Monthly (1st). Chicago, Milwaukee and St. Paul Ry. System Employees. Established 1913. Chicago, Milwaukee and St. Paul R. R. Co., publishers. Subscription, \$1; (Free to employees). Detailed average circulation for year 1914, 45,047*; 63 to 100 pages, 2 columns, length of columns, 8 in.; width, 2½ in. Can use matrices. Forms close 25th of month preceding. Office, Railway Exchange Building.

Advertising rates, full page, \$75; 6 months, \$65; full year, \$60; ½ page, \$40; \$35 or \$32.50; ¼ page, \$25; \$22.50 or \$20 each insertion.

MINING AND ENGINEERING WORLD—Every Saturday. Mining and Engineering. Established 1894. Mining World Co., publishers. Subscription, \$3; claimed average circulation for 1914, 7,400; 124 pages, 3 columns; length of columns, 10 in.; width, 2¼ in. Office, Monadnock Building.

Advertising rates, \$40 a page an annual contract.

MISSION STUDIES—Monthly. Missions. Established 1883. Woman's Board of Missions of the Interior, publishers. Subscription, 50 cts. Claimed average circulation for year 1914, 4,817; 32 pages, 2 columns; length of columns, 8 in. width 2½ in. Office, 1315-19 South LaSalle Street.

Advertising rates, \$1 an inch; three months or longer, 75 cts. an inch; full page, \$10; outside page, \$18.

MISSION WANNEN—Every Tuesday. Swedish. Undenominational. Established 1874. Mission Publishing Co., publishers. Subscription, \$1.50. Sworn average circulation for year 1914, 13,496* net; 8 pages, 7 columns; length of columns, 21½ in.; width, 2½ in. Office, 361 West Oak Street.

Advertising rates \$1 an inch.

MODERN GROCER—Every Saturday. Trade. Established 1897. The Modern Grocer

THE difference between Advertising and Publicity is the difference between a straight line and a devious delour.

ILLINOIS

Publishing Co., publishers. Subscription, \$2; claimed average circulation for 1914, 4,500; 28 pages, 3 columns; length of columns, 11½ in.; width, 2½ in. Can use matrices. Forms close Wednesday. Office, 215 South Market Street.

Advertising rates, \$2 an inch; ¼ page, one time, \$10; ½ page, \$15; ¾ page, \$27.50; one page \$50. Discount, on 3 or more insertions.

MOTOGRAPHY—Every Thursday. Motion Picture Trade. Established 1909. Electricity Magazine Corporation, publishers. Subscription, \$3; claimed average circulation for 1914, 18,800; 64 pages and cover, 2 columns; length of columns, 9½ in.; width, 3½ in.

Advertising rates, ¼ page (minimum space), \$7; ½ page, \$11; ¾ page, \$20; 1 page, \$35; one page, \$60; back cover, \$75. Classified, 5 cts. a word.

MOTOR AGE—Every Thursday. The Class Journal Co., publishers. Subscription, \$3; sworn detailed average circulation for first nine months 1914, 23,198* net; 120 pages to 300 pages, 2 columns; length of columns, 10 in.; width, 3½ in. Office, 910 South Michigan Avenue.

Advertising rates, full page, \$100; ½ page, \$56.50; ¼ page, \$31.50; 1/8 page, \$18.50, with discounts on 13, 26 or 52 insertions.

MOVIE PICTORIAL—Monthly (1st). Illustrated moving picture stories. Photoplaywrights Ass'n of America, publishers. Subscription, \$1; circulation—not given by publisher; 28 pages, 3 columns, length of columns, 12¼ in.; width, 2¼ in. Cannot use matrices. Office, 8 S. Dearborn Street.

Advertising rates, 25 cts. a line.

MOVIMENTO—Every Saturday. Italian-Independent. Established 1912. Dr. P. Parisi, publisher. Subscription, \$2; sworn average circulation for six months prior to April 1, 1915, 14,756* net; 8 pages, 7 columns; length of columns, 20½ in.; width, 2½ in. Cannot use matrices. Office, 2420-22 Wentworth Ave.

Advertising rates, agate, 3 cts., flat, a line.

MUSICAL LEADER—Every Thursday. Musical and Literary. Established 1895. Musical Leader Publishing Co., publishers. Subscription, \$2.50; circulation—not given by publisher; 28 to 42 pages, 3 columns; length of columns, 13½ in.; width, 2½ in. Office, McCormick Building.

Advertising rates, \$5 an inch; one month, \$18; three months, \$42; six months, \$72; one year, \$120.

NARODNY SLOVENSKY DENNIK—Every morning including SUNDAY. Slovak-Independent. Established 1913. Slovak Publishing Co. (Inc.), publishers. Subscription, \$4.50. Sworn average circulation for six

ILLINOIS

months prior to April 1915, 8,500*; guaranteed from, May 15, 1915, 14,200* net; 8 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can not use matrices. Office, 1072 Milwaukee Ave.

Advertising rates, agate, 4 cts. a line; 5,000 lines within one year, 3 cts.; 10,000 lines, 2½ cts. a line. Preferred position, 25% extra. Reading matter, 12 cts. a line; 1,000 lines within one year, 10 cts.; 5,000 lines, 8 cts. a line. Classified, 1c. per word.

NAROD POLSKI—Every Wednesday. Polish-Democratic. Established 1897. The Narod Polski Publishing Co., publishers. Claimed average circulation for year 1914, 52,000; 8 to 16 pages, 7 columns; length of columns, 22 in.; width, 2½ in. Office, 984-6 Milwaukee Ave.

Advertising rates, agate, 6 cts. a line; 1,000 lines within one year, 5½ cts.; 5,000 lines or more 5 cts. a line. Reading notices, 12 cts. a line. Classified, 5 cts. a line.

NATIONAL BUILDER—Monthly (1st). Architecture and Building. Established 1885. Porter, Hodgson Co., publishers. Subscription, \$1.50; claimed average circulation for year 1914, 25,000; 196 pages, 2 columns; length of columns, 8 in.; width 2½ in. Forms close 12th of preceding month. Office, 537 Dearborn Street.

Advertising rates, ¼ page, \$15; ½ page, \$26; ¾ page, \$47; one page, \$90. Discount on yearly contracts.

NATIONAL CLEANER AND DYER—Monthly (15th). Cleaning and Dyeing. Established 1910. Dowst Bros. Co., publishers. Subscription, \$2. Guaranteed average circulation for year 1915-16, 6,000; 64 to 84 pages, 2 columns; length of columns, 10¼ in.; width, 4 in. Forms close 5th. Office, 120-24 Ann Street.

Advertising rates, \$7 an inch, full page, \$40; ½ page, \$24; ¼ page, \$15; 1/8 page, \$10 with discounts of 5, 10 or 15% on contracts for 3, 6 or 12 months.

NATIONAL ENGINEER—Monthly. Engineering. Established 1887. Subscription, \$1. Sworn average circulation for three months ending September 1914, 21,073* net; 180 pages, 3 columns; length of columns, 10 in.; width, 2¾ in. Office, 323-417 So. Dearborn Street.

Advertising rates, ¼ page, \$23; ½ page, \$37; ¾ page, \$60; one page \$90.

NATIONAL HARNESS REVIEW—Monthly. Trade. Established 1879. Jefferson Jackson, publisher. Subscription, \$1; claimed average circulation, for year 1914, 5,000; 58 to 122 pages; length of columns, 10½ in.; width, 2¼ in. Forms close 10th preceding month. Office, 1052 Buena Ave.

Advertising rates, \$2 an inch. Reading notices, 30 cts. per line. Classified, 2 cts. per word.

ILLINOIS

NATIONAL HOTEL REPORTER—Daily except Sunday. Hotel interests. Established 1871. T. W. Price publisher. Subscription \$5; circulation—not given by publisher; 8 pages, 6 columns; length of columns, 19 in.; width, 2½ in. Office, Auditorium Tower.

Advertising rates \$7.50 an inch with discount for time and space.

NATIONAL HUMANE JOURNAL—Monthly. Humane. Established 1870. Humane Journal Publishing Co., publishers. Subscription, \$1; claimed average circulation for year 1914, 11,210; 16 pages, 3 columns; length of columns, 7 in.; width, 2½ in. Can use matrices. Office, 513 Cambridge Bldg.

Advertising rates, \$2.00 an inch first insertion; \$1.00 each subsequent insertion.

NATIONAL JEWELER AND OPTICIAN—Monthly. Jewelry. Established 1906. G. P. Engelhard & Co., publishers. Subscription \$1; sworn detailed average circulation for year ending April 1915, 10,595* net; 100 to 150 pages, 2 columns; length of columns, 10 in.; width, 3½ in. Can use matrices. Office, 536 South Clark Street.

Advertising rates, \$4 an inch; full page, \$50; ½ page, \$28; ¼ page, \$15; ⅓ page, \$8.

NATIONAL LAUNDRY JOURNAL—Semi Monthly. Trade. Established 1878. Dowst Bros. Co., publishers. Subscription, \$2. Claimed average circulation for year 1914, 6,000; 100 pages, 2 columns; length of columns, 11 in.; width, 4 in. Forms close 1st and 15th of each month. Office, 120-124 Ann Street.

Advertising rates on application.

NATIONAL STOCKMAN AND FARMER—See Pittsburg, Pa.

NEWS—Every evening except Sunday. Independent. Established 1876. Victor F. Lawson, publisher. Subscription, \$4. Sworn detailed average circulation for year 1914, 385,857* net; 18 to 30 pages, 8 columns; length of columns, 21½ in.; width, 2½ in. Can use matrices. Office, 15 North Fifth Avenue.

Advertising rates, agate, 40 cts. a line; one time a week three months, e. o. d. for one month, or 2,500 lines, 39 cts. a line; daily one month, 2 times a week 3 months, one time a week 6 months, or 5,000 lines, 38 cts.; e. o. d. three months 2 t. a. w. six months, 1 t. a. w. for one year, or 10,000 lines, 37 cts. a line; daily three months, e. o. d. six months, 2 t. a. w. for one year, or 15,000 lines, 36 cts. a line; daily six months, e. o. d. for one year, or 20,000 lines 35 cts. a line; daily one year, or 25,000 lines, 34 cts. a line. Special notices, 40 cts. a line; business mention 50 cts.; business topics, 80 cts. Reading notices, \$2 a line. Classified, 25 cts. a line. Cuts must be on flat metal base. Double column advertisements must be at least 50 lines deep.

ILLINOIS

NEW WORLD—Every Friday. Catholic. Established 1892. The Catholic Press Co., publishers. Subscription, \$2. Claimed average circulation for year 1914, 24,750; 8 pages, 7 columns; length of columns, 21½ in.; width, 2½ in. Can use matrices. Office, McCormick Bldg.

Advertising rates, agate, 15 cts. a line. Reading notices, 40 cts. a line.

NORTHWESTERN CHRISTIAN ADVOCATE—Every Wednesday. Methodist Episcopal. Established 1852. Methodist Book Concern, publishers. Subscription, \$1. Claimed average circulation for year 1914, exceeding 50,000; 32 pages, 3 columns; length of columns, 11½ in.; width, 2½ in. Can use matrices. Forms close 10 days in advance. Office, 1020 Wabash Avenue.

Advertising rates, agate, 25 cts. a line. Classified, 3 cts. per word. Combination rate including New York Christian Advocate, Cincinnati Western Christian Advocate, Chicago Northwestern Advocate, Kansas City Central Christian Advocate, Portland Pacific Christian Advocate, San Francisco, California, Christian Advocate, and Chicago Epworth Herald, a total circulation of 300,000, \$1.25 a line.

NOVELTY NEWS—Monthly. Bargain Goods—Mail Order. Established 1905. Henry S. Bunting, publisher. Subscription, \$2. Claimed average circulation for six months ending March, 10,358; 130 pages, 3 columns, length of columns, 10 in.; width, 2½ in. Can use matrices. Office, Nine South Clinton Street.

Advertising rates, upon application.

NYA WECKO-POSTEN—Every Tuesday. Swedish. Baptist. Established 1878. F. Wingen Publishing Co., publishers. Subscription, \$1.50. Claimed average circulation for year 1914, 11,381; 8 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices. Office, 1142 Wells Street.

Advertising rates, agate, 5½ cts. a line. Reading notices, 10 cts. per agate line.

See advertisement on page 470.

OFFICE APPLIANCES—Monthly. Trade. Office Equipment. Established 1904. Office Appliance Co., publishers. Subscription, \$1.50. Claimed circulation for year 1914, 6,250. 144 pages, 2 columns; width of columns, 3½ in. Can not use matrices. Office, Plymouth Building.

Advertising rates, full page, \$66; ¼, ½ page or less space pro rata; 5, 10 or 15% discount on three, six or twelve consecutive insertions.

OFFICE OUTFITTER—Monthly (1st). Office equipment. Established 1907. The Office Outfitter Co., publishers. Subscription, \$1. Claimed average circulation for year 1914, 5,404; 80 pages and cover 3 columns; length of columns, 10 in.; width, 2½ in. Forms close 28th of month preceding. Office, 445 Plymouth Court.

ILLINOIS

Advertising rates, \$2 an inch, with discounts of 5, 10 or 15% on 3, 6 or 12 month contracts.

OPERATIVE MILLER—Monthly (1st). Flour, feed and cereal mill operation. Established 1896. Operative Miller Press, publishers. Subscription, \$1; claimed average circulation for year 1914, 6,800; 72 to 80 pages, 3 columns; length of columns, 11 1/4 in.; width, 2 1/2 in. Can use matrices. Forms close 20th of preceding month. Office, 721 South Wood Street.

Advertising rates, full page, \$100; 1/2 page \$65; 1/3 page \$50; 1/4 page \$35; 1/8 page \$20; 1/16 page \$15; with discounts on 3, 6, or 12 month contracts.

ORANGE JUDD FARMER—Central Western edition of the **ORANGE JUDD FARM WEEKLIES**. Every Saturday. Agricultural. Established 1888. Orange Judd Co., publishers. Subscription, \$1; sworn average circulation for year 1914, 119,943* net; 16 to 48 pages, 4 columns; length of columns, 13 11/14 in.; width, 2 1/4 in. Forms close Tuesday preceding week. Office, Michigan Boulevard Building.

Advertising rates, agate, 50 cts. a line. Preferred position 15 and 25% extra. Reading matter type, full position, display column, 50 per cent additional. Reading notices, minion, under head of "Business notices," or at end of columns of reading \$1 per count line. Classified, 6 cts. a word. For combination rate with American Agriculturist, New York City, New England Homestead, Springfield, Mass., Southern Farming, Atlanta, Ga., and Northwest Farmstead, Minneapolis, Minn.; also for the National Farm Power combination, see American Agriculturist, New York City.

OUTERS' BOOK—Monthly. Sporting. Established 1901. The Outers' Book Co., publishers. Subscription, \$1.50. Claimed average circulation for year 1914, 41,000; 112 pages, 2 columns; length of columns 8 in.; width, 2 1/2 in. Forms close 10th preceding month. Office 9 So. Clinton St.

Advertising rates, agate, 35 cts. a line; full page, \$72; 1/2, 1/4 and 1/8 pages, pro rata. Discount, 5 and 10% on 6 and 12 months, respectively; 3 pages or more, within one year, 10% discount.

PACKER (The)—See Kansas City, Mo.

PAINT-DEALERS MAGAZINE—Monthly (15th). Paint-Trade. Established 1911. Beaton & Rehn, publishers. Subscription, 50 cts. Sworn detailed average circulation for last three months 1914, 4,967*. 30 pages, 2 columns; length of columns 10 in.; width, 3 1/2 in. Can use matrices. Forms close 10th. Office, 343 So. Dearborn Street.

Advertising rates, \$2.50 an inch, with discount of 5% for 12 insertions.

PHOTOPLAY MAGAZINE. Monthly (14th). Motion pictures interests. Established

ILLINOIS

1912. Photoplay Publishing Co., publishers; subscription \$1.50 guaranteed average circulation for year 1915-16, 200,000; 170 or more pages, 2 columns, length of columns, 8 1/2 in.; with, 2 1/2 in. Cannot use matrices. Forms close 14th of second month preceding. Office, 350 N. Clark Street.

Advertising rates, agate, 75 cts. a line; full page, (224 lines), \$150; 1/2, 1/4 and 1/8 pages, pro rata. Classified, 10 cts., per word.

PIANO MAGAZINE AND MUSIC INDUSTRY—Monthly (20th). Musical. Established 1906. N. Y. Music Industry Corporation, publishers. Subscription, \$1.50; claimed average circulation for year 1914, 34,580; 100 pages, 2 columns; length of columns, 8 in.; width, 2 3/4 in. Forms close 10th of preceding month. Office 707 Transportation Bldg.

Advertising rates, agate, \$4 an inch; 1/2 page, \$8; 1/4 page, \$15; 1/8 page, \$30; 1 page, \$60. Discounts, 5, 10 and 20% on 3, 6 and 12 insertions.

PLATFORM—Monthly (1st), Lyceum and Chautauqua. Established 1910. Fred High, Editor and Publisher. Subscription, 50 cts.; circulation—not given by publisher; 16 to 20 pages, 4 columns, length of columns, 11 1/4 in.; width, 2 1/2 in. Can use matrices. Forms close 20th of month preceding. Office, Steinway Hall, 64 E. Van Buren St.

Advertising rates, \$1.25 an inch; full page, \$30; 1/2 page, \$20; 1/4 page, \$15; 1/8 page, \$12; 1/16 page, \$5; 1/32 page, \$3.

POPULAR MECHANICS MAGAZINE—Monthly (20th). Mechanical. Established 1902. Popular Mechanics Co., publishers. Subscription \$1.50; guaranteed average circulation for year 1915, 350,000*; 260 pages, 2 columns; length of columns, 8 in.; width, 2 1/2 in. Forms close 5th of preceding month. Office, 6 N. Michigan Ave.

Advertising rates, agate, \$2.20 a line; three months, \$2; six months, \$1.90; one year, \$1.75 a line, per time; one inch, one time, \$30; 1/2 page, \$60; 1/4 page, \$10; 1/8 page, \$205; one page, \$400, with discounts on 3, 6 and 12 month contracts. Stipulated position, 10% additional. Classified (minimum 10 words), 15 cts. a word, flat.

POST—Every evening except Sunday. Independent. Established 1890. J. C. Shaffer, publisher. Subscription, \$3; sworn average circulation for twelve months prior to April 1, 1915, 64,052* net paid; 12 to 24 pages, 7 columns; length of columns, 21 1/2 in.; width, 2 1/4 in. Can use matrices. Office, 12 South Market Street.

Advertising rates, agate, 30 cts. a line; 2,500 lines, within one year, 25 cts.; 4,000 lines, 20 cts.; 5,000 lines, 18 cts.; 7,500 lines, 15 cts.; 10,000 lines, or more 12 cts. a line. Consecutive insertions, 26 times, 25 cts. a line; 52 times, 20 cts.; 104 times, 18 cts.; 156 times, 15 cts.; 312 times, 12 cents a line. Preferred position, 15 and 25% extra.

ILLINOIS

Double column advertisements must not be less than 50 lines deep. Classified, 10 cts. a line. Reading notices, \$1 per count line; publishers announcements, 17 cts. a line. Schools, colleges, hotels and resorts. displayed, under proper classification, 15 cts. a line.

See advertisement on page 455.

POWER WAGON—Monthly. Commercial. Motor Vehicles. Established 1904. Power Wagon Publishing Co., publishers. Subscription, \$3; claimed average circulation for year 1914, 8,000; 150 pages, 2 columns; length of columns, 10½ in.; width, 3½ in. Office, McCormick Building.

Advertising rates, ¼ page, one time, \$25; ½ page, \$45; one page, \$75; 2 pages, \$135.

PRACTICAL ENGINEER—Semi-monthly. (1st and 15th). Mechanical. Established 1896. Technical Publishing Co., publishers. Subscription, \$1. Claimed average circulation for 1914, 23,021; net; 116 pages, 2 columns; length of columns, 10¼ in.; width, 3½ in. Forms close 15 days prior to date of issue. Office, 537 South Dearborn Street.

Advertising rates, ¼ page, one time, \$16; ½ page, \$26; ¾ page, \$45; one page, \$78.

PRAIRIE FARMER—Every other Saturday. Agricultural. Established 1841. B. D. Butler, publisher. Subscription, 50 cts. Claimed detailed average circulation for year 1914, 99,731 net; 21 to 60 pages, 4 columns; length of columns, 13½ in.; width, 2¼ in. Forms close 5th and 20th preceding date of issue. Office, Rand-McNally Building.

Advertising rates, agate, 50 cts. a line; Preferred position, 20% extra. Reading notices, \$2 a count line. Classified, 6 cts per word.

PRODUCE NEWS. See New York City.

PUBLIC—Every Friday. Fundamental Democracy. Established 1898. Stanley Bowmar, publisher. Subscription, \$1; claimed average circulation for 1914, 20,000; 24 pages, 2 columns; length of columns, 8½ in.; width, 3 in. Can use matrices. Forms close 10 days in advance. Office, Ellsworth Building.

Advertising rates, 12 cts. a line, flat; back cover, \$35.

PUBLIC LIBRARIES—Monthly (1st, except August and September). Literary and Library interests. Established 1896. Library Bureau, publishers. Subscription, \$2; circulation—not given by publishers; 60 pages, 2 columns; length of columns, 7½ in.; width, 2½ in. Can use matrices. Forms close 20th of month preceding. Office, 6 North Michigan Avenue.

Advertising rates, full page, \$32; ½, ¼ or ⅓ pages, pro rata, with discount of 10 and 15% on 5 or 10 insertions.

ILLINOIS

PUBLIC SERVICE—Monthly. Public Utilities. Established 1906. H. J. Gonden, publisher. Subscription, \$2; claimed average circulation for year 1914, 21,500; 72 pages, 2 columns; length of columns, 10 in.; width, 3½ in. Can use matrices. Office, Peoples Gas Building.

Advertising rates, ⅓ page (minimum space), \$3.75; ½ page, \$6; ¾ page, \$12; 1 page, \$20; one page, \$35. Discount on 3 or more insertions.

RACING FORM—Every morning except Monday, including SUNDAY. Racing. Established 1894. Daily Racing Forms. Publishing Co., publishers. Subscription, \$17; sworn average circulation for six months prior to April, 1914, 12,477* net paid; 4 to 8 pages, 4 columns; length of columns, 16½ in.; width, 2½ in. Can not use matrices. Office, 441 Plymouth Court.

Advertising rates, commercial, \$2 an inch; turf advertisements, \$4 an inch.

RAILWAY REVIEW—Every Saturday. Railroad. Established 1868. Railway Review, publishers. Subscription, \$4; claimed average circulation for year 1914, 8,516; 52 pages, 2 columns; length of columns, 10⅓ in.; width, 3 9/16 in. Office, Ellsworth Building.

Advertising rates on application.

RAND-McNALLY BANKERS MONTHLY—Monthly. Banking. Established 1883. Rand, McNally & Co., publishers. Subscription, \$2; claimed average circulation for 1914, 6,000; 95 pages, 2 columns; length of columns, 7¾ in.; width, 2½ in. Cannot use matrices. Forms close 15th. Office, Rand-McNally Building.

Advertising rates, two in. (minimum), \$13.35; ¼ page, \$20; ½ page, \$30; full page, \$50, with discounts on 6 or 12 month contracts.

REAL ESTATE NEWS—Monthly (1st). Real Estate. Established 1906. Real Estate News Company, publishers. Subscription, \$2; claimed average circulation for year 1914, 16,750; 16 pages, 3 columns; length of columns, 11¼ in.; width, 2½ in. Can use matrices. Forms close 20th of month preceding. Office, 55 North Clark St.

Advertising rates, full page, \$100; ½, ¼ or ⅓ pro rata.

See advertisement on page 452.

RED BOOK MAGAZINE—Monthly (23rd of preceding month). Fiction. Established 1903. The Red Book Corporation, publishers. Subscription, \$1.50; circulation—not given by publishers; 208 pages, 2 columns; length of columns, 8 in.; width, 2¼ in. Forms close 5th preceding month. Office, North American Building.

Advertising rates, agate, \$1.50 a line; full page, \$300; ¼, ½ and ⅓ pages, pro rata; facing contents, 2d and 3d covers, facing

ILLINOIS

title page of Art section, or facing last page of reading, \$375; back cover page, \$1,500. Classified (minimum 4 lines). \$1.50 a line. Combination rate with Blue Book Magazine and Green Book Magazine, \$150.00 a page additional; $\frac{1}{2}$, $\frac{1}{4}$ and $\frac{1}{8}$ page, pro rata.

REFORM ADVOCATE—Every Saturday. Jewish. Established 1890. Bloch & Newman, publishers. Subscription, \$2; claimed average circulation for year 1914, 22,540; 32 pages, 3 columns; length of columns, 11 in.; width, $2\frac{1}{4}$ in. Office, 7 South Dearborn Street.

Advertising rates, agate, 12 cts. a line; 1,000 lines, 10 cts.; 2,000 lines, 9 cts.; 3,000 lines, 8 cts.; 5,000 lines, 7 cts.; 10,000 lines, 6 cts. a line. Reading notices, 25 cts. per count line, 1,000 lines and over 20 cts. a line.

RETAIL COALMAN—Monthly. Trade. Established 1900. The Retail Coalman, Inc., publishers. Subscription, \$1; circulation—not given by publisher; 100 pages, 2 columns; length of columns, $9\frac{3}{4}$ in.; width, $3\frac{1}{4}$ in. Forms close 25th preceding month. Can use matrices. Office, Monadnock Building.

Advertising rates, $\frac{1}{8}$ page, \$6; $\frac{1}{4}$ page, \$11; $\frac{1}{2}$ page, \$20; one page, \$40. Discount, 5, 10 and 20% on 3, 6 and 12 months respectively.

RETAILERS' JOURNAL—Monthly (1st). Grocery Trade. Established 1897. Retailers' Journal (Inc.), publishers. Subscription, \$1. Claimed average circulation for year ending June, 1915, 8,000; 966 pages, 2 columns; length of columns, $8\frac{3}{4}$ in.; width, $3\frac{1}{4}$ in. Forms close 25th preceding month. Can use matrices. Office, 36 LaSalle Street.

Advertising rates, \$5 an inch; full page, \$75; $\frac{1}{4}$ and $\frac{1}{8}$ pages, pro rata.

REYEN—Every Saturday. Danish-Norwegian Socialist. Established 1894. Christian Bokker, Publisher. Subscription \$1, claimed average circulation for year 1914, 5,100; 6 pages, 7 columns, length of columns, $19\frac{1}{4}$ in.; width, $2\frac{1}{4}$ in. Can use matrices. Office 2639 W. North Ave.

Advertising rates, 35 cts. an inch, with rebate of 10, 15, 20, 35 or 40% on 2 insertions, one month, three months, 6 months or one year respectively. Reading matter (body type 10 point), 10 cts. a line. Want ads 5 cts. a line.

ROCK ISLAND EMPLOYEES' MAGAZINE—Monthly (1st). Railway employes. Established 1907. Chicago, Rock Island and Pacific Railway Co., publishers. Subscription (distributed free to employes), \$1.50; circulation—not given by publisher; 68 pages, 2

ILLINOIS

columns; length of columns, $8\frac{1}{4}$ in.; width, $2\frac{1}{4}$ in. Can use matrices. Forms close 20th preceding month. Office, LaSalle Street Station.

Advertising rates, full page, \$45; $\frac{1}{2}$ page, \$25; $\frac{1}{4}$ page, \$15; $\frac{1}{8}$ page, \$8, with discounts on yearly contracts. Preferred position, 20% extra.

RODZINA POLSKA—Every Thursday Polish-Domestic. Established 1883. Polish American Publishing Co., publishers. Subscription, \$1. Claimed average circulation for year 1914, 23,250; 32 pages, 2 and 3 columns; length of columns, $9\frac{1}{2}$ in.; width, $2\frac{1}{4}$ and $3\frac{3}{7}$ in. Can use matrices. Office, 1163 Milwaukee Avenue.

Advertising rates, \$1 an inch; on contract 56 cts. an inch. Readers, 30 cts. a line. Classified, 2 cts. per word.

ROVNOST L'UDU—Every Wednesday. Slovak-Socialist. Established 1907. Slovak-Socialist Publishing Co., publishers. Subscription, \$1.75; claimed average circulation for 1914, 8,875; 8 pages, 7 columns; length of columns, 19 in.; width, $2\frac{1}{4}$ in. Can use matrices. Office, 1825 Loomis Street.

Advertising rates, one inch. 50 cts; two times, 75 cts.; two in., 85 cts.; two times, \$1.50, with additional discounts on 3, 6 or 12 month contracts.

SANDEBUDET—Every Tuesday. Swedish-Methodist Episcopal. Established 1861. Swedish Methodist Book Concern, publishers. Subscription, \$1.50. Claimed average circulation for year 1914, 7,000; 16 pages, 4 columns; length of columns, 14 in.; width, $2\frac{1}{4}$ in. Office, 351 West Oak Street.

Advertising rates, agate, 50 cts. an inch. Reading notices, 5 cts. a line.

SANTA FE MAGAZINE—Monthly (15th). Railroadmen. Albert MacRae, editor and publisher. Subscription (distributed free to employes), \$1.50; claimed average circulation for year 1914, 65,000; 164 pages 2 columns; length of columns, 8 in.; width, $2\frac{3}{4}$ in. Can use matrices. Forms close 25th of preceding month. Office, Railway Exchange Building.

Advertising rates, agate, 50 cts. a line; $\frac{1}{8}$ page or more, 40 cts. a line; full page, \$60; one year, \$600; $\frac{1}{2}$ page, \$35, one year, \$350; $\frac{1}{4}$ page, \$20, one year, \$200; $\frac{1}{8}$ page, \$12, one year, \$1.25. The yearly rate will be allowed on seven insertions or more. Back cover page, 50% additional. Other cover and special positions, 20% additional.

***SATURDAY BLADE**—Every Saturday. Family. News. Miscellany. Established 1888. W. D. Boyce Co., publishers. Subscription, \$1; circulation, in combination with CHICAGO LEDGER, proved and guaranteed.

ILLINOIS

1,250,000*; 12 to 16 pages, 6 columns; length of columns 19 5/14 in.; width 2 1/4 in. Can use matrices. Forms close Monday preceding. Office, 500-14 N. Dearborn Street.

All advertisements must include SATURDAY BLADE, and CHICAGO LEDGER. Combined rate, \$2.50 per agate line. Classified, 30 cts. per word. In combination with FARM ING BUSINESS, display \$2.80 a line.

See advertisement on page 448.

SATURDAY EVENING HERALD—Every Saturday. Independent. Established 1908. E. C. Babcock, publisher. Subscription \$1. Claimed average circulation for year ending May 1915, 5,000; 8 pages, 5 columns; length of columns, 18 in.; width 2 1/4 in. Cannot use matrices. Office, 5511 Cottage Grove Ave.

Advertising rates, 25 cts. an inch.

See advertisement on page 472.

SATURDAY EVENING TELEGRAPH—Every Saturday. Theatrical and Sporting. Established 1913. Jack Lait and Tom Bourke publishers. Subscription, \$2.50; circulation—not given by publishers; 12 to 16 pages, 7 columns, length of columns, 21 1/2 in.; width, 2 1/4 in. Can use matrices. Office, Colonial Theater Building.

Advertising rates, agate, 12 1/2 cts. a line; full page (2100 lines), \$200; 1/2 page, \$100; 1 column, \$35; colored supplement, 25 cts. a line; full page, \$400; 1/2 page, \$200; 1 column, \$75. Discounts of 5, 10, or 15% on 13, 26, or 52 insertions.

SCANDIA—Every Saturday. Norwegian-Independent. Established 1888. L. H. Lund, publisher. Subscription, \$1. Claimed average circulation for year 1914, 6,000; 6 pages, 7 columns, length of columns 19 1/2 in. width 2 1/4 in.; Cannot use matrices. Office 2818 W. North Ave.

Advertising rates, 50 cts. an inch.

SCHOOL REVIEW—Monthly, except July and August. Educational. University of Chicago Press, publishers. Subscription, \$1.50; circulation—not given by publisher 100 pages, 2 columns; length of columns, 8 in.; width, 3 in. Can use matrices.

Advertising rates, \$2.50 an inch; full page \$25; 1/2 page, \$14; 1/4 page, \$8; two in., \$4.50, with discounts of 10, 20 or 33 1/3% on 3, 5 or 10 insertions.

SEMI-MONTHLY MAGAZINE SECTION
—See New York City, N. Y.

SHAFFER GROUPE—

See advertisement on page 455.

SHOE FINDINGS—Monthly (1st). Trade. Established 1911. Findings Publishing Company, publishers. Subscription \$1. Claimed average circulation for year 1914, 4,400;

ILLINOIS

40 pages, 2 columns; length of columns, 10 in.; width, 3 1/2 in. Cannot use matrices. Forms close 5th. Office, 189 West Madison Street.

Advertising rates, \$3 an inch; full page, \$40; 1/2 page, \$22.50; 1/4 page, \$12.50; 1/8 page, \$7.

SHORT HAND WRITER—Monthly. Stenographic. Established 1905. William L. James, publisher. Subscription, \$1. Claimed average circulation for year 1914, 5,000; 72 pages, 2 columns; length of columns, 8 in.; width, 2 1/4 in. Forms close 15th of preceding month. Office, 723 Schiller Building.

Advertising rates, \$2.50 an inch; full page, \$30; 1/2 or 1/4 page, pro rata.

SKANDINAVEN—Every evening except Sunday, **SUNDAY MORNING** and **SEMI-WEEKLY**, Wednesdays and Fridays. Norwegian-Danish. Republican. John Anderson Publishing Co., publishers. Established 1866. Subscription, daily, \$3; Sunday, \$1; Semi-weekly, \$2; circulation—claimed average for first four month 1915, daily 20,000 Sunday 23,000; Semi-weekly, 37,000; daily, 8; Sunday, 12 to 16; semi-weekly, 12 pages, 7 columns; length of columns, 21 1/2 in.; width, 2 1/4 in. Can use matrices. Office, 8 So. Dearborn St.

Advertising rates, agate, daily, 5 cts. a line Sunday 7 cts., with discount of 10, 20, 30 or 40% on, 1,000, 5,000, 10,000 or 25,000 lines. Reading notices, daily or Sunday, 25 cts. a line. **SEMI-WEEKLY**, 10 cts., flat a line. Reading notices, 40 cts. a line.

SLAVIE—Semi-Weekly. (Tuesday and Friday.) Bohemian - Independent-Democrat. Established 1861. Slavie Publishing Company, publishers. Subscription \$2.20. Claimed average circulation for year 1914, 10,000 net; 8 pages, 6 columns, length of columns, 19 1/2 in. width 2 1/4 in. Can use matrices. Office 2544 South Millard Avenue.

Advertising rates, 65 cts. an inch.

SONNTAG POST—Sunday edition Abendpost, which see. Also

See advertisement on page 439.

SPORTS AFIELD—Monthly. Sports and Natural Science. Established 1887. Sports Afeld Publishing Co., publishers. Subscription, \$1.50; detailed average circulation for year 1914, 44,592*; 100 pages, 2 columns; length of columns, 8 in.; width, 2 1/4 in. Forms close 15th of month preceding date of issue. Office, 542 South Dearborn Street.

Advertising rates, agate, 25 cts. flat, a line; pages facing reading matter, 20%, inside front or back covers, 50%, outside back cover 75% higher. Reading notices, brevier, 50 cts. a count line. Classified, nonpareil, 3 cts. per word.

ILLINOIS

SPRAVEDLNOST—Every morning including SUNDAY, and ZAJMY LIDU Semi-Weekly (Tuesday and Friday). Bohemian-Socialist. Established 1905; Bohemian Socialist Party, publishers. Subscription, daily, \$5; weekly, \$2.50. Claimed circulation for year 1914, daily and Sunday 13,500; weekly, 6,000; daily, 10 pages; semi-weekly, 8 to 10 pages, 7 columns; length of columns, 20½ in.; width, 2½ in. Office, 1825 Loomis Street.

Advertising rates, daily, 50 cts. an inch; weekly, 65 cts. an inch.

STANDARD—Every Saturday. Baptist. Established 1853. Goodman & Dickerson Co., publishers. Subscription, \$2. Claimed average circulation for year 1914, 15,000; 32 pages, 3 columns; length of columns, 11½ in.; width, 2½ in. Forms close Monday preceding. Office, 223 W. Jackson Blvd.

Advertising rates, agate, 15 cts. per line. Preferred position, 20% extra. Reading notices, 30 cts. a line. Discounts, 10% on 13 times, or 500 lines; 20% on 26 times, or 1,000 lines; 30% on 52 times or 2,000 lines.

STANDARD OPINION—Every Saturday. Independent. Established 1896. James C. Denver, publisher. Subscription, \$2; circulation—not given by publisher; 16 pages, 8 columns; length of columns, 24 in.; width, 2½ in. Can use matrices. Office, 84 La Salle Street.

Advertising rates, \$2.80 an inch. Classified, 4 cts. a word. Discount 10 and 15% on 6 and 12 months respectively.

SUNDAY POLISH ECHO—Every Sunday morning. Polish-Independent. Established 1914. Philip M. Ksyek, editor and publisher. Subscription, \$1.50. Sworn average circulation for three months ending March 1915, 11,457* net, 12 to 16 pages, 7 columns; length of columns, 21¼ in.; width, 2½ in. Can use matrices. Office, 1154 Noble St.

Advertising rates, 15 cts. a line; on contract, 1,000 lines, 11 cts.; 5,000 lines, 9 cts.; 10,000 lines, 7 cts.; 15,000 lines, 6 cts.; 20,000 lines, 5 cts. a line. Pure reading matter 10 cts. a line.

SURGERY, GYNECOLOGY AND OBSTETRICS—Monthly. Medical. Established 1905. Surgical Publishing Co., of Chicago, publishers. Subscription, \$10; claimed average circulation for year 1914, 8,100; 228 to 320 pages, 2 columns; length of columns, 8 in.; width, ¼ in. Forms close 15th of month preceding. Office, 30 N. Michigan Ave.

Advertising rates, full page, \$40; ½ page, \$25; ¼ page, \$15; ⅛ page, \$10, with discounts of 27½, 43¼ and 50% on 3, 6 or 12 month contracts.

SVENSKA AMERIKANAREN HEMLANDET—Every Thursday. Swedish. Independ-

ILLINOIS

ente. Established 1855. Swedish-American Printing Co., publishers. Subscription, \$1. Sworn detailed average circulation, for year ending March 1915, 60,331* net; 16 pages, 7 columns; length of columns, 21½ in.; width, 2½ in. Can use matrices. Office, 208 N. Fifth Avenue.

Advertising rates, agate, 18 cts., flat, a line. Preferred position, 10, 20 or 30% extra. Reading notices, 50 cts. per count line (brevier). Classified, 15 cts. per nonpareil line.

SVENSKA KURIREN—Every Thursday. 1884. Alex. J. Johnson, publisher. Subscription, \$1.50. Claimed average circulation for three months ending March, 1915, 42,400; 12 pages, 7 columns; length of columns, 21 in.; width 2½ in. Office, 514 N. La Salle Street.

Advertising rates, agate, 10 cts. a line.

SVENSKA TRIBUNEN-NYHETER—Every Tuesday. Swedish-Republican. Established 1869. The Swedish Publishing Co. (Inc.), publisher. Subscription, \$1. Sworn detailed average circulation for year ending March, 1915, 63,604* net; 16 pages, 7 columns; length of columns, 22 in.; width, 2½ in. Can use matrices. Office, 180 North Dearborn Street.

Advertising rates, agate, 18 cts. a line; Preferred position, 15% extra. Reading notices, brevier, 45 cts. per count line. Translations made without extra charge.

SVORNOST—Every evening except Sunday. **SUNDAY MORNING, DUCH CASU**, weekly, and **AMERIKAN**, semi-weekly, Mondays and Thursdays. Bohemian. Independent. Established 1874. August Geringer, publisher. Subscription, daily, \$3.50; Sunday, \$1.50; weekly, \$2; semi-weekly, \$2.50; claimed average circulation for 1914, daily, 20,637; Sunday, 28,790; weekly, 32,000; semi-weekly, 39,597; daily, 12 to 16 pages; Sunday, 16 to 24 pages; weekly, 16 pages; semi-weekly, 8 to 16 pages; daily, Sunday, and semi-weekly, 7 columns; weekly, 4 columns; length of columns, daily and Sunday, 20¾ in.; weekly, 12 in.; semi-weekly, 20¾ in.; width, 2½ in. Office, Svornost Building, 12th and Clinton Streets.

Advertising rates, agate, daily, and Sunday 8 cts. a line; 5,000 lines within one year, 7 cts. a line; 10,000 lines and over, 5 cts. a line. Reading notices, 25 cts. per count line. Classified, 2 cts. a word. **AMERIKAN** (semi-weekly), 8 cts. a line; 2,500 lines, 7 cts.; 5,000 lines, 6 cts. a line. Reading notices, 40 cts. a line. Classified, 2 cts. a word. **DUCH CASU** (weekly) 10 cts. a line; 1,000 lines, 9 cts.; 2,500 lines, 6 cts.; 5,000 lines, 5 cts. a line. Reading notices, 25 cts. a count line.

SWINE WORLD—Semi-Monthly (1st and 15th) Swine and agricultural. Established 1913. Frost Publishing Co., publishers. Subscription, \$1. Claimed average circulation for year 1914, 32,000; 100 to 112 pages, 3

ILLINOIS

columns, length of column, 10 in.; width, 2½ in. Cannot use matrices. Forms close 25th of month preceding and 10th of month of publication. Office, 537 So. Dearborn St.

Advertising rates, 25 cts. flat, a line. Classified, 5 cts. per word.

SYSTEM—Monthly (1st). For business men. Established 1899. The A. W. Shaw Co., publishers. Subscription, \$2. Guaranteed circulation for year 1915, exceeding 150,000; 2 columns to page; length of columns, 8 in.; width, 2½ in. Forms close 15th preceding month. Office, Wabash Avenue and Madison Street.

Advertising rates, \$15.63 an inch; one page, one time, \$250; ½, ¼ and ⅓ pages, pro rata. Classified, 24 cts. a word; 5% discount on 3 or more consecutive insertions. Also publishers **INTERNATIONAL** (London edition). Advertising rates on application.

TELEPHONE ENGINEER—Monthly. Telephone Trade. Established 1909. Electricity Magazine Corporation, publishers. Subscription, \$2; claimed average circulation for 1914, 7,100; 80 pages, 2 columns; length of columns, 9½ in.; width, 3½ in. Forms close 20th preceding month. Office Monadnock Building.

Advertising rates, 1½ page (minimum space), \$7; ¾ page, \$11; ¼ page, \$20; ⅓ page, \$35; one page, \$60; back cover, \$75. Classified, 5 cts. a word.

TELEPHONY—Every Saturday. Technical. Established 1900. Telephony Publishing Co., publishers. Subscription, \$3; guaranteed average circulation for year 1914, 5,500; 60 to 100 pages, 2 columns; length of columns, 10 in.; width, 3½ in. Office Monadnock Block.

Advertising rates, 1/32 page, one time, \$4; ⅛ page, \$7; ¼ page, \$12; ½ page, \$20; ⅓ page, \$32; one page, \$56. Discount on 13 or more insertions.

TEN STORY BOOK—Monthly (10th of month preceding). Literary. Short Stories. Established 1901. Daily Story Publishing Co., publishers. Subscription, \$1; circulation—not given by publisher; 68 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Forms close 26th of second preceding month. Can use matrices. Office, 540 So. Dearborn Street.

Advertising rates, agate, 30 cts. a line; full page, \$67.20; ¼ and ⅓ pages, pro rata; inside covers, \$75; back cover, \$90. Classified, 5 cts. per word.

TRAVELERS RAILWAY GUIDE—Monthly (1st). Railroad and Hotel. Established 1871. American Railway Guide Co., publishers. Subscription, \$2.50; circulation—not given by publisher; 760 pages, 2 columns, length of columns, 7 in.; width, 2½ in. Can not use matrices. Forms close 15th of month preceding. Office, 431 South Dearborn Street.

ILLINOIS

Advertising rates, full page on contract, 6 months, \$20.83½; 12 months, \$16.66½; ½ page, \$12.50, or \$10.41½; ¼ page, \$7.50, or \$6.25; ⅓ page, \$5.00 or \$3.75; ⅙ page, \$3.33½, or \$2.50, each insertion respectively.

TRIBUNA ITALIANA TRANS-ATLANTICA—Every Saturday. Italian-Independent. Established 1898. A. M. Valerio, publisher. Subscription, \$2; circulation—not given by publisher; 8 pages, 5 columns; length of columns, 23¾ in.; width, 2½ in. Office, 600-610 Blue Island Ave.

Advertising rates, 75 cts. an inch.

TRIBUNE—Every morning including Sunday. Independent. Established 1847. Tribune Co., proprietors. Subscription, daily, \$4; Sunday, \$2.50. Sworn average circulation for six months prior to April 1, 1915, daily, 329,897* net paid; Sunday, 534,848* net paid; daily, 18 to 26 pages; Sunday, 76 to 108 pages, 8 columns; length of columns, 21½ in.; width, 2½ in. Can use matrices. Office, corner Madison and Dearborn Streets.

Advertising rates, agate, daily, 42 cts., Sunday 52 cts. a line; 2,500 lines on yearly contract, (contracts may include either daily or Sunday issue or both at rate specified), 38 cts. or 48 cts.; 5,000 lines, 32 cts. or 42 cts.; 10,000 lines, 30 cts. or 40 cts.; 15,000 lines, 29 cts. or 39 cts.; 20,000 lines, 28 cts. or 37 cts.; 30,000 lines, 28 cts. or 36 cts.; 40,000 lines, 28 cts. or 34 cts.; 60,000 or more lines, 28 cts. or 33 cts. a line, daily or Sunday respectively. Special positions—next to reading, 10 cts. or full position 15 cts. a line extra. Reading notices, nonpareil, daily, \$2.50, Sunday, \$3. Classified, daily, 22 cts., Sunday, 36 cts. a line; if displayed, 35 cts. or 45 cts. a line, excepting that should there be as much as 10 lines of agate type, which would be charged at daily 22 cts., Sunday, 36 cts. a line.

UNION LEADER—Every Saturday. Labor. Independent. Established 1902. Amalgamated Association of Street Electric Railway Employees of America, publishers. Subscription, \$1; circulation—not given by publisher; 16 pages, 4 columns; length of columns, 14 in.; width, 2½ in. Can use matrices. Office 127 N. Dearborn Street.

Advertising rates, one inch one time, \$1; ¼ page, \$10; ½ page, \$20; one page, \$40. Reading notices, \$1 an inch.

UNITED SERBIAN—Every Saturday. Serbian-Independent. Established 1905. John R. Palandech, publisher. Subscription, \$1. Claimed average circulation for year 1914, 16,500 net; 8 pages, 7 columns; length of columns, 22 in.; width, 2½ in.

Advertising rates, 70 cts. flat an inch.

VEGETABLE GROWER—See Spencer, Ind.

ILLINOIS

VERDENS GANG—Every Friday. Norwegian-Danish-Independent. Established 1880. Verdens Gang Publishing Co., publishers. Subscription, 50 cts.; circulation—not given by publisher; 8 pages, 7 columns; length of columns, 21½ in.; width, 2¼ in. Can use matrices. Office, 511 N. Peoria Street.

Advertising rates, 28 cts., flat an inch.

VORBOTE—Weekly edition of Arbeiter Zeitung, which see.

WADDELL C. F. COMPANY—
See advertisement on page 463.

WESTERN BRITISH AMERICAN—Every Saturday. Established 1888. British American Co., publishers. Subscription, \$2. Claimed average circulation for 1914, 21,875. 10 pages, 6 columns, length of columns, 20 in.; width, 2½ in. Can use matrices. Forms close Thursdays preceding. Office, 358 Dearborn Street.

Advertising rates, agate, 15 cts. per line. Reading notices 25 cts.; discounts ranging from 10% on 500 lines to 30% on 5,000 lines.

WESTERN NEWSPAPER UNION—
See advertisement on page 447.

WESTERN REVIEW—Monthly. Fraternal Insurance. Established 1904. Edison Publishing Co., publishers. Subscription, \$1; claimed average circulation for 1914, 36,000; 34 pages, 2 and 3 columns; length of columns, 11½ in.; width, 3¾ and 2½ in. Office, 917 Ashland Block.

Advertising rates, agate, 15 cts. a line.

WESTERN TRADE JOURNAL—Every Tuesday. Established 1872. Fremont Arford, publisher. Subscription, \$5; claimed average circulation for year 1914, 20,300; 16 pages, 4 columns; length of columns, 9 in.; width, 2¼ in. Can use matrices. Office 513 Cambridge Building.

Advertising rates, \$1 an inch, first insertion; 50 cts., subsequent insertions up to 13 issues. Special rates for longer time on application.

WESTERN UNDERWRITER—Every Thursday. Insurance. Established 1897. The Western Underwriter Co., publishers. Subscription, \$2.50. Claimed average circulation year 1914, 8,262 net; 44 pages, 4 columns; length of columns, 12 in.; width, 2¼ in. Can use matrices. Office, 175 W. Jackson Blvd.

Advertising rates, \$3 an inch.

WOCHENBLATT—Every Thursday. German-Independent. Established 1904. C. F. Pietsch, publisher. Subscription, \$1. Claimed average circulation for year 1914, 15,500. 16 pages, 4 columns; length of columns, 16 in.; width, 2¼ in. Can use matrices. Office, 112 No. Lafayette Street.

Advertising rates, agate, 10 cts. a line.

ILLINOIS

Double column advertisements must be at least 50 lines deep. Reading notices, \$1 a line.

WOMAN'S WORLD—Monthly. Literary and Family. Established 1885. Woman's World Magazine Co., publishers. Subscription, 35 cts. Sworn detailed average circulation for year ending April, 1915, 2,043,659* net paid; 40 to 68 pages, 4 columns; length of columns, 12½ in.; width, 2¼ in. Forms close 5th of second preceding month. Can use matrices. Office, 107-111 South Clinton Street.

Advertising rates, agate, \$8 a line; ¼ page (175 lines), \$1,250; ½ page, \$2,500; one page, \$5,000; 2d and 3d cover pages, in 2 colors, \$5,000; 4th cover (two or four colors), \$7,500. Classified (minimum two lines), \$7 a count line; 5 or 10% discount on three or six consecutive insertions.

WORLD'S CHRONICLE—Every Saturday. Educational. Established 1900. The Little Chronicle Co., publishers. Subscription, \$1.50. Claimed average circulation for year 1914, 50,000; 32 pages, 2 columns; length of columns, 8 in.; width, 2¾ in. Office, 542 Dearborn Street.

Advertising rates, agate, 20 cts. a line; one page, magazine size, \$40; ¼ and ½ pages, pro rata. Classified, 15 cts. per count line. Also publishes Illinois Teachers edition (formerly The School Weekly). Advertising rates, 50 cts. an inch. Forms close Saturday preceding date of issue.

ZAJMY LIDU—Semi-Weekly edition of Spravednost, which see.

ZENSKE LISTY—Every Thursday. Bohemian-Family. Established 1894. Rose A. Kabat, publisher. Subscription, \$2; claimed average circulation for 1914, 25,000; 24 pages, 2 and 3 columns; length of columns, 9½ in.; width, 4½ and 2¼ in. Office, 2646 So. Central Park Ave.

Advertising rates, \$1. an inch first insertion; 50 cts. subsequent insertions.

ZGODA—Daily except Sunday. (Dziennik Zwiazkowy) and **WEEKLY ZGODA**—Thursday. Polish-Independent. Established 1880. Polish National Alliance, publishers. Subscription, daily, \$2; weekly, \$1.50. Sworn average circulation for six months prior to April 1915, daily, 51,375* net paid; weekly, 109,000*; daily, 8 to 12 pages, weekly, 8 to 10 pages; 7 columns; length of columns, 21½ in.; width, 2½ in. Can use matrices. Office, 1406-1408 West Division Street.

Advertising rates, daily, agate, 5 cts. a line; 10,000 lines, within one year, 4 cts. a line. Classified, 1c. per word. Weekly ZGODA, 20 cts. a line. Readers, 50 cts. a count line.

See advertisement on page 487.

ILLINOIS

DANVILLE—Population 27,871. 4 railroads. Industries include flour and lumber mills, marble, smelting, boiler and iron works, glass and hardware factories, R. R. shops and a number of large coal mines in vicinity. Bank clearings during 1913, \$24,163,753.81.

COMMERCIAL-NEWS—Every evening except Sunday. Republican. Established 1886. Commercial News Co., publishers. Subscription, \$3; sworn average circulation for six months prior to April 1, 1915, 12,653* net paid; 10 to 24 pages, 8 columns; length of columns, 20 in.; width, $2\frac{1}{2}$ in.

Advertising rates, daily, 25 cts. an inch. Position 10 and 25% extra. Classified, 1c. a word. Reading notices, 10 cts. a line.

PRESS—Every morning except Monday including SUNDAY. Independent. Democrat Publishing Co., publishers. Subscription, \$5. Sworn average circulation for six months prior to October, 1914, 10,568 net paid; 10 to 22 pages, 7 columns; length of columns, 20 in.; width, $2\frac{1}{2}$ in. Can use matrices.

Advertising rates, plate matter, 20 cts. an inch; full position, 25% extra. Classified, 1c. a word first time, $\frac{1}{2}$ c. a word each subsequent insertion. Reading notices, 10 cts. a line (6 words), with discount on 1,000 lines and over.

DECATUR—Population, 1910 census, 31,140; 1914 estimate, 40,606. 4 railway systems, 3 electric interurban lines and maintains twenty miles of street railways. In the midst and the marketplace of the richest farming community of the world; said to be the largest white corn market in the world, more white corn being ground than in any other city, with a total daily capacity of 50,000 bushels. Wabash car and locomotive shops located here, also Illinois Traction system general car shops. 3 coal mines in city and large Illinois coal fields within a few miles. Industries include ice and coal storage plant; malleable iron foundry; flour and various corn product mills; bridge and structural steel, carriage and iron works; cutlery, coffin and burial goods, plumbing goods, electric fixtures, starch, farming implement, wire mat, pharmaceutical supply, bank and office fixture factories. Building expenditures during 1914, \$2,104,844.00. Postal receipts in 1914, \$151,308.23. Industrial payroll exceeds \$8,000,000.00 a year. Annual value of manufactured products exceeding \$15,000,000.00. Bank clearings during the year 1914, only three of six banks being represented in the clearing house, \$24,237,134.68.

FOX AND HOUND AND TRAPPER'S WORLD—Monthly (1st to 5th). Sporting. Established 1906. Fox and Hound and Trappers World Company, publishers. Sub-

ILLINOIS

scription, \$1; circulation—not given by publisher; 30 pages, 2 columns; length of columns, 8 in.; width, $2\frac{1}{2}$ in. Cannot use matrices. Forms close 20th of month preceding.

Advertising rates, agate, \$2 an inch; full page (224 lines), \$30; $\frac{1}{2}$ page, \$16; $\frac{1}{4}$ or $\frac{1}{8}$ page, pro rata. Reading notices, 20 cts. a count line. Classified, 2 cts. a word.

HERALD—Every morning including SUNDAY. Republican. Established 1880. Herald-Despatch Co., publishers. Subscription, \$5. Sworn detailed average circulation for twelve months prior to April 1, 1915, daily, 13,479* net paid*; Sunday, 13,319* net paid; daily, 10 to 16 pages; Sunday, 24 to 36 pages, 7 columns; length of columns, 20 in.; width, $2\frac{1}{2}$ in. Can use matrices.

Advertising rates, daily, or Sunday, 1 to 99 in., 30 cts. an inch; next reading, 32 cts.; full position, 35 cts. an inch. Reading notices, 15 cts. per count line. Classified, 5 cts. a line.

REVIEW—Every evening except Sunday. SUNDAY MORNING. Democratic. Established 1878. Review Publishing Co., publishers. Subscription, \$5; sworn average circulation for year ending April, 1915, daily, 13,562*; Sunday, 12,563*; 10 to 16 pages (Sunday, 20 to 36 pages), 7 columns; length of columns, 20 in.; width, $2\frac{1}{2}$ in.

Advertising rates on application.

DWIGHT—Population 2,156. 2 railroads. Farming and stockraising almost entirely engaged in.

BANNER—Monthly. Fraternal Sons of Veterans. Established 1895. A. S. Holbrook, publisher. Subscription, 18 cts.; claimed average circulation for year 1914, 50,000; 16 pages, 4 columns; length of columns, 13 in.; width, $2\frac{1}{2}$ in. Forms close 30th of month preceding date of issue.

Advertising rates, agate, \$5 an inch.

EAST ST. LOUIS—Population, 1910 census, 58,547; 1914 census estimate, 80,000. On Mississippi River immediately opposite St. Louis, Mo., with which it is connected by four steel bridges. It is the terminal point for twenty-seven trunk lines, all connected by four terminal belt lines, with a service of 125 passenger and 150 freight trains daily. It is claimed that his city can reach by direct route more distributing and consuming centers than any other city in the United States; total mileage of all steam railroads entering the city is 64,000 and in addition to the steam roads the city is served by four interurban electric lines. Has more than 150 factories, including smelters, rolling mills, flour and feed mills, grain ele-

"MONEY makes the mare go," but all the financial appropriations under the sun can't pull a poor advertising proposition out of the mud.

ILLINOIS

vators, breweries, baking powder plant, roofing plants and railway supply manufactures. Total number of industrial employees exceeds 25,000 on an annual payroll of \$20,000,000.00. Its meat packing and stock yards industry employs over 5,000 men alone. A \$6,500,000.00 levee protects the city from all possible overflow. A \$500,000 park and boulevard and 1,500 acres of parks has just been completed.

JOURNAL—Every evening except Saturday; SUNDAY morning. Progressive. Established 1888. James W. Kirk, publisher. Subscription, \$3. Sworn average circulation for six months prior to October, 1914, 8,101 net paid; 8 to 16 pages, 7 columns; length of columns, 21½ in.; width, 2¼ in.

Advertising rates, agate, 2 cts. per line. Reading notices, 5 cts. per line, headline counted double. Classified, 5 cts. per line.

NATIONAL LIVE STOCK REPORTER—(P. O. National Stock Yards).—Every afternoon except Sunday. General news, grain and live stock. Established 1890. Reporter Publishing Co., publishers. Subscription, \$4; sworn average circulation for six months prior to April, 1915, daily, 10,551* net paid; including issues sent out as tri-weekly and weekly, 22,267* net paid; 4 to 12 pages, 7 columns; length of columns, 19¼ in.; width, 2¼ in. Can use matrices.

Advertising rates, daily, agate, 5 cts. a line; 5,000 lines, 4 cts. a line; 10,000 lines, 3 cts. a line. Reading notices, 15 cts. a count line; first page, 25 cts. Classified, 5 cts. a line. Combination rate, including above. Kansas City (Mo.), Drover's Telegram, and South Omaha (Neb.), Journal Stockman, 14 cts. a line, on contract, 13, 12 or 11 cts a line.

ELGIN—Population 25,975. On Fox River and 2 railroads. Has fine water power. Industries include watches, watch cases, milk condensing, meat packing companies, shoe, shirt, wind mill, piano, casket, hardware, thread, butter tub, voting machine, safety gas valves and tool factories, and foundries and machine shops. 120 varied industries, in all, employing a total of 11,000 people. The Elgin National Watch Co. alone employs 3,000 hands; also enjoys a very large trade in cheese, butter and agricultural produce. Annual value of manufactured products, \$18,000,000.00. Bank clearings during the year 1914, approximately, \$57,000,000.00.

BOYS' WORLD—Every Saturday. Juvenile. Established 1902. David C. Cook Publishing Co., publishers. Subscription, 50 cts.; sworn detailed average circulation for year 1914, 402,230*; 8 pages, 4 columns; length of columns, 12 in.; width, 2¼ in.

ILLINOIS

Cannot use matrices. Forms close 3 weeks in advance.

Advertising rates, agate, \$1.50 a line.

COURIER—Every evening except Sunday. Progressive. Established 1877. The Courier Publishing Co., publishers. Subscription, \$5. Sworn average circulation for six months prior to April 1915, 6,426* net paid; 8 to 16 pages, 7 columns; length of columns, 21½ in.; width, 2¼ in. Can use matrices.

Advertising rates, agate, 25 cts. an inch; 100 in. or more, on contract, 20 cts.; next to reading 21 cts., full position, 23 cts. Readers, 8 cts. a count line. Classified, 1c. per word.

GIRLS' COMPANION—Every Saturday. Juvenile. Established 1902. David C. Cook Publishing Co., publishers. Subscription, 50 cts.; sworn detailed average circulation for year 1914, 396,557*; 8 pages, 4 columns; length of columns, 12 in.; width, 2¼ in. Cannot use matrices. Forms close 3 weeks in advance.

Advertising rates, agate, \$1.25 a line.

MOTHERS' MAGAZINE—Monthly Household. Established 1905. David C. Cook Publishing Co., publishers. Subscription, \$1.50; sworn detailed average circulation for year 1914, 564,382* net paid; 116 pages, 3 columns; length of columns, 10 in.; width, 2¼ in. Forms close 25th of second preceding month.

Advertising rates, agate, \$2.50 a line; full page, \$1,000; one column, \$350. Cover page and insert rates on application.

See advertisement on page 523.

NEW CENTURY SUNDAY SCHOOL TEACHERS' MONTHLY—Monthly. Sunday Schools. Religious. Established 1900. David C. Cook Publishing Co., publishers. Subscription, 60 cts.; sworn average circulation for year 1914, 50,778*; 40 pages, 3 columns; length of columns, 9¼ in.; width, 2¼ in. Forms close six weeks in advance. Cannot use matrices.

Advertising rates, agate, 25 cts. a line.

NEWS—Every evening except Sunday. Republican. Established, 1847. Lowrie & Black, publishers. Subscription, \$5; sworn average circulation for six months prior to April 1, 1915, 6,697* net paid; 12 to 16 pages, 7 columns; length of columns, 20 in.; width, 2¼ in. Can use matrices.

Advertising rates, 30 cts. an inch, on contract of 100 in., 18 cts.; next to reading, 19 cts.; full position, 20 cts. an inch, flat. Readers, 10 cts. a count line. Classified, 1c. per word.

YOUNG PEOPLE'S WEEKLY—Every Saturday. Young People. Established 1886. David C. Cook Publishing Co., publishers. Subscrip-

ILLINOIS

tion, 75 cts.; sworn detailed average circulation for year 1914, 206,692*; 8 pages, 4 columns; length of columns, 15 in.; width, 2½ in. Cannot use matrices. Forms close 3 weeks in advance.

Advertising rates, agate, 75 cts. per line. Special rate to publishers and schools, 60 cts. a line.

ENGLEWOOD—Population 200,000. A suburb of Chicago, with which it is incorporated and with which it has direct connection by 8 railroad lines, elevated and street railways.

TIMES—Every Friday. Independent. Established 1888. Gerald E. Sullivan, publisher. Subscription, \$1; claimed average circulation for year 1914, 10,200; 8 pages, 8 columns; length of columns, 24 in.; width, 2½ in. Can use matrices.

Advertising rates, 50 cts. an inch; on yearly contracts, 40 cts. an inch. Classified, 1c. per word. Reading notices, 15 cts. a line.

EVANSTON—Population, 1910 census, 24,978; 1914 estimated 30,000. A suburb of Chicago, 12 miles north on Lake Michigan, having frequent train service on Chic. & North Western railroad, also elevated and surface electric car service. A number of educational institutions located here, including the Northwestern University and Garrett Biblical Institute. The National Headquarters of the W. C. T. U. are located here, in the old home of Miss Frances Willard. It is not a factory city and is known as the "City of Churches" all denominations being represented. Has three banks with a total of \$6,000,000.00 deposits.

CORRECT ENGLISH—How To Use It.—Monthly. Educational. Correct English Publishing Co., publishers. Subscription, \$2. Claimed average circulation for year 1914, 12,000; 32 pages, 2 columns; length of columns, 8 in.; width, 3 in. Forms close 20th preceding month.

Advertising rates, agate, ¼ page, one time, \$15; ½ page, \$30; one page, \$50.

KATHOLISCHER JUGENDFREUND—Monthly. English and German. Juvenile—Catholic. Established 1876. German Catholic Orphan Asylum, publishers. Subscription, \$1; claimed circulation for year ending June 1915, 23,000; 32 pages, 2 columns; length of columns, 9 in.; width, 2½ in.

Advertising rates, agate, 25 cts. a line.

NEWS-INDEX—Every evening except Sunday. Republican. Established 1909. Bowman Publishing Co., publishers. Subscription, \$3; Weekly, \$1. Claimed average circulation for six months ending March 1915, 5,600; 6 pages, 7 columns, length of columns, 20¼ in.; width, 2½ in. Cannot use matrices.

Advertising rates, agate, 7 cts. a line.

ILLINOIS

SVENSK-AMERIKANSKA FAMILJ JOURNALEN—Monthly. Swedish. Family. Established 1907. Universal Publishing Co., publishers. Subscription, 50 cts.; claimed average circulation for year 1914, 15,000; 24 to 32 pages, 4 columns; length of columns, 14½ in.; width, 2½ in. Forms close 20th preceding month.

Advertising rates, agate, 6 cts. per line; special positions, 8 cts. per line. Reading notices, brevier, in reading columns, 25 cts. per line.

UNION SIGNAL—Every Thursday. Temperance. Established 1874. National Woman's Christian Temperance Union, publishers. Subscription, \$1; claimed average circulation for 1914, 25,000; 16 pages, 3 columns; length of columns, 11 in.; width, 2½ in.

Advertising rates, agate, 15 cts. a line; full page, \$65. Reading notices, 30 cts. a count line.

YOUNG CRUSADER—Monthly. Temperance. Established 1886. National Woman's Christian Temperance Union, publishers. Subscription, 25 cts.; claimed average circulation for 1914, 25,000; 16 pages, 3 columns; length of columns, 9¾ in.; width, 2½ in. Forms close 15th preceding month.

Advertising rates, agate, 20 cts. a line. Reading notices, 25 cts. a line.

FREEPORT—Population, 1910 census 17,567; 1914, estimated 20,000. Located in the center of a rich farming and dairy country, on four railway systems, the Ill. Central having five divisions centered in here, with a pay roll of over \$100,000 monthly. Manufactures include wind mills, hardware specialties, steel barrels and tanks, stock food, flavoring extracts, canned goods, special machinery patent medicine, toys, leather, pianos, organs, churns, pumps, carriages, incubators, caskets, beer, gas engines, shoes, garments and wearing apparel. Annual value of manufactured products, \$10,000,000.00.

JOURNAL-STANDARD—Every evening except Sunday. Republican. Established 1848. Freeport Journal-Standard Co. (Inc.), publishers. Subscription, \$5. Sworn average circulation for twelve months prior to April 1, 1915, 5,851* net paid; 8 to 12 pages, 7 columns; length of columns, 20½ in.; width, 2½ in. Cannot use matrices.

Advertising rates upon application.

GALESBURG—Population 22,089. On two trunk line and four branch line railroads and three interurban lines. Boiler shops, foundries, broom corn, automobile factories, as well as flour mills, the largest paving brick yards in the world and repair shops

ILLINOIS

of C. B. & Q. R. R. Seat of Knox college and Lombard College. Annual value of manufactured products, \$4,500,000.00. Bank clearings during the year 1914, \$27,000,000.00.

MAIL—Every evening except Sunday. Independent. Established 1891. Galesburg Mail Co., publishers. Subscription, \$5; circulation—not given by publisher; 12 to 20 pages, 7 columns; length of columns, 22 in.; width, 2½ in. Can use matrices.

Advertising rates, 18 cts. an inch, flat. Position, 15% extra. Composition, 3 cts. an inch extra. Imitation reading, 25 cts. an inch. Reading notices, 10 cts. a line. Classified, ½c. per word.

REPUBLICAN-REGISTER—Every evening except Sunday. Republican. Established 1872. Galesburg Printing Co., publishers. Subscription, \$4 by mail; sworn average circulation for six months prior to April 1, 1915, 8,318* net paid; 10 to 20 pages, 7 columns; length of columns, 21¼ in.; width, 2½ in. Can use matrices.

Advertising rates, 18 cts., flat, an inch. Classified, 1c. per word.

GRANITE CITY—Population 9,903. Located across Mississippi River from St. Louis, Missouri. On six railroads and two interurban lines. The principal industries are stamping works, steel plant and foundry; roller and tin plate mills.

NARODEN GLAS—Every morning except Sunday. Bulgarian-Independent. Established 1907. Narodn Glas Publishing Co., publishers. Subscription, \$4; circulation—not given by publisher; 4 to 8 pages, 7 columns, length of columns, 20½ in.; width, 2½ in. Can use matrices.

Advertising rates, \$1. an inch; \$10 an inch, per month; \$25 three months; \$40 six months, \$70 twelve months. Reading notices, 25 cts. a line.

HAMILTON—Population 1,627. On two railroads and Mississippi River, opposite Keokuk, Iowa. At one end of the largest power dam in the world. Clay works, garment, shoe, cement blocks and bee keepers' supply factories and other enterprises. Annual value, of manufactured products, \$200,000. Bank clearings during the year 1914, \$1,500,000.00.

AMERICAN BEE JOURNAL—Monthly. Bees. Established 1861. American Bee Journal Co., publishers. Subscription, \$1; sworn average circulation for year ending March, 1915, 6,938* net paid; 32 pages, 3 columns; length of columns, 9¼ in.; width, 2½ in. Forms close 25th preceding month. Office, First National Bank Bldg.

Advertising rates, agate, 15 cts. a line; 3 times, 14 cts.; 6 times, 12 cts.; 9 times, 11

ILLINOIS

cts.; one year, 10 cts. a line. Reading notices, 25 cts. per count line, with discount same as for display.

HINSDALE—Population 24,051. 20 miles from Chicago, with which it is connected by the C. B. & Q. Ry.

LIFE BOAT—Monthly. Philanthropic. Established 1898. Dr. David Paulson, publisher. Subscription, \$1. Claimed average circulation for year 1914, 12,000; 32 pages, 2 columns; length of columns, 7½ in.; width 2½ in.

Advertising rates on application.

JOLIET—Population, 1910 census 34,670; 1914, estimated, 60,000. On Des Plaines River; thirty seven miles southwest from Chicago; four trunk line railroads, two belt lines, four interurbans and the Lincoln Highway. In a rich agricultural section. Has excellent water power. Steel and wire mills of Illinois Steel Co., which employ about 7,000 men. Other enterprises, including gas and electric power plants; coke ovens; calender and folding paper box, can, cigar, piano, match, agricultural implement, automobile accessories, factories; cereal mills; engine and machine shops; horse shoe works; limestone quarried in vicinity used largely in building operations. Has \$300,000 High School with 1750 students and 24 public schools and 50 churches of various denominations. Illinois State Penitentiary located here. Annual value of manufactured products, \$65,000,000.00. Bank clearings of three national, five state and private banks, during the year 1914, \$100,000,000.00.

AMERIKANSKI SLOVENEK—Semi-weekly (Tuesday and Friday). Slovenian. Catholic. Fraternal. Established 1891. Slovenian American Printing Co., publishers. Subscription, \$2; claimed average circulation for 1914, 5,800; 8 pages, 6 columns; length of columns, 19½ in.; width, 2½ in.

Advertising rates, for either issue, 35 cts. an in.; one month, \$2; three months, \$4; six months, \$7; one year, \$10.

HERALD—Every evening except Sunday SUNDAY MORNING. Independent. Established 1904. Joliet Printing Co., publishers. Subscription, \$5.20. Sworn average circulation for six months prior to April 1, 1915, 8,777* net paid; on May 1st 1915, 14,570* net paid; 10 to 32 pages, 7 columns; length of columns, 21½ in.; width, 2¼ in. Can use matrices.

Advertising rates, agate, daily or Sunday, 3 cts., flat, a line. Full position, 25% extra. Reading notices, 15 cts. a line. Classified, 1c. per word.

LA SALLE—Population, 1910 census, 11,537; 1914 estimate, 12,000. Ninety-nine miles

ILLINOIS

south-west of Chicago, at the head of navigation on Illinois River. On three railroads and interurban and belt line connecting with three more. Industries which include largest sheet zinc rolling mill in U. S., spelter, three Portland Cement Works, pressed brick plant; sulphuric acid and clock works; together with several coal mines, employ 7,000 persons. Abundant deposits of glass, sand, clay, etc., in vicinity.

POST—Every evening except Sunday. Democratic. Established 1894. Post Publishing Co., (Inc.), publishers. Subscription, \$3.50. Claimed average circulation for six months ending March 31, 1914, 6,332* net; 8 pages, 7 columns; length of columns 20¼ in.; width, 2½ in. Cannot use matrices.

Advertising rates, 20 cts. an inch. Readers, 10 cts. a line. Classified, 5 cts. a line.

MARION—Population 7,093. 4 railroads. In the center of an excellent farming and stock raising country with a very large shipping trade in grain and live stock. Other industries are coal mines; flour, woolen and cotton mills.

ILLINOIS BAPTIST—Every Saturday. Baptist. Established 1905. W. P. Throgmorton, publisher. Subscription, \$1.50; sworn detailed average circulation for year ending July 1914, 4,688*; 8 pages, 5 columns; length of columns, 17 in.; width, 2½ in.

Advertising rates, 47 cts. an inch, with discount of 5, 10, 15 or 20% on 10, 50, 200 or 500 inch contracts.

MOLINE—Population, 1910 census, 24,199; 1914, estimate 28,308. On Mississippi River and 3 railroads. Has excellent water power. Has 150 acres public parks and the most complete equipped single playground in United States. Also steel plov, automobile, carriage, wagon, pump, candy, iron working and milling machinery and corn planter factories; malleable iron foundry; railroad shops; steel works, having a pay roll of 15,346 men. Is the home of the first steel plant and has the largest plov plant in the world. Annual value of manufactured products, 1914, \$38,104,912.72. Bank clearings during 1914, \$11,010,318.10.

DISPATCH—Every evening except Sunday. Republican. Established 1878. Moline Dispatch Publishing Co., publishers. Subscription, \$5; sworn average circulation for twelve months prior to April 1915, 10,273* net paid; 12 to 32 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, 28 cts. an inch; full position, 35 cts. an inch. Extra charge for composition, 7 cts. an inch.

MOUNT MORRIS—Population 1,332. Located 24 miles southwest from Rockford; on Chic.,

ILLINOIS

Burl. & Quincy Railroad; in a fertile and thriving agricultural district. Printing plant employing 100 workmen, Also Mt. Morris College, one of the oldest in Illinois, located here.

MYSTIC WORKERS—Monthly (1st). Humor-Fraternal. Established 1896. Robert Toole, publisher. Subscription, 10 cts.; claimed average circulation for year ending May 1915, 80,000; 8 pages, 4 columns; length of columns, 14 in.; width, 2½ in. Forms close 20th of month preceding.

Advertising rates, agate, 20 cts. a line.

POULTRY TRIBUNE—Monthly (1st). Poultry. Established 1895. R. R. Fisher, publisher. Subscription, 50 cts.; sworn detailed average circulation, for year ending June 1915, 46,000*; 40 to 100 pages, 3 columns; length of columns, 10 in.; width, 2½ in. Forms close 25th preceding month.

Advertising rates, agate, 22½ cts. a line flat. Preferred position, 25% extra. Reading notices, 30 cts. a line. Classified, 30 words one time, \$2.

OAKLAND—Population 1,159. Located on Vandalia; Tol. St. L. & Western Railroads in a thriving agricultural district.

LEDGER—Every Friday. Independent. Established 1877. Nixie Yeargin publisher. Subscription, \$1.50. Claimed average circulation for year 1913, 5,426; 4 pages, 8 columns, length of columns 19½ in.; width 2½ in. Cannot use matrices.

Advertising rate, 12 cts. an inch; full position 15 cts. an inch. Reading notices 10 cts. a line.

OAK PARK—Population 19,444. Suburb of Chicago. Residential section entirely.

EVENTS—Every Saturday. Independent. Established 1887. Suburban Newspaper Co., publishers. Subscription, \$1.50. Sworn average circulation for six months ending March 1915, 4,730*; 8 pages, 6 columns; length of columns, 20 in.; width, 2½ in. Cannot use matrices.

Advertising rates, 30 cts. an inch.

SCHOOL CENTURY—Monthly. (September to June). Educational. Established 1905. Geo. W. Jones, publisher. Subscription, \$1.25; claimed average circulation for year 1914, 25,450*; 48 to 64 pages, 3 columns; length of columns, 10 in.; width, 2½ in.

Advertising rates, \$3 an inch; ¼ page, \$10; ½ page, \$18; ¾ page, \$33; one page, \$60.

OTTAWA—Population 15,000. On Illinois River and 3 railroads. In the center of a very fertile agricultural country; large shipping point for grain and other products.

ILLINOIS

Also extensive shipments of silica sand. Industries include plate glass works, farming implements, drain and roof tiles; manufacturers cigars, lumber, etc. Coal mines in vicinity. Annual value of manufactured products, \$2,500,000.00.

FAIR DEALER—Every Friday. Independent. Established 1892. G. A. Crowden, publisher. Subscription, \$1; sworn average circulation for year 1914, 5,945*; 16 pages, 6 columns; length of columns, 20 in.; width, 2½ in.

Advertising rates, 30 cts. an inch; on contract, 100 in., 25 cts.; 150 in., 20 cts.; 200 in., 18 cts.; 300 in., 17 cts.; 500 in., 16 cts.; 1,000 in. or more, 15 cts. an inch. Special positions, 10 and 20% additional. Reading notices, 10 cts. a line; 50 lines or more, 9 cts. a line.

PEORIA—Population, 1910 census 66,950; 1914, estimate, 75,000. On Illinois River. 14 railroads with direct water route to St. Louis, Mo., through the Illinois and Mississippi Rivers; a most important manufacturing and railroad center with a very large trade in distilling and agricultural implements; likewise a great shipping center for grain; extensive pork packing industry; farm machinery, paper, flour, barrels, stoves, alcohol, whiskey, beer and woven wire fences also manufactured. One of the largest fish industries of the middle west. Coal deposits in immediate vicinity. Annual value of manufactured products, \$70,000,000.00. Bank clearings during the year 1914, \$173,103,643.33.

DEMOKRAT—Every evening except Sunday and WEEKLY, Thursday. German. Independent Democratic. Established 1860. B. Cremer & Bros., publishers. Subscription, daily, \$5; weekly, \$2; circulation—not given by publisher; 4 pages, daily; 8 columns, length of columns, 24 in.; width, 2½ in.; weekly, 9 columns; length of columns, 26 in.; width, 2¾ in.

Advertising rates, daily, 30 cts. an inch; weekly, 75 cts. an inch. Discount, 10% on combination. Full position, 25% extra.

JOURNAL—Every evening except Sunday; SUNDAY MORNING. Established 1877. H. M. Pindell, publisher. Subscription, daily and Sunday, \$6; sworn average circulation for six months prior to April, 1915, daily, 19,417 net paid; Sunday, 12,500; daily and Sunday, 16 to 32 pages, 7 columns; length of columns, 20½ in.; width, 2½ in. Can use matrices.

Advertising rates, daily or Sunday, agate, 4 cts. a line; 5,000 lines or more, within one year, 2½ cts. a line. Special positions, extra. Reading notices, 12 and 25 cts. a line; telegraphic readers, 50 cts. per count line. Classified, 1c. a word.

MANUAL TRAINING AND VOCATIONAL EDUCATION—Monthly (1st except July and

ILLINOIS

August). Educational. Established 1899. Manual Arts Press, publishers. Subscription, \$2. Sworn average circulation for first three months 1915, 4,070*; 100 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Can use matrices. Forms close 1st of month Preceding. Office, 105 Fourth Street.

Advertising rates, full page, \$30, five insertions, \$28, ten insertions, \$25; ½ page, \$18, \$17 or \$15; ¼ page, \$11, \$10.50 or \$9; ⅓ page, \$7, \$6.75 or \$5.50 each insertion.

SONNE—Every evening except Sunday; weekly, Thursday, and SONTAGS GLOCKE, Sunday. German-Republican. Established, daily, 1879; Sunday, 1880. Peoria Sonne Publishing Co., publishers. Subscription, daily, \$6; weekly, \$2; Sunday, \$2; circulation—not given by publisher; daily, 4 pages; weekly, 8 pages; Sunday, 4 pages; daily, weekly or Sunday, 8 columns; length of columns, 24 in.; width, 2½ in. Can use matrices.

Advertising rates on application.

STAR—Every evening except Sunday. SUNDAY MORNING. Independent. Established 1897. Peoria Star Co., publishers. Subscription, daily, \$4; with Sunday, \$6. Claimed average circulation for 1914, daily, 21,759 net paid; Sunday, 11,469; daily, 12 to 32 pages (Sunday, 20 to 36 pages), 7 columns, length of columns, 21 in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 7 cts. a line; 1,000 lines, 5 cts.; 2,000 lines, 4½ cts.; 3,000 lines, 4¼ cts.; 5,000 lines, 3¾ cts. per line, 10,000 lines, 3½ cts. 15,000 lines, 3 cts. a line; position extra. Classified, 1c. per word. Reading notices, inside page, 25 cts. a line; last page, \$1; telegraphic page, 60 cts. a line.

TRANSCRIPT—Every morning including SUNDAY. Republican. Established 1855. Peoria Herald Transcript Co., publishers. Subscription, \$5. Claimed average circulation for year 1914, 13,500; 10 to 32 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices.

Advertising rates, daily or Sunday, 3 cts. a line; 1,000 lines, within one year, 2 5/7 cts.; 2,000 lines, 2 2/7 cts. a line. Preferred position, 15 and 25% extra. Classified, 1c. per word. Reading notices, 25 cts. a count line. See advertisement on page 539.

PRINCETON—Population 4,141. On Chicago, Burlington & Quincy Railroad. Fine farming country. Industries consist of flour and feed mills; carriage and cart works. Bank deposits \$2,000,000.

BUREAU COUNTY REPUBLICAN—Every Thursday. Republican. Established 1847. H. U. Bailey, editor and publisher. Subscription, \$2; sworn circulation for year ending June 1914, 5,550*; 12 pages, 7 columns; length of columns, 20 in.; width, 2½ in.

ILLINOIS

Advertising rates, 20 cts. an inch; on contract, 18 cts. an inch. Readers, 25 cts. an inch.

QUINCY—Population 36,587, with 5,000 additional in outer belt. On Mississippi River and two railway systems, comprising seven different lines. Has hydro-electric and steam power plants. A number of large flour mills and tobacco and shoe factories; grain elevators; brick works; claimed to make more coal and wood-burning stoves than any other city in the world; and to have the longest steam governor works and cereal mill in the world; seat of one of the largest breweries in the middle west; paper, trunks, furniture, show cases, egg case fillers, incubators, elevators, power pumps, hay-presses, lime machinery, metal wheels, air-compressors, stationers' supplies and leather board extensively manufactured. Annual value of manufactured products, \$17,500,000.00. Resources of banks, \$16,000,000.00. Bank clearings increase 52% annually; post office receipts, 12%.

HERALD—Every evening except Sunday. Democratic. Established 1835. Quincy Herald Co., publishers. Subscription, \$6.50; sworn average circulation for six months prior to April, 1915, 9,050* net paid; 10 to 24 pages, 7 columns; length of columns, 21½ in.; width, 2½ in.

Advertising rates, 25 cts. flat an inch; full position, 30 cts. an inch. Reading notices, 15 cts. a line; with position, 20 cts. a line. Classified, 1c. per word.

HOME INSTRUCTOR—Monthly. Literary. Established 1904. A. Otis Arnold, publisher. Subscription, 25 cts. Detailed average circulation September 1, 1915, 203,112*; 16 to 32 pages, 4 columns; length of columns, 12½ in.; width, 2½ in. Forms close 12th preceding month.

Advertising rates, agate, 80 cts. a line; ¼ page, (175 lines), one time, 10% discount; ½ page, 15%; one page, 20%. Reading notices, \$1 a count line.

See advertisement on page 549.

ILLINOIS FARMER—See Chicago, Ill.

JOURNAL—Every evening except Sunday. Independent Democratic. Established 1883. H. N. Wheeler, editor and publisher. Subscription, \$6; sworn average circulation for six months prior to April 1, 1915, 7,811* net paid; 10 to 16 pages, 7 columns; length of columns, 21½ in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 2 cts. a line; in position, 2½ cts. a line. Reading notices, 15 cts. a line. Classified, ordinary, 1c. a word; real estate, 4 cts.; articles of one's business offered for sale, 2 cts. per word.

POULTRY KEEPER—Monthly (1st). Poultry. Established 1882. Poultry Keeper

ILLINOIS

Publishing Co., publishers. Subscription, 50 cts.; claimed average circulation for year 1914, 31,183; 48 to 98 pages, 3 columns; length of columns, 10 in.; width, 2½ in. Forms close 25th preceding month.

Advertising rates, agate, 20 cts. a line. Discounts, 25% on yearly contract. Space discounts, 5% on one column; 10% on ½ page; 15% on one page. Preferred position, 20% extra. Reading notices, 30 cts. a line. Classified, 4 cts. a word, with discounts.

RELIABLE POULTRY JOURNAL—Monthly. Poultry. Established 1892. Grant M. Curtis, publisher. Subscription, 50 cts. Claimed average circulation for year ending June 1915, 60,416; 72 to 256 pages, 3 columns; length of columns, 9½ in.; width, 2½ in. Forms close 15th preceding month.

Advertising rates, \$4.90 an inch; preferred position, 20% extra, discount, 25% on one year; 120 in., within one year, 10% discount; 180 in., 15%; 360 in., 20%. Reading notices, 60 cts. a nonpareil line.

WHIG—Every morning except Monday, including SUNDAY. Republican. Established 1838. The Whig Company, publishers. Subscription, \$3.50. Sworn average circulation for six months prior to April 1, 1915, 6,825*. 10 to 24 pages, 7 columns; length of columns, 21½ in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 30 cts. an inch; 100 in. or more, 20 cts. an inch; next reading, 22 cts.; full position, 24 cts. an inch. Classified, 1c. per word. Reading notices, with heading (minimum 5 lines), 20 cts.; run of paper, 15 cts. a line.

ROCKFORD—Population, 1910 census 45,401; 1914, estimate, 53,760. On Rock River, 5 railroads and 3 interurban lines connecting with Belvidere, Janesville, Beloit, Freeport, Elgin and Chicago. Has fine water power. 456 manufactories in furniture, watches, wood-working machinery, agricultural implements, hosiery, gas stoves, tools, sewing machines, pianos, milling machinery, gasoline engines, office fixtures, mirror plate, harness, saddles, silver plate, shoes, pumps, paper mills bedding, mattresses, shoes, automobile gears, millwork compression rings and hardware specialties. Seat of Rockford College and two business colleges. Annual value of manufactured products, \$39,250,000.00. Bank clearings during year 1914, \$47,307,653.31.

REGISTER GAZETTE—Every evening except Sunday. Republican. Established 1840. Register-Gazette Co., publishers. Subscription, \$3. Sworn average circulation for six months prior to April 1915, 13,497* net paid. 12 to 32 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, 30 cts. an inch, flat. Classified, 1c. a word. Reading notices, 15 cts. a line; 300 lines within one year 12½ cts. a line.

ILLINOIS

REPUBLIC—Every evening except Sunday. Republican. Established 1890. Republic Co., publishers. Subscription, \$5.20. Sworn average circulation for six months prior to April 1, 1915, 7,485* net paid; 10 to 16 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 2½ cts. a line; 500 lines, 2 cts.; 1,000 lines or more, 1½ cts. a line. Preferred position, 15% extra. Classified, 1c. per word. Pure reading notices, 10 cts. a line.

STAR—Every morning except Monday, including SUNDAY. Independent. Established 1888. Star Printing Co., publishers. Subscription, \$3. Sworn average circulation for twelve months prior to April 1, 1915, 9,073* net paid; daily, 8 and 16 pages; Sunday, 16 to 32 pages, 7 columns; length of columns, 21½ in.; width, 2½ in.

Advertising rates, transient, daily or Sunday, 35 cts. an inch; on contract daily, 25 cts., full position, 30 cts. an inch; Sunday 30 or 35 cts. an inch. Reading notices, 15 cts. a line. Classified, 1c. per word.

SVENSKA POSTEN—Every Friday. Swedish-Republican. Established 1889. Rockford Printing Co., publishers. Subscription, \$1; claimed average circulation for year 1914, 11,657; 8 to 10 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices. Office, 218 East State Street.

Advertising rates, agate, 4 cts a line, flat. Reading notices, 15 cts. a line. Classified, 1c. per word.

ROCK ISLAND—Population 24,335. Has fine water power. Manufactures include agricultural implements, steel and iron goods, soap, lumber, wagons and carriages. U. S. Armory and Arsenal located here. Big coal deposits in vicinity. Seat of Augustana College.

ARGUS—Every evening except Sunday. Democratic. Established 1851. J. W. Potter & Company, publishers. Subscription, \$5.20. Claimed average circulation for year 1914, 6,344; 8 to 10 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices.

Advertising rates, plate matter, 18 cts; set matter, 22 cts.; next to reading, 20 or 23 cts.; full position, 22 or 25 cts. an inch respectively. Reading matter, brevier, 500 or more lines, 8 cts. a count line; telegraphic readers, 25 cts. a count line. Classified, 1c. per word.

AUGUSTANA—Every Thursday. Swedish-Lutheran. Established 1856. Augustana Book Concern, publishers. Subscription, \$1.50; sworn detailed average circulation for six months ending May 31, 1915, 21,580* net; 20 pages, 4 columns; length of columns, 13½ in.; width, 2½ in.

Advertising rates, agate, 7 cts. a line; preferred position, 25% extra. Reading notices,

ILLINOIS

20 cts. a count line. Translations into Swedish free.

LUTHERAN COMPANION—Every Saturday. Established 1892. Lutheran. Augustana Book Concern, publishers. Subscription, \$1; sworn detailed average circulation for six months ending May 31, 1915, 7,386*; 16 pages, 3 columns; length of columns, 10½ in.; width, 2½ in.

Advertising rates, agate, 3 cts. per line. Reading notices, 10 cts. per count line. Special positions, 25% additional.

MODERN WOODMAN—Monthly (1st). Fraternal. The Modern Woodman of America, publishers; sworn detailed average circulation for year ending April 1915, 963,191* net; 32 to 40 pages, 3 columns; length of columns, 9 4/7 in.; width, 2½ in. Forms close 12th preceding month.

Advertising rates, agate, \$2.50 flat, a line.

ROYAL NEIGHBOR—Monthly (1st). Fraternal. Established 1898. Royal Neighbors of America, publishers. Subscription, 20 cts.; claimed average circulation for year 1914, 315,000; 24 to 40 pages, 3 columns; length of columns, 9½ in.; width, 2½ in. Can use matrices. Forms close 12th of preceding month.

Advertising rates, \$1 a line. Special positions, 15% extra.

UNGDOMSVANNEN—Monthly. Swedish. Augustana Book Concern, publishers. Subscription, \$1. Claimed average circulation for six months ending June 1915, 13,200; 36 pages, 3 columns; length of columns, 9½ in.; width, 2½ in.

Advertising rates, agate, 5 cts. a line; outside covers, 6 cts. a line.

UNION—Every evening except Saturday; SUNDAY Morning. Republican. Established 1862. Union Printing Co., publishers. Subscription, \$5.20; circulation—not given by publisher; 8 to 24 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, 25 cts. an inch; 100 in., 18 cts.; 300, 15 cts.; 500, 12 cts. an inch. Readers, 10 cts. per line. Preferred positions, 10% additional. Classified, ½c. per word.

SPRINGFIELD—Population, 1910 census, 51,678; 1914, estimate, 57,520. 6 railroads and three interurban lines. Coal mining extensively engaged in. Industries include the manufacture of shoes, meters and agricultural implements, boiler, zinc, stove and chemical works and flour, automobile tires and watches, Lincoln Monument; State house and other public buildings located here. Annual value of manufactured products, \$12,000,000.00. Bank clearings during the year 1914, \$59,113,900.30.

ILLINOIS

COURT OF HONOR—Monthly. Fraternal. Established 1895. Charles J. Riefler, publisher. Subscription, 50 cts.; guaranteed average circulation for year 1914, 88,000; 8 pages, 7 columns; length of columns, 20 3/4 in.; width, 2 1/2 in. Forms close 8th. Can use matrices.

Advertising rates, agate, 30 cts. a line. Readers, 40 cts. a line.

FARM HOME—Monthly. Agricultural, Dairy and Live Stock. Established 1894. Charles F. Mills, editor. Subscription, 50 cts.; sworn average circulation for eight months ending May, 1914, 75,150*; 28 to 32 pages, 4 columns; length of columns, 13 3/8 in.; width, 2 3/4 in. Forms close 25th preceding month.

Advertising rates, agate, 35 cts. a line; full page, \$240; second or third cover, \$250; back cover, \$285; front cover, \$350.

NEWS-RECORD—Every evening except Sunday. Independent-Republican. Established 1878. J. David Stern, publisher. Subscription, \$5. Sworn average circulation April 1, 1915, 9,436*; 12 to 24 pages, 7 columns; length of columns, 21 1/2 in.; width, 2 1/2 in. Can use matrices.

Advertising rates, agate, 3 cts. a line; 1,400 lines, 2 cts.; 2,800 lines, or more, 1 1/2 cts. a line; full position, 25% extra. Classified, 1c. per word. Readers, 15 cts. a counted line.

STATE JOURNAL—Every morning, including SUNDAY. Republican. Established 1831. Illinois State Journal Co., publishers. Subscription, daily and Sunday, \$5; daily \$4. Sworn average circulation for six months prior to April 1915, daily, 14,608* net paid; Sunday, 10,552* net paid; daily, 12 to 24 pages; Sunday, 28 to 40 pages, 7 columns; length of columns, 21 in.; width, 2 1/2 in. Can use matrices.

Advertising rates, daily or Sunday, 42 cts. an inch; next reading, 43 3/4 cts.; full position, 45 1/2 cts.; 101 in., 35 cts., 36 3/4 cts., or 38 1/2 cts.; 201 in., or more 31 1/2 cts.; 33 1/4 cts., or 35 cts. an inch. Classified, 1c. per word first insertion; 1/2 c. per word thereafter. Reading notices, 15 cts. a line; 6 insertions, 12 cts.; 12 insertions, 10 cts.; 24 insertions, 8 cts. a line.

STATE REGISTER—Every morning, including SUNDAY. Independent. Established 1836. Thomas Rees, publisher. Subscription, daily, \$4; daily and Sunday, \$5; sworn detailed average circulation for twelve months prior to April 1, 1915, daily, 20,245* net paid; Sunday 14,000* net paid; daily, 10 to 16 pages; Sunday, 28 to 40 pages, 7 columns; length of columns, 21 in.; width, 2 1/2 in. Can use matrices.

Advertising rates, daily or Sunday, 3 1/2 cts. a line; full position, 4 cts.; 1,400 lines, 3 cts.; or 3 1/2 cts.; 4,200 lines or more, 2 1/2 cts., or 3 cts. a line. Classified, 1c. per word first time; 1/2 c. per word each subsequent insertion; three consecutive days without

ILLINOIS

change of copy, 10 cts. a line; per week, 20 cts.; per month, 75 cts. a line. Reading notices, 15 cts. a line; 500 lines within one year, 12 cts.; 1,000 lines, 10 cts. a line.

STERLING—Population, 1910 census, 7,467; 1914, estimate, 11,200. On Rock River and served by two railroads, C. & N. W., main line and C. B., Q., stub line. Center of fine farming and dairying country. At the head of Hennepin Canal and has abundant water power; also ice and cold storage plants. Industries include wire and paper mills; foundries and machine shops; stove polish, bobsled, potato planter, agricultural implement, hardware, casket and hearse factories; monument, gasoline engine, condensed milk, bolt, nut and rivet works. Factories and railroads employ about 3,500 people on a monthly payroll of approximately \$2,000,000. Annual value of manufactured products, \$7,000,000.00. Four banks with a capital and surplus of \$665,000.

GAZETTE—Every evening except Sunday. Republican. Established 1854. The Sterling Gazette Co., publishers. Subscription, \$3; sworn average circulation for twelve months prior to April 1915, 5,172* net paid; 8 to 16 pages, 7 columns; length of columns, 21 in.; width, 2 1/2 in.

Advertising rates, 15 cts. an inch; full position, 18 cts. Composition, 5 cts. an inch extra. Reading notices, 10 cts. a line. Classified, 1c. per word.

STANDARD—Daily, except Sunday. Republican. Established 1868. Sterling Standard Printing Co., publishers. Subscription, \$5. Claimed net circulation for 1914, 4,125. 8 to 16 pages, 7 columns; length of columns, 21 in.; width, 2 1/2 in.

Advertising rates, 1 1/2 cts. a line; 1,400 lines, 1c. a line; over 1,400 lines, 12 cts. an inch. Position, 15% additional. Reading notices, 10 cts. a count line. Classified 1c. per word.

TAYLORVILLE—Population 5,446. 3 railroads. Large coal mines; also paper mill and flour mills.

SCHOOL NEWS AND PRACTICAL EDUCATOR—Monthly. Educational. Established 1887. C. M. Parker, publisher. Subscription, \$1.25. Sworn detailed average circulation for year 1914, 13,083*; 52 pages, 3 columns; length of columns, 8 1/2 in.; width 2 in. Forms close 15th of preceding month.

Advertising rates, \$2 an inch. Discount, 5, 10 and 15% on 3, 6 and 12 months, respectively.

TECHNY—Population 425. Suburb of Chicago. C. M. & St. P. R. R.

AMERIKANISCHES FAMILIENBLATT—Monthly. German-Catholic. Established 1901. Society of the Divine Word, publishers. Sub-

ILLINOIS

scription, \$1. Claimed circulation for year ending June, 1915, 15,000; 48 pages, 2 columns; length of columns, 8¼ in.; width, 2¾ in. Forms close 3rd preceding month.

Advertising rates, full page, \$25; ½ page, \$15; ¼ page, \$8; ⅙ page, \$5; ⅓ page, \$3. In combination with **CHRISTIAN FAMILY**, \$45, \$28, \$15, \$8 or \$5 for full, ½, ¼, ⅓ or ⅙ page, respectively.

ILLINOIS

CHRISTIAN FAMILY—Monthly. Catholic. Established 1905. Society of the Divine Word, publishers. Subscription, \$1. Claimed average circulation for year June, 1915, 15,000; 48 pages, 2 columns; length of columns, 8¼ in.; width, 2¾ in. Forms close 3rd of preceding month.

Advertising rates, same as **AMERIKA-NISCHES FAMILIENBLATT**.

INDIANA

ANDERSON—Population, 1910 census 22,476; 1914, estimated, 30,000. On 3 railroads. Center of 475 miles Interurban railway. Municipal controlled Electric and water plants. City tax rate 65 cts. Excellent manufacturing town and trade center for wide territory. Annual value of manufactured products, \$22,000,000. Bank deposits during 1914, \$6,500,000.00.

BULLETIN—Every evening except Sunday. Independent. Established 1885. Bulletin Printing and Manufacturing Co., publishers. Subscription, \$5; sworn detailed average circulation for six months ending March 1915, 5,942* net; 8 to 32 pages, 7 columns; length of columns, 21½ in.; width, 2½ in. Can use matrices.

Advertising rates, 18 cts. an inch; composition 5 cts. an inch additional; special position, 15% extra. Readers, 10 cts. a count line. Classified, ½ c. per word.

HERALD—Every morning except Monday. Progressive-Republican. Established 1883. Herald Publishing Co., Publishers. Subscription, \$4.50; sworn detailed average circulation for year 1914, daily, 5,564* net; Sunday, 5,734* net; 8 to 12 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, next reading, 17½ cts. an inch; full position, 20 cts. Reading notices. 10 cts. a line. Classified, 20 words, 3 times, 25 cts.

MOOSE HEART MAGAZINE—Monthly. Fraternal. Established 1909. Supreme Lodge Loyal Order of Moose, publishers. Subscription, 50 cts.; guaranteed average circulation for year 1915-16, 450,000; 24 pages, 3 columns; length of columns, 10 in.; width, 2½ in. Can use matrices.

Advertising rates, \$2 a line.

ARGOS—Population 1,088. On 2 railroads. Center of rich grain growing and stock raising district. Manufactures consist chiefly of flour and lumber in which a large trade is done; also has creamery; printing plant; pickle and column factories.

NATIONAL HARDWARE BULLETIN—Monthly. Trade. Established 1900. National Retail Hardware Association, publishers. Subscription, \$1. Claimed average circulation for year 1914, 16,000; 240 pages, 2 columns; length of columns, 8 in.; width, 2½ in.

Advertising rates, ⅙ page, one time, \$8; ⅙ page, \$14; ¼ page, \$25; ½ page, \$40; one page, \$70; on yearly contract, \$7.27, \$12.50, \$22, \$34 or \$58, also discount on three, six, nine or twelve insertions.

BRAZIL—Population, 1910 census, 9,340; 1914 estimated 12,000. Located on Vandalia; Chicago & Eastern Illinois Railroads, also Terre Haute, Indianapolis & Eastern Traction Lines and The "Old Trails Road;" in the Indiana Black Coal district. Principal industries are collieries, boiler, engine, sewer pipe, brick, spike, nut and bolt works; mining fans and other mining machinery manufactured; brick silo manufacturing and ice plants; piano, wire fence, overall, shirt, canning and tin can factories.

Y. M. I.—Monthly (1st). Catholic. Established 1914. Young Men's Institute publishers. Subscription, \$1. Claimed average circulation for 1914, 15,152; 00 pages, 4 columns; length of columns, 14 in.; width, 2½ in. Can not use matrices. Forms close 20th of month preceding.

Advertising rates, full page, \$30; ½ page, \$16; ¼ page, \$8.50; ⅙ page, \$4.50; ⅓ page, \$2.50. Specified position, 25% extra. Front page cover, \$40.

CRAWFORDSVILLE—Population 9,371. 3 railroads, 2 interurban lines. In the center of an excellent farming region, the lumber industries also being a very important factor. Manufactures include wire, coffins, paving and building bricks, nails, matches, gloves and steel culverts.

CHARIOT—Monthly. Fraternal. Established 1894. Supreme Tribe of Ben-Hur, publishers. Subscription, 25 cts. Sworn average circulation for year ending June, 1915, 110,000* net; 8 pages, 4 columns; length of columns, 13½ in.; width, 2½ in. Forms close 15th preceding month.

INDIANA

Advertising rates, agate, 40 cts. a line.
Reading notices, 50 cts. a line.

Journal—Every evening except Sunday. Republican. Established 1848. The Journal Co., publishers. Subscription \$5; sworn average circulation for twelve months prior to April 1, 1915, 4,192* net paid; 8 and 12 pages, 7 columns; length of columns, 20 in.; width, 2½ in.

Advertising rates, 14 cts. an inch; composition, 5 cts. per inch extra. Special positions, 10 and 20% extra. Readers, 10 cts. per line. Classified, ½ ct. per word.

DELPHI—Population 2,161. On Ft. Wayne & Northern Wabash & Erie Canal; Chicago, Indianapolis & Louisville and Wabash Railway Systems; also the Indiana Trac-tion Co., Interurban Line. Lime of a superior quality produced; also has flax, paper and strawboard mills.

JOURNAL—Every Thursday. Republican. Established 1848. Mayhill Bros., publishers. Subscription, \$1.50. Claimed average circulation for six months ending June, 1914, 4,500 net. 8 pages. 7 columns; length of columns, 22 in.; width, 2½ in. Can not use matrices.

Advertising rates, 15 cts. an inch. Composition, 5 cts. an inch additional. Preferred positions, 10 or 20% extra. Locals, 10 cts. a line, subsequent insertions, 5 cts. a line.

ELKHART—Population 19,282. Situated in the St. Joseph Valley on St. Joseph River. Big Four and Lake Shore Ry. 15 Miles East of South Bend. Has good water power and the following industries: Railroad, machine and repair shop; carriage, automobile, go-cart, computing scale, corset, band instrument and harness factories; brass, telephone, acetylene gas machine, bridge and iron works; paper, flour, and planing mills.

TRUTH—Every evening except Sunday, and SUNDAY morning. Democratic. Established 1889. The Truth Publishing Co., publishers. Subscription, \$5. Sworn average circulation for six months ending prior to October, 1914, daily and Sunday, 4,549* net. 8 to 12 pages, 7 columns; length of columns, 20½ in.; width, 7¼ in. Can use matrices.

Advertising rates, 15 cts. an inch flat; full position 18 cts. Composition 5 cts. an inch additional. Reading notices 5 cts. a line. Classified 1 ct. per word, first insertion; ½ ct. per word thereafter.

INDIANA

EVANSVILLE—Population, 1910 census 69,647; 1915 estimate, 94,811. On Ohio River. Eight steam and six electric lines radiate from the city; also six boat lines operating on river. Is an excellent distributing point because of its geographical location and transportation facilities. The second largest hardwood lumber manufacturing centre and the cheapest soft coal market in the world. Manufacturing industries include foundries, machine shops, furniture, brooms, cigar, buggy, steam shovel, iron stove front, locomotive headlight, plows and cotton factories; potteries; breweries; planing and saw mills; flour and feed mills. Willard Library and Art Gallery, Three Carnegie Libraries, Southern Indiana Hospital for Insane and U. S. Marine Hospital located here. Annual value of manufactured products, \$27,000,000.00. Amount of capital invested in manufacturing plants, \$25,500,000.00. Bank clearings during year 1914, \$64,241,884.00.

COURIER—Every morning, including SUNDAY. Democratic. Established 1845. The Evansville Courier Publishing Co., publishers. Subscription, \$4; sworn average circulation for twelve months prior to April 1915, daily, 17,489* net paid; Sunday, 11,875* net paid; daily, 10 to 16 pages; Sunday, 36 to 50 pages, 7 columns; length of columns, 20½ in.; width, 2½ in. Can use matrices.

Advertising rates, agate, daily or Sunday, 7 cts. a line; 1,000 lines, within one year, 5 cts.; 3,000 lines, 4 cts.; 5,000 lines, 3½ cts.; 10,000 lines or more, 3 cts. a line. Mail order copy 4 cts. a line, flat. Position, 10 and 25% extra. Classified, 5 cts. a line; one week, 4 cts.; one month, 3 cts. Reading notices, 15 cts. a count line; telegraphic, 40 cts. a line.

See advertisement on page 528.

DEMOKRAT—Every morning except Monday, including SUNDAY and SEMI-WEEKLY, Tuesdays and Fridays. German-Independent. Established 1864. Subscription, daily, \$4; Sunday, \$2; Semi-Weekly, \$2; claimed average circulation for year 1914, daily and Sunday, 5,192; semi-weekly, 8,671; daily, 8 to 12 pages; Sunday, 16 to 24 pages; semi-weekly, 8 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, daily, Sunday or semi-weekly, 40 cts. flat an inch; on contract, 28 cts. flat an inch. Preferred position, 15 or 25% extra. Reading notices, long primer, 15 cts. a count line; nonpareil, 10 cts. a line. Classified, 1c. per word.

GENIUS, declared Napoleon, "consists in an infinite capacity for hard work and an intense conviction of its necessity." A good advertising agency is a genius—in that sense.

INDIANA

JOURNAL-NEWS—Every evening except Sunday, and **JOURNAL NEWS, SUNDAY MORNING**. Independent. Established 1832. Evansville Journal Co., publishers. Subscription, daily \$5, Sunday, \$2. Sworn average circulation for six months prior to April 1915, Sunday, 12,847* net paid; daily, 14,036* net paid; 8 to 12 pages; Sunday, 24 to 36 pages, 7 columns; length of columns, 21½ in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 2½ cts. a line, flat. Preferred position, 15 and 25% extra. Classified, 1c. a word. Reading notices, 25 cts. a line.

See advertisement on page 503.

PRESS—Every evening except Sunday. Independent. Established 1906. Evansville Press Co., publishers. Subscription, \$3. Sworn average circulation for six months prior to April, 1915, 14,039* net paid; 8 pages, 8 columns; length of columns, 22 in.; width, 2 in. Can use matrices.

Advertising rates, agate, 2½ cts. a line; full position, 3 cts. flat a line. Notices following pure reading, 15 cts. a line. Classified, ¾ cts. per word.

FORT WAYNE—Population, 1910 census 63,933; 1914 estimate 73,280. On Maumee, St. Mary's and St. Joseph Rivers, 7 railway systems and 5 interurban lines. In the center of an excellent agricultural district and hardwood timber. Industries include work shops of several railroads; electrical machinery works; shirt waist factories; hosiery knitting mills; car wheel, electric lamp, oil tank, gas manufacturing machinery works; foundry and machine shops; piano and organ factory; stove and bolt factory; rolling mills. Monthly payroll of local industries \$800,000.00. Seat of Concordia College. Annual value of manufactured products, \$39,120,000.00. Building permits for 1914, \$2,353,285.00. Bank clearings during year 1914, \$66,000,356.00.

JOURNAL-GAZETTE—Every morning including Sunday. Democratic. Established 1882; Journal-Gazette Co., publishers. Subscription, \$4. Sworn average circulation for year ending March 1915, daily and Sunday, 25,885*; 12 to 60 pages, 7 columns; length of columns, 21 in.; width, 2½ in.

Advertising rates, daily or Sunday, 6 cts. a line; 1,000 lines, 5 cts.; 2,000 lines, 4 cts.; 3,000 lines, 3 cts. Full position, 25% additional. Reading notices, body type among pure reading, 50 cts. a count line; telegraphic, 20 cts. per count line; 1,000 lines, 15 cts. Classified, 1c. per word.

See advertisement on page 492.

NEWS—Every evening except Sunday. Republican. Established 1874. News Publishing Co., publishers. Subscription, \$3; sworn average circulation for twelve months prior to April 1915, 14,464* net; 12 to 24 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices.

INDIANA

Advertising rates, 3½ cts. a line; on contract, flat, 2½ cts. a line. Preferred position, 10, 25 and 33½% extra. Reading notices, 15 cts. a count line; on contract, 500 lines or over, 10 cts. a line. Classified, 1c. per word.

SENTINEL—Every evening except Sunday. Democratic. Established 1860. E. A. K. Hackett, publisher. Subscription, \$5 20; sworn average circulation for six months ending April 1915, 12,502*; 12 to 32 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices.

Advertising rates, 30 cts. an inch. Preferred position, 5 cts. an inch extra. Classified, 1c. per word (minimum charge, 15 cts.). Reading notices, 15 cts. a count line; telegraphic readers, 25 cts. a line.

GARY—Population 16,802. Is situated at the South end of Lake Michigan in the centre of the most rapidly growing manufacturing region of the United States. Has 8 railroad lines and the second largest switch yard in the United States. The principal industries are steel, sheet and tin plate plants; bridge, cement, screw and bolt works, employing 18,000 men on a monthly payroll of more than \$1,000,000.00.

POST—Every evening except Sunday. Democratic. Established 1909. Gary Printing and Publishing Co., publishers. Subscription, \$3. Claimed average circulation for six months ending August, 1915, 4,200 net paid; 8 to 16 pages, 7 columns; length of columns, 20½ in.; width, 2½ in. Can use matrices. Office, Post Building.

Advertising rates, 14 cts. flat an inch. Readers, 10 cts. a line. Classified, ½c. per word.

See advertisement on page 527.

GOSHEN—Population, 1910 census 8,514; 1914 estimated, 10,000. On L. Shore & Mich. Southern and Cleve., Cin., Chic. & St. L. (Big 4) railway systems, also two interurban lines. In center of fine farming community; has excellent water power. Leading enterprises include flour, rubber, hardwood lumber, sash and door mills; iron casting works, steel tank, motor, hydraulic press, show case, veneer, churn, cream separator, mail wagon, underwear, lightning rod, buggy top, patent medicine, eyelet, kitchen cabinet, piano bench, furniture and ladder factories and milk condensers. Annual income from the various industries, \$1,500,000.00.

COOKING CLUB MAGAZINE—Monthly (1st). Culinary. Established 1879. Cooking Club Publishing Co., publishers. Subscription, \$1. Claimed circulation for year 1914, 34,700. 112 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Forms close 15th preceding month.

Advertising rates, agate, 30 cts. a line; full page, \$60; ¼ and ½ pages, pro rata.

INDIANA

POULTRY POST—Monthly (1st). Poultry Established 1908. Post Publishing Co., publishers. Subscription, 25 cts. Claimed average circulation for 1914; 40,000; 16 to 64 pages. 3 columns; length of columns, 10 in.; width, 2½ in. Forms close 15th preceding month.

Advertising rates, \$2.38 an inch; 12 in., \$2.24; 36 in., \$2.10; 72 in., \$1.96; 120 or more in., \$1.82 an inch. Classified, 4 cts. a word.

HAMMOND—Population, 1910 census, 20,925; 1914 estimate, 27,000. 20 miles from Chicago, on Lake Michigan and the Grand Calumet River, also 21 railroads and 3 interurban lines over which there are 140 passenger trains a day. In Hammond and vicinity there are extensive iron and steel foundries; coke plants; passenger and freight car works; glue, and other grain product factories; and there are also conduit, tile, underwear, piano, potato machinery and surgical instrument factories; brewery; pickle, bolt, nut, screw, chemical, knitting, chain, belting and hose works; sheet and tin plate, steel and wire mills; grain elevator; book bindery.

LAKE COUNTY TIMES—Every evening except Sunday. Also Gary, East Chicago and Ind. Harbor TIMES. Every evening except Sunday. Established 1906. Lake County Printing and Publishing Co., publishers. Subscription, \$2. Sworn average circulation for six months prior to April, 1915, 10,566* net paid; 8 to 32 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, 37 cts. an inch. Preferred position, 5% extra. Classified, 1c. a word. Reading notices, 12 cts. a line, 500 lines, or more 10 cts. a line.

HUNTINGTON—Population, 1910 census, 10,272; 1914 estimate 13,500. 3 railroads and traction system. Especially strong as a farming center and important horse market. Industries include heading and nail factories; flour mills; stave, steam shovel, bridge and iron works; shoe, glove and knitting factories; planing and saw mills; furnace and stove foundry; railroad repair shops and lime manufacture; also a number of grain elevators. Seat of Central College.

FARMERS' GUIDE—Every Saturday. Agricultural. Live Stock. Established 1889. Guide Publishing Co., publishers. Subscription, \$1. Sworn detailed average circulation for year 1914, 81,363* net paid; 20 to 48 pages, 4 columns; length of columns, 14 in.; width, 2½ in. Forms close Saturday preceding.

Advertising rates, agate, 40 cts. a line, flat.

HERALD—Every evening except Sunday. Independent-Republican. Established 1848. Walter H. Ball, publisher. Subscription, \$5. Sworn detailed average circulation for last three months 1914, 4,785*; 8 to 12 pages,

INDIANA

7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices.

Advertising rates, 15 cts. an inch. Composition, 5 cts. an inch additional. Preferred positions, 25% extra. Readers, 10 cts. a line. Classified, ½ c. per word.

OUR SUNDAY VISITOR—Every Sunday. Catholic. Established 1912. Catholic Publishing Co., publishers. Subscription, 50 cts. Claimed average circulation for three months ending March 25, 1915, 435,200* net paid; 4 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices.

Advertising rates, agate, \$1 a line flat. See advertisement on page 530.

INDIANAPOLIS—Population, 1910 census 233,650; 1914, estimate, 260,000. 17 railroads, 12 electric interurban lines. Distributing center for a very large area. Vast trade in pork packing houses and stock yards business generally. Manufactures include 10 automobile factories, malleable iron and agricultural implement works, foundries, machine shops, railroad cars, sewing machines, upholstery and furniture, glass, cotton and woolen goods, pianos and organs. State House, State Library and State Asylum for Deaf, Dumb, Blind and Insane located here. Fort Benjamin Harrison, one of the largest United States army posts in the country is also located near here. Annual value of manufactured products, \$175,000,000.00. Bank clearings during year 1914, \$414,612,127.89.

ASSOCIATED ADVERTISING—Monthly (1st). Advertising. Established 1909. Associated Advertising Clubs of the World, publishers. Subscription, \$1; claimed average circulation for year 1914, 10,500; 96 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Can use matrices. Forms close 10th preceding month. Office, 804 Merchants Bank Bldg.

Advertising rates, full page, \$50; ½ or ¼ page, pro rata. Special positions and cover pages upon application.

BARRELS & BOTTLES—Monthly (1st). Liquor and Pure Food. Established 1900. Barrels and Bottles publishing Co., publishers. Subscription, \$1; circulation—not given by publisher; 16 pages, 3 columns; length of columns, 13½ in., width, 2¾ in. Can not use matrices. Forms close, 20th of month preceding.

Advertising rates, \$2 an inch, with 20% discount on yearly contract.

BRICKLAYER, MASON AND PLASTERER—Monthly (1st). Labor. Established 1893. Bricklayers, Masons and Plasterers' International Union, publishers. Subscription, 75 cts. Claimed circulation for year 1914, 56,000; 28 pages; 2 columns; length of columns, 10 in.; width, 2½ in. Forms close 1st. Office, University Park Building.

INDIANA

Advertising rates, agate, 40 cts. a line; per inch, \$5.50; 2 in., \$11; 1/2 page (2 1/2 in.), \$13.50; 3 in., \$16.20; 4 in., \$21.50; 1/4 page, \$25; 1/2 page, \$47.50; one page, \$92, discount on time contracts.

BRIDGEMEN'S MAGAZINE—Monthly (15th). Building Trade. Established 1901. International Association of Structural Iron Workers, publishers. Subscription, \$1. Claimed average circulation year 1914, 13,210; 64 pages, 2 columns; length of columns, 8 in.; width, 2 1/2 in. Forms close 25th preceding month. Can use matrices. Office, American Central Life Building.

Advertising rates, agate, 20 cts. a line; per inch, \$2.50; 1/2 page, one time, \$4.50; 1/4 page, \$8.50; 1/2 page, \$16; one page, \$30.

CARPENTER—Monthly (1st). Labor. Established 1881. United Brotherhood of Carpenters and Joiners of America, publishers. Subscription, \$1; claimed average circulation for year 1914, 80,000; 64 pages, 2 columns; length of columns, 8 1/2 in.; width, 2 1/2 in. Forms close 25th preceding month. Can use matrices. Office, Carpenter Building.

Advertising rates on application.

CHRONICLE—Monthly. Fraternal K. & L. of H. Established 1888. Supreme Lodge Knights and Ladies of Honor, publishers. Subscription, 50 cts. Claimed average circulation for year 1914, 67,000; 16 pages, 3 columns; length of columns, 10 in.; width, 2 1/2 in. Forms close 22nd preceding month. Office, Knights and Ladies of Honor Temple.

Advertising rates, agate, 30 cts. a line.

CLAY WORKER—Monthly (20th). Trade. Established 1884. T. A. Randall & Co. (Inc.), publishers. Subscription, \$2. Claimed average circulation for year 1914, 5,000; 100 pages, 3 columns; length of columns, 10 in.; width, 2 1/4 in. Office, 211-215 Hudson Street.

Advertising rates, \$2.50 an inch; 1/4 page, \$12; 1/2 page, \$20; 3/4 page, \$25; 1/2 page, \$35; 2/3 page, \$45; one page, \$60. Reading notices, 40 cts. a line.

COMMERCIAL—Every morning except Sunday. Financial, Legal, Contractors. Established 1895. Central City Publishing Co., publishers. Subscription, \$5. Claimed average circulation for year 1914, 5,000; 4 pages, 6 columns; length of columns, 19 1/2 in.; width, 2 1/2 in. Office, American Central Life Building.

Advertising rates, agate, 4 cts. a line; 1,000 lines within one year, 3 cts.; 5,000 lines, 2 1/2 cts.; 10,000 lines, 2 cts. a line. Preferred position, 10% extra. Classified, 5 cts. a line. Reading notices, 25 cts. per count line.

EDUCATOR JOURNAL—Monthly (1st). Educational. Established 1856. The Educator Journal Co., publishers. Subscription, \$1. Claimed average circulation for year 1914,

INDIANA

5,000; 72 pages, 2 columns; length of columns, 7 1/2 in.; width, 2 1/2 in. Can use matrices. Forms close 15th preceding month. Office, 403 Newton Claypool Building.

Advertising rates, \$1.80 an in.; 1/4 page, \$6.75; 1/2 page, \$12; full page, \$21, with discounts on six or more insertions.

FREEMAN—Every Saturday. Afro-American-Republican. Established 1888. Geo. L. Knox, publisher. Subscription, \$1.50. Claimed average circulation for year 1914, 18,500; 8 pages, 7 columns; length of columns, 22 in.; width, 2 1/2 in. Can use matrices. Office, 220 W. Vermont Street.

Advertising rates, agate, 5 cts. a line; next reading, 7 cts. Reading notices, 10 cts. a line.

INDIANA CATHOLIC & RECORD—Every Friday. Catholic—Non-partisan. Established 1910. Indiana Catholic Printing and Publishing Co., publishers. Subscription, \$1.50. Sworn average circulation for year ending May, 1915, 14,500* not; 8 pages, 7 columns; length of columns, 20 1/2 in.; width, 2 1/2 in. Can use matrices. Office, 800 Wulsin Bldg.

Advertising rates, agate, 5 cts. a line; 1,000 lines within one year, 4 1/2 cts.; 2,500 lines, 4 1/4 cts.; 5,000 lines, 4 cts.; 7,500 lines, 3 3/4 cts.; 10,000 lines, or more 3 1/2 cts. a line. Preferred position, 10% extra. Reading notices, 75 cts. an inch.

INDIANA FARMER—Every Saturday. Agricultural. Established 1845. Indiana Farmer Co., publishers. Subscription, 60 cts. Sworn detailed average circulation made under date of Oct. 3, 1914, 57,101*; 16 to 40 pages, 4 columns; length of columns, 14 in.; width, 2 1/2 in. Office, 450 Century Bldg.

Advertising rates, agate, 25 cts. per line, flat. Reading notices, leaded agate, 40 cts. per count line. Classified (minimum 50 cts.) 4 cts., flat, per word.

INDIANA TIMES—Every evening except Sunday. Independent. Established 1888. W. D. Boyce Co., publishers. Subscription, \$3.60. Sworn average circulation for six months prior to July 1, 1914, 51,097* net; 12 to 16 pages; 7 columns; length of columns, 21 in.; width, 2 1/2 in. Can use matrices. Office, 20-36 E. Georgia Street.

Advertising rates, agate, 8 cts. a line; next reading (minimum, 42 lines), 8 1/2 cts.; full position, 9 cts. a line, flat. Reading notices, 40 cts. a count line, flat. Classified, 1c. a word.

INLAND POULTRY JOURNAL—Monthly. Poultry. Established 1895. Inland Poultry Journal Co. (Inc.), publishers. Subscription, 50 cts. Detailed average circulation for year 1914, 26,831*; 48 to 100 pages, 3 columns; length of columns, 10 in.; width, 2 1/2 in. Forms close 20th of preceding month.

Advertising rates, one column, \$35; 1/2 page, \$52.50; full page, \$105. Reading notices, 25 cts. a line.

INDIANA

JERSEY BULLETIN AND DAIRY WORLD—Every Wednesday. Dairy. Established 1889. Jersey Bulletin Publishing Co., publishers. Subscription, \$1. Claimed average circulation for year 1914, 13,284; 36 to 60 pages, 3 columns; length of columns, 10 in.; width, 2½ in. Office, 238 South Meridian Street.

Advertising rates, 25 cts. a line; 100 lines, 20 cts.; 200 lines, 18 cts.; 300 lines, 16 cts.; 400 lines, 14 cts.; 500 lines, 10 cts.; 1,000 lines, 8 cts.; 2,000 lines, 7 cts.; 6,000 lines, 6 cts.; 10,000 lines, 5 cts. a line.

JOURNEYMAN BARBER—Monthly (1st). Labor. Established 1893. Journeyman Barbers International Union, publishers. Subscription, \$1. Claimed average circulation year 1914, 20,000; 52 pages, 2 columns, length of columns, 8 in.; width, 2½ in. Can not use matrices. Forms close 20th of month preceding. Office, 21 to 23 East North Street.

Advertising rates, 28 cts. a line; full page, (224 lines), \$40; ½ page, \$22; ¼ page, \$12; ⅓ page, \$7.

LEDGER—Every Saturday. Afro-American Independent. Established 1913. J. D. Howard, publisher. Subscription \$1.50. Claimed average circulation for 1914, 22,000; 8 pages, 7 columns; length of columns, 22½ in.; width, 2½ in. Can use matrices. Office, 405 Muskingum Street.

Advertising rates, 3 cts. a line.

LYCEUM WORLD—Monthly (1st). Educational-Entertainment. Established 1908. Lyceum World Company, publishers. Subscription \$1. Claimed average circulation for year ending March 1915, 22,000; 30 pages, 2 columns; length of columns, 8¾ in.; width, 3¾ in. Can use matrices. Forms close, 1st

Advertising rates, \$2.50 an inch; full page, \$50.

MUNICIPAL ENGINEERING—Monthly. Municipal. Established 1890. Engineering Publishing Co., publishers. Subscription \$2. Claimed average circulation for year 1914, 6,982 net; 212 pages, 2 columns; length of columns, 10 in.; width, 2½ in.

Advertising rates, ⅓ page, one time, \$15; ¼ page, \$25; ½ page, \$40; one page, \$70. Discount on 3 months and longer.

NEWS—Every evening except Sunday. Independent. Established 1869. Delavan Smith, publisher. Subscription, \$5. Sworn average circulation for twelve months prior to April 1915, 106,255* net paid; 12 to 32 pages, 8 columns; length of columns, 21 6/7 in.; width, 2½ in. Can use matrices. Office, 28-30 W. Washington Street.

Advertising rates, agate, 12 cts., flat a line, preferred positions, full (minimum, 42 lines),

INDIANA

2 cts.; second, 1½ cts.; special page, 1c. a line, extra. Double column ads must not measure less than 7 lines deep; three columns, 35 lines; four columns, 75 lines; five columns, 100 lines; six columns, 125 lines; seven columns, 140 lines; eight columns, 150 lines deep. Classified, 9 cts. a line; displayed in outline type, limit, 36 point, 10 cts. a line. Reading notices, 25 cts. a line; 500 lines, 20 cts.; preceded by pure reading, the word "Advertisement" to follow, 50 cts. a line; 500 lines, 40 cts. a line.

PEOPLE'S POST—Monthly (1st). Independent. Established 1914. William Riess, publishers. Subscription \$1. Claimed average circulation for six months ending July, 1915, approximately, 47,000; 24 pages, 3 columns; length of columns, 11½ in.; width, 2½ in. Can use matrices. Forms close 15th of month preceding. Office, 107 E. Ohio Street.

Advertising rates, agate, 25 cts. a line; \$3 an inch; full page, \$75; back cover (two colors), \$6.

SHAFFER GROUP—

See advertisement on page 455.

SPOTTVOGEL—Sunday issue of Daily Telegraph and Tribune which see.

STAR—Every morning including SUNDAY. Independent. Established 1903. Star Publishing Co., publishers. Subscription, \$5; Sunday only, \$2.50. Sworn detailed average circulation for six months prior to April, 1915, daily, 78,418* net paid; Sunday, 92,230* net paid; daily, 14 pages; Sunday, 58 to 80 pages, 7 columns; length of columns, 21½ in.; width, 2½ in. Can use matrices. Office, Star Building.

Advertising rates, agate, 10 cts. a line, flat. Preferred positions, 15 and 25% extra. Reading notices, with cut-off rule, 35 cts. a count line. Classified, 1c. a word or 6 cts. a line. Combination rate, STAR LEAGUE, embracing Indianapolis Star, Muncie Star and Terre Haute Star, 15 cts. a line, equal space to be used within one year. Reading notices, 70 cts. a count line. Classified 12 cts. a line.

See advertisement on pages 455 and 478.

STAR LEAGUE—

See advertisement on page 478.

STENOTYPYST—Monthly (10th.) Office efficiency. Established 1913. The Stenotype Press, publishers. Subscription, \$1. Claimed average circulation for six months ending Jan. 1st, 1914, 16,666 net; 64 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Can not use matrices. Forms close 28th of month preceding.

Advertising rates, \$2.50 an inch; full page, \$30; ½ page, \$18; ¼ page, \$10; ⅓ page, \$5; inside front or inside back cover, \$35; outside back cover, \$40, with discounts of 5% or 10%, on 6 or 12 insertions within one

INDIANA

year. Classified, 20 cts. a line; three insertions, 15 cts.; six insertions, 12½ cts.; 12 insertions, 10 cts. a line.

TELEGRAPH AND TRIBUNE—Every evening except Sunday and SPOTVOGEL, Sunday, German-Independent. Established 1865. Gutenberg Co., publishers. Subscription, \$4.50. Claimed average circulation for year 1914, 10,825; Sunday, 11,979. Sunday 16 to 24 pages; daily, 8 pages, 7 columns; length of columns, 20 in.; width, 2¼ in. Can use matrices. Office, 217-219 East Pearl Street.

Advertising rates, agate, daily or Sunday, 5 cts. a line; 1,000 lines, within one year, 4½ cts.; 2,500 lines, 4 cts.; 5,000 lines, 3½ cts.; 10,000 lines, 3 cts. a line. Reading notices, 15 cts. a line; black face type, 20 cts. a line. Classified, 1c. per word.

TYPOGRAPHICAL JOURNAL—Monthly (5th). Labor. Established 1889. J. W. Hays, publisher. Subscription, \$1. Claimed average circulation for year 1914, 52,892; 164 pages, 2 columns; length of columns, 8 in.; width, 2¼ in. Can use matrices. Forms close 15th of month preceding. Office, 640-48 Newton Claypool Bldg.

Advertising rates, upon application.

UP-TO-DATE FARMING—Semi-Monthly. (1st and 15th). Established 1898. Equity Publishing Co. (Inc.), publishers. Subscription, 50 cts. Guaranteed average circulation for year April 1, 1915, to 1916, exceeding, 209,000; 24 to 40 pages, 4 columns; length of columns, 12½ in.; width, 2¼ in. Forms close 10 days in advance. Office, 227 West Washington Street.

Advertising rates, 75 cts. a line; preferred position, 10% extra; full page (700 lines), \$400. Classified, 50 cts. a line.

See advertisement on page 548.

WESTERN HORSEMAN—Every Wednesday. Trotting horse. Established 1877. The Western Horseman Co., publishers. Subscription, \$2. Claimed average circulation for year 1914, 16,620; 16 to 40 pages, 4 columns; length of columns, 13 in.; width, 2¼ in. Office, Law Building.

Advertising rates, 1 inch, one time, \$2.50; one month, \$7.80; three months, \$20.00; six months, \$32.00; one year, \$52. Larger space at reduced rates.

See advertisement on page 486.

WOOD WORKER—Monthly (15th). Wood working. Established 1882. The S. H. Smith Company, publishers. Subscription, \$1. Sworn average circulation for 1914, 10,025; 92 pages, 2 columns; length of columns, 10 in.; width, 3½ in. Can not use matrices. Forms close 1st. Office, 222 E. Ohio Street.

Advertising rates upon application.

KOKOMO—Population, 1910 census, 17,010; 1914, estimated, 22,074. On Pittsburg. Cin.,

INDIANA

Chic. & St. L., L. Erie & Western and Tol., St. L. & Western Railway Systems; also five interurban lines. Located in a farming district, 55 miles North from Indianapolis. Principal industries are: Automobile; building supply, fence and steel products factories; potteries; rubber and glass works and brick plants. Annual value of manufactured products for 1914, \$22,079,784.12. Bank deposits during 1914, \$4,009,421.12.

DISPATCH—Every morning except Monday, including SUNDAY. Democratic. Established 1890. J. O. & H. E. Henderson, publishers. Subscription, \$4.80. Claimed average circulation for six months ending October, 1914, 4,077 net; 8 to 24 pages, 7 columns; length of columns, 21½ in.; width, 2½ in. Can use matrices.

Advertising rates, 25 cts. an inch; 101 in. or more, 15 cts.; next to reading, 17 cts.; full position, 19 cts. an inch. Reading notices, (head counts double), 10 cts. a count line; telegraphic, 15 cts. a count line. Classified, 1c. per word.

TRIBUNE—Every evening except Sunday. Republican. Established 1883. John Arthur Kautz, publisher. Subscription, \$3. Sworn average circulation for twelve months prior to April 1, 1915, 5,770* net paid; 8 to 10 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices.

Advertising rates, 18 cts. an inch; in full position, 20 cts. an inch. Composition, 5 cts. an inch additional. Readers, 10 cts. a line; in position, 20 cts. a line. Classified, 1c. per word.

LAFAYETTE—Population, 1910 census, 20,081; 1914, estimate, 22,534. On Wabash River, 3 traction lines and 4 railroads. A most important grain market and located in an excellent grain raising district. Industries include electrical appliances; pork packing houses; foundries; wagon works; lumber mills; carpet, soap, wire goods, printers' folder and safe factories; automobile gear works; flour mills; brick yards; breweries; grain elevator and railroad shops. Seat of Purdue University. Annual value of manufactured products, \$6,000,000.00. Bank deposits, during 1914, \$13,000,000.00.

COURIER—Every evening, except Sunday. Republican. Established 1849. M. M. Mayerstein, publisher. Subscription, \$5.20; sworn average circulation for six months prior to April, 1915, 5,789* net paid; 8 to 12 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 16 cts. an inch, flat. Position, 10 and 25% extra. Classified, 1c. a word.

JOURNAL—Every morning except Sunday. Republican. Established 1829. Journal-Times Co., publishers. Subscription, \$5.20. Sworn detailed average circulation for six months ending March 31, 1915, 9,603* net paid; 10

INDIANA

and 20 pages; 7 columns; length of columns, 22 in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 21 cts. an inch, flat. Preferred position, 15 and 25% extra. Classified, 1c. per word.

LOGANSPOUT—Population 19,050. Located "on the banks of the Wabash" (River). 3 railway systems and 2 traction lines. 88 factories including those manufacturing motors, furniture, electric irons, underwear, rugs, overalls, harness, water wheels, electric car trucks, castings, machinery, paper, woolen goods, barrels, etc. An important shipping point for grain, pork and lumber. Seat of Northern Indiana Hospital for the Insane. Annual income from the various enterprises, \$3,500,000.00.

JOURNAL-TRIBUNE—Every morning except Monday. Republican. Established 1875. Journal-Tribune Co., publishers. Subscription, \$3.50. Sworn average circulation for six months prior to April 1, 1915, 6,014* net paid; 10 to 12 pages, 7 columns; length of columns, 19½ in.; width, 2½ in. Can use matrices. Office, 517 Broadway.

Advertising rates, 15 cts. an inch, flat. Full position (minimum 4 in.), 25% additional. Readers, brevier, 7½ cts. a line.

PHAROS-REPORTER—Every evening except Sunday. Independent. Established 1889. Reporter Publishing Co. (Inc.), publishers. Subscription, \$3. Sworn average circulation for six months prior to April 1, 1915, 5,141* net paid; 10 to 20 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices. Office, 525 Broadway.

Advertising rates, 25 cts. an inch: on contract of 101 or more in., 15 cts. an inch; next to reading matter, 17 cts.; full position, 19 cts. an in. Plain readers, 10 cts. a line; telegraphic readers, 15 cts. a line. Classified, 1c. per word.

MARION—Population 19,359. 4 railroads with interurban connections North, South, East and West. Fine farming and fruit raising district. Natural gas and oil in vicinity. Manufactures include malleable iron, motor and glass works; rolling mills; furniture, table, piano stool, pipe organ, glove, paper box, writing tablet, paper pie plate, auto part, auto brake, auto truck, condiment, canning, railway appliances and car factories. A National Military Home located here. Bank clearings during 1914, \$24,500,000.00.

CHRONICLE—Every evening, except Sunday. Republican. Established 1865. The Chronicle Publishing Co., publishers. Subscription, \$5.20; sworn average circulation for year ending March 31, 1915, 5,859* net; 8 to 16 pages, 7 columns; length of columns, 22 in.; width, 2½ in. Can use matrices.

Advertising rates, 20 cts. an inch; full position (minimum 3 in.), 15% extra. Reading notices, 5 cts. a line. Classified, 1c. per word.

INDIANA

LEADER-TRIBUNE—Every morning, except Monday, including SUNDAY. Democratic. Established 1870. Marion Leader Co. (Inc.), publishers. Subscription, \$5.20. Sworn detailed average circulation for six months ending March 1915, daily, 8,355* net paid; Sunday, 8,372* net paid; 8 to 16 pages, 7 columns; length of columns, 21½ in.; width, 2½ in. Can use matrices.

Advertising rates, 25 cts. an inch flat; preferred position, 30 cts. an inch. Classified, 1c. per word. Reading notices, 5 cts. a count line.

See advertisement on page 542.

TEACHERS' JOURNAL—Monthly. Educational. Established 1900. Teachers' Journal Co., publishers. Subscription, \$1. Claimed average circulation for year 1914, 7,000; 72 pages, 2 columns; length of columns, 7 in.; width, 2¾ in.

Advertising rates, \$1.40 an inch; ½ page, one time, \$2.50; ¼ page, \$5; ½ page, \$8.50; one page, \$16.

MUNCIE—Population 24,005. Located in the midst of a rich agricultural territory on White River, 6 steam railroads and 5 interurban lines. Seat of Muncie Normal Institute. Manufactures include malleable iron, glass works, woodworking institutions and automobile and piano factory and foundries.

PRESS—Every evening except Sunday. Independent. Established 1886. Press Publishing Co., publishers. Sworn average circulation for twelve months prior to April, 1915, 8,988* net paid; 10 to 16 pages, 7 columns; length of columns, 21½ in.; width, 2½ in. Can use matrices.

Advertising rates, 21 cts., flat, an inch. Reading notices, 10 cts. a line; second and subsequent insertions, 5 cts. a line. Classified, 1c. a word.

See advertisement on page 454.

SHAFFER GROUP—

See advertisement on page 455.

STAR—Every morning including SUNDAY. Progressive. Established 1899. Star Publishing Co., publishers. Subscription, daily, \$5; Sunday only, \$2.50. Sworn detailed average circulation for year 1914, 21,137* net; daily, 8 to 16 pages; Sunday, 32 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, daily or Sunday, agate, 4 cts. a line. Preferred positions, 15 and 25% extra. Classified, 1c. a word, or 6 cts. a line. Reading notices, with cut-off rule, 25 cts. a count line. For combination rate, STAR LEAGUE, embracing Indianapolis Star, Muncie Star, and Terre Haute Star, see Star, Indianapolis, Ind.

See advertisement on pages 455 and 478.

STAR LEAGUE—

See advertisement on page 478.

INDIANA

NOTRE DAME—Population 596. On Michigan Central Railroad, 2 miles from South Bend. Seat of University of Notre Dame and St. Mary's Academy.

AVE MARIA—Every Saturday. Roman Catholic. Established 1865. Rev. Daniel E. Hudson, C. S. C., publisher. Subscription, \$2. Sworn detailed average circulation for six months ending March 31, 1915, 27,311*; 36 pages, 2 columns; length of columns, 8 2/7 in.; width, 2 3/4 in. Can use matrices.

Advertising rates, agate, 20 cts. a line; 1/4 page, \$11.60; 1/2 page, \$23.20; one page, \$46.40; discounts, 3 months, 10%; 6 months, 15%; 9 months, 20%; 12 months, 25%.

PERU—Population 10,910. On Chesapeake & Ohio, Lake Erie & Western and Wabash Railway Systems. Oil wells throughout the surrounding territory; other industries are electrical and sewing machine cabinet works; flour and saw mills; car repair shop; foundries and steel plant.

JOURNAL—Every morning and evening except Sunday. Independent. Established 1883. J. Ross Woodring, publisher. Subscription \$5.20. Sworn combined average circulation for six months prior to April 1, 1915, 4,850* net paid; 8 to 10 pages, 7 columns; length of columns, 20 1/4 in., width, 2 1/2 in. Can use matrices.

Advertising rates, 12 cts. an inch. Composition 5% additional. Preferred positions, 10 cts. an inch extra. Readers, 5 cts. a line.

RICHMOND—Population 22,324. 3 railroads. In the center of and distributing point of fine farming section. Very large manufactures of threshing machines, engines and boilers, farm implements, ventilating machinery, caskets, undertakers' supplies, roller skates, pianos, church and school furniture, flour mills, lawn mowers; natural gas in immediate vicinity. Seat of Earlham College and State Insane Asylum located here. Annual value of manufactured products, \$4,500,000.00. Bank clearings during year 1914, estimated \$30,000,000.00.

AMERICAN FRIEND—Every Thursday. Religious. Friends. Established 1894. Friends Publication Board, publishers. Subscription, \$1.50; claimed average circulation for year 1914, 5,200; 16 pages, 3 columns; length of columns, 9 1/2 in.; width, 2 1/2 in.

Advertising rates, agate, 8 cts. a line, with discount for time or space.

ITEM—Every evening except Sunday. Independent. Established 1878. Item Newspaper Co., publishers. Subscription, \$5. Claimed average circulation for 1914, 5,800 net; 8 to 16 pages, 7 columns; length of columns, 22 in.; width, 2 1/2 in. Can use matrices.

Advertising rates, 15 cts. an inch; full position, 17 cts. an inch. Reading notices, 10 cts. per count line. Classified, 1c. per word.

INDIANA

PALLADIUM AND SUN-TELEGRAM—Every evening except Sunday. Independent Progressive. Established 1831. Palladium Printing Co., publishers. Subscription, daily and Sunday, \$5. Sworn average circulation for six months prior to April 1, 1915, 8,163* net paid; 8 to 12 pages, 7 columns; length of columns, 32 in.; width, 2 1/2 in. Can use matrices.

Advertising rates, 19 cts. an inch, flat; full position, 21 cts. Reading notices, 10 cts. a line; 500 lines on yearly contract, 8 cts.; 1,000 lines or more, 5 cts. a line. Classified, 1c. per word, 1/2 c. per word for subsequent insertions.

See advertisement on page 450.

ROCHESTER—Population 3,364. Located near Lake Manitau, a favorite summer and fishing resort. On Chicago & Erie and Lake Erie & Western Railway Systems and is surrounded by a fertile agricultural territory, being a shipping point for grain and live stock. Other industries are Light Heat & Power Co., canning, bridge and glove factories. Bank clearing during 1914, \$10,000,000.

WHITE BREEDERS' COMPANION—Monthly (1st). Swine and Agricultural. Established 1910. Moore Bros. Company, publishers. Subscription 50 cts. Claimed average circulation for year ending February 1915, 6,000; 64 pages, 3 columns; length of columns, 9 3/4 in.; width, 2 1/2 in. Cannot use matrices. Forms close 20th of month preceding.

Advertising rates, \$1 an inch; 75 in., on contract, 90 cts.; 100 in., 75 cts.; 150 or more in., 65 cts. an inch. Special position, 10% extra.

See advertisement on page 454.

SOUTH BEND—Population, 1910 census, 53,684; 1914, estimate, 65,114. On St. Joseph River and 7 railroads; also an industrial center. A most important manufacturing center including the largest wagon, plow, clover huller and sewing machine case factories in the country, farming implement, electric fixture and attachment, watch, plow, steel range, toy and shirt factories; woolen, paper and flour mills and brick plants. Annual value of manufactured products, \$46,000,000.00. Bank clearings during year 1914, \$82,500,000.00.

EAGLE MAGAZINE—Monthly (5th to 15th). Fraternal. Established 1913. The Fraternal Order of Eagles, publishers. Subscription, 20 cts. Detailed average circulation for 1914, 383,751*; 28 to 64 pages, 3 columns; length of columns, 10 in.; width, 2 1/2 in. Can use matrices. Forms close 18th of month preceding. Office, 310-14 Dean Building.

Advertising rates, agate, \$1.25 a line; full page (420 lines), \$500; back cover (two colors) \$600.

INDIANA

NEWS-TIMES—Every morning, including SUNDAY and every evening except Sunday. Democratic. News-Times Printing Co., publishers. Subscription, \$5. Sworn average circulation for six months ending July, 1915, 14,873* net paid; 12 to 34 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 2½ cts. a line, flat, for both editions; full position, 3 cts. a line. Reading notices, 12 cts. a count line. Classified (25 cts. minimum), 5 cts. a line.

TRIBUNE—Every evening except Sunday. Independent Republican. Established 1873. Tribune Printing Co., publishers. Subscription, \$6. Sworn average circulation for six months prior to April 1, 1915, 14,026* net paid; 12 to 24 pages, 7 columns; length of columns, 21½ in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 2 cts. a line, flat; next reading, 2 1/5 cts.; full position, 2½ cts. a line. Classified, 1c. per word. Reading notices, 10 cts. a line.

WESTERN UNDERTAKER — Monthly. Trade. Established 1879. Herbert S. Fassett, publishers. Subscription, \$1. Claimed average circulation for year 1914, 5,200; 48 pages or more, 2 columns; length of columns, 10 in.; width, 3½ in.

Advertising rates on application.

SPENCER—Population 2,150. On Vandalia R. R. Located in farming section. Industries include staves, flour, lumber, brick, tile and bottle works, coal mines and stone quarries.

FARM LIFE AND AGRICULTURAL EPITOMIST—Monthly. Agricultural. Established 1881. The Epitomist Publishing Co. (Incorp.), publishers. Subscription, 25 cts. Guaranteed average circulation for 1915, 350,000*; 24 to 40 pages, 4 columns; length of columns, 13½ in.; width, 2¼ in. Can use matrices. Forms close 20th of preceding month.

Advertising rates, agate, \$1.50 a line, flat; full page, \$750. Readers, \$2.50 a count line.

See advertisement on page 518.

VEGETABLE GROWER—Monthly (1st). Agricultural. Established 1911. The Vegetable Grower Publishing Co., (Inc.) publishers. Subscription 50 cts. Guaranteed average circulation for 1915-16, 140,000*; 20 to 30 pages, 4 columns; length of columns, 13 in.; width, 2½ in. Cannot use matrices. Forms close 20th preceding month.

Advertising rates, agate, 50 cts. a line; full page (728 lines), \$300. Special positions, 15 and 25% extra. In reading matter type following or next to reading matter, 50% additional. Classified, 25 cts. per line.

TERRE HAUTE—Population, 1910 census, 58,157; 1914 estimate, 65,000. On Wabash River, 7 railroads and 4 interurban

INDIANA

lines. Shipping point for large trade in flour, and grain. Oil wells and coal mines in vicinity. Industries include glass, brick, pipe, enameling, malleable iron and tool work; rolling mills and blast furnaces; flour and hominy mills; breweries; distilleries; car, carriage, mining machinery and casket factories. Seat of State Normal School and Polytechnic Institute, also St. Mary's Institute, which is near the city. Annual value of manufactured products, \$32,000,000.00. Bank clearings during year 1914, \$58,000,000.00.

POST—Every evening except Sunday. Independent. Established 1906. Terre Haute Post Co., publishers. Subscription, \$3. Sworn average circulation for six months prior to April, 1915, 9,474* net paid; 8 to 12 pages, 7 columns; length of columns, 22 in.; width, 2 in. Can use matrices.

Advertising rates, agate, 1½ cts.; in full position, 2 cts., flat, a line. Classified, ½c. per word. Reading notices, 12 cts. a line.

SHAFFER GROUP—

See advertisement on page 455.

STAR—Every morning including SUNDAY. Independent. Established 1903. Star Publishing Co., publishers. Subscription, daily, \$2.50; Sunday, \$2.50. Sworn detailed average circulation for year ending March, 1915, daily, 22,193* net paid; Sunday, 16,429* net paid; daily, 10 to 20 pages; Sunday, 32 pages, 7 columns; length of columns, 20 in.; width, 2¼ in. Can use matrices.

Advertising rates, agate, 3 cts. a line, flat. Preferred position, 15 and 25% extra. Classified, 6 cts. per line. Reading notices, with cut-off rule, 20 cts. a count line. For combination rate, STAR LEAGUE, embracing Indianapolis Star, Muncie Star and Terre Haute Star. See Indianapolis Star.

See advertisement on pages 455 and 478.

STAR LEAGUE—

See advertisement on page 478.

TRIBUNE—Every evening except Sunday and SUNDAY MORNING. Independent. Established, daily, 1894. A. C. Keifer, publisher. Subscription, daily and Sunday, \$5.20. Sworn detailed average circulation for 1914, daily, 17,689* net; Sunday, 15,678* net; daily, 10 to 36 pages; Sunday, 28 to 104 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 3 cts. a line, flat; preferred position, 10 and 25% extra. Reading notices, in body type at foot of column, 15 cts. a line. Classified, 1c. per word; three insertions, 2½ cts.; eight insertions, 6 cts. per word.

See advertisement on page 531.

WHITING — Population 6,587. On Lake Shore & Michigan Southern; Pittsburg, Ft.

INDIANA

Wayne & Chicago Railway Systems, 17 miles southeast of Chicago. Leading industries are oil refineries.

LAKE COUNTY LABOR ADVOCATE—Monthly (1st). Labor. Established 1911. F. L. Meriam, publisher. Subscription, 25 cts. Claimed average circulation for six months ending April 1915, 4,000; 8 pages, 4 columns; length of columns, 11¼ in., width,

2½ in. Can use matrices. Forms close 15th of month preceding.

Advertising rates, 50 cts. an inch.

SUBURBAN—Monthly (1st). Labor. Established 1903. F. L. Meriam, publisher. Subscription, 50 cts. Claimed average circulation for six months ending April 1915, 5,000; 8 pages, 4 columns; length of columns, 12 in., width, 2½ in. Can use matrices. Forms close, 18th of month preceding.

Advertising rates, 50 cts. an inch.

IOWA

BREDA—Population 374. On C. & N. W. R. R. Farming community entirely.

OSTFRIESSISCHE NACHRICHTEN—Three times a month, 1st, 10th and 20th. German - Religious. Established 1881. L. Huending, publisher. Subscription, \$1. Claimed average circulation for year 1914, 7,500; 4 pages, 6 columns; length of columns, 20 in.; width, 2¼ in.

Advertising rates, 25 cts. an inch, per time; \$7.50 per year.

BURLINGTON—Population 24,324. On Mississippi River and 4 railroads. Manufactures include Oorliss engines and boilers, wheels and buggies, baskets, furniture, soap, marble cutting, pearl buttons, crackers, railroad machine shops, canning factories, cooperage works and iron foundries. Annual value of manufactured products, \$8,443,000.00.

GAZETTE—Every evening except Sunday Democratic. Established 1837. George A. Stivers, publisher. Subscription, \$3. Sworn detailed average circulation for twelve months prior to April, 1915, 7,465* net paid; 10 to 25 pages, 7 columns; length of columns, 20½ in.; width, 2½ in. Can use matrices.

Advertising rates, 25 cts. an inch; 200 in., within one year. 22 cts.; 600 in., or more, 20 cts. an inch. Preferred position—next to reading 10% or full position 15% extra. Reading notices, 15 cts. a line. Classified, 1c. per word.

HAWK-EYE—Every morning except Monday including SUNDAY. Republican. Established 1839. The Burlington Hawkeye Co., publishers. Subscription, \$4. Sworn detailed average circulation for year 1914, daily, 9,880*; Sunday, 11,030*; 8 to 24 pages, 7 columns; length of columns, 21¼ in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 2½ cts. a line; 2,000 lines used within 12 months, 2 cts. 5,000 lines, .018 cts.; position 10 and 25% extra. Reading notices, 10 cts. a line; 6 cts. a line on 500 line contracts. Classified, 1c. per word.

INDIANA

CEDAR RAPIDS—Population, 1910 census, 32,811; 1914 estimate, 40,512. On Cedar River and 4 railroads and 4 interurban lines. 285 interurban and railway trains daily. Has good water power. Industries include big trade in creamery and egg supply factories, catmeal, starch and planing mills; machine shops; beef, pork, packing and pump factories, or a total of 200 factories; 88 wholesale and commission houses. Also railroad car shops. Seat of Coe College. Annual value of manufactured products, \$43,000,000.00. Bank clearings during 1914, \$34,000,000.00.

COMMUNITY BULLETIN—Monthly (1st). Unity of City, Farm and Town. Established 1914. The Community Bulletin Publishing Co., publishers. Subscription, 50 cts. Claimed average circulation for year 1915-16, 41,500; 32 pages, 3 columns; length of columns, 10 in.; width, 2½ in. Can use matrices. Forms close 15th of month preceding. Office, American Trust Bldg.

Advertising rates, full page, \$100 or fraction thereof at same rate.

See advertisement on page 505.

GAZETTE—Every evening except Sunday. Independent. Established 1883. Gazette Co., publishers. Subscription, \$3. Sworn average circulation for twelve months prior to April 1915, 12,606* net paid; 12 to 20 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices.

Advertising rates, 33 cts. an inch; next to reading, 38 cts.; full position, 43 cts. an inch, 100 in. or more, preferred position, 38 cts. an inch; next to reading, 33 cts.; run of paper, 28 cts. Notices among reading matter, 15 cts. a count line. Large reading notices, set in news type, double display rate. Classified, 1c. per word.

IOWA STAATS ZEITUNG—Every Friday. German. Independent Democratic. Established 1879. The Emil Stoudt Printing Co., publishers. Subscription, \$1.50. Claimed average circulation for year 1914, 9,500; 12 pages, 6 columns; length of columns, 20 in.; width, 2½ in.

IOWA

Advertising rates, 25 cts. an inch each insertion. Reading notices, 10 cts. a line.

KVINDEN OG HJEMMET—Monthly. Norwegian-Danish, and **QVINNAN OCH HEMMET**. Monthly. Swedish-Household. Established 1888. N. Fr. Hansen Publishing Co., publishers. Subscription, 60 cts.; claimed average combined circulation for year ending May 31, 1915, 60,000; 56 pages, 3 columns; length of columns, 10 in.; width, 2½ in. Forms close 20th preceding month. Can use matrices.

Advertising rates, agate, 25 cts. per line. Special position, 25% extra. Reading notices, 40 cts. a count line.

MODERN BROTHERHOOD—Monthly. Fraternal. Established 1897. Luther A. Brewer, publisher. Subscription, 50 cts. Claimed average circulation for 1915-16; 140,000; 16 pages, 4 columns; length of columns, 12 in.; width, 2½ in. Forms close 12th preceding month. Cannot use matrices.

Advertising rates, agate, 30 cts. a line, flat.

RAILWAY CONDUCTOR—Monthly (1st). Established 1884. Order of Railway Conductors, publishers. Subscription, \$1. Claimed average circulation for year 1914, 49,836 net; 96 pages, 2 columns; length of columns, 8 in.; width, 2¾ in. Forms close 10th of preceding month.

Advertising rates, \$9 an inch; ¼ page (4 in.), one time, \$27; ½ page, \$45; one page, \$75. Discount, 10, 15 or 33⅓% on 3, 6 or 12 consecutive insertions.

REPUBLICAN—Every morning except Monday, including **SUNDAY**, and **TIMES**, every evening except Saturday and Sunday. Republican. Established 1870. Republic Printing Co., publishers. Subscription, morning, \$5; evening, \$3. Sworn average circulation for six months prior to April, 1915, morning and evening combined, 15,209* net paid; Sunday, 13,748* net paid; daily, 12 to 16 pages, Sunday, 20 to 32 pages, 7 columns; length of columns, 21½ in.; width, 2¾ in. Can use matrices.

Advertising rates, covering both morning and evening or Sunday editions, 28 cts. an inch; full position, 35 cts.; special position, 38 cts. Locals, 15 cts. a count line; pure reading, 20 cts.; telegraphic readers, 25 cts. a line. Classified, 1c. per word. See advertisement on page 460.

RUSSELL'S RAILWAY GUIDE—Monthly (1st). Railroad Guide-Travel. Established 1890. Russell's Railway Guide Co., publishers. Subscription \$2.50. Claimed average circula-

IOWA

tion for year 1914, 10,000; 380 pages, 1 column, length of column 7¼ in.; width 4 in. Cannot use matrices, forms close 15th of month preceding.

Advertising rates, \$2 an inch; full page \$14; ½ page, \$7.50; ¼ page, \$4.

TIMES—Evening edition of Republican, which see.

See advertisement on page 460.

WESTERN POULTRY JOURNAL—Monthly. Poultry. Established 1888. E. E. Richards, publisher. Subscription, 50 cts. Claimed average circulation for year 1914, 36,551; 48 to 128 pages, 3 columns; length of columns, 10 in.; width, 2¼ in. Forms close 25th preceding month. Can use matrices.

Advertising rates, agate, 25 cts. a line. Discount 5, 10 and 20% on 3, 6 and 12 months respectively.

CENTERVILLE—Population 6,936. Located in an extensive coal and gypsum mining district and good farming, stock raising and dairying country; on Chicago, Rock Island and Pacific, and Chicago, Burlington & Quincy Railroads, and is the center of 32 miles of Electric interurban railway. Other industries are iron, cement block, brick and tile works; flour mills; ice, cold storage and poultry packing plants; machine shops and stump pulling machinery factories.

IOWEGIAN—Semi-weekly. Tuesdays and Fridays. Republican. Established 1883. Iowegian Printing Co., publishers. Subscription, \$1.25. Sworn detailed average circulation for six months ending April, 1915, 4,481* net paid; 6 to 12 pages, 7 columns, length of columns, 20 in.; width, 2¾ in. Can not use matrices.

Advertising rates, 15 cts. an inch. Composition, 5 cts. an inch additional. Special position, 10 or 20% extra. Readers, 5 cts. a line. Classified, ½c. per word.

CLINTON—Population 25,577. On Mississippi River and 4 railroads. Has railroad repair shops; woven wire, wagon and furniture factories; packing houses; lock works; foundries and machine shops; paper mills; bridge works and sugar refinery.

ADVERTISER—Every evening except Sunday. Democratic. Established 1872. Advertiser Publishing Co., publishers. Subscription, \$2. Sworn average circulation for six months prior to April, 1915, 8,776* net paid; 10 pages, 7 columns; length of columns, 21 in.; width, 2¾ in. Can use matrices.

CAESAR said "the Gauls go to battle, but the Germans go to war." And there is exactly the same difference between the tactics of a skirmish and the strategy of a campaign of advertising.

IOWA

Advertising rates, 28 cts. an inch, flat; full position, 35 cts. an inch.

HERALD—Every evening except Sunday. Republican. Established 1856. Clinton Herald Co., publishers. Subscription \$5. Sworn average circulation for prior to October, 1914, 7,524 net; 12 to 20 pages, 7 columns; length of columns, 19½ in.; width, 2½ in. Can use matrices.

Advertising rates, 20 cts. an inch. Classified, 1c. per word. Reading notices, 10 cts. a count line.

COUNCIL BLUFFS—Population 29,292. 8 trunk lines of railroad. Distributing center for a very wide area. Manufactures include freight and passenger elevators, candy, lubricating greases, agricultural implements, plumbers and machinists' tools, carriages, photographic paper and duplicating instruments, bee hives, milling machinery, galvanized iron cornices, roofing and specialties, pasteurizers, iron and brass specialties and Slack remedies, with an annual output of \$35,000,000.00. The largest green house in the U. S. is located here, there being 40 acres under glass at the main plant besides three other plants of 2 to 5 acres, the products of which are shipped from coast to coast. Live stock handled extensively and has 8 grain elevators with a capacity of 6,000,000 bushels, also railroad repair shops and round houses. Home of the State Institute for the deaf and dumb. The State Fruit Experiment Station. Annual value of manufactured products, approximately, \$7,000,000.00. Bank clearings during 1914, \$50,000,000.00.

FREIE PRESSE—Every Friday. German-Independent. Established 1874. Freie Presse Publishing Co., publishers. Subscription. \$1.50; claimed average circulation for year 1914, 6,800; 8 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, 28 cts. an inch; 13 consecutive insertions, or 500 inches within one year, 25 cts.; 26 insertions or 1,000 inches, 23 cts.; 52 insertions or 2,000 inches, 20 cts. an inch. Reading notices, 10 cts. a line.

See advertisement on page 546.

NONPAREIL—Every morning except Monday, including Sunday, and every evening except Sunday. Republican. Established 1857. New Nonpareil Co., publishers. Subscription, \$4. Sworn detailed average circulation for six months prior to October, 1914, combined 16,299* net paid; daily, 10 and 24 pages; Sunday, 12 to 24 pages, 7 columns; length of columns, 22 in.; width, 2½ in. Can use matrices.

Advertising rates, morning and evening edition combined, or Sunday, agate, 6 cts. a line; 1,000 lines, 5 cts. a line; 3,000 lines, 4 cts.; 5,000 lines, 3 cts.; 7,000 lines, 2½ cts. a line. Special position, 25 to 50% extra. Classified, 1c. per word. Reading notices, 15 cts. a count line.

IOWA

DAVENPORT—Population, 1910 census, 43,028; 1915 estimate, 48,151. On Mississippi River, Hennepin Canal (the all water route to the great lakes), 4 railroads, and three interurban lines. Surrounded by the richest farming community in the Mississippi Valley. Ships grain extensively. Manufactures include steel freight cars, locomotives, railroad section cars, flour mills, oatmeal mill, foundries and machine shops, agricultural implements and washing machines. Academy of Science and Soldiers' Orphans Home located here. Value of manufactured products for 1914, \$25,000,000. Bank clearings during the year 1914, \$73,593,493.

CATHOLIC MESSENGER—Every Thursday. Catholic. Established 1882. Fred B. Sharon, publisher. Subscription, \$2. Sworn average circulation for 1914, 6,941*; 12 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, 1 inch, 40 cts.; 250 in., within one year, 36 cts.; 500 in., 32 cts.; 750 in., 28 cts.; 1,000 in. or more, 25 cts. an inch. Reading notices, 10 cts. per count line; pure reading, 50% additional.

DEMOCRAT AND LEADER—Every evening except Saturday and Sunday. **SUNDAY MORNING**. Independent Democratic. Established 1855. Democrat Co., publishers. Subscription, \$5. Sworn detailed average circulation for year 1914, daily and Sunday, 24,610*; 12 to 32 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, daily or Sunday, 4 cts. a line, flat. Preferred position, 25% extra. Classified, 1c. per word. Reading notices, 15 cts. a count line; telegraphic readers, 25% extra; on first page, 50 cts. a count line. See advertisement on page 466.

DEMOKRAT—Every morning except Monday including **SUNDAY**; **SEMI-WEEKLY**, Wednesday and Saturday and **WEEKLY**, Thursday. German. Democratic. Established 1851. H. Lischer Printing Co., publishers. Subscription, daily, \$2; semi-weekly, \$2; weekly, \$2. Claimed average circulation for 1914, daily, 4,212; **SEMI-WEEKLY**, 4,103; **WEEKLY**, 12,284; daily, 6 to 12 pages; **SEMI-WEEKLY**, 8 to 12 pages; **WEEKLY**, 20 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Cannot use matrices.

Advertising rates, transient 50 cts. an inch; 100 in., 40 cts.; on contract, 35 cts.; 100 in., 30 cts.; 200 in., 25 cts.; 1,000 in., 20 cts.; 2,000 in., 17½ cts. an inch.

TIMES—Every evening except Sunday. Independent Republican. Established 1886. E. P. Adler, publisher. Subscription, \$5. Sworn detailed average circulation for twelve months prior to April, 1915, 24,665* net paid; 14 to 24 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

IOWA

Advertising rates, 56 cts. an inch, flat; with position, 63 cts. Classified, 1c. per word. Reading notices, 15 cts. a count line.

DECORAH—Population 3,592. 2 railroads. In the center of excellent farming and stock raising region, with fine trade in thoroughbred horses. Industries include scale and valve works; creamery; manufacturers toilet articles, also two large periodical and book publishing plants. Bank deposits during year 1914, \$2,920,000.00.

EVANGELISCHE LUTHERESK KIRKE-TIDENTE—Every Wednesday. Norwegian. Lutheran. Established 1855. Lutheran Publishing House, publishers. Subscription, \$1; circulation—not given by publisher; 24 pages, 1 column; length of columns, 8 in.; width, 4 in.

Advertising rates, \$2 an inch; \$80 an inch per year.

POSTEN OG VED ARNEN—In two parts. Tuesdays and Fridays. Norwegian-Danish. Established 1874. B. Anundsen Publishing Co., publishers. Subscription, \$1.25. Sworn detailed average circulation for year ending May 18, 1915, 40,562* net; 20 pages, 7 columns; length of columns, 21½ in.; width, 2½ in.

Advertising rates, \$1.50 per inch, flat. Reading notices, long primer, \$2 per inch. Preferred position, 15% extra.

DES MOINES—Population, 1910 census, 86,368; State census, 1915, 104,000. 19 radiating lines of railway. Jobbing center of the state. An Insurance center, there being 39 home companies, with more than 4,000 employees. Large coal deposits in immediate vicinity. Manufactures include agricultural implements, white bronze, carriages, brick and - mining machinery, packing house products, hosiery, paving and building brick, cement, sewer pipe, tile, flour milling, caskets, lightning rods, furnaces, brooms, suspenders and gloves. Seat of Still College of Osteopathy, Highland Park College, Des Moines College, Grandview Danish College and Drake University. Annual value of manufactured products, \$42,000,000.00. Bank clearings during year 1914, \$277,164,825.00.

CAPITAL—Every evening except Sunday. Republican. Established 1882. Lafayette Young, publisher. Subscription, \$3. Sworn average circulation for twelve months prior to April, 1915, 41,061* net paid; 8 to 28 pages, 8 columns; length of columns, 21¾ in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 6 cts. a line, flat. Preferred position, 1, 3 or 6 cts. a line additional. Classified, 7 cts. a line. Reading notices, 50 cts. a count line; first page, \$1 a line.

IOWA FARMER—Semi-monthly (1st and 15th). Agricultural. Established 1856. The

IOWA

Iowa Farmer Publishing Co., publishers. Subscription, 50 cts. Detailed average circulation for year 1914, 65,000*; 16 to 24 pages, 4 columns; length of columns, 13 in.; width, 2½ in. Cannot use matrices. Forms close 24th of preceding and 10th of month of issue. Office, 517 Third Street.

Advertising rates, agate, 30 cts. a line, flat. Reading notices, 35 cts. a line.

See advertisement on page 496.

IOWA HOMESTEAD—Every Thursday. Live Stock and Agricultural. Established 1855. J. M. Pierce, publisher. Subscription, \$1. Detailed and guaranteed average circulation for 1915-16, 140,000; 32 to 84 pages, 4 columns; length of columns, 13½ in.; width, 2½ in. Forms close Thursday preceding.

Advertising rates, agate, 60 cts. a line; preferred position, 12½ and 25% extra. Reading notices, nonpareil, 90 cts. per count line. Special display rate in combination with Farmer and Stockman (Kansas City, Mo.), and Wisconsin Farmer (Madison, Wis.), \$1.25 a line; with Farmer and Stockman, \$1; with Wisconsin Farmer, 85 cts. a line.

See advertisement on page 525.

LOYAL WORKMAN—Monthly (1st). Fraternal—A. O. U. W. Established 1886. Bishop Bros. Printing Co., publishers. Subscription, \$1. Claimed average circulation for year 1914, 17,000; 32 pages, 2 columns; length of columns, 8 in.; width, 3 in. Can use matrices. Forms close 5th of month preceding. Office, 912 Hubbell Building.

Advertising rates, full page, \$15; on contract, 6 months, \$12; 12 months, \$10 each insertion; ½ or ¼ page pro rata.

MERCHANTS' TRADE JOURNAL—Monthly (1st). Trade. Established 1903. Sworn average circulation for year ending March, 1915, 56,850* net; 64 to 112 pages, 3 columns; length of columns, 10 in.; width, 2½ in. Forms close 10th of preceding month. Office, 7th Street and Grand Avenue.

Advertising rates, agate, \$5 an inch; 1/12 page (35 lines), \$12.50; ¼ page, \$25; ½ page, \$37.50; ¾ page, \$50; 1 page, \$75; one page, \$150, with discounts of 10 or 20% on 6 insertions within one year or 12 consecutive insertions.

MIDWESTERN—Monthly (15th). Literary. Established 1906. Greater Des Moines Publishing Co., publishers. Subscription, \$1. Circulation—not given by publisher; 100 pages, 4 columns; length of columns, 12 in.; width, 2½ in. Cannot use matrices. Forms close 1st. Office, Good Block.

Advertising rates, \$4 an inch; full page (668 lines), \$100; ½ page, \$50; ¼ page, \$30; ⅓ page, \$20, with discounts of 5 or 10% on 6 or 12 insertions or 10% on 3 pages within one year.

NATIONAL REMOCRAT—Every Thursday. Democratic. Established 1899. Wm. A. Hut-ton, publisher; average circulation for year 1914, 5,200; 8 pages, 7 columns; length of

IOWA

columns, 22 in.; width, 2½ in. Cannot use matrices. Office, 200-2-4 Walnut St.

Advertising rates, 50 cts. an inch; on yearly contract, 25 cts. an inch. Reading notices, 10 cts. a line.

NEWS—Every evening except Sunday. **SUNDAY MORNING**. Independent. Established, daily, 1881. Des Moines Daily News Co., publishers. Subscription, \$2. Sworn detailed average circulation for six months prior to April, 1915, daily, 43,448* net paid; Saturday issue, 34,301* net paid; Sunday, 36,559* net paid; 8 to 16 pages, 8 columns; length of columns, 20 in.; width, 2½ in. Can use matrices. Office, 211 West 7th Street.

Advertising rates, agate, 6 cts. a line; in full position, 7 cts. flat a line. Reading notices, 25 cts. a line. Classified, 1c. per word.

PEOPLE'S POPULAR MONTHLY—Family. Established 1896. People's Monthly Co., publishers. Subscription, 25 cts. Guaranteed average circulation, 750,000; average for year ending Sept., 1915, 762,860; 32 to 40 pages, 4 columns; length of columns, 13 9/16 in.; width, 2½ in. Forms close 15th preceding month. Can use matrices. Office, Second and Center Streets.

Advertising rates, agate, \$3 a line; full page (760 lines), \$1,824.

See advertisement on inside back cover.

PIERCE'S FARM WEEKLIES—See advertisement on page 525.

POSTEN—Every Friday. Swedish. Independent Republican. Established 1903. Carl L. Olsson Co., publisher. Subscription, \$1; circulation—not given by publisher; 8 pages, 7 columns; length of columns, 21½ in.; width, 2½ in. Can use matrices. Office, 500 E. Grand Ave.

Advertising rates, 40 and 50 cts. an inch, according to space and time.

PRODUCER AND CONSUMER—Monthly (15th). Agricultural-Mail Order. Established 1909. Wm. Wilkinson, publisher. Subscription, \$1. Claimed average circulation for 1915-16, 65,000; 24 pages, 4 columns; length of columns, 12½ in.; width, 2½ in. Can use matrices. Forms close 20th of preceding month. Office, 211 Davidson Bldg.

Advertising rates, agate, 15 cts. a line flat. Classified, 3 cts. per word.

REGISTER AND LEADER—Every morning, including SUNDAY, and TRIBUNE, every evening except Sunday. Independent Republican. Established 1849. Gardner Cowles, publisher. Subscription, morning and Sunday, \$6; evening, \$3. Sworn detailed average circulation for three months ending March, 1915, daily including evening Tribune, 68,887* net paid; Sunday, 50,590* net paid. Morning, 10 to 16 pages, evening 12 to 22 pages, Sunday, 50 to 66 pages; either edition, 7 columns; length of columns, 21½ in.; width, 2½ in. Can use matrices.

IOWA

Advertising rates, including Evening Tribune, 8 cts. a line; Sunday, 8 cts. a line; in combination with Evening Tribune, 10 cts. a line. Full position, 25% extra. Classified, 10 cts.; three times, 9 cts.; 7 times or more, 8 cts. a line each insertion; monthly rate, morning, evening and Sunday, \$2 a line. Sunday Magazine section, 12 cts. a line. Pure reading notices, 50 cts. a line; readers under business locals, 35 cts. a line.

ROAD MAKER—Monthly (1st). Good Roads—Highway official. Established 1912. Roadmaker Co. (Inc.), publishers. Subscription, \$1. Claimed average circulation for year 1914, 20,000; 24 to 30 pages, 4 columns; length of columns, 12½ in.; width, 2½ in. Cannot use matrices. Forms close 10th and 20th of month preceding. Office, Observatory Building.

Advertising rates, \$2.80 an inch; full page, (672 lines), \$107.52; ½ page, \$57.12; ¼ page, \$30.24; ⅓ page, \$15.96; ⅙ page \$8.40; less discount of 5, 10, 15, or 20% on contract for 3, 6, 9, or 12 times. Covers in color upon application. Classified, 3 cts. per word.

SPIRIT OF THE WEST—Every Wednesday. Horse breeding industry. Established 1890. P. S. Kell, publisher. Subscription, \$1. Claimed average circulation for year 1914, 5,000; 16 to 24 pages, 4 columns; length of columns, 13 in.; width, 2½ in. Office, Observatory Building.

Advertising rates, \$1 an inch; one month, \$3.50; three months (13 times), \$15; six months, \$25; one year, \$40.

STAATS ANZEIGER—Every Thursday. German. Independent. Established 1869. Iowa Staats Anzeiger Co., publishers. Subscription, \$2. Claimed average circulation for year 1914, 5,545 net; 12 pages, 7 columns; length of columns, 21½ in.; width, 2½ in. Office, 226 Third Street.

Advertising rates, 35 cts. an inch, with discounts.

SUCCESSFUL FARMING—Monthly (1st). Agricultural. Established 1902. E. T. Meredith, publisher. Subscription, 25 cts. Guaranteed average circulation for year 1915-16, exceeding 700,000; 48 to 124 pages, 3 columns; length of columns, 11 in.; width, 2½ in. Forms close, first, 15th; last, 25th preceding month. Office, 17th and Locust Streets.

Advertising rates, agate, \$3.50 a line, flat. Demand position, 10%; two colors (red and black), 10%; or both, position and color, 15% extra. Reading notices, double display rate.

See advertisement on colored insert between pages 462 and 463.

TRIBUNE—Evening edition of Register and Leader, which see.

WALLACE'S FARMER—Every Friday. Agricultural. Established 1874. Wallace Publishing Co., publishers. Subscription, \$1.

IOWA

Sworn detailed average circulation for 1914, 80,447*; 20 to 56 pages, 4 columns; length of columns, 13½ in.; width, 2¼ in. Office, 11th and Walnut Streets.

Advertising rates, agate, 40 cts. a line.

WESTERN WORLD—Every Thursday. Catholic. Established 1902. W. A. Halloran, publisher. Subscription, \$1.50; circulation—not given by publisher; 8 pages, 7 columns; length of columns, 18 in.; width, 2¼ in. Can use matrices. Office, 411 Fourth Avenue.

Advertising rates, 75 cts. an inch; one month, \$2; three months, \$4.50; six months, \$7.50; one year, \$13.50. Reading notices, 15 cts. a line.

YEOMAN'S SHIELD—Monthly. Literary and Fraternal. Established 1897. H. C. Evans, editor. Subscription, 50 cts. Claimed average circulation for year 1914, 200,000; 20 pages, 3 columns; length of columns, 13 in.; width, 17 ems. Forms close 18th preceding month.

Advertising rates, agate, 60 cts. a line flat. Reading notices, 80 cts. a line.

DUBUQUE—Population, 1910 census 38,494; 1914, estimate, 43,598. Principal steamboat center on Upper Mississippi, with shipbuilding factories, boat ways, harbor, etc. 4 railroads. Center of rich, thickly settled farming section. Leading manufacturing city of Iowa, railroad shops, iron trade, lumber, clothing, shoe, overall, sash and door factories, etc. Is the seat of several Educational Institutions. Annual value of manufactured products, \$30,000,000.00. Bank clearings during the year 1914, \$100,000,000.00.

CATHOLIC TRIBUNE—Every Thursday. English Catholic. Established 1899. **KATHOLISCHER WESTEN**—Every Thursday. German Catholic. Established 1875. **LUXEMBURGER GAZETTE**—Every Thursday. German Catholic. Established 1871. Catholic Printing Company, publishers. Subscription, each publication, \$2. Claimed combined average circulation for year ending April 1915, 39,614 net; either publication, 12 pages, 7 columns; length of columns, 20 in.; width, 2¼ in.

Advertising rates, covering all three publications, \$1.50 an inch; 100 in., \$1.35; 200 in., \$1.20; 400 in., \$1.10; 600 or more in., \$1 an inch. Reading notices, 35 cts. a line.

KATHOLISCHER WESTEN—See Catholic Tribune.

LUXEMBURGER GAZETTE—See Catholic Tribune.

TELEGRAPH-HERALD—Every evening except Sunday, and every morning except Monday, including **SUNDAY** and **SEMI-WEEKLY**, Tuesdays and Fridays. Independent Democratic. Established 1836. The Tele-

IOWA

graph-Herald Co., publishers. Subscription, evening, \$3; morning, \$3; Sunday, \$1.50; semi-weekly, \$1. Sworn average circulation for six months ending April, 1915, 12,028 net; semi-weekly, claimed average for 1914, 9,438; 12 pages, 7 columns; length of columns, 20 in.; width, 2¼ in. Can use matrices.

Advertising rates, morning and evening, Sunday, or semi-weekly, 2½ cts., flat, a line. Preferred position, 15 or 25% extra. Reading notices, 20 cts. a line. Classified, 1c. per word.

See advertisement on page 531.

TIMES-JOURNAL—Every evening except Sunday and morning except Monday, including **SUNDAY**. Republican. Established 1856. Smith-Morgan Printing Co., publishers. Subscription, daily, \$5.50. Sworn detailed average circulation for first three months 1915, daily, 13,113*; Sunday, 14,711*; daily, 10 to 16 pages; Sunday, 24 to 32 pages, 7 columns; length of columns, 20 in.; width, 2¼ in. Can use matrices.

Advertising rates, all editions, 50 cts.; special position, 60 cts. an inch; 100 in. within one year, 42 cts.; next to reading, 45 cts.; full position, 50 cts.; 200 in., 38, 43 or 45 cts.; 300 in. or more, 35, 37½ or 40 cts. an inch. Classified, 1c. per word. Reading notices, 20 cts. per line; 100 lines, 15 cts.; 500 lines, 12½ cts.; 1,000 lines or more, 10 cts.

See advertisement on page 498.

FORT DODGE—Population, 1910 census, 15,543; 1914, estimate, 18,400. On Des Moines River and 4 railroads. Coal in the vicinity with quarries of gypsum building stone. A railroad and automobile center for trade throughout northwestern Iowa. Industries include machine shops; packing house; butter tub, soap, tile, brick and sewer pipe factories; stucco and plaster works, or 135 plants, in all, with a yearly payroll of \$6,462,298.56. One of the largest and best hospitals in the State is located here. Bank deposits on March 12, 1915, \$6,370,793.97. Improvements during 1914, \$1,489,735.00.

MESSINGER—Every evening except Sunday. Republican. Established 1864. Messenger Printing Co., publishers. Subscription, \$5. Sworn average detailed circulation for last six months of 1914, 7,179*; 8 to 16 pages, 7 columns; length of columns, 22 in.; width, 2¼ in.

Advertising rates, single insertion, 25 cts. an inch; on contract, 20 cts. an inch; full position, 25 cts. an inch. Reading notices, 10 cts. a line; on contract, 500 lines or more, 5 cts. a line. Classified, 1c. per word.

KEOKUK—Population, 1910 census, 14,008; 1914 estimate, 15,175. On Mississippi River and six railroads. Hydro-electric power plant costing approximately twenty-seven millions, with 300,000 electrical horse power available. Has extensive river trade.

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Industries include starch, shoe, ice, cement mixing machinery, garment, box, bent wood and canning factories; rolled oats, flour and planing mills; blasting powder, office fixtures, egg, butter and poultry packing plants; engine, wagon and carriage works, foundry and machine shops. Four large wholesale grocery concerns; one wholesale hardware, one drug, one dental supply and one jewelry house, with an annual output of about \$10,000,000.00. Annual value of manufactured products, approximately, \$25,000,000.00.

CONSTITUTION-DEMOCRAT—Every evening except Sunday. Democratic. Established 1847. C. E. Warwick, publisher. Subscription, \$5.20. Sworn average circulation for six months ending March, 1915, 4,241* net; 8 to 16 pages, 7 columns; length of columns, 20¼ in.; width, 2½ in.

Advertising rates, 100 in., 20 cts. an in.; over 250 in., 14 cts. an in. Composition, 5 cts. an inch additional. Preferred position, 10 and 20% extra. Classified, 1c. a word. Local notices, 20 cts. a line; ordinary reading notices, 60 cts. an inch; on contracts, 300 in. or more, 20 cts. an inch.

GATE CITY—Every evening except Saturday, and **SUNDAY MORNING**. Republican. Established 1846. Gate City Co., publishers. Subscription, \$3. Sworn detailed average circulation for six months prior to April, 1915, 6,069* net paid; 8 to 16 pages; length of columns, 19¾ in.; width, 2½ in.

Advertising rates, daily, gate, 25 cts. an in.; contract rate, over 500 in., 18 cts. an inch; full position, 25% extra. Composition, 5 cts. an inch extra. Locals, 20 cts. a line. Classified ads., 1c. a word.

LAMONI—Population 1,541. On C. B. & Q. R. R. In the center of excellent live stock and grain growing district. Industries confined largely to publishing house and printing business of the Latter Day Saints. Annual value of manufactured products. \$50,000.00.

SAINTS-HERALD—Every Wednesday. Religious. Established 1860. Herald Publishing House, publishers. Subscription, \$1.50. Claimed circulation for year 1914, 5,500; 24 pages, 3 columns; length of columns, 9¾ in.; width, 2½ in. Cannot use matrices.

Advertising rates, nonpareil, 4½ cts. a line; 1,000 lines, on yearly contract, 4 cts.; 1,500 lines 3½ cts. a line.

MARSHALLTOWN—Population, 1910 census 13,374; State census, 1915 estimate, 15,000. 3 trunk line railroads. Heart of large Agricultural community. Industries include wholesale groceries, packing plant, steam specialties, steel furnaces, agricultural implements, trowels etc., or fifty manufacturing plants in all. Also has large pork packing plant. Annual income from the various

IOWA

industries, \$10,000,000.00. Agricultural products to the value of \$6,000,000.00. Five banks with deposits of nearly \$5,000,000.00. Bank clearings during year 1914, \$30,000,000.00.

AMERICAN MUNICIPALITIES—Monthly (1st). Municipal Government. Established 1900. Municipal Publishing Co., publishers. Subscription \$2. Claimed average circulation for 1914, 5,706; 10 pages, 2 columns; length of columns, 9 in.; width, 3 in. Cannot use matrices. Forms close 15th of preceding month.

Advertising rates, full page, \$30; ½ page, \$16; ¼ page, \$9, with discounts on yearly contracts. Reading matter 50 cts. a line.

See advertisement on page 457.

TIMES-REPUBLICAN—Every evening except Sunday. Republican. Established 1856. Times-Republican Printing Co., publishers. Subscription, \$4. Sworn average circulation for six months prior to April, 1915, 14,763* net paid; 8 to 16 pages, 7 columns; length of columns, 21¼ in.; width 2½ in. Can use matrices.

Advertising rates, 35 cts. an inch; 100 in. or more, 30 cts. an inch. Reading notices, 10 cts. a line. Classified, 1c. per word.

MASON CITY—Population, 1910 census, 11,230; State census, 1915, 17,221. On five trunk lines of railway, being a division point of the C. M. & St. P. and the Chicago and Northwestern, employing more than 1,000 men with a monthly payroll exceeding, \$40,000. Also has a well equipped street railway system and an interurban line running to Clear Lake, a summer resort of 2,725 people. Is in the center of a rich farming community; said to be the largest drain tile center in the world. Other industries are: cement and brick works; packing house; stone quarries; office and store fixture factory, or more than sixty manufacturing plants in all, having more than 3,000 employes with an annual payroll exceeding \$2,500,000.00. Iowa Odd Fellows' Orphans' Home and Old Folks' Home are located here.

GLOBE GAZETTE—Every Evening except Sunday. Republican. Established 1893. Globe-Gazette Printing Co., publishers. Subscription, \$3. Sworn average circulation for six months ending March 1915, 5,443* net paid; 8 to 16 pages; 7 columns, length of columns, 20½ in.; width, 2¼ in. Can use matrices.

Advertising rates, 20 cts. an inch; on yearly contract 1000 or more inches, 17½ cts. an inch. Composition, 4 cts. an inch additional. Special position, 2 or 3 cts. extra. Reading matter, 10 cts. a line. Classified, 1 ct. per word first insertion, ½c. per word thereafter.

MOUNT VERNON—Population 1,532. On C. & N. W. R. R. In center of farming community. Seat of Cornell College (Methodist).

IOWA

FRUITMAN AND GARDENER—Monthly. Horticultural. Established 1897. Fruitman and Gardener (Inc.), publishers. Subscription, 50 cts. Claimed average circulation for 1914, 34,200; 20 to 56 pages, 3 columns; length of columns, 10 in.; width, 2½ in. Forms close 15th preceding month.

Advertising rates, 25 cts. a line flat.

MUSCATINE—Population 16,178. On Mississippi River and 4 railroads. Is the center of an intensive farming community, raising melons, sweet potatoes and cabbage most extensively, and here is located the largest (excepting Pittsburg) of the Heinz' farms and pickling plants; there are also located the largest sweet water pearl button factories in the world; other industries include sash and door, planing and saw mills; jewelry, novelties, terra cotta, steel burial vault, air and steam calipoe, grain grader, grain separator and canning factories; potteries and brick works. Annual value of manufactured products, \$1,000,000.00. Bank deposits during year 1914, \$7,000,000.00.

JOURNAL—Every evening except Sunday. Republican. Established 1840. Frank D. Throop, publisher. Subscription, \$5. Sworn average circulation for twelve months prior to April, 1915, 6,780* net paid; 10 to 12 pages; 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, 21 cts. an inch, with position, 25 cts. an inch. Classified, ½c. a word. Reading notices, 10 cts. per count line.

NEWS-TRIBUNE—Every evening except Saturday or Sunday, and SUNDAY MORNING. Muscatine News Co., publishers. Subscription, \$5. Sworn average circulation for six prior to April 1915, 4,108* net paid; 8 to 12 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, 15 cts. an inch, flat. Preferred position, 15% extra. Readers, 5 cts. a line. Classified, 1c. per word.

OTTUMWA—Population, 1910 census, 22,012; 1912 estimate, 24,587. 4 railroads. Center of Iowa Coal Fields and a most important trade and manufacturing center of Southern Iowa. Industries include cigar factories, agricultural implements, iron drill, machine, mining machinery, boiler and stove works, hay machinery and iron works, foundries, planing mills, electrical machinery, candy, canning, overall, cigar and many smaller factories, also large pork and beef packing house. Municipally owned water power. Annual value of manufactured products, \$16,000,000.00. Bank clearings during the year 1914, approximately, \$42,000,000.00.

COURIER—Every evening except Sunday. Republican. Established 1848. Courier Printing Co., proprietors. James F. Powell, publisher. Subscription, \$6. Sworn average circulation, for six months prior to April 1915,

IOWA

9,727* net paid; 8 to 16 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, 30 cts. an inch flat; with position, 35 cts. an inch. Classified, ½c. a word each time. Reading notices, 10 cts. per count line. Tri-Weekly, 18 cts. an inch; with position, 21 cts.

PELLA—Population 3,021. C. R. I. & P. Ry. In center of argicultural community. Manufactures include brick, tile and tile ditching machines, straw stackers, feeders and wagons. Seat of Central University of Iowa.

BAPTIST RECORD—Every Thursday. Baptist. Established 1899. Sadler Bros. & Co., publishers. Subscription, \$1. Claimed average circulation for year 1914, 5,000; 16 pages, 3 columns; length of columns, 10 in.; width, 2½ in.

Advertising rates, agate, 4 cts. a line.

SIOUX CITY—Population, 1910, census, 47,828; 1915 estimate, 61,787. On Missouri River and 6 railroads. Distributing and jobbing center for vast territory, including the most fertile agricultural and stock raising land. Manufactures include boiler works; linseed oil mills; electrical and brass works; breweries; cement, gas engine, cement machinery, galvanized tank and barrel works; soap factory; vinegar and pickling works; sash and door and fountain pen factories; planing and flour mills; paving brick and sewer pipe works, potteries; glove and men's garment, candy and cracker factories; also extensive pork packing trade. Seat of Morningside College, also Franciscan College for boys. Post Office receipts, for year ending April 1915, \$401,218.64. Live stock receipts, 1914, \$61,000,000.00. Annual value of manufactured products, \$40,000,000. Bank clearings during year 1914 \$180,176,840.

FARMER AND BREEDER—Semi-monthly (1st and 15th). Live Stock and Agricultural. Established 1878. Farmer & Breeder Co., publishers. Subscription, \$1. Sworn detailed average circulation for first three months, 1915, 69,545* net paid; 16 to 48 pages, 4 columns; length of columns, 13½ in.; width, 2½ in. Forms close Friday morning preceding.

Advertising rates, agate, 35 cts. a line flat. Classified, 5 cts. per word.

JOURNAL—Every morning including SUNDAY and every evening except Sunday. Republican. Established 1870. Perkins Bros. Co., proprietors. Subscription, morning, \$3; evening, \$2; Sunday, \$1.50. Sworn detailed average circulation for twelve months prior to April 1915, 48,083* net paid; 10 to 36 pages, 7 columns; length of columns, 21½ in.; width, 2½ in. Can use matrices.

Advertising rates, daily or Sunday (all editions), 6 cts. a line; 1,000 lines within one

IOWA

year, 5½ cts.; 2,000 lines, 5 cts. a line; preferred position, 5, 15 and 25% extra. Reading notices, 15 cts. a count line; pure reading, 30 cts. a line; telegraphic reading, 50 cts. a line. Classified (minimum 10 cts.), 1c. per word, by the month, \$1.25 a line. Schools, resorts, publishers and mail order, 5 cts. a line.

See advertisement on page 477.

LIVE STOCK RECORD—Every evening except Sunday. Live Stock. Established 1901. Record publishing Co., publishers. Subscription, \$3; circulation—not given by publisher, 16 pages, 7 columns, length of columns, 19¼ in.; width, 2½ in. Can use matrices. Office, 306 Pierce Street.

Advertising rates, agate, 2 cts. a line, 5,000 lines within one year, 1½ cts. a line.

NATIONAL PROTESTANT—Semi monthly. Every other week. Established 1914. Woman's National Protestant League, publishers. Subscription, 50 cts. Claimed average circulation for year 1915-16, 25,000; 4 pages, 6 columns; length of columns, 19½ in.; width, 2½ in. Can use matrices. Forms close 10 days in advance. Davidson Bld'g.

Advertising rates, agate, 10 cts. flat a line.

NEWS—Every evening except Sunday. Independent. Established 1906. The Sioux City News Co., publishers. Sworn average circulation for six months prior to April, 1915, 15,600 net; 8 to 16 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 3 cts. a line, flat; position rate, 25% extra. Reading notices, 25 cts. a count line; telegraphic readers, 60 cts. a count line. Business locals, 25 cts. a line. Classified, 1c. a word; \$1 a line per month.

SVENSKA MONITOREN—Every Friday. Swedish. Republican. Established 1895. Swedish Monitor Publishing Co., publisher. Subscription, \$1. Claimed average circulation for year 1914, 8,700; 8 pages, 7 columns; length of columns; 20 in.; width, 2½ in.

Advertising rates on application.

TRIBUNE—Every evening except Sunday. Independent. Established 1884. The Tribune Co. (Incorp.), publishers. Subscription, \$3. Sworn average circulation for six months prior to April, 1915, 47,028* net; 10 to 24 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices.

Advertising rates, 6 cts. flat a line. Preferred position, 15 and 25% extra. Local notices, body type. 30 cts. a line; telegraphic readers, 50 cts. a line. Classified, 1c. per word.

UNION ADVOCATE—Every Thursday. Labor. Established 1895. William Bastian, publisher. Subscription, \$1. Claimed aver-

IOWA

age circulation for year ending, April 1915, 7,500; 8 pages, 7 columns; length of columns, 21¼ in.; width, 2½ in. Can use matrices.

Advertising rates, 25 cts. an inch.

STORY CITY—Population 1,387. 2 railroads. Excellent grain raising section. Industries include creamery, sorghum mills, butter tub factories and cement products.

VISERGUTTEN—Every Thursday. Norwegian-Danish. Republican. Established 1894. G. Amlund, publisher. Subscription, \$1. Claimed average circulation for year 1913, 13,000; 8 pages, 7 columns; length of columns, 20 in.; width, 2½ in.

Advertising rates, 50 cts. an inch.

TRAER—Population 1,373. 2 railroads. A most fertile agricultural section devoted principally to the raising of fine breeds of imported cattle and horses.

FARM AND REAL ESTATE JOURNAL—Monthly. Agricultural and Real Estate. Established 1896. Charles Wood & Son, publishers. Subscription, 40 cts. Claimed average circulation for year 1914, 15,500; 24 to 32 pages, 3 columns; length of columns, 9 in.; width, 2¼ in.

Advertising rates, 15 cts. a line. Classified, 2 cts. per word.

VINTON—Population, 3,336. On Chicago, R. I. & Pac. Railroad. Located in a thriving agricultural and stock raising section. Other industries are steel; brick and tile works and canning factory. Iowa College for the Blind is located here.

CEDAR VALLEY TIMES—Tri-Weekly. Monday, Wednesday and Friday. Democratic. Established 1886. Henry G. Kruse, editor and publisher. Subscription, \$1. Sworn average circulation for six months ending May, 1915, 5,050* net; 8 pages, 7 columns, length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, 20 cts. an inch, flat. Composition, 5 cts. an inch, additional. Special position, 10 and 20% extra.

WATERLOO—Population, 1910 census, 26,693; 1915, estimate, 33,500. On Cedar River and 4 railroads. In the center of a fertile farming section; great dairy center; has fine water power. Industries numbering more than 500, giving employment to more than 7,000 persons and producing more than 2,800 different articles including electric light works, gasoline engines, cream separators, refrigerators, bank and store fixtures, blank books, cement block and cement block machinery; automobile and farm implements factories, cooper shops and flour mills; also Illinois Central railway repair shops, employing 1,100 men with a monthly payroll of

IOWA

\$95,000.00. Handles 80,000 carloads freight together with a jobbing trade amounting to \$20,000,000.00 annually. Post-Office receipts in 1914, \$205,962.12. Annual value of manufactured products, approximately, \$30,000,000.00. Bank clearings during year 1914, \$73,211,283.84.

CORN—Monthly (1st). Agricultural-Corn culture. Established 1912. Corn Publishing Co., publishers. Subscription, 50 cts. Claimed average circulation for 1914, 85,000; 16 to 32 pages, 4 columns; length of columns, 13 in.; width, 2½ in. Forms close 20th of preceding month.

Advertising rates, 40 cts. a line; full page (72 lines), \$250. Classified, 5 cts. per word.

COURIER AND REPORTER—Every evening except Sunday. Republican. Established 1858. W. H. Hartman Co., publishers. Subscription, \$6. Sworn detailed average circulation for twelve months prior to April 1915, 13,945* net paid; 12 to 18 pages, 8 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 3½ cts. a line; 26 times or 100 in., within one year, 3 cts.; 52 times or 200 in. 2½ cts. a line. Full position, 10% extra. Classified, 1c. per word. Reading notices, 14 cts. a line; 500 lines on yearly contract 12 cts. a line; first page readers, 35 cts. a line.

CREAMERY JOURNAL — Semi-monthly. (1st and 15th). Trade. Established 1890. Subscription, \$1. Claimed average circulation for year 1914, 5,384; 24 to 36 pages, 3 columns; length of columns, 10¼ in.; width, 2½ in.

Advertising rates, \$1 an inch; full page, \$18; ½ page, \$10; ¼ page, \$6; first cover, \$22.50; back or inside covers, \$20.

EGG REPORTER—18 times a year. Egg trade. Established 1893. Subscription, \$1.50.

IOWA

Claimed average circulation for year 1914, 5,782; 68 to 100 pages, 2 columns; length of columns, 7 in.; width, 1¾ in. Forms close 20th preceding month.

Advertising rates, one inch, \$4; two in., \$6.50; ¼ page, \$3.50; ½ page, \$12; one page, \$17.50. Reading notices, 40 cts. a line. Classified, 5 cts. per word.

KIMBALL'S DAIRY FARMER—Semi-monthly (1st and 15th). Dairy. Agricultural. Established 1903. Subscription, five years, \$1. Sworn detailed average circulation for six months ending June 15, 1915, 152,500*; 32 to 64 pages, 4 columns; length of columns, 13 in.; width, 2½ in. Forms close 5th and 20th of each month.

Advertising rates, agate, 75 cts. a line, flat; full page, \$500; inside cover, \$525; back cover (in colors), \$550.

See advertisement on page 547.

MILK TRADE JOURNAL — Monthly (10th). Established 1913. Fred L. Kimball Co., publishers. Subscription, \$1. Claimed average circulation for 1914, 5,694; 24 to 32 pages, 3 columns; length of columns, 10 in.; width, 2½ in. Cannot use matrices. Forms close 5th.

Advertising rates, \$1.50 an inch; full page (30 in.), \$30; ½ page, \$18; ¼ page, \$10; cover page, \$35. Classified, 3 cts. per word.

TIMES-TRIBUNE—Every morning except Monday, including SUNDAY. Independent. Established 1871. Waterloo Times-Tribune Publishing Co. (Inc.), publishers. Subscription, \$5.20. Claimed average circulation for year 1914, daily, 6,834 net paid; Sunday, 7,136 net; 8 to 20 pages, 7 columns; length of columns, 21¼ in.; width, 2½ in. Can use matrices.

Advertising rates, 30 cts. an inch; full position, 36 cts.; 100 inches, 28 or 33½ cts.; 350 inches or more, 21 or 25 cts. an inch. Sunday, alone, 35 cts. an inch. Classified, 1c. per word.

KANSAS

ATCHISON—Population 16,429. On Missouri River and 4 railroads. Leading commercial city of the state, enjoying an extensive export trade in flour, live stock and grain as well as lumber. A number of large flour mills; also wholesale hardware, grocery and harness establishment, foundry and machine shops.

CHAMPION—Every evening except Saturday and Sunday. SUNDAY MORNING. Independent Republican. Established 1858. Atchison Champion Publishing Co., publishers. Subscription, \$3. Sworn average circulation for six months prior to April 1, 1915,

2,855* net paid; 6 to 14 pages, 7 columns; length of columns, 21 in.; width, 2¼ in. Can use matrices.

Advertising rates, agate, 1¼ cts. flat, a line. Readers, 10 cts. per line. Classified, 1c. per word first insertion and ½c. for additional insertions.

GLOBE—Every evening except Sunday. Independent. Established 1878. Globe Publishing Co., publishers. Subscription, daily, \$5.20. Sworn average circulation for six months prior to April, 1915, 6,450* net paid; 8 to 12 pages, 7 columns; length of columns, 22 in.; width, 2½ in. Can use matrices.

KANSAS

Advertising rates, agate, 2 cts. a line; yearly contracts, 2,000 lines or more, 1½ cts. a line; first page, double rates; top position, 25%; full position, 15% extra. Reading notices, 10 cts. a line; pure readers, body type (7 point), 25 cts. a line; telegraphic readers, 35 cts. a line. Classified, 1c. per word.

MIDWEST MOOSE REVIEW—Monthly. Fraternal. Established August, 1912. Midwest Review Publishing Co., publishers. Subscription, \$1; circulation—not given by publisher. 28 pages, 3 columns; length of columns, 9 in.; width, 2½ in.

Advertising rates, agate, 16 cts. a line; on contract, 1,125 lines, 14 cts.; 2,250 lines, 12 cts.; 4,500 lines, 10 cts. a line. 10% discount on stereotyped copy. Pure reading matter, 40 cts. a line.

GIRARD—Population 2,446. 3 railroads. In center of agricultural region. Coal mining also extensively carried on; has creameries, canning factory, stove and zinc smelter.

APPEAL TO REASON—Every Saturday. Socialistic. Established 1895. W. H. Wayland, publisher. Subscription, 50 cts. Sworn detailed average circulation for year 1914, 488,857* net paid; 4 pages, 7 columns; length of columns, 19½ in.; width, 2½ in. Forms close 12 days in advance. Can use matrices.

Advertising rates, \$1.20 per agate line. See advertisement on page 498.

HUTCHINSON—Population 16,364. On Arkansas River and 3 railroads. Distributing point for central and southwestern Kansas. Large export trade in grain, flour, live stock; also an extensive lumber trade and likewise has flour mills, soda ash plant; strawboard factory; alfalfa meal mill; vein of rock salt 300 feet depth with a production of 5,700 barrels daily. Seat of State Industrial Reformatory.

GAZETTE—Every morning except Monday, including SUNDAY. Independent Democratic. Established 1908. The Mid-West Printing Co., publishers. Subscription \$3. Sworn average circulation for six months prior to April, 1915, 9,460* net paid: 8 to 20 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices.

Advertising rates, 40 cts. an inch; 26 times, 30 cts.; 52 times or 100 in., 27 cts.; 104 times or 250 in., 25 cts.; 156 times or 500 in., 22 cts. an inch. Position, next to reading, 15% extra. Mail order copy, 25 cts. an inch, flat. Reading notices, 15 cts. a line. Classified, 1c. per word.

NEWS—Every evening except Sunday. Republican. Established 1872. The News Co., publishers. Subscription, \$3. Claimed average circulation for year ending April, 1915, 8,728; 10 to 20 pages, 7 columns; length of

KANSAS

columns, 21 in.; width, 2½ in. Can use matrices.

Advertising rates, 40 cts. an inch; one month, 30 cts.; three months, 28 cts.; six months, 26 cts.; one year, 25 cts. an inch, per time; e. o. d., 25% extra; 2 times a week, 33⅓%. Open space, within one year, 100 in., 35 cts. an inch; 250 in., 30 cts.; 500 in., 28 cts.; 1,000 in. or more, 25 cts. an inch; preferred position, 15 and 25% extra. Pure reading notices, 20 cts. a line; first page, 40 cts. a line; ordinary readers, 10 and 20 cts. a line. Classified, 1c. per word.

IOLA—Population 9,032. On Mo. Pac.; Atch., Top. & S. Fe. and Mo. Kans. & Tex. Railway Systems. Located in center of Kansas natural gas fields and is a trade center of a prosperous agricultural district. Leading industries are zinc smelters; brick plants; cement and iron works. Annual income from the various industries, \$10,000,000. Bank clearings during 1914, \$6,000,000.

REGISTER—Every evening except Sunday. Republican. Established 1867. Register Publishing Co. (Inc.) publishers. Subscription, \$4. Sworn average circulation for six months prior to April, 1915, 4,823* net paid; 6 to 8 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, 14 cts. flat an inch; full position, 17 cts. an inch; composition, 5 cts. an inch additional. Reading notices, 10 cts. a line. Classified, 1c. per word.

KANSAS CITY—Population, 1910 census, 82,331; 1915 estimate, 95,000. On Missouri River, adjacent to Kansas City, Mo. Great live stock market and meat packing center. Has planing and flour mills; oil tank, box and basket, cement and wagon factories and car and repair shops of several railroads. Coal and natural gas in vicinity. Kansas State Institution for the Blind located here. Annual value of manufactured products, \$175,000,000.

BOILERMAKERS JOURNAL—Monthly (1st). Labor. Established 1888. Int. Bro. Boilermakers, Iron Ship Bldrs. and Helpers of America, publishers. Subscription, \$1. Claimed average circulation for year 1914, 16,750; 80 pages, 2 columns, length of columns, 8 in.; width, 2½ in. Can not use matrices. Forms close 20th of month preceding. Office, 721 Minnesota Ave.

Advertising rates, full page, \$27; on three months contracts, \$23.33; six months, \$21.66; twelve months, \$20; one half page, \$15; \$13.33, \$11.66 or \$10.83; ¼ page, \$9, \$7.33, \$6.66 or \$5.83; one eighth page, \$5, \$4, \$3.66 or \$3.33. Reading notices, (nonpareil), 30 cts. a line.

COOPER'S INTERNATIONAL JOURNAL—Monthly (1st). English and German. Labor. Established 1890. Wm. R. Deal, publisher. Subscription, \$1. Claimed average circu-

KANSAS

lation for year 1914, 9,000; 64 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Forms close 10th preceding month.

Advertising rates, agate, 6½ cts. a line; per inch, 75 cts.; ¼ page, \$4; ½ page, \$7; one page, \$10. Discount, 15% on six month, 20% on twelve month contract.

GAZETTE-GLOBE—Every evening except Sunday, also WEEKLY, Thursday. Independent-Democratic. Established 1885. The Gazette Publishing and Printing Co., publishers. Subscription, daily, \$3; weekly, 25 cts. Sworn average circulation for six months prior to October, 1914, daily, 4,500* net paid; weekly, claimed average for year 1914, 54,765 net paid. Either edition; 4 to 8 pages, 7 columns; length of columns, 21½ in.; width, 2½ in. Can use matrices.

Advertising rates, agate, daily, 30 cts. an inch. Preferred position, 5, 10 or 15% extra. Classified, 1c a word. WEEKLY, display, 20 cts. a line; full page, \$400. Classified, 4 cts. per word.

LAWRENCE—Population 12,374. On Kansas River and 4 railroads. Has largest water power plant in the state. Industries include horse collar, canning, flour, paper, piano, carriage, shirt, ice, bale tie, cooperage, brass, iron, vitrified and building brick, cigar, egg case and shipping cartoon factories; wholesale groceries and seed houses; also large nurseries. Seat of University of Kansas with 2,750 students, and Haskell Institute, the largest Indian school in the world.

JOURNAL-WORLD—Every evening except Sunday. Republican. Established 1857. The World Co., publishers. Subscription, \$1.50. Sworn detailed average circulation for six months prior to April 1915, 4,811* net paid; 8 pages, 7 columns; length of columns, 20½ in.; width, 2½ in.

Advertising rates, 15 cts. an inch, flat; next reading, 16½ cts.; full position, 18 cts.; composition, 5 cts. an inch extra. Reading matter, 10 cts. per count line for first insertion, 6 cts. a line for succeeding insertions; black lines count double. Classified, 1c a word, first insertion; ½c. each subsequent insertion (minimum charge, 25 cts.).

LEAVENWORTH—Population, 1910 census, 19,363; 1915 estimate, 23,000. On Missouri River and 7 railroads. A most important commercial center. Coal abundant. Has soap, carriage, boiler, bridge, furniture, pump, washing machine, hinge, glove and amusement device factories, milling machinery and stove works. Soldiers' Home, U. S. Infantry and Cavalry Post located here.

POST—Every evening except Sunday. Independent. Established 1905. Post Publishing Company, publishers. Subscription, \$5.40. Claimed average circulation for 1914, 5,612;

KANSAS

8 to 16 pages, 7 columns; length of columns, 21¼ in.; width, 2½ in. Can use matrices.

Advertising rates, run of paper, 22 cts. an inch; full position, 30 cts. an inch flat. Readers, first page, 25 cts. a count line; run of paper, 15 cts.; 500 lines, 10 cts.; 1,000 lines, 8 cts. a line. Classified, 5 cts a line.

TIMES—Every morning except Monday, and WEEKLY, Thursdays. Republican. Established 1857. D. R. Anthony, Jr., manager. Subscription, daily, \$3; weekly, 25 cts. Sworn average circulation for twelve months prior to April 1, 1915, daily, 7,618* net paid; weekly, claimed average for year 1914, 10,000; 8 to 16 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, daily or weekly, 1 inch, one time, \$1. each subsequent insertion, 50 cts.; 500 in. in one year, 40 cts.; 1,000 in., 35 cts. an inch; preferred position, 25% extra. Reading notices, daily or weekly, 20 cts. a line; 1,000 lines, 12½ cts. Classified, (minimum, 4 lines), 5 cts. a line.

See advertisement on page 520.

PITTSBURG—Population, 1910 census 14,755; 1915 estimate, 17,737. On Atch., Top. & S. Fe. & Mo. Pacific; K. City Southern and St. L. & S. F. ("Frisco") Railway Systems; also over 100 miles Interurban Street Railway, connecting up a population of more than 150,000. Extensive coal mines, brick and sewer tile work; iron foundry, zinc smelters; also railway repair shops employing more than 1,500 men. Annual income from the various industries, \$18,000,000. Bank clearings during 1914, \$11,772,875.29.

KANSAS HEADLIGHT—Every evening except Sunday, and WEEKLY, Thursdays. Republican. Established 1884. Moore Bros., publishers. Subscription, daily, \$4; weekly, 50 cts. Sworn average circulation for year ending April, 1915, daily, 6,508*; weekly, 4,280*; daily, 8 to 16 pages; weekly, 10 to 16 pages, 7 columns; length of columns, 21¼ in.; width, 2½ in.

Advertising rates, daily or weekly, 20 cts. an inch. Reading notices, 5 cts. a line.

ST. PAUL—Population 927. Located on Mo. Kans. & Tex. Railway System, 34 miles southwest of Ft. Scott, in a fertile agricultural section. Leading industries are cream separating station, stock raising, hops and alfalfa.

A. H. T. A. NEWS—Every Thursday. Property Protection. Established 1900. W. W. Graves, publisher. Subscription, 50 cts. Claimed average circulation for year ending April 1915, 6,500; 8 pages, 4 columns; length of columns, 13 in., width, 2½ in. Cannot use matrices.

Advertising rates, 35 cts. an inch.

It is estimated that over 70 million dollars of advertising appropriation funds have been administered, and the respective campaigns conducted, by Nelson Chesman & Co.

KANSAS

TOPEKA—Population 43,684. On Kansas River and four railway systems. Has six flour mills and two packing houses, steam boiler works; silo factories; agricultural implement, pump and engine works; foundry and machine shops and car shops and general offices of Atchison, Topeka and Santa Fe R. R., employing 5,000 officials, clerks and hands generally. Seat of Washburn College and Bethany College for girls. The Capital city of Kansas. A State Insane Asylum and State Industrial School are located here. Annual payroll of \$5,000,000.00, covering the various enterprises. Annual value of manufacture products, \$20,000,000.00. Bank clearings during year 1914, \$82,885,114.

CAPITAL—Every morning including SUNDAY. Republican. Established 1879. Arthur Capper, publisher. Subscription, \$4. Sworn detailed average circulation for six months ending March, 1915, 33,971* net paid; 8 to 32 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, agate, daily or Sunday, full position, 6 cts.; next to reading matter, 5½ cts.; run of paper, 5 cts. a line, flat. Classified, 1c. a word; per week (7 insertions), 5 cts. a word; per month (30 insertions), 20 cts. a word. Reading notices, 25 cts. a count line.

See advertisement on colored insert between pages 476 and 477.

CAPPER'S PUBLICATIONS—

See advertisement on colored insert between pages 476 and 477.

CAPPER'S WEEKLY—Every Saturday. Agricultural and News Review. Established 1880. Arthur Capper, publisher. Subscription, 25 cts. Sworn detailed average circulation for six months ending March, 1915, 256,615*; 8 to 12 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 50 cts. a line, flat; full page (1,960 lines), \$800. Reading notices, \$1 a line. Classified, 8 cts. per word; 4 times, 28 cts. per word.

See advertisement on colored insert between pages 476 and 477.

FARMERS' MAIL AND BREEZE—Every Saturday. Agricultural. Established 1872. Arthur Capper, publisher. Subscription, \$1. Sworn detailed average circulation for six months ending March, 1915, 108,521* net paid; 32 to 64 pages, 4 columns; length of columns, 13¼ in.; width, 2½ in. Can use matrices. Forms close Monday preceding.

Advertising rates, agate, 50 cts. a line; preferred position extra. Reading notices, 80 cts. a line. Classified, 5 cts. a word; 4 times, 16 cts. a word.

See advertisement on colored insert between pages 476 and 477.

KANSAS

HOUSEHOLD—Monthly. Literary-Family. Established 1902. Arthur Capper, publisher. Subscription, 25 cts. Sworn detailed average circulation for six months ending March, 1915, 777,083* net paid; 32 pages, 4 columns; length of columns, 13¼ in.; width, 2½ in. Cannot use matrices. Forms close 20th preceding month.

Advertising rates, agate, \$3 a line; 25, 20 and 15% discount on 1, ½ and ¼ page spaces; back cover page, \$1,900. Reading notices, \$4.50 a line. Classified, 30 cts. per word.

See advertisement on colored insert between pages 476 and 477.

KANSAS FARMER—Every Saturday. Agricultural. Established 1863. Kansas Farmer Co., publishers. Subscription, \$1. Detailed average circulation 1914, 62,627*; 24 to 48 pages, 4 columns; length of columns, 14 in.; width, 2½ in. Forms close Monday noon preceding.

Advertising rates, agate, 30 cts. a line, flat; full page, \$210. Readers, 50 cts. a line. Classified, 4 cts. per word.

MISSOURI VALLEY FARMER—Monthly. Established 1893. Arthur Capper, publisher. Subscription, 25 cts. Sworn detailed average circulation for six months ending March, 1915, 484,626* net paid; 32 to 40 pages, 4 columns; length of columns, 13¼ in.; width, 2½ in. Cannot use matrices. Forms close 25th preceding month.

Advertising rates, agate, \$2 a line; position, 10% extra; 1 page (740 lines), \$1,100; back cover page, \$1,200. Reading notices, \$3 a line. Classified, 15 cts. a word.

See advertisement on colored insert between pages 476 and 477.

PLAINDEALER—Every Friday. (Colored). Republican. Established 1898. Nick Chiles, publisher. Subscription, \$1.50. Claimed average circulation for 1914, 9,500; 8 pages, 6 columns; length of columns, 19¾ in.; width, 2½ in.

Advertising rates, 50 cts. an inch; two or more in., 25 cts. an inch. Reading notices, 10 cts. a line; over ten lines, 5 cts. a line.

POULTRY CULTURE—Monthly (1st). Poultry. Established 1896. Poultry Culture Publishing Co., publishers. Subscription, 50 cts. Sworn average detailed circulation for 1914, 23,083 net paid; 48 pages, 4 columns; length of columns, 13¾ in.; width, 2½ in. Can use matrices. Forms close 15th preceding month.

Advertising rates, agate, 20 cts. a line. 1,000 lines or more in 12 consecutive issues, 15 cts. a line. Preferred positions, 20% extra. Classified, 4 cts. per word.

RURAL AUTOIST—Monthly (15th). Automobiles and Good Roads. Established 1911

KANSAS

J. Edward Hazen, Manager. Subscription, \$1. Claimed average circulation for 1914, 4,012; 20 pages, 2 columns; length of columns, 6½ in.; width, 2½ in. Can use matrices. Forms close 10th.

Advertising rates, agate, 50 cts. a line.

STATE JOURNAL—Every evening except Sunday. Independent Republican. Established 1874. F. P. MacLennan, publisher. Subscription, \$3.60. Sworn detailed average circulation for year 1914, 20,328* net; 10 to 20 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 4 cts. per line; full position, 25% additional. Reading notices, 15 cts. a count line. Classified 1c. per word.

WESTERN ODD FELLOW—Monthly (1st). Fraternal. I. O. O. F. Established 1886. H. C. Stevens, publisher. Subscription, 75 cts. Claimed average circulation for 1914, 5,000; 8 pages, 4 columns; length of columns, 13¾ in.; width, 2½ in. Forms close 6 days in advance.

Advertising rates, agate, 50 cts. an inch; reading notices, 9 cts. a count line.

WESTERN SCHOOL JOURNAL—Monthly. (10th). Educational. Established 1885. John MacDonald, publisher. Subscription, \$1. Claimed average circulation for year 1914, 5,000; 32 pages, 2 columns; length of columns, 9 in.; width, 3¼ in. Forms close fourth of current month.

Advertising rates, agate, \$1.54 an inch; on three months contract, \$1.40; six months, \$1.30; one year, \$1.10 an inch. Reading notices, 25 cts. a line.

X-RAY'S DEMOCRAT—Every Friday. Democratic. Established 1912. The X-Ray Printing Co., publishers. Subscription, 25 cts. Sworn average circulation for year 1914, 8,000*; 4 to 8 pages, 6 columns, length of columns, 20 in.; width, 2½ in. Can use matrices. Office, 217 West 5th Street.

Advertising rates, 25 cts. an inch.

WICHITA—Population, 1910 census, 52,450; 1915 estimate, 67,250. At junction of Arkansas and Little River. Has an inter-urban system and six main lines of railroads with branches in all directions. Has an immense jobbing trade and live stock market. 315 manufacturing concerns. 14 banks, 2 trust companies, 2 packing houses, 54 churches, 29 public schools and 8 colleges; 73 miles paved street; 200 miles sewers; 130 miles water mains; 40 miles street railway; 150 miles of illuminated streets. A \$2,500,000.00 Union Depot; 1914 bank clearings, \$179,209,691.94. Postal receipts \$313,175.71. Assessed valuation \$66,031,285.00.

BEACON—Every evening except Sunday. Independent. Established 1872. The Beacon Publishing Co., publishers. Subscription, \$4.

KANSAS

Sworn average circulation for six months prior to April, 1915, 23,154* net paid; 10 and 24 pages, 7 columns; length of columns, 21¼ in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 7 cts. a line; 1,000 lines, 6 cts.; 2,000 lines, 5 cts.; 3,000 lines, or more, 4 cts. a line; alongside reading, 10%; full position, 25% extra. Strictly mail order advertising, 5 cts. a line, flat. Classified, nonpareil, 1c. per word. Reading notices, 15 cts. a line; with news heading, 25 cts. a line.

EAGLE—Every morning except Monday, and WEEKLY, Fridays. Republican. Established 1872. Marcellus M. Murdock, publisher. Subscription, daily, \$4; weekly, 50 cts. Sworn average circulation for six months prior to April, 1915, daily and Sunday, 35,684* net paid weekly, for year 1914, 47,670* net; daily, 12 and 14 pages; Sunday, 40 to 50 pages; weekly 10 pages, daily, Sunday or weekly, 7 columns; length of columns, 22 in.; width, 2½ in. Can use matrices.

Advertising rates, daily or Sunday, 10 cts. a line; 1,000 lines on yearly contract, 9 cts. a line; 2,000 lines, 8 cts.; 3,000 lines, 7 cts.; 4,000 lines, 6 cts.; 5,000 lines, or more, 5 cts. a line. Preferred position, 10 and 25% extra. Classified, 2 cts. per word. Reading notices, 30 cts. a count line, with discount for 500 lines and over; telegraphic, 50 cts. a count line. WEEKLY, 10 cts. a line, flat.

See advertisement on page 481.

LIVE STOCK JOURNAL—Every evening except Sunday. Live stock. Established 1906. Journal Publishing Co., publishers. Subscription, \$4. Claimed average circulation for year 1914, 6,000; 4 pages, 6 columns; length of columns, 19½ in.; width, 2½ in. Can use matrices.

Advertising rates, one time, 50 cts. an inch; four times, 30 cts. an inch; on monthly contract for 100 in., 25 cts.; 300 in., 23 cts.; 500 in. or more, 20 cts. an inch. Readers, locals, 1c. per word or 5 cts. a line.

SOUTHWEST FARMER—Every Thursday. Agricultural. Live Stock. C. I. Reed Publishing Co., publishers. Subscription, \$1. Claimed average circulation for year 1914, 8,000; 24 pages, 4 columns; length of columns, 12 in.; width, 2½ in.

Advertising rates, 56 cts. an inch, flat. Special position, 25% extra. Reading notices, 15 cts. a line. Classified, 1c. per word.

See advertisement on page 474.

STOCKMAN—Every evening except Sunday. Live Stock-Agricultural. Established 1907. Stockman Publishing Co., publishers. Subscription, \$4. Claimed average circulation for six months ending April 1915, 5,500; 4 pages, 6 columns; length of columns 19½ in.; width, 2½ in. Can use matrices. Office, 410 East Williams St.

Advertising rates, agate, 2½ cts. a line; 7,000 lines within one year, 2 cts.; 14,000 lines, 1½ cts. a line. Reading notices, 5 cts. a line; first page, 10 cts. a line.

KENTUCKY

CADIZ—Population 1,005. Located 55 miles from Paducah, on Cadiz Railroad, in a stock raising and agricultural section. Other industries are tobacco factory, spoke and railroad tie works; ice plant; flour and feed mills. Annual income from the various industries, \$50,000.00. Bank clearings for year 1914, \$175,000.00.

INFORMER—Every Friday. Afro-Am'r'n. Republican. Established 1904. Rev. W. H. McRidley, D. D., publisher. Subscription, \$1.25. Sworn average circulation for year 1914, 5,100* net paid; 4 pages, 6 columns; length of columns, 19½ in.; width, 2½ in. Can use matrices.

Advertising rates, 25 cts. an inch for set matter, first insertion or 15 cts. an inch for plate matter; on contracts of three months or more, after first insertion, 10 cts. an inch.

COVINGTON—Population 53,270. On Ohio River and 2 railroads (immediately opposite Cincinnati, Ohio, with which it is connected by a suspension bridge, 2,200 feet long). Has corrugated sheet metal, automobile truck, lithographing, electro plating, wood carving, cigar box, ice, rosin and naval stores plants; breweries; distilleries; maraschino cherry bottling, iron fences, jail, machine tool, contractors' machinery, safe, engine and boiler, tile, architectural iron, brass, brick and glass works; flour, cotton, cordage, planing, textile and dyeing mills; piano player, x-ray machine, candied fruit, cigar and tobacco factories, laundries, tailor-to-the-trade shop; brass and bronze foundries. Annual value of manufactured products, approximately, \$12,000,000.00.

POST—Every evening except Sunday. Independent. Established 1890. Post Publishing Co., publishers. Subscription, \$3. Sworn average circulation for six months prior to April, 1915, 14,756* net paid; 8 to 16 pages, 8 columns; length of columns, 21¾ in.; width, 2 in. Can use matrices.

Advertising rates, 2¾ cts. flat; in full position, 3¾ cts. flat a line. Classified, ½c. per word. Notices following pure reading, 15 cts. a line.

UNION JOURNAL—Monthly. Fraternal-I. L. U. Y. W. Established 1903. International Liberty Union, publisher. Subscription, 50 cts. Claimed average circulation for 1914 106,744; 16 to 32 pages, 4 columns; length of columns, 12½ in.; width, 2¼ in. Can use matrices.

Advertising rates, agate, 20 cts. a line; ¼ page (175 lines), \$31.50; ½ page, \$56; one page, \$98.

FULTON—Population, 2,575. I. C. Ry. Industries include wholesale groceries, bot-

tling works; tobacco factories; foundry; carriage, furniture and ice factories; poultry packing house and lumber and flour mills.

BAPTIST FLAG—Every Thursday. Baptist. Established 1874. Baptist Flag Publishing Co., publishers. Subscription, \$1.50. Sworn detailed average circulation for year ending August, 1914, 12,563*; 16 pages, 4 columns; length of columns, 13 in.; width, 2½ in.

Advertising rates, \$1.30 an inch with discounts of 5, 10, 15 or 20% on 10, 50, 200 or 500 inches.

LEXINGTON—Population 35,099. 5 railroads and 5 interurban lines connecting 5 county seats and State Capital. In the center of the Blue Grass region. Most extensive trade in grain, horses and live stock generally. Industries include the manufacture of tobacco, liquors, bagging, rope, flour and carriages; also a brewery. Claimed to be the world's largest loose leaf tobacco market. Seat of Kentucky University and State University and 18 other schools and colleges. Kentucky Insane Asylum and State Reform School located here. Bank clearings during year 1914, 37,058,346.00.

CENTRAL METHODIST ADVOCATE—Every Thursday. Methodist. Established 1867. Central Methodist Advocate Publishing Co. (Inc.), publishers. Subscription, \$1.50; sworn detailed average circulation, for year ending August, 1914, 8,650*; 16 pages, 4 columns; length of columns, 12¾ in.; width, 2½ in.

Advertising rates, 87 cts. an inch, with discount of 5, 10, 15 or 20% on 10, 50, 200 or 500 inches.

HERALD—Every morning, including SUNDAY, and BLUE GRASS FARMER, Mondays. Daily, Democratic. Weekly, Agricultural. Established daily, 1870. The Lexington Herald Co., publishers. Subscription, \$7.80; weekly, \$1.50. Sworn average circulation for six months prior to April, 1915, daily and Sunday, 6,922* net paid; weekly, 9,457; daily, 10 to 16 pages; Sunday, 24 to 48 pages, 7 columns; length of columns, 20 in.; width, 2½ in.

Advertising rates daily, Sunday or weekly 25 cts. an inch, flat; preferred position, 12½ and 25% extra. Classified, 1c. per word. Reading notices, body type, 20 cts. a line. Telegraphic reading, 50 cts. a line.

LEADER—Every evening except Sunday; SUNDAY MORNING. Republican. Established 1888. Lexington Leader Co., publisher. Subscription, daily, \$5; Sunday, \$1.50. Sworn average circulation for six months prior to April, 1915, daily and Sunday, 7,596* net paid; daily, 10 to 16 pages, Sunday, 32 to

KENTUCKY

44 pages, 7 columns; length of columns, 30 in.; width, 2½ in. Can use matrices.

Advertising rates, daily, or Sunday, 25 cts. an inch, flat. Reading notices, brier 20 cts. a line. Classified, 1c. per word.

SADDLE & SHOW HORSE CHRONICLE—Every Wednesday. Fine horses and Allied Interests. Established 1911. Chronicle Publishing Co., publishers. Subscription, \$3. Claimed average circulation for year 1914, 2,896; 16 pages, 4 columns; length of columns, 12 in.; width, 2½ in. Cannot use matrices. Office, 137 East Main Street.

Advertising rates, \$1.50 an inch; 2 inches one issue, \$2.50; 3 in., \$3.50; 4 in., \$5; ½ page, \$8; ⅓ page, \$10; ¼ page, \$12; ⅓ page, \$15; ½ page, \$18; full page, \$30, with discounts of 10, 25 or 40% on 13, 26 or 52 consecutive insertions.

See advertisement on page 554.

LOUISVILLE—Population 223,928. On Ohio River and 11 railroads. Largest and most important commercial city in the state and one of the largest leaf tobacco markets in the world. Industries include farm implement works, one of the largest in the country; enameling works; tobacco, cement, leather and wagon factories; distilleries and iron foundries. Very large business in wheat, corn, pork and iron. Annual value of manufactured products, \$148,440,000.00. Assessed value of taxable property, \$212,178,222.00. Bank clearings during 1914, \$667,947,515.00.

ANZEIGER—Every morning including SUNDAY and WEEKLY. Tuesdays. German. Democratic. Established, daily, 1848; weekly, 1851. Louisville Anzeiger Co., publishers. Subscription, daily, \$7.80; Sunday \$2.60; weekly, \$1. Claimed average circulation for six months prior to April, 1915, daily, 6,751; Sunday, 12,420; weekly, 11,260; 8 to 24 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices. Office, 321 Green Street.

Advertising rates, daily or weekly, agate, 5 cts. a line; 500 lines, within one year, 4 cts. a line; 1,000 lines or more, 3½ cts. a line; Sunday, 7 cts. a line; 500 lines, 5 cts.; 1,000 lines, 4 cts.; 5,000 lines or more, 3½ cts. a line. Reading notices, 25 cts. per count line. Classified, 10 cts. a line.

See advertisement on page 527.

BABY—Monthly. Care of babies and children. Established 1902. The Baby Publishing Co., publishers. Subscription, \$1; circulation—not given by publisher; 32 pages or more, and cover, 2 columns; length of columns, 8 in.; width, 2½ in. Office, 400 East Kentucky Street.

Advertising rates, agate, 15 cts. a line.

BAPTIST WORLD—Every Thursday. Religious and Family. Established 1896. The Baptist World Publishing Co., publishers. Subscription, \$2. Claimed average circula-

KENTUCKY

tion for year 1914, 7,300. 32 pages, 3 columns; length of columns, 11¼ in.; width, 2½ in. Forms close one week in advance. Can use matrices. Office, 660 Fourth Avenue.

Advertising rates, agate, 10 cts. a line; 100 lines within one year, 6 cts.; 250 lines, 5½ cts.; 1,000 lines, 5 cts.; 2,000 lines, 4½ cts.; 4,000 lines, 4 cts. a line. Special position, 10% extra. Reading notices, 12 cts. a line. Classified, 1c. per word.

See advertisement on page 470.

CHRISTIAN OBSERVER—Every Wednesday. Presbyterian. Established 1813. Converse & Co., publishers. Subscription, \$2.50. Sworn average circulation for nine months ending April, 1915, 27,515*; 24 pages, 4 columns; length of columns, 14½ in.; width 2½ in. Forms close one week in advance. Office, 412-414 Third Street.

Advertising rates, agate, 17 cts. a line; over 50 lines, 16 cts.; 100 lines, 15 cts.; 250 lines, 14 cts.; 500 lines, 13 cts.; 1,000 lines, 12 cts.; 2,100 lines, 11 cts.; 2,800 lines, 10 cts. a line. Preferred position, 20% extra. Reading notices, 25 cts. a line, nonpareil.

COURIER-JOURNAL—Every morning including SUNDAY. Democratic. Established 1868. Louisville Courier-Journal Co., publishers. Subscription, \$6. Sworn average circulation for six months prior to October, 1914, 27,466 net paid; Sunday, 49,369 net paid; daily, 10 to 16 pages; Sunday, 58 to 64 pages, 8 columns; length of columns, 22 in.; width, 2½ in. Can use matrices. Office, Third Avenue and Green St.

Advertising rates, agate, daily, 15 cts. a line; Sunday, 18 cts. a line; 1,000 lines within one year, daily, 12½ cts.; Sunday 15 cts.; 3,000 lines, 10 or 12 cts.; 5,000 lines, 8 or 10 cts.; 10,000 lines, 7 or 9 cts. a line. Schools and Summer resorts, daily, 12½ cts.; Sunday, 18 cts. a line, with discount on 26 and 52 insertions in daily. Local notices, daily, 30 cts. a line; Sunday, 35 cts. Reading matter, nonpareil, daily, 50 cts.; Sunday, 75 cts.; minion readers, daily, 75 cts.; Sunday, \$1 per line. Classified, daily, 10 cts. a line; Sunday, 12 cts. a line. In combination with Evening TIMES, display, on contract, 1,000 lines, 24 cts.; 2,000 lines, 19 cts.; 4,000 lines, 17 cts.; 6,000 lines, 15 cts.

FARM AND FAMILY—Monthly (1st). Agricultural and Home. Established 1914. Courier-Journal Company, publishers. Subscription, 25 cts. Claimed average circulation for 1914, 17,910 net paid; 24 pages, 4 columns; length of columns, 15¼ in.; width, 2½ in. Can use matrices. Forms close two days in advance. Office, Third Avenue and Green Street.

Advertising rates, 5 cts. a line flat.

FARMERS' HOME JOURNAL—Every Saturday. Agricultural—Live Stock. Established 1865. Farmers' Home Journal Co., publishers. Subscription, \$1. Claimed average

KENTUCKY

circulation for year 1914, 15,275 net; 16 to 32 pages, 5 columns; length of columns, 15½ in.; width, 2½ in. Office, 414 Third Street.

Advertising rates, agate, 12 cts. a line; 100 lines within one year, 11 cts.; 250 lines, 10 cts.; 500 lines, 9 cts.; 1,000 lines, 8 cts.; 2,000 lines, 7 cts.; 5,000 lines or more, 6 cts. a line. Reading notices, brevier, 25 cts. a count line, first time; 15 cts. after.

See advertisement on page 544.

HERALD—Every morning including **SUNDAY**. Independent-Progressive. Established 1832. John C. Shaffer, publisher. Subscription, daily, \$3; Sunday, \$2. Sworn average circulation for six months prior to April, 1915, daily, 44,161* net paid; Sunday, 36,575 net paid. Daily 10 to 16 pages, Sunday 48, to 64 pages, 7 columns; length of columns, 20½ in.; width, 2½ in. Can use matrices. Office, 222-24 E. Walnut Street.

Advertising rates, daily or Sunday, 6 cts. a line, flat. Special positions, 10 and 25% extra. Classified, 1c. per word. Reading notices, 50 cts. a count line.

See advertisement on page 455.

HOME AND FARM—Semi-Monthly (1st and 15th). Agricultural. Established 1876. Home and Farm Publishing Co., (Inc.), publishers. Subscription, 50 cts. Detailed average circulation for year ending April 1915, 101,124*; 20 to 32 pages, 4 columns; length of columns, 15 5/14 in.; width, 2½ in. Forms close 5 days in advance. Can use matrices.

Advertising rates, agate, 45 cts. a line, flat. Special position, 10% extra.

See advertisement on page 550.

INDUSTRIOUS HEN—Monthly. Poultry. Established 1904. Blair-Young Publishing Co., publishers. Subscription, 50 cts. Claimed average circulation for year 1914, 25,000; 24 to 64 pages, 3 columns; length of columns, 10 in.; width, 2½ in. Forms close 25th of preceding month. Can not use matrices.

Advertising rates, \$2 flat an inch. Classified, 3 cts. per word.

INLAND FARMER—Semi-Monthly. (1st and 15th). Agricultural. Established 1902. The Inland Farmer Publishing Co., publishers. Subscription, 50 cts. Sworn detailed average circulation for first six months 1915, 125,677* net paid; 16 to 32 pages, 4 columns; length of columns, 14 in.; width, 2½ in. Forms close 10 days preceding. Office, Atherton Building.

Advertising rates, agate, 50 cts. a line; full page, \$350; Preferred position, 20% extra. Reading notices, 75 cts. per nonpareil line.

See advertisement on page 545.

KATHOLISCHER GLAUBENSBOTE—Every Thursday. German. Catholic. Independent. Established 1866. Katholischer Glaubensbote Publishing Co., publishers. Subscription, \$1. Claimed average circulation for year 1914, 10,350; 8 pages, 7 columns;

KENTUCKY

length of columns, 20 in.; width, 2½ in. Can use matrices. Office, 345 East Market Street.

Advertising rates, 25 cts. an inch. Special position and changed advertisements, 50 cts. an inch. Reading notices, 10 cts. a line in nonpareil, brevier or long primer type. E. O. W. ads., double price.

KENTUCKY ELK—Monthly, (1st) Fraternal. Established 1901. Chas. J. Cruise, editor and publisher. Subscription, \$1; circulation—not given by publisher; 30 pages, 2 columns; length of columns, 9 in.; width, 3¼ in. Cannot use matrices. Forms close 26th of preceding month. Office, 414 West Main Street.

Advertising rates, ¼ page, \$3.50; ½ page, \$6.50; ¾ page, \$12; full page, \$20. Discounts on 3, 6, or 12 month contracts. Inside covers 15%, and back outside cover page, 25% additional.

KENTUCKY FARMING—Monthly (1st). Agricultural and Home. Established 1899. Home and Fireside Co. (Inc.), publishers. Subscription, 50 cts. Claimed average circulation for year ending June, 1915, 35,000; 16 pages, 4 columns; length of columns, 13½ in.; width, 2½ in. Forms close 20th preceding month. Office, Commercial Building.

Advertising rates, agate, 15 cts. a line flat. Classified, 2 cts. per word.

MARKET GROWERS JOURNAL—Semi-Monthly, (1st and 15th). Market Gardeners. Established 1907. The Market Growers Journal Co., publishers. Subscription, \$1. Claimed average circulation for year 1914, 17,838. 20 to 48 pages, 3 columns; length of columns, 10 in.; width, 2½ in. Office, Inter-Southern Building.

Advertising rates, agate, 10 cts. a line; ¼ page, \$10; ½ page, \$20; one page, \$37.50; preferred position, 20% extra. Classified (nonpareil), 2 cts. a word.

MASONIC HOME JOURNAL—Semi-Monthly (1st and 15th). Masonic. Established 1883. Masonic W. and O. Home, publishers and proprietors. Subscription, \$1. Claimed average circulation for year ending June, 1915, 47,000; 32 pages, 3 columns; length of columns, 9 in.; width, 2½ in. Forms close five days in advance. Office, First and Avery Streets.

Advertising rates, \$4 an inch; 6 times, \$3.75; 12 times, \$3.50; 24 times, \$3.25 an in. Special position, 20% extra. Reading notices, 40 cts. a line.

NORTH AND SOUTH—Monthly (15th). Nonpartisan. Established 1902. J. L. Godfrey, publisher. Subscription, \$1. Claimed average circulation for year 1914, 10,000; 16 pages, 3 columns; length of columns, 12 in.; width, 3 in. Office, 416 West Main Street.

Advertising rates, 1/16 page, one time, \$10; ¼ page, \$17.50; ½ page, \$30; ¾ page, \$37.50; 1 page, \$55; one page, \$100.

KENTUCKY

PENTECOSTAL HERALD—Every Wednesday. Methodist Episcopal. Established 1889. Pentecostal Publishing Co., publishers. Subscription, \$1. Sworn detailed average circulation for year ending October, 1914, 24,520*; 16 pages, 4 columns; length of columns, 13 in.; width, 2½ in. Forms close one week in advance. Office, 317 W. Walnut Street.

Advertising rates, \$2.45 an inch, with discounts of 5, 10, 15 or 20% on 10, 50, 200 or 500 inches.

POST—Every evening except Sunday. Independent. Established 1873. Evening Post Co., publishers. Subscription, \$3. Sworn average circulation for twelve months prior to April, 1915, 40,469* net paid; 10 to 24 pages, 7 columns; length of columns, 21¾ in.; width, 2¼ in. Can use matrices. Office, 317 W. Walnut Street.

Advertising rates, agate, 12½ cts. a line; 1,000 lines within one year, 8 cts. a line; 3,000 lines, 7 cts.; 5,000 lines, 6 cts. a line. Preferred position, 20% extra. Classified, 1c. a word. Reading notices, 50 cts. a line; 100 lines, 45 cts.; 200 lines, 40 cts.; 500 lines, 30 cts.; 1,000 lines, 25 cts. a line.

SHAFER GROUP—

See advertisement on page 455.

TIMES—Every afternoon except Sunday. Democratic. Established 1884. Louisville Times Co., publishers. Subscription, \$5; sworn average circulation for six months prior to October, 1914, 53,145 net paid; 12 to 28 pages, 8 columns; length of columns, 21¾ in.; width, 2¼ in. Can use matrices. Office, Third Ave. and Green Street.

Advertising rates, agate, 15 cts. per line; 1,000 lines, within one year, 12½ cts. a line; 2,000 lines, 10 cts.; 4,000 lines, 9 cts.; 6,000 lines or more, 8 cts. a line. Special position, 10 and 25% extra. Classified, 1c. a word. Reading notices, nonpareil, solid, 40 cts. per line; telegraphic readers, \$1 a line. Combination rate with **COURIER-JOURNAL**, which see.

TRADE OUTLOOK—Monthly (15th). Trade. Established 1910. Sam McDowell Anderson, publisher. Subscription, \$1. Claimed average circulation for six months ending May, 1915, 6,276; 48 pages, 2 columns; length of columns, 11½ in.; width, 2½ in. Cannot use matrices. Forms close 10th. Office, 208 Keller Building.

Advertising rates, full page, \$42.50; ½ page, \$25; ¼ page, \$18.50; ⅛ page, \$14.50; ⅙ page, \$10, with discount on 3, 6 or 12 insertions.

WESTERN RECORDER—Every Thursday. Baptist. Established 1825. Baptist Book Concern, publishers. Subscription, \$2. Sworn average circulation for year ending August, 1914, 12,000 net; 16 pages, 5 columns; length

KENTUCKY

of columns, 15 in.; width, 2½ in. Office, 650 Fourth Avenue.

Advertising rates, agate, \$1.20 an inch, with discounts of 5, 10, 15 or 20% on 10, 50, 200 or 500 inches.

OWENSEBORO—Population, 1910 census 16,011; 1915 estimate 20,000. Located on Ohio River, 114 miles West of Louisville, with three railroads and another in prospect. Extensive manufacture of wagons, buggies, wheels, steam and gasoline engines, electric motors and supplies, ditchers and graders, midget mills, building materials, flour, meal and feed, brick, sewer and tile pipe, whiskey distilleries, flour mills and mill machinery, and is one of the largest tobacco markets in the world. Annual value of manufactured products, \$7,356,560.00. Bank clearings during year 1914, \$20,398,704.50.

MESSENGER—Every morning except Monday, including **SUNDAY**. Democratic. Established 1875. Messenger Publishing Co., publishers. Subscription, daily, \$6. Sworn average circulation for twelve months prior to April 1915, 5,056* net paid. Daily 8 to 12 pages; Sunday, 16 to 20 pages, 7 columns; length of columns, 20¾ in.; width, 2¼ in. Can use matrices.

Advertising rates, daily or Sunday 25 cts. an inch; 500 in. within one year, 20 cts.; 1,000 in., 15 cts. an inch. Special position, 10 or 25% extra. Readers, 10 cts. a brevier line. Classified, 1c. per word.

PADUCAH—Population 22,760. Surrounded by excellent agricultural territory. On Ohio, Tennessee and Cumberland Rivers, seven railroads and one interurban line. Vast business in dark tobacco and second largest tobacco market in the world, and is one of the largest hardwood markets in the South. Also large shipper of live stock, grain, cross ties and manufactured iron. Has foundries; machine shops; cordage, hosiery, clothing, tobacco, carriage and canning factories; saw and flour mills and railway repair shops. Annual factory payroll, \$3,500,000.00. Annual railway shop payroll \$1,500,000.00. Annual value of manufactured products, \$6,500,000.00. Bank clearings during the year 1914, \$49,461,014.00.

NEWS-DEMOCRAT—Every morning except Monday, including **SUNDAY**. Democratic. Established 1872. Democrat Publishing Co., (Inc.), publishers. Subscription, \$6. Sworn average circulation for six months prior to April, 1915, 6,958* net paid; 8 to 32 pages, 7 columns; length of columns, 21½ in.; width, 2¼ in. Can use matrices.

Advertising rates, 30 cts. an inch; 300 in., within one year, 23 cts. an inch; 500 in., 21 cts.; 1,000 in., or more, 17½ cts. an inch. Reading notices, 20 cts. a line; business notices, 10 cts. a line; in city lines, 12½ cts. a line. Classified, 1c. a word.

See advertisement on page 550.

KENTUCKY

SUN—Every evening except Sunday. Republican. Established 1896. Sun Publishing Co., (Inc.), publishers. Subscription, \$5.20. Sworn average circulation for twelve months prior to April, 1915, 6,198* net paid; guaranteed under A. B. C. Audit; 8 pages, 7 columns; length of columns, 20¾ in.; width, 2½ in.

Advertising rates, 30 cts. an inch; 200

KENTUCKY

in., 25 cts.; 400 in., 22½ cts.; 600 in., 20 cts.; 800 in. or more, 17½ cts. Composition, 3 cts. an inch, additional. Special position, 25% extra. Classified, 1c. per word first insertion; ½c. each subsequent insertion; per month, 50 cts. a line. Reading notices, 12½ cts. a line; pure reading news, heading or bold faced capitals, 20 cts. a line.

See advertisement on page 524.

LOUISIANA

ALEXANDRIA—Population, 1910 census, 11,213; 1915 estimate, 17,500. Transportation facilities consist of eight railroads and navigable Red River. In the heart of rich Red River Valley; fruit, truck, cotton, corn cane and live stock among largest agricultural products. Industries include oil and saw mills, brick yards and cotton compress. Annual income from the various enterprises, \$3,000,000.00. Four banks, with resources of \$5,000,000.00.

BAPTIST CHRONICLE—Every Thursday. Baptist. Established 1886. R. M. Boone, editor and proprietor. Subscription, \$2. Claimed average circulation for year 1914 4,500; 16 pages, 4 columns; length of columns, 12 in.; width, 2½ in.

Advertising rates, 52 cts. an in., with discount for space.

CROWLEY—Population, 1910 census, 5,099; 1915, estimate, 6,500. On Southern Pacific; Prisco and Texas & Pacific Railway systems. Water transportation now available through Bayou Plaquemine, Brulee and Intra-coastal Canal. Very largely an agricultural district, rice being the main crop, but corn, oats, cotton, tobacco, cow peas, lespeza, fruits and vegetable are being grown successfully; other industries are seven rice mills and a feed mill with a daily capacity of fifteen cars; machine shops and garages. Annual value of manufactured products, \$2,000,000.00.

RICE JOURNAL AND SOUTHERN FARMER—Monthly. Agricultural. Established 1898. The Signal Publishing Co., Ltd., publishers. Subscription, \$1. Claimed average circulation for year, 4,000 net; 32 pages, 4 columns; length of columns, 12½ in.; width, 2½ in. Forms close 20th preceding month. Can use matrices.

Advertising rates, \$1 an inch full page, \$50; ½ and ¼ page pro rata, with discounts of 10 or 25% on 6 or 12 month contracts. Reading notices, 2 cts. per word.

NEW ORLEANS—Population, 1910 census, 339,075; 1915 estimate, 369,000. On Mississippi River 100 miles above the Gulf of

Mexico. Possesses 11 railroads. Has harbor and port facilities representing investment by the federal government of approximately, \$20,000,000 and investment actual or in prospect by City and State of approximately, \$15,000,000. In volume of export and import commerce in 1914, second port in the Union, with total of \$260,735,000. Greatest Commercial city in the entire South, with a very large commerce in hides, wool, lumber, iron, coal, grain, rice, sugar and one of the greatest markets in the world for fish, oysters and cotton. Manufactures include sugar, burlap, cotton bags, cigars, tobacco, fertilizer material, chewing gum, clothing and shoes. Seat of Tulane University, Loyola College Ursuline Convent, Jesuit College, Sophie Newcomb College, U. S. Naval Station; also branch of U. S. Mint located here. Factory output in 1914 for New Orleans and environs, \$120,000,000.00. Bank clearings for 1914, \$904,482,938.58.

AREILLE (L')—Every morning except Monday, including SUNDAY and WEEKLY. Saturdays. French. Democratic. Established 1827. New Orleans Bee Publishing Co., (Ltd.), publishers. Subscription, daily, \$7.50; Sunday, \$2; weekly, \$3. Circulation not given by publisher; daily, 4 to 8 pages, (weekly, 12 pages), 6 columns; length of columns, 21 in.; width, 2½ in. Office, 323 Chartres Street.

Advertising rates, agate, 10 lines, or more daily or weekly, first insertion, 10 cts. a line; subsequent insertions, 9 cts.; 250 lines within one month, 7½ cts.; 500 lines, 7 cts.; 750 lines, 6½ cts.; 1,000 lines, 6 cts.; 2,000 lines, 5 cts. a line; 10,000 lines within one year, 3½ cts. a line. Classified, 6 cts. a line; one week, 5 cts.; one month, 4 cts. a line. Reading notices, 20 cts. a line.

AMERICAN—Every morning including SUNDAY. Democratic. Established 1915. Southern Publishing Co., publishers. Subscription \$5. Detailed average circulation April 30, 1915, 23,178*; 8 to 12 pages daily, 24 to 30 pages Sunday, 7 columns; length of columns, 21½ in., width, 2½. Can use matrices.

LOUISIANA

Advertising rates, agate, first insertion, 10 cts. a line; subsequent insertions, 8 cts.; 2,500 lines or more within one year, 5 cts. a line. Reading notices (small headings count double), 15 cts. a line. Classified, 6 cts. a line; Sundays for one year, 4 cts. a line.

See advertisement on page 462.

CATHOLIC CHURCHMAN—Every Tuesday. Catholic. Established 1907. Catholic Churchman Co., publishers. Subscription, \$2. Claimed average circulation for year 1914, 22,500; 16 pages, 4 columns; length of columns, 12 in.; width, 2½ in. Can use matrices. Forms close one week in advance.

Advertising rates, agate, 10 cts. a line. Reading notices, 15 cts. a line.

CHRISTIAN ADVOCATE—Every Thursday. Methodist. Established 1850. Chas. O. Chalmers, publisher. Subscription, \$1.50. Sworn average circulation for year ending July, 1914, 7,695*; 16 pages, 4 columns; length of columns, 12½ in.; width, 2½ in.

Advertising rates, 77 cts. an in., with discount 5, 10, 15 or 20% on 10, 50, 200 or 500 inches.

GULF STATES FARMER—Monthly. Agricultural. Established 1910. Gulf States Farmer Publishing Co. (Ltd.), publishers. Subscription, \$1. Claimed average circulation for year, 1914, 30,000 32 pages, 4 columns; length of columns, 13 in.; width, 2½ in. Office, Metropolitan Bank Bldg.

Advertising rates, agate, 12 cts., flat, a line. Classified 5 cts. per word.

ITEM—Every evening, except Sunday **SUNDAY MORNING**, and **WEEKLY**, Friday Independent. Established 1877. James M. Thomson, publisher. Subscription, daily and Sunday, \$7.80; weekly, 25 cts. Sworn average circulation for twelve months prior to October, 1915, daily and Sunday, 52,529* net paid; weekly, claimed average, 26,000; daily, 14 to 16 pages; Sunday, 32 to 60 pages; weekly, 10 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices. Office, 210 Camp Street.

Advertising rates, agate, daily, Sunday or weekly, 10 cts. a line, flat. Preferred position 10 and 25% extra. Resorts and Schools 9 cts. a line, flat. Local notices, 25 cts. count line; pure reading, 50 cts. a line; telegraphic, \$1 a line. Classified, 15 cts. per line.

See advertisement on pages 528 and 529.

JEWISH LEDGER—Every Friday. Jewish. Religious. Established 1895. A. Steeg, publisher. Subscription, \$2. Sworn detailed average circulation for year ending November, 1914, 5,347*; 32 pages, 4 columns; length of columns, 11¼ in.; width, 2½ in. Office, 938 Lafayette Street.

Advertising rates, 53 cts. an in. with discount 5, 10, 15 or 20% on 10, 50, 200 or 500 inches.

LOUISIANA

JEWISH SPECTATOR—See Memphis, Tenn.

LUMBER TRADE JOURNAL—Semi-monthly (1st and 15th). Trade. Established 1882. W. C. Wright, publisher. Subscription, \$2. Claimed average circulation for year 1914, 5,600; 100 pages, 3 columns; length of columns, 12 in.; width, 2 11/12 in. Can not use matrices. Forms close 8th and 23rd. Office, 606 Commercial Place.

Advertising rates, full page, \$45, 2 issues \$75, six issues, \$200, twelve issues, \$375, twenty-four issues, \$700; ½ page, \$25, \$45, \$125, \$200 or \$375; ¼ page, \$15, \$25, \$75, \$125 or \$200; ⅛ page, \$10, \$15, \$40, \$75 or \$125; ⅙ page, \$7, \$10, \$25, \$40 or \$75 for one, two, six, twelve or twenty-four issues respectfully.

MODERN FARMING—Semi-Monthly (10th and 25th) Agricultural. Established 1870. The Modern Farming Publishing Co., publishers. Subscription, 50 cts. Detailed average circulation for three months ending May, 1915, 20,489* net paid; 16 to 24 pages, 4 columns; length of columns, 12 in.; width, 2½ in. Office, 518-20 Gravier Street. Forms close 1st and 15th of month.

Advertising rates, 10 cts. a line, flat. Reading notices, 50 cts. a line. Classified, 2 cts. per word.

MORNING STAR—Every Saturday. Catholic. Established 1868. The Morning Star Publishing Co., publishers. Subscription, \$2. Claimed average circulation for year 1914, 11,000; 8 pages, 7 columns; length of columns, 20½ in.; width, 2½ in. Office, 205 Camp Street.

Advertising rates, 75 cts. an inch.

SOUTHERN BUCK—Monthly. Elks. Fraternal. Established 1900. Aubrey Murray, publisher. Subscription, \$1. Claimed circulation for year 1914, 5,200; 40 pages, 2 columns; length of columns, 8 in.; width, 15 ems. Office, Board of Trade Building.

Advertising rates, \$1.25 an inch.

SOUTHWESTERN CHRISTIAN ADVOCATE—Every Thursday. Methodist Episcopal. Established 1866. Methodist Book Concern, publishers. Subscription, \$1.25. Claimed average circulation for year 1914, 7,600 net; 16 pages, 4 columns; length of columns, 13½ in.; width, 2 in. Office, 631 Baronne Street.

Advertising rates, agate, 4 cts a line. Reading notices, 8 cts. a line. Preferred position, 20% additional.

STATES—Every evening except Sunday, **SUNDAY MORNING**. Democratic. Established 1879. Daily States Publishing Co., publishers. Subscription, daily, \$7. Sworn average circulation for six months prior to April 1915, daily and Sunday, 33,796* net

LOUISIANA

paid; daily, 14 to 28 pages; Sunday, 36 to 60 pages; 7 columns; length of columns, 20 $\frac{3}{4}$ in.; width, 2 $\frac{1}{2}$ in. Can use matrices. Office, 604-606 Canal Street.

Advertising rates, agate, daily or Sunday, 10 cts. a line; 1,000 lines, within one year, 9 cts.; 2,000 lines, 8 cts.; 3,000 lines, 7 cts.; 5,000 lines, 6 cts. a line. In combination with Shreveport Times, daily, 8 $\frac{1}{2}$, Sunday, 9 cts., flat, a line. Special positions, 25% extra. Classified, 1 $\frac{1}{4}$ cts. per word. Reading notices, 25 cts. a line, nonpareil.

TIMES-PICAYUNE—Every morning including SUNDAY, and WEEKLY, Thursday. Democratic. Established 1837. Times-Picayune Publishing Co., proprietors. Subscription, daily and Sunday, \$7.50; weekly, 50 cts. Sworn detailed average circulation for six months prior to April, 1915, 49,878* net paid; Sunday, 64,825* net paid*; semi-weekly, claimed average for year 1914, 6,576 net; daily, 12 to 20 pages; Sunday, 50 to 70 pages; weekly, 10 pages; daily, Sunday and weekly, 7 columns; length of columns, 21 in.; width, 2 $\frac{1}{2}$ in. Can use matrices.

Advertising rates, agate, daily, 10 cts. a line; Sunday, 12 cts. a line; next to reading 11 or 13 cts.; full positions, 13 or 15 cts. a line. Reading notices, daily or Sunday, nonpareil, 25 cts. a line. Classified, daily or Sunday, 2 cts. per word. WEEKLY, all classes of advertising, 5 cts. a line, flat.

UNITED LABOR JOURNAL—Every Saturday. Labor. Established 1897. The United Labor Journal Co., publishers. Subscription, \$2. Claimed average circulation for year, 1914, 25,000; 16 pages, 4 columns; length of columns, 12 in.; width, 2 $\frac{1}{2}$ in. Can use matrices.

Advertising rates, 50 cts. an inch. Classified, 10 cts. a line (6 words). Reading notices, 15 cts. a line.

SHREVEPORT—Population, 1910 census, 28,015; 1915 estimate, 40,000. On Red River and 11 railroads. In the center of vast natural gas fields and an extensive export trade in cotton. Cattle also shipped

LOUISIANA

extensively. Has machine shops, lumber and cotton seed oil mills, window glass, bottle, electric fixtures and carbonator factories, and extensive iron works. Annual value of manufactured products, \$6,242,000. Annual income from the various industries, \$68,000,000. Bank deposits during 1914, \$13,000,000.

JOURNAL—Every evening except Sunday. Democratic. Established 1895. The Journal Publishing Company, publishers. Subscription, \$5. Sworn detailed average circulation for six months ending March, 1915, 5,911* net; paid; 12 to 16 pages, 7 columns; length of columns, 20 in.; width, 2 $\frac{1}{2}$ in. Can use matrices.

Advertising rates, 25 cts. an inch, flat. Readers, 15 cts. per line; set in nonpareil or agate, 8 cts. per line. Classified (15 cts. minimum), 1c. per word.

See advertisement on page 552.

TIMES—Every morning including SUNDAY and TWICE-A-WEEK, Tuesdays and Fridays. Democratic. Established 1872. The Times Publishing Co., publishers. Subscription, daily, \$7.50; Sunday, \$2; weekly, \$1. Sworn average circulation for six months prior to April, 1915, daily and Sunday, 11,578* net paid; Sunday, alone from daily, 16,784* net paid; twice-a-week for same period each issue, 8,912* net paid; daily, 8 to 16 pages; Sunday, 30 to 40 pages; twice-a-week, 8 to 12 pages; daily, Sunday and weekly, 7 columns; length of columns, 22 in.; width 2 $\frac{1}{2}$ in. Can use matrices.

Advertising rates, agate, daily, 6 cts., Sunday, 7 cts. a line; 1,000 lines within one year, 4 or 5 cts. a line; 3,000 lines, 3 $\frac{1}{2}$ or 4 $\frac{1}{2}$ cts.; 5,000 lines, 3 or 3 $\frac{3}{4}$ cts.; 7,000 lines or more, 2 $\frac{1}{2}$ or 3 cts. a line. In combination with New Orleans States, daily, 8 $\frac{1}{2}$, Sunday, 9 cts., flat, a line. Special position, 10 or 25% extra. Reading notices, 100 lines, 10 cts. a line; 500 lines, 9 cts.; 1,000 lines, 8 cts. a line. Educational and resorts, 3 $\frac{1}{2}$ cts. a line, flat. Classified, 1c. per word. Semi-Weekly, display, 5 cts. a line.

See advertisement on page 468.



MAINE

AUGUSTA—Population 13,211. On Kennebec River, Maine Central R. R. Has excellent water power, large cotton mills. Asylum for the Insane and State-house located here.

AMERICAN WOMAN—Monthly. Household. Literary. Established 1891. The Vickery & Hill Publishing Co., publishers. Subscription, 25 cts.; sworn detailed average circulation for year 1914, 625,310*; 32 pages, 4 columns; length of columns, 13½ in.; width, 2¼ in. Forms close 5th preceding month.

Advertising rates, agate, \$2 a line. 10% discount on 200 lines or more in any one issue. Reading notices, \$2.67 per agate line; ½ page (378 lines), 20% discount; one page, 30% discount.

See advertisement facing third or inside back cover.

COMFORT—Monthly. Literary. Established 1888. W. H. Gannett, publisher (Incorp.). Subscription, 25 cts. a year; sworn detailed average circulation for six months ending June 1915, 1,269,500* net paid; 24 to 48 pages, 4 columns; length of columns, 15¼ in.; width, 2½/12 in. Forms close 10th preceding month.

Advertising rates, per agate line, \$5. 175 lines in one issue for one advertiser, \$4.50 a line; 200 lines, \$4.15; ¼ page (212 lines), \$4; 350 lines, \$3.75; 400 lines, \$3.50; ½ page (424 lines), \$3.50; 700 lines, \$3.25; one page (848 lines), \$3 a line; back cover, \$3.25 a line. Reading notices (nonpareil), \$7 a line. Classified (11½ ems wide), \$3.75 per agate line.

See advertisement on colored insert following the last text page.

GOOD STORIES—HAPPY HOURS—HEARTH AND HOME—See Vickery & Hill List. Also see advertisement facing third or inside back cover.

KENNEBEC JOURNAL—Every morning except Sunday. Republican. Established 1825. Kennebec Journal Co., publishers. Subscription, \$5. Sworn average circulation for year 1914, 11,763*; 12 pages, 7 columns; length of columns, 21 in.; width, 2¼ in.

Advertising rates, electrotyped matter, or standing advertisements, daily, 1 inch, one time, 75 cts.; one week, \$2; one month, \$6; three months, \$15; six months, \$24; one year, \$48; e. o. d., ¾ of daily rates. Special position, extra. Open space used within one year, 100 in., 40 cts. an inch; 250 in., 30 cts.; 500 in., 27 cts.; 1,000 in., or more, 25 cts. an inch. Classified, 4 lines, one time, 15 cts.; one week, 50 cts. Reading notices, leaded, 25 cts. per count line; solid, among paid reading matter, 10 cts. a line. Nonpareil business notices, 10 cts. a line, first time; 6 cts. a line each subsequent insertion.

MAINE FARMER—Every Thursday. Agricultural. Established 1832. Maine Farmer Co., publishers. Subscription, \$1. Claimed average circulation for year 1914, 9,225; 8 to 16 pages, 7 columns; length of columns, 20½ in.; width, 2½ in.

Advertising rates, agate, 4½ cts. a line. 1,000 lines, or more 4½ cts.; 2,000 lines, 4 cts. a line. Position 10, 15 and 25% extra. Classified, 1c. per word.

VICKERY & HILL LIST—(Consisting of three publications: HEARTH AND HOME, GOOD STORIES and HAPPY HOURS). Monthly. Household. The Vickery & Hill Publishing Co., publishers. Subscription, 25 cts.; 32 pages, 4 columns; length of columns, 13½ in.; width, 2¼ in. Combined sworn detailed average circulation for six months ending June, 1915, 1,799,452*. Forms close 10th of preceding month.

Advertising rates for the combination on the three papers, \$5 a line; 200 lines in any one issue to one advertiser, 10% discount; ¼ page (378 lines), 20% discount; one page, 30% discount. Reading notices, \$6.67 a line.

See advertisement facing third or inside back cover.

BANGOR—Population 24,803. On Penobscot River and Bangor & Aroostook and Maine Central Railway Systems. Distributing center for a vast district. Has excellent water power, iron foundry, paper, pulp and wooden mills and is one of the greatest lumber shipping centers in the U. S. an excellent coast and foreign commerce.

COMMERCIAL—Every evening except Sunday, and WEEKLY COMMERCIAL FARMER AND VILLAGER, Thursdays. Daily, independent. Weekly, family and agricultural. Established daily, 1872; weekly, 1838. J. P. Bass Publishing Co., publishers. Subscription, daily, \$6; weekly, \$1. Detailed average circulation for year 1914, daily, 11,753*; weekly, 23,500*; daily, 12 to 20 pages (weekly, 16 pages), 8 columns; length of columns, 21¼ in.; width, 2¼ in. Can use matrices.

Advertising rates, daily, 1 inch, one time, 75 cts.; 3 times, \$1.50; 1 week, \$2.25; 1 month, \$6.50; three months, \$16.50; six months, \$30; e. o. d., ¾; two times a week, ½; one time a week, ¼ daily rates. Open space within one year, 100 in., 40 cts.; 250 in., 35 cts.; 500 in., 30 cts.; 1,000 in., or more, 25 cts. an inch. Full position on open space contracts, 5 cts. per inch additional. Classified, 5 cts. a line; 50 cts. per week for 30 words; additional space, 2 cts. a word. Reading notices, 15 cts. a line; pure readers, 25 cts. per count line; telegraphic matter, 35 cts. per count line. Weekly, one inch, one time, \$1.50; one month, \$5; three months, \$14; six months, \$27; twelve months, \$52;

If you are advertising to satisfy your own whims or your own prejudices, you ought to use such publications as may meet with your fancy; but if you want to advertise to increase your business, to make more money, you should consult a reliable Advertising Agency—NELSON CHESMAN & CO., 40 years in business.

MAINE

agricultural section (agricultural advs., only inserted on first page), 25% additional. Full position, 25% extra. Open space within one year, in weekly, 1,400 lines, 9 cts. a line; 2,800 lines, 8 cts.; 4,200 lines, 7 cts. a line. Reading notices, 25 cts. per count line; pure readers, 50 cts. a line.

MAINE RURAL LIFE—Circulated semi-monthly (second and fourth Saturdays) as a magazine section of Bangor Daily (Saturday) and Semi-Weekly News; Kennebec Daily (Saturday) and Weekly Journal; Portland Daily (Saturday) State Press and Maine State Press. Agricultural and Home. Established 1893. Rural Life Publishing Co., publishers; circulation—not given by publisher; 00 pages, 4 columns; length of columns, 14½ in.; width, 2½ in. Can use matrices. Forms close ten days in advance. Office, 44 Central Street.

Advertising rates, 20 cts. a line, with a discount of 10% on a 1,000 lines or more. Classified, 2 cts. per word.

NEWS—Every morning except Sunday, and SEMI-WEEKLY, Tuesdays and Fridays. Republican. Established 1889. Bangor Publishing Co., publishers. Subscription, daily, \$6; semi-weekly, \$1. Sworn average circulation for six months prior to April, 1915, daily, 13,571* net paid; semi-weekly, claimed average for year 1914, 4,971 net; 10 pages or more, 7 columns; length of columns, 21½ in.; width, 2½ in. Can use matrices.

Advertising rates, nonpareil, 1 inch, one time, 60 cts.; one week, \$2; one month, \$6.25; three months, \$15.25; six months, \$28; one year, \$48. Open space used within one year, 100 in., 50 cts. over 100 in., 45 cts.; 200 in., 40 cts.; 300 in. 35 cts.; 500 in., 30 cts.; 1,000 in., 25 cts. an inch. E. O. D., % of daily rates; twice-a-week, ½ daily rate; once a week, ¼ daily rate. Position, 10 and 25% extra. Reading notices, brevier, 20 cts. a line; by the week, 15 cts.; pure readers, 25 cts. per count line; telegraphic readers, 35 cts., brevier line. SEMI-WEEKLY, 1 inch, one week, \$1.25; one month, \$3.50; three months, \$7.50; six months, \$13; one year, \$24; one time a week, ¾ semi-weekly rates.

CALAIS—Population 6,116. On St. Croix River and Washington Co. R. R. Industries include ship building and lumber manufacture; shoe factories, paper, bag and cotton mills.

ADVERTISER—Every Wednesday. Republican. Established 1836. Advertiser Publishing Co., publishers. Subscription, \$1. Claimed circulation for year 1914, 6,200; 8 to 12 pages, 6 columns; length of columns, 20 in.; width, 2½ in.

Advertising rates, 25 cts. an inch; \$10 on yearly contract.

LEWISTON—Population 26,247. (Auburn, a twin city, 15,064. Total, 41,311.) On Androscoggin River and 2 railroads. Have

MAINE

one of the largest water power developments in New England and is in the center of 200 miles of suburban and inter-urban trolley lines. Manufactures cotton and woolen goods, boots, shoes, boxes, bobbins, etc. Seat of Bates College.

JOURNAL—Every evening except Sunday. Independent-Republican. Established 1847. Lewiston Journal Co., publishers. Subscription, daily, \$3; Saturday, \$1. Sworn detailed average circulation for three months ending March 31, 1915, daily, 10,650* net paid; Saturday, 14,375* net paid; daily, 12 to 20 pages; Saturday issue, 36 to 40 pages, either edition, 8 columns; length of columns, 20½ in.; width, 2½ in. Can use matrices.

Advertising rates, agate, daily, 5½ cts. a line; yearly contracts, 500 lines, 5 cts.; 1,000 lines, 4½ cts.; 2,000 lines, 4 cts.; 3,000 lines, 3½ cts.; 4,000 lines, 3 cts.; 5,000 lines, 2½ cts.; 7,500 lines or more, 2 cts. a line; Saturday, 6½ cts. a line; 500 lines, 6 cts.; 1,000 lines, 5½ cts.; 2,000 lines, 5 cts.; 3,000 lines, 4½ cts.; 4,000 lines, 4 cts.; 5,000 lines, 3½ cts.; 7,500 lines or more, 3 cts. a line. Magazine Section (in Saturday issue), 5 cts. a line. Special positions, 15, 25 or 33½% extra; specified pages, except first or last, 25%; first page, 100%; last page, 50% additional. Classified, daily, ½c.; Saturday and Magazine Section, 1c. per word.

SUN—Every morning except Sunday. Independent. Established 1893. Lewiston Daily Sun (Inc.), publishers. Subscription, \$5. Sworn average circulation for twelve months prior to April, 1915, 5,505* net paid; 8 to 14 pages, 7 columns; length of columns, 20½ in.; width, 2½ in.

Advertising rates, 50 cts. an inch; one week, \$1.50; one month, \$4.50; three months, \$12; six months, \$21; one year, \$36; 100 in., within one year, 30 cts.; 250 in., 25 cts.; 500 in., 22 cts.; 750 in., 20 cts.; 1,000 in., or more, 18 cts. an inch. Position, 12½, 25 and 50% extra. Reading notices, 10 cts. a line first insertion; 6 cts. after; pure readers or telegraphic matter, 20 cts. a count line. Classified, 30 words, 3 times, 25 cts.

PHILLIPS—Population 1,423. On Phillips & Rangley R. R., Sandy River and Rangley Lake. Farming section almost exclusively, with excellent fishing and hunting grounds. Annual value of manufactured products, \$100,000.00.

MAINE WOODS—Every Thursday. Fish and Game. Outing and Hotel. Established 1877. J. W. Brackette & Co., publishers. Subscription, \$1.50. Claimed average circulation for year, 1914, 5,190 net. Outing edition, 8 pages, local edition, 10 to 12 pages, 5 columns; length of columns, 18 in.; width, 2½ in.

Advertising rates, 94 cts. an inch; one month, \$3.24; three months, \$6.59; six months, \$10.40; one year, \$15.60; local edition alone, 40% of above rates. Reading notices, double display rates.

MAINE

PORTLAND Population, 1910 census, 58,571; 1915 estimated, 65,000. On Casco Bay with regular steamers to New York and Boston and 3 railroad terminals. Has fine harbor with a number of lines of coastwise and Trans-Atlantic steamers; extensively engaged in foreign and coast trade, industries include ship building, engines, locomotive and railroad cars, heavy iron forgings, electric elevator and motor and window screen factory, canneries and important fisheries. Annual value of manufactured products, exceeding \$10,500,000. Bank clearings during year 1914, \$102,165,305.00.

EASTERN ARGUS—Every morning, except Sunday. Democratic. Established 1803. Eastern Argus Publishing Co., publishers. Subscription, \$6. Sworn average circulation for six months prior to April, 1915, 7,258* net paid; 12 to 16 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices. Office, 99 Exchange Street.

Advertising rates, 25 cts. an inch; in position, 30 cts. an inch. Reading notices, 50 cts. an inch.

EXPRESS—Every evening except Sunday and **SUNDAY TELEGRAM** (which see). Republican. Established 1882. Evening Express Publishing Co., publishers. Subscription, \$5. Sworn detailed average circulation for year 1914, 20,944* net; 18 to 23 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices. Office, 13 Monument Square.

Advertising rates, daily, per inch, one time, \$1; 3 times, \$2; one week, \$3.50; one month, \$12; three months, \$27; six months, \$48; one year, \$84. Larger space, pro rata; ½ inch advs., ½ of an inch rate; no display on first page. E. O. D., ⅓ of daily rate; preferred positions, ⅓, ⅔, ½ and ¾ additional. Open space, within one year, 100 in., 75 cts. an inch; 250 in., 65 cts.; 500 in., 55 cts.; 1,000 in., or more, 50 cts. an inch. Extra composition oftener than one time a week, 10 cts. an inch. Reading notices, 25 cts. a line. First page, 50 cts. a line, with discount on 100 lines and over. Classified, 1c. a word.

PRESS—Every morning including **SUNDAY**. Republican. Established 1862. Portland News Publishing Co., publishers. Subscription, daily, \$3; Sunday, \$1.50. Sworn average circulation for six months prior to April, 1915, daily and Sunday, 14,283* net paid; daily, 8 to 16 pages; Sunday, 20 pages; daily or Sunday, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices. Office, Monument Square.

Advertising rates, daily or Sunday, 2½ cts. a line, flat. Special position, 10 or 25% extra. Readers, 10 cts. a count line; telegraphic, 25 cts. a line. Classified, 1c. per word.

SUNDAY TELEGRAM—Every Sunday. Independent. Established 1887. Evening Express Publishing Co., publishers. Subscription, \$1.50. Sworn detailed average circula-

MAINE

tion for year 1914, 14,130* net; 24 to 32 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices. Office, 13 Monument Square.

Advertising rates, per inch, one time, 75 cts.; one month, \$2.25; three months, \$6; six months, \$9; one year, \$15. Position, ⅓, ⅔, ½ and ¾ additional. Open space within one year, 100 in., 55 cts. an inch; 250 in., 50 cts.; 500 in., 45 cts.; 1,000 in., 40 cts. an inch. Reading notices, 25 cts. a line; first page, 50 cts. a line. Classified, 1c. a word.

ROCKLAND—Population 8,174. On Penobscot Bay, with steamer service to Boston, Bangor, Bar Harbor and other points; also on, and is a terminal point of, the Maine Central Railroad. Leading industries are a number of lime kilns, employing more than 1,000 men; granite quarries; iron and brass works.

COURIER-GAZETTE—Semi-weekly (Tuesday and Friday). Republican. Established 1846. Rockland Publishing Co., publishers. Subscription, \$2. Sworn average circulation for year 1914, 4,526* net; 8 pages, 7 columns; length of columns, 22 in.; width, 2½ in. Cannot use matrices.

Advertising rates, 17 cts. an inch, siding on reading, 18 cts. full position, 20 cts. an inch; 500 in. within one year, 16, 17 or 18 cts.; 1,200 in. 15, 16 or 17 cts. an inch. Reading notices, 10 cts. a count line; 500 lines within one year, 5 cts., 1,000 lines, 3 cts. a line. Classified, five lines or less 25 cts.; four times, 50 cts.; one month, \$1.

WATERVILLE—Population 11,458. Located in center of State on Kennebec River and Maine Central R. R. Has fine water power. Leading industries are pulp, paper, woolen, Cotton and saw mills; furniture works; shoe factory; machinery and railroad repair shops. Seat of Colby College.

CIVIC LEAGUE RECORD—Monthly. Reform. Established 1900. Christian Civic League of Maine, publishers. Subscription 50 cts. Claimed average circulation for year 1914, 4,500; 16 pages, 2 columns; length of columns, 9 in.; width 3 in.

Advertising, ⅓ page, one time, \$1; ¼ column, \$1.75; ½ column, \$3; one column (8½ in.), \$5. Reduced rate for continued insertions.

SENTINEL—Every morning except Sunday. Democratic. Established 1904. Waterville Sentinel Publishing Co., publishers. Subscription, \$4. Sworn average circulation for twelve months prior to April, 1915, 6,156* net paid; 10 to 12 pages, 7 columns; length columns, 20 in.; width, 2½ in.

Advertising rates, 40 cts. an inch; 100 in. or more within one year, 33 cts.; 250 in., 25 cts.; 500 in., 20 cts.; 1,000 in. or more, 17 cts. an inch; preferred position, 20% extra. Reading notices, 15 cts. a line. Classified, 25 words or less, 3 consecutive times 25 cts., or six times, 40 cts.; one cent for each additional word.

MARYLAND

BALTIMORE—Population 558,485, covering an area of only 31½ square miles, on Patapsco River, 14 miles from Chesapeake Bay, having a capacious harbor and a very large export trade in grain. Twenty foreign steamship lines with regular sailings. Six railroads. Three trunk lines with elevator, commodious terminals and facilities for import and export trade. Principal items of manufacture: copper product, cotton goods, brick, fertilizer, flour, boots, shoes, straw hats, clothing, canned goods, machinery and steel rails. Seat of Johns Hopkins University, Peabody Institute, Goucher College for women, Medical and Dental Institutes and Pratt Free Library. Asylums for deaf, dumb, insane and blind also located here. Annual value of manufactured products, \$265,000,000.00. Bank clearings during 1914, \$1,859,253,406.49.

AFRO-AMERICAN LEDGER—Every Saturday. African. Independent. Established 1892. Afro-American Co., publishers. Subscription, \$1. Sworn average circulation for year 1914, 8,000*; 8 pages, 6 columns; length of columns, 22 in.; width, 2½ in. Cannot use matrices. Office, 628 N. Eutaw Street. Advertising rates upon application.

AMERICAN—Every morning including SUNDAY, and SEMI-WEEKLY. Tuesdays and Fridays. Republican. Established 1773. Chas. C. Fulton & Co., proprietors; Felix Agnus, publisher. Subscription, daily, \$3; Sunday, \$1.50; Semi-weekly, \$1; sworn average circulation for twelve months prior to April 1, 1915, daily, 82,924* net; Sunday, 111,005* net; Semi-weekly, circulation not given by publisher; daily 14 to 18 pages, (Sunday, 58 pages; semi-weekly, 12 pages), 8 columns; length of columns, 21 in.; width, 2½ in. Can use matrices.

Advertising rates, agate, daily, 15 cts.; Sunday, 20 cts. a line; 1,000 lines within one year, 12 or 18½ cts.; 3,000 lines, 11 or 17½ cts.; 5,000 lines, 10 or 15 cts. a line; in combination, daily and EVENING STAR. 20 cts. a line; 17, 16 or 15 cts. a line on contract; for position, next reading, add 2 cts. a line; following next reading, add 3 cts. a line; top of columns and next reading, add 5 cts. a line; special position on special pages, add 10 cts. a line; next reading, advertisements must be at least 14 lines deep; other positions, 42 lines deep. Financial, daily, 15 cts. a line, flat; Sunday, 20 cts.; strictly mail order advertising, daily, 12 cts. a line, flat; Sunday, 18½ cts. Reading notices, daily or Sunday, 50 cts. a line, editorial page, 75 cts.; telegraphic readers, \$1 a line; telegraphic medical readers, \$2 a line. Classified, agents, for sale or real estate, daily, 10 cts.; Sunday, 15 cts.; business chances, financial or special notices, daily, 15 cts.; Sunday, 20 cts.; personals, 25 cts. a line, daily or Sunday. SEMI-WEEKLY, display, 20 cts. a line; 3 months, \$2; 6

months, \$3.75; one year, \$5 a line. Local notices or editorial page notices (marked), 25 cts. a line.

See advertisement on page 538.

AMERICAN JOURNAL OF NURSING—See New York City.

ATLANTIC EDUCATIONAL JOURNAL—Monthly. Educational. Established 1905. Maryland Educational Publishing Co., publishers. Subscription, \$1. Claimed average circulation for six months ending April, 1915, 14,500; 40 pages, 2 and 3 columns; length of columns, 10¼ in.; width, 2¼ and 3½ in. Office, 19 West Saratoga Street.

Advertising rates, \$2 an inch; three months, \$5; six months, \$8; one year, \$15; 2 in., one time, \$3.50; 3 in., \$4.50; 4 in., \$5.50; ¼ page, one time, \$9; ½ page, \$16; one page, \$30.

BALTIMORE AND OHIO EMPLOYEES' MAGAZINE—Monthly (5th). R. R. Employees and Officials. Established 1912. Baltimore & Ohio R. R. Co., publishers. Subscription, \$1; for free distribution to employees. Detailed average circulation May 28, 1915, 40,500*; 112 pages, 2 columns; length of columns, 8¼ in.; width, 2½ in. Cannot use matrices. Forms close 15th of preceding month. Office, Camden Station.

Advertising rates, 20 cts. a line; full page (224 lines), \$44.80; ½, ¼, or ⅓ page pro rata. Rates for preferred positions and covers on request.

BAYERISCHES WOCHENBLATT (Bavarian Weekly).—Every Wednesday. German. Established 1880. August Strauff & Co., publishers. Subscription, \$2.50. Claimed average circulation for year 1914, 9,599; 8 pages, 6 columns; length of columns, 19 in.; width, 2½ in. Office, No. 11 Front St.

Advertising rates, \$1 an inch; subsequent insertions, 50 cts.; 1 inch, one month, \$3; three months, \$5; six months, \$8; one year, \$15. Reading notices, 10 cts. a line.

DEUTSCHE CORRESPONDENT—Every morning including SUNDAY. German. Democratic. Established 1841. Edward Raine, publisher. Subscription daily and Sunday, \$7.50. Claimed average circulation for year 1914, daily, 8,990* net; Sunday, 11,980* net; 8 to 56 pages, 7 columns; length of columns, 20½ in.; width, 2 in. Can use matrices. Office, 413 East Baltimore Street.

Advertising rates, \$1.80 an inch; three times, \$3.60; six times, \$6.20; one month, \$15; three months, \$30; six months, \$50; one year, \$75; 1,000 lines, within one year, 8 cts. a line; 2,000 lines, 7 cts.; 3,000 lines, 6 cts.; 5,000 lines, 5 cts. a line. Position extra. 1st page, or 4th page reading notices

MARYLAND

20 cts. per line, with discount on 1,000 lines and over.

FARMERS AND PLANTERS GUIDE—Monthly (1st). Agricultural. Established 1864. Geo. O. Gover, publisher. Subscription, 25 cts. Claimed average circulation for year ending June, 1915, 19,769*; 16 pages, 4 columns; length of columns, 12 in.; width, 2½ in. Forms close 25th of preceding month. Office, 109 South Frederick Street.

Advertising rates, agate, 8 cts a line, flat. Reading notices, 15 cts. a line. Classified, 1c. a word.

See advertisement on page 540.

JEDNOSC-UNITY—Every Thursday. Polish. Non-political. Established 1907. Polish Publishing Co., publishers. Subscription, \$1.50. Claimed average circulation for year 1914, 10,000; 8 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Office, 701 S. Ann Street.

Advertising rates, 50 cts. an inch; 100 in., 40 cts.; 500 in. or more, 30 cts. an inch.

JEWISH EXPONENT—See Philadelphia, Pa.

JOURNAL OF EDUCATIONAL PSYCHOLOGY—Monthly. Educational. Established 1910. Warwick & York, (Inc.), publishers. Subscription, \$2.50. Claimed average circulation for year ending April 30, 1915, 5,600; 72 pages, 2 columns, length of columns, 8 in.; width, 2½ in. Office, 19 West Saratoga Street.

Advertising rates, \$2.50 an inch; three months, \$6.25; six months, \$11.25; 10 times, \$17.50; two in., \$4.50; three months, \$11.25; six months, \$20.25; ten times, \$31.50.

MANUFACTURERS RECORD—Every Thursday. Industrial. Established 1832. Manufacturers Record Publishing Co., publishers. Subscription, \$4. Claimed average circulation for year 1914, 6,000; 50 pages, 4 columns; length of columns, 13 in.; width, 2½ in. Can use matrices. Office, South Water and Commerce Streets.

Advertising rates upon application.

MERCHANTS' AND MANUFACTURERS' JOURNAL—Monthly (25th). Trade. Established 1904. Merchants' and Manufacturers' Publishing Co., publishers. Subscription, \$1. Claimed average circulation for year 1914, 6,200; 64 pages, 2 columns; length of columns, 10 in.; width, 3½ in. Forms close 10th. Office, Light and Lombard Streets.

Advertising rates, full page, \$45.00; ½ page, \$25; ¼ page, \$13.50; ⅓ page, \$8; ⅔ page, \$4.50, with discounts on six or twelve time contracts. Additional charge of 15% for color in red. For sale or wants, 4 cts. a word.

NEWS—Every evening including SUNDAY. Independent. Established 1872. The

MARYLAND

News Publishing Co., publishers. Subscription, \$3; Sunday, 50 cts. Sworn average circulation for year 1914, daily, 74,895* net; Sunday, 57,717* net; 12 to 34 pages, 8 columns; length of columns, 21 1/14 in.; width, 2½ in. Can use matrices. Office, Munsey Building, Calvert and Fayette Street.

Advertising rates, daily or Sunday, 20 cts.; 1,000 lines, on yearly contract, 16 cts.; 52 times or 2,500 lines, 15 cts.; 104 times or 5,000 lines, 14 cts.; 156 times or 10,000 lines, 13 cts. a line. 2 columns wide must be 28 lines deep; 3 columns, 70 lines; 4 columns, 100 lines; 5 columns, 125 lines; 6 columns or more, 150 lines deep. Preferred position 10 and 25% extra. In combination with the Sunday editions of Washington, D. C. Times and New York Press, 42 cts. per line, flat. Reading notices, \$1 a line; first page, \$2 a line. Resorts or educational one time, 15 cts.; seven times, 12 cts.; every day for one month 10 cts. a line; 30 consecutive insertions, 9 cts. a line. New Publications, 15 cts. a line, flat. Automobile, 20 cts. per line; 1,000 lines, 15 cts.; 2,500 lines, 14½ cts.; 5,000 lines, 14 cts.; 10,000 lines, 13 cts. per line. Classified, 10 cts. a line.

SOUTHERN METHODIST—Every Thursday. Religious. Established 1904. Southern Methodist Publishing Co., publishers. Subscription, \$1. Sworn detailed average circulation for year ending August, 1914, 7,100*; 16 pages, 3 columns; length of columns, 11 in.; width, 2 in.

Advertising rates, 71 cts. an inch, with discount of 5, 10, 15 or 20% on 10, 50, 200 or 500 inches space.

STAR—Every evening except Sunday. Republican. Established 1908. Chas. C. Fulton & Co., proprietors. Felix Agnus, publisher. Subscription, \$3. Sworn average circulation twelve months prior to April, 1915, 50,557* net; 14 to 18 pages, 8 columns; length of columns, 21 in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 10 cts. a line; 1,000 lines, within one year, 8 cts.; 3,000 lines, 7 cts.; 5,000 lines, or more, 6 cts. a line; in combination with daily edition, MORNING AMERICAN, 20 cts. a line; 17, 16 or 15 cts. a line on contract. Financial, 10 cts. a line, flat; combination, 20 cts. a line; strictly mail order advertising, 8 cts. a line, flat; combination, 15 cts. a line. Special positions 3, 5 or 10 cts. a line additional. Reading notices, 50 cts. a line; on editorial page, 75 cts.; telegraphic \$1 a line. Classified, 10 cts. a line.

See advertisement on page 538.

SUN—Every morning including SUNDAY, and every evening except Sunday. Independent. Established, daily, 1837. The A. S. Abell Co., publishers. Subscription, either morning or evening, \$3; Sunday, \$1.50. Sworn average circulation for six months prior to April, 1915, morning and evening, 137,093* net paid; Sunday 84,034* net paid; daily, 12 to 16 pages; Sunday, 56 to 60 pages; daily or Sunday, 8 columns; length of columns, 23

MARYLAND

in.; width, 2½ in. Office, Baltimore and Charles Streets.

Advertising rates, all editions (M. & E.) of same day, count as one insertion, or Sunday, 25 cts. a line; 1,000 lines, 24 cts.; 2,000 lines, 23 cts.; 3,000 lines, 22 cts.; 5,000 lines, 20 cts. a line. First or last pages, 50 cts., a line. Preferred position (next reading only), 10 cts. a line extra. Double column advertisements must be at least 150 lines deep on first page; 125 lines deep on last page; 50 lines deep on inside pages. Sunday Automobile rates (for Automobiles tires and accessories) 1,000 lines, 15 cts., 2,000 lines, 14½ cts., 3,000 lines, 14 cts., 5,000 lines, 13 cts. a line. New Publications, daily or Sunday, 20 cts., flat, a line. Classified, morning and evening of same day or Sunday; resorts, schools and colleges, 15 cts., 13 times, 12 cts., 26 times, 11 cts., 52 times, 10 cts. a line; help wanted, 10 cts. a line; agents wanted, and all other classified, 15 cts. a line. See advertisement on page 551.

CUMBERLAND—Population, 1910 census, 21,839; 1915 estimate, 25,000. On Potomac River, western terminus of Chesapeake and Ohio Canal and five railroads. Industries include iron and steel, the manufacture of glass, brick, cement and leather; extensive trade in bituminous coal.

ALLEGANIAN—See The Times.

MARYLAND

NEWS—Every morning except Sunday. Republican. Established 1872. The Daily News Company, publishers. Subscription, \$3. Sworn average circulation for six months prior to April, 1915, 8,039 net paid; 10 to 16 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices.

Advertising rates, 35 cts. an inch; 1,000 in., 18 cts. an inch.

PRESS—Every evening except Sunday. Independent. The Cumberland Press (Inc.), publishers. Subscription, \$3. Sworn average circulation for twelve months prior to April 1915, 5,033* net paid; 10 to 16 pages, 7 columns; length of columns, 21½ in.; width, 2½ in. Can use matrices.

Advertising rates upon application.

TIMES—Every evening except Sunday. Democratic. Also **ALLEGANIAN** every Thursday. Democratic and rural. Established, daily, 1854; weekly, 1833. Times and Alleganian (Inc.), publishers. Subscription, daily, \$3; weekly, \$1. Sworn average circulation for twelve months prior to April, 1915, daily, 9,727*; weekly, for year 1914, 3,377; daily and weekly, 8 to 16 pages, 7 columns; length of columns, 21½ in.; width, 2½ in. Can use matrices.

Advertising rates, agate, daily, 2 cts., flat, a line. Preferred positions, 25% extra. Reading notices, 10 cts. a line. Classified, 1c. per word.

MASSACHUSETTS

ATHOL—Population 8,536. On 2 railroads. Industries include the manufacture of paper and wood boxes, pocket books, sash, doors and blinds, silk thread, toys, combs, furniture, woolen cloths and boots and shoes; fine tools and twist drills; also machine shops.

HEALTHY HOME—Monthly. Domestic. Hygiene. Established 1890. W. H. Brock & Co., publishers. Subscription, 50 cts. Detailed average circulation for year ending May, 1915, 22,045*; 8 to 12 pages, 6 columns; length of columns, 17 in.; width, 2½ in. Forms close first of preceding month.

Advertising rates, agate, 20 cts. a line. Discount, 5% on six months; 10% on one year. Additional discount for over two in. Reading notices, double display rate.

ATTLEBORO—Population, 1910 census 16,215; 1915 estimate, 18,500. On N. Y., N. H. & H. R. R. Claimed to be the manufacturing jewelry center of America. Has water power and extensive manufactures of jewelry, buttons, cotton goods, etc.

SUN—Every evening except Sunday. Established 1889. The Sun Publishing Co., pub-

lishers. Subscription, \$3. Sworn average circulation for six months prior to April, 1915, 4,780* net; 8 to 20 pages, 7 columns; length of columns, 20 in.; width, 2½ in.

Advertising rates, 30 cts. an inch; 100 in., 25 cts.; 200 in., 20 cts.; 350 in., 18 cts.; 500 in., 17 cts.; 1,000 in., 15 cts. an inch. First page positions, 50%, other specified pages, 25% and next reading, 10% additional. Readers, first page, 20 cts. per count line; other pages, 15 cts. per line; 500 lines, 10 cts. per line. Classified, 1c per word.

BEVERLY—Population 18,650. On an inlet of the Atlantic and the Boston & Maine R. R. Extensive manufacture of ladies' shoes and shoe manufacturing machinery. Navigation and fishing interests. Seat of New England Institute for the Deaf and Dumb. A well known summer resort. Annual value of manufactured products, \$17,220,000.00. Bank clearings during year 1914, \$11,472,000.00.

AMERICAN BENEFIT JOURNAL—Monthly. Fraternal. Established 1895. Chas. A. King, publishers. Subscription, 50 cts. Claimed average circulation for year 1914, 9,000; 4

MASSACHUSETTS

to 8 pages, 4 columns; length of columns, 14 in.; width, 2½ in. Cannot use matrices.

Advertising rates, \$1 an inch; \$1.50, \$2, \$2.50, \$3, \$3.50 and \$6 an inch for 2, 3, 4, 5, 6 and 12 months respectively. Special positions, 10% additional. Reading notices, 20 cts. per line.

BOSTON—Population, 1910 census, 670,585; 1914, U. S. estimate, 735,000. On Massachusetts Bay with regular steamer lines to all important domestic and foreign ports, and served by three railroad systems. The center of the largest shoe textile manufacturing community in the world. The commercial metropolis of New England and America's great wool and leather market; also has a large commerce in grain, cotton, sugar, flour and meats. Manufactures include musical instruments, machinery, clothing, ironware, books, brass goods, confectionery, rubber goods and many others. Center of interest for many buildings dating from the Revolutionary War, including Faneuil Hall (the Cradle of Liberty), the Old North Church and the Old South Church. The Boston Public Library, second only in America to the Congressional Library, contains 1,100,000 volumes. The seat of Harvard University, Tufts College, Massachusetts Institute of Technology, Radcliffe College and Simmons College. Annual value of manufactured products, \$550,000,000. Bank clearings during 1914, \$7,517,095,070.

ADVERTISER—Every morning except Sunday. Independent. Established 1813. Francis W. Bird, publisher. Subscription, \$6. Sworn average circulation for six months prior to April, 1915, 5,488* net paid; 8 pages, 8 columns; length of column, 21 2/7 in.; width, 2 in. Can use matrices. Office, 309-311 Washington Street.

Advertising rates, agate, 12½ cts. a line; 1st page, 25 cts. per line; financial page, 20 cts.; last or editorial pages, 15 cts. a line with discounts of, 5, 10, 15 or 20% on 2,500, 5,000, 10,000 or 20,000 lines within one year; also on 1, 2, 3 or 6 times a week insertions, for one year. Real estate, display, (display discounts applicable), 10 cts., a line. New Publications, resorts, schools or steamship, 10 cts. a line; 30 time orders, 7½ cts. a line. Special positions, 10 or 25% extra. Reading notices, 50 cts. a line; inside specified pages, 75 cts.; first page, \$1 a line. Business notices, 40 or 60 cts. a line for inside or first page.

AMERICAN—Every evening except Sunday and SUNDAY MORNING. Independent. Democratic. Established 1904. W. R. Hearst, proprietor. Sworn average circulation for six months prior to April, 1915, daily, 377,419* net paid; Sunday, 325,789* net paid; daily 12 to 24 pages; Sunday, 66 to 80 pages; daily or Sunday, 8 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, daily or Sunday, agate, 35 cts. a line; next reading, 40 cts.; full position, 45 cts.; page 2 or 3 45 cts.; sport pages, 40 cts.; women's page, 45 cts.; auto-

MASSACHUSETTS

mobile, 25 cts.; new publications, 30 cts. a line. Double column advertisements must be 42 lines; 3 columns, 75 lines; 4 columns, 100 lines; 5 columns, 140 lines deep. Classified, daily or Sunday, help wanted, 12½ cts. a line; 3 consecutive days, 35 cts.; 7 consecutive days, 60 cts.; a line; situation wanted 5, 12½ or 25 cts. a line; board and rooms, furnished rooms, houses to let, purchase and exchange, 10, 25 or 50 cts. a line; business opportunities, dogs, birds, cats, horses, carriages, yachts boats, 15, 40 or 80 cts. a line; agents, canvassers etc., wanted clothing, diamonds and jewelry, desks and show cases, furniture, machinery and tools, music and musical, patents, real estate investments storage and moving, wines, and liquors, 20 cts. a line; 3 consecutive days, 50 cts., 7 consecutive days, \$1, 4 consecutive Sundays, 75 cts. a line; business personals, 30 cts., 75 cts., \$1.50 or \$1; educational, school and instruction, mail order, money-to-loan, 25 cts.; 65 cts., \$1.25 or 80 cts. a line; poultry, supplies etc., resorts (summer or winter), 15, 40, 80 or 50 cts. a line respectively. Reading notices, \$1 a line; first page, \$3 a line.

AMERICAN AGENCY BULLETIN—Every Saturday. Fire, Casualty and Surety Insurance. Established 1902. National Association of Local Fire Insurance Agents, publishers. Subscription, \$3. Claimed average circulation for year 1914, 7,275; 20 pages, 4 columns, length of columns, 11½ in.; width, 2½ in. Can use matrices. Office, 55 Kilby Street.

Advertising rates, \$3 an inch; full page, \$150; ½, ¼, or ⅓ page pro rata, with discounts on yearly contracts.

AMERICAN COOKERY—Monthly, except July and September. Culinary Art. Established 1896. Boston Cooking School Magazine Co., publishers. Subscription, \$1. Claimed circulation for year 1914, 33,177; 80 to 96 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Forms close 10th preceding month. Office, 372 Boylston Street.

Advertising rates, agate, 25 cts. a line; one page, \$50; ½, ¼ and ⅓ pages, pro rata. Discount, ten times or 500 lines to be used within one year, 20%.

AMERICAN CULTIVATOR—See New York City, N. Y.

AMERICAN FANCIER AND STOCK KEEPER—Every Saturday. Dogs, Poultry, Pigeons and Pet Stock. Established 1888. American Fancier and Stock Keeper Co., publishers. Subscription, \$1. Claimed average circulation for 1914, 7,000; 16 to 20 pages, 4 columns; length of columns, 12 in.; width, 2½ in. Office, 36 Bromfield Street.

Advertising rates, \$1 an inch, first time; 60 cts. each subsequent insertion.

AMERICAN HORSE BREEDER—Every Wednesday. Trotting Horse Interests. Established 1881. Horse Breeder Publishing Co., publishers. Subscription, \$2; circula-

MASSACHUSETTS

tion—not given by publisher; 16 pages or more, 4 columns; length of columns, 13 in.; width, 2½ in. Office, 161 High Street.

Advertising rates upon application.

AMERICAN PHOTOGRAPHY—Monthly (1st). Photographic. Established 1889. American Photographic Pub. Co., publishers. Subscription, \$1.50. Claimed average circulation for year 1914, 12,498; 112 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Can not use matrices. Forms close 5th of month preceding. Office, 221 Columbus Ave.

Advertising rates, upon application.

AMERICAN WOOL AND COTTON REPORTER—Every Thursday. Textile. Frank P. Bennett & Co., (Inc.), publishers. Subscription, \$3. Sworn detailed average circulation for year 1914, 8,100*; 32 pages, 4 columns; length of columns, 13½ in.; width, 2½ in. Office, 530 Atlantic Avenue.

Advertising rates, \$2.80 an inch; three months, \$25; six months, \$45; one year, \$75.

ANZEIGER—Every Thursday. German. Independent. Established 1888. Boston Anzeiger Co., publishers. Subscription, \$1. Claimed average circulation for 1914, 6,850; 8 pages, 7 columns; length of columns, 19¾ in.; width, 2½ in. Can use matrices. Office, 200 Devonshire Street.

Advertising rates, 5 cts. a line; on contract, 1,000 lines, 4 cts.; 2,000 lines, 3¾ cts.; 3,000 lines, 3½ cts.; 4,000 lines, 3¼ cts.; 5,000 lines, 3 cts. a line; first page, 25% extra; other positions, 20% extra. Reading notices, 10 to 25 cts. a line. No charge for translation.

ATLANTIC MONTHLY—Monthly. Literary. Established 1858. The Atlantic Monthly Co., publishers. Subscription, \$4. Claimed average circulation for year 1914, 40,000; 144 pages, 2 columns; length of columns, 8½ in.; width, 2½ in. Forms close 5th of preceding month. Office, 3 Park Street.

Advertising rates, agate, 50 cts. a line; full page, \$100; ¼ or ½ page, pro rata.

BANKER AND TRADESMAN—Every Saturday. Financial, Real Estate and Gen'l Business. Established 1872. The Review and Record Co., publishers. Subscription, \$5. Claimed average circulation for year 1914, 10,000; 64 pages, 3 columns; length of columns, 11½ in.; width, 3 columns; length of columns, 11½ in.; width, 2½ in. Office, 127 Federal Street.

Advertising rates, \$2 an inch; 50 in., \$1.50; 100 in., or more, \$1.25 an inch.

BOOT AND SHOE RECORDER—Every Saturday. Trade. Established 1882. Boot and Shoe Recorder Publishing Co., publishers. Subscription, \$2.50. Claimed average circulation for year 1914, 8,200; 112 to 200 pages,

MASSACHUSETTS

2 columns; length of columns, 10¼ in., width, 3¾ in. Office, 179-193 South Street.

Advertising rates, \$3.50 an inch; on 2 column pages, 50% additional; ¼ page, one time, \$12.50; ½ page, \$23; ¾ page, \$35; one page, \$60.

BOSTON MEDICAL AND SURGICAL JOURNAL—Every Thursday. Medical. Established 1812. Boston Medical & Surgical Journal Society (Inc.), publishers. Subscription \$5. Sworn detailed average circulation for nine months ending March 1915, 4,443* 56 pages, 3 columns; length of columns, 9 in., width, 2½ in. Can not use matrices. Office, 126 Massachusetts Avenue.

Advertising rates upon application.

BRICK BUILDER—See New York City.

BRITISH AMERICAN—See Philadelphia, Pennsylvania.

BUDGET AND BEACON—Every Saturday. Home. Established 1879. The Budget Co., publishers. Subscription, \$2; circulation—not given by publisher; 12 pages, 4 columns; length of columns, 14 in.; width, 2½ in. Can use matrices. Office, 62-64 Summer Street.

Advertising rates, agate, 15 cts. a line, with time discounts. Financial advertisements, 16% cts. a line.

CHRISTIAN—Monthly (1st). Religious-Undenominational. Established 1866. H. L. Hastings & Son, publishers. Subscription, \$1. Claimed average circulation for year 1914, 5,100; 16 pages, 3 and 4 columns; length of columns, 12 in.; width, 3 or 2½ in. Can not use matrices. Forms close 20th of month preceding. Office, 211 Tremont Street.

Advertising rates, 12 cts. a line.

CHRISTIAN ENDEAVOR WORLD—Every Thursday. Evangelical. Established 1886. Golden Rule Co., publishers. Subscription, \$1.50. Sworn detailed average circulation for year 1914, 76,527* net; 20 pages, 4 columns; length of columns, 13¼ in.; width, 2½ in. Forms close 12 days in advance. Office, Mt. Vernon and Hancock Streets.

Advertising rates, agate, 35 cts. flat a line. Classified, 4 cts. per word.

CHRISTIAN REGISTER—Every Thursday. Unitarian. Established 1821. Christian Register Association, publishers. Subscription, \$3. Claimed circulation for 1914, 7,200; 28 to 32 pages, 3 columns; length of columns, 9¾ in.; width, 2½ in. Office, 272 Congress Street.

Advertising rates, agate, 10 cts. a line. Discount, 10% on four times; 15% on eight times; 25% on three months; 30% on six months; 35% on one year.

CHRISTIAN SAFEGUARD—Monthly. Religious. Undenominational. Established 1866. H. L. Hastings and Sons, publishers

MASSACHUSETTS

Subscription, \$1. Claimed average circulation for year 1913, 5,000; 16 pages, 3 and 4 columns; length of columns, 13 in.; width, 2½ and 2 9/16 in. Forms close 21st preceding month. Office, 211 Tremont Street.

Advertising rates, agate, 12 cts. a line; discount, 10% on six months; 15% on one year.

CHRISTIAN SCIENCE MONITOR—Every day except Sunday. Independent. Established 1908. The Christian Science Publishing Society, publishers. Subscription, \$5. Sworn average circulation for six months prior to April, 1915, 63,218* net paid; 16 to 44 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices. Office, Falmouth and St. Paul Streets.

Advertising rates, agate, 25 cts. a line; 500 lines, within one year, 24 cts.; 1,000 lines, 23 cts.; 1,500 lines, 22 cts.; 2,000 lines, 21 cts.; 26 times, or 2,500 lines, 20 cts.; 3,750 lines, 19 cts.; 52 times, or 5,000 lines, 18 cts.; 104 times, or 10,000 lines, 17 cts.; 156 times, or 15,000 lines, 16 cts.; 312 times, or 20,000 lines, 15 cts. a line. Classified, 12 cts. a line; 3 or more insertions, 10 cts. Hotels, resorts and restaurants (special days—Tuesdays and Fridays), 10 lines or more, 15 cts. a line; 26 or more insertions in consecutive weeks, 12 cts. a line. Educational (special days—Mondays and Thursdays), over seven lines, 15 cts. a line; 13 times, 12 cts.; 26 or more times, 10 cts. a line. Camp (special days—Mondays and Thursdays) three lines or more, 12 cts. a line; three or more times, 10 cts. a line. Classified, display, 15 cts. a line; 13 insertions, 12 cts.; 26 or more insertions, 10 cts. a line.

CHURCH MILITANT—Monthly. except June, July, August and September. Episcopalian. Established 1898. Irving P. Fox, publisher. Subscription, 50 cts. Claimed average circulation for year 1914, 5,000; 16 to 20 pages, 3 columns; length of columns, 8½ in.; width, 2½ in. Office, Sudbury Building.

Advertising rates, \$2 an inch; \$40 per page; ⅓, ¼ and ½ pages, pro rata.

COMMERCIAL—Every Saturday. Financial and Commercial. Established 1884. Chas. T. Dukelow, publisher. Subscription, \$2. Claimed average circulation for year 1914, 36,000; 8 to 16 pages, 7 columns; length of columns, 21½ in.; width, 2½ in. Office, 246 Washington Street.

Advertising rates, agate, financial, 30 cts. a line; mercantile, 20 cts. a line.

COMMERCIAL BULLETIN—Every Saturday. Established 1859. Curtis Guild & Co., publishers. Subscription, \$4; circulation—not given by publisher; 8 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Office, 144 High Street.

Advertising rates, agate, 16½ cts. a line; second, fourth or eighth page, 20 cts.; first page, 25 cts. a line.

MASSACHUSETTS

CONGREGATIONALIST AND CHRISTIAN WORLD—Every Thursday. Congregational. Established 1816. The Pilgrim Press, publishers. Subscription, \$3. Claimed average circulation for year 1914, 23,700; 32 pages, 3 columns; length of columns, 11½ in.; width, 2½ in. Forms close Fridays preceding. Office, 14 Beacon Street.

Advertising rates, agate, 25 cts. a line, with a discount of 10, 15, 20, 25, 30 or 33½% on spaces of 100, 200, 300, 400, 1,000 or 1,600 lines. Reading notices, 50 cts. a line.

CURRENT AFFAIRS—Every Monday. Commercial. Established 1910. Boston Chamber of Commerce, publishers. Subscription, \$1. Claimed average circulation for year 1914, 5,700; 8 to 20 pages, 4 columns; length of columns, 12 in.; width, 2½ in. Can use matrices. Office, Chamber of Commerce Building.

Advertising rates, \$1.50 an inch, with discounts of 5, 10 or 15% on time or space contracts for 13 times or 100 in.; 26 times or 250 in.; 52 times or 500 in. within one year.

FIBRE AND FABRIC—Every Saturday. Textile. Established 1885. Jos. M. Wade Publishing Co., publishers. Subscription, \$2. Claimed average circulation, 5,700; 24 pages, 4 columns; length of columns, 12 in.; width, 2½ in. Office, 127 Federal Street.

Advertising rates, transient, \$2 an inch; discount for time and space on application.

GAZETA BOSTONSKA—Every Friday. Polish-Independent. Established 1910. Boston Gazette Company, publishers. Subscription, \$1.50. Sworn average circulation for year ending June, 1915, 10,548* net; 16 pages, 6 columns; length of columns, 20 in.; width, 2½ in. Can use matrices. Office, 213 Hanover Street.

Advertising rates, 40 cts. an inch; 1 inch one month, \$1.50; two months, \$2.35; three months, \$4; six months, \$7.50, or for one year, \$14. Discount of 10% when electrotypes are furnished. Translations free. Reading matter (8 point), 15 cts. a line.

GAZZETTA DEL MASSACHUSETTS—Every Friday. Italian. Independent. Established 1896. James V. Donnaruma, editor. Subscription, \$1. Sworn average circulation for year 1914, 10,500; 4 pages, 7 columns; length of columns, 21½ in.; width, 2½ in. Office, 141 Richmond Street.

Advertising rates, agate, 7 cts. a line; one inch, 4 weeks, \$2.50; three months, \$6.50; six months, \$11; one year, \$20. 1,000 lines within one year, 6 cts.; 2,000 lines, 5½ cts.; 3,000 lines, 5 cts.; 5,000 lines, 4½ cts.; 10,000 lines, 3½ cts. a line. Reading notices, 15 cts. a line; first page, 20 cts. a line.

GLOBE—Every morning, including SUNDAY, and every evening except Sunday. Independent. Established 1872. The Globe

MASSACHUSETTS

Newspaper Co., publishers. Subscription, daily, \$6; Sunday, \$3. Sworn detailed average circulation for six months prior to April, 1915, daily, 226,823* net paid; Sunday, 289,437* net paid; daily, 12 to 24 pages; Sunday, 60 to 90 pages, 8 columns; length of columns, 21 6/7 in.; width, 2 in. Can use matrices. Office, 242 Washington Street.

Advertising rates, daily, morning and evening editions included, run of paper, last or inside pages (except editorial or local), 30 cts. a line; editorial page, 35 cts.; first page, 75 cts.; local and automobile, 25 cts.; new publications, financial or railroads, 30 cts. Reading notices (nonpareil), \$1.25; first page, \$2.50 a line. Sunday, run of pages, outside section pages, new publications, financial or railroads, 30 cts. a line; main section or first page of second section, 35 cts. a line; editorial page or political, 40 cts. a line; first pages, \$1 a line. Reading notices (nonpareil), \$1.50; first page, \$3 a line; classified, daily or Sunday, agents, automobiles, business chances, miscellaneous, schools and colleges or sporting goods, 15 cts.; displayed, 25 cts. a line; business personals, displayed or undisplayed, 30 cts.; hotels, displayed or undisplayed, 25 cts.; real estate, 12½ cts.; displayed, 25 cts.; toilet articles, 20 cts.; displayed, 25 cts.; wines and liquors, 25 cts. a line, displayed or undisplayed.

HARVARD ALUMNI BULLETIN—Every Wednesday. (38 issues during College year.) Educational. Established 1898. Harvard Bulletin (Inc.), publishers. Subscription, \$3. Claimed average circulation for college year ending June, 1915, 8,171; 3 pages, 2 columns; length of columns, 8¼ in.; width, 2½ in. Can use matrices. Forms close one week in advance. Office, 50 State Street.

Advertising rates, agate, \$1.50 an inch; \$1 an inch to colleges, schools and societies; ½ page, \$12; full page \$23.

HERALD—Every morning, including SUNDAY, and TRAVELER, every evening except Sunday. Independent. Established 1825. Boston Herald (Inc.), publishers. Subscription, Traveler or Herald, \$3; Sunday, \$2.50. Sworn average circulation for six months prior to April 1915, daily editions, 164,808* net paid; Sunday, 91,373* net paid; 12 to 16 pages, 8 columns; length of columns, 21½ in.; width, 2½ in. Can use matrices. Office, 171 Tremont Street.

Advertising rates, morning and evening combined, agate, run of paper, 30 cts a line; first page, 75 cts. a line; editorial, 50 cts.; last page, 35 cts. a line; Sunday, 25, 60, 40 and 30 cts. a line respectively. On yearly contracts (exclusive of first, editorial or last page), 1,000 lines daily, 29 cts.; Sunday, 24 cts.; 2,000 lines, 28 or 23 cts.; 3,000 lines, 27 or 22 cts.; 4,000 lines, 26 or 21 cts.; 5,000 lines, 25 or 20 cts. a line for daily (morning and evening), or Sunday respectively; New publication or automobiles, 25 cts. a line, regular discounts for space apply-

MASSACHUSETTS

ing. Preferred position, 10 and 25% extra. Classified, agents, business chances and business personals, 15 cts. a line; resorts, educational and other classifications not mentioned, 12½ cts. a line; help wanted and real estate, 10 cts. a line. Reading notices, first page, \$2 per nonpareil line; inside pages other than editorial, \$1.50 a line.

HIBERNIAN—Every Tuesday. Fraternal. A. O. H. Established 1899. Francis A. Campbell, editor and publisher. Subscription, \$2; circulation—not given by publisher, 20 pages, 3 columns, length of columns, 12½ in.; width, 2½ in. Cannot use matrices. Office, 8 Beacon Street.

Advertising rates, agate, 13 cts. a line; second or last pages, 15 cts. a line.

HOME NEEDLE WORK MAGAZINE—Monthly. Fancy Work. Established 1889. The Priscilla Publishing Co., publishers. Subscription, 75 cts. Guaranteed average circulation for year 1915-16, 100,000; 43 to 64 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Can use matrices. Forms close 15th of preceding month. Office, 85 and 87 Broad Street.

Advertising rates, agate, 50 cts. a line; full page (224 lines), \$80; ½ and ¼ pages, pro rata.

JEWISH AMERICAN—Every Friday. Hebrew. Independent. Established 1908. Jewish-American Press Publishing Co., publishers. Subscription, \$2; circulation—not given by publisher; 32 pages, 4 columns; length of columns, 14 in.; width, 12½ in. Can use matrices.

Advertising rates, \$1 an inch, with discounts for time and space.

JOURNAL—Every morning, except Sunday. Independent. Established 1833. Walton A. Green, publisher. Subscription, \$3. Claimed average circulation for year ending June, 1915, 53,816; 12 to 16 pages, 8 columns; length of columns, 20 in.; width, 2 in. Can use matrices. Office, 268 Washington Street.

Advertising rates, agate, run of paper, 20 cts. a line; 52 insertions, or 2,500 lines, to be used within one year, 16 cts.; 104 insertions, or 5,000 lines, 15 cts.; 156 insertions, or 10,000 lines, 12½ cts. per line. Preferred position 10 and 25% extra. Special pages: first 50 cts.; last, editorial or opposite editorial, 30 cts. a line. Daily periodicals, 20 cts., flat; financial, insurance, notices or public service, 25 cts. a line, flat. Reading notices, \$1; last page, \$1.50; first page, \$2 a line. Classified, 10 cts. a line; displayed, railroad and steamship time tables or hotels and resorts, 12½ cts. a line. Double columns must be at least 30 lines deep; triple columns, 40 lines; 4 columns in width, 50 lines deep. Automobile advertising, 20 cts. a line; 1,000 lines within one year, 18 cts.; 2,500 lines, 16 cts.; 5,000 lines, 15 cts.; 10,000 lines, 12½ cts. a line.

MASSACHUSETTS

JOURNAL OF EDUCATION—Every Thursday. Educational. Established 1875. New England Publishing Co., publishers. Subscription, \$2.50; circulation—not given by publisher; 28 pages, 3 columns; length of columns, 10¼ in.; width, 2½ in. Office, 6 Beacon Street.

Advertising rates, agate, 20 cts. a line; one inch, \$2.10; one page, \$50; ¼ page, \$15; ½ page, \$25.

KELEIVIS—(Traveler)—Every Thursday. Lithuanian. Independent. Socialist. Established 1905. J. G. Geguzis & Company, publishers. Subscription, \$1.50. Claimed average circulation for year 1914, 18,075; 8 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can not use matrices. Office, 28 Broad way.

Advertising rates, 75 cts. an inch.

KNIGHTS OF HONOR REPORTER—Monthly. Fraternal. K. of H. Established 1875. John F. Briggs & Co., publishers. Subscription, 50 cts.; circulation—not given by publisher; 8 pages, 2 columns; length of columns, 10¼ in.; width, 3¼ in. Forms close 20th preceding month. Office, 34 High Street.

Advertising rates, \$1 an inch flat.

LEADER—See Fitchburg, Mass.

MASSACHUSETTS MEDICAL JOURNAL—Monthly. Medical. Established 1881. Bay State Publishing Co., publishers. Robert A. Reid, M. D., editor. Subscription, \$1. Detailed average circulation for year of 1914, 10,448* net; 48 pages, 1 column; length of column, 6½ in.; width, 4¼ in. Forms close 20th preceding month. Office, 36 Bromfield Street.

Advertising rates, full page, one time, \$20, 3 months, \$45, 6 months, \$80, one year, \$150; ½ page, \$12, \$25, \$45 or \$80; ¼ page, \$8, \$18, \$30 or \$45; ½ page, \$6, \$15, \$20 or \$25.

MATHEWS (JULIUS) LIST—Consisting of 32 New England local dailies, covering the States of Maine, New Hampshire, Vermont, Massachusetts and Connecticut. Sworn average circulation for six months prior to April 1915, 332,779* net paid; Office, 1 Beacon Street.

Advertising rates upon application.
See advertisement on page 521.

MEKEEL'S WEEKLY STAMP NEWS—Every Saturday. Philatelic. Established 1892. Mekeel-Severn-Wylie Company, publishers. Subscription, 50 cts. Claimed average circulation for year ending April, 1915, 7,900; 8 pages, 4 columns; length of columns, 12 in.; width, 2½ in. Can use matrices. Office, Washington and Hanover Sts.

MASSACHUSETTS

Advertising rates, \$3.60 an inch; two or more in.; \$2.50 an inch; thirteen weeks or more in succession, \$1.80 an inch.

MISSIONARY HERALD—Monthly (18th). Congregational. Established 1804. American Board of Commissioners for Foreign Missions, publishers. Subscription, 75 cts. Claimed average circulation for year 1914, 13,000; 60 pages, 4¼ by 8 in. Forms close 10th of current month. Office, 14 Beacon Street.

Advertising rates, \$17 per page; first page and two last cover pages, \$20; smaller space pro rata.

MISSIONS—Monthly. Religious. Baptist. Established 1910. Baptist Home and Foreign Missionary Woman's Home and Woman's Foreign Societies, joint publishers. Subscription, 75 cts. Claimed average circulation for 1914, 53,000; 96 pages and cover, 2 columns; length of columns, 8 in.; width, 2¼ in. Can not use matrices. Forms close 5th of preceding month. Office, 700 Ford Building.

Advertising rates, ¼ page, \$12.50; ½ page, \$25; one page, \$50.

MODERN PRISCILLA—Monthly. Fancy Work. Everyday Housekeeping. Established 1887. The Priscilla Publishing Co., publishers. Subscription \$1. Sworn detailed average circulation for year 1914, 414,232* net paid; 40 to 60 pages, 4 columns; length of columns, 12 in.; width, 2¼ in. Forms close 5th of second preceding month. Can use matrices. Office, 83-87 Broad Street.

Advertising rates, agate, \$2.50 a line; full page (672 lines), \$1400; ¼ and ½ pages, pro rata; second or third covers (2 colors), \$1600; back cover page (3 colors), \$2,200.

MUSICIAN—Monthly. Musical. Established 1896. Oliver Ditson Co., publishers. Subscription, \$1.50. Claimed average circulation for 1914, 27,000; 72 pages and cover, 3 columns; length of columns, 11½ in.; width, 2¼ in. Forms close 1st to 10th preceding month. Office, 150 Tremont Street.

Advertising rates, agate, 25 cts. a line.

NATIONAL MAGAZINE—Monthly. Literary. Established 1894. The Chapple Publishing Co. (Ltd.), publishers. Subscription, \$1.50; circulation—not given by publisher; 256 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Forms close 12th of second preceding month. Office, 952 Dorchester Avenue.

Advertising rates, agate, \$1 a line; one page, \$200; ¼, ½ and ¾ pages pro rata. Discount, 10% on one year, or three pages or more used within one year. Classified (3 lines minimum), \$1 per agate line.

ADVERTISING moves in a mysterious way its wonders to perform. There was a man in Kansas who advertised to get out of jail. And he did.

MASSACHUSETTS

NATIONAL SPORTSMAN—Monthly. Sports. Established 1898. The National Sportsman (Inc.), publishers. Subscription, \$1. Sworn detailed average circulation for first three months 1915, 67,410* net paid; 160 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Forms close 5th of preceding month. Office, 73 Federal Street.

Advertising rates, agate, 45 cts. a line; 1 inch, \$6.25; one page, \$100; ¼, ¼ and ½ pages, pro rata. Discount, 5% on three pages; 10% on six pages.

NEW ENGLAND MAGAZINE—Monthly. Literary. New England Magazine Company, publishers. Subscription, \$1.75; circulation—not given by publisher; 128 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Forms close 10th of preceding month. Can use matrices. Office, Pope Building.

Advertising rates, 7 lines or more, 33½ cts. a line; per page, \$75; ¼, ¼ and ½ pages, pro rata. Discount, 3 pages within one year or 12 insertions, 10%; 6 pages, 15%; 12 pages, 20%.

NEW ENGLAND SOCIALIST—Every Friday. Socialist. Established 1912. Woreng Vuen's Pub. Co., publishers. Subscription, \$1. Claimed average circulation for six months ending June, 1915, 10,000; 4 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices. Office, 14 Park Square.

Advertising rates, 50 cts. an inch; fourth page, \$1; first page, \$2 an inch, with discounts of 10 or 25% on three or six months contracts.

NEWS BUREAU—Every morning and evening except Sunday. Financial. Established 1887. Boston News Bureau Co. publishers. Subscription, \$12. Claimed average circulation for year 1914, 9,625; 8 pages, 3 columns; length of columns, 17½ in.; width, 3½ in. Can use matrices. Office, 30 Kilby Street.

Advertising rates, agate appearing in both editions, 30 cts. a line; one time a week for one year, or 3,000 lines within one year 25½ cts. each; two times a week or 6,000 lines 24 cts.; three times or 9,000 lines 22½ cts. a line.

OUR DUMB ANIMALS—Monthly (1st). Humane Education. Established 1868. Massachusetts Society for the Prevention of Cruelty to Animals, publishers. Subscription, \$1. Claimed average circulation for year 1914, 58,429; 20 pages, 3 columns; length of columns, 10 in.; width, 2½ in. Cannot use matrices. Forms close 1st of month preceding. Office, 180 Longwood Ave.

Advertising rates, \$5 an inch, flat; outside back cover, full page \$200; ½ or ¼ page pro rata.

PHOTO-ERA—Monthly. Photographic. Established 1898. Wilfred A. French, publisher. Subscription, \$1.50. Claimed average

MASSACHUSETTS

circulation for year 1914, 9,000; 90 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Forms close 5th preceding month. Office, 381-383 Boylston Street.

Advertising rates, agate, ¼ page, one time, \$9; ¼ page, \$18; ½ page, \$30; one page, \$60.

PILGRIM TEACHER AND SUNDAY SCHOOL OUTLOOK—Monthly. Congregational-Sunday School. Established 1884. Luther H. Cary, publisher. Subscription, 50 cts.; circulation—not given by publishers; 48 to 100 pages, 2 columns; length of columns, 7½ in.; width, 2½ in. Forms close, 50 days in advance. Office, 14 Beacon Street.

Advertising rates, agate, 15 cts. a line; ¼ page, \$7.50; ½ page, \$15; one page (200 lines), \$25; outside cover page, \$30.

PILOT—Every Saturday. Catholic. Established 1829. Pilot Publishing Co., publishers. Subscription, \$1. Claimed average circulation for year 1914, 90,000 net; 8 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices. Office, 59 Temple place.

Advertising rates, agate, 1st page, 50 cts. a line; third, fifth or eighth page, 25 cts.; 2nd, 6th, or 7th page, 20 cts. a line. Reading notices, 75 cts. a line; first page, \$2 a line. Classified, 15 cts. a line; three or more insertions, 12½ cts. a line.

POETRY JOURNAL—Monthly (1st). Literature. Established 1912. The Four Seas Company, publishers. Subscription, \$1.50. Claimed average circulation for year ending June, 1915, 1,500; 50 pages, 1 column; length of column, 5½ in.; width, 3½ in. Cannot use matrices. Forms close 1st of month preceding. Office, 68 Pemberton Square.

Advertising rates, full page \$10, and pro rata for smaller spaces.

See advertisement on page 482.

POPULAR EDUCATOR—Monthly. (Not issued in July and August.) Educational and Literary. Established 1876. Popular Educator Co., publishers. Subscription, \$1.50. Claimed average circulation for year 1914, 29,000; 48 pages, 3 columns; length of columns, 10½ in.; width, 2½ in. Forms close first of preceding month. Office, 50 Bromfield Street.

Advertising rates, agate, 20 cts. a line; ¼ page, \$21; ½ page, \$26.50; ¾ page, \$37.50; one page, \$50; inside cover, \$90; back cover, \$100. Classified, 30 cts. a line.

POPULAR PHOTOGRAPHY—Monthly (25th of month preceding date of issue). Photographic. Established 1912. Frank R. Fraprie, publisher. Subscription, \$1. Claimed average circulation for 1914, 8,033; 64 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Can not use matrices. Forms close 10th of month preceding date of issue. Office, 221 Columbus Avenue.

MASSACHUSETTS

Advertising rates, \$3.75 an inch; $\frac{1}{4}$ page, \$6.25; $\frac{1}{2}$ page, \$11.25; $\frac{3}{4}$ page, \$20; 1 page, \$37.50, with discounts on 3, 6 and 12 insertions.

POST—Every morning, including SUNDAY. Independent Democratic. Established 1831. E. A. Grozier, editor and publisher. Subscription, daily, \$3; Sunday, \$3. Sworn average circulation for six months prior to April 1915, daily, 425,943* net paid; Sunday, 301,593* net paid; daily, 16 to 24 pages; Sunday, 74 pages, 8 columns; length of columns, 21 $\frac{1}{7}$ in.; width, 2 $\frac{1}{2}$ in. Can use matrices. Office, 259 Washington Street.

Advertising rates, agate, daily, per line, 40 cts.; Sunday, 30 cts.; first page, daily or Sunday, \$1., a line; last page, daily, 45 cts.; Sunday, 35 cts.; financial, daily or Sunday, 30 cts. a line. New publication, 30 cts. daily, 25 cts. Sunday; automobile and amusements, daily, 30 cts.; Sunday, (Automobiles), 25 cts.; (amusements), 30 cts. Preferred positions on display advertising (minimum 42 lines), 10 and 20% extra. Classified, daily or Sunday, ordinary wants, 15 cts.. or if displayed, 20 cts. a line. Reading notices, inside pages \$1.00; last page, \$1.50; first page, \$2.

PRIMARY EDUCATION—Monthly. (Not issued in July and August.) Educational. Established 1893. Primary Education Co., publishers. Subscription, \$1.50. Claimed average circulation for year 1914, 84,000; 48 pages, 3 columns; length of columns, 10 $\frac{1}{2}$ in.; width, 2 $\frac{1}{4}$ in. Forms close first of preceding month. Office, 50 Bromfield Street.

Advertising rates, agate, 30 cts. a line; $\frac{1}{4}$ page, \$32; $\frac{1}{2}$ page, \$59.50; $\frac{3}{4}$ page, \$41; one page, \$114.50; inside cover, \$125; back cover, \$150. Classified, 35 cts. a line.

PROFITABLE POULTRY—Monthly. Poultry and Horticulture. Established 1910. Profitable Poultry Publishing Co., publishers. Subscription, 50 cts. Sworn average circulation for 1914, 10,086* net paid; 36 pages, 3 columns; length of columns, 10 in.; width, 2 $\frac{1}{4}$ in. Forms close 15th preceding month. Can not use matrices. Office, 29 Central Street.

Advertising rates, agate, 15 cts. a line. Classified, 3 cts. per word.

RECORD—Every evening except Sunday. Independent. Established 1884. Francis W. Bird, publisher. Subscription, \$3. Sworn average circulation for six months prior to April, 1915, 27,683* net paid; 10 pages, 8 columns; length of columns, 21 $\frac{2}{7}$ in.; width, 2 in. Can use matrices. Office, 309-311 Washington Street.

Advertising rates, agate, 15 cts. a line; editorial or last page 18 cts., first page, 30 cts. a line, with discounts of 5, 10, 15 or 20% on 2,500, 5,000, 10,000 or 20,000 lines within one year, also on 1, 2, 3, or 6 times a week, for one year; automobiles, statements, proposals, etc., 15 cts.; amusements, excursions or financial, 20 cts.; real estate, wants, re-

MASSACHUSETTS

sorts, steamship or schools, 10 cts. Special positions, 10 or 25% extra. Advertisements wider than single column must be 28 lines deep for each column rule broken. Reading notices, 75 cts.; first page \$1 a line. Business notices, 40 cts.; first page, 60 cts. a line.

REPUBLIC—Every Saturday. Democratic Catholic. Established 1882. The Republic Publishing Co., publishers. Subscription, \$1.50; circulation—not given by publisher; 20 pages, 4 columns; length of columns, 14 $\frac{1}{2}$ in.; width, 2 $\frac{1}{4}$ in. Office, 200 Devonshire Street.

Advertising rates, agate, 20 cts. a line, with discounts of 10, 15, 20, 25, 30 or 33 $\frac{1}{3}$ % on 250, 500, 750, 1,000, 1,500 or 2,000 lines, respectively. Reading notices, 50 cts. a line.

ROYAL ARCANUM BULLETIN—Monthly (1st). Fraternal. Established 1887. Supreme Council Royal Arcanum, publishers. Subscription, 50 cts. Claimed average circulation for year ending June, 1915, 25,000; 20 pages, 4 columns; length of columns, 12 $\frac{1}{4}$ in.; width, 2 $\frac{1}{4}$ in. Can use matrices. Forms close 15th of month preceding. Office, 407 Shawmut Ave.

Advertising rates, agate, 75 cts. a line. Reading notices, 85 cts. a line.

SACRED HEART REVIEW—Every Saturday. Roman Catholic. Established 1885. Review Publishing Co., publishers. Subscription, \$2. Claimed average circulation for year 1914, 40,230; 16 pages, 4 column; length of columns, 14 in.; width, 2 $\frac{1}{4}$ in. Office, Old South Building.

Advertising rates, agate, 20 cts. a line; discount, 5% on 250 lines; 10% on 500 lines; 20% on 1,000 lines. Reading notices, 30 cts. per line.

SAINT ANDREW'S CROSS—Monthly. Protestant Episcopal. Established 1886. Brotherhood of St. Andrew, publishers. Subscription, \$1; circulation—not given by publisher; 72 pages, 2 columns; length of columns, 8 in.; width, 2 $\frac{1}{4}$ in. Forms close 12th of preceding month. Office, 88 Broad Street.

Advertising rates, \$2.50 an inch; one page, \$30; $\frac{1}{4}$ and $\frac{1}{2}$ pages, pro rata. Discount, 5 and 10% on 6 and 12 months, respectively.

SCHOOL ARTS MAGAZINE—Monthly, except July and August. Arts and Crafts. Established 1901. The School Arts Publishing Co., publishers. Subscription, \$2. Claimed average circulation for year 1914, 12,000; 120 pages, 2 columns; length of columns, 8 $\frac{1}{2}$ in.; width 2 $\frac{1}{4}$ in. Forms close 5th. Can use matrices. Office, 120 Boylston Street.

Advertising rates, 40 cts. a line; on contract, 3 months, 39 cts.; 5 months, 38 cts.; 10 months, 36 cts. a line; minimum seven lines; \$5 an inch; \$50 per page; $\frac{1}{2}$ page, \$30; $\frac{1}{4}$ page, \$16; $\frac{1}{8}$ page, \$9.

MASSACHUSETTS

SHOE AND LEATHER REPORTER—Every Thursday. Trade. Established 1857. Shoe and Leather Reporter Company, publishers. Subscription, \$5. Claimed average circulation for year 1914, 4,500; 76 pages, 2 columns; length of columns, 10 in.; width, 3 3/4 in. Cannot use matrices. Forms close Saturday. Office, 166 Essex Street.

Advertising rates, 1/8 page, \$4.50, 13 times, \$3.27, 26 times, \$2.89, 52 time, \$2.50; 1/4 page, \$9, \$6.54, \$5.77 or \$5; 1/2 page, \$16, \$11.54, \$10 or \$9.23; 3/4 page, \$28, \$20, \$18.46 or \$17.31; full page, \$50, \$36.92, \$34.62 or \$32.69. Special positions, 10% extra; back cover and opposite editorial, 50% extra; front cover, \$100.

SHOEMAN—Semi-Monthly (7th and 21st—6 months). Monthly (21st—6 months). Trade. Established 1909. Arthur L. Evans Company, Inc., publisher. Subscription, \$1. Claimed average circulation for year 1914, 6,000; 76 to 110 pages, 2 columns; length of columns, 9 3/4 in.; width, 3 1/2 in. Cannot use matrices. Forms close 1st and 15th. Office, 95 South Street.

Advertising rates, full page, \$50; on contract, 6 times, \$47.50; 12 times, \$42.50; 18 times, \$38; 1/2 page, \$27, \$25, \$22 or \$20; 1/4 page, \$16, \$15, \$13.50 or \$11.50, respectively. Want ads, \$3 an inch.

SHOE RETAILER—Every Saturday. Boots and Shoes. Established 1898. The Shoe Retailer Co., publisher. Subscription, \$2. Claimed average circulation for year 1914, 6,700; 84 to 90 pages, 2 columns; length of columns, 10 in.; width, 3 3/4 in. Office, 166 Essex Street.

Advertising rates, 1/8 page, \$5, 4 times, \$4.50, 7 times, \$4, 13 times, \$3.85, 26 times, \$3.46, 52 times, \$3.08; 1/4 page, \$10, \$8, \$7.71, \$6.92, \$6.16 or \$5.29; 1/2 page, \$18, \$15, \$12.86, \$12.31, \$10.58 or \$10.10; 3/4 page, \$30, \$25, \$24.29, \$21.15, \$20.19 or \$17.31; full page, \$50, \$45, \$42.86, \$40.39, \$34.62 or \$32.69, each insertion. Special rates for preferred positions, inserts or colors.

SOMETHING-TO-DO—Monthly (1st). Juvenile. Established 1914. The School Arts Publishing Co., publishers. Subscription, \$1. Guaranteed average circulation for year 1915-16, 60,000; 72 to 100 pages, 2 columns; length of columns, 8 1/2 in.; width, 2 1/2 in. Can not use matrices. Forms close 5th of month preceding. Office, 120 Boylston St.

Advertising rates, agate, 50 cts. a line; full page, \$100; 1/2 or 1/4 page pro rata. Rates for preferred positions and inserts on request.

TEMPERANCE CAUSE—Monthly (1st). Temperance. Established 1878. Mass. Total Abstinence Society, publishers. Subscription, 25 cts. Claimed average circulation for year ending May 1915, 6,600; 8 pages, 1 column;

MASSACHUSETTS

length of column, 7 1/4 in.; width, 5 5/8 in. Can use matrices. Forms close 15th of month preceding. Office, 36 Bromfield St. Advertising rates upon application.

TEXTILE WORLD RECORD—Monthly (12th). Established 1868. Lord & Nagle Co., publishers. Subscription, \$2. Sworn detailed average circulation for three months ending September 1914, 5,236* net paid; 256 pages, 2 columns; length of columns, 8 1/4 in.; width, 2 3/4 in. Forms close 29th preceding month. Office, 144 Congress Street.

Advertising rates, 1/8 page, \$4.50; 1/4 page, \$8.50; 1/2 page, \$16; 3/4 page, \$30; one page, \$50. Discount on 3 months or longer.

TIMES—Every Saturday. Literary-Music-Drama. Established 1864. Boston Times Company, publishers. Subscription, \$1. Claimed average circulation for year 1914, 5,000; 16 pages, 4 columns; length of columns, 11 1/4 in.; width, 2 1/4 in. Can use matrices. Forms close Saturday. Office, 46 Corn Hill Street.

Advertising rates, agate 15 cts. a line. Special discounts on 3, 6, or 12 month contracts. Reading notices, 25 cts., 50 cts. or \$1 a line, according to location.

TRANSCRIPT—Every evening except Sunday, and WEEKLY, Fridays. Independent Republican. Established 1830. Boston Transcript Co., publishers. Subscription, daily, \$9; weekly, \$1.50. Sworn average circulation for six months prior to April, 1915, daily, 28,911* net paid; Saturday, 40,983* net paid; weekly, circulation—not given by publishers; daily, except Saturday, 12 to 32 pages; Saturday, 32 to 60 pages; weekly, 10 pages; daily or weekly, 7 columns; length of columns, 21 3/4 in.; width, 2 1/4 in. Can use matrices. Office, 324 Washington Street.

Advertising rates, agate, first page, 50 cts.; Saturday edition, 75 cts. a line; first page of second or third part, 25 cts.; Saturday 35 cts. a line; editorial page, 30 cts. a line; Saturday, 40 cts.; last page, any part, 20 cts.; Saturday, 25; opposite editorial page, 20 cts.; Saturday, 5 cts. a line; new and selected pages, 20 cts.; Saturday, 25 cts. a line; run of pages, 15 cts.; Saturday edition, 20 cts. a line. Double column advertisements must be at least 40 lines deep; on first and editorial pages, 50 lines deep. Reading notices, first page, \$2 a line; other pages, \$1 a line; business notices, editorial page, 50 cts. a line. Classified general, 12 1/2 cts.; Saturday, 15 cts. (except "help wanted" or "board and rooms" which is 12 1/2 cts.) a line; financial and political (any day), 30 cts.; amusements and insurance, 25 cts.; literature, meetings, notices, etc., 25 cts.; automobiles, accessories, etc., 20 cts.; lost and found, 15 cts. a line; real estate, 12 1/2 cts. or Saturday edition, 15 cts. a line; display classified, on help

MASSACHUSETTS

or board pages, double price. WEEKLY, display, 10 cts. a line.

TRAVELER—Evening edition of Herald, which see.

TRIBUNA DEL POPOLO—Every Saturday. Italian-Independent. Established 1911. Italo-American Press, publishers. Subscription, 60 cts. Sworn average circulation for year ending March 1915, 5,575*; 8 pages, 6 columns; length of columns, 20 in.; width, 2½ in. Can use matrices. Office, 213 Hanover Street.

Advertising rates, \$1 an inch: 1,000 line, within one year, 5 cts.; 2,500 lines, 4 cts.; 5,000 lines, 3 cts. a line.

See advertisement on page 542.

TRUTH—Every Thursday. Literary. Established 1913. Truth Publishing Co., publishers. Subscription, \$2. Claimed average circulation for year 1914, 10,000; 40 pages, 2 columns; length of columns, 9 in.; width, 3¼ in. Cannot use matrices. Office, 433 Old South Building.

Advertising rates, 25 cts. a line, full page (252 lines), \$60; ½ page or ¼ page, pro rata; inside cover, \$80; back cover page, \$100.

UNIVERSALIST LEADER—Every Saturday. Universalist. Established 1819. Universalist Publishing House, publishers. Subscription, \$2; circulation—not given by publisher; 32 pages, 3 columns; length of columns, 10 in.; width, 2½ in. Office, 359 Boylston Street.

Advertising rates, agate, 10 cts. a line. Reading notices, 25 cts. a line.

WELLSPRING—Every Saturday. Young People. Established 1843. Pilgrim Press, publishers. Subscription, 75 cts. Claimed average circulation for year 1914, 106,480; 8 pages, 4 columns; length of columns, 14¼ in.; width, 2¼ in. Office, Congregational House.

Advertising rates, 45 cts. a line; 1,000 lines or more, on yearly contract, 40 cts. a line. Reading notices, set solid, double display rate; leaded, triple price per count line. For combination rate see—Philadelphia Forward also Presbyterians.

WHERE-TO-GO BUREAU—A travel and resort department monthly in the following magazines; Cosmopolitan, Everybody's, Field and Stream, Review of Reviews, Scribners, The World's Work and the Canadian, Established 1906. Where-To-Go Bureau (Inc.), proprietor. Claimed average circulation for year 1914, 2,500,000; page 5½ by 8 inches, 3 columns—1¼ in. wide. Do not use matrices. Forms close one month in advance.

Advertising rates, nothing but hotel, camp, transportation, tour, resort and sanitarium copy accepted, \$12 a line; 3 times, \$10.80; six times or 60 lines if used within year \$10 a line.

MASSACHUSETTS

WOMAN'S JOURNAL AND SUFFRAGE NEWS—Every Saturday. Woman's Suffrage. Established 1870. Woman's Journal Co., publishers. Subscription, \$1. Sworn average circulation for first six months 1915, 20,540*; 8 pages, 5 columns; length of columns, 17½ in.; width, 2½ in. Can use matrices. Office, 585 Boylston Street.

Advertising rates, agate, 15 cts. a line. Classified, 2 cts. per word.

See advertisement on page 493.

WOMAN'S MISSIONARY FRIEND—Monthly. Religious and Missionary. Established 1869. Annie G. Bailey, publisher. Subscription, 50 cts. Claimed average circulation for 1914, 51,153 net; 40 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Forms close first of preceding month. Office, 511 Boylston Street.

Advertising rates, agate, full page, \$50; ½ page, \$25; ¼ page, \$15; ⅛ page, \$8.

WORLD'S CRISIS—Every Wednesday. Religious-Adventist. Established 1854. Advent Christian Publication Society, publishers. Subscription, \$1.50. Claimed average circulation for year ending May 1915, 5,400; 16 pages, 3 columns; length of columns, 13 in.; width, 3 in. Cannot use matrices. Office, 160 Warren Street.

Advertising rates, \$1 an inch for three issues.

YOUTH'S COMPANION—Every Thursday, in two editions (national and New England). Family and Literary. Established 1827. Perry Mason Co., publishers. Subscription, \$2. Claimed average circulation for year 1914, 447,851; 12 to 24 pages, 4 columns; length of columns, 14¼ in.; width, 2¾ in. Forms close 20 days in advance of issue. Office, 201 Columbus Avenue.

Advertising rates, agate, \$2.60 a line, with a discount of 5% on 1,000 lines within one year; full page, \$1,976. ½ or ¼ page pro rata; second or third covers, two colors, \$2,200, three colors, \$2,400; fourth cover (three colors), \$2,600; two page spread, centre, \$3,952, in two colors, \$4,252. New England edition, 50 cts. a line.

ZION'S HERALD—Every Wednesday. Methodist. Established 1823. Geo. E. Whitaker, publisher. Subscription, \$2.50. Claimed average circulation for year ending May 1915, 13,300; 32 pages, 3 columns; length of columns, 11¼ in.; width, 2¼ in. Office, 581 Boylston Street.

Advertising rates, agate, 20 cts. a line; with discounts of 10, 15, 20, 25 or 33⅓% on 100, 200, 300, 500 or 1,000 line contract. Business notices, 30 cts. per line. Reading notices, 40 cts. a line.

See advertisement on page 542.

BROCKTON—Population, 1910 census, 58,878; 1914 estimate, 65,200. N. Y., N. H. & H. R. R. 20 miles from Boston. The

MASSACHUSETTS

center of a vast boot and shoe making industry, employing upwards of 25,000 hands; also manufactures shoemakers tools and supplies, motorcycles, etc. Annual value of manufactured products, \$55,000,000.

ENTERPRISE—Every evening except Sunday, Independent. Established 1880. Albert H. Fuller, publisher. Subscription, \$5. Sworn average circulation for six months prior to April, 1915, 12,653* net paid; 12 to 32 pages, 7 columns; length of columns, 22 in.; width, 2½ in. Can use matrices.

Advertising rates, 40 cts. an inch; full position, 50 cts. an inch, with a discount of 5 cts. an inch if copy is furnished two days in advance, or 2 cts. an inch, for one day in advance; financial or medical 50 cts. an inch. Classified, 30 words or less, for 2 days or less, 25 cts.; 3 times or more, 10 cts. a day; 2 cts. a line for more than 5 lines; displayed wants, 3 cts. a line each time, for more than 5 lines or less, 2 times, 30 cts.; 3 times or more, 15 cts. a day. Reading notices, nonpareil, bottom of news column, 15 cts. a line.

TIMES—Every evening except Sunday. Independent. Established 1895. W. R. Buchanan publisher. Subscription, \$5. Claimed average circulation for year 1914, 12,431; 12 to 24 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 3½ cts. a line, flat. Reading notices, 25 cts. a count line.

CAMBRIDGE—Population 104,839. On Charles River, 3 miles distant from Boston with which it is connected by steam and street railroads and subway. Manufactures include steam pumps, boilers and engines, soap, furniture, brick, pottery, pianos and organs, automobiles, boots and shoes, confectionery, books, etc. Seat of Harvard University, Massachusetts Institute of Technology and Radcliffe College. Annual value of manufactured products, \$48,000,000.00.

CHRONICLE—Every Saturday. Local. Established 1846. Cambridge Chronicle Co., publishers. Subscription, \$2.50. Claimed average circulation for year 1914, 5,761; 16 to 24 pages, 6 columns; length of columns, 19¾ in.; width, 2½ in.

Advertising rates, \$1 an inch; 100 in. within three months, 30 cts.; 500 in. within one year, 25 cts. an inch. Reading notices, 15 cts. a line.

PRINTING ART—Monthly. Graphic Arts. Established 1903. The University Press Publishers. Subscription, \$3. Claimed average circulation for year ending May 31, 1915, 5,650; 100 pages, 2 columns; length of columns, 9½ in.; width, 3¼ in. Forms close 15th preceding month.

Advertising rates, ½ page, \$15, three months, \$14, six months, \$13, one year, \$12; ¼ page, \$25, \$23, \$22 or \$21, ½ page, \$40,

MASSACHUSETTS

\$38, \$36 or \$33; one page, \$60, \$57, \$54 or \$50 each insertion.

EAST NORTHFIELD—On Central Vt. R. R. Community devoted entirely to religion and educational pursuits.

RECORD OF CHRISTIAN WORK—Monthly (5th). Interdenominational. Established 1881. W. R. Moody, publisher. Subscription, \$1. Claimed average circulation for year 1914, 30,000; 96 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Forms close first of preceding month.

Advertising rates, agate, 25 cts. a line; full page, \$50; ¼, ¼ and ½ pages, pro rata. Preferred position, 15% extra.

FALL RIVER—Population 119,295. On Mount Hope Bay, Taunton River and N. Y., N. H. H. R. R. Regular steamers to N. Y., Philadelphia, Providence, with large domestic and foreign commerce. Has vast water power; 113 mills, turning out 2,000 miles of cotton cloth per day, including fine and coarse goods, ginghams and quilts, besides spinning yarn and thread; two large print works having a capacity of 6,000,000 yards per week; also large granite quarries within city limits. Weekly payroll of various industries, \$300,000.00. Has numerous fine schools and other public buildings. Annual value of manufactured products, \$50,000,000.00. Bank clearings for 1914, \$63,515,274.44.

GLOBE—Every evening except Sunday. Democratic. Established 1885. Fall River Daily Globe Publishing Co., publishers. Subscription, \$6; circulation—not given by publisher; 12 to 24 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices.

Advertising rates, 90 cts. an inch; one week, \$3; one month, \$10.40; three months, \$19.50; six months, \$31.20; one year \$46.80; e. o. d., 2 2t. a. w. and 1 t. a. w. special rates; 100 in., within one year, 50 cts. an inch; 250 in., 45 cts. an inch; 500 in., 40 cts. an inch; 1,000 in., 30 cts. an inch. Preferred position, 12½ and 25% extra; last page, 33¼% extra. Classified, ½ ct. a word (minimum charge, 25 cts.). Nonpareil reading notices, 25 cts. a line.

HERALD—Every evening except Sunday. Independent. Established 1872. Herald Publishing Co., publishers. Subscription, \$6. Claimed average circulation for year 1914, 8,500; 12 to 24 pages, 7 columns; length of columns, 21½ in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 2 cts. a line; full position, 2½ cts.; outside pages, 4 cts. Classified, ½ c. per word.

NEWS—Every evening except Sunday. Republican. Established 1845. Almy & Milne, publishers. Subscription, \$6. Sworn average circulation for six months prior to October,

MASSACHUSETTS

1914, 7,216* net paid; 8 to 12 pages, 8 columns; length of columns, $2\frac{1}{2}$ in.; width, $2\frac{1}{4}$ in. Can use matrices.

Advertising rates, nonpareil, 100 in. in three months, 45 cts. an inch; 250 in., 40 cts.; 500 in., 30 cts.; 1,000 in., 25 cts.; composition, 10 cts. an inch additional. Reading notices, 20 cts. a line.

FITCHBURG—Population, 1910 census, 37,826; 1915 estimate, 41,507. On Nashua River and 2 railroads. Granite quarries in vicinity. Industries include the manufacture of steam engines, foundry and machine shop products, machine knives, saws, firearms, bicycles, paper, woolen and cotton goods, lace curtains, bagfilling machines, shoes, horn and celluloid goods. Annual value of manufactured products, \$23,252,000.00. Bank clearings during 1914, \$96,000,000.00.

RAIVA AJA—Every evening except Sunday. Finnish. Socialistic. Established 1905. Raivaaja Publishing Co., publishers. Subscription, \$3.50. Claimed average circulation for year 1914, 10,000; 8 pages, 7 columns; length of columns, 20 in.; width, $2\frac{1}{4}$ in.

Advertising rates, 40 cts. an inch. Reading notices, 10 cts. a line.

SENTINEL—Every evening except Sunday. Republican. Established 1873. Sentinel Printing Co., publishers. Subscription, \$5. Sworn detailed average circulation for year 1914, 5,172*; 8 to 32 pages, 7 columns; length of columns, 21 in.; width, $2\frac{1}{4}$ in. Can use matrices.

Advertising rates, 50 cts. an inch first insertion; 25 cts. for additional insertions; 100 in. within one year, 28 cts.; 250 in., 24 cts.; 500 in., 20 cts.; 750 in., 18 cts.; 1,000 in., 17 cts. an inch, 10% less for electrolytied matter. Reading notices, 15 cts. per line for first insertion; 10 cts. for subsequent insertions. Classified (25 cts. minimum), 2 cts. per line.

GLOUCESTER—Population 24,398. On South side of C. Ann Peninsula, Boston & Maine R. R. Regarded as an excellent summer resort; has one of the largest fishery interests in America, employing more than 6,000 men in haddock, halibut, cod and mackerel fisheries. Also imports largely coal, salt, lumber. Leading industries, ship-building, oil, clothing, anchors, fish glue, wearing apparel and refrigerators and granite of an excellent quality quarried in vicinity. Annual value of manufactured products, \$10,400,000.00.

TIMES—Every evening except Sunday. Independent. Established 1888. Gloucester Times Co., publishers. Subscription, \$3.50. Sworn average circulation for year, 7,066* net paid; 8 to 12 pages, 7 columns; length of columns, 20 in.; width $2\frac{1}{4}$ in.

Advertising rates, 50 cts. an inch, 35 cts. an inch subsequent insertions; last page, 75 or 50 cts.; first page, \$1 or 50 cts. an inch; 100 in., within one year, 30 cts. an inch;

MASSACHUSETTS

300 in., 27 cts.; 500 in., 24 cts.; 750 in., 21 cts.; 1,000 in. or more, 20 cts. an inch. Classified, 25 cts. for 4 lines, (28 words), first time; 10 cts. each time after up to one week, then 50 cts. a week. Reading notices, minion measure, 15 cts. a line; telegraphic readers, 25 cts. a line.

GREENFIELD—Population, 1910 census, 10,427; 1915 estimate, 15,000. On Connecticut River and Fitchburg Division of Boston & Maine R. R. We have the largest tap and die manufactures in the world. Other manufacture interests are children's carriages, silverware, cutlery, edge tools and pocket books. Annual value of manufactured products, estimated, \$3,000,000.00. Bank clearings during, 1914, \$4,500,000.00.

GAZETTE AND COURIER—Every Saturday. Republican. Established 1792. E. A. Hall Publishing Co., proprietors. Subscription, \$2. Claimed average circulation for 1914, 5,000; 12 pages, 7 columns; length of columns, 20½ in.; width, $2\frac{1}{4}$ in.

Advertising rates, \$1 an inch; one month, \$2.50; three months, \$5; six months, \$7.50; one year, \$12.

HAVERHILL—Population, 1910 census, 44,115; 1915 estimate, 47,000. On Merrimac River, Boston & Maine R. R.; 33 miles from Boston. Industries include hats, boxes, boards, flannel, cement, bricks, boot and shoe manufacturing largely engaged in, employing more than 15,000 persons. Annual value of manufactured products, \$43,700,000.00.

GAZETTE—Every evening except Sunday. Independent Republican. Established 1793. Haverhill Gazette Co., publishers. Subscription, \$6. Sworn detailed average circulation for twelve months prior to April, 1915, 10,386* net paid; 12 to 24 pages, 7 columns; length of columns, 20 in.; width, $2\frac{1}{4}$ in. Can use matrices.

Advertising rates, 75 cts. an inch; one week, \$2; one month, \$5.40; three months, \$13.50; six months, \$24; one year, \$42. Open space within one year, 200 in., 28 cts. an inch; 500 in., 26 cts.; 1,000 in. or more, 24 cts. E. O. D., ¾ of daily rates; twice a week, ½. Position, 12½ and 25% extra. Reading notices, 15 cts. a line; two or three insertions, 12½ cts.; more than three times, 10 cts. per line. Classified, 5 lines or less, 30 cts.; three times, 50 cts.; one week, 75 cts.

RECORD—Every Thursday and Sunday. Established 1902. Record Publishing Co. (Inc.) publishers. Subscription, Sunday, \$1.50; Thursday, \$1. Claimed circulation for year 1914, Thursday edition, 7,000; Sunday, 15,145; 8 pages, 7 columns; length of columns, $2\frac{1}{4}$ in.; width, $2\frac{1}{4}$ in. Can use matrices.

Advertising rates, transient, Sunday, 65 cts.; Thursday, 35 cts. an inch; commercial, Sunday, 40 cts.; Thursday, 25 cts. an inch on contracts of one month, or longer. Read-

MASSACHUSETTS

ing notices, Sunday, 20 cts.; Thursday, 15 cts. a line. Classified, Sunday or Thursday, 5 cts. a line (minimum, 5 lines).

HOLYOKE—Population, 1910 census; 57,730; 1915 estimate, 65,000. On Connecticut River, 2 railroads. Has immense water power, there being five miles of canals, on three different levels, conveying the water to 30,000 horse power of water wheels. Biggest producing center in the U. S. of envelopes and fine writing papers and blank books. Manufacturers paper, cotton and woolen goods extensively, silks, thread, boilers, machinery and wire; tobacco grown to some extent in the locality. Annual values of manufactured products \$45,000,000.00. Bank clearings for year ending October 1914, \$38,042,900.00.

ARTISAN—Every Friday. Labor. The Artisan Publishing Co., publishers. Subscription, \$1. Claimed net average circulation for year 1914, 5,500.

Advertising rates, 50 cts. an inch; 100 in., 42 cts.; 250 in., 32 cts.; 500 in., 25 cts.; 1,000 in., or more, 20 cts. an inch. Special positions, 15 and 25% additional.

NAUTILUS—Monthly (21st). New Thought Established 1898. Elizabeth Towne, publisher. Subscription, \$1.50. Claimed average circulation for year ending May, 1915, 41,500; 80 pages, 2 columns; length of columns, 8 in.; width, 2% in. Forms close 6th of preceding month.

Advertising rates, ½ inch, minimum, \$4.15; one inch, \$7.50; ¼ page, \$27; ½ page, \$50; one page, \$90; outside back cover page (2 colors), \$120; inside front cover (2 colors), \$110; inside back cover (2 colors), \$100.

TELEGRAM—Every evening except Sunday. Independently Democratic. Established 1898. Holyoke Telegram Publishing Co., publishers. Subscription, \$3. Sworn average circulation for six months prior to October, 1914, 8,325; 8 to 16 pages, 7 columns; length of columns, 21½ in.; width, 2½ in. Can use matrices.

Advertising rates, 18 cts. flat an inch. Classified, 1c. per word. Preferred position, 12½ and 25% extra. Reading notices, brevier, 15 cts. a line; by the week, 10 cts.; by the month, 6 cts.

TRANSCRIPT—Every evening except Sunday. Progressive Transcript Publishing Co., publishers. Established 1882. Subscription, \$3. Sworn average circulation for six months prior to April 1915, 10,311* net paid; 8 to 24 pages, 7 columns; length of columns, 21½ in.; width, 2½ in. Can use matrices.

Advertising rates, nonpareil, \$1 an inch; one week, \$2.50; one month, \$6.50; three months, \$14.70; six months, \$27; one year, \$45; e. o. d., ⅔ of daily rate; ½ inch advertisements, ⅔ of inch rate. Open space, within one year, 100 in., 37½ cts. an inch; 250 in., 31¼ cts.; 500 in., 25 cts.; 1,000 in. or

MASSACHUSETTS

more, 22½ cts.; set advertisements in full position, 100 in., 40 cts. an inch, with discount on 250 in. and over. Classified, 1½ cts. a word first time; 1c. after; reading notices, 10 cts. a line; telegraphic or pure readers, 25 cts. per count line.

LAWRENCE—Population 85,892. On Merrimac River. Boston and Maine R. R. Has immense water power. Is the largest woolen cloth manufacturing centre in the United States; also has foundry and machine shops; druggist sundries, linen thread, yarn and twine factories; paper mills and very large cotton mills. Lawrence, with its environs, employs upwards of forty thousand operatives, to whom are paid annually nearly twenty millions of dollars in wages. Annual value of manufactured products, is between, \$150,000,000 and \$200,000,000.

SUN AMERICAN—Every evening except Sunday and SUNDAY SUN. Democratic. Established 1861. Sun American Publishing Co., publishers. Subscription, daily, \$3; Sunday, 50 cts. Sworn average circulation for first six months 1915, daily, 4,008* net; Sunday 9,076* net; 10 to 32 pages, 7 columns; length of columns, 20½ in.; width, 2½ in.

Advertising rates, daily, 20 cts. an inch; Sunday Sun, 25 cts. an inch

EAGLE—Morning edition of Tribune, which see.

SUN—Sunday edition of Sun American, which see.

TELEGRAM—Every evening except Sunday. Republican. Established 1884. Kimball G. Colby, publisher. Subscription, \$3. Sworn average circulation for six months prior to April 1915, 8,326* net paid; 8 to 24 pages, 7 columns; length of columns, 20 in.; width, 2½ in.

Advertising rates, one inch, one time, 75 cts.; one week, \$2.50; one month, \$6; three months, \$15; six months, \$24; 100 in. to be used within one year, 40 cts.; 250 in., 30 cts.; 500 in., 25 cts.; 1,000 in., 22½ cts. an inch. Position, 12½ and 25% extra. Classified, 1c. a word for three insertions; 1½ cts. for six insertions; 6 cts. a word for one month. Reading notices, 20 cts. per count line; 500 lines, 12 cts.; 1,000 lines, 10 cts. a line.

TRIBUNE—Every evening except Sunday. **EAGLE**, every morning except Sunday. Democratic. Established 1890. Hildreth & Rogers Co., publishers. Sworn average circulation. Tribune, and Eagle for twelve months prior to April 1915, 11,665* net paid; 8 to 24 pages, 7 columns; length of columns, 22½ in.; width, 2½ in. Can use matrices.

Advertising rates, agate, Tribune and Eagle combined, 4 cts. a line; 2,000 lines, 3 cts.; 3,000 lines, 2½ cts.; 5,000 lines, or more, 2 cts. a line; books, magazines, etc., 2 cts. a line, flat. Position 10 and 25%; first page, 100% extra. Reading notices, 10 cts.

MASSACHUSETTS

per count line; first page, 20 cts. a line. Classified, 1c. a word (minimum charge, 25 cts.); by the week, 2 cts. a word; by the month, 8 cts. a word.

LOWELL—Population, 1910 census, 106,294; 1914, U. S. Estimate, 111,004. On Merrimac River, at mouth of Concord River. N. Y., N. H. & H. and Boston and Maine Railway Systems. Has immense water power, which through a system of seven and half miles of canals, develops 30,000 horse power daily. Work on an 18 foot channel to the sea is now underway, the state having appropriated, \$1,000,000 for the project. Is one of the greatest textile manufacturing cities in the U. S., including cotton, woolen worsted, knitting, felt, hosiery and carpet mills and bleaching and dyeing works; other extensive manufactures are cart-ridges, machinery, various kinds of tools, electric goods, rubber goods, foundry and machine shop products and patent medicine.

COURIER-CITIZEN—Every morning and evening except Sunday. Non-partisan. Established 1845. Courier-Citizen Co., publishers. Sworn average circulations for twelve months prior to April 1915, 16,393* net paid; 10 to 20 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices.

Advertising rates, 3 cts. a line; editorial page, 3½ cts.; last page, 4 cts.; first page, 8 cts. a line. Reading notices, 20 cts. a line. Classified, ½c. per word.

ETOILE—Every evening except Sunday. French-Republican. Established 1893. L'Etoile Publishing Co., publishers. Subscription, \$3. Claimed average circulation for 1914, 5,100; 8 pages, 7 columns; length of columns, 20 in.; width, 2¼ in. Can use matrices.

Advertising rates, 25 cts. an inch; 1,500 in. within one year, 15 cts. an in.

SUN—Every evening except Sunday. Democratic. Established 1878. John H. Harrington, publisher. Subscription, \$3; circulation not given by publisher; 8 to 24 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 3 cts. a line; last page, 5 cts.; first page, 8 cts.; preferred position, 10 and 25% extra. Reading notices, 20 cts. per count line. Imitation readers, separated by rule from news matter, 50% above display rate. Classified, ½c. per word.

SUNDAY TELEGRAM—Every Sunday. Independent. Established 1898. D. A. Long, publisher. Subscription, \$1.50. Claimed average circulation for year ending April 1915, 17,819; 16 to 32 pages, 8 columns; length of columns, 22 in.; width, 2½ in.

Advertising rates, agate, 3 cts. a line; position, 25%; first page, 100% extra. Reading notices, 20 cts. a line. Classified, 1c. per word.

MASSACHUSETTS

LYNN—Population 89,336. On Massachusetts Bay. 2 railroads. Is the shopping center of a population of more than 200,000. Most extensive business in leather and morocco; biggest manufacturing center in the U. S. for ladies' and children's shoes—more than 18,000 people are employed in this industry alone—last, cut sole and button hole factories; manufacture of machinery and a great many other thriving industries. More than 12,000 hands employed at General Electric Co.'s works. Annual value of manufactured products, \$75,000,000.00.

ITEM—Every evening except Sunday. Republican. Established 1876. Hastings & Sons Publishing Co., publishers. Subscription, \$6. Sworn detailed average circulation for six months prior to April, 1915, 13,002* net paid; 12 to 20 pages, 8 columns; length of columns, 22 in.; width, 2½ in. Can use matrices.

Advertising rates, \$1.20 an inch; each subsequent insertion, 80 cts.; one month, 50 cts.; three months, 40 cts.; six months, 36 cts.; one year, 30 cts. an inch. Open space, within one year, 100 in., 75 cts. an inch; 200 in., 65 cts.; 300 in., 55 cts.; 500 in., 50 cts.; 1,000 in., 42 cts. an inch. Preferred position 10 and 25% extra. Classified, 10 cts. a line; 3 times, 20 cts.; subsequent insertions, 2 cts. a line. Reading notices, 30 cts. per count line; first page, 60 cts.

NEWS—Every evening except Sunday. Independent Republican. Established 1897. Lynn Evening News Co., publishers. Subscription, \$3; sworn average circulation for six months ending March, 1915, 8,694*; 10 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, 75 cts. an inch; 100 in. within one year, 50 cts.; 300 in.; 42 cts.; 500 in., 32 cts.; 750 in., 29 cts.; 1,000 in., 25 cts. an inch. Preferred position 15, 25, 50 or first page, 100% extra. Reading notices, 15 cts. a line. Classified, 4 cts. a line.

TELEGRAM—Every evening except Sunday and SUNDAY morning. Independent. Established 1912. The Lynn Telegram (Inc.), publishers. Subscription, \$3.50. Claimed average circulation for six months prior to April 1915, 12,500; 12 to 24 pages; 7 columns; length of columns, 20 in.; width, 2¼ in. Can use matrices.

Advertising rates, agate, 2 cts., flat, a line. Guaranteed position, next to reading, 10%; any specified other than back or front page, 25%; front or back (editorial) pages, 100% extra. Reading notices, 15 cts. a line. Classified, 1c. per word.

MALDEN—Population, 1910 census, 44,404; 1914, U. S. estimate, 48,979. On Boston and Maine R. R. (two lines), five miles distant from Boston. Extensive business in rubber boots and shoes, leather boot and shoe lasts, woolen and print goods. Annual value of manufactured products, \$9,000,000. Bank clearings during, 1914, \$26,886,000.

MASSACHUSETTS

FREE PRESS AND MIRROR—Every Friday. Independent. Malden Free Press (Inc.), publishers. Subscription, for free distribution locally; by mail \$2; sworn average circulation for year ending March 1915, 10,281*; 6 to 8 pages, 7 columns; length of columns, 19½ in.; width, 2½ in. Cannot use matrices.

Advertising rates, 75 cts. an inch; two weeks, 60 cts.; one month, 50 cts.; two months, 40 cts.; three months, 30 cts. an inch; first page, 10 cts. an inch, extra. Reading notices, 15 cts. a line; subsequent insertions, 10 cts. a line. Classified, 1c. per word.

NEWS—Every evening except Sunday. Republican. Established 1892. F. A. Bayrd, publisher. Subscription, \$3. Claimed average circulation for year 1914, 7,522; 4 to 8 pages, 7 columns; length of columns, 20½ in.; width, 2½ in.

Advertising rates, 50 cts. an inch; 100 in., 40 cts.; 500 in., 30 cts.; 1,000 in. within one year, 20 cts. an inch.

NEW BEDFORD—Population, 1910 census, 96,652; 1914 U. S. estimate, 111,230. On Buzzard's Bay, Acushnet River and N. Y., N. H. & H. R. R. Port of entry with fine harbor; coal distributing center. Leads the United States in the production of fine yarn and cloth, there being 67 cotton mills employing 35,000 operatives. Industries also include factories manufacturing shoes, silverware, paper, soap, candle, glass, iron, sash and door, screws, leather, copper, iron, age, sperm and whale oil, carriage, chair, also silk and rubber mills and glass cutting establishments. Annual value of manufactured products, \$50,000,000.

MERCURY—See Standard.

STANDARD—Every evening and Sunday. MERCURY, every morning except Sunday. Republican. Established 1850. E. Anthony & Sons (Incorporated), publishers, Standard. Mercury Publishing Co., publishers, Mercury. Subscription, daily, Standard or Mercury, \$6; Sunday, \$1.50. Sworn detailed average circulation for year ending June, 1915, daily, Standard and Mercury combined, 21,185* net; Sunday Standard, 15,030* net; Standard, 12 to 24 pages; Mercury, 8 to 24 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices.

Advertising rates, agate, for Standard and Mercury, combined, or Sunday edition, 3 cts. a line; full position, 4 and 4½ cts. a line; outside or editorial pages, 6 cts. a line. Reading notices, 40 cts. a count line. Classified, Standard only, 1c. a word; 5 cts. a word, 1 week, daily and Sunday.

TIMES—Every evening except Sunday, and **SUNDAY MORNING**. Independent. Established 1902. David L. Barker, publisher. Subscription, daily, \$6; Sunday, \$1.50. Sworn average circulation for six months prior to

MASSACHUSETTS

April, 1915, 6,847* net paid; daily, 16 pages; Sunday, 20 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, daily or Sunday, 30 cts. an inch. 100 in., on yearly contract, 25 cts.; 200 in., 24 cts.; 300 in., 23 cts.; 400 in., 22 cts.; 500 in., 20 cts.; 1,000 in., 18 cts. an inch. Full position, 25% extra. Reading notices, 15 cts. a line. Classified, ½c. a word.

NEWBURYPORT—Population 14,949. On Merrimac River. Boston & Maine R. R. Port of entry with excellent coast commerce. Industries include manufacture of boots and shoes, silverware, combs, cordage, electrical goods, ovens, machinery, carriages and cotton goods.

NEWS—Every evening except Sunday. Independent. Established 1877. News Publishing Co. (Inc.), publishers. Subscription, \$3. Sworn detailed average circulation for year 1914, 5,558* net paid; 8 to 24 pages, 7 columns; length of columns, 20 in.; width, 2½ in.

Advertising rates, \$1 an inch; 100 in., within one year, 25 cts.; 300 in., 22½ cts.; 500 in., 21¼ cts.; 750 in., 20 cts.; 1,000 in., 18¾ cts. an inch. Preferred position, 15, 25 or 50% extra. Classified, 4 lines, one time, 25 cts.; subsequent insertions, 5 cts. a line. Reading notices, 25 cts. a line; ordinary (nonpareil), 10 cts. a line first time, 6 cts. after.

NORTH ADAMS—Population 22,019. Near west end of Hoosac Tunnel, on Boston & Maine and Boston & Albany Railways. Industries include cotton and woolen goods mills; large print work and shoe factory.

TRANSCRIPT—Every evening except Sunday. Republican. Established 1895. A. W. Hardman, publisher. Subscription, \$6. Sworn average circulation for six months prior to April, 1915, 5,528* net; 8 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices.

Advertising rates, 50 cts. an inch; repeats, 35 cts.; ten or more insertions, 30 cts.; on yearly contracts, 100 in., 30 cts.; 300 in., 20 cts.; 500 in., 18 cts.; 750 in., 16½ cts. an inch. Preferred position, 15 and 25% extra. Reading notices, 10 cts. a line. Classified, 1c. per word.

NORTHAMPTON—Population, 1910 census, 19,431; 1915 estimate 20,000. On three railroads, near Connecticut River. Extensive manufactures of cutlery, baskets, sewing silks, satins, silk hosiery, etc. Florence and Leeds both within the city limits and the locations of Smith College for Young Ladies, State Lunatic Asylum and Clarke Institute for Mutes.

GAZETTE—Every evening except Sunday. Independent Republican. Established 1890.

MASSACHUSETTS

Henry S. Gere & Sons, publishers. Subscription, \$5. Sworn average circulation for six months prior to April, 1915, 18,424* net paid; 10 to 16 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, 50 cts. an inch; 100 in. within one year, 30 cts.; 250 in., 25 cts.; 500 in., 20 cts.; 1,000 in., 18 cts. an inch. Reading notices, 10 cts. per count line; telegraphic or pure reading, 20 cts. per count line; headline counts double. Classified, 4 lines (28 words), 25 cts.; 2 times, 35 cts.; 3 times, 40 cts.; 6 times, 50 cts.; 1 month, \$2; 5 cts. for each additional line.

PITTSFIELD—Population, 1910 census, 32,121; 1914 estimate, 37,636. Situated in the center of the Berkshire Hills and on the Housatonic River. Boston & Albany and N. Y., N. H. & H. Railway systems. Engaged extensively in the manufacture of cotton and woolen goods, electrical machinery, knit goods, fine grade of paper and paper making machinery. Annual value of manufactured products, approximate, \$25,000,000.00 divided between about 50 different manufactured articles. Nine banks; resources, \$19,798,932.00; clearings during 1914, approximately, \$50,000,000.00.

EAGLE—Every evening except Sunday and Wednesday, and WEEKLY, Wednesdays. Republican. Established 1789. K. B. Miller, publisher. Subscription, daily, \$6; weekly, \$1. Sworn detailed average circulation for year 1914, daily, 12,853*; weekly, 14,041*; daily, 12 pages or more; weekly, 16 to 24 pages, 7 columns; length of columns, 22 in.; width, 2½ in. The weekly is Wednesday edition of the daily, enlarged.

Advertising rates, daily, 50 cts. an inch; 30 in., 43 cts.; 50 in., 39 cts.; 100 in., 32 cts.; 250 in., 29 cts.; 500 in., 25 cts.; 500 in. or more, 22 cts. an inch. Weekly, 100 in., 32 cts. an inch; 100 to 250 in., 29 cts.; 250 in. or more, 26 cts. an inch. Preferred position, 10 and 25% extra. Reading notices, 10 cts. a line; telegraphic readers, 35 cts. per count line. Classified, 1c. a word (minimum charge, 25 cts.).

SALEM—Population, 1910 census, 43,697; 1915 estimate, 47,615. On Atlantic Sea Coast. Boston & Maine R. R. Port of entry with very large coasting trade, more particularly in the importation of coal, lumber, etc., Manufactures extensively boots and shoes, leather and cotton goods, toys and machinery. Peabody Museum; East India Marine Hall and Essex Historical Institute located here. Annual value of manufactured products, \$17,000,000.00. Resources of bank for 1914, \$11,003,795.35.

BLACK CAT—Monthly. Literary. Established 1895. The Short Story Publishing

MASSACHUSETTS

Co., publishers. Subscription, \$1. Claimed average circulation for year 1914, 45,000; 48 to 56 pages, 2 advertising columns; length of columns, 8 in.; width, 2½ in. Forms close 20th of second preceding month.

Advertising rates, agate, 30 cts. a line; full page \$60; ½ or ¼ page pro rata; second or third cover, \$75; back cover, \$100. Classified, 30 cts. a line.

LITTLE FOLKS—Monthly. Juvenile. Established 1897. S. E. Cassino Co., publishers. Subscription, \$1. Sworn detailed average circulation under date of March 12th, 1915, 113,348*; 48 to 62 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Forms close first of preceding month.

Advertising rates, agate, 50 cts. a line; one page, \$110; ¼ and ½ pages, pro rata.

NEWS—Every evening except Sunday. Republican. Established 1880. Salem News Publishing Co., publishers. Subscription, \$3. Sworn detailed average circulation for six months prior to April, 1915, 18,424* net paid; 8 to 10 pages, 8 columns; length of columns, 22½ in.; width, 2 in. Can use matrices,

Advertising rates, nonpareil, per inch, one time, \$1; one week, \$3.50; one month, \$10.50; three months, \$24; six months, \$39. Reading notices, 15 cts. a line. Classified, 24 words or less, 25 cts. each insertion.

SOMERVILLE—Population 77,236. On Boston & Maine R. R. 2 miles distant from Boston. Has iron foundries, tube and jewelry works, tanneries and meat packing houses. Value of stock and material used, \$32,935,867.00. Annual payroll of \$3,098,990.00

JOURNAL—Every Friday. Independent Republican. Established 1870. J. O. Hayden, publisher. Subscription, \$2. Claimed average circulation, for year 1914, 7,800; 12 pages, 6 columns; length of columns, 21½ in.; width, 2½ in.

Advertising rates, 1 inch, one time \$1; one month, \$2.50; three months, \$5; six months, \$9; one year, \$15. Reading notices, 15 and 25 cts. a line.

SPRINGFIELD—Population, 1910 census, 88,926; 1915 estimate, 105,000. On Connecticut River. 4 railroads. Has excellent water power; industries include the manufacture of firearms, fine papers and envelopes, automobiles, games, kindergarten supplies, machinery, cotton and woolen goods and railroad car works. Amount expended on new buildings and alterations during 1914, \$5,694,378.00. Value of manufactured products for 1914, estimated, \$45,000,000.00. Bank clearings during 1914, \$139,486,240.67.

It is better in an advertisement to understate your facts than to overstate them. When the public discovers that you have better than you say, their imaginations will supply any deficiency in yours.

MASSACHUSETTS

CURRENT EVENTS—Every Friday during School year. Educational. Established 1902. Educational Press Co., publishers. Subscription, 40 cts.; circulation—not given by publisher; 4 pages, 4 columns; length of columns, 11 in.; width, 2 in. Cannot use matrices. Forms close Friday. Office, 10 Broadway.

Advertising rates, \$3. flat a line.

FARM AND HOME—Semi-Monthly. Two—Eastern and Western—editions. Agricultural. Established 1880. Phelps Publishing Co., publishers. Subscription, 50 cts. Sworn detailed average circulation for year 1914, 604,368*; 24 pages, 4 columns; length of columns 13 11/14 in.; width, 2 1/4 in. Forms close 1st and 15th of the month for issues 15th and 1st, respectively; issues Eastern and Western editions.

Advertising rates, agate, for Western edition, \$1.50; Eastern edition, \$1.20; both combined, \$2.50 a line. Reading notices, Western edition, \$3; Eastern edition, \$2.40, or \$5 for both. For National Farm Power combination, see American Agriculturist, New York City.

HOMESTEAD—Every Monday, Wednesday and Saturday. Society and Family. Established 1878. Springfield Homestead Newspaper Co., publishers. Subscription, \$4. Claimed average circulation for year 1913, 7,900; 16, 20 and 24 pages, 6 columns; length of columns, 20 in.; width, 2 1/4 in.

Advertising rates, agate, 10 cts. a line; 250 lines, 8 cts.; 500 lines, 7 cts.; 1,000 lines, 5 cts. a line.

KINDERGARTEN REVIEW—Monthly (15th except July and August). Home and School education. Established 1893. Milton Bradley Co., publishers. Subscription, \$1.25; circulation—not given by publisher; 132 pages, 2 columns; length of columns, 7 1/2 in.; width, 2 1/4 in. Cannot use matrices. Forms close 5th of month preceding. Office, 43 Cross Street.

Advertising rates, agate, 15 cts. a line; full page, (210 lines), \$30; 1/2 page, \$15; 1/4 page, \$7.95.

NEW ENGLAND HOMESTEAD—(New England States edition of Orange Judd Farm Weeklies, New York)—Every Saturday. Farm and Family. Established 1867. Orange Judd Co., publishers. Subscription, \$1; sworn average circulation for year 1914, 57,704* 24 to 32 pages, 4 columns; length of columns, 11 1/4 in.; width, 2 1/4 in. Forms close one week in advance.

Advertising rates, 40 cts. a line; preferred position, 15 and 25% extra. Reading notices, 80 cts. a line. Classified, 5 cts. per word. For combination rate on Orange Judd Weeklies, including New England Homestead, American Agriculturist (New York), Orange Judd Farmer (Chicago), Southern Farmer (Atlanta) and Northwest Farmstead (Minneapolis). Also for National Farm Power

MASSACHUSETTS

combination, see American Agriculturist, New York City.

NEWS—Every evening except Sunday. Democratic. Established 1880. Daily News Publishing Co., publishers. Subscription, \$3.50. Claimed average circulation for year, 1914, 13,221 net; 10 to 32 pages, 7 columns; length of columns, 20 in.; width, 2 1/4 in. Can use matrices.

Advertising rates, agate, see Republican.

PATRIOTISM—Monthly (25th). Literary. Home. Established 1910. The Colonial Pub. Co., publishers. Subscription, 50 cts. Claimed average circulation for six months ending June, 1915, 110,000; 28 pages, 4 columns; length of columns, 12 1/4 in.; width, 2 1/4 in. Cannot use matrices. Forms close 15th of month preceding. Office, 264 Main Street.

Advertising rates, agate, 50 cts. a line.

REPUBLICAN—Every morning including SUNDAY, and WEEKLY, Thursday. Independent. Established 1824. Richard Hooker, publisher. Subscription, daily, \$8; Sunday, \$2; weekly, \$1. Sworn average circulation for twelve months, prior to April 1915, daily and Sunday, 14,785* net paid; weekly, claimed average for year 1914, 4,499 net; daily, 16 to 24 pages, Sunday, 36 to 48 pages; weekly, 16 pages; either edition, 7 columns; length of columns, 20 1/2 in.; width, 2 1/4 in.

Advertising rates, agate, daily, including evening NEWS, 12 cts. a line; 1,000 lines or 13 times, 10 cts.; 2,000 lines or 26 times, 9 cts.; 3,000 lines or 39 times, 8 cts.; 4,000 lines or 52 times, 7 cts.; 5,000 lines or 104 times, 6 cts. a line; Sunday or weekly, 8 cts. a line; 1,000 lines or 7 times (at least one time a week) within one year, 7 cts.; 2,000 lines or 13 times, 6 1/2 cts.; 3,000 lines or 26 times, 5 1/2 cts.; 4,000 lines or 52 times, 4 1/2 cts.; 5,000 lines, 4 cts. a line. Preferred positions, 12% or 25% extra. Classified, 1 ct. per word. Reading above or following local news, in nonpareil, 30 cts. a count line.

UNION—Every morning including SUNDAY, and every evening except Sunday. Republican. Established 1864. J. D. Plummer, publisher. Subscription, morning or evening, \$6; Sunday, \$2.50. Sworn average circulation for six months prior to April, 1915, daily, 27,370* net paid; Sunday, 18,366 net paid; daily, 14 to 24 pages; Sunday, 28 to 40 pages, 7 columns; length of columns, 21 1/4 in.; width, 2 1/4 in. Can use matrices.

Advertising rates, agate, daily, per line, one time, 10 cts.; three times, 9 1/2 cts.; six times, 9 cts.; one month, not including Sunday, 7 cts.; 6 months or more, 5 cts. a line, per time. Open space within one year, 1,000 lines, 8 cts. a line; 2,000 lines, 7 1/2 cts.; 3,000 lines, 7 cts.; 5,000 lines, 6 1/2 cts.; 10,000 lines, or more, 6 cts. a line. Positions,

MASSACHUSETTS

10 and 25% extra. Reading notices, nonpareil, 15 cts. a line; leaded nonpareil, 20 cts.; solid minion, 40 cts. Sunday display, per line, one time, 6 cts.; three months, 5½ cts.; six months, 5 cts.; one year, 4 cts. a line.

See advertisement on page 504.

TAUNTON—Population, 1910 census, 34,259; 1915 estimate, 35,849. In the geographical center of Bristol County, on Taunton River, and is the junction point for the New York, New Haven & Hartford R. R., divisions running east, west, north and south; also machine shops are located here. An important manufacturing center, including cotton mills, foundries, brick and tile, nail and tack and copper works; shoe button, solid silver ware, britannia ware, silver plate ware and jewelry factories and large stove industries. Bristol Academy Bristol County Agricultural School and a State Lunatic Asylum are located here. Annual value of manufactured products exceeding \$16,000,000.00.

GAZETTE—Every evening except Sunday. Republican. Established 1848. Wm. Reed Sons Co., editors and publishers. Subscription, \$6. Claimed average circulation for year, 5,913 net; 8 to 16 pages, 7 columns; length of columns, 22 in.; width, 2½ in. Can use matrices.

Advertising rates, first insertion, 75 cts. an inch; each subsequent insertion, 25 cts. an inch; on yearly contracts, 100 in., 30 cts.; 250 in., 25 cts.; 500 in., or more, 20 cts. an inch. Special positions, 15 and 25% extra. Reading notices, nonpareil, 15 cts. a line; leaded or in body type, 25 cts. a line. Classified, 1c. per word.

HERALD-NEWS—Every evening except Sunday. Republican. Established 1889. Taunton Evening News Corporation, publishers. Subscription, \$3. Claimed average circulation for year, 4,470 net; 8 to 12 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, 35 cts. an inch; on yearly contracts, 200 in., 32 cts.; 300 in., 30 cts.; 500 in., 25 cts.; 1,000 in., 21 cts.; 2,000 in., 18 cts.; 3,000 in., 16 cts. an inch. Special positions, extra. Reading notices, 15 cts. a line. Classified, 25 cts. for 5 lines, 3 times.

WESTFIELD—Population, 1910 census, 16,044; 1915 estimate, 18,000. 2 railroads. Industries include the manufacture of paper and paper baskets, machinery, cigars, whips, threads, bicycles and steam heaters. Annual value of manufactured products \$8,399,804.00. Banks clearings during 1914, approximately, \$8,000,000.00.

NATIONAL GRANGE—Monthly (20). Grange, Farm and Home. Established 1907. The National Grange, publishers. Subscription, 50 cts.; circulation—not given by publisher; 20 pages, 4 columns; length of col-

MASSACHUSETTS

umns, 12½ in.; width, 2½ in. Forms close 5th of current month.

Advertising rates, agate, 15 cts. a line; 250 lines, within one year, 14 cts.; 500 lines, 13 cts.; 1,000 lines or more, 12 cts. a line; classified, 2 cts. a word.

WORCESTER—Population, 1910 census, 145,986; 1915 Municipal census, 166,386. Second largest city in the state, 44 miles west of Boston. Three railroads, Boston & Maine, N. Y., N. H. & H. R. R., Boston & Albany. The largest inland city in the United States, not on a waterway. Industries include auto machinery, boots and shoes, box machinery, bicycle and auto chains, crank hangers, corsets, envelopes, grinding wheels, leather belting, looms, machinists' tools, organ materials, steel and wire goods, woolen mills. The seat of Clark University, Clark College, Worcester Academy, Worcester School of Technology, State Normal School, Holy Cross and Assumptionist Colleges. Bank clearings during 1914, \$131,259,572.00. Annual value of manufactured products, \$101,000,000.00.

CATHOLIC MESSENGER—Every Friday. Catholic. Established 1887. Messenger Printing & Publishing Co., publishers. Subscription, \$1.50. Claimed average circulation for year 1913, 4,800; 8 to 12 pages, 7 columns; length of columns 19¾ in.; width, 2½ in. Can use matrices. Office, 34-38 Bartlett Street.

Advertising rates, 75 cts. an in.; 100 in. on yearly contract, 40 cts.; 200 in., 35 cts.; 500 in., 30 cts.; 1,000 in., 25 cts.; 2,000 in., 20 cts. an in. Special position 20 to 50% extra. Reading notices, 10 cts. a line; black face type, 15 cts. a line.

GAZETTE—Every evening except Sunday. Independent. Established 1801. Geo. F. Booth, publisher. Subscription, \$3. Sworn average circulation for six months prior to April, 1915, 22,004* net paid; 12 to 24 pages, 8 columns; length of columns, 21 in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 7 cts. a line; 1,500 lines on yearly contract, 6 cts.; 3,000 lines, 5 cts.; 5,000 lines, 4½ cts.; 10,000 lines, 4¼ cts. a line. Preferred position, 25 to 50% extra. Classified, 1 ct. per word. Reading notices (minion), 25 cts. a count line; 200 lines, 20 cts.; 500 lines, 15 cts.; 1,000 lines, 12½ cts. a line (headings count as two lines); first page, 30 and 60 cts. a line.

MESSAGGERO DI WORCESTER—Every Saturday. Italian-Independent. Established 1911. Italo-American Press, publishers. Subscription, 60 cts. Sworn average circulation for year ending June, 1915, 6,000* net; 4 pages, 6 columns; length of columns, 20 in.; width, 2½ in. Can use matrices. Office, 184 Shrewsbury Street.

Advertising rates, 50 cts. an inch; four insertions, \$1.50; three months, \$3.50; six

MASSACHUSETTS

MASSACHUSETTS

months, \$7; one year, \$12; open space, 3 cts. a line; first page, double rates; other special positions, 25% extra.

See advertisement on page 542.

OPINION PUBLIQUE—Every evening except Sunday. French-Republican. Established 1893. Belise Printing & Publishing Co., publishers. Subscription, \$3. Sworn average circulation for twelve months prior to April 1915, 5,488* net paid; 6 to 8 pages, 6 columns, length of columns, 20½ in.; width, 2 5/12 in. Can use matrices. Office, 112 Front Street.

Advertising rates, 75 cts. an in.; 1 week 50 cts.; e. o. d. 60 cts.; one month 28 cts.; e. o. d. 30 cts.; 100 in. on yearly contract, 28 cts.; 250 in., 26 cts.; 500 in., 24 cts.; 750 in., 22 cts.; 1,000 or more in., 20 cts. an in. Special position, 15 or 25% extra. Translations free. Reading notices, 10 cts. a count line. Classified, ½c. per word.

OSTERNS WECKOBLAD—Every Wednesday. Swedish. Independent Republican. Established 1896. New Eastern Weekly Publishing Co., publishers. Subscription, \$1.50. Claimed average circulation for year 1914, 4,500; 8 pages, 7 columns; length of columns, 22 in.; width, 2 4/7 in. Can use matrices.

Advertising rates, 50 cts. an inch; one month, \$2; three months, \$5; one year, \$18; with discounts for space.

POST—Every evening except Sunday. Independent. Established 1891. John H. Fahey, publisher. Subscription, \$3. Sworn detailed average circulation for six months ending December 1914, 12,392* net; 12 to 24 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices.

Advertising rates, 55 cts. an inch; 100 in., 45 cts.; 200 in., or more, 35 cts. an inch; first page, 35 cts. per inch extra; last page,

15 cts. per inch extra; next to reading, 10% or full position, 25% extra. Classified, 2½ cts. a line. Reading notices, 15 cts. a count line; first page, 35 cts., a line; full faced readers, 25 cts. per count line; first page, 50 cts.; telegraphic readers, 50 cts. a line.

SKANDINAVIA—Every Wednesday. Swedish. Independent. Established 1886. The Swedish Publishing Co., publishers. Subscription, \$1.50. Claimed average circulation for year 1914, 13,200; 16 pages, 8 columns; length of columns, 23½ in.; width, 2¼ in.

Advertising rates, agate, 4 cts. a line, with discounts of 5, 10, 15 and 20% for 1,000, 2,000, 5,000 or 10,000 lines space respectively. Reading notices, 10 cts., a brevier line.

SVEA—Every Wednesday. Swedish. Independent Republican. Established 1897. Svea Publishing Co., publishers. Subscription, \$1.50. Claimed average circulation for last six months, 1914, 20,267; 20 pages, 7 columns; length of column, 22 in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 6 cts. a line; 5,000 lines, 10% discount. Reading notices, 15 cts. per brevier line.

TELEGRAM—Every morning including Sunday. Republican. Established 1884. Telegram Newspaper Co., publishers. Subscription, \$6; Sunday, \$2. Claimed average circulation for year 1914, daily, 28,813; Sunday, 34,148; daily, 16 to 26 pages; Sunday; 48 to 72 pages, 8 columns; length of columns, 21½ in.; width, 2½ in. Can use matrices.

Advertising rates, agate, daily or Sunday, 5 cts. a line; last page, 7½ cts.; first page, 10 cts.; other selected pages, 6 cts. a line. Preferred position, 15 and 25% extra. Classified, 1c. per word. Reading notices, 15 cts. a count line; last page, 20 cts.; first page, 25 cts. a line.

MICHIGAN

ADRIAN—Population 10,763. 3 railroad systems or seven radiating steam railway lines and one interurban line. In the center of fine farming section and shipping point for live stock, grain and dairy products; industries include piano, furniture, leather, woven wire fence, condensed milk and screen door factories; also large knitting mills and machine shops. Seat of Adrian College and St. Joseph's Academy and State Industrial Home for Girls. Annual value of manufactured products, \$7,000,000.00.

MICHIGAN PATRON—Monthly (15th). Grange, Farm. Established 1902. The Patron Publishing Co., publishers. Subscrip-

tion, 25 cts. Claimed circulation for year 1913, 10,000; 8 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Forms close 1st. Can use matrices.

Advertising rates, agate, 50 cts. an inch.

TELEGRAM—Every evening except Sunday. Independent. Established 1892. Stuart H. Perry, editor and publisher. Subscription, \$5. Sworn average circulation for six months prior to April, 1915, 10,089* net paid; 10 to 12 pages, 7 columns; length of columns, 21 in.; width, 2¼ in. Can use matrices.

Advertising rates, 42 cts. an inch; in full position, 52 cts.; 100 in. within one year, 35 or 42 cts.; 250 in., 28 or 35 cts.; 500 in., 24 or 30 cts. an inch. Classified, 1c. per word. Reading notices, 10 cts. a count line.

MICHIGAN

ANN ARBOR—Population 14,817. On Huron River. 2 railroads. Fine farming country. Largest steel ball factory in the world; other articles manufactured are paper balers furniture, ladders, gas engines, agricultural implements, plumbers' supplies, motor trucks, gasoline lamps, rural delivery carts, carriages, overalls, lace curtains, underwear, ladies' suits and corests. Seat of University of Michigan. University School of Music and Michigan High School. Annual value of manufactured products, \$5,000,000.00. Bank clearings during 1914, \$15,000,000.00.

MICHIGAN ALUMNUS—Monthly (12th) during college year. College Graduate. Established 1894. Alumni Association of the University of Michigan. publishers. Subscription, \$1.50. Claimed average circulation for school year 1914-15, 6,855; 72 pages, 2 columns; length of columns, 8 in.; width, 2 1/2 in. Forms close last day of month preceding issue.

Advertising rates, 1/2 page, \$2; 3/4 page, \$3; 1/4 page, \$5; 1/2 page, \$10; one page, \$20; 10% discount on 5 or more insertions.

TIMES NEWS—Every evening except Sunday. Independent. Established 1835. Times-News Co., publishers. Subscription, \$5. Sworn average circulation for six months ending March 31, 1915, 6,974* net paid; 8 to 16 pages, 7 and 8 columns; length of columns, 20 in.; width, 2 1/2 in. Can use matrices.

Advertising rates, 35 cts.; 100 in. within one year 25 cts.; 500 in., 20 cts.; 1,000 in., 15 cts. an inch. Preferred positions, 10 or 25% extra. Reading notices, 10 cts. a line; telegraphic readers, 25 cts. a line.

BATTLE CREEK—Population 25,267. On Kalamazoo River. 3 railroads. Has fine water power and surrounded by excellent fruit, grain growing and wool producing section. Manufactures include threshing machines and engines (2 big plants), 3 big steam pump plants, paper mill, gas stove plant, paper cartons and fibre shipping cases, largest cereal food center in the world, largest sanitarium in the world with 2,000 transient population, brass specialty plant, printing press plant, big candy factory, 94% of population are American born and 70% own their homes. Bank deposits over \$11,000,000, per capita deposit about \$440. Wage scale 4 cts. per day higher than any other city in Michigan. Annual payroll \$8,500,000.00. Annual value of manufactured products more than \$20,000,000.00. Bank clearings during, 1914, \$34,742,461.28.

DOG FANCIER—Monthly. Live Stock. Established 1891. Eugene Glass, publisher. Subscription, 50 cts. Claimed circulation for year 1914, 5,500; 52 pages, 3 columns; length of columns, 9 in.; width, 2 1/2 in. Can not use matrices. Forms close on 20th of month.

MICHIGAN

Advertising rates, \$1 an inch first insertion; 10% less for subsequent insertions.

ENQUIRER—Every morning except Monday, including SUNDAY and NEWS—Every evening except Sunday. Republican. Established 1900. Enquirer Publishing Co., publishers. Subscription, morning, \$5; evening, \$4. Sworn average circulation for six months ending July, 1915, morning and evening, 6,679* net paid; Sunday, 7,122* net paid; 10 and 12 pages, 7 columns; length of columns, 21 in.; width, 2 1/2 in. Can use matrices.

Advertising rates, both editions or Sunday, 49 cts. an inch; 200 in., 42 cts.; 300 in., 35 cts.; full position, 56, 49 or 42 cts. an inch. Reading notices, 10 cts. a count line. Classified, 6 cts. a line.

GOOD HEALTH—Monthly (1st). Home Health. Established 1865. Good Health Publishing Co., publishers. Subscription, \$2. Claimed average circulation for year ending April 1915, 10,000; 80 to 88 pages, 1 column; length of column, 7 in.; width, 2 1/2 in. Forms close 15th of month preceding publication.

Advertising rates, agate, 50 cts. a line; full page, \$80; 1/4 and 1/2 pages, pro rata. Rates for covers and other preferred positions upon application.

MOON JOURNAL—Every evening except Sunday. Republican. Established 1915. Moon Journal Co., publishers. Subscription, including Detroit Sunday Free Press, \$6. Sworn average circulation for three months ending August, 1915, 5,600* net; 8 to 16 pages, 7 columns; length of columns, 21 in.; width, 2 1/2 in. Can use matrices.

Advertising rates, 30 cts. an inch; 100 in. on yearly contract, 25 cts.; 200 in., 20 cts. an inch. Special position, 15 or 25% extra. Readers, 10 cts. a line. Classified, 1 ct. per word.

See advertisement on page 555.

NEWS—See Enquirer.

MICHIGAN POULTRY BREEDER—Monthly. Poultry. Established 1885. George S. Barnes and J. Wesley DeRees, publishers. Subscription, 50 cts. Detailed average circulation for year ending September 1914, 23,561* net paid; 24 to 40 pages, 3 columns; length of columns; 10 in.; width, 2 1/2 in.

Advertising rates, an inch, \$1.50; six months, \$1.35; one year, \$1 an inch.

BAY CITY—Population 45,166. On Saginaw Bay; Grand Trunk; Detroit. Bay City & W'n; Michigan Cent.; Pere Marquette and Detroit & Mack., Railway Systems. Coal mines in vicinity and extensive fisheries. Industries include salt production, the manufacture of wrecking cranes, knit goods, ready to erect houses, lumber, chemicals, chicory and beet sugar.

MICHIGAN

NATIONAL FARMER—Every Thursday. Sugar Beet Culture and Agricultural. Established 1898. S. O. Burdgorf, publisher. Subscription, 75 cts. Claimed average circulation for year 1914, 37,000; 8 to 12 pages, 4 columns; length of columns, 15½ in.; width, 2¼ in.

Advertising rates, agate, 15 cts. a line.

See advertisement on page 566.

TIMES—Every evening except Sunday. Independent. Established 1879. Booth Publishing Co., publishers. Subscription, \$4. Sworn detailed average circulation for year 1914, 13,006* net paid; 8 to 16 pages, 7 columns; length of columns, 21¼ in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 4 cts.; full position, 4½ cts. a line; on yearly contract, 1,000 lines, 3 cts.; 3,000 lines, 2½ cts.; 7,000 lines, 2 cts. Position, ½c. a line extra. Classified, 1c. a word. Reading notices, 12 cts. a line count.

TRIBUNE—Every morning including SUNDAY. Republican. Established 1872. Bay City Tribune Co., publishers. Subscription, \$5.20. Sworn average circulation for six months prior to April, 1915, 10,476* net paid; 8 to 12 pages (Sunday, 18 to 28 pages). 7 columns; length of columns, 21¼ in.; width, 13½ ems. Can use matrices.

Advertising rates, daily or Sunday, agate, 2½ cts.; 100 in., 2 cts. a line. Preferred position, 15% extra. Reading notices, 15 cts.; pure readers, 25 cts. a line. Classified, 5 cts. a line.

BENTON HARBOR—Population, 9,185. Located on Lake Michigan; Cleve., Cinn., Chic., & St. L. (Big 4); Michigan Central and Pere Marquette Railway systems; in the center of a great fruit growing region, being the most important fruit shipping point on the lake; also in the vicinity of a number of mineral springs, whose waters are extensively shipped and are well known throughout the country for their medical properties. Other industries of importance are barrel stave, heading and hoop, as well as various other lumber mills; cooperage, fruit package, iron, brass, paint, cider and vinegar works; foundries; overall and canning factories.

NEWS-PALLADIUM—Every evening except Sunday. Republican. Established 1886. News-Palladium Co., publishers. Subscription, \$4. Sworn average circulation for twelve months prior to April, 1915, 4,400* net paid; 8 to 16 pages, 7 columns; length of columns, 21 in.; width, 2¼ in. Cannot use matrices.

Advertising rates, agate, 2 cts. a line; 1,000 lines or 52 times within one year, 1½ cts.; 3,000 lines or 104 times, 1¼ cts.; 5,000 lines or 156 times, 1 ct. a line. Com-

MICHIGAN

position, 3 cts. an inch additional. Full position, 25%, or next to reading, 10% extra. Reading notices, 7 cts. a line. Classified, 1 ct. per word.

CARO—Population, 2,272. Is located in a thriving agricultural community, on the Bay City & Western and Michigan Central Railroads. Industries include large beet sugar factory, lumber and flour mills.

TUSCOLA COUNTY ADVERTISER—Every Friday. Republican. Established 1868. A. D. Gallery, publisher. Subscription, \$1. Sworn average circulation for year 1914, 5,246*; 8 to 16 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can not use matrices.

Advertising rates, 25 cts. an inch. Composition, 5 cts. an inch extra. Preferred positions, 10 and 20% additional. Readers, 10 cts. per line.

CHARLOTTE—Population 4,886. Located in a rich agricultural region on the Michigan Central and Grand Trunk Railroads. Industries are furniture, auto truck, auto parts, post hole augers and scythe snath factories.

TRIBUNE—Every Wednesday. Progressive Republican. Established 1887. Clifford C. Ward, manager. Subscription, \$1. Sworn average circulation for year ending April 17th, 1915, 4,786* net paid; 10 to 12 pages, 6 columns; length of columns, 20 in.; width, 2½ in. Cannot use matrices.

Advertising rates, 25 cts. an in.; on contract, 15 cts. an inch. Readers, 15 cts. a line. Classified, 5 cts. a line.

DETROIT—Population 465,766 (1910 census; since then there has been 35% increase). On Detroit River (near Lake Erie) and 8 railroads. Metropolis of Michigan. Has excellent harbor and vast shipping trade. Leads the world in number and value of automobiles manufactured. Industries also include car works, stove and tobacco factories, adding machine, paint, varnish, soda ash, tobacco products and pharmaceutical supplies. Annual value of manufactured products, \$410,000,000.00. Bank clearings during the year 1914, \$1,349,546,302.

ABEND-POST—Every evening except Sunday. **SUNDAY MORNING**, and **FAMILIEN BLAETTER**, semi-weekly. Tuesdays and Fridays. German. Liberal Republican. Established 1854. August Marzhausen, proprietor. Subscription, daily, \$7.80; semi-weekly, \$2; circulation—not given by publisher; 8 pages (Sunday, 16 or more pages), 7 columns; length of columns, daily, 21 in.; width, 2¼ in. Can use matrices. Office, corner Miami and Wilcox Streets.

Advertising rates, daily or Saturday, \$1.40; six or more insertions, \$1.12 an in.; 100 in

MICHIGAN

on yearly contract, \$1.26; 200 in., \$1.12; 500 in., 91 cts.; 750 in., 63 cts.; 1,000 or more in., 56 cts. an inch. Automobile advertising, \$1 an inch. Reading notices, first page, 30 cts.; inside pages, 20 cts. a line. Classified, 1c. per word. SEMI-WEEKLY, display, \$1.50 an inch, with discounts, on yearly contracts, of 5, 7½, 10, 12½, 15, 20, 25, 30 or 40% on 100, 200, 300, 500, 750, 1,000, 2,000, 3,000 or 4,000 lines space. Reading notices, 50 cts. a line.

ADVANCE ADVOCATE—Monthly. Labor-R. R. Section Foremen. Established 1891. International Brotherhood of Maintenance of Way Employees, publishers. Subscription, \$1; claimed average circulation for year 1914, 20,281 net; 16 pages, 4 columns; length of columns, 12¾ in.; width, 2¼ in. Forms close 20th preceding month. Office, 27 Putnam Avenue.

Advertising rates, 10 cts. a line; full page (712 lines), \$70.

AMERICAN BOY—Monthly. Juvenile. Established 1899. The Sprague Publishing Co., publishers. Subscription, \$1. Claimed average circulation for year 1914, 211,666; 32 to 36 pages, 4 columns; length of columns, 14¼ in.; width, 2¼ in. Forms close 1st preceding month. Office, American Building.

Advertising rates, agate, \$1 a line; one page (800 lines), \$700; ¼ and ½ pages, pro rata.

AMERICAN ELK—Fortnightly. Fraternal. Established 1904. The American Elk, publisher. Subscription, \$1; circulation—not given by publisher; 20 to 32 pages, 3 columns; length of columns, 10 in.; width, 2¼ in. Can use matrices.

Advertising rates, \$1 an inch; full page, \$60; ½ or ¼ page, pro rata.

ANGELUS—Every Sunday. Catholic. Religious. Established 1832. The Angelus Publishing Co., publishers. Subscription, \$1. Circulation—not given by publisher; 12 pages, 4 columns; length of columns, 12 in.; width, 2½ in. Can use matrices. Form close one week in advance. Office, 207 Hodges Bldg.

Advertising rates, agate, 10 cts. a line. Discount, 5, 10 or 20% on 3, 6 or 12 month contracts.

BAY VIEW MAGAZINE—Monthly, except June, July, August and September. Literary. Established 1893. J. M. Hall, publisher. Subscription, \$1.50. Claimed average circulation for year, 17,250 net; 72 pages, 2 columns; length of columns, 7¾ in.; width, 2½ in. Can use matrices. Office, 165 Boston Boulevard.

Advertising rates, \$2.50 flat a line.

BEE HIVE—Monthly. Fraternal. Established 1881. Bee Hive Publishing Co., publishers. Subscription, \$1. Sworn detailed average circulation for four months ending

MICHIGAN

April, 1915, 282,362*; 24 pages, 4 columns; length of columns, 12½ in.; width, 2¼ in. Forms close 9th preceding month.

Advertising rates, agate, \$1 a line.

BROWNELL'S DAIRY FARMER—Semi-Monthly (1st and 15th). Dairying. Established 1909. Dairy Farmer Co., publishers. Subscription, 50 cts. Claimed average circulation for year ending April, 1915, 10,400; 16 pages, 4 columns; length of columns, 12 in.; width, 2¼ in. Can use matrices. Forms close 10th and 25th. Office, American Building.

Advertising rates, agate, 10 cts. a line, flat.

BUSINESS—Monthly. Office, Store and Factory. Established 1887. The Business Man's Publishing Co., publishers. Subscription, \$1.50. Circulation—not given by publisher; 80 pages, 3 columns; length of columns, 10 in.; width, 2½ in. Forms close 10th and 18th of preceding month. Office, Fort and Wayne Streets.

Advertising rates, agate, 50 cts. a line, flat; one page, \$210; smaller space, pro rata. (Classified (15 words minimum), 12 cts. per word.

BUSINESS SERVICE—Monthly. Commercial. Established 1908. Co-Operative Bureau of the American Collection Service, publishers. Subscription, \$1; circulation—not given by publisher; 32 to 40 pages, 2 columns; length of columns, 8 in.; width, 2¼ in. Office, Cass Building.

Advertising rates, 1 page, \$40; smaller space, pro rata.

CONCRETE-CEMENT AGE—Monthly (5th). Trade. Established 1904. Concrete-Cement Age Publishing Co., publishers. Subscription, \$1.50. Sworn average circulation for year ending May, 1915, 8,429*; 160 pages, 2 columns; length of columns, 10 in.; width, 3¼ in. Forms close 28th preceding month. Office, 312 New Telegraph Bldg.

Advertising rates, ¼ page, one time, \$15; ¼ page, \$25, ½ page, \$45; one page, \$80.

COURIER—Every Saturday. Independent. Established 1864. Edward Wildman, publisher. Subscription, \$1. Claimed average circulation for year 1914, 10,000 net; 8 pages, 8 columns; length of columns, 21 in.; width, 2 in. Can use matrices. Office, 9294 Griswold Street.

Advertising rates, \$1 an inch; 13 times, 75 cts.; 26 times, 60 cts.; 52 times, 50 cts. an inch. Preferred position, 25% extra. Reading notices, 25 cts. a count line. Classified, 2 cts. per word; display, 10 cts. a line.

DZIENNIK POLSKI—Every evening except Sunday. Polish-Independent. Established 1903. Polish-American Publishing Co. (Inc.), publishers. Subscription, \$3. Claimed average circulation for year 1914, 13,500; 8 pages, 7 columns, length of columns, 20 in.; width, 2¼ in. Can use matrices. Office, 424 Canfield Ave. E.

MICHIGAN

Advertising rates, 30 cts. an inch. Classified, 1 ct. per word.

FAMILIEN BLAETTER — Semi-weekly edition of Abend Post, which see.

FRATERNAL INDEX—Monthly (1st). Fraternal—O. of S. of B. Established 1888. Order of The Star of Bethlehem, publishers. Subscription, 50 cts. Claimed average circulation for year 1914, 17,000; 8 pages, 4 columns; length of columns, 14 in.; width, 2½ in. Can not use matrices. Forms close 25th. Office, Cass and Warren Aves.

Advertising rates, 10 cts.; a line; \$1 an in.

FREE PRESS—Every morning including SUNDAY. Independent. Established 1831. Subscription, \$5; Sunday, \$2.50; sworn average circulation for six months ending July, 1915, daily, 93,116 net paid; Sunday, 124,448 net paid; daily, 12 to 24 pages; Sunday, 64 to 128 pages, 8 columns; length of columns, 21 in.; width, 2 in. Can use matrices. Office, 11-17 Lafayette Blvd.

Advertising rates, 7 lines or more, agate, daily, 14 cts. a line; Sunday, 16 cts. a line; 1,000 lines, daily, 12 cts.; Sunday, 14 cts.; 5,000 lines or more, daily, 10 cts.; Sunday 12 cts. Preferred position, daily, per line additional, 1 and 2 cts.; Sunday, 1½ and 3 cts. Books and publishers, schools and colleges, hotels and resorts, and strictly mail order advertising, daily, 11 cts., and Sunday, 13 cts. a line flat. Classified, 10 cts. a line. Reading notices, daily, 50 cts. a line; Sunday, 70 cts. or 60 cts.; first page, daily, 75 cts.; Sunday, \$1 per line.

GATEWAY—Monthly. Literary. Established 1903. The Gateway Publishing Co., publishers. Subscription, \$1. Claimed average circulation for year 1914, 25,570; 52 to 80 pages, 2 columns; length of columns, 8 in.; width, 2½ in.

Advertising rates, \$4.50 an inch; full page, \$70; ¼ and ½ pages pro rata; inside cover, \$80; back cover, \$100.

HEROLD—Every Friday, German-Labor. Established 1884. Theo. Dreyer publisher. Subscription, \$1.50. Claimed average circulation for year 1914, 5,400; 12 pages, 7 columns; length of columns, 19½ in.; width, 2½ in. Cannot use matrices. Office, 96 Brush Street.

Advertising rates, 40 cts. an inch, with discount of 25% on 20 in. within one month; 40% on 100 in. within three months; 50% on 500 in. within one year.

HORSE-SHOERS' JOURNAL — Monthly. (15th). Established 1875. Master Horse Shoers' National Protective Association, publishers. Subscription, \$1; circulation—not given by publisher. Forms close 5th of month preceding. Office, American Building.

Advertising rates, \$6 an inch; three months, \$14; six months, \$21; one year, \$35; 2 in..

MICHIGAN

one time, \$9; ¼ column, \$14; ½ column, \$21; & page, \$30; one page, \$59. Discount on 3 months or longer.

JOURNAL—Every evening except Sunday. and SEMI-WEEKLY, Tuesdays and Fridays. Republican. Established 1885. The Detroit Journal Publishing Co., publishers. Subscription, daily, \$5; semi-weekly, \$1. Sworn detailed average circulation for year 1914, 86,187* net paid; for six months prior to April 1, 1915, daily, 92,931* net paid; semi-weekly, each issue, claimed 5,000; daily, 16 to 32 pages; weekly, 8 to 12 pages; daily or weekly, 8 columns; length of columns, 21 in.; width, 2 in. Can use matrices. Office, Detroit Journal Building.

Advertising rates, agate, 14 cts. a line. Open space, within one year, 1,000 lines, 12 cts.; 5,000 lines, 10 cts. per line; preferred positions, next reading or top column, 1c.; full position, 2 cts. a line additional. Reading notices, (allow two lines for head lines) 50 cts. a count line; 500 lines, 40 cts.; 1,000 lines or more, 35 cts. a line; telegraphic readers, \$1 a line. Flat rate for financial, books and publishers, schools, colleges, resorts and strictly mail order business, 11 cts. a line. Classified, 1½ cts. a word, (minimum 2 lines, 12 words). Semi-weekly, covering both editions, 6 cts. a line, flat. Reading notices, 25 cts. a line flat. Classified, 1c. a word or 6 cts. per line.

MICHIGAN CHRISTIAN ADVOCATE—Every Saturday. Methodist. Established 1874. Michigan Christian Advocate, (Inc.), publishers. Subscription, \$1.50. Sworn average circulation for year ending April, 1915, 18,981*; 16 pages, 5 columns; length of columns, 15½ in.; width, 2½ in. Office, 21 Adams Avenue, East.

Advertising rates, per agate line, 10 cts.; 1,000 lines or more, 8 cts.

MICHIGAN FARMER—Every Saturday. Agricultural. Established 1843. The Lawrence Publishing Co., publishers. Subscription, 50 cts. Sworn detailed average circulation for nine months ending March 1915, 81,952* net paid; 20 to 40 pages, 4 columns; length of columns, 13½ in.; width, 2½ in. Forms close Monday preceding. Office, 39 to 45 Congress Street, West.

Advertising rates, agate (minimum, \$1.20), 40 cts. a line, flat. Reading notices, \$1 per count line. A discount of 10% allowed on all advertising in combination with either one or both the OHIO FARMER or PENNSYLVANIA FARMER.

MICHIGAN GLEANER & BUSINESS FARMER—Semi-Monthly (1st and 15th). Agricultural. Established 1894. Rural Pub. Co., publishers. Subscription, 50 cts. Claimed average circulation for year 1914, 96,783; 24 to 44 pages, 4 columns; length of columns, 13½ in.; width, 2½ in. Office, 127-37 Fort Street, west.

MICHIGAN

Advertising rates, 40 cts., flat, a line. Cover pages or two page spread (two colors), at no extra charge. Reading notices, \$2 a count line. Classified, 6 cts. per word.

See advertisement on page 553.

MICHIGAN MANUFACTURER & FINANCIAL RECORD—Every Thursday. Financial-Industrial. Established 1905. Manufacturer Publishing Co., publishers. Subscription, \$3. Detailed average circulation for year 1914, 7,935*; 32 pages, 3 columns; length of columns, 10½ in.; width, 2½ in. Cannot use matrices. Office, 420 Free Press Bldg.

Advertising rates, \$1.25 an in.; full page, \$40, 13 times, \$35, 26 times, \$30, 52 time, \$25; ½ page, \$20, \$18.50, \$16 or \$15; ¼ page, \$12, \$10, \$9 or \$8; inside covers, \$60, \$50 or \$40; outside, back cover, \$75, \$70, \$65 or \$60. Two colors, \$15 a page extra. Reading matter, 25 cts. a line.

MODERN METHODS—Monthly. Business and Office. Established 1903. Modern Methods Publishing Co., publishers. Subscription, \$1; detailed average circulation for year ending June, 1914, 52,021*; 100 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Forms close 15th of month preceding. Office, Monroe and Hastings Streets, Detroit, Mich.

Advertising rates, \$6.25 an inch; full page, \$100; ¼ and ½ pages, pro rata; second or third cover, \$115; four cover (two colors), \$140; 6 or more insertions within one year, 5% discount.

MOTORMAN AND CONDUCTOR—Monthly. Labor. Established 1895. Amal. Ass'n Street Electric Ry. Employees of America, publishers. Subscription, \$1; claimed average circulation for year 1914, 68,400; 40 pages, 6½x10. Office, Hodges Building.

Advertising rates, full page, \$50; less space, pro rata.

NEWS—Every evening except Sunday, and **NEWS-TRIBUNE, SUNDAY MORNING**. Independent. Established 1842. The Evening News Ass'n, publishers. Subscription, \$5; Sunday, \$2.50. Sworn average circulation for four months ending May, 1915, evening, 167,473* net paid; Sunday, 120,768* net paid; 16 to 36 pages; Sunday, 84 to 120 pages; 8 columns; length of columns, 22 in.; width, 2 in. Can use matrices. Office, 65-69 Shelby Street.

Advertising rates, agate, evening 20 cts., Sunday, 15 cts. a line; on yearly contract, 13 times or 500 lines, 18 or 14 cts.; 26 times or 1,000 lines, 17 or 13 cts.; 52 times or 2,500 lines, 16 or 12 cts.; 104 times or 5,000 lines, 15 or 11 cts. a line, for evening or Sunday respectfully. Special positions, next to reading, 1½ cts. or full position, 3 cts. a line additional. Mail order, educational, publishers, hotels or financial, evening; 16 cts. Sunday, 12 cts. a line, flat. Automobile to holders of Sunday contracts for 52 times or 5,000 lines 15 cts. a line. Reading notices, evening, 80 cts., Sunday, 75 cts.;

MICHIGAN

100 lines, within one year, 65 or 60 cts.; 250 lines, 60 or 55 cts.; 500 or more lines, 55 or 50 cts. a line; first page, 5 cts. a line extra; full face heading counts double. Classified, evening, 2½ cts.; Sunday, 1½ cts. per word.

PENBERTHY ENGINEER AND FIRE-MAN—Monthly. Mechanical Engineering. Established 1893. Penberthy Press, publishers. Subscription, 10 cts. Claimed average circulation for year ending June, 1915, 20,000; 48 pages, 2 columns; length of columns, 7 in.; width, 2 in. Forms close 15 days in advance. Cannot use matrices. Office, 360 Holden Avenue.

Advertising rates, ¼ page (minimum space), \$12.50; ½ page, \$20; one page \$35.

PERE MARQUETTE MAGAZINE—Monthly (1st). Railroad Employees. Established 1909. Pere Marquette Railroad Company, publishers. Subscription, \$1; (distributed free to employees); claimed average circulation for year 1914, 20,000; 40 pages, 1 column; length of columns, 7½ in.; width, 4¾ in. Cannot use matrices. Forms close 20th of month preceding. Office, 302 Union Depot Building.

Advertising rates, full page, \$40; six insertions, \$38, or 12 insertions, \$36 each insertion; ½ page \$25, \$23.50 or \$22.50; ¼ page, \$9, \$8.50 or \$5; each issue respectively.

SATURDAY NIGHT—Every Friday. Independent. Established 1907. Detroit Saturday Night Co., publishers. Subscription, \$2.50; circulation—not given by publisher; 24 to 32 pages, 6 columns; length of columns, 19½ in.; width, 2½ in. Can use matrices. Office, 154-6-8-60 Fort Street, West.

Advertising rates, agate, 15 cts. a line; 5 times, or 1,000 lines, 12 cts.; 13 times, or 2,500 lines, 11 cts.; 26 times, or 5,000 lines, 10 cts. a line. Reading notices, 50 cts. a line. See advertisement on page 476.

THERAPEUTIC GAZETTE—Monthly (15th). Medical. Established 1876. E. G. Swift, publisher. Subscription, \$2. Claimed average circulation for year 1914, 15,000; 140 pages, 2 columns; length of columns, 9 in.; width, 3 in. Can use matrices. Forms close 15 days preceding. Office, corner Joseph Campan Ave. and Atwater Street.

Advertising rates, full page, \$55; ½ page, \$30; ¼ page, \$20; ⅓ page, \$12; ⅙ page, \$7; on contracts for 6 or more insertions, \$45, \$26, \$16, \$10 or \$6.

TIMES—Every evening except Sunday. Independent. Established 1900. The Detroit Times Co., publishers. Subscription, \$3. Sworn average circulation for three months, ending July, 1915, 37,469*; 10 to 24 pages, 8 columns; length of columns, 21 in.; width, 2½ in. Can use matrices. Office, 75-77 Bagley Ave.

Advertising rates, agate, 15 cts. a line; 1,000 lines within one year, 10 cts.; 2,000

MICHIGAN

lines, 9 cts.; 3,000 lines, 8 cts.; 4,000 lines, 7 cts.; 5,000 lines, 6 cts. a line. Reading notices, brevier, 35 cts. a line; first and editorial pages, 50 cts.; telegraphic readers, 75 cts. Classified, 5 cts. per nonpareil line (minimum charge, 15 cts.)

FLINT—Population, 1910 census, 38,550; 1914 U. S. estimate, 50,689. On Flint River; Grand Trunk and Pere Marquette railroads. Industries include automobiles, carriage works, varnish plant, axle spring works, brass foundry, machine shops, cigar factories, flour mills and elevator works. Water works pumping station and filtration plant, costing, \$400,000.00, just completed and now in operation. Generating Plant of Consumer's Power Co., with Electric Current from Au Sable River. Twelve Public Schools valued at \$795,439.44; two Parochial Schools; two Business Colleges. Post Office Stamp value for 1914, \$128,716.30. State Institution for the Deaf and Dumb located here. Annual value of manufactured products, \$32,000,000.00. Bank clearings during the year 1914, \$23,985,113.76.

JOURNAL—Every evening except Sunday. Independent. Established 1883. Flint Journal Company, publishers. Subscription, \$3; Sworn average circulation, for twelve months prior to April 1915, 18,313* net paid; 12 to 24 pages, 7 columns; length of columns, 21½ in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 4 cts. a line; open space, 1,000 lines, 3½ cts.; 3,000 lines, 3 cts.; 7,000 lines or more, 2½ cts. a line. Preferred positions, 5, 4, 3½ and 3 cts. a line respectively. Classified, 1c. a word (minimum charge, 15 cts.). Reading notices, 15 cts. per count line; on yearly contract of 1,000 lines, 10 cts. a line.

GRAND RAPIDS—Population, 1910 census, 112,571; 1914 U. S. estimate, 123,227. On Grand River. Five railroads and three interurbans. Distributing point for very wide section. Gypsum deposits in vicinity. Said to be the largest producers in the world of carpet-sweepers, gypsum products, show cases, window sash pulleys and manual training equipment and to make the best furniture in the world; the only producers in the United States of sticky fly-paper, the only factory in the world making machines for putting buttons on shoes. Michigan Soldiers' Home located here. Jobbing business is in excess of \$40,000,000.00 per year. Annual value of manufactured products, \$56,000,000.00. Bank clearing during the year 1914, \$168,038,735.00.

AMERICAN CHEESEMAKER—Monthly. Cheese Interests. Established 1885. Tradesman Co., publishers. Subscription, 50 cts. Sworn average circulation for year ending May, 1915, 7,000 net paid; 8 pages, 4 columns; length of columns, 12 in.; width, 2½ in. Office, Barnhart Building.

MICHIGAN

Advertising rates, \$2 an inch; three months, \$1.50; six months, \$1.25; one year, \$1 an inch, per time; front page, double price; every other month, 10% extra. Reading notices, 20 cts. a line.

FRUIT BELT—Monthly (1st). Horticultural Agricultural. Established 1905. Welsh Publishing Co., publishers. Subscription, 50 cts. Claimed average circulation for year 1914, 40,000; 32 pages, 4 columns; length of columns, 14½ in.; width, 2½ in. Forms close 20th preceding month. Office, 1-3 South Ionia Street.

Advertising rates, agate, 25 cts., flat, a line. Readers, 50 cts. a count line. Classified, 5 cts. per word.

FURNITURE RECORD—Monthly. Trade. Established 1900. Periodical Publishing Co., publishers. Subscription, \$2. Sworn average circulation for first three months 1915, 4,769 net; 208 pages, 2 columns. Office, 117 Ionia Ave.

Advertising rates, \$5 flat an inch.

HERALD—Every morning including SUNDAY. Republican. Established 1884. Herald Publishing Co., publishers. Subscription, daily, \$5; Sunday, \$2. Sworn average circulation for six months ending March, 1915, daily and Sunday, 35,193*. Daily, 10 to 16 pages; Sunday, 48 to 60 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices. Office, Herald Square.

Advertising rates, agate, 8 cts. a line; 1,000 lines, on yearly contract 7 cts. a line; 2,500 lines, 6 cts.; 5,000 lines, 5 cts.; 10,000 lines or more, 4 cts. a line. Preferred position, 12½ and 25% extra. Classified, 1c. a word. Reading notices, 15 cts. a line; first page, 25 cts. a line.

HOLLANDSCHE FARMER—Monthly (1st). Hollandish. Established 1913. H. H. D. Langerreis, publisher. Subscription, 50 cts. Claimed average circulation for year 1914, 25,000; 16 pages, 4 columns; length of columns, 14½ in.; width, 2½ in. Forms close 24th of preceding month.

Advertising rates, agate, 10 cts. a line, flat.

HUISVRIEND (De), (The Homefriend)—Monthly. Hollandish. Mail Order. Established 1892. H. H. D. Langerreis, publisher. Subscription, 50 cts. Claimed average circulation for year 1914, 15,000; 16 pages, 3 columns; length of columns, 15½ in.; width, 2½ in. Forms close first of current month.

Advertising rates, agate, 7 cts. a line, flat.

IDEAAL MAGAZINE—Monthly. Hollandish. Literary. Established 1906. The Ideal Publishing Co., publishers. Subscription, \$1. Claimed average circulation for year 1914, 12,000; 16 pages, 4 columns. Cannot use matrices.

Advertising rates, \$1. flat, an inch; back cover, \$1.25 an inch.

MICHIGAN

MECHANICAL DIGEST—Monthly. Mechanical. Established 1899. John Brechting, publisher. Subscription, 25 cts. Claimed average circulation for year 1914, 25,000; 16 to 32 pages, 3 columns; length of columns, 9¾ in.; width, 2½ in. Forms close 25th of preceding month. Office, 422 Livingston Street.

Advertising rates, agate, 15 cts. a line. Classified, 2 cts. per word.

MICHIGAN TRADESMAN—Every Wednesday. Commercial. Established 1883. Tradesman Co., publishers. Subscription, \$2. Sworn detailed average circulation for year ending May, 1915, 9,300*; 52 pages, 4 columns; length of columns, 12 in.; width, 2½ in. Can use matrices. Office, Barnhart Building.

Advertising rates, per inch, one time, \$1; one month, 95 cts.; three months, 90 cts.; six months, 85 cts.; one year, 80 cts. per time. E. O. W., 10% additional. Reading notices, 20 cts. a line.

NEWS—Every evening except Sunday. Independent. Established 1863. A. P. Johnson, publisher. Subscription, \$3. Sworn average circulation for six months ending March 31, 1915, 24,064* net paid; 10 to 20 pages, 7 columns; length of columns, 21¼ in.; width, 2½ in. Can use matrices. Office, cor. Ottawa and Lyon Streets.

Advertising rates, 4 cts. a line; full position, 5 cts. a line. Classified, 1½ cts. per word; capitals, double price. Reading notices, telegraphic, 50 cts. a count line, first page, \$1; first page, ordinary, 50 cts. a count line; inside readers, 25 cts. a count line; 200 lines within one year, 20 cts.; 500 lines, 15 cts.; 1,000 or more lines, 10 cts. a line.

PRESS—Every evening except Sunday. Independent. Established 1890. The Booth Publishing Co., publishers. Subscription, \$3. Sworn detailed average circulation for six months prior to April, 1915, 73,782* net paid; 12 to 32 pages, or more, 7 columns; length of columns, 22 in.; width, 2½ in. Can use matrices. Office, Head of Monroe St.

Advertising rates, agate, 10 cts. a line. 1,000 lines, within one year, 9 cts.; 2,500 lines, 8½ cts.; 5,000 lines or more, 8 cts. Full position, 2 cts. a line extra. Strictly mail order advertising, 9 cts., full position, 11 cts., a line, flat. Reading notices, minion, 25 and 40 cts. a line. Classified, 10 cts. a line.

UNITY—Monthly (1st). Matrimonial. Established 1912. R. J. Warner, publisher. Subscription, 50 cts. Claimed average circulation for year 1914, 10,000; 4 pages, 6 columns; length of columns, 19½ in.; width, 2½ in. Can use matrices. Forms close 15th of month preceding.

Advertising rates, agate, 10 cts. a line.

MICHIGAN

HANCOCK—Population, 1910 census, 8,981; 1915 estimate, 9,500. Two railroads and one interurban line; waterways connecting at either end with Lake Superior. Extensive farming interests, throughout the surrounding territory being in the heart of the celebrated "Cloverland." Copper mining; woodworking plants; hugh coal docks; smelting works; foundry and machine shops being the leading industries. Annual payroll, exceeding, \$4,000,000.00.

AMERIKAAN SUOMETAR—Every Tuesday, Thursday and Saturday. Finnish—Independent. Established 1899. The Finnish Lutheran Book Concern, publishers. Subscription, \$2.75. Sworn average circulation, detailed statement April 1, 1915, 5,186*; 8 pages, 7 columns; length of columns, 20¾ in.; width, 2½ in. Cannot use matrices.

Advertising rates, one time, 50 cts. an inch; three times, 45 cts.; six times, 40 cts.; thirteen times, 35 cts.; thirty-nine times, 30 cts.; seventy-eight times, 25 cts., one hundred and fifty six times, 20 cts. an inch; 500 in.; within one year, 30 cts.; 1,000 in., 25 cts., 2,000 in., 20 cts. an inch. Translations made free of extra charge.

COPPER JOURNAL—Every evening except Sunday. Independent. Established 1884. Hancock Journal Co., publishers. Subscription, \$4.80. Sworn average circulation for six months prior to April, 1915, 4,359* net paid; 8 pages, 7 columns; length of columns, 20¾ in.; width, 2½ in. Can use matrices.

Advertising rates, 25 cts. an inch; on 100 in. contract, 20 cts.; 250 in., 18 cts.; 500 in., 16 cts.; 1,000 in., 14 cts.; 2,000 in. or more, 12½ cts. an inch. Readers, 5 cts. a line. Classified, 1 ct. per word.

HASTINGS—Population 4,333. 2 railroads. In the center of excellent corn and wheat growing country. Industries include machine shop car seal, felt boot, women's novelty goods, cabinet, table and chair and bookcase factories. Annual value of manufactured products, \$1,827,000.00.

BANNER—Every Thursday. Republican. Established 1856. Cook Brothers, editors and publishers. Subscription, \$1. Claimed average circulation for 1914, 5,200; 16 to 20 pages, 8 columns; length of columns, 22 in.; width, 2½ in. Can use matrices.

Advertising rates, 16 cts. an inch. Composition, 3 cts. an inch extra. Readers, 12½ cts. a line.

HIGHLAND PARK—Population, 1910 census, 4,120; 1915 estimate, 22,017. Located 5 miles north of Detroit, on Detroit Terminal Railroad. Leading industries are automobile factories, employing, 23,000 men; en-

***L**EBON says "affirmation, repetition and contagion are the processes which produce impressions." Therein is a whole sermon upon advertising.*

MICHIGAN

gine works; saw and lumber mills. Annual value of manufactured products, \$150,000,-000.

TIMES—Every Friday. Independent. Established 1911. F. E. Van Black, publisher. Subscription, \$1. Claimed average circulation for year ending June, 1915, 5,134; 8 to 16 pages, 8 columns; length of columns, 23 in.; width, 2½ in. Can use matrices.

Advertising rates, 30 cts. an inch.

HILLSDALE—Population 5,001. Lake Shore & Michigan Southern Railway; located in a prosperous agricultural region, being a shipping point for the surrounding territory. Other industries of importance are flour mills; novelty and gas engine works; broom, screen door, fur coat and shoe factories. Hillsdale College (Baptist) is located here.

HILLSDALE DAILY NEWS—Every evening except Sunday. Independent. Established 1846. Harvey J. Burgess, publisher. Subscription, \$5.20. Sworn average circulation for six months ending March 1915, 4,999*; 6 to 8 pages, 7 columns; length of columns, 20½ in.; width, 2½ in. Can use matrices.

Advertising rates, 15 cts. an inch; full position, 18 cts. an inch.

HOLLAND—Population 10,490. On Macatawa Bay. Pere Marq. Ry. Fine wheat section and considerable grain handled. Industries include beet sugar factory, flour mill, woodenware and furniture factories. Seat of Hope College.

GRONDWET (De)—Every Tuesday. Hollandish. Republican. Established 1860. Mrs. L. Mulder, publisher. J. B. Mulder, manager. Subscription, \$1.50. Claimed average circulation for year 1913, 7,000; 16 pages, 6 columns; length of columns, 19¼ in.; width, 2½ in.

Advertising rates on application.

HOUGHTON—Population, 1910 census, 5,113; 1915 estimate, 7,500. Two railroads and one interurban line; waterways connecting at either end with Lake Superior. Leading industries are large wholesale houses; railroad shops; copper mining; steel foundries; packing houses, with annual payroll of \$3,500,000.00. Michigan College of Mines, also seat of Houghton County.

MINING GAZETTE—Every morning except Monday. Republican. Established 1858. The Mining Gazette Co., publishers. Subscription, \$6. Claimed average circulation for year 1914, 6,863 net; 3 to 16 pages, 7 columns; length of columns, 21¼ in.; width, 2½ in. Can use matrices.

Advertising rates, 25 cts. an inch; 200 in., 20 cts.; 500 in., 16 cts.; 1,000 in., and over, 15 cts. an inch; financial, 25 cts. per inch, flat; preferred position, 10 and 25%

MICHIGAN

extra. Locals, 10 cts. a line. Classified, 1c. a word, with discount on 6 or more insertions.

ISHPEMING—Population 12,448. 3 railroads. Mining largely engaged in, gold, silver and marble being found in vicinity; has rich iron mines, carriage factories and boiler shops.

SUPERIOR POSTEN—Every Saturday. Swedish. Republican. Literary. Established 1888. Swedish Newspaper Co., publishers. Subscription, \$1. Claimed average circulation for year 1914, 5,370; 8 to 12 pages, 6 columns; length of columns, 20 in.; width, 2½ in.

Advertising rates on application.

ITHACA—Population 1,876. Located in a rich agricultural district on the Ann Arbor R. R. The principal industries are butter tub, staves, and heading factories.

GRATIOT COUNTY HERALD—Every Thursday. Republican. Established 1866. McCall & McCall, publishers. Subscription, \$1; circulation—not given by publisher; 12 pages, 6 columns; length of columns, 19½ in.; width, 2½ in. Can use matrices.

Advertising rates, 25 cts. an inch; on yearly contract, 100 in., 20 cts.; 150 in., 18 cts.; 300 in., 14 cts.; 1,000 in., 12 cts. Discount of 15% on electrotyped.

JACKSON—Population, 1910 census, 31,433; 1914 U. S. estimate, 38,000. On Grand River seventy-five miles West of Detroit. Nine railroad divisions and three interurbans; excellent agricultural section. Industries include cement making machinery, agricultural implements, signs and bill-boards, gas and gasoline engines, refrigerator, sewer pipe, tile, wheel, automobile and corset factories or 194 factories in all with a monthly payroll of \$500,000. Michigan State Prison located here. Annual value of manufactured products, \$50,000,000.00. Total resources of banks, \$9,191,000.00. Bank clearings during, 1914, \$28,321,998.76. Post office receipts 1914, \$171,165.07.

CITIZEN-PRESS—Every evening except Sunday. Independent. Established 1837. Jackson Citizen Co., publishers. Subscription, \$5.20. Sworn average circulation for six months prior to April, 1915, 13,665* net paid; 8 to 12 pages, 7 columns; length of columns, 21¼ in.; width, 2½ in.

Advertising rates, agate, 42 cts. an inch; full position, 49 cts.; 100 in., within one year, 35 cts.; full position, 42 cts.; 200 in., 32 cts.; full position, 38 cts.; 300 in., 28 cts.; full position, 35 cts. an inch. Classified, 1c. per word. Reading notices, 10 cts. a count line.

PATRIOT—Every morning except Monday. Independent Democratic. Established 1844. The Jackson Patriot Co., publishers.

MICHIGAN

Subscription, daily, \$5.20; Sunday, \$1.50. Sworn average circulation for six months ending June, 1915, daily, 11,416* net paid; Sunday, 12,856* net paid; daily, 8 to 12 pages; Sunday, 16 to 20 pages, 7 columns; length of columns, 21¼ in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 42 cts. an inch; full position, 49 cts. an inch; yearly contract, 100 in., 35 cts. an inch; full position, 42 cts.; 200 in., 32 cts.; full position, 38 cts.; 300 in., 28 cts., full position, 35 cts. an inch. Classified, 1c. per word. Reading notices, 10 cts. a count line.

KALAMAZOO—Population, 1910 census, 39,437; 1915 estimate, 45,000. Famous as a celery and peppermint growing center, also as a manufacturing city, with varied industries, including planing and book paper mills, engine and boiler works, windmill, saw mill machinery, carriage, mattress, wind mill, washing machine, bedding, vegetable parchment, stoves, stationery, spring, gas lamp, electric sign, label, tank and silo, musical instrument, enameled tank, regalia, instantaneous hot water heater, iron and brass casting, loose leaf binder, railway supply, sleds, swing, paper boxes, playing cards, corset and automobile accessory factories; drug, chemical and medicine laboratories, or 252 manufacturing enterprises in all, employing 12,800 people on an annual pay roll of more than one million dollars. Seat of Kalamazoo College; Western State Normal, Nazareth Academy, Michigan Asylum for the Insane located here. Annual value of manufactured products, \$25,864,926.30. Bank clearings during 1914, approximately, \$40,000,000.00.

ADVOCATE—Every Friday. Independent. Established 1904. The Advocate Publishing Co., publishers. Subscription, \$1. Claimed average circulation for year 1914, 4,700; 8 pages, 7 columns; length of columns, 22 in.; width, 2½ in.

Advertising rates, 25 cts. an in.; full position 30 cts. an inch. Pure locals 15 cts. a count line. Classified 1c. per word.

GAZETTE—Every morning except Monday. Democratic. Established 1833. Kalamazoo Gazette Co., publishers. Subscription \$5.20; sworn average circulation for six months prior to April 1915, daily, 17,162* net paid; Sunday, 17,517* net paid; 12 pages, 8 columns; length of columns, 21¼ in.; width, 2½ in. Can use matrices.

Advertising rates, daily or Sunday, agate, first 500 lines, 3½ cts. a line; next 500 lines, 2½ cts.; 1,000 lines, 3 cts.; next 1,000 lines, 2 cts.; 2,000 lines, 2½ cts.; next 1,000 lines, 1c.; 3,000 lines, 2 cts. a line. Strictly mail order advertising, 2½ cts. a line. flat. Preferred position, 15% extra. Reading notices, minion, 20 cts. a count line; telegraphic readers, 30 cts. a count line. Classified, 1c. per word.

MICHIGAN

HOLLANDISCHE AMERIKAAN—Tri-Weekly. Mondays, Wednesdays and Fridays. Hollandish. Republican. Established 1889. Dalm Printing Co., publishers. Subscription, \$2. Claimed average circulation for year 1914, 5,000; 7 pages, 7 columns; length of columns, 21¼ in.; width, 2½ in.

Advertising rates, 30 cts. an inch; 100 in., 28 cts.; 250 in., 25 cts.; 500 in., 22 cts.; 1,000 in., 18 cts.; 2,000 in., 15 cts.; 3,000 in., 12½ cts. an inch. Readers, 10 cts. a line; 1,000 lines, 7½ cts. a line.

POULTRY AND SUBURBAN FARMER—Monthly (1st.). Established 1904. Mark Walter, publisher. Subscription, \$1. Claimed average circulation for year 1914, 25,000; 32 pages, 4 columns, length of columns, 12 in.; width, 2½ in. Cannot use matrices. Forms close 20th of month preceding.

Advertising rates, agate, 20 cts. a line; full page (672 lines) \$104.16; ½ page \$58.80; ¼ page, \$31.08, with discounts on yearly contracts. Reading matter \$30 cts. a count line, with a discount of 10% on 100 lines or more. Classified (minimum 50 cts.) 5 cts. per word.

PROGRESSIVE HERALD—Every Friday. Progressive-Republican. Established 1913. E. N. Dingley, publisher. Subscription, \$2. Claimed average circulation for six months ending May 1915, 5,000; 8 to 12 pages, 6 columns; length of columns, 19 in.; width, 2½ in. Can use matrices.

Advertising rates, 60 cts. an inch; 100 in. within one year, 50 cts.; 200 in., 48 cts.; 300 in., 46 cts.; 400 in., 43 cts.; 500 in., 40 cts.; 600 in., 38 cts.; 700 in., 36 cts.; 800 in., 33 cts.; 900 in., 30 cts.; 1,000 in., 28 cts.; 2,000 in. or more, 25 cts. an inch.

TELEGRAPH-PRESS—Every evening except Sunday. Republican. Established 1844. Kalamazoo Telegraph-Press Co., publishers. Subscription, daily, \$5.20. Sworn average circulation for six months prior to October, 1914, daily, 12,663 net paid; 8 to 16 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 4 cts. a line; open space within one year, 700 lines, 3 2/7 cts. a line; 1,400 lines, 2 6/7 cts.; 2,800 lines and over, 2 2/7 cts. a line. Reading notices, 20 cts. a count line. Telegraphic readers, 30 cts. a count line. Classified, 1c. per word.

VEGETARIAN MAGAZINE—Monthly Food Reform. Established 1872. The Vegetarian Company (Inc.), publishers. Subscription, \$1. Claimed average circulation for 1914, 16,000; 32 to 64 pages, 2 columns; length of columns, 8½ in.; width, 2½ in. Can use matrices. Forms close 5th of month preceding date of issue. Office, 118 North Edwards St.

Advertising rates, \$2 an inch; \$25 a page; ¼ and ½ pages, pro rata.

MICHIGAN

LANSING—Population, 1910 census, 13,229; 1914 U. S. estimate, 31,299. On Grand River. 4 trunk line railroads, one belt line and a connecting railroad serve the city, coupled with three electric lines with hourly interurban service throughout central Michigan. Distributing point for extensive farming section. Has extensive trade in manufacture of automobiles, agricultural implements, gas engines, stationary and threshing engines, carriages and wagons, furniture, condensed milk, spokes, wind mills and pumps, cigars, flour, bricks and knit goods. Seat of State Agricultural College and State Reform School. Michigan College for the Blind located here. Annual value of manufactured products, \$30,000,000.00. Bank clearings during the year 1914, \$27,138,932.49.

MAIL ORDER BUSINESS BUILDER—Monthly (1st). Mail-Trade. Established 1914. M. O. Business & Builder Co., publisher. Subscription, \$1. Claimed average circulation for 1914, 8,000; 66 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Can use matrices. Forms close 20th of month preceding.

Advertising rates, agate, 25 cts. a line; full page (224 lines), \$50; ½ or ¼ page, pro rata. Classified, 5 cts. per word.

MODERATOR-TOPICS—Every Thursday during school year. Educational. Established 1880. Henry R. Pattengill, publisher. Subscription, \$1.25. Claimed average circulation for year 1914, 6,170; 20 pages, 3 columns; length of columns, 9¼ in.; width, 2½ in.

Advertising rates, 1 inch, one time, \$3.50; 2 times, \$5.50; 5 times, \$7; 10 times, \$11.50; 20 times, \$18; 40 times, \$28; ½ page, one time, \$13; one page, \$20.

PRESS—Every morning except Monday, including SUNDAY. Independent. Established 1912. Lansing Publishing Co., publishers. Subscription, \$2. Sworn average circulation for six months prior to April, 1915, 9,600* net paid; 8 to 12 pages; 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices.

Advertising rates, daily or Sunday, 30 cts. an inch; 500 in. within one year, 25 cts.; 1,000 in., 20 cts. an inch. Reading notices, 10 cts. a count line; on yearly contracts, 5 cts. a line. Classified, 1c. per word.

STATE JOURNAL—Every evening except Sunday. Independent. Established 1855. The State Journal Co., publishers. Subscription, \$5. Sworn average circulation for six months prior to April, 1915, 15,083* net paid; 10 to 20 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices.

Advertising rates, 35 cts. an inch; full position, 45 cts. Classified, 1c. per word. Reading notices, 15 cts. a count line.

LAPEER—Population 3,946. Located in a thriving agricultural district on the Grand

MICHIGAN

Trunk and the Michigan Central Railroad System. The chief enterprises being flour mills, foundry and machine shops, stoves, farm implements, rugs, sash, doors and blind factory, fruit evaporators and steam engine works. State Home for the Feeble Minded and Epileptics is located here.

LAPEER COUNTY CLARION—Every Thursday. Republican. Established 1856. Clarion Publishing Co., publishers. Subscription, \$1. Claimed average circulation for 1914, 4,650; 8 pages, 7 columns; length of columns, 22 in.; width, 2¼ in.

Advertising rates, 24 cts. an inch. Composition, 5 cts. an inch additional. Position, 10 and 20% extra. Locals, 5 cts. a line.

LAPEER COUNTY PRESS—Every Wednesday. Independent. Established 1840. H. C. Kudner, editor and publisher. Subscription, \$1. Claimed average circulation for 1914, 5,000; 8 to 24 pages, 7 columns; length of columns, 19½ in.; width, 2¼ in. Can use matrices.

Advertising rates upon application.

MUSKEGON—Population 24,062. (including Muskegon Heights and North Muskegon, 28,657). On Muskegon lake, an all-the-year harbor with service to Chicago and Milwaukee, 3 railroads and interurban line. Center of resort trade and is shipping point for rich fruit country. Has machine shops, malleable and gray iron foundries, saw and planing mills, electric crane, rubber and leather products, pool table, desk, filing cabinet, shade roller, piano, furniture and refrigerator factories, knitting and paper, mills, boat building and automobile engine works; tannery and railway repair shops. Annual value of manufactured products, \$18,700,000.00.

CHRONICLE—Every evening except Sunday. Independent. Booth Publishing Co., publishers. Subscription, \$3.60. Sworn detailed average circulation for first three months 1915, 7,874* net; 8 to 16 pages, 7 columns; length of columns, 21 in.; width, 2¼ in. Can use matrices.

Advertising rates, agate, 35 cts. an inch; full position, 42 cts. an inch; 100 in. within one year, 27 or 32 cts.; 200 in., 24 or 29 cts.; 300 in., 21 or 25 cts.; an inch. Reading notices, 10 cts. a count line. Classified, 1c. per word.

TIMES—Every morning except Monday, including SUNDAY. Independent. Established 1911. A. E. Boswell, publisher. Subscription, \$3.60. Sworn average circulation for six months prior to April, 1915, 5,520* net paid; 8 to 12 pages, 7 columns; length of columns, 20 in.; width, 2¼ in. Can use matrices.

Advertising rates, agate, 25 cts. an inch. Reading notices, 10 cts. a count line; first page position, 25 cts. a count line. Classified, 1c. per word.

MICHIGAN

OWOSSO—Population, 1910 census, 9,639; 1915 estimate, 10,000. On Michigan Central; Ann Arbor and Grand Trunk Railway Systems. Distributing point of a very large agricultural area. Industries include flour mills, malleable iron, carriage, handle, furniture and table factories, bending works, burial case factory and railway shops; also large beet sugar industry. Annual value of manufactured products, \$3,000,000.00. Bank clearings during 1914, \$4,500,000.00.

AMERICAN TYLER-KEYSTONE Monthly (1st.). Fraternal Masonic. Established 1888. Tyler Publishing Co. publishers. Subscription \$1. Claimed average circulation for year 1914, 5,100; 24 pages, 3 columns; length of columns, 10 in.; width, 2½ in. Cannot use matrices. Forms close 15th of month preceding.

Advertising rates, \$1 flat an inch.

PONTIAC—Population, 1910 census, 14,532; 1915 estimate, 17,500. 25 miles distance from Detroit, with a 16-foot cement road connection. On Grand Trunk Michigan Air Line and P. O. & N. railroads and Interurban line. A well known summer resort. Large produce and stock market. Industries also include the manufacture of automobiles, and automobile parts; flour mills; implement, brush, automobile top, power spraying, leather goods and vending factories, structural iron, varnish vinegar, knitting, paint and varnish works; automobile painting and trimming plant and foundries. These various enterprises give employment to about seven thousand people with an average monthly payroll of \$175,000.00. Annual value of manufactured products, \$32,000,000.00. Bank clearings during year 1914, \$23,750,000.00.

PRESS-GAZETTE—Every evening except Sunday. Independent. Established 1900. Pontiac Press Co. publisher. Subscription, \$2.50. Sworn detailed average circulation for nine months ending July, 1915, 9,472* net; 10 to 16 pages, 7 columns; length of columns, 21¼ in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 2½ cts. a line; 1,000 lines on yearly contracts, 2 cts.; 3,000 lines, 1¼ cts.; 5,000 lines, 1½ cts. a line. Preferred position, 15 and 25% extra. Classified, 1c. per word. Reading notices, 12½ cts. a line.

PORT HURON—Population, 1910 census, 18,863; 1915 estimate, 22,000. On St. Clair River near Lake Huron with steamer connections to Detroit. Port of entry, and wool and grain handled to a large extent; also has automobile, threshing machine, agricultural implement and chicory factories, steel ship yards, dry docks, car and locomotive shops, lumber mills, fibre works and elevators. Salt, oil and natural gas

MICHIGAN

found in vicinity. Annual value of manufactured products, \$8,000,000.00. Bank clearings during year 1914, \$10,000,000.00.

LADIES' REVIEW—Monthly. Fraternal-W. B. A. O. T. M. Established 1894. Ladies of the Maccabees of the World, publishers. Subscription, 50 cts. Claimed average circulation for year 1914, 185,000; 4 columns; length of columns, 12½ in.; width, 2½ in. Forms close 17th preceding month.

Advertising rates, agate, 60 cts. a line; full page (700 lines), \$350; ¼ page, \$100; ½ page, \$190; outside back cover, \$400.

LADY MACCABEE—Monthly. Fraternal-L. O. T. M. M. Established 1892. Riverside Printing Co., publishers. Subscription \$1. Sworn average circulation for year 1914, \$50,000*; 8 pages, 2, 3 or 4 columns; length of columns, 12½ in.; width, 4½, 2 13/14 or 2½ in. Can use matrices.

Advertising rates, agate, 30 cts. a line. Reading notices, 40 cts. a line.

TIMES-HERALD—Every evening except Sunday. Independent. Established 1872. The Times-Herald Co., publishers. Subscriptions, \$5. Sworn detailed average circulation for first three months, 1915, 11,889* net paid; 10 to 16 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices.

Advertising rates, 2½ cts. flat a line; next to reading, 10%, or full position, 25% extra. Reading notices, 12 cts. a line; 100 lines or more, 10 cts. a line. Classified, 1c. per word; subsequent insertions, ½c. per word.

SAGINAW—Population 50,510. On Saginaw River. Three trunk line railroad systems having several branches and five diverging interurban electric line, also water transportation connected with Great Lakes. Distributing center of the Michigan beet sugar producing district and headquarters of Michigan bituminous coal industry; claimed to be the largest bean growing county in the United States; also manufactures automobiles, carriages, cash registers, pianos and piano parts, brick machinery, art furniture, ladders, silos, rules and tapes, bakers machinery, hand saws, graphite products, vinegar, plate glass, woodenware, paving brick, dust separators, staves, hoops, lumber, tools and harness; has tomato catsup, kraut and pickle factories, as well as railway shops, bean elevators, knitting mills, boiler works, machine shops, coal mining in vicinity. Annual value of manufactured products, \$25,000,000.00.

COURIER-HERALD—Every morning except Monday, including SUNDAY. Republican. Established 1857. Courier-Herald Co., proprietors. Subscription, \$4.20. Sworn average circulation for six months prior to April 1915, 14,849* net paid; 8 to 28 pages, 7

MICHIGAN

columns; length of columns, 21½ in.; width, 2½ in. Can use matrices.

Advertising rates, daily or Sunday, agate, 4 cts. a line; 100 in. within one year, 42 cts. an inch; 357 in., 35 cts.; 500 in., 28 cts. an inch. Position, 10 and 25% extra. Classified, 1c. a word. Reading notices, 15 cts. a line, with discount on 1,000 lines and over.

NEWS—Every evening except Sunday. Independent. Established 1881. Booth Publishing Co., publishers. Subscription, \$4.15. Sworn average circulation for six months prior to April, 1915, 18,102* net paid; 10 to 24 pages, 7 columns; length of columns, 21½ in.; width, 2½. Can use matrices.

Advertising rates, agate, 5 cts. a line; 3,000 lines, yearly contract, 3½ cts., full position, 4 cts., 7,000 lines, 3 cts., full position, 3½ cts. a line. Classified, 1c. per word. Reading notices, 15 cts. a count line; 1,000 lines, 10 cts. a line.

POST-ZEITUNG—Every Thursday. German-Independent. Established 1866. Seemann & Peters, publishers. Subscription, \$1. Sworn average circulation for six months ending May 12th, 1915, 4,142; 8 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Cannot use matrices.

Advertising rates, 50 cts. an in.; 250 in. within six months, 30 cts.; 500 in.; within one year, 25 cts. an inch. Reading notices, (either 9 or 6 pt. type), 10 cts. a line; 500 lines within one year, 8 cts. a line.

ST. CLAIR—Population 2,633. On St. Clair River. Michigan Central R. R. Shipping point for considerable hay and grain. Mineral springs in vicinity. Industries also include planing, sash and door, salt factories and ship yards.

POSTMASTER EVERYWHERE—Monthly. Official organ of the National Association of Postmasters. Established 1903. Hannibal Allen Hopkins, publisher. Subscription, \$1. Claimed average circulation for year ending April, 1915, 29,715; 32 pages, 2 columns; length of columns, 7½ in.; width, 2½ in. Forms close 10th preceding month.

Advertising rates, agate, 15 cts. a line. Classified, 4 cts. a word (minimum 25 words).

ST. JOSEPH—Population, 1910 census, 5,936; 1915 estimate, 6,500. On Lake Michigan. Pere Marquette and Michigan Central Railway Systems. Well known summer resort. Located in center of Michigan fruit belt, and ships large quantities of grapes, peaches and fruit generally. Industries also include iron works, flour, planing and paper mills, boot, shoe, tool, paper box, knitting, fruit packages, spraying materials, pressed steel goods and door factories.

MICHIGAN

GAS POWER—Monthly. Trade. Established 1903. Gas Power Publishing Co. (Inc.), publishers. Subscription, \$1. Claimed average circulation for year 1914, 20,000*; 110 pages and cover, 2 columns; length of columns, 9 in.; width, 2½ in.

Advertising rates, agate, \$4.80 an inch; three times, \$4.46; 6 times, \$4.22; 12 times, \$3.60 an inch.

THRESHERMEN'S REVIEW AND POWER FARMING—Monthly (1st). Farm Machinery. Established 1892. Threshermen's Review Co. (Inc.), publishers. Subscription, 50 cts. Guaranteed average circulation for year 1915-16, 40,000*; 64 pages, 4 columns; length of columns, 12½ in.; width, 2½ in. Cannot use matrices. Forms close 20th of preceding month.

Advertising rates, 28 cts. a line; 1,000 lines, on yearly contract, 25 cts.; 4,000 lines, 24 cts.; 6,000 lines, 22 cts.; 8,000 lines, 20 cts. a line.

UNION CITY—Population 1,340. On St. Joseph River and Michigan Central R. R. In the vicinity of a fertile grain and fruit growing territory; fancy poultry breeding being an important enterprise also. Industries are fruit evaporators, flour mills, canning, yeast, heading and hoop factories, and Portland cement works.

NATIONAL BARRED ROCK JOURNAL—Monthly (15th). Poultry. Established 1909. W. L. Robinson, editor and publisher. Subscription, 50 cts. Claimed average circulation for year, 1914, 16,800; 24 to 48 pages, 3 columns; length of columns, 9½ in.; width, 2½ in. Can not use matrices. Forms close 1st of month.

Advertising rates, \$1 an in.; full page, \$22.50; ½ page, \$12, with discounts on 2, 3, 6, 9 or 12 month contracts.

WILLIAMSTON—Population 1,042. Located 14 miles from Lansing, on Pere Marquette Railroad. Coal mines and valuable clay deposits in vicinity. Other industries are flour, knitting and hardwood lumber mills and cement block works.

AMERICAN ODD FELLOW—Monthly (1st). Fraternal-I. O. O. F. Established 1889. H. A. Thompson, publisher. Subscription, \$1. Claimed average circulation for year 1914, 5,486; 64 pages, 2 columns; length of columns, 7½ in.; width, 2½ in. Cannot use matrices. Forms close, 15th of month preceding.

Advertising rates, 15 cts. an inch.

MINNESOTA

CROOKSTON—Population, 1910 census 7,559; 1915 estimate, 9,000. On Great Northern and Northern Pacific Railway Systems. In the center of the richest agricultural district in the Northwest, the Minnesota Red River Valley. The land of number one hard wheat, also raise very successfully, corn, rye, oats, barley, flax, potatoes, alfalfa clover and timothy. Excellent stock raising and dairying district. Has abundant water power, developed; other industries include brickyard foundries; sash and door, bottling, monument, farm implements, cement, silo, flax, fibre and cigar factories, flour and saw mills, tannery, creamery; brewery and pure food plant. Annual value of manufactured products, \$4,500,000.00. Bank clearings during 1914, \$26,000,000.00.

TIMES—Every evening except Sunday. Republican. Established 1891. W. E. McKenzie, publisher. Subscription, \$3. Sworn average circulation for six months, prior to April 1915, 7,082* net paid; 8 to 12 pages, length of columns, 20½ in.; width, 2½ in. Advertising rates, 20 cts. an inch. Position, 2, 5 or 10 cts. an inch additional. Composition, 7 cts. an inch, additional on each setting. Readers or want ads, 10 cts. a line first insertion; 5 cts. a line thereafter.

DULUTH—Population 78,466. On Lake Superior. 9 railroads. Immense iron deposits in immediate vicinity and a vast shipping trade in wheat, flour, lumber, hides, iron ore and copper. Has grain elevators with immense capacity; lumber mills, flour mills, steam forge works, cold storage plants, stock yards, blast furnaces and iron and steel manufacturing. Annual value of manufactured products, \$45,000,000.00. Jobbing trade exceeds annually, \$80,000,000.00. Bank clearings during 1914, \$252,125,864.01.

HERALD—Every evening except Sunday. Independent, and **WEEKLY**, Wednesday, mail order. Established 1883. The Herald Co., publishers. Subscription, \$5. Sworn detailed average circulation for year, 1914, daily, 29,842* net paid; Saturday, 31,314 net paid; weekly, circulation not given by publisher; 16 to 36 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 8 cts. a line; 6 times, 7 cts.; 26 times or 1,000 lines, 6 cts.; 52 times, or 2,000 lines, 5 cts.; 156 times or 3,500 lines 4½ cts.; 312 times or 5,000 lines, 4 cts. a line. Preferred position, 10 or 25% extra. Classified, 1c. per word; per month, \$1 a line. Reading notices, 25 cts. a line; pure reading, city news page, 30 cts. a line; telegraphic readers, inside page, 75 cts. a line; first page, \$1; (tolls extra); business readers, grouped, 15 cts. a line. **WEEKLY**, 4 cts. a line, flat. Business Readers 15 cts. a line.

NEWS-TRIBUNE—Every morning including Sunday. Republican. Established 1870. Mille Bunnell, publisher. Subscription, \$6. Sworn detailed average circulation for twelve months prior to April 1915, daily, 22,398* net paid; Sunday, 24,129* net paid; 12 to 60 pages, 1 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, daily or Sunday, agate, 7 cts. a line; mail order, 4 cts. a line.

See advertisement on page 477.

PAIVAEHTI—Every evening except Monday. Finnish-Independent. Established 1900. Finnish Press Co., publishers. Subscription, \$3.75. Sworn average circulation for six months prior to April, 1915, 7,071* net paid; 8 to 16 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, 50 cts. an inch.

See advertisement on page 446.

POSTEN—Every Friday. Swedish. Republican. Established 1886. Inter-State Swedish Publishing Co., publishers. Subscription, \$1. Claimed circulation for year 1914, 17,950; 12 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Advertising rates, 65 cts. an inch; in combination with **SVENSKA AMERIKANSKA TRIBUNEN**, Superior, Wis., \$1 an inch.

RAITTIUSLEHTI-SIIRTOLAINEN—Semi-Weekly, Tuesday and Friday. Finnish-Prohibition-Agricultural. Established 1891. Finnish Press Co., publishers. Subscription, \$2; claimed average circulation for year ending May 1915, 6,900; 8 to 12 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, 75 cts. an inch.

See advertisement on page 446.

SKANDINAV—Every Friday. Norwegian-Danish-Independent. Established 1887. Nelson & Simonson, publishers. Subscription, 50 cts. Claimed average circulation for year 1914, 7,250; 8 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices. Office, 301-2 Christie Building.

Advertising rates, 30 cts. an inch; 600 in. on yearly contract, 25 cts.; 1,000 in., 20 cts. an inch. Locals, 10 cts. a line.

HIBING—Population, 1910 census, 8,832; 1915 estimate, 16,000. On Duluth, Miss. & North and Great Northern Railway Systems. Industries confined to mining, lumbering and dairy farming.

TRIBUNE—Every evening except Sunday. Independent Republican. Established 1890. Subscription, \$4.80. Sworn average circulation for six months prior to April, 1915, 3,847* net paid; 4 to 10 pages, 7 columns; length of columns, 21½ in.; width, 2½ in. Can use matrices.

MINNESOTA

Advertising rates, 20 cts. an inch; composition, 5 cts. per inch extra. Reading notices, 10 cts. a line.

MANKATO—Population 10,365. Located 86 Miles Southwest of St. Paul on Minnesota River and four Railway Systems. Is the Metropolis of the Garden Spot of the West. Principal industries are: flour and knitting mills, stone quarries; foundries; road grader, trip hammer, broom, incubator, candy, tent and awning, door stop shirt and overall factories; cement, saw mill, tow mill, boiler, steam and traction engine and bottling works; lime kilns; cement, tile, culvert pipe and building block plants; produce houses; creamery and creamery supplies. State Normal School is located here; also two Commercial Colleges, a Lutheran Ladies' Seminary and a Catholic Mothers' House and girls' boarding school. Annual value of the manufactured products, \$6,000,000.00. Bank clearings during 1914, \$35,000,000.00.

FREE PRESS—Every evening except Sunday. Republican. Established 1887. Subscription, \$4.80. Sworn average circulation for six months prior to April, 1915, 4,530* net paid; 8 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, 12½ cts. an inch; adjoining reading matter, 15 cts.; full position, 17 cts. an inch. Composition, 8 cts. an inch additional. Readers, 5 cts. a line. Classified, 1 ct. per word.

MINNEAPOLIS—Population, 1910 census, 301,2408; 1914 estimate, 343,466. On Mississippi River. Nine major railroads, embracing 26 lines with over 55,000 miles of trackage; four of these lines are transcontinental. Has immense water power and is the greatest cash wheat, flour and linseed oil market in the world. Lumber and machinery manufactures are of vast importance aside from other industries, which include the manufacture of farm implements, bakery products, furniture, cooperage, sash, doors and knit goods. Has 71 graded and 5 high schools. The State University is also located here, having an enrollment of 8,000; the campus covering 85 acres. Is the distributing center of the Northwest having 1,159 jobbing houses which shipped 229,000 cars of merchandise in 1914. Annual value of manufactured products, \$217,000,000.00. Bank clearings during year 1914, \$1,347,267,910.18.

COMMERCIAL WEST—Every Saturday. Financial. Established 1901. Commercial West Co., publishers. Subscription, \$5. Claimed circulation for year 1913, 7,500; 52 pages, 2 columns; length of columns, 11½ in.; width, 3½ in. Office, Globe Building.

Advertising rates, \$3 an inch; 4 in., \$11; full page, \$60; ½ or ¼ page, pro rata. Discount on 4, 13, 26, 52 or more insertions.

MINNESOTA

CROW BAR—Monthly (15th). Blacksmith Trade. Established 1892. Crow Bar Publishing Co., publishers. Subscription, 50 cts. Detailed average circulation June 30th 1915, 9,951*; 32 pages, 3 columns; length of columns, 10 in.; width, 2½ in. Office, 200 North Second Street.

Advertising rates, \$4 an inch; three months, \$8; six months, \$14; one year, \$24; ¼ page, \$8, \$18, \$32 or \$60; ½ page, \$12, \$32, \$60 or \$110; ¾ page, \$22, \$60, \$110 or \$200 one page, \$40, \$110, \$200 or \$400.

FANCY WORK MAGAZINE—Monthly (1st). Home and Fashions. Established 1913. Regal Art Publishing Company, publishers. Subscription, 25 cts. Claimed average circulation for 1914, 252,400; 32 to 40 pages, 4 columns; length of columns, 14 in.; width, 2¼ in. Can use matrices. Forms close 20th of preceding month. Office, 608 First Avenue, North.

Advertising rates, agate, \$1 a line; full page, (784 lines), \$630. Classified (minimum \$1), 10 cts. per word.

FARMERS' TRIBUNE—Semi-weekly edition of Tribune, which see.

FARM IMPLEMENTS—Monthly (1st). Trade. Established 1887. Farm Implement Publishing Co., publishers. Subscription, \$1. Claimed average circulation for year 1914, 4,397; 60 pages, 4 columns; length of columns, 12 in.; width, 2¼ in. Cannot use matrices. Forms close 25th of preceding month.

Advertising rates, \$1.50 an inch, with discounts for time and space.

FARM, STOCK AND HOME—Semi-monthly, (1st and 15th). Agricultural. Established 1884. Farm, Stock and Home Co., publishers. Subscription, 50 cts. Sworn detailed average circulation for first three months 117,401* net paid; 20 to 60 pages, 4 columns; length of columns, 14 in.; width, 2¼ in. Can use matrices. Forms close 5th and 20th of the month preceding publication. Office, 830 Hennepin Avenue.

Advertising rates, agate, 50 cts. a line, flat; full page, \$350. Reading notices, nonpareil, \$1 a line; minion, \$1.10 a line; brevier, \$1.25 a line. Classified, 5 cts. per word. See advertisement on page 465.

FOLKEBLADET—Every Wednesday. Lutheran-Norwegian. Established 1879. Folkeblad Publishing Co., publishers. Subscription, \$1. Sworn detailed average circulation for year ending June 1915, 5,114*; 8 pages, 6 columns length of columns, 20 in.; width, 2¼ in. Office, 322 Cedar Avenue.

Advertising rates, 35 cts. an inch; 4 times, 30 cts.; 13 times, 25 cts. an inch; position, 20% extra. Reading notices, 5 cts. a count line.

FREIE PRESSE HEROLD—Every Friday. German. Independent. Established 1869.

MINNESOTA

Minneapolis Freie Presse Herold (Inc.), publishers. Subscription, \$2. Detailed average circulation for year 1915-16, 10,603*; 12 pages, 7 columns; length of columns, 20 in.; width, 2¼ in. Office, 207 6th St., South.

Advertising rates, agate, 3 cts. flat a line. Readers, 15 cts. a line. Classified, 1c. per word.

See advertisement on page 556.

JOURNAL—Every evening except Sunday, and **SUNDAY MORNING**. Independent Republican. Established 1878. Journal Printing Co., proprietors. Subscription, daily and Sunday, \$6. Sworn average circulation for six months prior to April 1915, daily, 95,428*; net paid; Sunday, 91,896* net paid; 16 to 36 pages; Sunday, 72 to 112 pages, 7 columns; length of columns, 21 in.; width, 2¼ in. Can use matrices. Office, 47-49 Fourth Street South.

Advertising rates, daily or Sunday, 14 cts. a line; on yearly contract, 6 times 13 cts.; 13 times, 12 cts.; 26 times, 11½ cts.; 52 times 11 cts.; 104 times, 10½ cts.; 156 times, 10 cts.; 312 times, 9½ cts. a line; 1000 lines, 12½ cts.; 2000 lines, 12 cts.; 3000 lines 11½ cts.; 5000 lines, 11 cts.; 7000 lines, 10½ cts.; 10,000 lines, 10 cts.; 70,000 lines, 9½ cts.; 140,000 lines, 9¼ cts. a line. Preferred position, 20, 33½ or 100% extra. Special rate of 11 cts. a line each insertion for schools, colleges, resorts, hotels, books and periodicals. Double column advertisements must be at least 14 lines deep; triple column, 42 lines; 4 columns, 56 lines deep. Pure reading notices (run of news matter), 60 and 75 cts. per agate line, with discount for space. Classified, 12 cts. a line.

KEITH'S MAGAZINE—Monthly. Building. Established 1889. M. L. Keith, publisher. Subscription, \$2. Claimed circulation for year ending April, 1915, 15,000; 72 to 100 pages, 2 columns; length of columns, 8 in.; width, 2¼ in. Forms close first of each month preceding publication. Office, McKnight Bldg.

Advertising rates (minimum space one in.), 70 cts. a line; full page, \$90; ¼ and ½ pages, pro rata; ½ page, \$12.50. 5% discount for six insertions within one year, on ½ page, or more; 10% for 12 insertions.

KVINDENS MAGASIN—Monthly (18th). Norwegian-Danish. Women. Established 1905. Subscription, 75 cts. Claimed average circulation for six months ending April 1915, 14,500; 32 to 40 pages, 4 columns; length of columns, 12½ in.; width, 2¼ in. Forms close 20th preceding month. Office, 416 Eighth St.

Advertising rates, agate, 9 cts. a line; special position, 11 cts. a line. In combination with UNGDOM MENS VEN (Semi-monthly), one insertion, \$1.68 an inch; full month on both, \$2.50 an inch. Reading notices, \$1.75 an inch.

MINNESOTA

LABOR REVIEW—Every Friday. Labor. Established 1907. Thomas J. Hamlin, publisher. Subscription, 50 cts. Claimed average circulation for year 1914, 6,200; 4 pages, 7 columns; length of columns, 2¼ in.; width, 2¼ in. Office, 67 South Fourth Street.

Advertising rates, 50 cts. an inch.

LUTHERANEREN—Every Wednesday. Norwegian. Lutheran. Established 1895. Augsburg Publishing House, publishers. Subscription, \$1.25. Sworn average circulation for year ending April 1915, 17,172* net; 32 pages, 3 columns; length of columns, 10 in.; width, 2¼ in. Office, 423-429 South 4th Street.

Advertising rates, agate, 7 cts. a line; reading notices, 20 cts. a line.

MASONIC OBSERVER—Every Saturday. Masonic. Established 1899. C. D. Sprague, publisher. Subscription, \$1. Claimed average circulation for year 1914, 5,000; 8 pages, 4 columns; length of columns, 15 in.; width, 2¼ in. Office, Masonic Temple.

Advertising rates, \$1.50 an inch; with a discount of 25% on three months contract. Preferred position, 15% extra. Reading notices, 20 cts. a line.

NEWS—Every evening except Sunday. Independent. Established 1903. Daily News Co., publishers. Subscription, \$3. Sworn detailed average circulation for six months ending July, 1915, 67,941* net paid; 10 to 24 pages, 8 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 8 cts. a line; position, 9 cts. a line flat. Reading notices, 50 cts. a count line. Business locals, 30 cts. a count line; classified, 1c. per word; by the month, \$1.25 a line.

NORDISKA HEM—Monthly. Swedish. Literary. Established 1907. Northern Home Publishing Co., publishers. Subscription, 50 cts. Claimed minimum circulation for 1914, 8,200; 32 pages, 2 columns; length of columns, 9 in.; width, 3 in. Office, 305 Fifth St., South

Advertising rates, nonpareil, 9 cts. a line; \$1 an inch. Position, 10% extra. Reading notices 20 cts. a line. Discount on 6 and 12 months.

NORTHWEST FARMSTEAD—Northwestern edition of the Orange Judd Farm Weeklies. Every Saturday. Agricultural. Established 1911. Orange Judd Co., publishers. Subscription, \$1. Sworn detailed average circulation for year 1914, 105,088* net paid; 24 to 32 pages, 4 columns; length of columns, 13 11/14 in.; width, 2¼ in. Forms close Monday of preceding week. Can use matrices. Office, Oneida Building.

Advertising rates, agate, 45 cts. flat a line; preferred position, 15 and 25% extra. Reading notices, 90 cts. a line. Classified, 5 cts. per word. For combination rate with

MINNESOTA

American Agriculturist, New York; Orange Judd Farmer, Chicago; Southern Farming, Atlanta, Ga.; and New England Homestead, Springfield, Mass.; also for National Farm Power combination, see N. Y. City American Agriculturist.

SCHOOL EDUCATION—Monthly, except July and August. Established 1882. School Education Co., publishers. Subscription, \$1.25. Claimed average circulation for 1914, 8,400; 52 to 68 pages, 3 columns; length of columns, 10 in.; width, 2½ in. Forms close 26th preceding month. Office, 331 14th Avenue, S. E.

Advertising rates, \$2 an inch; full page, \$45. Discounts of 10, 15 or 20% on 3, 5 or 10 months' contracts. Readers, 20 cts. a line.

SKANDINAVISKA GOOD TEMPLAREN—Monthly (1st). Scandinavian. Fraternal. Established 1900. A. M. Wold, editor and publisher. Subscription, 40 cts. Claimed average circulation for year 1914, 12,500; 8 pages, 4 columns; length of columns, 20 in.; width, 2½ in. Cannot use matrices. Office, 2417 14th Avenue, South. Forms close 5th.

Advertising rates, \$1 an inch, with discount of 10 or 25% on 6 or 12 insertions. Special position, 10% extra. Reading notices, 20 cts. per line.

SKORDEMANNEN—Semi-monthly. Swedish. Agricultural. Established 1888. Skordemann Publishing Co., publishers. Subscription, 75 cts.; circulation—not given by publisher; 20 pages, 4 columns; length of columns, 13 in.; width, 2½ in. Can use matrices. Forms close 10th and 25th of the month. Office, 2625 Chicago Avenue.

Advertising rates, agate, 13 cts. a line. Discounts, 6 times, 5%; 12 times, 15%; 24 times, 25%.

SVENSKA AMERIKANSKA POSTEN—Every Wednesday. Swedish. Independent. Established 1883. Swan J. Turnblad, publisher. Subscription, \$1. Claimed average circulation for year 1914, 56,551; 16 to 24 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Office, 500 South 7th Street.

Advertising rates, agate, 15 cts. a line, flat. Special position, 10% extra. Classified (nonpareil), 2 cts. per word.

See advertisement on page 558.

SVENSKA FOLKETS TIDNING—Every Wednesday. Swedish. Independent. Established 1881. Andrew G. Johnson, publisher. Subscription, \$1. Detailed average circulation for year 1914, 43,659; 12 to 20 pages, 8 columns; length of columns, 20 in.; width, 2½ in. Can use matrices. Office, Daily News Building.

Advertising rates, agate, 15 cts. a line; three months, 12 cts.; six months, 10 cts.; one year, 9 cts. a line. Preferred position, 25% extra. Reading notices, 40 cts. a line.

SVENSKA ROMAN BLADET—See Red Wing, Minn.

MINNESOTA

TIDENDE—Every evening except Saturday and Sunday, SUNDAY MORNING, and WEEKLY, Thursdays. Norwegian-Danish. Established 1851. T. Guldbrandsen Publishing Co., publishers. Subscription, daily and Sunday, \$3. Sworn detailed average circulation for six months ending March, 1915, daily and Sunday, 9,412*; weekly, 34,322*; daily, 4 to 10 pages; Sunday and weekly, 10 and 16 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices. Office, 307-9 Sixth Street S.

Advertising rates, daily or Sunday, 50 cts. an inch; 500 in. within one year, 45 cts. 1,000 in., 40 cts.; 2,500 in. or more, 35 cts. an inch. Preferred position, 25% extra. Reading notices, 15 cts. a line, with discount on 500 lines and over. Classified, 5 cts. a line. WEEKLY, display, 10 cts.; 14 times, 9½ cts.; 27 or more times, 9 cts. Preferred position, 25% extra. Reading notices, 40 cts. a line, with discount on 250 lines and over.

TRIBUNE—Every morning and every evening except Sunday. SUNDAY TRIBUNE, and FARMERS' TRIBUNE, twice a week, Tuesdays and Fridays. Republican. W. J. Murphy, editor and publisher. Subscription, morning or evening, \$4; Sunday, \$2; Farmers' Tribune, \$1. Sworn detailed average circulation for six months prior to April 1915, daily morning and evening, 114,008* net paid; Sunday, 161,154* net paid; Farmers' Tribune, claimed for year 1914, 16,227* net paid. Farmers' Tribune, 8 to 20 pages; daily, 12 to 32 pages; Sunday, 60 to 70 pages, 7 columns; length of columns, 22 in.; width, 2½ in. Can use matrices.

Advertising rates, agate, daily (morning and evening combined) or Sunday, 14 cts. a line; 13 times or 1,000 lines, within one year, 13 cts.; 26 times, or 2,000 lines, 12½ cts.; 52 times, or 3,000 lines, 12 cts.; 78 times, or 5,000 lines, 11½ cts.; 104 times, or 7,000 lines, 11 cts.; 156 times, or 10,000 lines, 10½ cts.; 312 times, or 15,000 lines, 10 cts. a line. Position, next to reading 3 cts.; or full position, 5 cts. a line extra. Publishers, resorts, hotels and schools, 12 cts. a line. Classified, 12 cts. a line. Pure readers, other than first, second, editorial or city pages, 50 cts. a line; special pages, 75 cts. a line; 250 lines, on yearly contract, 45 or 70 cts.; 500 lines, 40 or 65 cts.; 1,000 lines, 35 or 60 cts. a line. FARMERS' TRIBUNE, displayed, covering one week (two insertions) 20 cts. a line. Preferred position, next to reading, 3 cts.; or full position, 5 cts. a line extra.

TWIN CITY COMMERCIAL BULLETIN—Every Saturday. General Merchandise. Established 1882. Commercial Bulletin Co., publishers. Subscription, \$2. Claimed circulation for year 1914, 5,000; 40 to 84 pages, 3 columns; length of columns, 11 in.; width, 2½ in. Office, Boston Block.

Advertising rates, ¼ page, one time, \$4.12; ¼ page, \$7.75; ¾ page, \$14.50; ½ page, \$27; one page, \$50. Further rates on application.

MINNESOTA

UGEBLADET—Every Thursday. Norwegian-Danish. Republican. Established 1881. C. Rasmussen Publishing Co., publishers. Subscription, \$1. Claimed average circulation for year 1914, 8,500; 8 pages, 7 columns; length of columns, 20½ in.; width, 2½ in. Office, 720-724 South Fourth Street.

Advertising rates, 40 cts. an inch.

UNGDOMMENS VEN—Semi-Monthly (1st and 15th). Norwegian. American Family. Established 1890. K. O. Holter Publishing Co., publishers. Subscription, \$1. Claimed average circulation for nine months ending July, 1915, 15,000; 32 pages, 3 columns; length of columns, 10 in.; width, 2½ in. Forms close 10 days in advance. Office, 416 8th Avenue, South.

Advertising rates, agate, 6 cts. a line; 4th page cover, 7 cts. a line. Combination rate with **KVINDENS MAGASIN**, which see.

VECKOBLADET—Every Tuesday. Swedish—General News. Established 1884. Minneapolis Veckoblad Publishing Co. (Inc.), publishers. Subscription, \$1.50. Claimed circulation for year 1914, 13,789* net paid; 8 to 12 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices. Office, Daily News Building.

Advertising rates, agate, 8 cts. a line. Reading notices, 20 cts. a line.

WESTERN-AMERICAN—Every Saturday. Swedish—American (in English). Independent. Established 1904. The Western American Publishing Co., publishers. Subscription, \$1. Claimed average circulation for 1914, 9,916; 8 pages, 6 columns; length of columns, 19½ in.; width, 2½ in. Office, 416 Phoenix Bldg., So. Sixth Street.

Advertising rates, 70 cts. an inch.

WESTERN ARCHITECT—Monthly (1st). Architectural. Established 1901. Western Architect (Inc.), publisher. Subscription, \$5. Claimed average circulation for year 1914, 5,044; 64 pages, 2 columns; length of columns, 10 in.; width, 3½ in. Cannot use matrices. Forms close 15th of month preceding. Office, 735 Palace Building.

Advertising rates, full page, \$75; ½ page, \$45; ¼ page, \$25; ⅓ page, \$15, with discounts on six or twelve months' contract.

WOMAN'S HOME WEEKLY—Every Saturday. Woman's Interests—Mail order. Established 1911. Woman's Home Weekly Co., publishers. Subscription, 25 cts. Sworn average circulation for six months ending July, 1915, 156,992* net paid; 8 to 8 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices. Forms close Wednesday. Office, 601-605 Second Avenue, South.

MINNESOTA

Advertising rates, agate, 40 cts. a line; preferred position, 45 cts. a line. Reading notices, 50 cts. a count line. Classified (6 words), 20 cts. a line. "Clover Leaf Combination," comprising Minneapolis "Woman's Home Weekly"; St. Paul, "American Home Weekly"; "Rural Weekly" and Omaha, "Rural Weekly" with a combined average circulation exceeding 700,000, display, \$1.25 a line flat. Readers, \$2.10 a line flat.

NEW YORK MILLS—Population 474. On Northern Pacific Ry. Farming section; shipping of wool, wood and farm products generally.

UUSI KOTIMAA—Every Thursday. Finnish. Republican. Established 1881. Nyland Brothers, publishers. Subscription, \$1.50; circulation—not given by publisher; 8 pages, 7 columns; length of columns, 21 in.; width, 2½ in.

Advertising rates on application.

NORTHFIELD—Population 3,265. On Chic., Milw. & St. P.; Chic., Gt. Western and Chic. R. I. & Pac. railroads and electric suburban line. In center of excellent agricultural sections, also Holstine Community center. Has flour mill, elevators, foundry and machine shop, knitting and furnace factories.

NORTHWEST DAIRYMAN—Monthly (5th). Dairy-Agricultural. Established 1906. Dairyman Publishing Co., publishers. Subscriptions, 50 cts. Sworn average circulation for year ending May, 1915, 12,000* net paid; 16 pages, 4 columns; length of columns, 13 in.; width, 2½ in. Forms close 25th month preceding.

Advertising rates, agate, 7½ cts., a line; full page, \$54.60; ½ or ¼ page, pro rata. Classified, 1c. per word.

RED WING—Population 9,048. Located 41 miles from St. Paul, on Mississippi River and the Chicago, Milwaukee & St. Paul and Chicago & Great Western Railway Systems. Wheat grown extensively throughout the surrounding territory, this being an important shipping point for same and other farm products as well. Other industries are stone ware, sewer pipe, brick, leather, marine engine and launch works; shoe and furniture factories; flour, sash and blind mills.

SVENSKA ROMAN BLADET—Every Saturday. Swedish. Family. Established 1888. C. E. Peterson, publisher. Subscription, \$1.50. Claimed average circulation for year 1914, 22,000; 16 pages, 5 columns; length of columns, 14 in.; width, 2½ in. Office, 404 8th Ave. South.

THEY say Shakespeare never repeats. He is the greatest repeater ever, he is the only writer who ever repeated the first personal pronoun four times in succession without loss of effect: "I, I, I, myself, sometimes, hiding mine honor in my necessity, am prone to shuffle, to hedge and to lurch." Also, "tomorrow and tomorrow and tomorrow."

MINNESOTA

Advertising rates, 7 cts. a line; 2,000 lines, 6 cts.; 5,000 lines or more, 5 cts. a line. Reading notices, brevier, 15 cts. a line. Classified, 7 cts. a line, flat.

ST. CLOUD—Population 10,600. On Mississippi River and 2 railroads. Has excellent water power and extensive granite quarries. Center of live stock, farm and lumber district; manufactures include wagons, lumber and flour; also has railroad shops. State Normal School, State Reformatory located here. Annual value of manufactured products, \$2,000,000.00.

NORDSTERN—Every Thursday. German. Democratic. Established 1874. Nordstern Publishing Co., publishers. Subscription, \$2. Claimed circulation for year ending June, 1915, 8,600; 16 to 24 pages, 7 columns; length of columns, 20 in.; width, 2½ in.

Advertising rates, 25 cts. an inch; 100 in. or more, within one year, 20 cts. an inch.

ST. PAUL—Population, 1910 census, 214,744; 1915 estimate, 236,766 (including So. St. Paul, West St. Paul, etc., 275,000). Head of Mississippi River. Gateway of Northwest. 10 railroads; general offices of three. Handles live stock most extensively; quarries of limestone in near vicinity. A most important distributing center. Industries include the manufacture of fur goods, shoes, drug preparations, printing, machinery gasoline engines, furniture and refrigerators; also has a number of railroad shops. Seat of Hamline University, Macalester College, State Agricultural College. Annual State Fair, etc. Annual value of manufactured products, estimated \$110,000,000.00. Bank clearings during the year 1914, \$585,307,614.35.

AMERICAN HOME WEEKLY—Every Saturday. Literary and Family. Established 1912. L. V. Ashbaugh, publisher. Subscription, 35 cts. Sworn detailed average circulation for first six months ending July, 1915, 172,036* net paid; 8 to 20 pages, 7 columns; length of columns, 21¼ in.; width, 2½ in. Can use matrices. Office, 92-94-96 E. 4th St.

Advertising rates, 35 cts. a line; in position, 40 cts. a line flat. Reading notices, 50 cts. a count line. Classified, 20 cts. a line. For "Clover Leaf Combination" see "Woman's Home Weekly."

A. O. U. W. GUIDE—Every Thursday. Fraternal. Established 1882. J. H. Ramaley, publisher. Subscription, 50 cts. Claimed average circulation for year 1914, 11,650; 4 pages, 6 columns; length of columns, 19½ in.; width, 2½ in. Office, 141 East Fifth Street.

Advertising rates, 35 cts. an inch.

CATHOLIC BULLETIN—Every Saturday. Catholic. Established 1911. Catholic Bulle-

MINNESOTA

tin Publishing Co., publishers. Subscription, \$1.50. Claimed average circulation for year 1914, 13,126; 8 pages, 7 columns; length of columns, 21¾ in.; width, 2½ in. Cannot use matrices. Office, Fifth and Minnesota Streets.

Advertising rates, 50 cts. an inch.

CRESCENT—Monthly (1st). Fraternal-Mystic Shrine. Established 1910. J. Harry Lewis, publisher. Subscription, \$1.50. Claimed average circulation for year ending June, 1915, 12,000; 100 pages, 2 columns; length of columns, 7¾ in.; width, 2¾ in. Can use matrices. Forms close 25th of month preceding. Office, Scandinavian-American Bank Bldg.

Advertising rates, \$2.80 an inch; full page, \$30.

CUPID'S COLUMNS—Bi-monthly (1st Feb., Apr., June, Aug., Oct. and Dec.) Matrimonial. Established 1892. Henry Jahn, publisher. Subscription, 50 cts. Claimed average circulation for year 1914, 50,000; 16 pages, 4 columns; length of columns, 13¼ in.; width, 2½ in. Forms close 25th second preceding month. Office, 946 East 4th Street.

Advertising rates, 20 cts. a line.

DEUTSCHE FARMER (Der)—Semi-monthly (1st and 15th). German. Agricultural. Established 1910. Volkzeitung Printing and Publishing Co., publishers. Subscription, \$1. Sworn average circulation for six months ending April, 1915, 42,890* net paid; 16 to 20 pages, 4 columns; length of columns, 14 in.; width, 2½ in. Forms close 10th and 25th preceding month. Office, 158-160 Third Street.

Advertising rates, agate, 15 cts. a line; full page, \$117.60.

DISPATCH—Every evening except Sunday, **PIONEER PRESS**, every morning including **SUNDAY**, and **FARMERS' DISPATCH**, Tuesday and Friday. Independent. Established Dispatch, 1868. Pioneer Press, 1849. George Thompson, publisher. Subscription, daily, Pioneer or Dispatch, \$3; either daily with Sunday, \$4.80; Sunday Pioneer Press, \$2; Farmers' Dispatch, 50 cts. Sworn detailed average circulation for six months prior to April, 1915, Dispatch, 74,362* net paid; Pioneer Press, 54,805* net paid; Sunday, 68,593* net paid; Farmers' Dispatch, each issue, 102,044* net paid; Dispatch, 12 to 36; Pioneer Press, 8 to 16 and Farmers' Dispatch, 8 pages, all editions, 7 columns; length of columns, 21¼ in.; width, 2½ in. Can use matrices.

Advertising rates, agate, morning and evening combined, 17 cts. a line; 500 lines with in one year, 16½ cts.; 1,000 lines, 16 cts.; 3,000 lines, 15½ cts.; 5,000 lines 15 cts.; 7,500 lines, 14½ cts.; 10,000 lines, or more, 14 cts. a line. Sunday, 12 cts a line, flat. Preferred position, 20 and 33½% extra. Business reading notices, daily (both editions), or Sunday, 50 cts. a line; pure readers, \$1 a line. Classified, both editions, except Saturday evening and Sunday morning, 12 cts. a line

MINNESOTA

(minimum space, 3 lines). Sunday, Classified, 12 cts. a line. FARMERS' DISPATCH, display, 40 cts. a line. Classified rates on application. Business reading notices, \$1 a line.

FARMER—Every Saturday. Agricultural. Established 1882. Webb Publishing Co., publishers. Subscription, \$1. Sworn average circulation for year ending March, 1915, 141,370*; 24 to 64 pages, 4 columns; length of columns, 14 in.; width, 2½ in. Forms close one week in advance. Office, 10th Street between Cedar and Minnesota Streets.

Advertising rates, 60 cts. a line; 1,000 lines, 55 cts.; 2,000 lines or more, 50 cts. a line. Special position, 20% extra. Reading notices, 85 cts. a line nonpareil; \$1.10 a line brevier. (Minimum, 3 lines). Classified, 9 cts. a word.

FARMER IM WESTEN—See Wanderer.

FARMERS' DISPATCH—Semi-weekly edition of Dispatch, which see.

FARMER'S WIFE—Monthly. Agricultural. Established 1897. Webb Publishing Co., publishers. Subscription, 25 cts. Sworn average circulation for year ending March, 1915, 758,805*; 24 to 40 pages, 4 columns; length of columns, 14 in.; width, 2½ in. Forms close 18th preceding month. Office, 10th Street between Cedar and Minnesota Streets.

Advertising rates, agate, \$3 a line; one page (784 lines), \$2,000. Reading notices, \$4.50 a line.

JOLLY ELK—Monthly (1st). Established 1900. Fraternal-Elks, R. F. Eldridge, publisher. Subscription, \$1. Sworn average circulation for year ending, May 1915, 4,300*; 20 pages, 2 columns; length of columns, 7 in.; width, 2½ in. Cannot use matrices. Office, 141 East Fifth Street.

Advertising rates, \$2, an inch.

MINNESOTA STATS TIDNING—Every Wednesday. Swedish. Republican. Established 1877. Minnesota Stats Tidning (Inc.), publishers. Subscription, \$1. Claimed average circulation for 1914, 12,150; 10 to 16 pages, 7 columns, length of columns, 21 in.; width, 2½ in. Can use matrices. Office, Cor. Third and Jackson Streets.

Advertising rates, one time, 90 cts. an inch; four times, 85 cts.; 8 times, 80 cts.; 13 times, 75 cts.; 26 times, 70 cts.; 39 times, 65 cts.; 52 times, 60 cts. an inch, per time. Preferred position, 25% extra. Reading notices, 20 cts. a line 150 lines, 18 cts.; 250 lines, 15 cts.; 500 lines, 12 cts.; 1,000 lines, 10 cts., 2,000 or more lines, 9 cts. a line.

MINNESOTA UNION ADVOCATE—Every Friday. Labor. Established 1897. Cornelius Guiney, publisher. Subscription, \$1. Claimed circulation for year 1914, 8,864; 8 pages, 6 columns; length of columns, 19½ in.; width, 2½ in. Can use matrices. Office, 141 East Fifth Street.

MINNESOTA

Advertising rates, 50 cts. an inch; 3 or more insertions, 40 cts. an inch. Reading notices, 10 cts. a line.

NATIONAL REPORTER SYSTEM—Weekly. Legal. Is issued for various sections of the country, as follows: Atlantic Reporter, Federal Reporter, New York Supplement, Northeastern Reporter, Northwestern Reporter, Pacific Reporter, Southeastern Reporter, Southern Reporter and Southwestern Reporter; also Supreme Court Reporter, published semi-monthly for nine months in the year. 24 to 300 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Subscription, \$45; (single sections, \$2, \$5 and \$10). Established 1879. West Publishing Co., publishers. Combined claimed average circulation for year 1914, 38,235 copies each week. Type page, 5x8 in. Can use matrices. Office, 50 West Third Street.

Advertising rates for the ten publications, 1 inch, one week, \$3; four weeks, \$12; three months, \$35; six months, \$60; one year, \$100. Individual rates on application.

NEWS—Every evening except Sunday; **SUNDAY MORNING**. Independent. Established 1900. The Daily News Publishing Co., publishers. Subscription, \$3.50. Sworn detailed average circulation for first six months ending July, 1915, 74,438*; 10 to 32 pages, 7 columns; length of columns, 21½ in.; width, 2½ in. Can use matrices.

Advertising rates, daily or Sunday, agate, 9 cts. a line, flat; preferred position, 10 cts. a line. Business locals, 50 cts. a count line. Classified, 1c. per word; \$1.50 a line per month.

NORTHWESTERN CHRONICLE—Every Friday. Roman Catholic. Established 1866. Northwestern Chronicle Publishing Co., publishers. Subscription, \$2. Claimed average circulation for 1914, 10,164; 8 pages, 7 columns; length of columns, 21½ in.; width, 2½ in. Can use matrices. Forms close Tuesdays preceding.

Advertising rates, agate, one inch, one time, \$1; one month, \$3.25; three months, \$8.50; six months, \$14.40; one year, \$20.40. Position, ½ extra. Open space within one year, 100 in., 37½ cts. an inch; 250 in., 35 cts.; 500 in., 30 cts. an inch. Reading notices, 25 cts. a line.

ODD FELLOWS' REVIEW—Monthly. Odd Fellowship. Established 1885. Winn Powers, publisher. Subscription, \$1. Claimed circulation for year 1914, 23,500; 20 pages, 4 columns; length of columns, 12 in.; width, 2½ in. Forms close 20th of preceding month. Office, Pittsburg Building.

Advertising rates, \$2 per inch per month.

PIONEER PRESS—Morning edition of Dispatch, which see.

POULTRY HERALD—Monthly. Poultry. Established 1888. Harold A. Nourse pub-

MINNESOTA

lisher. Subscription, 50 cts. Claimed average circulation for year ending April, 1915, 25,000; 32 to 60 pages, 3 columns; length of columns, 10 in.; width, 2½ in. Forms close 18th preceding month. Office, Pittsburg Bldg.

Advertising rates, agate, 25 cts. a line; 12 consecutive insertions, 14 lines or more, 20 cts. a line; 1680 lines, or more, in 12 consecutive insertions (minimum, 14 lines), 15 cts. a line; 2,520 or more lines, 12 cts. a line; 5,040 or more lines, 10 cts. a line.

RURAL WEEKLY—Every Wednesday. Agricultural. Mail order. Established 1904. Subscription, 25 cts. Sworn average circulation for six months ending July, 1915, 307,071*; 8 to 20 pages, 7 columns; length of columns, 21¼ in.; width, 2½ in. Office, 92-94-96 East Fourth Street.

Advertising rates, agate, 50 cts. a line; in position, 55 cts. a line, flat. Reading notices, \$1 a count line. Classified, 40 cts. a line. For "Clover Leaf Combination," see "Woman's Home Weekly," Minneapolis.

TIDENDE—Every Friday. Norwegian-Danish. Independent. Established 1889. C. Rasmussen Publishing Co., publishers. Subscription, \$1. Claimed average circulation for year 1914, 5,000; 8 pages, 7 columns; length of columns, 20½ in.; width, 2½ in. Office, Court Block.

Advertising rates, 30 cts. an inch.

VOLKSZEITUNG—Every evening except Sunday. **WEEKLY VOLKSZEITUNG**, Thursdays. German. Established 1855. Volkszeitung Printing and Publishing Co., publishers. Subscription, daily, \$5; weekly, \$2. Sworn average circulation, for six months prior to April 1915, daily, 21,162* net paid; weekly, 15,404* net paid; 8 to 16 pages, 7 columns; length of columns, 21¼ in.; width, 2½ in. Can use matrices. Office, Third and Jackson Street.

Advertising rates, agate, daily or weekly, 4 cts. a line, flat. Reading notices, 15 cts. a count line. Classified, 1c. per word.

WANDERER—Agricultural Supplement. **DER FARMER IM WESTEN**. Every Thursday. German. Roman Catholic. Established 1867. Wanderer Printing Co., publishers. Subscription, \$2. Sworn average circulation for year 1914, 10,988* net; 12 pages, 7 columns; length of columns, 21½ in. (agricultural supplement, 8 pages, 4 columns; length of columns, 13½ in.); width, 2½ in. Office, 321-3 Minnesota Street.

Advertising rates, \$1 an inch; 10 in., 90 cts.; 50 in., 80 cts.; 100 in., 70 cts.; 500 in., 60 cts. an inch. Reading notices, 25 cts. a line, with discount on 100 lines and over. Classified, 2 cts. a word; 1½ cts. a word on 4 or more insertions.

WESTERN AMERICAN—See Minneapolis.

MINNESOTA

SOUTH ST. PAUL—Population, 1910 census, 4,510; 1915 estimate(7,000. Located 3 miles from St. Paul, on Mississippi River and Chicago & Great Western; Chicago, Rock Island & Pacific Railroads. Leawling industries are stockyards, packing houses, tanneries and manufacturing foundry. Bank clearings during 1914, \$83,000,000.00.

REPORTER—Every evening except Sunday. Farm, Markets and Live Stock. Established 1890. Edward L. Ogillvie, publisher. Subscription, \$3. Sworn detailed average circulation for six months ending March, 1915, 4,476* net paid; 4 pages, 7 columns, 20¼ in.; width, 2½ in. Can use matrices. Office, Union Stock Yards.

Advertising rates, 35 cts. an inch; 100 in., on yearly contract, 32½ cts.; 100 to 200 in. or 6 to 25 times, 30 cts. 200 to 500 in., 27½.; more than 500 in or 26 times or more, 25 cts. an in. Reading notices, 15 cts., a line; 50 lines or more, 10 cts., a line. Business readers, 10 cts., flat, a line. Classified, 1c. per word.

STILLWATER—Population 10,198. On St. Croix River. 3 railroads. Center of fine farming community, with large shipping trade in Pine Lumber. Manufactures include lumber mills, shoe, clothing and box factories and boat works. Minn. State Prison located here.

HERMANN'S SOHN—Semi-monthly. 1st and 3rd Monday. German. Sons of Herm. Established 1891. F. C. Neumeier, editor and publisher. Subscription, 50 cts. Claimed average circulation for year 1914, 5,800; 8 pages, 7 columns; length of columns, 20 in.; width, 2½ in.

Advertising rates, 50 cts. an inch.

WINONA—Population, 1910 census, 18,582; 1915 estimate, 22,670. Fourth largest city in Minnesota. On the west bank of Mississippi River and 5 distinct trunk lines of railroads. The surrounding country is very fertile. Extensive industry, including, sash and door, barrel, boot and shoe, flax fibre, malt, shirt, glove, stock food, soap, patent medicines, sleigh, wagon harness, tractor, carriage factories, flour mills, breweries and machine shops, and foundries. State Normal school and Catholic Seminary for girls, and Catholic College for boys, are located here. Annual value of manufactured products, \$17,000,000.00. Bank deposits during 1914 approximately, \$8,900,000.00.

INDEPENDENT—Every morning except Monday. Democratic. Established 1898. Independent Publishing Co. (Inc.), publishers. Subscription, \$5.20. Sworn average circulation for twelve months, prior to April 1915, 4,259* net paid; 8 pages, 7 columns, length of columns, 21¼ in.; width, 2½ in. Can use matrices.

MINNESOTA

MINNESOTA

Advertising rates, 12 cts. an inch. Composition, 5 cts. an inch additional. Preferred position, 10 or 20% extra. Locals, 10 cts. a line. Classified, 1c. per word.

NATIONAL FARMER—Fortnightly, Tuesdays. German-Agricultural. Established 1902. National Farmer Publishing Co., publishers. Subscription, 50 cts. Detailed average circulation for year ending June, 1915, 46,704* net; 16 pages, 4 columns; length of columns, 14 in.; width, 2½ in. Can use matrices. Forms close Friday preceding.

Advertising rates, agate, 15 cts. a line; full page (784 lines), \$117.60; ½ or ¼ page, pro rata. Position, 25% extra. Classified, 4 cts. a word; pure reading, 30 cts. a line.

See advertisement on page 530

REPUBLICAN-HERALD—Every evening except Sunday. Independent Republican. Established 1855. The Republican and Herald Publishing Co., publishers. Subscription, \$5.

Sworn detailed average circulation for year 1914, 4,244*; 8 to 16 pages, 7 columns; length of columns, 20¼ in.; width, 2½ in. Can use matrices.

Advertising rates, 21 cts. an inch; on yearly contracts, 50 in. 17½ cts.; 100 in. or more, 14 cts. an inch. Special positions, 10 or 20% extra. Reading notices, 10 cts. a line; telegraphic readers, 25 cts. per line. Classified, 1c. per word.

WESTLICHER HEROLD (Der)—Every Tuesday. German. Independent. Established as semi-weekly, 1881. Westlicher Herold Publishing Co., publishers. Subscription, \$1. Detailed average circulation for year ending June, 1915, 57,084* net; 8 to 24 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 11 cts. a line, flat. Reading matter, 35 cts. a count line. Classified, 4 cts. per word.

See advertisement on page 446.

MISSISSIPPI

JACKSON—Population, 1910 census, 21,262; 1915 estimate, 27,000. On Pearl River. 5 railroads. Surrounding section devoted very largely to cotton raising. Industries include woodworking shops, iron foundries, cottonseed oil mills, and big trade in cotton and produce generally. Location of the State Institutions for the deaf, dumb, in sane, and blind; also Mississippi State Prison. Annual value of manufactured products, \$5,500,000.00. Bank clearings during year 1914, \$21,534,120.08.

BAPTIST RECORD—Every Thursday. Religious. Established 1878. Mississippi Baptist Publishing Co., publishers. Subscription, \$2. Sworn detailed average circulation for year ending August 1914, 7,641* net paid; 16 pages, 4 columns; length of columns, 12½ in.; width, 2½ in.

Advertising rates, 76 cts. an inch, with discounts of 5, 10, 15 or 20% on 10, 50, 200, or 500 lines.

CLARION-LEDGER—Every morning except Monday. Democratic. Established 1837. R. H. Henry, publisher. Subscription, \$6. Sworn average circulation for twelve months prior to April, 1915, daily and Sunday, 8,178* net paid; 8 to 16 pages, 7 columns; length of columns, 20¼ in.; width, 2½ in.

Advertising rates, 4 cts. a line; full position, 5 cts. a line; 3,000 lines, 3¼ cts.; full position, 4 cts.; 5,000 lines, 2½ cts.; full position, 3¼ cts.; 10,000 lines, 2 cts. a line; full position, 2½ cts. a line. Reading notices, 10 cts. per brevier line, with discount on 500

lines or more; telegraphic readers, 50 cts. a line. Classified, 1c. a word.

See advertisement on page 464.

ISSUE—Every Saturday. Literary. Established 1907. The Issue Publishing Co., publishers. Subscription, \$1. Claimed circulation for year 1914, 25,000; 16 to 44 pages, 4 columns; length of columns, 13½ in.; width, 2½ in. Forms close Tuesday preceding.

Advertising rates, agate, 50 cts. an inch. Reading notices, 2 cts. per word.

NEWS—Every evening except Sunday, and **SUNDAY MORNING**. Democratic. Established 1891. News Publishing Co., publishers. Subscription, \$5. Sworn detailed average circulation, for 1914, daily, 5,844* net paid; Sunday, 5,332* net paid; daily, 8 to 16 pages, Sunday, 16 to 24 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices.

Advertising rates, 70 cts. an inch; 100 in. within one year, 56 cts.; 300 in., 42 cts.; 400 in.; 28 cts. an inch. Preferred position, 5 or 15% extra. Telegraphic readers, 25 cts. a count line; reading notices, 15 cts. a count line. Classified, 1c. per word.

MERIDIAN—Population 23,285. 6 railroads. with 7 outlets. In the center of big cotton growing section and distributing point for large section. Has extensive manufacturing interests, turning out products valued at about \$6,000,000.00 annually; the principal enterprises are sash, door, blind, fertilizer, cotton, furniture, harness, saddlery

MISSISSIPPI

broom, mattress, soap, wagon and other vehicle, cereal and cotton seed products factories; foundry and machine shops; also railroad repair shops. Diversified farming and stock raising have been entered into extensively in the last few years, and satisfactory returns are now coming in from same. Bank clearings during 1914, \$16,925,500.00.

STAR—Every evening except Sunday. SUNDAY MORNING. Democratic. Established

MISSISSIPPI

1896. Ralph R. Buvinger, publisher. Subscription, \$5; sworn average circulation for six months prior to April 1915, daily, and Sunday, 5,408; net paid; evening, 6 to 12 pages; Sunday, 16 to 24 pages, 7 columns; length of columns, 20 in.; width, 2½ in.

Advertising rates, 21 cts. an inch, flat. Guaranteed position, 25% extra. Classified, 1c. a word; 3 days, 2 cts.; one week, 5 cts. a word. Reading notices, (6 point), 10 cts. a line, first insertion; 5 cts. subsequent insertions.

MISSOURI

AURORA—Population 4,148. Located in a fertile farming and fruit growing district on the S. L. & S. F. and the St. L., I. M. & So. Ry. Systems. Lead and Zinc mines in the vicinity. Other enterprises being flour mills, carriage and wagon factories, foundry and machine shops.

MENACE—Every Saturday. Anti-Roman Catholic. Established 1911. Menace Publishing Co., (Inc.), Publishers. Subscription, 50 cts. Sworn average circulation for first five months 1915, 1,326,758* net paid; 4 pages, 7 columns; length of columns, 19¾ in.; width, 2½ in. Can use matrices, forms close 10 days in advance.

Advertising rates, \$3 a line flat. See advertisement on page 463.

CLAYTON—Populations, 1910 census, 1,000 1915 estimate, 2,000. On Frisco R. R.; one mile distant from St. Louis; center of agricultural district.

WATCHMAN-ADVOCATE—Every Friday. Republican. Established 1881. St. Louis County Printing and Publishing Co., publishers. Subscriptions, \$1.50. Claimed average circulation for year ending May, 1915, 14,000; 8 to 12 pages, 7 columns; length of columns, 22 inches; width, 2½ in.

Advertising rates, 84 cts. an inch, with time discounts.

COLUMBIA—Population 9,662. Located on Wabash and Mo., Kans. & Tex., Railway systems midway between St. Louis and Kansas City. Distributing point for fine agricultural region. Principal industries are coal mining and shoe manufacturing, and flour mills. Seat of Missouri University State Agricultural College, Agricultural Experiment Station, Stephens Female (Baptist) College, University Military Academy, Christian Female College (conducted by the Disciples) and Bible College of Missouri (Conducted by the Disciples).

MISSOURI FARMER — Semi-Monthly. (1st and 15th). Agricultural. Established 1908. William Hirth, publisher. Subscription, 50 cts. Claimed average circulation for year 1914, 50,000; 16 to 32 pages, 4 columns; length of columns, 13½ in., back cover 14 in., width, 2½ in. Forms close 10th and 25th.

Advertising rates, agate, 25 cts. a line.

HANNIBAL—Population, 1910 census 18,341; 1915 estimate, 21,766. On Mississippi River and on main line of the Chi., Bur. & Quin. and Wabash Railroads; Northern terminus of Mo., Kan., & Tex Systems and the St. Louis & Hannibal Railroad. Industries, include wire fence, button, scrubbing powder, shoe, box and wagon factories, stove and casting foundries; lime, cement and bridge works; flour and planing mills. Value of manufactured products, 1914, \$9,-195,726.00.

COURIER-POST—Every evening except Sunday. Republican. Established 1839. W. J. Hill, publisher. Subscription, \$5.20. Sworn average circulation for twelve months prior to April, 1915, 4,617* net paid; 8 to 16 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, 18 cts. an inch; full position, 21 cts. Classified, ½c. a word. Reading notices, 10 cts. per count line.

HENDRICKSON—Population 150. Located near Poplar Bluff. Agricultural and Fruit Growing engaged in quite extensively.

FLAT-WOODS FARM JOURNAL—Monthly (1st). Established 1911. Agricultural and horticultural. W. R. Pennell, publisher. Subscription, 25 cts. Sworn detailed average circulation for year ending May 1915, 10,000* net; 8 to 16 pages, 3 columns; length of columns, 9¾ in.; width, 2½ in. Forms close 15th to 20th preceding.

Advertising rates, 10 cts. a line. Reading notices, 15 cts. a count line. Classified, 3½ cts. a word for three insertions.

MISSOURI

HUNTER—Population, 1910 census 250; 1915 estimate, 5,000. On St. L. & S. Fran. (Frisco System) railroad. Peach growing and other agricultural pursuits being the principal industries.

SOUTHEAST MISSOURIAN—Every Thursday. Industrial. Established 1913. R. E. Bray, publisher. Subscription, 50 cts. Sworn average circulation for six months ending May 1915, 5,100* net paid; 4 pages, 6 columns; length of columns, 19½ in.; width, 2½ in. Cannot use matrices.

Advertising rates, 15 cts. an inch. Composition, 5 cts. an inch, additional. Readers, 5 cts. a line.

INDEPENDENT—Population, 1910 census, 9,859; 1914 estimate, 15,000. Located on the Chicago & Alton the Missouri Pacific and Kansas City Southern Railroad systems. Also electric interurban line to Kansas City; 859, 1914 estimate, 15,000. Located on the Kansas City Southern Railroad systems. Also electric interurban line to Kansas City; in a fertile, agricultural and horticultural district. Industries are flour and planing mills. Silo, insect powder, scale, gas engine, drop forge and overall factories; elevators; iron and machine shops, stove foundry; cement works; brick, ice and cold storage plants and oil refinery. The raising of fine horses, cattle and fancy poultry are the leading industries in the surrounding territory; likewise bee culture and fruit growing.

LIAHONA, THE ELDERS' JOURNAL—Every Saturday. Latter Day Saints. Established 1903. Zion's Printing and Publishing Co., publishers. Subscription, \$1. Claimed average circulation for year ending June, 1915, 13,500; 16 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Can use matrices.

Advertising rates, 10 cts. a line.

ZION ENSIGN—Every Thursday. Religious. Established 1891. Ensign Publishing House, publishers. Subscription, \$1; claimed average circulation for year ending May, 1915, 6,300; 8 pages, 4 columns; length of columns, 16½ in.; width, 2½ in. Cannot use matrices.

Advertising rates, 60 cts. an inch, with discount for time and space.

JOPLIN—Population 32,073. Seven railroads and two electric lines. Trade center for large territory. Its chief products, zinc and lead mines, and rich in agriculture. Industries include foundries and machine shops flour mill, cooperage and white lead works, mattress, concrete and cigar factories, packing plant, wholesale houses for groceries, leather, dry goods, notions, drugs, brooms, fruit and grain. Annual value of mineral production, \$15,000,000.00 to \$18,000,000.00. Bank clearings during 1914, \$32,680,562.59. Post Office receipts, \$88,612.84.

MISSOURI

GLOBE—Every morning except Monday, including SUNDAY. Democratic. Established 1896. The Joplin Globe Publishing Co., publishers. Subscription, \$5. Sworn detailed average circulation for twelve months prior to April, 1915, daily and Sunday, 16,005* net paid; 10 to 12 pages; Sunday, 20 to 28 pages; 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 5 cts. a line; 1,000 lines within one year, 4 cts. a line; 2,500 lines, 3½ cts.; 5,000 lines, 3 cts.; 7,000 lines or more, 2½ cts. a line. Preferred positions, 10 and 25% extra. Classified, 1c. per word. Reading notices, 25 cts. a line; nonpareil solid, 10 cts.; lead, 15 cts. a count line.

NEWS-HERALD—Every evening except Saturday and Sunday. SUNDAY MORNING. Republican. Established 1872. News-Herald Publishing Co., publishers. Subscription, daily, \$5. Sworn detailed average circulation for three months ending March, 1915, 10,251* net paid; daily, 10 to 24 pages; Sunday, 20 to 32 pages; 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, 4 cts. a line; 700 lines, 3½ cts.; 1,400 lines, 3 cts.; 2,800 lines, 2½ cts.; 4,200 lines, 2½ cts.; 7,000 lines, 2 cts. Preferred position, 10 and 20% extra. Reading notices, 15 cts. a line; 1,000 lines or more 10 cts. a line; first page, bottom of column, 25 cts. a line. Classified, 1c. per word.

SOUTHWESTERN AUTOMOBILIST—Monthly (24th). Good Roads-Motoring. Established 1912. Charles W. Pear, publisher. Subscription, \$1. Claimed average circulation for year 1914, 5,300; 20 pages, 2 columns; length of columns, 10 in.; width, 3½ in. Cannot use matrices, forms close 15th.

Advertising rates, full page, \$28; 6 times, \$25, 12 times, \$20; ½ page, \$16, \$14 or \$12; ¼ page, \$10, \$9 or \$8; ⅓ page, \$5, \$4.50 or \$4; front side cover (two colors), \$35; back inside cover (two colors), \$30; back outside (two colors), \$40. Reading notices, 25 cts. a line.

KANSAS CITY—Population, 1910 census, 248,381; 1914 census bureau estimate, 281,911, second largest city in the state. Situated at junction of Missouri and Kaw river, has locally owned boat line with a cash capital of \$1,250,000 providing water transportation to ocean points and is served by 13 trunk line systems of railroad. Finest system of rail terminals in the country and largest passenger station outside of New York. Jobbing and distributing center for all of the Trans-Mississippi territory; Wheat receipt in 1914, 71,000,000 bushels, other grain, 34,000,000; largest hay market in the country, 26,000 tons marketed in 1914; immense trade in live stock, having marketed during 1914, 1,935,525 cattle and calves; 2,264,805 hogs; 2,002,042 sheep;

MISSOURI

87,155 horses and mules at an approximate value of \$200,000,000.00. Missouri is the greatest poultry producing State in the Union; one-third of the poultry of the United States, roosts within 500 miles of this City. Principal industries, meat-packing, food products, metal products, flour milling, dry goods, shirts and overalls, lumber, coal, gasoline engines, implements, etc.; having a total value for year 1914, of \$250,000,000.00. Bank clearings for 1914, \$3,015,811,567.00, increase of 507% over 1913. One of the twelve Federal Reserve Banks is located here with largest district except one.

AMERICAN BREEDER—Semi-Monthly (5th and 20th). Agricultural. Established 1908. Graham Publishing Co. (Inc.), publishers. Subscription, \$1. Guaranteed average circulation beginning November, 1915, 45,000; 16 to 40 pages, 4 columns; length of columns, 13 in.; width, 2½ in. Can not use matrices. Forms close 1st and 15th. Office, 225 West 12th Street.

Advertising rates, agate, 20 cts. a line flat; full page (728 lines), \$125.

AMERICAN HEREFORD JOURNAL—Semi-monthly. Live Stock. Hereford Cattle. Established 1910. Hayes Walker, publisher. Subscription, \$1. Claimed average circulation for year 1914, 5,800; 24 to 40 pages; 3 columns; length of columns, 10 in.; width, 2½ in. Office, Orear-Leslie Building.

Advertising rates, 10 cts. a line. Live stock advertising, \$2 an inch.

CATHOLIC REGISTER—Every Friday. Catholic. Established 1899. T. J. Casey, publisher. Subscription, \$2. Claimed average circulation for year 1914, 5,640; 8 pages, 7 columns; length of columns, 22½ in.; width, 2½ in. Office, 304 West 10th Street.

Advertising rates, 4 cts. a line, with discounts of 5, 10, 15 or 20% on 500, 1,400, 3,000 or 5,000 lines contracts.

CENTRAL CHRISTIAN ADVOCATE—Every Wednesday. Methodist. Established 1856. Methodist Book Concern, publishers. Subscription, \$1. Claimed average circulation for year 1914, 34,461; 32 pages, 3 columns; length of columns, 11¾ in.; width, 2¾ in. Can use matrices. Forms close one week in advance. Office, 1123 McGee Street.

Advertising rates, agate, 20 cts. a line. See Chicago, N. W. Christian Advocate for combination rate of seven Methodist weeklies.

DROVERS TELEGRAM—Every evening except Sunday. Farm Daily. Established 1882. Drovers Telegram Co., publishers. Subscription, \$4. Sworn average circulation for six months prior to April, 1915, 36,252* net paid; 6 to 16 pages, 7 columns; length of columns, 21 5/7 in.; width, 2½ in. Can use matrices. Office, 1505 Genesee Street.

Advertising rates, agate, 7 cts. a line; 1,000 lines, within one year, 6½ cts.; 10,000

MISSOURI

lines, 6 cts. a line. Reading notices, 50 cts. a count line; first page, \$1 a line, with discount on 100 lines and over. Has combination rate with South Omaha, Neb., Journal-Stockman, and Live Stock Reporter, East St. Louis, Ill., 14 cts. a line; 1,000 lines, 13 cts.; 5,000 lines, 12 cts.; 10,000 lines, 11 cts. a line.

FARMER AND STOCKMAN—Every Thursday. Live Stock and Agriculture. Established 1877. J. M. Pierce, publisher. Subscription, \$1. Claimed average circulation for year 1914, 100,000; 24 to 56 pages, 4 columns; length of columns, 13¾ in.; width, 2½ in. Office, 434-35 Lathrop Bldg.

Advertising rates, agate, 50 cts. a line; 100 lines, within one year, 48 cts.; 250 lines, 46 cts.; 500 lines, 44 cts.; 1,000 lines or more, 42 cts. Reading notices, nonpareil, 60 cts. a count line. Special display rate in combination with Iowa Homestead (Des Moines, Ia.), and Wisconsin Farmer (Madison, Wis.), \$1.25 an agate line; with Wisconsin Farmer, 68 cts. a line.

See advertisement on page 525.

FREIGHT PAYER AND CONSUMER—Monthly (1st). R. R. Freights. Established 1910. The Consumers Publishing Co., publishers. Subscription, \$5. Claimed average circulation for 1914, 5,000; 8 pages, 4 columns; length of columns, 12 in.; width, 2½ in. Can use matrices. Business office, 305 5th Ave., New York, N. Y.

Advertising rates, agate, 20 cts. a line; 500 lines, 15 cts.; 1,000 lines, 14 cts.; 2,500 lines, 13 cts.; 5,000 lines, 10 cts. a line.

HOME FRIEND—Monthly. Mail Order. Established 1904. United Publishing Co., publishers. Subscription, 25 cts. Sworn average circulation for year 1914, 543,000* net paid; 24 to 32 pages, 4 columns; length of columns, 12½ in.; width, 2½ in. Forms close 20th preceding month. Office, Friend Bldg.

Advertising rates, agate, \$2 a line; ¼ page, \$315; ½ page, \$595; one page (700 lines), \$1,085; back page (724 lines), \$1,155. Reading notices, \$2.50 a line.

See advertisement on outside back cover.

ILLUSTRATED WORLD—Monthly. Independent. Established 1889. Illustrated World Publishing Co., publishers. Subscription, \$1; circulation—not given by publisher; 32 to 48 pages; 3 columns; length of columns, 10 in.; width, 2½ in. Forms close 10th of each month. Office, 1016 Wyandotte Street.

Advertising rates, agate, 20 cts. a line each insertion.

IMPLEMENT TRADE JOURNAL—Every Saturday. Trade. Established 1886. Implement Trade Journal Co., publishers. Subscription, \$2. Claimed average circulation for year 1914, 8,200; 40 pages, 4 columns; length of columns, 12 in.; width, 2½ in. Can use matrices. Office, Graphic Arts Bldg.

Advertising rates, \$1.75 an inch, with discount for time and space.

MISSOURI

INDEPENDENT—Every Saturday. Independent. Established 1899. Kellogg & Baxter, publishers. Subscription, \$1.50. Claimed average circulation for year 1914, 13,997; 16 pages, 4 columns; length of columns, 12 in.; width, 2½ in. Can use matrices. Office, 111 West 8th Street.

Advertising rates, agate, 10 cts. a line; 13 times or 500 lines, 9 cts.; 26 times or 1,000 lines, 8 cts.; one year or 5,000 lines, 6 cts. a line. Reading notices, 35 cts. a count line. Classified, 5 cts. a line.

JOURNAL—Every morning including SUNDAY, and WEEKLY. Thursdays. Republican. Established 1854. The Journal Co., publishers. Subscription, daily, \$4; Sunday, \$1.50; weekly, 25 cts. Sworn average circulation for year ending March 31, 1915, daily, 76,584* net; Sunday, 73,479* net; weekly, detailed, 249,571* net; daily, 8 to 16 pages; Sunday, 20 to 44 pages; weekly, 8 to 24 pages; length of columns, 21 5/7 in.; width, 2¼ in. Can use matrices. Office, Eighth, McGee and Oak Streets.

Advertising rates, daily or Sunday, agate, 10 cts. a line, flat. Combination, daily or Sunday, weekly and Mo. and Kans. Farmer, 75 cts.; daily or Sunday and weekly, 55 cts.; daily or Sunday and Mo. and Kans. Farmer, 35 cts. a line. Alcoholic advertising in daily or Sunday, 12 cts. a line; combination, daily or Sunday and weekly, 72 cts. a line. Reading notices, cut off, with display head, 20 cts. a line (minimum space, 42 lines); cut off, with news head, 25 cts. a line (minimum space, 42 lines); run of paper on specified pages, 75 cts. a line; on any page (optional) 50 cts. a line; pure news reading, 1¢; first page, \$1.50 a line. Classified, 10 cts. a line. Weekly edition, display or classified, 50 cts. a line, flat; combination with Mo. and Kans. Farmer, 70 cts. a line. Reading notices, in weekly, \$1.50 a line; first page, \$2.50 a line; cut-off readers, news head, \$1 a line; displayed head, 75 cts. a line.

See advertisement on page 557.

MEDICAL HERALD—Monthly. Medical. Established 1881. Chas. Wood Fassett, M. D., managing editor. Subscription, \$1. Claimed average circulation for year 1914, 9,300; 100 pages, 2 columns; length of column, 8 in.; width, 2½ in. Office, 6th and Charles Streets, St. Joseph, Mo., and Gloyd Building, Kansas City, Mo.

Advertising rates, ¼ page, one year, \$50; ½ page, \$90; ¾ page, \$150; one page, \$300; for less time than one year, 25% extra. Reading notices, 50 cts. a line.

MISSOURI AND KANSAS FARMER—Semi-Monthly (1st and 15th). Agricultural. Established 1884. The Journal Co., publisher. Subscription, 25 cts. Sworn detailed average circulation for year ending March 1915, 105,400* net paid; 16 to 32 pages, 4 columns; length of column, 14 in.; width, 2¼ in. Forms close 10th and 25th. Office, Journal Building, 8th and McGee Streets.

Advertising rates, agate, 30 cts. a line. In

MISSOURI

combination with daily or Sunday and Weekly Journal, 75 cts. a line; Weekly Journal, 70 cts.; daily or Sunday Journal, 35 cts. a line.

See advertisement on page 557.

PACKER—Every Saturday. Fruits and Produce. Established 1893. The Barrick Publishing Co., publishers. Subscription, \$1. Claimed average circulation for 1913, including five editions, Kansas City, Chicago, Cincinnati, New York Coast, 45,814; 16 to 24 pages, 7 columns; length of columns, 22 in.; width, 2¼ in. Office, Packer Block, 530-536 Walnut Street.

Advertising rates, agate, \$3 an inch: 100 in. within one year, \$2.50; 500 in. or more, \$2; 1,000 in. or more, \$1.66½ an inch. Preferred position, 25% additional. Reading notices, 50 cts. per nonpareil line. Advertisements appear in all five editions of the Packer at above rate.

PIERCE'S FARM WEEKLIES—

See advertisement on page 525.

POST—Every evening except Sunday. SUNDAY MORNING. Independent. Established 1906. National Newspaper Association, publishers. Subscription, daily and Sunday, \$3. Sworn average circulation, for six months prior to April 1915, daily, 121,034* net paid; Sunday, 109,743* net paid; 8 to 52 pages, 8 columns; length of columns, 20 in.; width, 2¼ in. Can use matrices. Office, 1009-11 Main Street.

Advertising rates, agate, 12 cts. a line; next to reading 14 cts; full position, 16 cts. a line; liquor advertising, 15 cts.; medical, 20 cts.; Amusements 30 cts. a line. Readers, \$1.50 a line; front or back page, \$5 a line. Classified, 1c. per word.

PRESE—Every evening except Sunday, and WEEKLY, Thursday. German-Republican. Established 1859. John Polz, publisher. Subscription, daily, \$5; weekly, 59 cts. Claimed average circulation for 1914, daily, 4,500; weekly, 7,300; 8 pages, 6 columns; length of columns, 19¼ in.; width, 2¼ in. Cannot use matrices. Office, 907 East Eighteenth Street.

Advertising rates, 25 cts. flat an inch. Readers, 4 cts. a line.

See advertisement on page 503.

RAILWAY CARMEN'S JOURNAL—Monthly (1st). Established 1895. Claimed average circulation for year 1914, 33,500 net; 80 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Forms close 10th of month preceding. Office, Hall Building.

Advertising rates, \$3 an inch: ¼ page, \$5; ½ page, (4 in.), \$9; ¾ page, \$16; one page, \$30. Cover position 20% extra. Discount, 10 and 20% on 6 and 12 months, respectively.

RAILWAY CLERK—Monthly. Railway Clerks. Established 1902. Brotherhood of Railway Clerks, publishers. Subscription

MISSOURI

\$1. Claimed average circulation for year 1914, 9,200; 34 pages, 2 columns; length of columns, 8 in.; width, 4 3/4 in. Cannot use matrices. Office, Kansas City Life Building.

Advertising rates, \$1.50 an inch; 1/4 page (4 in.), one time, \$5; 1/2 page, \$9; one page, \$15; discounts, 10, 15 or 33 1/3% on 3, 6 or 12 consecutive insertions.

See advertisement on page 493.

RAILWAY MAIL—Monthly (15th). Postal Clerks. Established 1880. Knox R. Lancaster, publisher. Subscription, \$1. Claimed average circulation for year 1914, 5,500 net; 16 pages, 7 columns; length of columns, 9 1/2 in.; width, 3 3/4 in. Can use matrices. Forms close 5th. Office, 500 Kansas City Life Building.

Advertising rates, \$1.50 an inch; full page \$20; 1/2 page \$10; 1/4 page \$6, with discounts on yearly contracts.

STAR—Every evening except Sunday. **TIMES**, every morning except Sunday. **SUNDAY STAR**, Sunday morning, and **WEEKLY STAR**, Wednesdays. Independent. Established 1880 by Wm. R. Nelson. Subscription, daily, including Star and Times, \$5.20; Sunday alone, \$2; weekly, 25 cts. Sworn average circulation for six months ending May 31, 1915, morning, 200-157* net; evening, 205,144* net; Sunday, 197,340* net; weekly, 335,009* net; daily, 12 to 28 pages; Sunday, 34 to 60 pages; weekly, 10 to 24 pages, 7 columns; length of columns, 21 5/7 in.; width, 2 3/4 in. Can use matrices. Forms for weekly edition close Saturday preceding. Office, Eighteenth and Grand Avenue.

Advertising rates, morning and evening edition, combined, agate, 35 cts. a line; 1,000 lines within one year, 30 cts. a line; 5,000 lines or more, 27 1/2 cts. a line. Sunday, 30 cts. a line; 1,000 lines, on yearly contract, 25 cts.; 5,000 lines, 20 cts. a line. Preferred positions, 25 or 50% extra. Reading notices, daily or Sunday, \$2 a line; 2d page, \$3 a line; first page, \$5 a line. Classified, daily or Sunday, situations wanted 1 1/2 cts. per word; help wanted, rooms to rent or boarding, 2 1/2 cts. per word; all other classifications, daily, 3 cts. or Sunday, 2 1/2 cts. per word; personals, medical or employment agencies, daily 6 cts.; Sunday 4 cts. per word; display type and extra white space is figured at the rate of 20 cts. a line daily or 15 cts. a line Sunday. Summer resorts, steamship lines travel tours, etc., Monday and Tuesday evening; Tuesday and Friday morning, 35 cts., a line, 20 week day insertions within ten weeks, \$5.50 a line; Sunday (cannot be substituted for a week day edition), 30 cts. a line. Schools and colleges, 30 week day insertions within ten weeks, \$8.25 a line. **WEEKLY**, display, 60 cts. a line; next reading, 65 cts.; full position, 75 cts. a line; full page, (2128 lines) or one half page, 20% discount; one fourth page, 10% discount. Reading notices, same as in daily. Classified, 60 cts. a line; in combination with Sunday or daily, 70 cts. a line.

See advertisement on page 469.

MISSOURI

STOCK YARDS NUGGET—Every Thursday. Agricultural-Stock. Established 1911. E. Martindale, editor and publisher. Subscription 50 cts. Sworn detailed average circulation for 1914, 91,455* net paid; 16 pages, 4 columns; length, 13 1/4 in.; width, 2 1/4 in. Can not use matrices. Office, Stock Yards Station.

Advertising rates, agate, 25 cts. a line; full page (780 lines), \$110; 1/2 page, \$75; 1/4 page, \$39. Readers, 50 cts. a count line.

See advertisement on page 531.

THESPIAN—Every Saturday. Theatrical-Motion Pictures. Established 1909. Thespian Publishing Co., publishers. Subscription, \$2. Claimed average circulation for year ending May, 1915, 5,426; 16 pages, 4 columns; length of columns, 12 in.; width, 2 1/4 in. Cannot use matrices. Office, 804 Grand Ave.

Advertising rates, \$1 an inch, with discounts on contracts for one month or longer.

TIMES—Morning edition of Evening Star, which see.

See advertisement on page 469.

USEFUL POULTRY JOURNAL—Monthly (1st). Poultry. Established 1909. V. O. Hobbs, publisher. Subscription, 25 cts. Claimed average circulation for year 1914, 15,000; 24 to 64 pages, 3 columns; length of columns, 10 in.; width, 2 1/4 in. Forms close 20th of month preceding.

Advertising rates, agate, 15 cts. a line; on yearly contracts, 12 cts.; 500 lines, 11 cts.; 1,000 lines, 10 cts. a line. Classified, 3 cts. per word.

WESTERN DENTAL JOURNAL—Monthly (1st). Dental-Trade. Established 1887. Hettlinger Bros. Mfg. Co., publishers. Subscription, \$1. Claimed average circulation for year 1914, 5,000; 100 pages, 1 column; length of column, 7 1/2 in.; width, 4 1/4 in. Can use matrices. Forms close 15th of month preceding. Office, Tenth St. and Grand Avenue.

Advertising rates upon application.

WORD AND WAY—Every Thursday. Baptist. Established 1896. The Western Baptist Publishing Co., publishers. Subscription, \$1. Claimed average circulation for 1913, 21,500 net paid; 16 pages, 4 columns; length of columns, 13 1/2 in.; width, 2 1/4 in. Can use matrices. Office, 35 East 31st Street.

Advertising rates, 15 cts. a line, with discounts on yearly contracts of 10, 15, 20 or 25% on 50, 100, 250 or 500 in. Special position, 10% extra.

MOBERLY—Population 10,923. On Missouri, Kansas & Texas and Wabash Railway Systems. Coal found in abundance and is also distributing point for surrounding territory on farm products, live stock and hardwood lumber. Annual income from the various industries, \$2,000.-

MISSOURI

000.00. Bank clearings during 1914, \$5,000,000.00.

MISSOURI TRIPLE LINK—Monthly. Fraternal—I. O. O. F. Established 1875. Triple Link Publishing Co., publishers. Subscription \$1. Claimed average circulation for year 1914, 7,300; 6 pages, 7 columns; length of columns, 18 in.; width, 2½ in.

Advertising rates, 50 cts. an inch, with discounts on yearly contracts.

ST. JOSEPH—Population, 1910 census, 77,403; 1914 U. S. estimate, 82,000. On Missouri River and six railroads. Has immense jobbing business, very large packing houses and is a most important fruit, grain and stock market. Industries include the manufacture of shirts and overalls, plows, machinery, boilers, pumps, architectural iron, boots and shoes, harness, horse collars, food stuff, stock feed, and men's furnishings structural steel, coffee, biscuits and crackers, acetylene lamps, paper boxes, sashes and doors and fixtures, artificial ice, candy, optical goods, washing machines, trunks and leather goods, barber supplies, ice cream cones, sweeping compounds, metal chicken nests, molasses, white way poles, butcher supplies, pajamas, furniture, grinders. Bank clearings for 1914, \$359,628,816.27. Annual value of manufactured products, \$86,501,014.00.

COMMERCIAL JOURNAL—Monthly. Commercial. Established 1909. Pierce Publishing Co., publishers. Subscription, \$1. Claimed average circulation for year 1914, 5,230; 36 pages, 3 and 4 columns; length of columns, 12 in. Forms close 20th preceding month. Can use matrices.

Advertising rates, ⅙ page, \$5; ⅓ page, \$10; ½ page, \$15; ⅞ page, \$20; 1 page, \$35.

FRUIT GROWER AND FARMER—Semi-monthly (1st and 15th). Horticultural and Agricultural. Established 1896. Fruit Grower Co., publishers. Subscription, \$1. Guaranteed average circulation for year 1915-16, 125,000; 24 to 80 pages, 4 columns; length of columns, 12½ in.; width, 2½ in. Can use matrices. Forms close 5th and 20th. Office, 8th and Charles Streets.

Advertising rates, agate, 60 cts. a line. Classified, 6 cts. per word.

GAZETTE—Every morning including SUNDAY. Independent Republican. Established 1845. C. D. Morris, publisher. Subscription, \$3. Sworn detailed average circulation for three months ending March 31, 1915, daily, 18,852* net paid; Sunday, 16,129* net paid; 8 to 40 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices. Office, 215-217 S. 6th Street.

MISSOURI

Advertising rates, daily, agate, 5 cts. a line; Sunday, .0625 cts. a line. Open space within one year, 12 times or 1,000 lines, daily, .0475, Sunday, .05938; 26 times or 2,000 lines, .045 and .05625; 52 times or 5,000 lines, .0425 and .05312; 104 times or 7,500 lines, .04 and .05; 156 times or 10,000 lines, .035 and .04375 a line. Preferred positions, 10 or 25% extra. Reading notices, telegraph page, 50 cts. a count line; specified page, 40 cts.; run of paper, 30 cts. a line. Classified, 1c. a word.

See advertisement on page 504.

JOURNAL—Every evening except Sunday. General and local news. Established 1915. St. Joseph Journal Pub. Co., Publishers. Subscription, \$3. Claimed average circulation for three months ending May 1915, 5,000; 4 pages, 7 columns, length of columns, 20 in.; width, 2½ in. Office, 324-26-28-30 West Illinois Ave.

Advertising rates, agate, 2 cts. a line. Classified, 1c. per word. Reading notices, 5 and 10 cts. a line.

MEDICAL HERALD—Sec Kansas City, Mo.

NEWS-PRESS—Every evening except Sunday. Independent. Established 1878. The News Corporation, publishers. Subscription, \$3. Sworn detailed average circulation for year 1914, 40,699*; 12 to 32 pages, 7 columns; length of columns, 21½ in.; width, 2½ in. Can use matrices. Office, 9th and Edmond Streets.

Advertising rates, 6 cts. a line, flat. Position, 25% extra. Classified, 1c. a word. Reading notices, 40 cts. a count line; solid local notices, 15 cts.; foot of first page, \$1; telegraphic readers, \$1.50 a count line.

OBSERVER—Every Saturday. Democratic. Established 1906. Frank Freytag, publisher. Subscription, \$1. Claimed average circulation for year 1914, 6,750; 8 pages, 6 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates on application.

PROFITABLE FARMING—Semi-Monthly (1st and 15th). Intensive Farming. Established 1905. Farm Publishing Co., publishers. Subscription, 50 cts. Detailed average circulation for year 1914, 60,472*; 16 to 32 pages, 4 columns; length of columns, 12½ in.; width, 2½ in. Forms close 3 days in advance. Can use matrices. Office, Commercial Block.

Advertising rates, agate, 25 cts. a line; full page (700 lines), \$140.

STOCK YARDS DAILY JOURNAL—Every evening except Sunday. Live Stock

MISSOURI

and Agriculture. Established 1897. St. Joseph Journal Publishing Co., publishers. Subscription, \$3. Sworn average circulation for twelve months prior to April, 1915, 8,676* net paid; 4 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Office, 324-26-28 West Illinois Avenue.

Advertising rates, agate, 3½ cts. a line; 3,500 lines, 3 cts.; 7,000 lines, 2½ cts.; 14,000 lines, or more, 2 cts. a line. Classified, 1c. per word. Reading notices, 5, 10 and 15 cts. a line.

ST. LOUIS—With a population, 1910 census, is the fourth city of the United States in size and in the value of its manufactured products. 3,200 factories, employing 140,000 persons, manufactured products valued at \$378,730,000. The city is the metropolis of the Great Mississippi Valley, which reaches from the Alleghenies to the Rockies. The Mississippi River is a freight rate regulator, and gives shippers the advantage of equitable freight rates to all parts of the country. The twenty-seven railroads of St. Louis carry 1,200 package cars to all parts of the country daily and insures a quick delivery service. The nearness of the Illinois coal fields, together with a 60,000-horse power electric current from the Keokuk Power Dam, guarantees manufacturers an unlimited amount of cheap power. Labor conditions are good, and supplies for manufacturing of all kinds are at hand. The thirty million people living within a ten-hour ride provide a large and constantly growing market for all kinds of manufactured products. As a market it is one of the best. Some of the leading industries are horse and mule, live stock, grain, raw fur, lumber and coffee market: woodenware, hardware, chemicals, shoes, tobacco, stoves and ranges, vehicles, malt, liquors, groceries, steam and electric cars, dry goods, soap, etc. The educational system is unexcelled, 120 public schools, 98,000 scholars, 2,500 teachers, five modern high schools—another to be opened in September—and a normal school (Harris Teachers College), two great universities (Washington University and St. Louis), and several colleges and preparatory schools. Is famed for its many beautiful streets and parks, there being more than fifty parks and playgrounds covering more than 2,700 acres; all kinds of outdoor sports are provided for in these parks. The Shaw's Garden is one of the finest botanical gardens in the world. The many beautiful homes have caused St. Louis to be called the "City of Homes." Churches of all kinds are to be found in all parts of the city. The splendid street car system, with its universal transfers, enables a person to ride from one part of the city to any other part upon the payment of one five-cent fare. The health and climatic conditions are splendid, and, combined with business and educational conditions, make this city an ideal place in which to live and to conduct a business.

MISSOURI

ABENDSCHULE — Bi-weekly. Germans. Woman and Home. Established 1854. Louis Lange Publishing Co., publishers. Subscription, \$2. Sworn detailed average circulation for first three months 1915, 55,517* net paid; 48 to 56 pages, 3 columns; length of columns, 10½ in.; width, 2¾ in. Forms close 2 weeks in advance. Office, 3600-12 Texas Avenue.

Advertising rates, agate, 20 cts. a line; special position, 25 cts. a line.

ALTRUIST—Monthly (1st). Labor. Established 1868. Altruist Community, publishers. Subscription, 25 cts. Claimed average circulation for year 1914, 10,000; 6 pages, 3 columns; length of columns, 10 in.; width, 2¾ in. Cannot use matrices. Forms close 15th. Office, 703 Locust Street.

Advertising rates, 10 cts. a line; two or more insertions, 6 cts. a line.

AMERICAN PAINT AND OIL DEALER—Monthly. Trade. Established 1908. American Paint Journal Co., publishers. Subscription, three years, \$1. Claimed average circulation for year 1914, 10,000 net paid; 52 pages, 3 columns; length of columns, 12 in.; width, 16 ems. Office, 411 North 10th Street.

Advertising rates on application.

AMERICAN WOMAN'S REVIEW—Monthly. Organized and Federal Women's Clubs. Established 1890. Orr Printing and Publishing Co., publishers. Subscription, \$1. Claimed circulation for year 1914, 26,000; 32 pages, 4 columns; length of columns, 12¾ in.; width, 2½ in. Forms close 10th preceding month. Office, 2807 Locust Street.

Advertising rates, agate, 35 cts. a line with time discounts. Minimum space, 5 lines.

AMERIKA — Every morning, including SUNDAY, and SEMI-WEEKLY, Tuesdays and Fridays. German-Independent. Established 1871. German Literary Society, publishers. Subscription, daily, \$8; Sunday, \$3; semi-weekly, \$2. Sworn average circulation for six months prior to April, 1915, daily and Sunday, 19,164* net paid; semi-weekly, not given by publisher; daily, 8 to 10 pages; Sunday, 24 to 28 pages; semi-weekly, 12 pages; 7 columns; length of columns, 20¾ in.; width, 2½ in. Can use matrices. Office, 18 South Sixth Street.

Advertising rates, daily, or Sunday, transient, 10 cts. a line; 5,000 lines within one year, 8 cts.; 10,000 lines, 6 cts.; 20,000 lines, 5 cts. a line. Reading notices, 30 cts. a line. SEMI-WEEKLY, display, 15 cts. a line. Reading notice, 50 cts. a count line.

See advertisement on page 520.

AUTO REVIEW—Monthly (1st). Automobiles. Established 1906. Auto Review Publishing Co., publishers. Subscription, \$1. Claimed average circulation for year 1914, 13,608 net paid; 36 to 48 pages, 2 columns; length of columns, 9¾ in.; width, 3½ in. Can use matrices. Office, 203-5 Frisco Bld'g.

MISSOURI

Advertising rates, \$6 an inch.; yearly rate, \$4 an inch; $\frac{1}{2}$ page, \$10; $\frac{1}{4}$ page, \$17.50; $\frac{1}{2}$ page, \$30; one page, \$50.

BARGAIN COUNTER NEWS—Monthly (15th). General trade. Established 1915. Midland Publishing Co., publishers. Subscription, \$1. Claimed circulation for first issue June 1915, 5,000; 100 pages 1 and 2 columns; length of columns, $8\frac{1}{2}$ in.; width, $2\frac{1}{2}$ in. Can not use matrices. Forms close, last of month preceding. Office, 800-10 Pine Street.

Advertising rates, full page, \$25; $\frac{1}{2}$ page, \$17.50; $\frac{1}{4}$ page, \$12.50.

BECKWITH INTER-STATE LIST—See New York City.

BUDD CO. (The John)—

See advertisement on pages 528 and 529.

BULLETIN OF COMMERCE—Forthnightly, Saturday. Commercial. Established 1874. George W. Briggs, publisher. Subscription, \$5. Claimed average circulation for 1914, 14,750; 16 pages, 4 columns; length of columns, $12\frac{1}{2}$ in.; width, $2\frac{1}{2}$ in. Can use matrices. Office, 6 North Third Street.

Advertising rates, $12\frac{1}{2}$ cts. a line.

BUTCHERS' AND PACKERS' GAZETTE—Every Saturday. Meats and Packing. Established 1808. Butchers' and Packers' Gazette Publishing Co., publishers. Subscription, \$2. Claimed average circulation for year 1914, 11,462; 8 to 12 pages, 6 columns; length of columns, 20 in.; width, $2\frac{1}{2}$ in. Office, 224 Walnut Street.

Advertising rates, agate, 5 cts. a line.

CENSOR—Every Thursday. Independent. Established 1894. The Censor Co., publishers. Subscription, \$2. Claimed average circulation for year 1913, 33,200; 20 pages, 4 columns; length of columns, 12 in.; width, $2\frac{1}{2}$ in. Can use matrices. Office, Fullerton Building.

Advertising rates, agate, 15 cts. a line; 1,000 lines, within one year, 12 cts. a line; 2,000 lines, 10 cts.; 3,000 lines, 9 cts.; 5,000 lines, 8 cts.; 10,000 lines, 7 cts. a line. Reading notices, 50 cts. a count line.

CESKA ZENA—Semi-Monthly. (1st and 15th). Bohemia-Woman. Established 1908. Bohemia Literary Society, publishers. Subscription, \$1.25. Claimed average circulation for year 1914, 6,800; 32 pages, 3 columns; length of columns, 10 in.; width, $2\frac{1}{4}$ in. Can not use matrices. Office, 1625 So. 11th Street.

Advertising rates, 8 cts. a line, with discounts for space. Readers, 20 cts. a line.

CHRISTIAN ADVOCATE—Every Wednesday. Methodist. Established 1850. St. Louis Christian Advocate Co., publishers. Subscription, \$2. Claimed average circulation for year 1914, 15,000; 16 pages, 5 columns;

MISSOURI

length of columns, $15\frac{1}{2}$ in.; width, $2\frac{1}{2}$ in. Office, 3504 Washington Avenue.

Advertising rates, \$1.25 an inch, with discount of 5, 10, 15 or 20% on 50, 100, 250 or 500 in., space within one year. Special 25% extra.

See advertisement on page 508.

CHRISTIAN EVANGELIST—Every Thursday. Christian, or Disciples of Christ. Established 1874. Subscription, \$1.50. Claimed average circulation for year 1914, 37,500; 32 pages, 3 columns; length of columns, $11\frac{1}{2}$ in.; width, $2\frac{1}{2}$ in. Can use matrices. Office, 2712 Pine Street.

Advertising rates, agate, 20 cts., flat, a line. Reading notices, 25 cts. a line.

CHRISTIAN PHILANTHROPIST—Monthly. Religious. Established 1890. The National Benevolent Association of The Christian Church, publisher. Subscription, 25 cts. Claimed average circulation for year ending June, 1915, 12,252; 16 pages, 3 columns; length of columns, $10\frac{1}{2}$ in.; width, $2\frac{1}{4}$ in. Forms close 15th. Office, 2955 Euclid Avenue.

Advertising rates, 80 cts. an inch.; 2 times or 6 in., 75 cts.; 4 times or 12 in., 70 cts.; 6 times or 18 in., 65 cts.; 8 times or 24 in., 60 cts.; 12 times or 36 in., 50 cts. an inch; full page, \$20; $\frac{1}{2}$ page, \$12; $\frac{1}{4}$ page, \$7.

CHURCH PROGRESS—Every Thursday. Catholic. Established 1878. The Catholic Publishing Co., publishers. Subscription, \$1.50. Sworn average circulation for year 1914, 9,725*; 8 pages, 7 columns; length of columns, 20 in.; width, $2\frac{1}{2}$ in. Office, Fullerton Building.

Advertising rates, 97 cts. an inch, with discount of 5, 10, 15 or 20% on 10, 50, 200 or 500 in. space.

COLMAN'S RURAL WORLD—Semi-Monthly (1st and 15th). Agricultural. Established 1848. Colman's Rural World Publishing Co., publishers. Subscription, 50 cts. Detailed average circulation October 1, 1914, 70,465*; 16 pages, 4 columns; length of columns, $13\frac{1}{2}$ in.; width, $2\frac{1}{8}$ in. Office, 713 Lucas Ave.

Advertising rates, agate, 25 cts. a line, flat. Special positions, 10% extra. Reading notices, 40 cts. a count line.

COMMERCIAL NEWS AND LABOR GAZETTE—Semi-Monthly. Commercial-Labor. Established 1898. Geo. W. Briggs, publisher. Subscription, \$5. Claimed average circulation for year 1914, 10,300; 8 pages, 6 columns; length of columns, 20 in.; width, $2\frac{1}{2}$ in. Can use matrices. Office, No. 6 North 3d Street.

Advertising rates, agate, $12\frac{1}{2}$ cts. a line.

COMMERCIAL REVIEW—Semi-Monthly. Commercial. Established 1869. Briggs & Company, publishers. Subscription, \$2.50; claimed average circulation for last six months 1914.

MISSOURI

12,200; 16 pages, 4 columns; length of columns, 14 in.; width, 2½ in. Can use matrices. Office, 6 N. 3d Street.

Advertising rates, 12½ cts. a line.

DRACH, CHAS. A. ELECTROTYPE COMPANY—

See advertisement on page 488.

DRYGOODSMAN AND SOUTHWESTERN MERCHANT—Every Saturday. Drygoods Trade. The Tradesman Publishing Co., publishers. Subscription, \$3. Claimed average circulation for year 1914, 6,000; 60 to 200 pages, 3 columns; length of columns, 10 5/8 in.; width, 2½ in. Office, 1627-31 Washington Avenue.

Advertising rates, ½ page, \$11.25; ¼ page, \$21.25; ¼ page (full column), \$30; ½ page, \$40; one page, \$75.

FARM MACHINERY-FARM POWER—Every Tuesday. Implement and Farm Power-Trade. Established 1886. Midland Publishing Co., publishers. Subscription, \$1. Claimed average circulation for year 1914, 6,200; 36 to 80 pages, 4 columns; length of columns, 12 in.; width, 2½ in. Office, 810 Pine Street.

Advertising rates, \$2.40 an inch, with discount of 20, 25, 30, 40 or 50% on 4, 13, 26, 39 or 52 insertions.

FARM PROGRESS—Semi-Monthly. Agricultural. Established 1904. Geo. W. Knapp & Co., publishers. Subscription, 25 cts. Sworn detailed average circulation for first six months in 1915, 138,294* net; 14 to 20 pages or more, 4 columns; length of columns, 13 4/7 in.; width, 2½ in. Forms close 2d and 4th Monday of each month preceding date of issue. Can use matrices. Office, Seventh and Olive Streets.

Advertising rates, agate, including three issues of Rural Route Daily Republic, same week 35 cts. a line. Preferred position, 25% extra. Reading notices, 70 cts. a line. Special rate for Farm Progress daily, Sunday and Semi-weekly Republic, see REPUBLIC.

FORCE—Monthly (1st). Physical Culture. Established 1903. Force Publishing Co., publishers. Subscription, \$1. Claimed average circulation for year 1914, 10,000; 80 pages, 2 columns; length of columns, 9 in.; width, 3½ in. Forms close 10th preceding month. Office, 123 Locust Street.

Advertising rates, 30 cts. a line; \$3 an inch; one page, \$40; ¼ and ½ pages, pro rata. Inside front and back cover, 10% additional; outside back cover, 20%. Discount, 10% on three pages or more within one year.

FRIEDENSBOTE—Every Sunday. German. Evangelical. Established 1849. Eden Publishing House, publishers. Subscription, \$1. Claimed average circulation for year 1914, 29,953; 16 pages, 4 columns; length of col-

MISSOURI

umns, 13 in.; width, 2½ in. Office, 1716 Chouteau Avenue.

Advertising rates, 20 cts. a line. Discount on 6 times, 10%; 13 times, 20%; 52 times, 30%.

FRONT RANK—Every Saturday. For Young men and Women. Established 1890. Christian Board of Publication, publishers. Claimed average circulation for year 1914, 39,500; 16 pages, 3 columns; length of columns, 10¾ in.; width, 2½ in. Forms close two weeks in advance. Office, 2710-14 Pine Street.

Advertising rates, agate, 15 cts., flat, a line.

FRONT RANK JOURNAL—Monthly (1st). Christian Church Sunday School. Established 1914. Christian Board of Publication, publishers. Subscription, 50 cts. Claimed average circulation for six months ending May 1915, 15,000; 32 pages, 2 columns; length of columns, 7 in.; width, 2½ in. Can use matrices. Forms close 5th of month preceding. Office, 2710-14 Pine St.

Advertising rates, agate, 9 cts. a line flat.

GLOBE-DEMOCRAT—Every morning including SUNDAY, and SEMI-WEEKLY, Tuesdays and Fridays. Republican. Established 1852. The Globe Printing Co., proprietors. Subscription, daily, \$6; Sunday, \$2; Semi-weekly, \$1. Claimed average circulation for 1914, daily, 134,671 net; Sunday, 178,433 net; semi-weekly, 88,642 each issue; daily, 12 to 24 pages; Sunday, up to 106 pages; semi-weekly, 16 to 28 pages, 7 columns; length of columns, 21¼ in.; width, 2½ in. Forms for semi-weekly close Sunday preceding. Can use matrices. Office, Southwest corner Sixth and Pine Streets.

Advertising rates, daily, agate, 25 cts. a line; four times, 95 cts.; five times, \$1.15; six times, \$1.35; seven times, \$1.50; thirty times, \$4.95; each additional insertion, 13½ cts. a line; 1 t. a. w., 20% extra; 2 t. a. w., including Sunday, 30%; Sunday only, 30 cts. a line, each insertion; 1,000 lines within one year, daily, 20 cts. a line; Sunday, 25 cts.; 2,000 lines, daily, 17½ cts.; Sunday, 20 cts.; 5,000 lines, daily, 15 cts.; Sunday, 17½ cts.; 10,000 lines, daily, 13½ cts.; Sunday, 15 cts. Special position, daily Sunday or weekly, 15, 25 or 40% extra. Local notices, Saturday or Sunday, 75 cts.; other days, 50 cts.; full faced headings, 50% extra. Leaded notices on editorial page, \$1; Saturday or Sunday, \$1.25; full faced headings, 50% extra. Classified, 10 cts. a line solid agate or 25 cts. displayed. SEMI-WEEKLY, both issues, 50 cts. a line. Local notices, \$1 a line. Leaded notices, editorial page, \$1.25

HEROLD DES GLAUBENS—Every Wednesday. German Catholic. Established 1850. German Printing and Publishing Association, publishers. Subscription, \$2. Claimed average circulation for year 1914, 43,404; 8 pages, 7 columns; length of columns, 21½ in.;

MISSOURI

width, 2½ in. Can not use matrices. Office, Temple Building.

Advertising rates, 5 cts. a line, flat. Reading notices, double display.

HLAS—Every Tuesday and Friday. Bohemian. Catholic. Established 1873. Bohemian Literary Society, publishers. Subscription, \$2. Claimed average circulation for year 1914, 10,050; 8 pages, 6 columns; length of columns, 19½ in.; width, 2½ in. Office, 1625 S. 11th Street.

Advertising rates, 8 cts. a line; 5,000 lines, 6 cts.; 10,000 lines, 5 cts a line. Reading notices, 20 cts. a line.

HOME—Monthly. Literary. Established 1900. Orff Printing and Publishing Co., publishers. Subscription, 50 cts. Claimed average circulation for year, 1914, 23,000 net; 24 pages, 3 columns; length of columns, 10 in.; width, 2½ in. Can use matrices. Forms close 10th preceding month. Office, 2807 Locust Street.

Advertising rates, agate, 25 cts. a line.

HUMORIST—Monthly (1st). Humorous Literature. Established 1879. Henry Herman editor and publisher. Subscription, \$1. Claimed average circulation for year 1914, 22,000; 24 to 30 pages, 3 columns length of columns, 8¾ in.; width, 2½ in. Can not use matrices. Forms close 20th of month preceding. Office, 206 South Fourth Street.

Advertising rates, 10 cts. a line flat.

INTERNATIONAL MUSICIAN—Monthly. Musical-Fraternal. Established 1901. Owen Miller, publisher. Subscription, 50 cts. Claimed average circulation for year, 68,000 net; 16 pages, 5 columns; length of columns 5½ in.; width, 2½ in. Forms close 26th preceding month. Office, 3535 Pine Street.

Advertising rates, \$2.50 an inch.

INTERSTATE GROCER—Every Saturday. Trade. Established 1889. Grocers' Journal Co., publishers. Subscription, \$1. Claimed average circulation for year 1914, 9,316 net; 12 pages, 7 columns; length of columns, 21¼ in.; width, 2½ in. Cannot use matrices. Forms close Thursday. Office, 501-5 Navarre Building.

Advertising rates, agate \$1.12 an inch.

INTERSTATE MEDICAL JOURNAL—Monthly. Medical. Established 1893. Interstate Medical Journal Co. (Inc.), publishers. Subscription, \$2. Claimed average circulation for year 1914, 10,000; 192 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Can use matrices. Forms close 15th preceding month. Office, Metropolitan Building.

Advertising rates, ¼ page, \$9; ½ page, \$15; 1 page, \$27.50; one page, \$50. Discount, 5, 10 and 15% on 3, 6 and 12 months respectively. Reading notices, 20 cts. a line.

MISSOURI

JACOBS & COMPANY.

See advertisement on pages 532, 533, 534, 535 and 536.

JEWISH VOICE—Every Friday. Jewish. Established 1881. Rabbi M. Spitz, publisher. Subscription, \$2. Claimed average circulation for year 1914, 13,500; 8 pages, 5 columns; length of columns, 17¼ in.; width, 2½ in. Office, Syndicate Trust Bldg.

Advertising rates, agate, 7 cts. flat a line. Reading notices, 25 cts. a line.

JOURNAL OF AGRICULTURE—Semi-Monthly (1st & 15th). Agricultural. Established 1866. National Publishing Co., publishers. Subscription, 50 cts. Detailed average circulation for 1914, 152,275* net; 16 to 32 pages, 4 columns; length of columns; 13½ in.; width, 2¼ in. Forms close 6 days in advance. Office, 716 Lucas Avenue.

Advertising rates, agate, 60 cts. a line, flat; full page (765 lines), 2nd, 3rd or 4th cover or inside page, \$400. Special position, 10 or 25% extra. Reading notices, 75 cts. a count line. Classified, 5 cts. per word.

See advertisement on page 540.

LISTY—Every Thursday. Bohemian-Independent. Established 1902. Louis Novak, publisher. Subscription, \$2. Claimed average circulation for year 1914, 4,800; 8 pages, 6 columns; length of columns, 19½ in.; width, 2½ in. Can use matrices. Office 2117 So. 12th Street.

Advertising rates, 50 cts. an inch.

MEDICAL BRIEF—Monthly (1st). Medical. Established 1873. Henry R. Strong, publisher. Subscription, \$1; circulation not given by publisher; 100 pages, 2 columns, length of columns, 7¾ in.; width, 2½ in. Can not use matrices. Forms close 15th of month preceding. Office, 9th and Olive Street.

Advertising rates, \$6 an inch; full page, \$40, with discount on 3, 6, or 12 months' contract?

MEDICAL FORTNIGHTLY—Fortnightly (10th and 25th). Medical. Established 1891. Fortnightly Press Co., publishers. Subscription, \$2. Claimed average circulation for year 1914, 10,400; 40 pages, 2 columns; length of columns, 8½ in.; width, 2¾ in. Can not use matrices. Forms close, 1st and 20th. Office, 319-20 Century Bldg.

Advertising rates, full page, \$15; ½ page, (upper), \$10; (lower), \$8.85; ¼ page, (upper), \$6.25, (lower), \$5, with a discount of 20% on yearly contracts.

MEDICAL REVIEW—Monthly. Medical. Established 1875. St. Louis Medical Review Assn., publishers. Subscription, \$2. Claimed circulation for year 1914, 6,500; 52 pages, 2 columns; length of columns, 9 in.; width, 3 in. Forms close 12th of preceding month. Office, 3528 Franklin Ave.

MISSOURI

Advertising rates, $\frac{1}{8}$ page, \$4; $\frac{1}{2}$ page, \$7; $\frac{3}{4}$ page, \$12; 1 page, \$22; one page, \$40, with discounts of 5, 10 or 25% on 3, 6 or 12 months, respectively. Reading notices, 80 cts. a line.

MELTING POT — Monthly (1st). Rationalist. Established 1913. Phil Wagner, publisher. Subscription, 50 cts. Circulation— not given by publisher; 32 pages, 3 columns; length of columns, 9 in.; width, $2\frac{1}{4}$ in. Can use matrices. Forms close 5th of month preceding. Office, Pontiac Bldg.

Advertising rates, agate, 20 cts. a line; full page, \$75; back cover, \$90.

MERCANTILE ADJUSTER — Monthly (1st). Commercial and Legal. Established 1886. The Mercantile Adjuster Pub. Co., publishers. Subscription, \$5. Sworn average circulation for year ending June, 1915, 6,250*; 288 pages, 2 columns; length of columns, 8 in.; width, $2\frac{1}{4}$ in. Cannot use matrices. Forms close 15th of month preceding. Office, Mercantile Bldg.

Advertising rates, agate, \$4 an inch; $\frac{1}{2}$ column (4 in.), \$12; 1 column (8 in.), \$20; 1 page (16 in.), \$30, with discounts of 10, 15 or 30% on 3, 6, or 12 months' contracts.

MIRROR—Every Friday. Independent. Politics. Literary. Critical. William Marlow Reedy, publisher. Subscription, \$2. Claimed average circulation, year 1914, 30,000; 20 to 40 pages, 4 columns; length of columns, $11\frac{3}{4}$ in.; width, $2\frac{1}{4}$ in. Forms close 10 days in advance. Office, Syndicate Trust Building.

Advertising rates, 1,000 lines, 15 cts. a line; 2,000 lines, 14 cts.; 3,000 lines, 13 cts.; 5,000 lines, 12 cts.; 10,000 lines, 10 cts. a line.

MISSISSIPPI BLAETTER. Sunday edition of Westliche Post, which see.

MISSOURI A. O. U. W. OVERSEER—Monthly (1st). Fraternal-A. O. U. W. Established 1879. Overseer Publishing Co., publishers. Subscription, 50 cts. Claimed circulation for year 1914, 7,000; 16 pages, 4 columns; length of columns, $11\frac{1}{2}$ in.; width, $2\frac{1}{4}$ in. Can use matrices. Office, 805 Times Building.

Advertising rates, agate, 10 cts. a line.

M. K. & T. EMPLOYEES' MAGAZINE—Monthly (1st). Railroad Employees. Established 1913. M. K. & T. Employees Magazine publishers. Subscription \$1. (Distributed free to employees). Claimed average circulation for year 1914, 20,000; 52 pages, 2 columns; length of columns, 7 $\frac{1}{2}$ in.; width, $2\frac{1}{4}$ in. Can use matrices. Forms close 15th of month preceding. Office, F 16 Railway Exchange Building.

Advertising rates, full page \$45; $\frac{1}{2}$ page, \$26.50; $\frac{3}{4}$ page, \$15; $\frac{1}{8}$ page, \$10; on semi-annual contracts \$40; \$22.50; \$12.50 or

MISSOURI

\$7.50; on annual contract, \$35, \$18.50, \$10 or \$6 respectively.

MISSOURI MULE—Monthly (1st). Humorous literature. Established 1912. The Lucey Publishing Co., publishers. Subscription, \$1. Claimed average circulation for year 1914, 10,000; 20 pages, 2 columns, length of columns, 9 in.; width, 3 in. Can use matrices. Forms close 24th of month preceding. Office, 3833 Olive Street.

Advertising rates, \$2.50 an inch; full page \$25; $\frac{1}{2}$ page, \$15; $\frac{1}{4}$ page \$7.50.

MISSOURI RURALIST—Semi-monthly (5th and 20th). Agricultural and Live Stock. Established 1902. Arthur Capper, publisher. Subscription, 50 cts. Sworn detailed average circulation for first three months 1915, 84,154* net paid; 20 to 40 pages, 4 columns; length of columns, $13\frac{3}{4}$ in.; width, $2\frac{1}{2}$ in. Forms close one week in advance. Can not use matrices. Office, 1106 Chemical Building.

Advertising rates, agate, 35 cts. a line; full page (740 lines), \$210; back cover page, \$230. Reading notices, 70 cts. a line. Classified, $4\frac{1}{2}$ cts. per word; 4 times, 16 cts. per word.

See advertisement on colored insert between pages 476 and 477.

MODERN HOSPITAL—Monthly. Architecture. Equipment and Administration of Hospital and Sanitariums. Established September 1913. The Modern Hospital Publishing Co., publishers. Subscription, \$3. Sworn detailed average circulation for year ending May 1915, 7,000*; 208 pages; 2 columns; length of columns, $9\frac{1}{2}$ in.; width, $3\frac{3}{4}$ in. Forms close 10th preceding month. Office, Metropolitan Building, Grand Avenue and Olive Street.

Advertising rates, $\frac{1}{4}$ page, \$22; $\frac{1}{2}$ page, \$40; one page, \$72; on yearly contract, \$18, \$34 or \$60 respectively.

NATIONAL ELKS HORN—Monthly (20th). B. P. O. Elks. Established 1899. Norman M. Vaughan, publisher. Subscription, \$1.50. Claimed average circulation for year 1914, 51,000; 16 pages, 3 columns; length of columns, 12 in.; width, $2\frac{3}{4}$ in. Office, 1419-20 Syndicate Trust Building.

Advertising rates, \$3 an inch; full page, \$100; $\frac{1}{2}$ or $\frac{1}{4}$ page, pro rata.

NATIONAL FARMER AND STOCK GROWER—Monthly (1st). Agricultural. Established 1898. Hale Publishing Co., publishers. Subscription, 50 cts. Detailed average circulation for 1914, 121,922* net paid; 32 pages, 4 columns; length of columns, $12\frac{1}{2}$ in.; width, $2\frac{1}{2}$ in. Forms close 25th of month preceding. Office, 3550 Vista Avenue.

Advertising rates, agate, 50 cts. a line; three consecutive insertions or 175 lines in one issue, 47 cts.; six insertions or 350 lines,

MISSOURI

45 cts.; twelve insertions or 700 lines, 42 cts. a line. Full position 10% extra.

See advertisement on page 561.

NATIONAL GOOD ROADSTER—Monthly (1st). Better Highways. Established 1914. Good Roadster Publishing Co., publishers. Subscription, \$1. Guaranteed average circulation for 1915, 20,000; 16 to 48 pages, 4 columns; length of columns, 12 in.; width, 2½ in. Can use matrices. Forms close 10 days in advance. Office, 1414 Wright Bld'g.

Advertising rate, agate, 11 cts. a line; full page \$65; ½ page, \$35; ¼ page \$18. Classified, 10 cts. a line.

NATIONAL RIP SAW—Monthly. Socialist. Established 1904. National Rip Saw Publishing Co., publishers. Subscription, 50 cts. Detailed average circulation for year 1914, 231,008*; 16 pages, 4 columns, length of columns, 12 in.; width, 2½ in. Forms close 5th preceding month. Office, Pontiac Bld'g.

Advertising rates, agate, \$1 a line; ¼ page (168 lines), \$151.20; ½ page, 302.40; one page, \$490; full back page, \$550.

See advertisement on page 537.

PHILATELIC JOURNAL OF AMERICA—Monthly (1st). Philatelic Stamp Security Co., publishers. Subscription, \$1. Claimed average circulation for 1914, 10,878; 48 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Cannot use matrices. Forms close 15th of preceding month. P. O. Address, Wellston Station.

Advertising rates, 25 cts. per line, (six words, 11 lines to an inch), with discount of 25% on 1,000 line contract.

POST-DISPATCH—Every evening except Sunday, and SUNDAY MORNING. Independent. Established 1852. Pulitzer Publishing Co., proprietors. Subscription, daily, \$3; Sunday, \$2. Sworn detailed average circulation for year 1914, daily, 176,190* Sunday, 313,826*; daily, 12 to 28 pages; Sunday, 60 to 80 pages, 8 columns; length of columns, 20 in.; width, 2½ in. Can use matrices. Office, 210-212 North Broadway.

Advertising rates, Sunday, Thursday, Friday, 34 cts.; Monday, Tuesday, Wednesday, 30 cts.; Saturdays, 25 cts. a line; on yearly contract, Sunday, Thursday, Friday, 13 times or 2,000 lines, 30 cts.; 26 times or 3,000 lines, 28 cts.; 78 times or 5,000 lines, 24 cts.; 104 times or 7,500 lines, 22 cts.; 156 times or 10,000 lines, 20 cts. Monday, Tuesday, Wednesday, 2,000 lines, 27 cts.; 26 times or 3,000 lines, 24 cts.; 78 times or 5,000 lines, 21 cts.; 104 times or 7,500 lines, 20 cts.; 156 times or 10,000 lines, 19 cts.; Saturday only, 8 times or 2,000 lines, 23 cts.; 13 times or 3,000 lines, 22 cts.; 26 times or 5,000 lines, 19 cts.; 39 times or 7,500 lines, 18 cts.; 52 times or 10,000 lines, 17 cts.

Schools and resorts, daily or Sunday, 20 cts. a line.

MISSOURI

Comic Section, back page, in colors only, 75 cts. a line, flat.

Sunday Magazine, inside page only, 70 cts. a line, flat. Rotogravure Section, 75 cts. a line; on yearly contract, 6 times, 70 cts. 2,000 lines, 65 cts.; 13 times or 3,000 lines, 60 cts.; 26 times or 5,000 lines 50 cts., a line.

Readers: Monday, Tuesday, Wednesday or Saturday, 75 cts.; Thursday, Friday or Sunday, \$1 a count line, flat; reading style, daily or Sunday, \$1.25 a line, flat.

Classified, ordinary; daily or Sunday, 10 cts. a line; agents, canvassers, salesmen, employment agencies, trade schools, etc., 15 cts. a line; medical, toilet articles, etc., 25 cts.; agate caps, or 3-em dashes top and bottom, 5 cts. a line extra; real estate display in real estate classifications only, 25 cts. a line; real estate display, run of paper, regular display rates; display on Want pages (except real estate classification), regular display rates. Cuts on heavy-faced type not accepted for classified columns.

QUEEN'S WORK—Monthly (15th). Catholic-Home. Established 1914. Jesuit Fathers, publishers. Subscription, \$1. Claimed average circulation for 1914, 20,000; 64 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Can use matrices. Forms close 1st of month preceding. Office, 3200 Russell Avenue.

Advertising rates agate, full page (224 lines) \$35; ½ page, \$18; ¼ page, \$10, ⅓ page, \$5.50; back cover, \$100; inside cover \$50; covers run in colors 20 cts. a line.

RAILROAD TELEGRAPHER—Monthly. Fraternal. Labor. Order of Railroad Telegraphers, publishers. Established 1885. Subscription, \$1. Claimed average circulation for year 1914, 42,000; 182 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Forms close 5th current month. Can use matrices. Office, Star Building.

Advertising rates, \$9 an inch; ¼ page, \$27; ½ page, \$45; one page, \$75. Discount, 10, 15 or 33½% on 3, 6 or 12 consecutive insertions respectively.

See advertisement on page 493.

REPUBLIC—Every morning including SUNDAY, and SEMI-WEEKLY, Mondays and Thursdays. Democratic. Established 1808. George Knapp & Co., publishers. Subscription, daily, \$4. Sunday, \$2; Semi-weekly, 50 cts. Sworn detailed average circulation for six months ending June 30, 1915, daily and Sunday, 109,303* net; Sunday, 115,337* net; semi-weekly, 153,288* net; daily, 10 to 24 pages; Sunday, 50 to 60 pages; semi-weekly, 16 pages, 7 columns; length of columns, 21½ in.; width, 2½ in. Can use matrices. Office, Seventh and Olive Streets.

Advertising rates, agate, daily or Sunday, 15 cts. a line; 156 times within one year, 14 cts.; 156 times and total space of 7,500 lines, 13½ cts. a line. Open space within one year, 5,000 lines, daily, 14 cts.; Sunday, 15 cts.; 7,500 lines, daily, 13½ cts., Sunday, 15

MISSOURI

cts. a line. Specified positions, 25% extra. Classified, 10 cts. a line; personals, medical, etc., 15 cts. a line. Reading notices, 50 cts.: preferred pages, \$1 a line in daily; 75 cts. and \$1 in Sunday issue, with discounts on 500 lines or more. SEMI-WEEKLY, including both issues same week and two issue Rural Route Daily Republic, same week 55 cts. a line Reading matter, counted lines, double display rate. COMBINATION, display, (Twice-a-Week, two issues same week, Rural Route Daily Republic, three issues same week and Farm Progress, one issue), 80 cts. a line; (Twice-a-Week two issues same week, and Rural Route, two issues same week) 55 cts. a line; (Farm Progress, one issue, and Rural Route, three issues same week), 35 cts. a line. Preferred position, (not guaranteed in Rural Route edition of daily), 25% extra. Reading notice, double display. Sunday edition can be included with any of the above combinations for an added rate of 15 cts. a line for display, or 50 cts. a line for readers.

ROSS-GOULD L. & L. COMPANY—

See advertisement on page 434, 458, 468 and 500.

ROUND TABLE—Every Saturday. Sunday school for Boys and SOCIAL CIRCLE. Every Saturday, Sunday School for Girls. Established 1890. Christian Board of Publication, publishers. Claimed combined average circulation for year 1914, 41,000; 16 pages, 3 columns; length of columns, 10½ in.; width, 2½ in. Can use matrices. Forms close four weeks in advance. Office, 2710-14 Pine Street.

Advertising rates, agate, combined, 10 cts. flat a line.

SPORTING GOODS DEALER—Monthly (1st). Established 1899. Charles C. Spink & Son, publishers. Subscription, 50 cts. Claimed average circulation for year 1914, 12,000; 72 pages, 2 and 3 columns; length of columns, 10 in.; width, 3½ and 2¼ in. Forms close 20th preceding month. Office, 1002 Olive Street.

Advertising rates, 1 inch, narrow column, \$2; ¼ page, \$12; ½ page, \$20; one page, \$35. Discount, 5% on six months; 10% on one year.

SPORTING NEWS—Every Thursday. Sporting. Established 1886. Charles C. Spink & Son, publishers. Subscription, \$2. Claimed average circulation for year 1914, 75,000; 8 pages, 7 columns; length of columns, 22 in.; width, 2¼ in. Office, 1002 Olive Street.

Advertising rates, agate, 20 cts. a line. Reading notices, 50 cts a line.

STAR—Every evening except Sunday. Independent. Established 1880. Subscription, \$3. Sworn average circulation for first six months 1915, 61,552; 12 to 24 pages, 8 columns; length of columns, 21 11/14 in.; width, 2½ in. Can use matrices. Office, Star Building. Twelfth and Olive Streets.

MISSOURI

Advertising rates, agate, 12 cts. a line; 1,000 lines within one year, 10 cts.; 2,000 lines or more, 8 cts. a line. Preferred position, 25% extra. Special rates for publishers, schools and colleges or hotels and summer resorts, 10 cts. a line. Classified, 7 cts. a line; three times, 6 cts.; six times, 5 cts. a line. Leading notices, 50 cts. a count line.

See advertisement on page 435.

SUNDAY WATCHMAN—See Western Watchman.

TEXAS AND OKLAHOMA OFFICIAL RAILWAY AND HOTEL GUIDE. Monthly (1st). Travel & Hotel. Established 1896. Texas Railway Guide Co., publishers. Subscription, \$1.50. Claimed average circulation for year 1914, 10,000; 150 pages, 1 column; length of column, 7½ in.; width, 3¾ in. Can use matrices. Forms close 18th of month preceding. Office, Railway Exchange Bldg.

Advertising rates, ½ inch, \$1.50; 1 inch, \$2.50; 1½ in.; \$3.75; 2½ in.; \$5; ½ page, \$6.25; full page, \$12.50.

TIMES—Every evening except Sunday. Independent. Established 1907. German-American Press Association, publishers. Subscription, \$3. Sworn average circulation for first six months 1915, 94,610* net paid; 12 to 32 pages, 7 columns; length of columns, 21 3/7 in.; width, 2½ in. Can use matrices. Office, Broadway and Chestnut Streets.

Advertising rates, 30 cts. a line; ½ inch or more, 13 times, 20 cts.; 26 times, 17 cts.; 52 times, 15 cts.; 104 times, 13 cts.; 156 times, or more, 12 cts. a line; 1,000 lines, within one year, 20 cts.; 2,000 lines, 18 cts. a line; 3,000 lines, 16 cts.; 5,000 lines, 14 cts.; 10,000 lines, or more, 12 cts. a line. Publishers, 15 cts.; schools and colleges, 20 cts.; hotels and summer resorts, 18 cts. a line. Reading notices, nonpareil, \$1 a line; first page readers, \$2 a line. Classified, 10 cts. a line.

See advertisement on page 439.

T. P. A. MAGAZINE—Monthly (15th). Traveling Men-Fraternal. Established 1905. Travelers' Protective Association of America Publishers. Subscription, 50 cts. Claimed average circulation for year ending June 1915, 48,715* net; 32 to 72 pages, 2 columns, length of columns, 8 in.; width, 2½ in. Can not use matrices. Forms close 1st. Office, 915 Olive Street.

Advertising rates, full page, \$60; 3 months, \$50; 6 months, \$45; one year, \$40 each insertion; ½ page, \$32.50, \$27.50, \$24.75 or \$22; ¼ page, \$17.50, \$15, \$13.50 or \$12; ⅛ page, \$10, \$8, \$7.20 or \$6.40 respectively.

UROLOGIC AND CUTANEOUS REVIEW—Monthly. Medical. Established 1897. The Philmar Company, publishers. Subscription, \$2. Claimed average circulation for 1914, 18,650; 96 pages, 2 columns; length of columns, 9½ in.; width, 2¾ in. Forms close

MISSOURI

10th preceding month. Office, 3700 Morgan Street.

Advertising rates, $\frac{1}{8}$ page, \$5.75; $\frac{1}{4}$ page, \$9; $\frac{1}{2}$ page, \$17; $\frac{3}{4}$ page, \$30; one page, \$54. Reading notices, 75 cts. a line. Discount on 3 or more consecutive insertions.

WESTERN WATCHMAN—Every Thursday, and **SUNDAY WATCHMAN** every Saturday. Roman Catholic. Established 1864. The Watchman Co., publishers. Subscription, each, \$2. Sworn combined circulation for year 1914, 3,500; 16 pages. Office, 720 Chestnut Street.

Advertising rates, agate, 85 cts. an inch, with discount of 5, 10, 15 or 20% on 10, 50, 200 or 500 in. space. Readers, 25 cts. a line.

WESTLICHE POST—Every morning, and **MISSISSIPPI BLAETTER**, Sunday German. Republican. Established 1857. Germau-American Press Association, publishers. Subscription, morning, \$4; Sunday, \$2. Sworn average circulation for six months prior to April, 1915, morning 26,482; Sunday, 25,762; daily, 12 pages; Sunday, 36 to 60 pages, 7 columns; length of columns, 21 $\frac{3}{7}$ in.; width, 2 $\frac{1}{4}$ in. Can use matrices. Office, Broadway and Chestnut Street.

Advertising rates, agate, morning, 15 cts.; 1,000 lines, within one year, 12 cts.; 2,500 lines, 9 cts.; 5,000 lines, or more, 8 cts. a line; Sunday, 20 cts. a line; 1,000 lines within one year, 15 cts.; 2,500 lines, 12 cts.; 5,000 lines, or more, 10 cts. a line. Reading notices, daily, 35 cts. a line; Sunday, 50 cts. Classified, 10 cts. a line.

See advertisement on page 574.

WOMAN'S NATIONAL WEEKLY—Every Saturday. Woman's National Publishing Co., publishers. Subscription, \$1. Sworn detailed average circulation for 1914, 200,450* net; 8 pages, 7 columns; length of columns, 21 in.; width, 2 $\frac{1}{4}$ in. Can use matrices. Office University City.

Advertising rates, agate, 50 cts. a line. Reading notices, 75 cts. a line. Classified, 5 cts. per word.

WORD AND WORKS—THE REV. IRL R. HICKS' MAGAZINE—Monthly (20th of month preceding). Domestic and Scientific. Established 1888. Word and Works Publishing Co., publishers. Subscription, \$1. Guaranteed average circulation for year 1915, 27,000; 28 pages, 3 columns; length of columns, 11 in.; width, 2 $\frac{1}{2}$ in. Can use matrices. Forms close 6th preceding month. Office, 3401 Franklin Avenue.

Advertising rates, agate, 30 cts. a line; full page, \$136; cover page, \$140. Classified, 2 $\frac{1}{2}$ cts. per word.

WORLD—Semi-weekly, Sunday and Wednesday. Independent. Established 1914. A. N. Parentin, publisher. Subscription, \$2.50. Claimed average circulation for six months ending July, 1915, 6,317; 8 pages, 7 columns; length of columns, 20 in.; width, 2 $\frac{1}{4}$

MISSOURI

in. Can use matrices. Office, 11 North 3rd St.

Advertising rates, 8 cts. a line. Reading notices, 25 cts. a line. Classified, 5 cts. a line.

SEDALIA—Population, 1910 census, 17,822; 1915 estimate, 25,000. Two trunk line and three branch railroads. Located in a rich agricultural and stock raising district. Lead, zinc, coal and fine lime stone near. Industries include flour and feed mills; meat and poultry packing plant; breweries; foundries; boiler works; candy, clothing, harness, disinfectant, cigar, broom, mattress and shoe factories; also railroad shops of two large railway systems located here.

GARDEN AND FARM NEWS—Monthly (15th). Agricultural and Bee keeping. Established 1912. Garden and Farm News Co., publishers. Subscription, 25 cts. Claimed average circulation for years 1913, 60,000; 16 pages, 3 columns; length of columns, 10 $\frac{1}{2}$ in.; width, 2 $\frac{1}{4}$ in. Forms close 25th of preceding month.

Advertising rates, 25 cts. a line.

PERRY'S MUSICAL MAGAZINE—Monthly (15th). Musical. Established 1882. A. W. Perry and Sons Music Co., publishers. Subscription, \$1.50. Claimed average circulation for year, 5,000; 24 pages, 3 columns; length of columns, 10 in.; width, 2 $\frac{1}{2}$ in. Office, 306 Broadway.

Advertising rates, \$1 an inch with discounts on yearly contracts.

SPRINGFIELD—Population 35,201. Two railroad systems consisting of eight radiating lines. Shipping center of a most excellent agricultural district. All lines represented by wholesale houses. Industries include wagon factory, flour mills, planing mills, iron works, clothing, furniture, stave, broom and carriage, or two hundred factories in all. Also machine shops of St. Louis & San Francisco Ry., employing 2,500 men. Drury College, State Normal School, St. DeChantal and Loretto Academies are located here. Annual value of manufactured products, \$10,000,000.00.

LEADER—Every evening except Sunday. **SUNDAY MORNING**. Democratic. Established 1867. H. S. Jewell, publisher. Subscription, daily, \$5.40. Sworn detailed average circulation for twelve months prior to April, 1915, daily, 11,222* net paid; and Sunday, 10,772* net paid; 8 to 32 pages, 7 columns; length of columns, 20 in.; width, 2 $\frac{1}{4}$ in. Can use matrices.

Advertising rates, daily or Sunday, agate, 4 cts. a line; 1,000 lines, 3 cts.; 2,000 lines, 2 cts. Preferred position, 15% extra. Strictly mail order advertising, 2 cts. a line. Classified, 1c. a word, first insertion; $\frac{1}{2}$ c. each subsequent consecutive insertion. Reading notices (locals), 5 cts. a line; pure read

MISSOURI

ing, 10 cts. a line; first page readers, 25 cts. a line.

See advertisement on page 477.

OZARK COUNTRYMAN—Monthly (15th). Agricultural. Established 1913. H. S. Jewell publishers. Subscription 25, cts. Sworn average circulation for twelve months prior to April, 1915, 14,316* net paid; 8 pages, 4 columns; length of columns, 15 in.; width, 2½ in. Can use matrices. Forms close 12th.

Advertising rates, agate, 5 cts. a line; 1,000 lines or 12 times, 4 cts. a line. Classified, 2 cts. per word.

OZARK MAGAZINE—Monthly (10th). Illustrated. Rural. Established 1912. H. A. and A. G. Marten, publishers. Subscription, \$1. Claimed average circulation for 1914, 5,000; 68 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Cannot use matrices. Forms close 28th of month preceding.

Advertising rates, \$2.10 an inch, inside front and back pages, \$40; back page, \$50; (two colors), \$65. Discounts, 5, 10, 15, 20, 25 or 30% on 2, 4, 6, 8, 10 or 12 insertions.

MONTANA

ANACONDA—Population 10,134. B. A. & P. R. R. In the center of a farming and mining district and has the largest copper smelting and refining plant in the world, treating 12,000 tons of ore daily and produces 700,000 pounds of copper daily; having a monthly pay roll of \$300,000.

STANDARD—Every morning including **SUNDAY**. Independent. Established 1889. Standard Publishing Co., publishers. Subscription, \$7. Sworn average circulation for six months prior to April 1915, daily and Sunday, 10,956* net paid; daily, 12 to 16 pages; Sunday, 24 to 40 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, agate, daily, 4 cts. a line; two times or more a week three months or longer, 3½ cts.; six times a week six months or longer, or three times a week one year (156 times), 3 cts. a line; on yearly contracts, 3,500 lines, 3½ cts.; 7,000 lines or more, 3 cts. a line. For Sunday service, add ½c. a line. Preferred positions, specified pages, 15%; next to reading (minimum 28 lines deep), 10%; full position (minimum 42 lines deep), 25%; apart from other advertising, 100% additional. Reading notices, daily or Sunday, in body type, 50 cts. a line; minion run of paper, 25 cts. a line. Classified,

MISSOURI

REPUBLICAN—Every morning except Monday. Republican. Established 1893. Springfield Missouri Republican Co., publishers. Subscription, \$4. Sworn average circulation for six months prior to April 1915, 10,056*; 10 to 36 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 3 cts. a line; exceeding 2,000 lines, 2½ cts.; exceeding 3,000 lines, 2 cts. a line; preferred position, 10% extra. Reading notices, 10 cts. a count line. Classified, 1c. a word.

See advertisement on page 504.

WARRENSBURG—Population 4,689. On Missouri Pacific Railroad. Large quarries of blue sandstone, which is extensively shipped. Other industries are shoe and overall factories and wagon tire works. State Normal School is located here.

STAR-JOURNAL—Every Friday. Democratic. Established 1882. Star-Journal Publishing Co. (Inc.), publishers. Subscription, \$1. Claimed average circulation for year ending May 1915, 4,500; 8 pages, 7 columns; length of columns, 21½ in.; width, 2½ in. Cannot use matrices.

Advertising rates, 22 cts. an inch.

daily or Sunday, 1c. per word or \$1.50 a line per month.

BILLINGS—Population, 1910 census, 10,031; 1915 estimate, 15,000. Located midway between St. Paul and the Coast on the Great Northern and Chicago, Burlington & Quincy and the Northern Pacific Railroad, in a thriving live stock and agricultural district. Is the supply point of Eastern Montana and Northern Wyoming. It is the center of one of the largest irrigated regions in the world and in the heart of an enormous newly developed rain farming district. The growing of sugar beets for an enormous sugar factory is one of the chief industries of the farming population. Industries are sugar factories (third largest in America). Flour mill (600 barrel capacity), lumber mill, foundry, railroad shops, packing house, creamery and brick yards, as Polytechnic Institute and Manual Training School, nine public schools and one accredited high school. Annual production, \$30,000,000.00. Bank clearings during 1914, \$23,456,503.26.

CAMPBELL'S SCIENTIFIC FARMER—Monthly (1st). Agricultural. Established 1907. Scientific Soil Culture Co., publishers. Subscription, \$1. Sworn detailed average cir-

MONTANA

ulation for year 1914, 33,165*; 32 pages, 3 columns; length of columns, 10 in.; width, 2½ in. Forms close 20th preceding month.

Advertising rates, agate, 20 cts. a line; full page, \$78; ½ page, \$40; ¼ page, \$21. Discounts on six and twelve month contracts, 5 and 10% respectively. Reading notices, 25 cts. a count line. Classified, 4 cts. per word.

See advertisement on page 530.

GAZETTE—Every morning, including **SUNDAY**. Republican. Established 1885. Gazette Printing Co., publishers. Subscription, \$5. Claimed average circulation for 1914, 5,250; 8 to 16 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, 45 cts.; 250 in., 40 cts.; 500, 35 cts. an inch. Special position, 15 or 25% extra. Composition, 5 cts. an inch extra. Readers, 12 cts. a count line. Classified, 1c. per word.

JOURNAL-TRIBUNE—Every evening except Sunday. Independent-Democratic. Established 1906. J. M. Kennedy, publisher. Subscription, \$7. Claimed average circulation for three months ending July, 1915, 4,500; 8 to 16 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, 40 cts. an inch; 250 in. within one year, 25 cts.; 500 in., 30 cts. an inch. Special position, 10 or 20% extra. Classified, 5 cts. a line.

BUTTE—Population 39,165. Five railroads. Extensive mining interest; said to be the richest silver producing district in the world and to produce one-fifth the copper mined in the world; its mines and reduction works employ 13,000 men, with monthly pay rolls of \$1,500,000.00.

MINER—Every morning, including **SUNDAY**. Democratic. Established 1876. Butte Miner Co., publishers. Subscription, \$7.50. Sworn detailed average circulation for six months prior to April 1915, daily, 11,001* net paid; Sunday, 16,539* net paid; daily, 12 to 16 pages; Sunday, 24 to 48 pages; 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, agate, daily or Sunday, \$1 an inch; on yearly contract, 25 in., 75 cts.; 50 in., daily, 60 cts.; Sunday, 67 cts.; 100 in., 50 or 57 cts.; 200 in., 47 or 54 cts.; 300 in., 45 or 52 cts.; 400 in., 43 or 50 cts.; 500 in. or more, 42 or 49 cts. an in.; for daily or Sunday respectively. Special positions, 10, 15 or 25% extra. Reading notices, 25 cts. a line, first insertion; 15 cts. subsequent insertions. Classified, 15 cts.; subsequent insertions, 10 cts. a line; \$1.50 a line per month.

See advertisement on page 488.

MONTANA

POST—Every evening except Sunday. Independent. Established 1913. Inter Mountain Publishing Co., publishers. Subscription, \$5; sworn average circulation for six months prior to October, 1914, 12,456* net; 10 to 16 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 5½ cts. a line; 26 times or 1,400 lines, 5 cts.; 52 times or 2800 lines, 4½ cts.; 104 times or 4,200 lines, 4 cts.; 156 times or 7,000 lines, 3½ cts. a line. Preferred position, 10 and 20% extra. Reading notices, 20 cts. a count line first insertion; 15 cts. subsequent insertions. Classified 1c. a word.

See advertisement on page 504.

GREAT FALLS—Populations, 1910 census, 13,948; 1915 estimate, 26,500. Second largest city in the State. On G. N. and C. M. & St. P. Railway systems, with branches in various directions; 18 passenger trains in and out daily. Center of a great and rapidly developing agricultural district. Mineral resources extensive. Has abundant water power, and vast quantities of wool and stock are annually shipped. Is a big jobbing center. Industries include the largest copper smelting and refining plant in the world; iron foundry; mining machinery manufactory; flour mill; candy and overall factory and breweries.

MONTANA FARMER—Every Friday. Agricultural. Established 1913. The Tribune (Inc.), publishers. Subscription \$1. Sworn detailed average circulation for three months ending March, 1915, 10,937* net paid; 8 to 10 pages, 7 columns; length of columns, 20½ in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 7 cts. flat a line.

ROCKY MOUNTAIN HUSBANDMAN—Every Thursday. Agricultural. Established 1875. Rocky Mountain Husbandman Co., publishers. Subscription, \$2. Claimed average circulation for year ending March, 1915, 6,200; 8 pages, 6 columns; length of columns, 19½ in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 5 cts. a line, with discounts of 10, 20 30 or 40% on 4, 13, 26 or 39 times. Local or reading notices, set solid, 15 cts. a count line.

TRIBUNE—Every morning including **SUNDAY**. Democratic. Established 1887. The Tribune (Inc.), publishers. Subscription, \$7. Sworn detailed average circulation for six months ending March, 1915, daily, 8,002* net paid; Sunday, 8,184* net paid; 10 to 20 pages, 7 columns; length of columns, 20½ in.; width, 2½ in.

Advertising rates, 75 cts. an inch; 25 in. on yearly contract, 50 cts.; 50 in., 40 cts.;

MONTANA

100 in., 30 cts.; 200 in., 28 cts.; 300 in., 27 cts.; 400 in., 26 cts.; 500 in., 25 cts.; 750 in., 24 cts.; 1,000 in., 23 cts. an inch. Special positions next to reading, 10%; full position, 20% extra. Composition, 5 to 7 cts. an inch extra. Reading notices, 15 cts. a line first insertion; 10 cts. a line subsequent insertions. Classified, 1c. a word, with discount on one week or longer.

HELENA—Population 12,515. Two railroads. Distributing center of an agricultural and mining territory; has very rich gold, silver and iron mines. Industries include quartz mills, breweries, brick, tile and sewer pipe works, cracker and biscuit plants, smelters and concentrators, flour and lumber mills. Bank clearings during 1914, \$60,493,824. 00.

INDEPENDENT—Every morning including SUNDAY. Democratic. Established 1866. Independent Publishing Co., publishers. Subscription, \$4. Detailed average circulation for 1914, daily, 5,775*; Sunday, 6,185; daily, 10 pages; Sunday, 24 to 32 pages, 7 columns; length of columns, 21 in.; width, 2½ in.

Advertising rates, agate, 56 cts. an inch; full position, 70 cts.; next to reading, 63 cts. an inch; 100 inches used within one year, 35. 49 or 42 cts. an inch respectively according to position. Reading notices, body type, 15 cts.; bold face, 25 cts. a count line. Classified, 15 cts. a line, first time; 10 cts. a line each subsequent consecutive insertion.

MONTANA RECORD—Every evening except Sunday and WEEKLY. Republican. Established 1900. The Montana Record Publishing Co., publishers. Subscription, daily, \$6; weekly, \$1. Sworn average circulation for six months prior to April, 1915, daily, 7,877* net paid; Weekly, claimed average for 1914, 5,500; either edition, 8 to 10 pages, 7 columns; length of columns, 20 in.; width, 2¼ in. Can use matrices.

Advertising rates, daily, 70 cts. an inch; 100 in., 56 cts.; 300 in., 42 cts.; 600 in., 35 cts. Preferred position, 20% extra. Classified, 1c. a word. Pure reading notices, 30 cts.; local readers, 20 cts. a count line. WEEK-

MONTANA

LY, 50 cts. an inch; 100 in., 40 cts.; 500 in., 35 cts.; 1,000 in. or more, 30 cts. an inch. Pure reading notices, 20 cts.; local readers, 30 cts. a count line. Classified, 1c. per word.

See advertisement on page 504.

NORTHWESTERN STOCKMAN AND FARMER—Semi-monthly. (1st and 15th). Agricultural. Established 1884. Northwestern Stockman and Farmer (Inc.), publishers. Subscription, \$1. Sworn average circulation for 1914, 25,000*; 16 to 32 pages, 4 columns; length of columns, 14 in.; width, 2½ in. Forms close five days in advance.

Advertising rates, 12½ cts. a line; 250 lines, 11½ cts.; 500 lines, 10 cts.; 1,000 lines, 9 cts.; 15,000 lines or more, 8 cts. a line. Reading notices, 20 cts. a line. Classified, 2 cts. per word.

MISSOULA—Population 12,869. Two transcontinental railroads. Fruit growing and Agricultural district; lumbering, dairying and mining also extensively engaged in. Seat of Montana State University. Fort Missoula located here.

MISSOULIAN—Every morning including SUNDAY, and SENTINEL every evening except Sunday. Independent. Established 1873. Missoulian Publishing Co., publishers. Subscription, \$8. Sworn average circulation for six months prior to April 1915, morning 4,619* net paid; Sunday, 5,182* net paid; evening, 2,541* net paid; daily, 8 to 16 pages; Sunday, 20 to 32 pages; 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices.

Advertising rates, combined morning and evening, or Sunday, \$1 an inch, first insertion; 70 cts. an inch, subsequent insertions. Open space, within one year, 100 in., 62 cts. an inch; 200 in., 56 cts.; 300 in., 51 cts.; 400 in., 46 cts.; 500 in., 42 cts. an inch. Preferred position, 10 and 25% extra. Classified, morning and evening, 2 cts. per word; Sunday, 1c. per word. Reading notices, locals, 25 cts. a line; each subsequent insertion, 15 cts. a line; local brevities, 35 cts. a line. Bold face, double rate.

See advertisement on page 362.



NEBRASKA

FREMONT—Population 8,718. Located 37 miles from Omaha, on Union Pacific, Chicago & Northwestern and Chicago, Burlington & Quincy Railway Systems; in a fertile grain growing and a prosperous stock raising and dairying district, for which it is a distributing point, as well as for many other farm products and commodities. Other industries of importance are creameries; bottling, brick and concrete stone works; furniture, canning, carriage, cigar, incubator and refrigerator factories; stock yards; flour mills; foundry and machine shops and brewery. Bank clearings during 1914, \$20,000,000.00.

TRIBUNE—Every evening except Sunday. Republican. Established 1883. Hammond Printing Co., publishers. Subscription, \$6. Sworn detailed average circulation for six months prior to April 1915, 4,891* net paid; 12 to 16 pages, 7 columns; length of columns, 21 in., width, 2½ in. Can use matrices.

Advertising rates, 18 cts. an inch; next to reading, 20 cts.; full position, 22 cts., an inch. Readers, (8 pt.), 3 cts., a count line; head lines count double. Classified, 4 cts. a line.

HASTINGS—Population, 1910 census, 9,338; 1915 estimate, 15,540. Located 97 miles from Lincoln, on 5 railway systems; in the center of a thrifty agricultural and stock raising territory. Chief industries are harness, bottling and iron works; broom, candy, grainbin and cigar factories; brick plants; brewery; flour and planing mills. Also has two large cold storage plants. Seat of Hastings College (Presbyterian). Also has a good Business College. Annual value of manufactured products, \$2,000,000.00. Bank clearings for 1914, \$18,242,169.70.

TRIBUNE—Every evening except Sunday. Republican. Established, daily, 1905. Weekly, 1886. Adam Breede, editor and publisher. Subscription, \$3. Sworn detailed average circulation for twelve months prior to April, 1915, 5,640* net paid; 6 to 12 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, daily, 20 cts. an inch, flat. Reading notices, 10 cts. a line for first insertion and 5 cts. a line for each additional insertion. Classified, 1c. per word.

HEMINGFORD—Population 272. On C., B. & Q. R. R. Agricultural and stock raising being the principal industries, also has flour and feed mill.

PRAIRIE FARM GUIDE—Every Saturday. Agricultural and Ideal. Established 1913. Prairie Farm Guide Co., publishers. Subscription, \$1. Claimed average circulation for 1914, 7,000; 4 to 16 pages, 4

columns; length of columns, 17½ in.; width, 2½ in. Can use matrices.

Advertising rates, 25 cts. an inch. Classified, 2 cts. per word.

LINCOLN—Population, 1910 census, 43,973; 1915 estimate, including suburbs, 65,000. Five railroads. Has extensive jobbing trade and is an important retail center. Very large grain shipments. Industries include gasoline engine, brick and tile works, machine shops, publishing houses, flour mills; harness, copper cable lightning rod, furniture and wood working factories; packing houses and creameries. State Capital Building, State Insane Asylum and State Prison located here. Also the seat of the University of Nebraska, Cotner and Wesleyan Universities, Union College and Nebraska Military Academy. Bank clearing for 1914, \$110,141,663.00. Total value of manufactured products for 1914, \$17,850,000.00. Wholesale business for 1914, \$38,130,000.00. Post office receipts, during 1914, \$456,381.00. Total number of car loads freight received and shipped during, 1914, 37,003.

AMERICAN HOMESTEAD—Monthly. Agricultural. Established 1883. Charles W. Bryan, publisher. Subscription, 25 cts. Claimed average circulation for year 1914, 35,000; 16 pages, 4 columns; length of columns, 12½ in.; width, 2½ in. Forms close 28th preceding month. Can use matrices.

Advertising rates, agate, 20 cts. a line.

AMERICAN POULTRYMAN—Monthly. Poultry. Established 1894. American Poultryman Co., publishers. Subscription, 50 cts. Claimed average circulation for 1914, 30,000; 20 to 104 pages, 3 columns; length of columns, 10 in.; width, 2½ in. Forms close 15th to 20th preceding month.

Advertising rates, \$3.60 an inch; 10 in., \$3.24; 15 in., \$3.06; full page, \$2.88 an inch, with discount of 10, 15, 20 and 33½% on 4, 8, 9 or 12 month contracts.

COMMONER—Second week of each month. Democratic. Agricultural. Established 1901. William J. Bryan, editor. Chas. W. Bryan, publisher. Subscription, \$1. Claimed average circulation for 1914, 100,000; 32 pages, 4 columns; length of columns, 12 in.; width, 2½ in. Can use matrices. Forms close second Monday of each month.

Advertising rates, agate, 35 cts. a line flat.

DEUTSCH-AMERICAN FARMER—Every Wednesday. German. Agricultural. Established 1888. Press Publishing Co., publishers. Subscription, \$1. Sworn average circulation for year 1915, 133,869*; 16 to 24 pages, 4 columns; length of columns, 13¾ in. Can use matrices.

NEBRASKA

Advertising rates, agate, 35 cts. a line. Special position 5 or 15 cts. a line additional. Reading notices, 6 point, 60 cts. a line; brevier, 80 cts. a line; long primer, \$1 a count line. Classified, 40 cts a count line.

FREIE PRESSE—Every Wednesday. German. Non-Partisan. Established 1884. Press Publishing Co., publishers. Subscription, 85 cts. Sworn average circulation for year 1915, 133,992*; 8 to 12 pages, 7 columns; length of columns, 19 5/7 in.; width, 2 1/2 in. Can use matrices.

Advertising rates, agate, 35 cts. a line. Special positions, 5 or 15 cts. a line additional. Reading notices, 6 point (about 7 words to the line), 60 cts. a line; brevier, 80 cts. a line, long primer, \$1 a line. Classified, 40 cts. per count line.

See advertisement on page 457.

INDEPENDENT FARMER—Every Thursday. Agricultural and Stock. Established 1889. State Journal Co., publishers. Subscription, 50 cts. Claimed average circulation for year 1914, 35,000; guaranteed for 1915-16, 50,000; 16 pages, 4 columns; length of columns, 14 1/2 in.; width, 2 1/2 in. Forms close Monday preceding.

Advertising rates, agate, 25 cts. a line flat. Classified, 5 cts. per word. Reading notices, 25 cts. a count line.

INTER-STATE NEWSPAPER COMPANY—Every Thursday. Non-Partisan. Established 1890. Inter-State Newspaper Company, publishers. In ten editions, as follows: **ADVANCE**, Alvo; **COURIER**, Ceresco; **MIRROR**, Davey; **Record**, Denton; **GAZETTE**, Greenwood; **MESSENGER**, Malcolm; **Nebraska STATE DEMOCRAT**, Lincoln; **LEADER**, Martel; **REVIEW**, Raymond; **WATCHMAN**, Waverly. Subscription, either edition, \$1. Combined average circulation for six months ending June 1915, 8,500; 16 pages, 7 columns; length of columns, 19 3/4 in.; width, 2 1/2 in. Can use matrices.

Advertising rates, agate, combined list, one inch one time, 75 cts.; one month, \$2.40; three months, \$7; six months, \$12.50; twelve months, \$23. Additional space at same rate. Locals, 25 cts. a line.

NEBRASKA ECHO—Every Friday. German. Independent. Established 1900. Chr. Kuhl, publisher. Subscription, \$1. Claimed average circulation for year 1914, 5,850; 8 to 16 pages, 7 columns; length of columns, 21 in.; width, 2 1/2 in. Can use matrices.

Advertising rates, 30 cts. an inch.

NEBRASKA FARMER—Every Wednesday. Agricultural. Established 1859. S. R. McKelvie, publisher. Claimed average circulation for year 1914, exceeding 50,000 net; 24 to 48 pages, 4 columns; length of columns, 14 in.; width, 2 1/2 in. Forms close one week in advance.

NEBRASKA

Advertising rates, agate, 30 cts. a line. Classified, 5 cts. per word.

NEBRASKA STATE DEMOCRAT—See Inter-State News Paper Co.

NEBRASKA STATE JOURNAL—Every morning including SUNDAY and EVENING NEWS, every evening except Sunday. Republican. Established 1870. State Journal Co., publishers. Subscription, Journal, \$5; News \$3. Sworn detailed average circulation for six months prior to April 1915, Journal 22,682* net paid; News, 14,359* net paid; Sunday, 15,773; 10 to 12 pages, 7 columns; length of columns, 21 1/2 in.; width, 2 1/2 in. Can use matrices.

Advertising rates, agate, covering both editions, or Sunday including Saturday Evening News, 5 cts. a line; next reading, 5 1/2 cts.; full position, 6 cts. a line, flat. Classified, in Sunday or daily Journal and News, 1c. a word.

NEBRASKA TEACHER—Monthly. Educational. Established 1873. George L. Towne publisher. Subscription, \$1.25; circulation—not given by publisher; 48 pages, 2 columns; length of columns, 8 in.; width, 3 in. Can use matrices. Forms close 20th preceding month.

Advertising rates, \$1.50 an inch; full page, \$20; 1/2, 1/4 or 1/8 page, pro rata.

NEBRASKA WORKER—Monthly (15th). Socialist. Established 1910. Enterprise Enterprise Publishing Co., publishers. Subscription, 50 cts. Sworn average circulation for year ending June 15th 1915, 11,391* net paid; 8 pages, 6 columns; length of columns, 19 1/2 in.; width, 2 1/2 in. Can use matrices. Forms close 25th of month preceding. Office, 2625 S. Street.

Advertising rates, 40 cts. an inch flat.

NEWS—Every evening except Sunday. See State Journal.

POULTRY TOPICS—Monthly. Poultry. Established 1890. State Journal Co., publishers. Subscription, 25 cts. Claimed average circulation for year 1914, 27,000; 16 to 32 pages, 3 columns; length of columns, 10 in.; width, 2 1/2 in. Can use matrices. Forms close 20th preceding month.

Advertising rates, 20 cts. a line; 1,000 lines or more within one year, or not less than 7 lines in any one issue for twelve consecutive times, 15 cts. a line.

STAR—Every evening except Sunday. SUNDAY MORNING. Independent. Established 1902. Star Publishing Co., publishers. Subscription, \$4. Sworn detailed average circulation for first three months 1915, daily, 25,651*; Sunday, 12,085*; 12 to 36 pages, 7 columns; length of columns, 21 1/2 in.; width, 2 1/2 in. Can use matrices.

NEBRASKA

Advertising rates, agate, daily or Sunday, 4 cts. flat a line. Preferred positions, 15 or 20% extra. Classified, 1c. per word. Liquor advertising (beer only), 7 cts. a line flat. Reading notices, 25 cts. a count line. Local notices, 15 cts. a count line.

NEBRASKA CITY—Population 5,488. On Missouri River and two railway systems. Industries include metropolitan retail stores, large wholesale houses, extensive pork packing houses, stock yards, canneries; implement, shirt, overall, caster, windmill and cigar factories; cereal, flouring and alfalfa mills; bottling, vinegar and starch works; brick plant; packing houses. Fruit, corn and other agricultural products are raised in abundance in surrounding territory. State Institute for the Blind is located here. Annual value of manufactured and agriculture products, \$82,765,000. Bank clearings during 1914, \$7,147,600.00.

NEWS—Every evening except Sunday, and WEEKLY (in two parts, Tuesday and Friday). Democratic. Established 1854. News Co., publishers. Subscription, daily, \$5.20; weekly, \$1.50. Sworn average circulation for six months prior to April 1915, daily, 2,162* net paid; weekly 5,284*; daily and weekly, 4 to 6 pages, 7 columns; length of columns, 22 in.; width, 2½ in.; weekly, 4 pages, 8 columns; length of columns, 24 in.; width, 2½ in. Can not use matrices.

Advertising rates, daily, 10 cts.; weekly, 20 cts. an inch. Special position, 10 or 20% extra. Composition, 5 cts. an inch additional. Locals, daily, 5 cts.; weekly, 8 cts. a line. Classified, daily ½c.; weekly, 1c. per word.

NORFOLK—Population, 1910 census, 6,025; 1915 estimate, 8,114. Three railroads; C. & N. W., C. St. P. M. & O., and U. P. Center of fine agricultural region, devoted to stock raising and grain growing. Industries include canning factory, large flour and cereal mills, foundry and machine shop, wholesale thrashing machine and implements, candy and ice cream factories, large wholesale bakeries. Annual value of agricultural products, covering ten counties tributary to Norfolk, \$75,000,000.00. Annual value of manufactured products, about \$1,000,000.00. Bank clearings during 1914, \$15,000,000.00.

NEWS—Every evening except Sunday. Republican. Established 1877. The Huse Publishing Co., publishers. Subscription, \$3. Sworn detailed average circulation for six months prior to April 1915, 9,116* net paid; 8 to 16 pages, 7 columns; length of columns, 20½ in.; width, 2½ in.

Advertising rates, 2½ cts. a line; 2,800 lines or more, within one year, 2 cts. a line. Full position, 25% or next reading, 15% extra. Classified, 1c. per word.

NEBRASKA

OMAHA—Population, 1910 census, 124,096; 1915 estimate, 185,000. On Missouri River and nine trunk line railroads operating 21 distinct branches which tap extensive agricultural sections of Nebraska, Iowa, South Dakota, Kansas, Wyoming, Colorado and Montana. Jobbing center of a most extensive section and largest city in population, as well as in manufacturing, in the state. Second largest live stock market in the world. Industries include linseed oil works, distilleries and breweries, machine shops, packing plants, Union Stock Yards, agricultural implement jobbing and manufacturing plants, motor car factory, creameries, white lead factories, foundries, silver and gold smelting works and brick yards. An output of \$113,464,917.00, during, 1914, on packing house products. An output of 26,241,000 lbs. on creamery products during year 1914. Bank clearings for 1914, \$887,580,782.00. Total value of manufactured products for 1914, \$196,312,537.00.

BEE—Every morning including SUNDAY, and every evening except Sunday. Established 1871. The Bee Publishing Co., publishers. Subscription, daily and Sunday, \$6. Sworn average circulation for twelve months, prior to April 1915, daily, 51,622* net paid Sunday, 44,570*; daily, 8 to 24 pages, Sunday, 36 to 72 pages; daily and Sunday, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices.

Advertising rates, daily or Sunday, agate, 7 cts. a line, flat; next to reading, 7½ cts.; full position, 8 cts. a line. Classified, 2 cts. per word, first time, 1½ cts. per word for each subsequent consecutive insertion. Reading notices, minion, 40 cts. a line; by the month, \$7.50 a line.

CESKO-AMERICKY VENKOV—Semi-Monthly (1st and 15th). Bohemian. Agricultural. Established 1910. Pokrok Publishing Co., publishers. Subscription, \$1. Claimed average circulation for year 1914, 17,654; 36 to 48 pages, 4 columns; length of columns, 12½ in.; width, 2½ in. Cannot use matrices. Office, 1417-19 South 13th Street.

Advertising rates, agate, 6 cts. a line. Reading notices, 15 cts. a line. Classified, 2 cts. per word.

DANSKE PIONEER—Every Thursday. Danish. Established 1872. Sophus F. Nebel Publishing Co., publishers. Subscription, \$2.25. Claimed average circulation for year 1914, 37,935; 12 to 16 pages, 8 columns; length of columns, 23 in.; width, 2½ in. Can use matrices. Office, Nebel Building.

Advertising rates, agate, 84 cts.; special position, 98 cts. an inch; reading notices and display appearing among reading notices, \$2.10 an inch.

DROVERS' JOURNAL-STOCKMAN—Every evening except Sunday. Live Stock and Farm. Established 1888. Journal-Stockman

NEBRASKA

Co., publishers. Subscription, \$4. Sworn average circulation for six months prior to April 1915, 20,020* net paid; 4 to 12 pages, 7 columns; length of columns, 21 5/7 in.; width, 2 1/2 in. Can use matrices.

Advertising rates, agate, 5 cts. a line; on yearly contract, 1,000 lines, 4 cts.; 5,000 lines, 3 1/2 cts.; 10,000 lines, 3 cts. a line. Classified, 7 cts. a count line. Reading notices, 10 cts. a count line; first page, 25 cts. In combination with Kansas City, Mo., Drovers' Telegram, and East St. Louis National Live Stock Reporter, display, 14 cts. a line; 1,000 lines, 13 cts.; 5,000 lines, 12 cts.; 10,000 lines, 11 cts. a line.

EVERY CHILD'S MAGAZINE—Monthly (1st). Juvenile-Educational. Established 1914. Grace Sorenson, publisher. Subscription, 75 cts. Circulation—not given by publisher; 32 pages, 2 columns; length of columns, 8 in.; width, 2 1/2 in. Can use matrices. Forms close 25th of month preceding. Office, 314-16 So. Nineteenth St.

Advertising rates, \$1 an inch.

HOSPODAR—Every other Wednesday. Bohemian. Agricultural. Established 1891. National Printing Co., publishers. Subscription, \$1. Sworn detailed average circulation for year 1914, 31,029*; 32 to 40 pages, 4 columns; length of columns, 13 1/2 in.; width, 2 1/2 in. Office, 509-511 S. 12th Street.

Advertising rates, \$1.40 an inch. Reading notices, 25 cts. a count line. Classified, 2 cts. per word.

MOTORIST—Monthly. Automobiles and Aeronautics. Established 1909. The Motorist Publishing Co., publishers. Subscription, \$1.50. Claimed average paid circulation for year 1914, 14,588; 76 pages, 3 columns; length of columns, 11 1/2 in.; width, 3 in. Forms close 20th preceding month. Office, Bee Building.

Advertising rates, 25 cts. a line. Classified, same rate; 12 issues, \$2.50; 1/8 page (17 lines), \$.57; 1/4 page, \$1.08; 3/4 page, \$2.57; 1/2 page, \$38.56; one page, \$72.45 with discounts on 3, 6 and 12 insertions.

NEBRASKA FARM JOURNAL—Semi-Monthly (1st and 15th). Agricultural. Established 1896. Arthur Capper, publisher. Subscription, 50 cts. Sworn detailed average circulation for year 1914, 100,666*; 16 to 40 pages, 4 columns; length of columns, 13 3/4 in.; width, 2 3/4 in. Can use matrices. Office, Chamber of Commerce Building.

Advertising rates, agate, 40 cts. a line; full position, 10% extra; one page, \$240; back cover, \$265. Reading notices, 80 cts. a line. Classified, 5 cts. per word.

See advertisement on colored insert between pages 476 and 477.

NEWS—Every evening except Sunday: **SUNDAY MORNING**. Independent. Estab-

NEBRASKA

lished 1899. The Daily News Publishing Co., publishers. Subscription, daily and Sunday, \$3. Sworn detailed average circulation for six months ending July, 1915, daily, 79,069* net paid; Sunday, 44,016* net paid; daily, 10 to 24 pages; Sunday, 40 pages or more; 7 columns; length of columns, 20 in.; width, 2 1/4 in. Can use matrices. Office, 17th and Jackson Streets.

Advertising rates, agate, 9 cts. a line; with position, 10 cts. a line, flat. Classified, 1 1/2 cts. per word; \$1.80 a line per month. Reading notices, 50 cts. a count line.

OSVETA AMERICKA—Every Wednesday. Bohemian. Illustrated National Weekly. Established 1884. National Printing Company, publishers. Sworn detailed average circulation for year 1914, 25,721*; 24 pages, 5 columns; length of columns, 16 in.; width, 2 1/4 in. Office, 509-511 S. 12th Street.

Advertising rates, 80 cts. an inch. Reading notices, 15 cts. a count line.

POKROK ZAPADU; CRETESKY POKROK, Crete, Neb.; **KANSASKY POKROK**, Wilson, Kans.; **POKROK**, Schuyler, Neb.; **DAKOTSKY POKROK**, Tyndall, S. Dak.; **IOWASKY POKROK**, Cedar Rapids, Ia.; **MINNSOTSKY POKROK**, St. Paul-Minneapolis, Minn.—Every Tuesday. Bohemian. Established 1871. Pokrok Publishing Co., publishers. Subscription, for either edition, \$1.50. Claimed average circulation for year 1914, Pokrok Zapadu, 17,311; all editions combined, 26,311; 12 to 16 pages, 6 columns; length of columns, 20 in.; width, 2 1/4 in. Office, 1417 South 13th Street.

Advertising rates, agate, Pokrok Zapadu, 56 cts. an inch; in combination with the six other editions, \$1.20 an inch, flat. Either of the other editions, 28 cts. an inch, flat. Reading notices in Pokrok Zapadu or either of the other editions, 15 cts. a line. Classified, 1c. per word.

POSTEN—Every Wednesday. Swedish. Established 1886. Omaha Posten Publishing Co., publishers. Subscription, \$1; claimed average circulation for year 1914, exceeding 15,000; 12 pages, 7 columns; length of columns, 21 1/2 in.; width, 2 1/2 in. Office, 1505 Howard Street.

Advertising rates, 50 cts. an inch. Preferred position, 20% extra. Reading notices, 15 cts. a line. Classified, 1c. per word.

RURAL WEEKLY—Every Thursday. Agricultural. Mail Order. Established 1911. L. V. Ashbough, publisher. Subscription, 25 cts. Sworn detailed average circulation for six months ending July, 1915, 86,935*; 8 pages, 7 columns; length of columns, 20 in.; width, 2 1/4 in. Can use matrices. Office, 17th and Jackson Streets.

Advertising rates, 25 cts. a line; in position, 30 cts. a line flat. Reading notices, 50 cts. a count line. Classified, 10 cts. a line. For the "Clover Leaf Combination" see Woman's Home Weekly, Minneapolis.

NEBRASKA

SOVEREIGN VISITOR—Monthly. Fraternal. Established 1890. Woodmen of The World, publishers. Subscription, \$1. Detailed average circulation June 1915, 786,000* net; 24 pages, 4 columns; length of columns, 13½ in.; width, 2½ in. Forms close 10th of preceding month. Office, Woodmen of the World Building.

Advertising rates, \$2 a line flat, excepting for full page of 756 lines, \$1,360.80.

TIDINGS—Monthly. Fraternal-M. O. W. Established 1895. Woodmen Circle, publishers. Subscription, 50 cts. Guaranteed circulation for year 1915-16, 175,000; 16 pages, 4 columns; length of columns, 13¾ in.; width, 2½ in. Office, W. O. W. Building.

Advertising rates, agate, 60 cts. a line. Reading notices, \$1 an inch.

TRIBUNE—Every evening except Sunday and WEEKLY (Thursday). German. Independent. Established 1882. Tribune Publishing Co., publishers. Subscription, daily, \$5.20; weekly, \$1.50. Claimed average circulation for year 1914, daily, 11,400 net; weekly, 14,600 net; 8 to 12 pages, 7 columns; length of columns, 21 in.; width, 2¼ in. Office, 1311 Howard Street.

Advertising rates, daily or weekly, 50 cts. an inch; on yearly contracts, 250 in., daily, 45 cts.; 500 in., daily, 42 cts., weekly, 45 cts.; 1,000 in., daily, 40 cts., weekly, 42 cts.; 2,000 in., daily, 38 cts., weekly, 40 cts. an inch. Reading notices, 15 cts. a line; special position on front page, 30 cts. a line.

TWENTIETH CENTURY FARMER—Every Saturday. Agricultural. Established 1900. The Bee Publishing Co., publishers. Subscription, \$1; Claimed average circulation for year 1914, 108,456; 20 to 48 pages, 4 columns; length of columns, inside, 12¾ in., back cover, 13½ in.; width, 2¼ in. Forms close Friday preceding. Can use matrices. Office, Bee Building.

Advertising rates, agate, 50 cts. a line, flat. Classified, 5 cts. per word. Reading notices, \$1 a brevier line.

WOODMEN NEWS—Monthly (1st). Fraternal—W. O. W. Established 1900. John T. Yates, publisher. Subscription, 25 cts. Claimed average circulation for year ending June, 1915, 5,000; 16 pages, 4 columns; length of columns, 11½ in.; width, 2¼ in. Can use matrices. Forms close 10th of

month preceding. Office, W. O. W. Building.

Advertising rates, \$1 an inch.

WORLD-HERALD—Every morning including SUNDAY, every evening except Sunday. Independent. Established 1865. World Publishing Co., publishers. Subscription, daily and Sunday, \$4. Sworn detailed average circulation for twelve months prior to April 1915, daily, 59,844* net paid; Sunday, 46,681* net paid; daily, 10 to 28 pages; Sunday, 48 to 64 pages, 7 columns; length of columns, 21 in.; width, 2¼ in. Can use matrices. Office, 1412 Farnam Street.

Advertising rates, agate, daily, 8 cts. a line; Sunday, 7 cts. a line; position, next reading, ½ c.; full position, 1c. special page, 1½ cts. a line extra. Reading notices, 50 cts. a line; telegraphic or local news readers, \$1 a line. Classified, 2 cts. per word; two or more consecutive insertions, 1½ cts. per word.

SUPERIOR—Population 2,106. Four railroads. In the center of fine agricultural region. Industries include cement, cigar plow, ice cream and candy factories; flour and other milling interests. Largest horse and mule market in the state. Next to Omaha in grain and transfer elevators. Annual value of manufactured products, \$2,000,000.00.

PHILATELIC WEST AND COLLECTORS WORLD—Monthly. Philatelic. All Hobbies. Established 1895. L. T. Brodstone publisher. Subscription, 75 cts. Claimed average circulation for year 1914, 5,000; 100 pages or more. 2 columns; length of columns, 8 in.; width, 2½ in.

Advertising rates, 18 cts. a line. Exchange or trade columns, 3 cts. per word.

UNIVERSITY PLACE—Population 3,200. Suburb of Lincoln. On Chic., Burl. & Quin. and Chic., R. I. & Pac. Railway systems. Nebraska Wesleyan University located here.

UNION WORKER—Monthly (1st). Temperance. Established 0000. Mrs. A. M. Bunting, publisher. Subscription, 50 cts. Claimed average circulation for year 1914, 6,500; 8 pages, 3 columns; length of columns, 13 in.; width, 3 in. Can use matrices. Forms close 14th of month preceding.

Advertising rates, 50 cts. an inch.



NEVADA

RENO—Population, 1910 census, 10,867; 1915 estimate, 12,000. Three railroads. Jobbing and distributing center of a very wide territory. Seat of State University of Nevada. Bank clearings for 1914, \$14,082,616.10. Annual income from the various industries, \$2,100,000.00.

GAZETTE—Every evening except Sunday. Republican. Established 1876. Reno Gazette Publishing Co., publishers. Subscription, \$6. Sworn average circulation for six months ending June, 1915, 4,089* net paid; 8 to 22 pages, 7 columns; length of columns, 20 3/4 in.; width, 2 1/8 in.

Advertising rates, 60 cts. an inch; one week, 40 cts.; one month, 35 cts.; an inch. Preferred position, 15 and 25% extra. Classified, 1c. per word. Reading notices, 20 cts. a

line; pure readers, 50 cts.; telegraphic readers, \$1 a line.

NEVADA STATE JOURNAL—Every morning. Democratic. Established 1870. Nevada State Journal (Inc.), publishers. Subscription, \$6. Sworn average circulation for six months prior to October, 1914, 4,804 net paid; daily, 8 pages; Sunday, 10 to 16 pages, 1 column; length of columns, 20 1/2 in.; width 2 1/8 in.

Advertising rates, 42 1/2 cts. an inch; 51 in., 40 cts.; 101 in., 37 1/2 cts.; 501 in., 32 1/2 cts.; 1,001 in. or more, 30 cts. an inch. Reading notices, minion, 20 cts. a count line; starred agate, 10 cts. a line for first insertion; subsequent insertions, 1/2 above rates. Classified, 1c. a word first insertion; 1/2 c. a word each subsequent insertion.

NEW HAMPSHIRE

CONCORD—Population, 1910 census, 21,497; 1915 estimate, 23,000. Fine granite quarried in the vicinity. Has abundant water power. Manufactures cotton, woollens, silverware, electrical apparatus, machinery, belting, harness, insulated wire, boxes, axles, flour, carriages, wagons and bathroom furniture. State House, State and Public Libraries and State Hospital for the Insane, also Boston and Maine R. R. repair shops located here.

INDEPENDENT STATESMAN—Semi-weekly (Monday and Thursday). Republican. Established 1823. Wm. D. Chandler, publisher. Subscription, \$1.25; circulation—not given by publisher; 8 pages, 7 columns; length of columns, 20 1/2 in.; width, 2 1/2 in. Can not use matrices.

Advertising rates, 50 cts.; an inch up to five in. with discounts of 10, 20, 30, 40 or 50% on contracts for 5, 10, 15, 20 or 25 or more times; 250 in., within one year, 14 cts.; 500 in., 12 cts.; 1,000 in., 8 cts.; an inch. Composition, 10 cts., an inch additional. Readers, 20 cts.; business notice readers, 10 cts. a line.

MANCHESTER—Population 70,063. On Merrimac River and Boston and Maine R. R. Has fine water power. Has largest cotton mills in the world, also woolen and paper mills, iron works, brush, baseball bat, knitting machine needle, shoe and cigar factories hosiery mills and locomotive works. Annual value of manufactured products, \$49,500,000.00.

CANADO-AMERICAIN—Monthly (1st). French-Canadian. Fraternal. Established 1899. Association Canado-Americain, publishers. Subscription, 50 cts. Claimed average circulation for year 1914, 12,000; 6 pages, 7 columns; length of columns, 20 in.; width, 2 1/2 in. Advertising rates upon application.

MIRROR AND AMERICAN—Every evening except Sunday, and **MIRROR AND FARMER**, Thursdays. Republican. Established 1850. John B. Clarke Co., publishers. Subscription, daily, \$6; weekly, 50 cts. Claimed average circulation for twelve months prior to April 1915, daily, 4,792; weekly 10,000; daily, 8 to 12 pages; weekly, 8 pages, 7 columns; length of columns, 20 1/2 in.; width, 2 1/4 in. Can use matrices.

Advertising rates, daily, agate, \$1. an inch: 25 in. within one year, 75 cts.; 50 in., 50 cts.; 100 in., 40 cts.; 200 in., 37 1/2 cts.; 300 in., 35 cts.; 400 in., 33 cts.; 500 in., 30 cts.; 600 in., 29 cts.; 700 in., 28 cts.; 800 in., 27 cts.; 900 in., 26 cts.; 1,000 in., 25 cts.; 2,000 in., 24 cts.; 3,000 in., 23 cts.; 4,000 in., 22 cts.; 5,000 in., 20 cts. an inch. Position, 10, 25, 33 1/4% or 50% extra. Reading notices, minion, 40 cts. a line; 100 lines, 35 cts.; 250 lines, 30 cts.; 500 lines, 25 cts.; 1,000 lines or more, 20 cts. a count line. Classified, 1/2 c. per word. **WEEKLY**, display, 10 cts. a line; 1,000 lines, 9 cts.; 2,000 lines, 8 cts.; 3,000 lines, 7 cts.; 5,000 lines, 5 cts.; 7,000 lines, 4 cts. a line. Minion readers, 25 cts. a line; nonpareil, 20 cts.

UNION AND LEADER—Morning and evening except Sunday. Independent. Established

NEW HAMPSHIRE

1863. The Union-Leader Publishing Co., publishers. Subscription, morning, \$5; evening \$3. Sworn combined circulation for twelve months prior to April 1915, detailed average, 26,586* net paid; 10 to 24 pages, 7 columns; length of columns, 22 in.; width, 2½ in. Can use matrices. Office, Union-Leader Building, 48 Hanover Street.

Advertising rates, 10 cts. a line; 1,000 lines, 9 cts.; 2,000 lines, 8 cts.; 3,000 lines, 7 cts.; 4,000 lines, 6 cts.; 5,000 lines, 5½ cts.; 10,000 lines, 5 cts. a line. Reading notices, 30 cts. a line. Classified, 1c. a word; displayed, 7 cts. a line.

NASHUA—Population 26,005. Located at the junction of the Nashua and Merrimack Rivers, on Boston and Maine Railroad, two divisions or six radiating lines. Has abundant water power. The principal industries are cotton mills, iron, steam engine, novelty, door, sash and blind works; refrigerator, furniture, spring-bed, hot air and

NEW HAMPSHIRE

ventilating register, paper machinery, freezer, cotton, card, shoe wood box, and glazed paper factories. Annual payroll of the various enterprises, \$4,000,000.00. Annual value of manufactured products, \$20,500,000.00.

TELEGRAPH—Every evening except Sunday. Republican. Established 1832. Telegraph Publishing Co., publishers. Subscription, \$5. Claimed average circulation for year 1914, 5,200; 8 pages, 7 columns; length of columns, 20½ in.; width, 2½ in. Can not use matrices.

Advertising rates, 40 cts. an inch; on contract, 50 in., 35 cts.; 100 in., 30 cts.; 250 in., 28 cts.; 500 in., 25 cts.; 750 in., 18 cts.; 1,000 in., 15 cts. an inch. Preferred position, 15% extra. First page, double card rate. Last page, ¾ additional. Composition, \$1 an hour for time consumed. Readers, last page, 10 cts.; black face, 15 cts. a line; inside pages, 5 cts. a line. Classified, 3 lines three times, 25 cts.

NEW JERSEY

ASBURY PARK—Population 10,150. On Atlantic Ocean. Noted as sea side summer resort. Industries include mill work; paper box, clothing, underwear and sleeping garment manufactures.

PRESS—Every evening except Sunday; **SUNDAY MORNING**. Independent Democratic. Established 1879. J. Lyle Kimmonth, publisher. Subscription, daily, \$5; Sunday, \$1.50. Sworn detailed average circulation for six months ending March, 1915, 7,465* net paid; daily, 12 to 24 pages; Sunday, 16 to 24 pages, 8 columns; length of columns, 21¼ in.; width, 2½ in. Can use matrices.

Advertising rates, 30 cts. an inch; 100 in., 28 cts.; 200 in., 26 cts.; 300 in., 24 cts.; 400 in., 22 cts.; 500 in. or more, 20 cts. an inch. Composition, 5 cts. an inch extra. Preferred position, 10 or 25% extra. Classified, 1c. per word. Reading notices, 10 cts. a count line.

ATLANTIC CITY—Population, 1910 census, 46,150; 1915 estimate, 53,000. On Atlantic Ocean and three railroads. Enjoys excellent reputation of summer and winter resort. Manufactures unimportant.

PRESS—Every morning except Sunday, and **EVENING UNION**. Republican. Established 1895. Press-Union Company, publisher. Subscription, morning or evening, \$3. Sworn average circulation for twelve months prior to April, 1915, combined, 15,152* net paid; 10 to 16 pages, 8 columns; length of columns, 20½ in.; width, 2½ in.

Advertising rates, agate, covering both the Press and Union, 5 cts. a line. Open space, within one year, 1,000 lines, 4½ cts.; 3,000 lines, 4 cts.; 5,000 lines, 3½ cts.; 10,000 lines or more, 3 cts. a line. Preferred position, 10 and 25% extra. Classified, first two insertions, 2 cts.; 1c. per word, thereafter. Reading notices, inside pages, 25 cts. a line; first part and telegraphic readers, 50 cts. a line.

See advertisement on page 434.

REVIEW—Every morning except Sunday. Independent. Established 1872. Review Publishing Co., publishers. Subscription, \$3. Claimed average circulation for year 1914, 7,048 net paid; 8 to 32 pages, 7 columns; length of columns, 21 in.; width, 2½ in.

Advertising rates, 3 cts. a line; 2,000 lines, on yearly contract, 2½ cts.; 3,000 lines, 2 cts. a line. Special position 10 or 25% extra. Reading notices, 15 cts. a line. Classified, 1c. per word.

See advertisement on page 438.

SUNDAY GAZETTE—Every Sunday. Republican. Established 1890. Harry E. Smith, publisher. Subscription, \$1. Claimed average circulation for 1914, 5,560; 24 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Cannot use matrices.

Advertising rates, 40 cts. an inch; one month, 35 cts.; three months or 100 in., 30 cts.; six months, 27½ cts.; one year or 250 in., 25 cts.; 500 in., 22½ cts.; 1,000 in. or more, 20 cts. an inch. Reading notices, 15

NEW JERSEY

cts. first insertion; 10 cts. a line for subsequent insertions; first page, 25 cts. a line. Classified, 1c. per word.

UNION. Evening edition of Press, which see.

See advertisement on page 434.

BRIDGETON—Population, 14,209. Two railroads. Surrounded by agricultural district. Industries include carriage and machine shops, canneries, iron and glass works.

NEWS—Every evening except Sunday. Republican. Established 1879. Evening News Co. (Inc.), publishers. Subscription, \$3. Sworn average circulation for twelve months prior to April, 1915, 5,047* net paid: 6 and 8 pages, 7 columns; length of columns, 20½ in.; width, 2½ in.

Advertising rates, 35 cts. an inch; 25 in., 25 cts.; 100 in., 20 cts.; 250 in., 18 cts.; 500 in. or more, 15 cts. an inch. Composition, 5 cts. an inch extra. Classified, 1c a word. Reading notices, 5 cts. a line.

BURLINGTON—Population 8,336. Port of entry. On Delaware River and the Pennsylvania Railroad. Shipping point of garden, orchard and dairy products to Philadelphia.

ENTERPRISE—Every evening except Sunday. Republican. Established 1884. Enterprise Co., publishers. Subscription, \$3. Sworn average circulation for twelve months ending April 1915, 4,580* net paid; 6 to 8 pages, 7 columns, length of columns, 20½ in.; width, 2½ in.

Advertising rates, 42 cts. an inch; 100 in. within one year, 28 cts.; 250 in., 26½ cts.; 500 in., 24½ cts.; 1,000 in., 21 cts.; 5,000 in., 17½ cts. an inch. Composition, 5 cts. an inch additional. Special position, 10 or 25% extra. Reading notices, 15 cts. a line, first insertion; subsequent insertions, 10 cts. a line. Classified, 4 lines, 3 times, 25 cts.; additional insertions or lines, pro rata.

BUTLER—Population 2,265. On N. Y. Susq. & Western Railroad. A noted health resort. Industries include paper and rubber mills. Annual value of manufactured products, \$2,500,000.00.

HAUSDOKTOR—Monthly. German. Medical. Established 1890. Benedict Lust, M. D., editor. Subscription, \$1. Claimed average circulation for year 1914, 15,000; 48 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Forms close 20th preceding month.

Advertising rates, ⅓ page, one time, \$3; ½ page, one time, \$5.50; ¾ page, \$10; ½ page, \$18; one page, \$30.

NEW JERSEY

CAMDEN—Population 94,538. Fourth largest city in the state. Opposite Philadelphia, Pa., on Delaware River and three railroads. Has a number of large ship yards and extensively engaged in commerce. Industries include large steel pen works, plants for the production of fertilizers, chemicals, dyes, paints, glass, morocco and varnish; also woolen and cotton mills, iron foundries, as well as large trade in shoes, shawls, laces, oil cloths, talking machines, wall paper, machinery, canned soups and matches, or more than 100 manufacturing industries of various kinds, employing upwards of fifty thousand people. Annual expenditure of \$2,000,000.00 for maintenance and operation of city government. Assessed valuation of property, real and personal, is about \$37,000,000.00. Annual value of manufactured products, \$50,000,000.00.

COURIER—Every evening except Sunday. Independent Republican. Established 1882. The Courier Co., publishers. Subscription, \$3. Sworn average circulation for six months prior to April, 1915, 10,967* net paid; 12 to 16 pages, 7 columns; length of columns, 21½ in.; width, 2½ in. Can use matrices.

Advertising rates, 10 cts. a line; one month, 4 cts.; three months, 3½ cts.; e. o. d., 4 cts.; six months, 3 cts.; e. o. d., 3½ cts.; one year, 2 cts.; e. o. d., 2½ cts. a line, per time: 1,000 lines within one year, 3 cts.; 2,500 lines, 2½ cts.; 5,000 lines, 2 cts. a line. Special position, 25% extra. Reading notices, 15 cts. a line; other than first page, three months, 10 cts.; one year, 5 cts. a line. Classified, 10 cts. a line; one week, 5 cts. a line, per time.

MUSICAL ENTERPRISE—Monthly (15th). Musical. Established 1888. W. M. Kain, publisher. Subscription, 50 cts. Claimed average circulation for year 1914, 8,000; 28 pages, 4 columns; length of columns, 12 in.; width, 2½ in. Can not use matrices. Forms close 1st of month. Office, 717-19 Federal Street.

Advertising rates, \$1.25 an inch, with discounts for time and space.

OUTLOOK—Every Thursday. Independent. Established 1896. L. F. Bonaker & Son, publishers. Subscription 25 cts. Sworn average circulation for year ending May 1915, 10,000*. 8 pages, 5 columns; length of columns, 15½ in.; width, 2½ in. Cannot use matrices. Office, 764 Federal Street.

Advertising rates, 35 cts. an inch.

POST-TELEGRAM—Every evening except Sunday. Republican. Established 1875. Post-Telegram Co., publishers. Subscription, \$3. Sworn average circulation for six months prior to April 1915, 11,011* net paid; 10 to 16 pages, 7 columns; length of columns, 20½ in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 10 cts. a line; 350 lines, within one year, 9 cts.; 700 lines, 7 cts.; 1,400 lines, 5 cts.; 2,800 lines, 4 cts.;

NEW JERSEY

4,200 lines, 3 cts.; 7,000 lines, 2½ cts.; 14,000 lines, 2 cts. a line. Preferred position, 10 and 20% extra. Classified, 1c. a word.

DOVER—Population 7,468. Located on Morris Canal, Del. Lack. West. & Central R. R. of N. J. Railway Systems. Industries are rolling, silk and knitting mills; railroad car and overall factories; furnace and range works.

INDEX—Every Friday Democratic. Established 1875. Francis F. Hummel editor and publisher. Subscription, \$1. Claimed average circulation for year 1914, 4,489 net; 10 pages, 8 columns; length of columns, 24 in.; width, 2½ in. Can not use matrices.

Advertising rates, 17 cts. an inch. Composition 3 cts. an inch additional.

ELIZABETH—Population 73,409. On two railroads, twelve miles from New York. Handles large quantities of anthracite coal and also manufactures mill, concrete block and gas heating machinery, edge tools, harness, iron castings, hardware, saws, sewing machines, bronze powders, artificial stone products, wire and cables, crossting and disinfecting products, carbonic acid gas, art goods and calendars, electric fans, motors and supplies, roofing materials and chemicals. Annual value of manufactured products, \$29,447,000.00.

JOURNAL—Every evening except Sunday. Republican. Established 1871. Aug. S. Crane, publisher. Subscription, \$6. Sworn detailed average circulation for year ending April, 1915, 12,311* net paid; 12 to 36 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices.

Advertising rates, 25 in., 75 cts. an inch; 35 in., 60 cts.; 50 in., 55 cts.; 75 in., 50 cts.; 100 in., 45 cts.; 200 in., 40 cts.; 300 in., 38 cts.; 400 in., 36 cts.; 500 in. or more, 35 cts. an inch. A discount of 5 cts. an inch is allowed when plates of entire advertisement are furnished. Classified, 1c. per word. Reading notices, first page, 30 cts. a line; inside pages, 25 cts. a line; 100 lines, 20 cts.; 200 lines, 15 cts.; 300 lines, 12 cts.; 500 lines, 10 cts. a line.

TIMES—Every evening except Sunday. Democratic. Established 1901. Elizabeth Evening Times Co., publishers. Subscription, \$3. Sworn average circulation for six months prior to April, 1915, 8,842* net paid; 12 to 36 pages, 8 columns; length of columns, 21 in.; width, 2½ in.

Advertising rates, agate, 5 cts. a line; less than 500 in., on contract, 40 cts. an inch; 500 in., or 3 t. a. w. for one year, 35 cts.

NEW JERSEY

Reading notices, 30 cts. a line; first page, 50 cts. a line. Classified, 1c. per word.

FREEHOLD—Population 3,233. On Central Railroad of New Jersey and Pennsylvania Railroad. Is a distributing point and trading point and trading center for a wide and prosperous agricultural district. Other industries are—canning factory, turning out 3,000,000 cans of beans and peas annually; file and iron works; night clothing and uniform factories; rug and carpet mills.

TRANSCRIPT—Every Friday. Democratic. Established 1888. Moreau Bros., (Inc.), publishers. Subscription \$1. Sworn average circulation for year ending April 1915, 4,862*; 10 to 20 pages, 7 columns; length of columns, 21¾ in.; width, 2½ in. Cannot use matrices.

Advertising rates, 25 cts. an inch. Preferred positions, 10 or 25% extra. Reading notices, 10 cts. a line. Want ads, 1c. per word.

HACKENSACK—Population 14,050. On two railroads; 12 miles distant from New York City. Industries include paper and silk mills and jewelry factory.

RECORD AND BERGEN COUNTY HERALD—Every evening except Sunday. Independent. Established 1895. Subscription, \$3. Sworn average circulation for six months prior to April 1915, 5,315* net paid; 8 to 16 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, 50 cts. an inch; 50 in., within one year, 40 cts.; 100 in., 35 cts.; 250 in., 25 cts.; 500 in., 22 cts. 750 in., 20 cts. Preferred position, 10 and 25% extra. Composition, 5 cts. an inch additional. Reading notices, 20 cts. a line, first time; 10 cts. subsequent insertions. Classified, 1c. per word.

HOBOKEN—Population 70,324. On Hudson River opposite New York City, with which it is connected by tunnels and ferries. Two railroads. Port of entry and starting point for different European steamer lines. Industries include sugar factory, silk mills, foundry and machine shops, tannery and automobile factory. Large shipments of coal made. Seat of Stevens Institute of Technology.

COLUMBIAD—Monthly. Knights of Columbia. Columbiad Publishing Co., publishers. Subscriptions, 25 cts. Claimed average circulation for year 1914, exceeding, 350,000; 24 pages, 4 columns; length of columns, 13½ in.; width, 2½ in. Forms close 15th preceding month.

Advertising rates, agate, 75 cts. a line; full page (760 lines), \$456; ½ page, \$256.50; ¼ page, \$135.28. Reading notices, \$1.50 a line.

See advertisement on page 522.

***THERE** is nothing new under the sun, but there is something newly advertised every tick of the clock.*

NEW JERSEY

HUDSON OBSERVER—Every evening except Sunday. Independent. The Hoboken Printing and Publishing Co., publishers. Established 1892. Subscription, \$3. Sworn average circulation for six months prior to April 1915, 38,644* net paid; 12 to 32 pages, 7 columns; length of columns, 21½ in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 10 cts. a line; one month, 8 cts.; three months, 7 cts.; six months, 6½ cts.; one year, 6 cts. a line. Open space within one year, 1,000 lines, 9 cts.; 2,000 lines, 8 cts.; 5,000 lines, 7 cts.; 7,000 lines, 6½ cts.; 10,000 lines, 6 cts. a line. Real estate, 8 cts. a line, with discount on 2,500 lines or more. Special flat rate for financial, 10 cts. a line; hotels and resorts, 6 cts. a line; publications, 8 cts. a line. Double column advertisements must be at least 21 lines deep; triple column, 42 lines deep. Preferred position, 15 or 25% extra. Reading notices, minion, 25 cts. a line; first page, 50 cts. a line, with discount on 500 lines and over. Telegraphic readers, first page, \$1 a line; inside pages, 50 cts. a line. Classified, 1c. a word; displayed, 10 cts. a line.

JERSEY CITY—Population, 1910 census, 267,779; 1914 estimate, 293,921. On Hudson River and New York Bay, opposite New York City; the terminal point of the transcontinental railroad trunk lines connecting with New York City by tunnels and ferries. Starting point for a number of European steamboat lines. Manufactures include locomotive, gas engine and railroad supply works, sugar refineries, crucible, lead pencil, paint, oakum, textile, gas and electric fixture and soap factories; foundry; machine shops; grain elevators. Annual value of manufactured products, \$200,000,000.00.

CHRONICLE—Every Friday. Independent. Established 1894. The Chronicle Pub. Co., publishers. Subscription, \$1; circulation—not given by publisher; 4 to 8 pages, 6 columns; length of columns, 20 in.; width, 2½ in. Can use matrices. Office, 273 Washington Street.

Advertising rates, 50 cts. an inch, with discount of 10, 20 or 50% on 300, 1,000 or 5,000 in. Reading matter, first page, 20 cts.; second page, 20 cts.; third page, 10 cts. a count line.

GLOS NARODU—Every Thursday. Polish. Independent. Established 1890. Victor Wilusz, publisher. Subscription, \$1.50. Claimed average circulation for year 1914, 16,720; 6 pages, 6 columns; length of columns, 20 in.; width, 2½ in. Office, 205 Washington Street.

Advertising rates, 37½ cts. an in. for electrotyped matter or 50 cts. an inch for set matter.

JERSEY JOURNAL—Every evening except Sunday. Independent. Republican. Estab-

NEW JERSEY

lished 1867. The Evening Journal Association, publishers. Subscription, \$6. Sworn detailed average circulation for three months ending March, 1915, 23,335*; 14 to 18 pages, 8 columns; length of columns, 21½ in.; width, 2½ in. Can use matrices. Office, Journal Square.

Advertising rates, 6 cts. a line, flat; specified position, 10, 25 or 100% extra. Reading notices, \$1 a line. Classified, 1c. per word.

LABOR WORLD OF NEW YORK AND NEW JERSEY—Every Saturday. Independent. Labor. Established 1906. Leon C. Sutton, publisher. Subscription, \$2. Claimed average circulation for year 1914, 60,000; 8 pages, 5 columns; length of columns, 17 in.; width, 2¼ in. Can use matrices. Office, 366 Broadway, New York City.

Advertising rates, agate, 20 cts. a line.

SVOBODA—Tri-weekly, Tuesday, Thursday and Saturday. Ruthenian. Independent. Established 1893. Ukrainian National Assn., publishers. Subscription, \$2. Claimed average circulation for year 1914, 25,000; 12 pages, 7 columns; length of columns, 20½ in.; width, 2¼ in. Office, 83 Grand Street.

Advertising rates, 70 cts. an inch; 2 times, \$1.10; 3 times, \$1.50; four times, \$1.80; 3 months' contracts, 45 cts.; yearly, 35 cts. an inch.

NEWARK—Population 1910 census, 347,469; 1915 estimate, 405,000. On Passaic River and five railroads, eight miles distant from New York City. A most important manufacturing district, including a cotton thread factory, boots and shoes, clothing, carriages, harness, leather, jewelry, iron and steel goods. Brown stone quarries in vicinity.

EAGLE—Morning edition of Star, which see.

ERZAEHLER (Der)—Sunday issue of Freie Zeitung, which see.

FREIE ZEITUNG—Every morning except Sunday, DER ERZAEHLER, SUNDAYS. German. Independent Republican. Established, daily and Sunday, 1858. Benedict and Edwin S. Prieth, publishers. Subscription, daily, \$7; Sunday, \$2. Claimed average circulation for year 1913, daily, 11,072; Sunday, 15,000; daily, 8 to 12 pages; Sunday, 24 to 30 pages, 7 columns; length of columns, 21 in.; width, 2¼ in. Can use matrices. Office, 225 Washington Street.

Advertising rates, daily or Sunday, 50 cts. an inch; 100 in. within one year, 48 cts.; 250 in., 45 cts.; 500 in., 40 cts.; 1,000 in., 35 cts.; 2,000 in. or more, 30 cts. an inch. Reading notices, 25 cts. a line, with discount on 500 lines and over; inside pages, ½ these

NEW JERSEY

rates. Classified, 1c. a word; by the week, 5 cts.; by the month, 75 cts. a line.

KRONIKA—Every Thursday. Polish-Independent. Established 1908. Kronika Publishing Co. (Inc.), publishers. Subscription, \$1.50. Claimed average circulation for year ending May 1915, 11,000; 8 pages, 7 columns; length of columns, $19\frac{3}{4}$ in.; width, $2\frac{1}{2}$ in. Cannot use matrices. Office, 64 Jones Street.

Advertising rates, 50 cts. an inch; 4 times, 48 cts.; 13 times, 46 cts.; 26 times, 44 cts.; 52 times, 42 cts.; 250 in.; within one year, 40 cts.; 500 in., $37\frac{1}{2}$ cts.; 1,000 or more in., 35 cts. an inch. Special positions, 10 or 20% extra. Financial hotels and resorts, 15 cts., flat, a line. Reading notices, 15 cts. a line; editorial page, 25 cts.; first page, 36 cts. a line. Classified, first 15 word, 2 cts. per word, all over 1c. per word.

MONITOR—Every Saturday. Catholic. Established 1906. A. B. Ford, publisher. Subscription, \$2. Claimed average circulation for year 1914, 10,000; 8 pages, 7 columns; length of columns, $20\frac{1}{2}$ in.; width, $2\frac{1}{4}$ in. Can use matrices. Office, 222 Washington Street.

Advertising rates, agate, 12 cts. a line; 1,000 lines on contract, 10 cts. a line.

NEW JERSEY BAPTIST BULLETIN—Monthly. Religious. Established 1891. D. Dawolf, publisher. Subscription, 25 cts. Claimed average circulation for year ending May, 1915, 9,550 net paid; 32 pages, 2 columns; length of columns, $7\frac{1}{2}$ in.; width, $2\frac{1}{2}$ in. Office, 825 Broad Street.

Advertising rates, \$1 an inch.

NEWS—Every evening except Sunday. Independent. Established 1883. The Evening News Publishing Co., publishers. Subscription, \$5. Sworn detailed average net circulation for year 1914, 73,618* net paid; 16 to 36 pages, 7 columns; length of columns, $23\frac{1}{2}$ in.; width, $2\frac{1}{4}$ in. Can use matrices. Office, 215-217 Market Street.

Advertising rates, agate, 14 cts.; 13 times or 1,000 lines, within one year, $12\frac{1}{2}$ cts.; 26 times or 2,000 lines, 12 cts.; 39 times or 3,000 lines, $11\frac{1}{2}$ cts.; 78 times or 5,000 lines, 11 cts.; 156 times or 7,000 lines, $10\frac{1}{2}$ cts.; 312 times or 10,000 lines, 10 cts. a line. Special positions, 20, $33\frac{1}{3}$, 100 or 200% extra. Classified, 1c. a word. Reading notices, foot of column, inside pages, 50 cts. a line; nonpareil, 60 cts.; full face heads, 75 cts. a line; first page, agate, 80 cts. a line; nonpareil, \$1 a line; full face heads, \$1.25 a line.

RAILROAD EMPLOYEE—Monthly. Labor. Established 1891. Ben E. Chapin, editor and publisher. Subscription, 50 cts. Claimed average circulation for year 1914, 11,093 net; 16 to 24 pages, 4 columns; length of columns, 12 in.; width, $2\frac{1}{4}$ in.

NEW JERSEY

Forms close 20th of each month. Office, 494 Broad Street.

Advertising rates, \$1.50 an inch; $\frac{1}{4}$ page, \$5; $\frac{1}{2}$ page, \$9; full page, \$15, with discounts of 10, 15 or $33\frac{1}{3}$ % on 3, 6 or 12 consecutive insertions.

See advertisement on page 493.

STAR—Every evening except Sunday and **EAGLE** every morning except Sunday. Independent. Established 1832. Newark Daily Advertiser Publishing Co., publishers. Sworn average circulation for six months ending July, 1915, Star, 44,253* net paid; Eagle, 22,579* net paid; 12 to 28 pages, 8 columns; length of columns, 22 in.; width, $2\frac{1}{2}$ in. Can use matrices. Office, Branford Place and Nutria Street.

Advertising rates, agate, Star, 12 cts.; Eagle, 10 cts. a line; 1,000 lines within one year, 9 or 7 cts.; 5,000 lines, 8 or 6 cts.; 10,000 lines, 7 or 5 cts. a line; combination, 14, 12 $\frac{1}{2}$, 11 or 10 cts. a line. Special positions, 10 or 25% extra. Mail order, Star, 8 cts.; Eagle, 6 cts. flat a line; combination, 11 cts. a line flat. Reading notices, first page, Star, 50 cts.; Eagle, 40 cts.; other pages, 30 or 20 cts. a line; combination, 80 or 40 cts. a line. Classified, either edition, 1 ct. per word.

SUNDAY CALL—Every Sunday. Independent. Established 1872. The Newark Call Printing & Publishing Co., publishers. Subscription, \$2.50. Sworn average circulation for year ending May, 1915, 39,695*; 54 to 60 pages, 7 columns; length of columns, 24 in.; width, $2\frac{1}{4}$ in. Can use matrices. Office, 204 Market Street.

Advertising rates, agate, 10 cts. a line; one inch, one month, \$5.60; three months, \$18.20; six months, \$32.76; one year, \$58.24; 5,000 lines within one year, 9 cts.; 10,000 lines, 8 cts. a line. Specified positions, 15, 25 or 50% extra. Classified, 1c. per word. Reading notices, 50 cts. a line; full faced type, 75 cts. a line.

NEW BRUNSWICK—Population, 1910 census, 23,388; 1915 estimate, 30,000. On Raritan River and two railroads. Has largest laboratories in the United States, and industries also include cigar, button, musical string, hosiery, red cross supply, automobile, linoleum, wall paper, rubber and rubber tire factories. Seat of Rutgers College and Dutch Reformed Theological Seminary. Annual value of manufactured products \$39,000,000.00. Bank clearings 1914, \$21,000,000.00.

HOME NEWS—Every evening except Sunday. Independent. Established 1872. The Home News Publishing Co., publishers. Subscription, \$5. Claimed average circulation for year, 7,633 net; 10 to 20 pages, 7 columns; length of columns, $20\frac{1}{2}$ in.; width, $2\frac{1}{4}$ in. Can use matrices.

NEW JERSEY

Advertising rates, 25 cts. an inch; 100 in., 22 cts.; 250 in., 20 cts.; 500 in., 18 cts.; 750 in., 17 cts.; 1,000 in., 16 cts. an inch; full position, 25% extra. Composition, 5 cts. an inch extra; matrices, 3 cts. an inch extra. Reading notices, first page, 15 cts. a line; other pages, 10 cts. a line; subsequent insertions, $\frac{1}{2}$ rate.

NEW EGYPT—Population 850. On Pemb. & Hight. Railroad. Has shirt, basket and canning factories.

PARCEL POST JOURNAL—Monthly (1st). Parcel Post Merchandising. Established 1914. W. Clement Moore, publishers. Subscription, \$2. Claimed average circulation for six months ending June 1915, 5,000; 16 pages, 4 columns; length of columns, $9\frac{1}{4}$ in., width, $2\frac{1}{4}$ in. Cannot use matrices. Forms close 20th of month preceding.

Advertising rates, \$2.40 an inch.

See advertisement on page 436.

PASSAIC—(Pas-sa'-ik). Population 54,773. On Passaic River; Erie, N. Y., Susquehanna & Western and Lackawanna railroads. Manufactures more wool and textiles than any other city in New Jersey and one third of the handkerchiefs manufactured in the United States; also has extensive chemical and print works; leather manufacturing; metal silk, belting and packing plants.

HERALD—Every evening except Sunday and holidays. Democratic. Established 1873. Luth. S. Bremner, publisher. Subscription, \$3. Claimed average circulation for 1914, 8,500; 12 to 32 pages, 8 columns; length of columns, 21 in.; width, $2\frac{1}{4}$ in. Can use matrices.

Advertising rates, 1 inch, one time, 50 cts.; under 25 in., 40 cts.; 50 in., 35 cts.; 100 in., 30 cts.; 250 in., 25 cts.; 500 in., 23 cts.; 1,000 in., 21 cts. an inch. Preferred position, 25 and 50% extra. Reading notices, 10 cts. a line. Classified, three lines, three times, 25 cts.

NEWS—Every evening except holidays and Sundays. Independent. Established 1877. News Publishing Co., publishers. Subscription, \$3. Sworn average circulation for six months prior to April 1915, 6,426* net paid; 12 to 24 pages, 7 columns; length of columns, $21\frac{1}{2}$ in.; width, $2\frac{1}{4}$ in. Can use matrices.

Advertising rates, 50 cts. an inch; 100 in., within one year, 30 cts.; 250 in., 25 cts.; 500 in., 20 cts.; 1,000 in., 16 cts. an inch. Preferred positions, 10, 15 or 20% extra. Classified, 1c. a word. Reading notices, local page, 10 cts. a count line.

PATERSON—Population, 1910 census, 125,600; 1915 estimate, 135,000. On three railroads and fifteen miles distant from New York City. Beautiful Parks and Residential Sections, the natural scenery being superb.

NEW JERSEY

Has abundant water power, large silk, jute and thread mills, locomotive works, machine shops and silk dyeing works. Biggest producing center in the country of silk ribbons and fabrics; also manufactures iron goods, carpets, linens and velvets. Annual value of manufactured products, \$100,000,000.00.

CALL—Every morning except Sunday. Republican. Established 1885. Call Printing & Publishing Co., publishers. Subscription \$5. Sworn average circulation for twelve months prior to April 1915, 11,723* net paid; 12 to 36 pages, 8 columns; length of columns, 22 in.; width, $2\frac{1}{4}$ in. Can use matrices. Office, 83 Broadway.

Advertising rates upon application.

GUARDIAN—Every evening except Sunday. Democratic. Established 1836. Guardian Printing and Publishing Co., publishers. Subscription, \$3. Sworn average circulation for twelve months prior to April, 1915, 10,517* net paid; 10 to 24 pages, 8 columns; length of columns, $21\frac{3}{4}$ in.; width, $2\frac{1}{4}$ in. Can use matrices.

Advertising rates, 1 inch, one time, \$1; one week, \$3.50; one month, \$10; three months, \$20; six months, \$31; one year, \$50; e. o. d., $\frac{1}{2}$ of daily rate. Open space, within one year, 250 in., 55 cts. an inch; 500 in., 40 cts.; 1,000 in., 35 cts.; 2,000 in., 30 cts. an inch. Classified, 5 lines, three times, 25 cts. Reading notices, 25 cts. a line.

NEWS—Every evening except Sunday. Independent. Established 1890. The News Printing Co., publishers. Subscription, \$3.70. Sworn average circulation for six months prior to April, 1915, 11,209* net paid; 12 to 56 pages, 8 columns; length of columns, 21 in.; width, $2\frac{1}{4}$ in. Can use matrices.

Advertising rates, agate, 9 cts. a line; 1,400 lines, 5 cts.; 3,500 lines, 4 cts.; 7,000 lines, $3\frac{1}{2}$ cts.; 14,000 lines, 3 cts.; 28,000 lines, $2\frac{1}{2}$ cts. a line. Composition, 5 cts. an inch extra. Preferred position, 10, 25 or 50% extra. Double column advertisements must be at least 28 lines deep. Classified, 1c. a word. Reading notices, first page, \$1 a line.

PRESS—Every evening except Sunday, and **SUNDAY MORNING CHRONICLE**. Republican. Established 1863. The Press-Chronicle Co., publishers. Subscription, daily, \$3. Sunday, \$1.50. Claimed average circulation for 1914, daily, 4,102 net; Sunday, 6,282 net; daily, 12 to 16 pages; Sunday, 20 to 28 pages, 7 columns; length of columns, 20 in.; width, $2\frac{1}{4}$ in. Can use matrices.

Advertising rates, daily, 15 cts. an inch; Sunday, 25 cts. an inch. Classified, 1c. a word. Reading notices, 10 cts. a line.

SUNDAY CHRONICLE—Sunday edition of the Press, which see.

NEW JERSEY

PERTH AMBOY—Population 32,121. Five railroads. Twenty miles from New York City. Manufactures include fire brick, drain pipes, terra cotta, corks, white ware, steel tile, cigars, handkerchiefs, wire and cable; copper refineries and chemical works. Fire clay and kaolin found in vicinity. Annual value of manufactured products, \$95,200,000.00. Bank clearings during 1914, \$45,000,000.00.

NEWS—Every evening except Sunday. Independent. Established 1879. Perth Amboy Evening News Co., publishers. Subscription, \$5.20. Sworn average circulation for six months prior to April 1915, 6,019* net paid; 10 to 36 pages, 7 columns; length of columns, 2 1/4 in.; width, 2 1/8 in. Can use matrices.

Advertising rates, 35 cts. an inch; 25 in., 30 cts.; 50 in., 25 cts.; 100 in., 22 cts.; 200 in., 20 cts.; 300 in., 19 cts.; 400 in., 18 cts.; 500 in. or more, 17 cts. an inch. Composition extra. Reading notices, 10 cts. a line; first page, 15 cts. a line. Classified, 1c. a word.

PLAINFIELD—Population 20,550. (including North Plainfield 26,550). Located 24 miles distant from New York City, on Central R. R. of N. J. Is the center of a thrifty agricultural district. Other industries consist of clothing, printing press and tool factories.

COURIER-NEWS—Every evening except Sunday. Republican. Established 1884. Courier-News Publishing Co., publishers. Subscription, \$5. Sworn average circulation for six months prior to April 1915, 5,688* net paid; 10 to 24 pages, 7 columns; length of columns, 22 in.; width, 2 1/8 in. Can use matrices.

Advertising rates, 75 cts. an inch; on yearly contract, 25 in., 50 cts.; 50 in., 35 cts.; 100 in., 30 cts.; 300 in., 25 cts.; 500 in., 22 cts.; 750 in., 21 cts.; 1,000 in., 20 cts. an inch. Composition, 5 cts. an inch additional. Specified position, 15, 20 or 50% additional. Reading notices, first or back pages, 40 cts.; inside pages, 20 cts. a line. Classified, 1c. per word.

RED BANK—Population, 1910 census, 7,398; 1915 estimate, 8,231. On three railroads. Terminal of two Steamboat lines from New York on the Shrewsbury River. Is a well known Summer Resort. Trade center of the richest agricultural county in the world, growing over \$5,000,000.00 worth of products for 1914. Other industries are canneries; sash and blind, brush, government uniform, dress shield and carriage factories; marine railway works.

FARMERS SUCCESS—Monthly (1st). Agricultural. Established 1900. Elmer C. Wainwright & Co., publishers. Subscription,

NEW JERSEY

\$1.50. Claimed average circulation for 1914, 30,000; 16 to 24 pages, 6 columns; length of columns, 20 in.; width, 2 1/4 in. Cannot use matrices. Forms close 25th of month preceding.

Advertising rates, 20 cts. a line, or \$2 an inch. Classified, 30 words or less, 75 cts.

REGISTER—Every Wednesday. Independent Republican. Established 1878. John H. Cook, publisher. Subscription, \$1.50. Sworn average circulation for six months prior to April 1915, 5,463* net paid; 16 to 36 pages, 7 columns; length of columns, 22 in.; width, 2 1/4 in. Can not use matrices.

Advertising rates, 50 cts. an inch; continuous contracts, 25 cts. an inch. Special position, if granted, 50 cts. an inch. Reading notices, 10 cts. a line. Classified, 30 words or less, 25 cts.

RIDGEWOOD—Population 5,416. On Erie R. R. A residence place for New York City business men.

EDITOR—Fortnightly. Literary. Established 1895. The Editor Co., publishers. Subscription, \$2. Claimed average circulation for year 1914, 8,000; 48 pages and cover, 2 columns; length of columns, 7 1/2 in.; width, 2 1/2 in.

Advertising rates, \$25 a page.

TOWN OF UNION—(Weehawken P. O.) Population 21,023. Located two miles from Jersey City on West Shore; Erie, N. Y. Out. & Western Railroads. Principal industries are: Silk and embroidery mills.

HUDSON DISPATCH—Every morning except Sunday. Independent-Democratic. Established 1900. Dispatch Printing Co., publishers. Subscription, \$4.80. Claimed average circulation for six months ending June 1915, 10,000; 12 pages, 7 columns; length of columns, 20 in.; width, 2 1/4 in. Can use matrices. Office, Weehawken P. O.

Advertising rates, 2 cts. a line flat.

TRENTON—Population 96,815. On Delaware River and three railway systems consisting of ten radiating lines. One of the chief trolley centers of the East, there being a network of 16 separate divisions and branch lines covering a radius of 40 miles. Largest manufacturing center of the state and the largest in the United States in the manufacture of pottery and crockery. Also has iron, steel and zinc works; wire rope mills; fire brick, terra cotta and woolen factories as well as rubber goods; there being 140 different factories, employing, 30,000 hands. State Capital, State Schools. State Hospital for Insane and State Penitentiary located here. Annual value of manufactured products, \$75,000,000.00. Bank clearings during 1914, \$92,557,382.00.

NEW JERSEY

STATE GAZETTE—Every morning except Sunday. Republican. Established 1846. State Gazette Publishing Co., publishers. Subscription, \$3. Sworn average circulation for six months prior to April, 1915, 10,626* net paid; 12 to 20 pages, 7 columns; length of columns, 21½ in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 3½ cts. a line; 1,000 lines, 3 cts.; 2,500 lines, 2½ cts.; 5,000 lines, 2 cts. a line. Reading notices, 10 cts. a line; full faced type, 20 cts. a line. Classified, 1c. per word.

TIMES—Every evening except Sunday. and **TIMES-ADVERTISER**, Sunday. Independent. Established 1882. Trenton Times (Inc.), publishers. Subscription, \$5. Sworn average circulation for six months prior to October, 1914, evening, 23,292 net paid; Sunday, claimed average for 1914, 16,105; daily, 12 to 24 pages, Sunday, 32 pages; either edition, 3 columns; length of columns, 22 in.; width, 2½ in. Can use matrices.

Advertising rates, agate, daily or Sunday, 5 cts. a line flat. Preferred position, 10 and 25% extra. Reading notices, nonpareil, 15

NEW JERSEY

cts. a line; first page, bottom of column, \$1 a line. Classified, 1c. per word.

See advertisement on page 562.

WASHINGTON—Population 3,567. Located 65 miles west of New York City on Del., Lack. & Western R. R. The chief industries are brass foundry, silk mill, piano and organ works, underwear, faucet and bath room furnishing factories.

STAR—Every Thursday. Democratic. Established 1888. Chas. L. Stryker, publisher. Subscription, \$1.50. Sworn detailed average circulation for year 1914, 4,826* net paid; 12 to 16 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can not use matrices.

Advertising rates, 50 cts. an inch; 2nd insertion, 30 cts.; thereafter, or on yearly contract, 20 cts. an inch. Special position, 10 or 20 % extra. Reading notices, 1st, 6th, 7th or last page, 10 cts. a line; 500 lines within 1 year, 9 cts.; 1,000 lines, 8 cts.; 2,000 lines, 7 cts. a line; other pages, 8, 7 or 6 cts. a line, respectively. Classified, 1c. a word.

NEW MEXICO

ALBUQUERQUE—Population, 1910 census, 11,020; 1915 estimate, 14,000. On Rio Grande River and A., T. & S. F. R. R. In the center of an excellent grazing district; farming through irrigation methods also carried on extensively. Climate most beneficial to sufferers of throat and lung diseases. Industries include sash factory, woolen mills, brick yards, foundry, machine shops, lumber and saw mills, wagon, harness, farm implement, ice and furniture factories, railroad repair shops and brewery. Fruit growing largely engaged in. Industrial School for the Pueblo Indians and University of New Mexico located here.

JOURNAL—Every morning including **SUNDAY**. Independent. Established 1880. Journal Publishing Co., publishers. Subscription, \$7. Sworn average circulation for twelve months prior to April 1915, 7,589* net paid; 8 to 16 pages, 7 columns; length of columns, 20½ in.; width, 2½ in. Can use matrices.

Advertising rates, 35 cts. an inch; full position, 44 cts.; 51 in. or more, 28 or 35 cts. an inch. Reading notices 10 cts. a line. Telegraphic readers, 15 cts. a line. Classified, 1c. per word.

LAS VEGAS—Population, 1910 census, 3,755; 1915 estimate, 8,000. On Gallinas River. Headquarters New Mexico Division and

is on main line of A., T. & S. F. R. R. Important stopping point for autoists on "National Old Trails Ocean to Ocean Highway." A well-known health resort, Las Vegas Hot Springs being six miles distant, and here begins the beautiful Scenic Highway leading into a land of snowcapped peaks, forests, rushing mountain streams and stupendous canyons. Is fast becoming a motion picture point and is known as New Mexico's scenic show place. In the center of an excellent farming, fruit growing, lumbering and grazing district. Copper, gold, silver, tungsten, asbestos and other minerals found nearby. 40,000 to 60,000 tons of natural ice harvested annually in Gallinas Canyon.

REVISTA CATOLICA—Every Sunday. Spanish. Catholic. Established 1875. Jesuit Fathers, editors and publishers. Subscription, \$2. Claimed average circulation for year ending April, 1915, 5,900 net; 16 to 24 pages, 2 and 3 columns; length of columns, 10 in.; width, 2¼ and 3¼ in.

Advertising rates, 30 cts. an inch; first position, 40 cts.; second position, 35 cts. an inch. Reading notices, 10 cts. a line. Translations free.

SANTA FE—Population 5072. State Capital. On Atch., Top. & S. Fe; Denver & Rio

NEW MEXICO

Grande and New Mex. Cent. Railway systems. Sheep raising; gold, silver, copper, zinc and lead mining being the chief industries.

REVISTA ILLUSTRADA—Monthly. Spanish. Literary. Established 1907. Camilo Pa-

NEW MEXICO

dilla, editor and publisher. Subscription. \$1. Claimed average circulation for year 1914, 6,000; 20 pages, 2 columns; length of columns, 10 in.; width, 20 in.

Advertising rates, \$1 an inch; $\frac{1}{4}$ page, \$8; $\frac{1}{2}$ page, \$15; full page, \$25.

NEW YORK

ALBANY—Population, 1910 census, 100,253; 1915 estimate, 125,000. On Hudson River, Erie Canal, five railroads and direct steam boat connections with New York City, also direct connections with the Great Lakes through the Erie Canal. Big distributing trade. Industries include clothing, boot and shoe factories, printing plants, iron foundries; breweries and malt houses and also the manufacture of metallic ware, card board, confectionery, shirts, collars and pianos. State Normal College located here. Third largest mail transfer point and the second largest express transfer point in United States. Annual value of manufactured products, \$22,826,000.00. Custom House receipts, during 1914—value of imports, \$1,273,916; duties received, \$410,063.99. Building permits during 1914, 3,140 representing an outlay of \$6,074,908. Post Office receipts during 1914—postal funds, \$667,048.07; from money orders, \$3,990,154.82; pieces of mail dispatched, 58,595,762. Street Car Passengers during 1914, 34,859,355. Savings Banks—open accounts during 1914, 114,448 representing deposits of \$79,238,200.15. Bank clearings during 1914, \$318,756,306.00.

ARGUS—Every morning including SUNDAY. Democratic. Established 1813. The Argus Co., publishers. Subscription, daily, \$3; Sunday, \$2. Sworn average circulation for six months prior to April 1915, 14,612* net paid; 8 to 24 pages, 7 columns; length of columns, 19 4/7 in.; width, 2 1/2 in. Can use matrices. Office, Broadway and Beaver Street.

Advertising rates, daily or Sunday, agate, 9 cts. a line; 250 lines, 8 cts.; 500 lines, 7 cts.; 1,000 lines, 6 cts.; 2,500 lines, 5 cts.; 5,000 lines, 4 cts.; 10,000 lines, 3 cts.; 20,000 lines, 2 1/2 cts. a line; over 20,000 lines, 2 cts. a line. Special position, 10 and 25% extra. Classified, 10 cts. a count line. Reading notices, 10 cts. a line. Local notices, 25 cts. a line.

See advertisement on page 500.

BASTONE—Every Saturday. Italian. Independent. Established 1908. Achille R. Zalanga, publisher. Subscription, \$1. Claimed average circulation for year 1914, 6,000; 4 pages, 7 columns; length of columns, 21 in.;

width, 2 1/2 in. Can use matrices. Office, 28 Fulton Street.

Advertising rates, 25 cts. an inch; 5 in., 20 cts.; 10 in. or more, 15 cts. an inch.

JOURNAL—Every evening except Sunday. Republican. Established 1830. The Journal Co. proprietors. Subscription, \$3. Sworn average circulation for year prior to April, 1915, 16,987* net paid; 8 to 32 pages, 7 columns; length of columns, 20 in.; width, 2 1/4 in. Can use matrices. Office, 61 State Street.

Advertising rates, 10 cts. a line; 100 lines within one year, 8 cts.; 500 lines, 6 cts.; 1,000 lines, 5 cts.; 4,000 lines, 4 cts.; 5,000 lines, 3 1/2 cts. a line. Preferred position, 10 to 25% extra. Classified, 1c. per word. Reading notices, 40 cts. a line; business locals, 25 cts. a line; telegraphic readers, \$1 a line.

See advertisement on pages 499 and 564.

KNICKERBOCKER-PRESS—Every morning, including SUNDAY. Independent. Established 1842. The Press Co., publishers. Subscription, daily, \$3; Sunday, \$2. Sworn detailed average circulation for first six months prior to April, 1915, daily, 37,318* net paid; Sunday, 32,027 net paid; daily, 12 to 16 pages; Sunday, 42 to 60 pages, 8 columns; width of columns, 2 1/2 in. Can use matrices. Office, 18 Beaver Street.

Advertising rates, daily or Sunday, agate 6 cts. a line, flat; in Poultry Section, 5 cts., a line. Special positions, 10 and 25% extra. Reading notices, 27 cts. a count line. Classified, 1c. per word.

MOTORDOM—Monthly (25th). Automobile. Motordom Publishing Co., publishers. Subscription, \$1. Claimed average circulation for year 1914, 11,500; 32 to 48 pages, 3 columns; length of columns, 10 in.; width, advertising 3 1/2 or reading, 2 1/4 in. Can not use matrices.

Advertising rates, one page \$70; 1/2 or 1/4 pages, pro rata; with discounts on 3, 6, 9 or 12 insertions.

SUNDAY TELEGRAM—Every Sunday. Independent. Established 1887. Albany

NEW YORK

Telegram Co., publishers. Subscription, \$2.50. Sworn average circulation for year 1914, 21,879* net paid; 28 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices. Office, 5 Van Tromp Street.

Advertising rates, agate, 5 cts. a line flat. Reading notices, 25 cts. a count line.

See advertisement on page 480.

TIMES-UNION—Every evening except Sunday. Independent. Established 1853. Subscription, \$3. Sworn average circulation for twelve months prior to April 1915, 40,877* net paid; 10 to 16 pages, 8 columns; length of columns, 22 in.; width, 2½ in. Can use matrices. Office, Beaver and Green Streets.

Advertising rates, agate, 6 cts. a line. flat. Preferred position, 15 and 25% extra. Classified, 1c. a word. Reading notices, 50 cts. and \$1 a count line; telegraphic readers; \$1 a line; first page, \$2 a line.

See advertisement on page 552.

AMSTERDAM—Population, 1910 census, 31,267; 1915 estimate, 35,000. On Mohawk River and Erie Canal, and three railway systems. It is an important center for the manufacture of knit underwear, sweaters, carpets, rugs, brooms, steel springs, linseed oil, silk gloves and pearl buttons having 89 manufacturing establishments in all, whose annual output amounts to \$25,000,000.00.

RECORDER AND DEMOCRAT—Every evening except Sunday, and **SEMI-WEEKLY** (Tuesday and Friday). Republican. Established 1870. Wm. J. Kline & Son, editors and publishers. Subscription, daily, \$6.00; semi-weekly, \$1.50. Sworn detailed average circulation for year 1914, daily, 4,899*; semi-weekly, 3,316*; daily or semi-weekly, 8 to 16 pages, 7 columns; length of columns, 22 in.; width, 2½ in. Can use matrices.

Advertising rates, daily or semi-weekly, 50 cts. an inch; 25 in. to be used within one year, 40 cts.; 50 in., 35 cts.; 75 in., 30 cts.; 100 in., 25 cts.; 200 in., 20 cts.; 300 in., 17 cts.; 400 in., 15 cts.; 500 in. or more, 14 cts. an inch. Composition, 5 cts. an inch additional. Preferred position extra. Reading notices, 10 cts. a count line; telegraphic, 25 cts. a count line. Classified, 1c. per word.

ARCADE—Population, 1910 census, 1,294; 1915 estimate, 2,000. Three railroads. Stone quarries in vicinity. Industries include the manufacture of knit goods, cheese boxes, furniture, leather and barrels. Also has powdered milk plant, planing and knitting mills and last block factory. Annual value of manufactured and quarried products, \$3,500,000.00. Bank deposits during 1914, \$1,000,000.00.

WYOMING COUNTY HERALD—Weekly, embracing 4 papers in all, Arcade Herald,

NEW YORK

Delevan Press, Holland Review and Sardinia Censor. Republican. Established 1891. W. F. Arthurs, publisher. Subscription, \$1. Claimed average circulation (combined) for year 1914, 5,400; 8 pages, 6 columns; length of columns, 20 in.; width, 2½ in.

Advertising rates, one inch, 50 cts.; two in., 40 cts.; three in., 30 cts.; fifteen in., 25 cts.; twenty-one in., 20 cts.; over 100 in., 18 cts. an inch; on yearly contract, an advertisement of same size to appear each week, 17 cts., an inch. Reading notices, 5 cts. a line. Want ads, 1c. per word.

AUBURN—Population, 1910 census, 34,668; 1915 estimate, 36,000. Five railroads. Industries include the manufacture of woolen fabrics, rope, twine, carpets, iron goods and shoes; also manufactures mowing machines, reapers and farm implements generally. Auburn Theological Seminary and New York State Prison located here. Annual value of manufactured products, \$15,961,090.00.

ADVERTISER-JOURNAL—Every evening except Sunday. Republican. Established 1829. The Advertiser-Journal (Inc.), publishers. Subscription, \$6. Sworn detailed average circulation for three months ending July 1915, 5,217*; 10 to 20 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, 50 cts. an inch; 26 in. within one year, 22 cts.; 251 in., 18 cts.; 501 in. or more, 15 cts. an inch. Reading notices (blackface type counts double), 12 cts. a line; 500 lines or more, 10 cts. a line. Classified, 1c. per word.

CITIZEN—Every evening except Sunday. Independent. Established 1870. Auburn Publishing Co., publishers. Subscription, \$6. Sworn average circulation for six months prior to April, 1915, 6,755* net paid; 10 to 16 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, 50 cts. an inch; 10 in., within one year, 40 cts.; 50 in., 30 cts.; 100 in., 25 cts.; 250 in., 20 cts.; 500 in., 19 cts.; 1,000 in. or more, 18 cts. an inch. Reading notices, 12 cts. a line (brevier), with discount on 500 lines and upward. Classified, 1c. a word, first insertion; ½c. a word, subsequent insertions.

BATAVIA—Population 11,613. Three railroads. Distributing center of a prosperous agricultural and fruit growing section. Manufactures harvesting machinery, interior wood finish, shot guns and shoes. New York State School for the Blind located here.

NEWS—Every evening, except Sunday. Republican. Established 1878. Griswold & McWain, proprietors. Subscription, \$2. Sworn detailed average circulation for first three months 1915, 8,239* net paid; 8 to

NEW YORK

16 pages, 7 columns; length of columns; 20 in.; width, 2½ in. Can use matrices.

Advertising rates, nonpareil, one inch, one time, 50 cts.; one week, \$2; additional insertions 25 cts. an in.; 100 in., within one year, 25 cts.; 300 in., 22 cts.; 500 in. or more, 20 cts. an inch; preferred position, 25% extra. Classified, 5 lines (25 words), or less, one time, 25 cts.; 3 times, 60 cts.; one week, \$1. Reading notices, 15 cts. a line; locals, 10 cts. a line, with discount for continued insertions.

BINGHAMTON—Population, 1910 census 48,413; 1915 N. Y. State census, 55,595. On Susquehanna River at confluence with Chenango river; two railway trunk lines (Erie and Lackawanna). Also terminus of Delaware & Hudson Railroad. Surrounding country rich in dairy products. Industries also include the manufacture of valves, shoes, metal beds, cameras and films, carriage hardware, toys, silks, washing machines, sporting goods, proprietary medicines, paving brick, electric motors, flexible shafts, farm implements, carriages, furniture, bridges and scales. New York State Hospital for the Insane located here. Annual value of manufactured products, \$30,000,000.00. Bank clearings for 1914, \$34,615,800.00.

PRESS AND LEADER—Every evening except Sunday. Independent. Established 1878. Binghamton Press Co., publishers. Subscription, \$3. Sworn detailed average circulation for twelve months prior to April 1915, 25,815* net paid; 12 to 16 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 10 cts. a line; 39 times, or 1,000 lines, 6¾ cts.; 78 times, or 3,000 lines, 5 cts.; 104 times, or 5,000 lines, 4½ cts.; cts.; 156 times, or 10,000 lines, 4 cts. a line. Position, 10, 25 or 50% extra. Reading notices, 25 cts. a count line; 500 lines, within one year, 20 cts.; 1,000 lines, 18 cts.; 3,000 lines, 15 cts.; 5,000 lines, 12 cts. a line.

See advertisement on page 528.

REPUBLICAN-HERALD—Every morning except Sunday. Republican. Established 1822. The Southern Tier Publishing Co., publishers. Subscription, \$3. Sworn average circulation for six months prior to April 1915, 16,798* net paid; 10 to 20 pages, 7 columns; length of columns, 20½ in.; width, 2½ in.

Advertising rates, 7 cts. a line; 1,000 lines, within one year, 5 cts.; 2,000 lines, 4½ cts.; 3,000 lines, 4 cts.; 5,000 lines or more, 3 cts. a line. Preferred position, 10, 25 and 50% extra. Classified, 1c. a word. Reading notices, 25 cts. a line, with discount on 500 lines and over.

BROOKLYN—A borough of New York City; populations, 1910 census, 1,634,351; 1915 estimate, 1,900,000. Connected with Man-

NEW YORK

hattan by ferries, four suspension bridges and two subways; has over 30 miles of water front. Extensive docks lined with immense storehouses for grain, immerse sugar refining industry; also drugs, chemicals, paints, shoes, foundry and machine shops, copper ware, cordage, twine, malt, liquors, and ship building. U. S. Navy Yard located here and homes of many hundred of thousands of Manhattan business men.

AMERICAN HAIRDRESSER—Monthly (1st). Hairdressing. Established 1877. H. R. Howell, publisher. Subscription, \$1. Claimed average circulation for year ending June, 1915, 4,100; 110 pages, 2 columns; length of columns, 9½ in.; width, 3½ in. Cannot use matrices. Office, Thomas Jefferson Bldg.

Advertising rates, full page, \$20; ½ page \$10; ¼ page, \$7.

BEDFORD RECORD—Every Friday. Non-partisan. Established 1902. Mansfield Hunt, publisher. Subscription, \$1; circulation—not given by publisher; 8 pages, 6 columns; length of columns, 20 in.; width, 2½ in. Office, 1207 Atlantic Ave.

Advertising rates, agate, 5 cts. a line. Discount of 10, 15, 20 or 25% on 4, 13, 26 or 52 insertions.

BROOKLYN-BROWNSVILLE POST—Every Sunday. Yiddish-Independent. Established 1909. Brownsville Publishing Co., publishers. Subscription, 50 cts. Claimed average circulation for year 1914, 15,000; 8 pages, 7 columns; length of columns 19½ in.; width 2¼ in. Can use matrices. Office 1778 Pitkins Avenue.

Advertising rates, agate, 15 cts. a line, 2,500 lines or more on yearly contract, 10 cts. a line. Reading notices, 35 cts. a line; opposite editorial or on last page, 50 cts.; first or editorial page \$1 a line.

CHAT—Every Saturday. Independent. Established 1900. The Chat (Inc.), publishers. Subscription, \$2. Sworn average circulation for year ending April 1914, 55,233* net; 20 to 32 pages, 7 columns; length of columns, 20½ in.; width, 2½ in. Can use matrices. Office, 1618 Weirfield Street.

Advertising rates, agate, 26 cts. a line; 4 times, 25 cts.; 8 times, 24 cts.; 12 times 23 cts.; 52 times, 22 cts. a line; 5,000 lines within one year, 21 cts.; 10,000 lines, 19 cts. a line. Classified, 15 cts. a line.

CITIZEN—Every evening except Sunday, and SUNDAY MORNING. Democratic. Established 1886. Subscription, daily, \$3; Sunday, \$1.50. Sworn average circulation for six months prior to April, 1915, daily and Sunday, 32,972* net paid; daily, 12 to 16 pages; Sunday, 24 to 36 pages, 7 columns; length of columns, 21 1/7 in.; width, 2 1/7 in. Can use matrices. Office, 397-401 Fulton Street.

NEW YORK

Advertising rates, agate, 15 cts. a line; editorial page, 20 cts. a line. Special position, 5 cts. a line additional. Space discounts furnished upon application. Double column advertisements must be not less than 28 lines; 3 columns, 56 lines; 4 columns, 84 lines; 5 columns, 112 lines and 6 columns, 140 lines deep. Classified, business opportunities or financial, 16 cts. a line; yearly standing financial advertisements, 5 cts. a line; personals, sporting and turf, 25 cts.; summer and winter resorts, 10 cts. a line; by the month, \$1.50 a line; publication, 15 cts. a line. Reading notices, 50 cts. a line; editorial page, 75 cts.; first page, \$1.

See advertisement on page 524.

EAGLE—Every evening except Sunday, and **SUNDAY MORNING**. Independent Democratic. Established 1840. Subscription, daily, \$8; Sunday, \$1.50. Sworn average circulation, for twelve months prior to April 1915, daily and Sunday, 44,390* net paid; daily, 22 to 30 pages; Sunday, 60 to 72 pages, 7 columns; length of columns, 22½ in.; width, 2½ in. Can use matrices. Office, Eagle Building, 303-313 Washington Street.

Advertising rates, 16 cts.; editorial and last pages, 25 cts. a line. Preferred position, 30 and 40 cts. a line. Automobiles, resorts, hotels, schools, for sale, real estate and general classified, 16 cts. a line. Reading notices, foot of column, first page, \$1.50 a count line; following death notices, 50 cts. a line.

FINSKA AMERIKANAREN—Every Thursday. Swedish. Independent. Established 1897. The New York Finnish Publishing Co., publishers. Subscription, \$2. Claimed average circulation for 1914, 7,615; 12 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Office, 511 8th Ave.

Advertising rates, 50 cts. an inch: 2,000 lines, 10%; 4,000 lines, 15%; 5,000 lines, 20% discount. Reading notices, 8 cts. a brevier line.

FLATBUSH OBSERVER—Every Friday. Independent. Established 1908. Flatbush Observer, (Inc.), publishers. Subscription, \$1. Claimed average circulation for year 1914, 12,000; 8 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates on application.

FREIE PRESSE—Every evening except Sunday, and **SUNDAY MORNING**. German. Republican. Established 1864. Roehr Publishing Co., publishers. Subscription, daily, \$3; Sunday, \$2; circulation—not given by publisher; daily, 8 pages; Sunday, 24 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices. Office, 35 Myrtle Avenue.

Advertising rates, daily or Sunday, agate, 16 cts. a line. Preferred position, 10 and 25% extra. Reading notices, 25 cts. a count line; editorial and last page, 40 cts.; first page, 50 cts. a line. Classified, financial 16 cts.; instruction, 10 cts.; resorts, 15 cts.; real

NEW YORK

estate, 10 cts.; 3 times, 20 cts. a line; special real estate rate, 7 times, 30 cts. a line (two line head allowed).

HOME TALK—Every Wednesday. Local. Established 1904. Geo. W. Green, publisher. Subscription, \$1.50. Claimed average circulation for year 1914, 12,000; 20 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Office, 4911 Third Avenue.

Advertising rates, \$1 an inch; one month, 90 cts.; three months, 85 cts.; six months, or longer, 80 cts. an inch.

ITEM—Every Friday. Local. Non-political. Established 1904. J. H. Cox, publisher. Subscription, \$1.50. Claimed average circulation for year 1914, 13,000; 12 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Office, 513 Fifth Avenue.

Advertising rates, \$1 an inch; one month, 90 cts.; three months, 85 cts.; six months, or longer, 80 cts. an inch.

LAISVE—Semi-weekly (Tuesday and Friday). Lithuanian-Socialist. Established 1911. Laisve Publishing Co., publishers. Subscription, \$2. Sworn average circulation for year ending May, 1915, 14,200* net; 8 pages, 7 columns; length of columns, 21½ in.; width, 2½ in. Cannot use matrices. Office, 183 Roehling Street.

Advertising rates, 60 cts. an inch; 7 times, 50 cts.; 13 times, 40 cts.; 26 times, 35 cts.; 52 times, 30 cts.; 104 times, 25 cts. an inch.

LIFE—Every Saturday. Society and Home. Established 1889. Brooklyn Life Publishing Co., publishers. Subscription, \$3. Claimed average circulation for year 1914, 37,925; 36 to 90 pages, 3 columns; length of columns, 12 in.; width, 2½ in. Can use matrices. Office, Eagle Building.

Advertising rates, agate, 25 cts. a line. Discount, 1,000 lines, 5%; 2,000 lines, 10%; 3,000 lines, 15%; 5,000 lines, 20%; resorts, 20% discount. Reading notices, minion, \$1 a line; preferred pages, extra.

MOTION PICTURE MAGAZINE—Monthly (15th of month preceding). Also **MOTION PICTURE SUPPLEMENT**. Monthly (15th of month preceding). Motion Picture Stories. Established 1911; Supplement, Sept. 1915. The M. P. Publishing Co., publishers. Subscription, \$1.50. Sworn detailed average circulation for six months ending May, 1914, 254,000* net paid; Supplement, first issue, 100,000. Magazine 176 pages, 2 columns; length of columns, 8 in.; width, 2½ in.; Supplement, 3 columns; length of columns, 10 in.; width, 2½ in. Can use matrices. Forms close, Magazine, 15th of second month preceding; Supplement, 1st of month preceding. Office, 175 Duffield Street.

Advertising rates, magazine, \$16 an inch or \$1.12 a line if space exceeds one inch; full page, (224 lines), \$250; ½, ¼ or ⅛ page, pro rata; back cover (two colors), \$400.

NEW YORK

(three colors), \$450; second or third covers (one color), \$275; (two colors), \$325. Classified (minimum 4 lines), \$1 a line. SUPPLEMENT—display, 25 cts. a line; full page, (420 lines), \$100; second or third cover, \$125; fourth cover, (2 or 3 colors), \$250. Combination with Magazine, (cover pages excepted), 10% discount. Classified, 50 cts. a line.

NEWS—Every Saturday and Sunday. Local. Established 1901. Brooklyn Weekly News Co., publishers. Subscription, \$2. Claimed average circulation for year 1914, Saturday, 20,000; Sunday, 15,000; 8 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices. Office, 4708 Third Ave., South Brooklyn.

Advertising rates, Saturday, 11 cts., Sunday, 8 cts. a line; 13 times, 10 or 7 cts.; 26 times, 8 or 6 cts.; 52 times, 7 or 5 cts. a line; 25,000 line, within one year, Sunday, 4 cts., Saturday and Sunday, 6 cts. Classified to appear in both editions, 10 cts. a line; 4 times, 8 cts.; 8 times, 7 cts. a line.

NEW YORKIN UUTISET—Every Wednesday and Saturday. Finnish. Independent. Established 1906. Finnish Newspaper Co., publishers. Subscription, \$2. Sworn average circulation for six months ending August, 1915, 8,338 net; 8 pages, 7 columns; length of columns, 19¾ in.; width, 2½ in. Office, 740 Fortieth Street.

Advertising rates, 50 cts. an inch, with discounts on time contracts.

NORDISK TIDENDE—Every Thursday. Norwegian. Established 1891. The Norwegian News Co., publishers. Subscription, \$2; circulation—not given by publisher; 12 pages, 6 columns; length of columns, 20 in.; width, 2½ in. Can use matrices. Office, 4413 Third Avenue.

Advertising rates, 60 cts. an in.; 8 insertions, 55 cts.; 13 insertions, 50 cts.; 26 insertions, 45 cts.; 52 insertions, 40 cts. an inch.

PEERLESS FASHION GUIDE—See New York City.

REFORM—Every Saturday. German and English. Democratic. Established 1870. F. Weidner Printing and Publishing Co., publishers. Subscription, \$1.50. Claimed average circulation for year 1914, 10,400; 12 pages, 7 columns; length of columns, 22 in.; width, 2¼ in. Office, 1109 DeKalb Avenue.

Advertising rates, agate, \$1 an inch; two in. in one issue, \$1.75; 100 in., within six months, 60 cts., 250 in., 55 cts.; 500 in., within one year, 50 cts. an inch. Preferred positions, 10 or 25% extra. inch, one month, \$3; three months, \$7.50; six months, \$14;

NEW YORK

one year, \$25. Reading notices, brevier, 20 cts. a line. Classified, 5 cts. a line.

RETAIL BAKER—See New York City.

STANDARD UNION—Every evening except Sunday, and **SUNDAY MORNING**. Republican. Established 1863. Brooklyn Union Publishing Co., publishers. Subscription, \$3.50. Sworn average circulation for twelve months prior to April, 1915, daily, 61,680* net paid; Sunday, 68,402* net paid; daily, 14 to 20 pages; Sunday, 20 to 24 pages, 8 columns; length of columns, 21 2/7 in.; width, 12½ ems. Can use matrices. Office, 292-296 Washington Street and 317-321 Fulton Street.

Advertising rates, agate, 15 cts. a line, flat. Classified, help wanted, 3 lines or less, 25 cts.; 3 times, 50 cts.; 10 cts. for each additional line three times; 5 cts. for each additional line, one time. Business opportunities, 15 cts. a line; financial, 16 cts.; hotels and resorts, 15 cts.; \$1.50 per month for fixed space; new publications, 15 cts. a line. Reading notices, 40 cts. a line; editorial page, 50 cts. a line; first page, \$1 a line.

See advertisement on page 458.

TABLET—Every Saturday. Religious. Established 1908. The Tablet Publishing Co., publishers. Subscription, \$2. Claimed average circulation for year ending April, 1915, 23,000 net; 8 to 20 pages, 7 columns; length of columns, 22 in.; width, 2¼ in. Can use matrices. Forms close Wednesdays. Office, 189 Montague Street.

Advertising rates, 12 cts. per line, ranging down to 5 cts. for one year or 5,000 line contracts.

TIMES—Every evening except Sunday. Republican. Established 1848. Brooklyn Times Co. (Inc.), publishers. Subscription, \$5. Sworn circulation for twelve months prior to April, 41,419* net paid; 12 to 28 pages, 7 columns; length of columns, 22 in.; width, 2½ in. Can use matrices. Office, Atlantic and 4th Aves.

Advertising rates, agate, 15 cts. a line; 1,000 lines, 12 cts.; 2,500 lines, 11 cts.; 5,000 lines, 10 cts.; 10,000 lines, 9 cts. a line; preferred position, 2 or 5 cts. a line extra. Classified, business opportunities, 10 cts. a line; financial, 16 cts.; resorts and hotels, 10 cts.; by the month, \$1.50 a line; personals, 25 cts. a line. Reading notices, 75 cts. a line; first page, \$1.

See advertisement on page 560.

BUFFALO—Population 423,715. On Lake Erie, Erie Canal and seventeen trunk line and six belt or Suburban line railroads. Has ten steamship lines and immense lake commerce, that in grain being particularly extensive. In iron and steel products ranks as the second city in the United

THE statement "I am not influenced by advertising" is not so much in the nature of wisdom as it is in the nature of an obituary.

NEW YORK

States, and livestock trade is likewise most extensive. Industries include extensive meat packing establishment, flour mills, foundries and machine shops and manufacture of leather, lumber and clothing. Bank clearings for 1914, \$591,329,393.86. Annual value of manufactured products, \$302,218,850.00.

AMERICAN BLACKSMITH—Monthly (1st). Trade. Established 1901. W. F. Wendt Publishing Co., publishers. Subscription, \$1. Claimed average circulation for year 1914, 20,548; 80 pages, 3 columns; length of columns, 10 in.; width, 2½ in. Cannot use matrices. Forms close 5th and 20th of preceding month. Office, New Sidway Bldg. Advertising rates on application.

AMERICAN POULTRY WORLD—Monthly. Poultry. Established 1909. American Poultry Publishing Co., publishers. Subscription, 50 cts. Claimed average circulation for year 1914, 45,000; 80 to 160 pages, 3 columns; length of columns, 10 in.; width, 2½ in. Forms close 20th preceding month.

Advertising rates, agate, 30 cts. a line; on yearly contract, 22 cts. a line. Reading notices, nonpareil, 60 cts. a line.

AURORA AND CHRISTLICHE WOCH—Every Friday. German. Catholic. Established 1851. German Roman Catholic Orphan Asylum, publishers. Subscription, \$1.50. Claimed average circulation for year 1914, 8,650 net; 8 pages, 6 columns; length of columns, 19 in.; width, 2½ in. Can use matrices. Office, 564 Dodge Street.

Advertising rates, agate, 3 cts. a line.

CATHOLIC UNION AND TIMES—Every Thursday. Catholic. Established 1871. Buffalo Catholic Publication Co., publishers. Subscription, \$2. Claimed average circulation for year 1914, 27,000; 8 pages, 7 columns; length of columns, 20½ in.; width, 2½ in. Office, St. Stephen's Hall.

Advertising rates, agate, \$2 an inch, with discounts.

C. M. B. A. ADVOCATE—Monthly (1st). Catholic-Fraternal. Established 1904. Supreme Council Catholic Mutual Benefit Association, publishers. Subscription 25 cts. Claimed average circulation for year 1914, 65,301; 12 pages, 4 columns, length of columns 12½ in.; width 2½ in. Can use matrices, forms close 25th of month preceding. Office St. Stephens Hall.

Advertising rates, 30 cts. a line. Reading notices 50 cts. a line.

COMMERCIAL—Every evening except Sunday. Republican. Established 1811. James D. Warren's Sons Company, publishers. Subscription, \$6. Claimed average circulation for year 1914, 10,000; 10 to 16 pages, 7 columns; length of columns, 21¾ in. Can use mat-

NEW YORK

rices. Office, cor. Washington and No. Division Streets.

Advertising rates, agate, 15 cts. a line; one week, 90 cts.; one month, \$1.56; three months, \$3.12; six months, \$4.68; one year, \$7.80; e. o. d. ½; twice a week, ½; once a week, ¼ daily rates. Classified, 1c. per word. Local reading notices, 30 cts. a line.

See advertisement on page 504.

COURIER—Every morning, including SUNDAY, and ENQUIRER, every evening except Sunday. Democratic. Established 1828. W. J. Conners, publisher. Subscription, morning or evening, \$3; Sunday, \$2.50. Sworn average circulation for first six months 1915, morning, 53,900* net; evening, 46,081* net; Sunday, 89,260* net; morning or evening, 10 to 16 pages; Sunday, 60 to 80 pages, morning or evening, 8 columns; Sunday, 7 columns; length of columns, 21¾ in.; width, 2½ in. Can use matrices.

Advertising rates, agate, for COURIER and ENQUIRER combined, or Sunday 15 cts. a line, 1,000 lines, or 26 insertions, 14 cts.; 3,000 lines, or 52 insertions, 13 cts.; 5,000 lines or 78 insertions, 12 cts. a line. Special positions 10 and 25% additional. Reading notices, 50 cts. a line, with discount on 100 lines and over; telegraphic and first page readers, \$2 a line (10 lines to the inch). Classified, 2 cts. per word, or 12 cts. a line (minimum charge, 30 cts.). Courier only, 1c. per word.

See advertisement on page 503.

DEMOKRAT—Every evening except Sunday. German. Independent Democratic. Established 1837. F. C. B. Held, publisher. Subscription, daily, \$6.50. Sworn average circulation for six months prior to April, 1915, 10,815* net paid; 8 pages, 7 columns; length of columns, 22 in.; width, 2½ in. Office, 254 Main Street.

Advertising rates, 75 cts. an inch; one week, \$3; one month, \$8; three months, \$18; six months, \$30; one year, \$50. Reading notices, nonpareil, 15 cts. a line; classified, 1c. a word.

DZIENNIK DLA WSZYSTKICH—Every evening except Sunday, SUNDAY MORNING. Polish-Republican. Established 1907. Everybody's Daily Publishing Co., publishers. Subscription, \$3. Sworn average circulation for six months prior to April, 1915, daily and Sunday, 14,795* net paid; 8 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices. Office, 928 Broadway.

Advertising rates, 60 cts. an inch; 500 in., 50 cts.; 1,000 in., or more, on yearly contract 40 cts. an inch. Reading notices, 10 cts. a line. Classified, 5 cts. a line.

EAST SIDE NEWS—Every Wednesday. Independent. Established 1908. East Side News Publishing Co., publishers. Subscription, \$1. Claimed average circulation for year 1914, 8,248; 8 pages, 7 columns; length of

NEW YORK

columns, 20½ in.; width, 2¼ in. Can use matrices.

Advertising rates, agate, 75 cts. an inch; 2 to 15 times, 60 cts. an inch. Full or preferred positions, 10% additional. Reading notices (heads count two lines) 20 cts. a line. Classified, 1c. per word.

ECHO—Every Thursday. Catholic. Established 1915. German Roman Catholic Orphan Asylum, publisher. Subscription, \$1.50. Claimed average circulation first six months of existence, 9,500; 8 pages, 6 columns; length of columns, 19 in.; width, 2¼ in. Can use matrices. Office, 564 Dodge St.

Advertising rates, agate, 4 cts. a line.

ENQUIRER—Evening edition of Courier, which see.

See advertisement on page 503.

EXPRESS—Every morning except Sunday. **ILLUSTRATED EXPRESS**, Sundays. Independent Republican. Established 1846. The J. N. Matthews Co., owners. Subscription, daily, \$3; Sunday, \$2.50. Claimed average circulation for year 1914, daily, 39,297 net; Sunday, 43,195 net; daily, 12 to 16 pages; Sunday, 54 to 60 pages, 7 columns; length of columns; 21 3/7 in.; width, 2¼ in. Can use matrices. Office, 177-183 Washington Street.

Advertising rates, agate, daily, 15 cts. a line; 2 times, 12 cts.; 26 times, 10 cts.; 52 times, 9 cts.; 78 times, 8 cts.; 156 times, 7 cts. a line; 1,000 lines within one year, 12 cts.; 2,000 lines, 10 cts.; 3,000 lines, 9 cts.; 4,000 lines, 8 cts.; 5,000 lines, or more, 7 cts. a line. **SUNDAY** edition, 20 cts. a line; 2, 3 or 4 times, 16 cts.; 5 times, 15 cts.; 9 times, 14 cts.; 13 times, 13 cts.; 26 times, 12 cts.; 52 times, 10 cts. a line; 1,000 lines, within one year, 16 cts.; 2,000 lines, 15 cts.; 3,000 lines, 14 cts.; 4,000 lines, 13 cts.; 5,000 lines, or more, 12 cts. a line. Preferred position, in halftone section, 25 cts. extra. Reading notices, daily, 25 cts. a line; first page readers, 50 cts. a line; Sunday, 50 cts. a line; first page, \$1 a line; Sunday, daily or Sunday, 1c. per word. Special rate for summer or winter resorts, new publications, school and college advertising, daily or Sunday, 10 cts. a line.

GAZETA BUFFALOSKA—Every Wednesday. Polish Republican. Established 1900. Wincenty Smolczynski and Son, publishers. Subscription, \$1. Claimed average circulation for year 1914, 6,550; 8 pages, 6 columns; length of columns, 20 in.; width, 2¼ in. Office, 865 Filmore Avenue.

Advertising rates, 40 cts. an inch, with discounts.

HACIENDA—Monthly (15th of month preceding). Spanish-Export. Established 1905. W. F. Wendt Publishing Co., publishers. Subscription, \$3. Claimed average circulation, 1914, Spanish edition, 23,086; Portuguese edition, 9,409; 108 pages, 2 columns; length of columns, 9 in.; width, 3¾ in. Cannot use

NEW YORK

matrices. Forms close 5th. month preceding. Office, New Sidway Building.

Advertising rates upon application.

HORSE WORLD—Every Tuesday. Breeding and Turf. Established 1887. The Horse World Co., (Inc.), publishers. Subscription, \$2. Claimed average circulation for year 1914, 10,000; 20 to 24 pages, 4 columns; length of columns, 13 in.; width, 2¼ in. Forms close Monday preceding. Office, 1028 Marine Bank Bldg.

Advertising rates, 1 inch, one time, \$2.50; one month, \$9.25; three months, \$21; six months, \$36; one year, \$58.

ILLUSTRATED EXPRESS—Sunday edition of Express, which see.

ILLUSTRATED SUNDAY MAGAZINES—See New York City.

See advertisement on page 538.

NATIONAL MONTHLY AND LITERARY MAGAZINE SECTION—Monthly. Literary. Established 1909. National Monthly Company publishers. Subscription, \$1; also issue Literary Magazine Section, circulated through about 40 newspapers on first Sunday or Saturday or during first week of each month, guaranteed combined average circulation for year 1915-16, 300,000; 4 columns; length of columns, 13 in.; width, 2¼ in. Forms close 6th preceding month. Can use matrices.

Advertising rates, agate, in combination, \$1 a line; inside covers (two colors), \$792; back cover (three colors), \$828.

See advertisement on page 436.

NATIONAL STOCKMAN AND FARMER—See Pittsburg, Pa.

NEWS—Every evening and Sunday. Republican. Established 1873. E. H. Butler, publisher. Subscription, \$3. Sworn detailed average circulation for twelve months prior to April 1915, 104,223 net paid; 14 to 24 pages, 8 columns; length of columns, 21½ in.; width, 2¼ in. Can use matrices. Office, 218 Main Street.

Advertising rates, 20 cts. a line; 13 insertions or 1,000 lines, 15½ cts.; 26 insertions or 2,000 lines, 15 cts.; 52 insertions or 3,000 lines, 14½ cts.; 104 insertions or 5,000 lines, 14 cts. Effective July 1st, 1916, 15 cts., flat, an inch. Preferred position, 10 and 25% extra. Pure reading notices, first page, \$1.50 a line; woman's or society page, 75 cts.; other pages, 50 cts.; telegraphic readers, inside pages, \$1 a line. Classified, 2 cts. per word.

POLAK W AMERYCE—Every evening except Sunday. Polish-Independent. Established 1886. Estate of Rev. John Pitass, publisher. Subscription, \$3. Sworn average

NEW YORK

circulation for six months prior to April 1915, 7,039* net paid; 4 to 8 pages, 7 columns; length of columns, 20½ in.; width, 2½ in. Office, 389 Peckham Street.

Advertising rates, 35 cts. an inch; 3 times, 30 cts.; one week, 25 cts.; one month, 20 cts.; three months, 18 cts.; six months, 17 cts.; one year, 16 cts. an inch; 100 in., within one year, 30 cts.; 250 in., 25 cts.; 500 in., 23 cts.; 1,000 in., 20 cts. an inch. Preferred positions, 10 and 25% extra. Classified, 1c. a word. Reading notices, 15 cts. a count line; telegraphic readers, 25 cts. a count line.

TIMES—Every evening except Sunday, and **SUNDAY MORNING**. Democratic. Established 1877. Norman E. Mack, publisher. Subscription, daily, \$3; Sunday, \$2.50. Sworn average circulation for twelve months prior to April, 1915, daily, 66,776* net paid; Sunday, 67,815* net paid; daily, 10 to 24 pages, 8 columns; Sunday, 76 to 92 pages, 7 columns; length of columns, 22 in.; width, 2½ in. Can use matrices. Office, 193-195 Main Street.

Advertising rates, daily, or Sunday, 18 cts. a line; open space within one year, 1,000 lines, 15 cts.; 2,500 lines, 11 cts.; 2,500 lines to 5,000 lines, 9 cts.; 5,000 lines or more, 8 cts. a line. Preferred positions 10 and 25% extra. Pure reading, 50 cts. a count line, with discount on 50 lines and over; locals, 25 cts. a count line, with discount on 100 lines and over; telegraphic readers, 75 cts. a line. Classified, 1c. a word; in caps, 2 cts. a word; dashes or black lines, 7 cts. a line; under special classification, 15% extra. Thursdays and Fridays editions subject to advance of 25% over rates above quoted.

See advertisement on page 450.

TRUTH—Every Thursday. Republican. Established 1903. Mark H. Hubbell, editor and publisher. Subscription, \$2. Claimed average circulation for year 1914, 12,500; 20 pages, 3 columns; length of columns, 10¾ in.; width, 2½ in. Can use matrices. Office, 459 Washington Street.

Advertising rates \$1 an inch. Reading notices, 15 cts. a line.

VOLKSFREUND—Every evening except Sunday. German. Democratic. Established 1868. Buffalo Volksfreund Printing Co., publishers. Subscription, \$6. Claimed average circulation for 1914, 9,291; 8 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Office, 46-48 Broadway.

Advertising rates, agate, \$1 an inch; 2 days, 85 cts.; 3 days to week, 75 cts.; 500 in. within one year, 50 cts.; 2,000 in., 40 cts.; 5,000 or more in., 25 cts. an inch. Classified, 1c. a word. Reading matter, 15 cts. a line; 1,000 lines or over, 10 cts. a line.

CATSKILL—Population 5,296. On Hudson River; West Shore and Catskill Mountain & Cairo Railroads. Is a well-known summer resort. Leading industries are brick and cement works and knitting mills.

NEW YORK

RECORDER—Every Friday. Democratic. Established 1792. Estate of J. B. Hall, publisher. Subscription, \$1; Sworn detailed average circulation for year ending May 1915, 4,524* 8 pages, 7 columns; length of columns, 23 in.; width, 2½ in. Can not use matrices.

Advertising rates, one inch, 50 cts.; two in., 90 cts.; three in., \$1.20; four in., \$1.50; six in., \$2.10; eight in., \$2.50; one column, \$7.50 with discounts on time contracts.

COOPERSTOWN—Population 2,484. On Susquehanna River, Otsego Lake and D. & H. R. R. Summer resort and enjoys large trade as distributing point for the surrounding country. Industries include publishing house; cheese and ice cream factory.

AMERICAN MOTHERHOOD—Monthly. Parents and Home. Established 1895. The Arthur H. Crist Co., publishers. Subscription, \$1. Claimed average circulation for year 1914, 102,000; 80 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Forms close 3rd and 5th of preceding month.

Advertising rates, agate, 50 cts. a line; one page, \$100; ½, ¼, ⅓ pages, pro rata; back cover (three colors), \$330.

OTSEGO FARMER—Every Friday. Republican. Established 1886. The Arthur H. Crist Co., publishers. Subscription, \$1.50. Claimed average circulation for year 1914, 5,400; 8 pages, 8 columns; length of columns, 20 in.; width, 2½ in. Can not use matrices.

Advertising rates, 80 cts. an inch, with discounts for time and space.

TABLE TALK—Monthly (25th). Culinary. Established 1885. Arthur H. Crist Co., publishers. Subscription, \$1. Claimed average circulation for year 1914, 12,250; 64 to 80 pages, 2 columns; length of columns, 8 in.; width, 2¼ in. Forms close 8th of preceding month.

Advertising rates, agate, \$2.25 an inch; full page, \$36; ½, ¼ and ⅓ pages pro rata.

CORNING—Population 13,730. On Chemung River and three railroads. An important wholesale jobbing center in grocery and confectionary lines. Dairy and tobacco growing and coal mining extensively engaged in. Industries include glass cutting works, foundries, railroad repair shops, and cigar, railroad car and glass factories. Also manufacture silk gloves, clay products and iron bridges. Annual value of manufactured products, \$3,050,410.00.

LEADER—Every evening except Sunday. Independent Democratic. Established 1884. E. S. Underhill, publisher. Subscription, \$5. Sworn average circulation for twelve months prior to April 1915, 8,333* net paid; 8 to 16 pages, 7 columns; length of columns, 19¾ in.; width, 2½ in. Can use matrices. Advertising rates, 50 cts. an inch; 500 in. within one year, 30 cts. an inch; 100 in., 25

NEW YORK

cts.; 200 in., 22 cts.; 300 in., 20 cts.; 400 in., 19 cts.; 500 in., or more, 18 cts. an inch. Composition, 5 cts. an inch, additional. Special positions, 10 or 25% extra. Classified, 1c. per word, first time, $\frac{2}{3}$ c., after. Reading notices, 10 cts. a line.

CORTLAND—Population 11,504. Located 36 miles from Syracuse on Del. Lac. and West., and the Lehigh Val. Ry. systems. Industries consist of machine shops; foundries; carriage, wagon, wheel and corundum works; wire cloth, netting, nail, wall paper, skirt, silk, auto truck, canning, milk, flour and hardware factories. A state Normal and Training School is located here.

STANDARD—Every evening except Sunday. Republican. Established 1892. Courtland Standard Printing Co., (Inc.), publishers. Subscription, \$5. Sworn average circulation for six months prior to April 1915, 4,664* net paid; 8 to 16 pages, 7 columns; length of columns, 20½ in.; width, 2½ in. Cannot use matrices.

Advertising rates, 25 cts. an inch; 25 in. within one year, 22 cts.; 50 in., 20 cts.; 100 in., 18 cts.; 300 in., 16 cts.; 500 or more in., 14 cts. an inch. Reading notices, 10 cts. a line, with discount of 25 or 50% on 500 or 1,000 lines. Classified, 1c. per word.

DANVILLE—Population 3,938. Two railroads. In the center of an excellent stock raising and agricultural district. Grapes grown extensively. Has machine shops and flour mills. Center of great nursery industries.

NORMAL INSTRUCTOR — PRIMARY PLANS—Monthly, except July and August. Educational. Established 1891. F. A. Owen Publishing Co., publishers. Subscription, \$1.25. Claimed average circulation for year 1914, exceeding, 140,000; 72 to 80 pages, 4 columns; length of columns, 12¼ in.; width, 2¼ in. Forms close 1st preceding month.

Advertising rates, 6¢, 65 cts. a line; 1 page, (684 lines), \$355.68; ½ page, \$188.96; ¼ page, \$100.00; 4th cover page, (2 colors), \$400.00.

DELHI—Population 1,736. Located on Delaware River and New York, Ontario & Western Railroad, in a prosperous dairying, stock raising and agricultural district. Other industries of importance are milk bottling plants; foundry; carriage works and silk mill. State School of Agriculture located here.

DELAWARE EXPRESS—Every Friday. Republican. Established 1839. Arthur C. Myer, publisher. Subscription, \$1. Claimed average circulation for year ending July, 1915, 5,120; 8 to 16 pages, 6 columns; length of columns, 19¾ in.; width, 2½ in. Can not use matrices.

Advertising rates, 20 cts. an inch; on contract of one month or longer, 15 cts. an inch.

NEW YORK

Reading notices, 5 cts. a line. Classified, 1c. per word.

EAST AURORA—Population 2,781. On Pennsylvania R. R. In the center of fine agricultural region and of which it is the distributing center. Has large creamery interests and industries include planing mill and an agricultural implement factory. Home of the Roycrofters, who conduct a printing plant, bookbindery, metal and leather shop, power plant, hotel and in connection a farm.

FRA—Monthly (1st). Literary and Critical. Established 1908. The Roycrofters, publishers. Claimed average circulation for year ending June, 1915, 130,000; 64 pages, 2 columns; length of columns, 10½ in.; width, 3¼. Forms close 10th preceding month.

Advertising rates, magazine page (224 lines), \$75; full page (7x10½), \$100; ½ page, \$50; ¼ page, \$30; ¼ page, \$15; back cover, \$200; inside covers, \$125.

PHILISTINE—Combined with FRA August, 1915.

ELMIRA—Population 37,176. A City of homes located on Chemung River and four railroads. In the center of a rich farming territory and is the buying center for a radius of about forty miles. Industries include a branch of the Willys-Overland Automobile Company, employing about 2,000 men; the American La France Fire Engine Company, largest manufacturing plant of fire fighting apparatus in the world; the manufacture of valves, motors cars, trucks and auto supplies; farming implements, edge tools, iron castings, cars, cabinets, milk bottles, aluminum ware, lubricators and coasters brakes; silk and knitting mills and steel structural work. Also has railroad work shops. The State Reformatory and Elmira College for women located here. Annual value of manufactured products, \$10,500,000.00.

ADVERTISER—Every morning and evening except Sunday. Republican. Established 1848. Elmira Advertiser Association, publishers. Subscriptions, \$3. Sworn average circulation for twelve months prior to April, 1915, 11,793* net paid; 10 to 24 pages, 7 columns; length of columns, 20 in.; width, 2¼ in. Can use matrices.

Advertising rates, 25 cts. an inch; full position, 30 cts. an inch. Classified, 1c. per word, first insertion; $\frac{1}{2}$ c. per word subsequent consecutive insertions. Reading notices, 10 cts. a count line; telegraphic readers, 25 cts. a line.

HERALD—Every evening except Sunday. Democratic. Established 1913. Elmira Herald Co. (Inc.), publishers. Subscription, \$3.12. Sworn average circulation for six months prior to April 1915, 8,128* net paid; 12 to 16 pages, 7 columns; length of columns, 19¾

NEW YORK

in.; width, $2\frac{1}{8}$ in. Can use matrices. Office, 117 R. R. Ave.

Advertising rates, agate, 25 cts. an inch; full position, 20% extra. Reading notices, 10 cts. a line. Classified, 1c. per word.

PENDIATRICES—See New York City.

POULTRY REVIEW—Monthly (1st). Poultry and Agricultural. Established 1903. E. R. Philo, publisher. Subscription, \$1: circulation—not given by publisher; 36 to 68 pages, 2 columns; length of columns, 8 in.; width, $2\frac{1}{4}$ in. Can not use matrices.

Advertising rates, agate, 30 cts. a line; 1,000 lines, within one year, 25 cts. a line.

STAR-GAZETTE—Every evening except Sunday. Established 1828. Star-Gazette Co., publishers. Subscription, \$3. Sworn detailed average circulation for twelve months prior to April 1915, 19,835* net paid; 10 to 32 pages, 7 columns; length of columns, 20 in.; width, $2\frac{1}{2}$ in. Can use matrices.

Advertising rates, agate, 6 cts. a line; 52 times or 1,000 lines, 4 cts.; 104 times or 3,000 lines, $3\frac{1}{2}$ cts.; 156 times or 5,000 lines, 3 cts. a line. Preferred position, 25% extra. Mail order, $3\frac{1}{2}$ cts. a line, flat. Classified, 1c. per word. Reading notices, 15 cts. a count line; telegraphic readers, 50 cts. a count line.

See advertisement on page 504.

TELEGRAM—Every Sunday. Neutral. Established 1879. Harry S. Brooks, publisher. Subscription, \$1.50. Claimed average circulation for year 1914, 50,000; 16 to 32 pages, 7 columns; length of columns, 20 in.; width, $2\frac{1}{2}$ in. Forms close 5 days in advance. Can use matrices.

Advertising rates, agate, 12 cts. a line flat. Reading notices, 20 cts. a line.

See advertisement on page 529.

FLORIDA—Population 600. Two railroads. Agriculture, confined very largely to onion growing. Bank clearings for 1913, \$2,500,000.00. Annual value of manufactured and agricultural products, \$3,000,000.00.

STAMP JOURNAL—Monthly. Philatelic. Established 1908. Clarence P. DeKay, publisher. Subscription, 50 cts. Claimed average circulation for year 1913, 9,700 net; 60 pages, 2 columns; length of columns, 7 in.; width, $2\frac{1}{2}$ in.

Advertising rates, \$1 an inch.

GARDEN CITY—Population 750. In the center of an agricultural district, 20 miles distant from Brooklyn. Its industries are confined exclusively to publishing interests.

COUNTRY LIFE IN AMERICA—Monthly. Country Estate. Established 1901. Doubleday, Page & Co., publishers. Subscription, \$4. Claimed average circulation for year

NEW YORK

ending March 1915, 30,301; 3 columns to page; length of columns, 12 in.; width, $2\frac{1}{2}$ in.

Advertising rates, agate, 75 cts. a line; full page (504 lines), \$300; $\frac{1}{2}$ or $\frac{1}{4}$ page, pro rata. Special rate for cover pages. Discount, 5 or 10% on 6 or 12 consecutive insertions. Classified, \$7 an inch.

GARDEN MAGAZINE AND FARMING—Monthly. Horticultural. Established 1905. Doubleday, Page & Co., publishers. Subscription, \$1.50. Claimed average circulation for year 1914, 31,449; 64 pages, 3 columns; length of columns, 10 in.; width, $2\frac{1}{2}$ in. Forms close 12th of preceding month.

Advertising rates, agate, 43 cts. a line; one page, \$170; $\frac{1}{4}$ and $\frac{1}{2}$ pages, pro rata.

SHORT STORIES—Monthly. Fiction. Established 1890. Doubleday, Page & Co., publishers. Subscription, \$1.50. Claimed average circulation for year 1914, 100,000; 144 pages; length of columns, 8 in.; width, $2\frac{1}{2}$ in. Forms close 25th of second preceding month. Office, 11 W. 32 St., New York City.

Advertising rates, agate, 50 cts. a line; \$6.50 an inch; $\frac{1}{4}$ page, \$12.50; $\frac{1}{2}$, $\frac{1}{2}$ and 1 page, pro rata. 5 and 10% discount on six and twelve month contracts.

WORLD'S WORK—Monthly (29th). Social and Economic Review. Established 1900. Doubleday, Page & Co., publishers. Subscription, \$3. Claimed average circulation for year 1914, 124,569; 120 pages, 2 columns; length of columns, 8 in.; width, $2\frac{1}{2}$ in. Forms close 5th of preceding month.

Advertising rates, agate, \$1 a line; one page, \$200; $\frac{1}{4}$, $\frac{1}{4}$ and $\frac{1}{2}$ pages, pro rata. Discounts 3 months, 5%; 6 months, 10%; one year, 20%. Three pages or more, used within one year, at yearly rate. Publishers advertising, \$160 a page; $\frac{1}{2}$, $\frac{1}{4}$ or $\frac{1}{8}$ page, pro rata.

GARRISON—Population 300. Located opposite West Point, on Hudson River and the New York Central & Hudson River Railroad. Other than printing plant, commercial industries are unimportant.

LAMP—Monthly (1st). Roman Catholic. Established 1902. Lamp Publishing Co., publishing Co., publisher. Subscription, \$2. Guaranteed average circulation for year 1915-16, 35,000; 48 pages, 2 columns; length of columns, 8 in.; width, 3 in. Can use matrices. Forms close 1st of month preceding.

Advertising rates, \$4 an inch; full page, \$45; $\frac{1}{2}$ page, \$25; $\frac{1}{4}$ page, \$15; $\frac{1}{8}$ page, \$8; back cover, \$60, with discounts of 5 or 10% on six or twelve consecutive insertions.

GENEVA—Population 12,446. On Seneca Lake, New York Central and Lehigh Valley railroads. Excellent farming country; extensively devoted to fruit raising and

NEW YORK

nurseries. Industries include preserving, glass bottle, iron and wagon works; boat-building yards; stove foundries; cereal products, razor strop and scythe factories; engine, boiler, razor, optical, motor boat and marine engine works. Hobart College, for men; William Smith College, for women and State Agricultural Experiment Station located here.

TIMES—Every evening except Sunday. Republican. Established 1895. Geneva Printing Co., publishers. Subscription, \$5. Sworn average circulation for six months prior to April, 1915, 5,253* net paid; 8 to 16 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, 40 cts. an inch; 100 in., within one year, 25 cts.; 500 in., 20 cts.; hotels, 40 cts. an inch, flat. Composition, 5 cts. an inch extra. Position, 10 and 25% extra. Reading notices, 10 cts. a line. Classified, 1c. per word.

GLENS FALLS—Population, 1910 census, 15,243; 1915 estimate, 18,000. Located on Hudson River near head of Lake George; on the D. & H. R. R. and Hudson Valley Ry. Industries include paper, blankbooks, boats, boxes, brushes, carriages, chemicals, Collars, comfortable, cotton bolting, cotton stock, cuffs, handles, harness laces, lime, mattress felt, silk gloves, wagons, wall paper, wooden plugs, cigars, machinery, shirts, shirtwaists, lime, brick, cement, etc.

Advertising rates, 17 cts. an inch, flat; special position charges 12½ and 25% extra. Reading notices, 10 cts. a count line; telegraphic, 15 cts. a count line. Classified, 1c. per word.

POST-STAR—Every morning except Sunday. Independent Democratic. Established 1904. Glens Falls Post Co. (Inc.), publishers. Subscription, \$5. Sworn detailed average circulation for year ending June 1915, 5,895* net paid; 10 to 16 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

TIMES—Every evening except Sunday. Republican. Established 1878. Glens Falls Publishing Co., publishers. Subscription, \$5. Claimed average circulation for 1914, 5,223* net; 8 to 16 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices.

Advertising rates, 50 cts. an inch; 100 in., 25 cts.; 500 in., 17 cts.; 1,000 in., 13 cts. an inch. Composition, 5 cts. per inch additional. Preferred position, 10 and 25% extra.

See advertisement on page 504.

GLOVERSVILLE—Population 20,642. On F. J. & G. R. R. Extensively engaged in the manufacture of gloves and mittens, being the largest center of the country in such industry. Annual value of manufactured products, \$12,000,000.00.

NEW YORK

HERALD—Every morning except Sunday. Independent. Established 1897. Morning Herald Co., publishers. Subscription, \$4; Sworn average circulation for twelve months prior to April, 1915, 6,917* net paid; 8 to 10 pages, 8 columns; length of columns, 22 in.; width, 2½ in. Can use matrices.

Advertising rates, 35 cts. an inch; 100 in., 28 cts.; 300 in., 21 cts. Classified, 1c. per word. Reading notices, 10 cts. a line; telegraphic, 30 cts. a line.

See advertisement on page 504.

LEADER-REPUBLICAN—Every evening except Sunday. Republican. Established 1887. Wm. B. Collins Co., publishers. Subscription, \$4. Sworn average circulation for six months prior to April, 1915, 5,376* net; paid; 10 to 16 pages, 7 columns; length of columns, 20 in.; width, 2½ in.

Advertising rates, 30 cts. an inch, ranging down to 15 cts. an inch on space contracts for 25 to 500 in. Composition, 5 cts. an inch additional. Special positions, 10 and 25% extra. Reading notices, 10 cts. a line. Classified, 5 cts. a line.

HORNELL—Population 13,617. Two railroads. Distributing center for an excellent agricultural section. Industries include manufacture of silk cloth, and gloves. Also iron foundry and railroad repair shops. Annual value of manufactured products, \$3,800,000.00.

TRIBUNE-TIMES—Every evening except Sunday. Democratic. Established 1873. W. H. Greenhow Co., publishers. Subscription, \$3. Sworn average circulation for six months prior to April, 1915, 6,116* net paid; 8 to 16 pages, 7 columns; length of columns, 21 in.; width, 2½ in.

Advertising rates, 35 cts. an inch; 25 in., 30 cts.; 50 in., 25 cts.; 100 in., 20 cts.; 200 in., 18 cts.; 300 in., 17 cts.; 400 in., 16 cts.; 500 or more in., 15 cts. an inch. Preferred position, 10 and 25% extra. Classified, 1c. per word. Reading notices, 10 cts. a count line; telegraphic, 25 cts. a count line.

ITHACA—Population, 1910 census, 14,802; 1915 estimate, 15,500. Located at the southern end of Lake Cayuga, on three railway systems. The surrounding farming community is the richest in the state, its fruit being known far and wide. Center of coal distribution from the Pennsylvania mines. Other industries include manufacture of clocks, guns, wall paper, chain belting, salt, incubators, gas engines and mufflers, aeroplanes, gloves, mittens, cement, glass, barrels, coal bags, auto phones, cigars, novelty signs, agricultural implements, steam traction engines, paper, flour, gloves, portable houses and aeroplanes. Cornell University and New York State College of Agriculture are located here. Important inter-college contests and regattas are staged here annually.

NEW YORK

JOURNAL—Every evening except Sunday. Republican. Established 1815. Frank E. Gannett, publisher. Subscription, daily, \$6. Sworn detailed average circulation for six months prior to April 1915, 6,154* net paid; 10 to 12 pages, 7 columns; length of columns, 21 in.; width, $2\frac{1}{2}$ in. Can use matrices.

Advertising rates, daily, 100 in., 50 cts.; 300 in., 35 cts.; 500 in., 21 cts. an inch. Full position, 25% extra. Reading notices, 10 cts. a count line. Classified, 1c. per word. See advertisement on page 504.

NEWS—Every evening except Sunday. Democratic. Established 1895. Forest City Printing Co., publishers. Subscription, \$5. Claimed average circulation for year 1914, 4,292; 10 to 16 pages, 7 columns; length of columns, 22 in.; width, $2\frac{1}{2}$ in. Can use matrices.

Advertising rates, 40 cts. an inch; on yearly contract, 50 in., 30 cts.; 100 in., 20 cts.; 250 in., 15 cts.; 500 or more in., 12 cts. an inch. Composition, 5 cts. an inch additional. Special position, 25% extra. Reading notices, 10 cts. a line; on yearly contract, 500 or more lines, 5 cts. a line. Classified, 1c. per word.

JAMESTOWN—Population 31,297. On Chautauqua Lake and two railroads. Distributing center for fine agricultural region. Has excellent water power and industries include worsted and woolen mills, yarn factories, piano factory, metal vault and bank furniture plant, furniture and chair factories, cotton and towel mills and photographic paper plant, also lumber and flour mills. Annual value of manufactured products, \$15,000,000.00.

JOURNAL—Every evening except Sunday, and **TRI-WEEKLY**, Tuesdays, Thursdays and Saturdays. Republican. Established 1826. Journal Printing Co., publishers. Subscription, daily, \$5; tri-weekly, \$1.50. Sworn average circulation for six months prior to April 1915, daily, 5,677* net paid; tri-weekly, claimed average for year 1914, 5,723* net paid; 8 to 16 pages, 7 columns; length of columns, 20 $\frac{3}{4}$ in.; width, $2\frac{1}{2}$ in. Can use matrices.

Advertising rates, daily, 30 cts. an inch; 25 in., 25 cts.; 50 in., 22 cts.; 100 in., on yearly contract, 20 cts.; 200 in., 18 cts.; 300 in., 17 cts.; 400 in., 16 cts.; 500 in., 15 cts. an inch. Composition, 5 cts. an inch extra. Special positions, 10 or 25% extra. Classified, 1c. a word. Reading notices, 10 cts. a line. **TRI-WEEKLY**, 40 cts.; 100 in., on yearly contract, 30 cts.; 200 in., 25 cts.; 300 in., 23 cts.; 400 in., 21 cts.; 500 in. or more, 20 cts. an inch.

NURSE—Monthly (1st). Nursing and Medical. Established 1914. The Nurse Publishing Co., publishers. Subscription \$2. Sworn average circulation for year ending May 1915, 13,211*; 96 pages, 2 columns length of col-

NEW YORK

umns, 8 in.; width, $2\frac{1}{2}$ in. Cannot use matrices. Forms close 10th of month preceding.

Advertising rates, full page, \$50; 6 times, \$46.00; 12 times \$43; $\frac{1}{2}$ page, \$28; \$26 or \$24.50; $\frac{1}{4}$ page, \$15, \$14, or \$13 each insertion.

POST—Every morning except Sunday. Republican. Established 1901. Post Publishing Co., publishers. Subscription, \$5. Sworn average circulation for twelve months prior to April, 1915, 7,962* net paid; 10 to 20 pages, 7 columns; length of columns, 21 $\frac{1}{4}$ in.; width, $2\frac{1}{2}$ in. Can use matrices.

Advertising rates, 35 cts. an inch; 100 in. on yearly contract, 28 cts.; 250 in., 24 cts.; 500 in., 22 cts.; 1,000 in. or more, 21 cts. an inch. Preferred positions, 10 or 25% extra. Mail order copy, 22 cts. an inch. Classified, 1c. per word. Reading notices, 10 cts. a line; telegraphic readers, 20 cts. a line.

SKANDIA—Every Thursday. Swedish. Republican. Established 1901. Liberty Printing Co. (Inc.), publishers. Subscription, \$1. Claimed average circulation for year 1914, 5,795; 12 to 16 pages, 7 columns; length of columns, 21 in.; width, $2\frac{1}{2}$ in. Can use matrices.

Advertising rates, 30 cts. an inch. Reading notices, 5 cts. a line. Special position, 25% extra. Discount of 20% display or readers on contracts of 3 months or more.

KINGSTON—Population, 1910 census, 25,908; 1915 estimate, 26,928. On Hudson River, 88 miles from New York City; West Shore, Ulster & Del.; New York, Ontario & Western and Wallkill Valley Railway Systems. The principal industries are: Blue stone quarries; iron foundries; cigar, shirt, soap and candle factories; brick, cement, dynamite and powder works and boat building plants.

FREEMAN—Every evening except Sunday. Republican. Established 1871. Freeman Publishing Co. (Inc.), publishers. Subscription, \$5. Sworn average circulation for six months prior to April 1915, 5,610* net paid; 8 to 16 pages, 7 columns; length of columns, 21; width, $2\frac{1}{2}$ in. Can use matrices.

Advertising rates upon application.

LISLE—Population 329. D., L. & W. R. R. Dairying is the principal industry, shipments of butter being made extensively. Also has furniture and lumber manufactures.

FEATHERED WARRIOR—Monthly (1st). Poultry and Game Fowl. Established 1904. W. M. Storrs, publisher. Subscription, 50 cts.; circulation—not given by publisher; 72 pages, 2 columns; length of columns, $7\frac{1}{2}$ in.; width, $2\frac{1}{2}$ in. Forms close 15th of preceding month.

Advertising rates, 50 cts. an inch flat.

NEW YORK

LOCKPORT—Population 17,970. On Erie Canal and two railroads. In the center of a farming country, largely devoted to fruit and grain growing. Has abundant water power. Industries include steel factory, smelting works, iron foundry, rolling mills, machine shops, automobiles, pumping and brass bedstead works, flour mills, broom factories, fibre works, paper and pulp mills. Annual value of manufactured products, \$10,000,000.00.

UNION SUN—Every evening except Sunday. Democratic. Established 1821. Corson Mfg. Co., publishers. Subscription, \$3. Sworn average circulation for six months prior to October, 1914, 5,230* net paid; 8 pages, 7 or 8 columns; length of columns, 20 in.; width, 2 1/4 in. Can use matrices.

Advertising rates, 35 cts. an inch; 25 in., within one year, 27 cts.; 50 in., 24 cts.; 100 in., 24 cts.; 200 in., 20 cts.; 300 in., 19 cts.; 400 in., 18 cts.; 500 in. or more, 17 cts. an inch. Composition, 5 cts. an inch extra. Preferred position, 10 and 25% extra. Reading notices, 10 cts. a count line; on 500 line contract, 5 cts. a line; telegraphic, 25 cts. a count line. Classified, 1/2 c. per word.

LONG ISLAND CITY—Located on East River, and a part of New York City (Borough of Queens).

STAR—Every evening except Sunday, **WEEKLY STAR**, Friday, and **GREENPOINT WEEKLY STAR**, Saturday. Independent Democratic. Established 1865. Long Island Star Publishing Co., publishers. Subscription, daily, \$3; weekly, \$2; Greenpoint Weekly, \$2. Claimed average circulation for year 1914, daily, 12,500; weekly, 6,200; Greenpoint Weekly Star, 8,600; daily, 8 pages; weeklies 10 pages, 7 columns; length of columns, 20 in.; width, 2 1/4 in. Can use matrices.

Advertising rates, daily, agate, 3 cts. a line; Weekly Star, 8 cts.; Greenpoint Weekly, 8 cts.; daily and either weekly, one week, 26 cts. a line; daily and both weeklies, one week, 32 cts.; the two weeklies, combined, 15 cts. a line. Discount for time. Preferred position, 25% extra. Classified, 25 words, 3 times, 25 cts. Reading notices, 50 cts. a line.

MALONE—Population 6,467. Located on the N. Y. Cent. & Hudson River Railway, in the center of a thriving agricultural district and is the trade center for forty miles in either direction. Principal industries are iron foundry, machine shops, pants and broom factories, woolen, paper, pulp and flour mills.

FARMER—Every Wednesday. Republican. Established 1881. Stevens and Turner Co., publishers. Subscription, \$1. Claimed average circulation for year 1914, 5,600; 8 pages, 7 columns; length of columns, 22 in.; width, 2 1/4 in. Can not use matrices.

NEW YORK

Advertising rates, 17 1/2 cts. an inch. Composition, 5 cts. an inch additional. Special position, 10% extra.

TELEGRAM—Every evening except Sunday. Republican. Established 1905. Charles M. Redfield, editor and publisher. Subscription, \$.5. Claimed average circulation for year 1914, 4,500 net; 8 to 10 pages, 7 columns; length of columns, 21 in.; width, 2 1/5 in. Can not use matrices.

Advertising rates, 20 cts. an in.; first insertion, and 15 cts. an inch, thereafter; 1,000 in., or more on contract, 10 cts. an inch. Special position or composition, 5 cts. an inch extra. Readers foot of reading column, 1c per word; amongst locals, 5c. per word. Classified, 1c. per word.

MIDDLETOWN—Population, 1910 census, 15,313; 1915 estimate, 18,268. Located in the center of famous Orange County, on four railway systems. Distributing center for farming section. Industries include immense car shops two machine manufacturing; one of the largest tanneries in the world; condensed milk works; farming implement, carpet bag, straw hat, blanket, shirt, cut glass, saw and file factories and iron works. New York State Homeopathic Hospital for the Insane and Thrall Hospital are located here.

ARGUS—Every evening except Sunday. Independent Democratic. Established 1876. W. F. Hamblin, publisher. Subscription, \$3.50. Sworn detailed average circulation for year 1914, 5,172* net paid; 8 pages, 7 columns; length of columns, 20 3/4 in.; width, 2 1/4 in. Can use matrices.

Advertising rates, 50 cts. an inch; 50 in., 25 cts.; 100 in., 20 cts.; 200 in., 18 cts.; 300 in., 17 cts.; 400., 16 cts.; 1,000 in. or more, 15 cts. an inch. Composition, 5 cts. an inch additional. Reading notices, 10 cts. a line. Classified, 1c. per word.

TIMES-PRESS—Every evening except Sunday. Republican. Established 1906. Stivers Printing Co., publishers. Subscription, \$3.50. Sworn detailed average circulation for year ending March 31, 1915, 5,135* net paid; 8 to 12 pages, 7 columns; length of columns, 21 in.; width, 2 1/4 in. Can use matrices.

Advertising rates, 75 cts. an inch; 100 in., 25 cts.; 200 in., 20 cts.; 300 in., 18 cts.; 400 in., 16 cts.; 500 in., or more, 15 cts.; an inch. Composition, 5 cts.; matrices, 2 cts. an inch additional. Preferred position, 10, 25, 50 or 75% extra. Reading notices, 15 cts. a count line, with discount on 500 lines and over; first page, or telegraphic readers, 50 cts. a line. Classified, 1c. per word.

MILFORD—Population 511. On Susquehanna River and C. & C. V. R. R. Center of farming district, devoted largely to hop growing.

NEW YORK

TEACHERS' GAZETTE—Monthly, except July and August. Educational. Established 1897. John Wilcox, publisher. Subscription, 25 cts. Claimed average circulation for year 1914, 10,000; 20 pages, 3 columns; length of columns, 9½ in.; width, 2½ in. Forms close 10th preceding month.

Advertising rates, \$1 an inch; one column, \$7.50; ½ page, \$10; one page, \$15.

MT. VERNON—Population, 1910 census, 30,919; 1915 estimate, 37,150. Three railroads. Adjoining New York City, fourteen miles distant from Grand Central Depot, and a suburb thereof, being largely a residential town.

ARGUS—Every evening except Sunday. Independent. Established 1892. Stiles & Merriam (Inc.), publishers. Subscription, \$3.60. Sworn detailed average circulation for six months prior to April, 1915, 5,798* net paid; 10 to 16 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices.

Advertising rates, 50 cts. an inch; 50 in., on yearly contract, 40 cts.; 100 in., 30 cts.; 200 in., 25 cts.; 300 in., 23 cts.; 500 in., 22 cts.; 750 in., 21 cts.; 1,000 in., 19 cts. an inch. Allowance of 5 cts. an inch on electrotyped or matrice matter. Position, 10 or 25% extra. Reading notices, 5 cts. a count line; first page, 10 cts.; telegraphic readers, 20 cts. a line. Classified, 50 words, 25 cts.

NEWBURGH—Population, 1910 census, 27,805; 1915 estimate, 27,805. On Hudson River and three railroads. Has extensive trade in dairy products, flour, grain coal, brick and imitation leathers. Industries include ship yards; silk, lace felt, woolen and cotton mills; sugar machinery works; fabrikoid, plush, carpet, garment, mattress, baby carriage, wickerware, felt hat, paper, shirt and overall factories, plaster mills and foundries.

NEWS—Every evening except Sunday. Republican. Established 1885. The Newburgh News Printing & Pub. Co. (Inc.), publishers. Subscription, \$6. Sworn detailed average circulation for six months prior to April 1915, 8,279* net paid; 16 to 32 pages, 7 columns; length of columns, 22 in.; width, 2½ in. Can use matrices.

Advertising rates, \$1 an inch; second insertion, 80 cts.; 100 in., on yearly contract, 50 cts.; 200 in., 45 cts.; 300 in., 40 cts.; 400 in., 35 cts.; 500 in., 30 cts. an inch. Composition, 5 cts. an inch additional. Specified position, 25, 50, 75 or 100% additional. Reading notices, 20 cts. a line; subsequent insertions, 15 cts.; 500 lines, on contract, 12 cts.; 1,000 lines, 10 cts. a line; first page, 30, 23, 18 or 15 cts. a line, respectively. Classified, 1c. per word.

NEW YORK—Population, 1910 census, 4,766,883; July 1, 1915, estimated by Federal

NEW YORK

Census Bureau—Manhattan Borough, 2,590,455; Brooklyn Borough, 1,990,614; Bronx Borough, 705,742; Queens Borough, 417,107; Richmond Borough, 102,614; total for New York City, 5,806,532. On Hudson River, East River and New York Bay. Terminus of 14 of the largest railroads radiating to all parts of the country; has one of the finest harbors in the world and is the commercial metropolis of the U. S. Foreign commerce comprises more than half the entire import and export trade of the nation and exceeds business done by any other port in the world; its domestic commerce is still greater. There are over 30,000 manufacturing establishments located here, some of the larger of which include furniture, sugar refining, tobacco and cigars, machinery, clothing, printing, publishing, musical instruments, malt liquors and lard refining. Seat of Columbia University, University of the City of New York, Cooper Institute, the great new Public Library, Museum of Natural History, Metropolitan Museum of Art and a number of other similar institutions. Bank clearings during year ending September 30, 1914, \$89,760,344,971.31, average daily transactions, \$295,238,762.28. Annual value of manufactured products, census report for 1909, \$2,029,693,000.00.

ADVENTURE—Monthly. Literary. Established 1910. Ridgway Co., publishers. Subscription, \$1.50; circulation—not given by publisher; 224 pages, 2 columns; length of columns, 8½ in.; width, 2½ in. Forms close 15th of second preceding month. Office, Spring and MacDougal Streets.

Advertising rates, third or second covers, \$150; back cover (3 colors), \$300.

ADVERTISING & SELLING—Monthly (10th). Distribution. Established 1891. Advertising & Selling Magazine (Inc.), publishers. Subscription, \$2. Claimed average circulation for year 1914, exceeding, 5,500; 90 pages, 3 columns; length of columns, 10 in.; width, 2½ in. Forms close 5th of month. Office, 95 Madison Ave.

Advertising rates, \$125 per page; 2 columns, \$87.50; one column, \$50. Discount on time orders.

AERONAUTICS—Semi-Monthly (1st and 15th). Aeronautics. Established 1907. Aeronautic Press, publishers. Subscription, \$3. Circulation—not given by publisher; 20 pages, 2 columns; length of columns, 9 in.; width, 3¾ in. Can use matrices. Office, 250 W. 54th Street.

Advertising rates, full page, one time, \$40; ¼ and ½ pages, pro rata.

AINSLEE'S MAGAZINE—Monthly. Literary. Established 1898. The Ainslee Magazine Co., publishers. Subscription, \$1.50. Sworn detailed average circulation for year 1914, 225,355* net paid; 160 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Forms close 26th of second month preced-

NEW YORK

ing. Office, Seventh Avenue and Fifteenth Street.

Advertising rates, agate, \$1.25 a line. Full page, \$250; $\frac{1}{2}$, $\frac{1}{4}$ and $\frac{1}{8}$ pages, pro rata. Classified, \$1 a line. Combination display rate with Smith's Magazine and Popular Magazine, \$3.18 $\frac{1}{4}$ a line; full page, \$641.25; $\frac{1}{2}$, $\frac{1}{4}$ and $\frac{1}{8}$ pages, pro rata. Classified in combined list, \$2.61 $\frac{1}{4}$ a line; with Top Notch, Peoples and New Story added, \$6 a line, including both issues of Popular and Top Notch.

AIRCRAFT—Monthly. Aeronautical. Established 1910. The Lawson Publishing Co. publishers. Subscription, \$2. Claimed average circulation for year 1914, 11,000; 44 to 52 pages, 3 columns; length of columns, 10 in.; width, 2 $\frac{3}{8}$ in. Office, 37 East 28th St.

Advertising rates, 20 cts. a line; \$2.50 an inch.

ALL OUT DOORS—Monthly (1st). Sporting. Established 1913. All Outdoors (Inc.), publishers. Subscription, \$1. Claimed average circulation for year 1914, 33,000; 40 pages, 3 columns; length of columns, 10 in.; width, 2 $\frac{1}{2}$ in. Cannot use matrices. Forms close 5th of second month preceding. Office, 145 West 36th Street.

Advertising rates, 20 cts. a line, with discount of 10% on 48 inches or more, or 12 consecutive insertions; 5% on six consecutive insertions.

ALL STORY—Every Saturday. All Fiction. Established 1914. Frank A. Munsey Co., publishers. Subscription, \$4; circulation—not given by publisher; 2 columns to page; length of columns, 8 in.; width, 2 $\frac{1}{2}$ in. Forms close Thursday, three weeks in advance. Office, 8 W. 40th St.

Advertising rates, 62 $\frac{1}{2}$ cts. a line; \$125.00 a page; $\frac{1}{4}$ and $\frac{1}{8}$ pages, pro rata. Classified, 60 cts. a line; 10% discount on 6 consecutive insertions, classified only.

AMERICA E INDUSTRIAS AMERICANA—See Export American Industries.

AMERICA—Sunday edition Bollettino Della Sera, which see.

AMERICA—Every Saturday. Catholic Religious Review. Established 1909. The American Press, publishers. Subscription, U. S., \$3; Canada, \$3.50; foreign, \$4; circulation—not given by publisher; 3 columns; length of columns, 10 in.; width, 2 $\frac{1}{2}$ in. Office, 55-57-59 East 83rd Street.

Advertising rates, agate, 25 cts. a line. Discount, 5, 10 and 20% on 3, 6 and 12 months, respectively.

NEW YORK

AMERICAN—Every morning including SUNDAY. Independent. Star Co., publishers. Subscription, including daily, \$6; Sunday, \$2.50. Sworn average circulation for twelve months prior to April, 1915, daily, 285,977* net paid; Sunday, 718,029* net paid; daily, 16 to 24 pages; Sunday, 66 to 110 pages; 8 columns; length of columns, 20 in.; width, 2 $\frac{1}{2}$ in. Can use matrices. Office, Park Row and Broadway.

Advertising rates, agate, daily, pages 2, 3, 4 and 5, 45 cts. a line; next reading, 50 cts.; full position, 55 cts.; regular pages, 40 cts. a line; next reading, 45 cts.; full position, 50 cts. Classified, automobiles, 35 cts. a line; financial, 40 cts.; publications, 25 cts.; Sunday and Wednesday (same copy), 50 cts. a line. Summer or winter resorts or country board, daily, 25 cts.; Sunday, 30 cts. a line; three times a week, 75 cts.; seven times in two weeks, \$1.50. Help wanted, agate lower case, 3 cts. per word; three times, 7 cts.; seven times, 15 cts. per word; caps, 5 cts. per word; three times, 12 cts.; seven times, 25 cts. per word; broken lines and white space in ads, 20 cts. a line; three times, 50 cts.; seven times, 80 cts. per word. Educational under help wanted classifications, 40 cts. a line. Agents, canvassers and solicitors, daily, 4 cts. a word; Sunday, 6 cts. a word; four consecutive Sundays, 20 cts. a word; seven consecutive times or e. o. d., 20 cts. a word. In display type, only two line letter is allowed, 27 letters lower case, 19 letters caps to a line; daily, 50 cts. a display line (2 agate lines); Sunday, 75 cts. Special notices, daily, 60 cts. a line. SUNDAY, first news section, display, 70 cts. a line; next reading, 75 cts.; full position, 80 cts. a line; news sections, 65 cts. a line; next reading, 70 cts.; full position, 75 cts. a line. Financial, 60 cts.; publications, 50 cts. a line. Special notices, first page, 75 cts. a line. Time and space discounts ranging from 2 $\frac{1}{2}$ % on 52 insertions, or 5,000 lines within one year, to 10% on 156 insertions, or 20,000 lines. Double column advertisements must be at least 42 lines deep; triple column, 75 lines deep.

AMERICAN AGRICULTURIST—Every Saturday. Agricultural. Established 1842. Orange Judd Co., publishers. Subscription, \$1. Sworn detailed average circulation for year 1914, 127,841*; 16 to 40 pages, 4 columns; length of columns, 13 11/14 in.; width, 2 $\frac{1}{4}$ in. Forms close Friday preceding week. Office, 315 Fourth Avenue.

Advertising rates, agate, 50 cts. a line. Preferred position, 15 and 25% extra. Reading notices, \$1 a line. Classified, 6 cts. per word. Publishers the Middle States edition at New York (AMERICAN AGRICULTURIST), Western edition at Chicago (known as the ORANGE JUDD FARMERS), the New England States edition at Springfield (known as NEW ENGLAND HOMESTEAD), the Southern edition at Atlanta, Ga., (known as SOUTHERN FARMING) and Northwest

TRUTH in advertising is and will ever remain a relative term, but the closer the relation the better for those related to it.

NEW YORK

edition at Minneapolis, Minn. (known as NORTHWEST FARMSTEAD). Combined, sworn detailed average circulation for year 1914, 405,604*. Combined advertising rates for the five papers, \$2 a line. Reading notices in combined list, \$4 a line. Classified, rates on application. Also the National Farm Power combination, comprising the five ORANGE JUDD FARM WEEKLIES, Springfield (Mass.), FARM AND HOME and ABERDEEN (S. D.) DAKOTA FARMER, with an average combined circulation of 1,140,000*. Advertising rate, agate, display, \$4.85 a line. flat.

AMERICAN BANKER—Every Saturday. Financial. Established 1836. Steurer Publishing Co., publishers. Subscription, \$5. Claimed average circulation for year 1914, 12,000; 80 to 96 pages, 3 columns; length of columns, 10 in.; width, 2½ in. Can use matrices. Office, 5 Beekman Street.

Advertising rates, 25 cts. a line; one month, 20 cts.; three months, 18 cts.; six months, 17 cts.; one year, 15 cts. a line, per time; one inch, 3 months, \$30; 6 months, \$55; one year, \$100.

AMERICAN CITY—Monthly (1st in two editions—City and Town and Country). Established 1909. The Civic Press, publishers. Sworn average circulation for six months ending June 1915, 11,416*; 180 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Forms close 20th preceding month. Office, 87 Nassau Street.

Advertising rates, page, \$88; ½ page, \$48; ¼ page, \$26; ⅓ page, \$14; three months, \$80, \$44, \$24, or \$13; six months, \$72, \$40; \$22 or \$12; one year, \$64, \$36, \$20 or \$11 an insertion respectively. Preferred positions, colored inserts or classified, upon application.

AMERICAN CLUB WOMAN—Monthly (1st). Woman's interests. Established 1909. American Club Woman Pub. Co., publishers. Subscription, \$1.50. Detailed average circulation January 1st, 1915, 150,000*; 24 to 36 pages, 3 columns; length of columns, 9¼ in.; width, 3 in. Can use matrices. Forms close 10th of preceding month. Office, 35-37 West 39th Street.

Advertising rates, less than ¼ page, \$1 a line; full page (400 lines), \$150; ½ page, \$80; ¼ page, \$40; ⅓ page, \$20; back cover, \$200; second or third cover, \$150; two colors, \$50 additional.

See advertisement on page 491.

AMERICAN CULTIVATOR—Monthly (20th). Agricultural. Established 1837. Agricultural Press, publishers. Subscription, \$1. Claimed average circulation for year 1914, 12,132; 32 pages, 3 columns; length of columns, 10 in.; width, 2½ in. Office, 17 West 42nd St.

Advertising rates, agate, 16½ cts. a line; preferred position, 20 cts. a line.

AMERICAN ECONOMIST—Every Friday. Economic. Established 1888. American Pro-

NEW YORK

ductive Tariff League, publishers. Subscription, \$2. Claimed circulation for year 1914, 8,754; 16 pages, 3 columns; length of columns, 10 in.; width, 2¼ in. Office, 339 Broadway.

Advertising rates, \$2 an inch; one month, \$8; three months, \$21; six months, \$35; one year, \$60.

AMERICAN EDUCATIONAL REVIEW. See Chicago, Ill.

AMERICAN EXPORTER—Monthly. Export trade. English (14th) and Spanish (28th) editions each and Portuguese (21st) and French (21st) alternate months. Established 1877. Johnston Export Publishing Co., publishers. Subscription, \$3. Claimed average circulation for year 1914, 21,468; 200 pages, 2 columns; length of columns, 10 in.; width, 3½ in. Can use matrices. Forms close 1st of month. Office, 17 Battery Place.

Advertising rates upon application.

AMERICAN FIELD. See Chicago, Ill.

AMERICAN FURRIER—Monthly, except December and January. English, German and French. Fashions. Established 1907. The Jno. J. Mitchell Co., publishers. Subscription, \$20; circulation—not given by publisher; 16 pages, 4 columns; length of columns, 12½ in.; width, 2¼ in. Forms close 4th preceding month. Office, 41-43 West 25th Street.

Advertising rates, ½ page, \$10; ¼ page, \$15; ⅓ page, \$25; one page, \$40. Discount on yearly contracts.

AMERICAN GENTLEMAN—Monthly (1st, except January and July). Tailoring Fashions. Established 1901. American Fashion Co., publishers. Subscription, \$10; circulation—not given by publisher; 60 to 80 pages, 2 columns; length of columns, 12½ in.; width, 3½ in. Can use matrices. Forms close 1st of preceding month. Office, 216-26 West 39th Street.

Advertising rates, upon application.

AMERICAN GOLFER—Monthly. Golf. Established 1908. The American Golfer (Inc.), publishers. Subscription, \$3; circulation—not given by publisher; 64 to 96 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Office, 49 Liberty Street.

Advertising rates, \$5 an inch; \$75 per page; ½, ¼ and ⅓ pages, pro rata. Discount, 5 and 10% on 6 and 12 months, respectively.

AMERICAN HATTER—Monthly (27th). Trade. Established 1872. The Hat Trade Publishing Co., publishers. Subscription, \$4. Claimed average circulation for year 1914, 5,000; 135 pages, 2 columns; length of columns, 10 in.; width, 3¼ in. Forms close 15th of current month. Office, 1182 Broadway.

NEW YORK

Advertising rates, $\frac{1}{4}$ page, \$20; $\frac{1}{2}$ page, \$35; one page, \$60. Discount on 4, 8 or 12 insertions.

AMERICAN HEBREW AND JEWISH MESSENGER—Every Friday. Religious and Literary. Established 1879. The American Hebrew Publishing Co., publishers. Subscription, \$3. Circulation—not given by publisher. 30 pages, 3 columns; length of columns, $11\frac{1}{4}$ in.; width, $2\frac{1}{2}$ in. Can use matrices. Office, 44 East 23rd Street.

Advertising rates, agate, 25 cts. a line; educational and summer resorts, 10 cts. a line; publishers, 15 cts.; financial and insurance, 30 cts. a line. Discount, three months, 10%; six months, 15%; nine months, 20%; one year, 25%. Reading notices, 50 cts. and \$1 a line.

AMERICAN HOMES AND GARDENS—Monthly. Literary. Established as Scientific American Architects and Builders edition, 1885. Munn & Co. (Inc.), publishers. Subscription, \$3. Detailed average circulation for year ending May, 1914, 12,507* net paid; 68 pages, 3 columns; length of columns, 12 in.; width, $2\frac{3}{4}$ in. Forms close 5th of preceding month. Office, 361 Broadway.

Advertising rates, agate, 35 cts. a line; $\frac{1}{4}$ page (126 lines), \$33.75; $\frac{1}{2}$ page, \$45; $\frac{1}{2}$ page, \$67.50; one page, \$135; Standard Magazine measurements, \$4.90 per inch; $\frac{1}{4}$ page, \$15; $\frac{1}{2}$ page, \$30; one page, \$60. Discount, 5, 10 and 15% on 3, 6 and 12 consecutive months, respectively.

AMERICAN INDUSTRIES—Monthly (1st). Industrial. Established 1897. National Manufacturers Co., publishers. Subscription, \$1. Claimed average circulation for year 1914, 15,000; 48 pages, 3 columns; length of columns, 10 in. Forms close 20th of month preceding. Office, 30 Church Street.

Advertising rates, $\frac{1}{8}$ page, \$3.85; $\frac{1}{4}$ page, \$11.45; $\frac{1}{2}$ page, \$15.65; $\frac{1}{2}$ page, \$28.65; 1 page, \$50. 15 and 25% discount on 6 and 12 insertions, respectively.

AMERICAN JOURNAL OF NURSING—Monthly. Established 1890. American Journal of Nursing Co., publishers. Subscription, \$2. Claimed average circulation for year 1914, 11,000; 80 to 112 pages, 1 and 2 columns; length of columns, 8 in.; width, $2\frac{1}{2}$ and $4\frac{1}{4}$ in. Forms close 10th preceding month. Can use matrices. Office, 42 W. 39th Street.

Advertising rates, \$35 a page; $\frac{1}{2}$ page, \$18.25; $\frac{1}{4}$ page, \$10 with discounts on 3, 6 or 12 month contracts; preferred page, $33\frac{1}{3}\%$ additional.

AMERICAN JOURNAL OF SURGERY—Monthly. Practical Surgery. Established 1887. The Surgery Publishing Co., publishers. Subscription, \$1. Claimed average circulation for 1914, 23,000; 108 pages, 2 columns; length of columns, $9\frac{1}{2}$ in.; width, $3\frac{1}{4}$ in. Forms close 15th preceding month. Office, 92 William Street.

NEW YORK

Advertising rates, full page, \$78; $\frac{1}{2}$ page, \$46; $\frac{1}{4}$ page, \$26; $\frac{1}{8}$ page, \$20; $\frac{1}{16}$ page, \$14 with discounts on 2, 3, 6 or 12 months contracts.

AMERICAN LADIES' TAILOR—Monthly, except June and July. Fashions. Established 1903. The Jno. J. Mitchell Co., publishers. Subscription, \$25; circulation—not given by publisher; 32 to 48 pages, 2 columns; length of columns, $13\frac{1}{2}$ in.; width, 4 in. Can not use matrices. Forms close 8th of preceding month. Office, 41-43 West 25th Street.

Advertising rates, $\frac{1}{4}$ page, \$20; $\frac{1}{2}$ page, \$30; one page, \$50; discount on yearly contracts.

AMERICAN MACHINIST—Every Thursday. Mechanical. Established 1877. Hill Publishing Co., publishers. Subscription, \$4. Claimed average circulation for year 1914, 24,868; 120 pages, 2 columns; length of columns, 10 in.; width, $3\frac{3}{4}$ in. Can not use matrices. Office, 36th St. and 10th Ave.

Advertising rates upon application.

AMERICAN MAGAZINE—See Springfield, Ohio.

AMERICAN MEDICINE—Monthly (25th). Medical. Established 1901. American Medical Publishing Co., publishers. Subscription, \$1. Claimed average circulation for year ending June, 1915, 20,500; 128 pages, 2 columns; length of columns, 8 in.; width, $2\frac{1}{2}$ in. Office, 18 East 41st Street.

Advertising rates, $\frac{1}{8}$ page, \$12; $\frac{1}{4}$ page, \$20; $\frac{1}{2}$ page, \$36; one page, \$60; with discounts on yearly contracts.

AMERICAN MESSENGER—Monthly. Religious. Interdenominational. Established 1843. American Tract Society, publishers. Subscription, 50 cts.; circulation—not given by publisher; 20 pages, 4 columns; length of columns, $12\frac{1}{2}$ in.; width, $2\frac{1}{4}$ in. Forms close 10th preceding month. Office, Park Ave., & 40th St.

Advertising rates, agate, 30 cts. a line.

AMERICAN MISSIONARY—Monthly. Congregational. Religious. Established 1909. Subscription, 50 cts. Claimed average circulation for year 1914, 33,250; 64 pages or more, 2 columns; length of columns, 8 in.; width, $2\frac{1}{4}$ in. Forms close 15th preceding month. Office, 289 Fourth Avenue.

Advertising rates, agate, 20 cts. a line; per page, \$40; $\frac{1}{4}$ and $\frac{1}{2}$ pages, pro rata.

AMERICAN PENMAN—Monthly. Educational. Established 1884. The A. N. Palmer Co., publishers. Subscription, \$1. Claimed average circulation for year 1914, 18,262 net; 36 to 48 pages and cover, 3 columns; length of columns, 9 in.; width, $2\frac{1}{4}$ in. Forms close 10th of preceding month.

NEW YORK

Advertising rates, 18 cts. a line; full page, \$40; ½ page, \$22; ¼ page, \$12; ⅛ page, \$7; with discounts of 5, 10, 15 or 20% on 3, 6, 9 or 12 insertions.

AMERICAN PRINTER—Monthly (1st). Trade. Established 1883. Oswald Publishing Co., publishers. Subscription, \$3. Claimed average circulation for year 1914, 6,000; 128 pages, 2 columns; length of columns, 10 in.; width, 3½ in. Cannot use matrices. Forms close 20th of month preceding date of publication. Office, 344-48 W. 38th St.

Advertising rates, \$6.25 an inch, with discount on 3, 6 or 12 insertions.

AMERICAN REVIEW OF REVIEWS—Literary. Established 1890. Review of Reviews Co., publishers. Subscription, \$3. Claimed average circulation for year 1914, 200,000; 128 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Forms close 5th of preceding month. Office, 30 Irving Place.

Advertising rates, agate, \$1.50 a line; one page, \$250; ¼ and ½ pages, pro rata; 10% discount on 12 consecutive insertions, or for 3 pages or more, to be used within one year. Real estate, one inch or more, display, if desired, \$21 an inch; one page, \$250; ¼ and ½ pages, pro rata.

AMERICAN SUNDAY MAGAZINE—Issued every Sunday with New York American, San Francisco Examiner, Chicago Examiner, Los Angeles Examiner, Boston American and Atlanta Hearst's American, with a guaranteed circulation exceeding 2,100,000; 8 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices. Office, 220 Fifth Ave.

Advertising rates, agate, \$2.50 a line, with discount of 2½% on 13 insertions or 1,250 lines; 5% on 26 insertions or 2,500 lines; 7½% on 39 insertions or 3,750 lines; 10% on 52 insertions or 5,000 lines. Color advertising, full page, \$5,000; ½ page, \$2,500. National Market Place, which is the classified section, \$2 a line; 6 insertions, \$1.80; 13 insertions, \$2 a line; 6 insertions, \$1.60; 52 insertions, \$1.50 a line.

AMERICAN SUNDAY (MONTHLY) MAGAZINE—Issued first Sunday of each month with the New York American, Boston American, Chicago Examiner, Atlanta (Ga.) American, and the second Sunday of each month with the San Francisco Examiner and Los Angeles Examiner. Circulation, in detail, for year 1914, 2,252,474* net; 24 pages and cover, 4 columns; length of columns, 12½ in.; width, 2¼ in. Forms close 20th of second month preceding. Office, Croisic Building, 220 Fifth Avenue.

Advertising rates, \$6 a line; full page (700 lines), \$4,200; ½ or ¼ pages, pro rata; double spread, \$7,000, (two colors), \$8,000; inside covers, (two colors), \$4,500, (three colors), \$5,000; back cover in four colors, \$6,000.

NEW YORK

AMERICAN TAILOR AND CUTTER—Monthly (15th). Trade. Technical. Established 1879. Jno. J. Mitchell Co., publishers. Subscription, \$3; circulation—not given by publisher; 40 to 56 pages, 2 columns; length of columns, 9 in.; width, 20 picas. Can use matrices. Forms close first of current month. Office, 41-43 West 25th Street.

Advertising rates, ¼ page, one time, \$12.50; ½ page, \$17.50; one page, \$30. Discount on yearly contracts.

AMERICAN YOUTH—Bi-monthly (1st of Feb. Apr. June, Aug. Oct. and Dec.) Boys Welfare. Established 1911. Boys Work Dept. of the International Committee of Young Men's Christian Associations, publishers. Subscription, \$1. Claimed average circulation for year 1914, 8,500; 60 pages, 1 column, length of column, 6½ in., width, 4 in. Can use matrices. Forms close 25th of month preceding. Office, 124 East Twenty-eighth St.

Advertising rates, \$15 a page, ½ or ¼ page, pro rata.

AMERIKAI MAGYAR NEPSZAVA—Every morning except Sunday. Magyar (Hungarian). Independent. Established 1899. Geza D. Berko, publisher. Subscription, \$4. Sworn average circulation for six months prior to April, 1915, 38,600* net paid; 8 to 16 pages, 7 columns; length of columns, 21 in.; width, 2¼ in. Can use matrices. Office, Nepszava Bldg., 178 Second Avenue.

Advertising rates, 10 cts a line; preferred position, 5 cts. a line, extra. Discount, 3,000 lines, 10%; 5,000 lines, 15%; 7,500 lines, 25%; 10,000 lines, 30%; 15,000 lines, 35%; 25,000 lines, 45%. Classified, business opportunities, 10 cts. a line; financial, medical or personals, 25 cts.; for sale, 10 cts.; hotels, or schools, 15 cts. a line.

AMERIKANER—Every Friday. Jewish. Literary. The Jewish Press Publishing Co., publishers. Subscription, \$2. Sworn average detailed circulation for the year 1914, 27,614*; 32 pages, 4 columns; length of columns, 14 in.; width, 2¼ in. Can use matrices.

Advertising rates, agate, 10 cts. a line; 2,500 lines within one year, 7 1/7 cts. a line.

AMERIKANISCHER BOTSCHAFTER—Monthly. German. Interdenominational. Established 1846. American Tract Society publishers. Subscription, 35 cts. Claimed average circulation for year 1914, 16,310; 12 to 16 pages, 4 columns; length of columns, 13¼ in.; width, 2½ in. Forms close 1st of preceding month. Office, Park Ave., and 40th St.

Advertising rates, agate, 10 cts. a line.

AMERIKANISCHE SCHWEIZER ZEITUNG—Every Saturday. German-Swiss. Independent. Established 1868. Swiss Pub-

NEW YORK

lishing Co., of New York, publishers. Subscription, \$2. Claimed average circulation for year 1914, 14,600; 8 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices. Office, 59-61 Pearl St.

Advertising rates, 20 cts. a line. Special notices, 30 cts.

AMSTERDAM NEWS—Every Friday. Colored Independent. Established 1909. The Amsterdam News, (Inc.), publishers. Subscription, \$1. Claimed average circulation for year 1914, 17,000; 8 pages, 7 columns; length of columns, 19 in.; width, 2½ in. Can not use matrices. Office, 17 West 135th Street.

Advertising rates, 75 cts. an inch; three times or more, 60 cts. an inch. Reading notices, plain face, 10 cts.; black face, 15 cts. a line.

See advertisement on page 564.

ANNALIST—Every Monday morning. Financial and commercial. Established 1913. New York Times Co., publishers. Subscription, \$4. Claimed average circulation for year 1914, 8,000; 28 to 32 pages, 3 and 4 columns; length of columns, 14½ in.; width, 2 11/12 or 2½ in. Can use matrices. Office, Times Square.

Advertising rates, agate, narrow column, 20 cts. a line; on yearly contract of 52 consecutive insertions (10 lines minimum), 10 cts. a line; wide column, 25 cts.; on contract, 15 cts. a line.

ARALDO ITALIANO (L')—Every morning, including SUNDAY. Italian. Independent-Democratic. Established 1892. Italian Press Publishing Assn., publishers. Subscription, \$6. Claimed average circulation for year 1914, 40,000; 8 to 16 pages, 7 columns; length of columns, 21½ in.; width, 2¼ in. Office, 66 Spring Street.

Advertising rates, nonpareil, from \$1 to \$3 an inch, according to location. Reading notices, 10 to 50 cts. a line according to page.

ARCHITECTURAL RECORD—Monthly. Architectural. Established 1890. Architectural Record Co., publishers. Subscription, \$3. Claimed average circulation for year 1914, 11,250; 2 columns to page; length of columns, 8 in.; width, 2½ in. Can use matrices. Office, 119 West 40th Street.

Advertising rates, full page, \$75; ½ page, \$45; ¼ page, \$23.25; ⅓ page, \$13.75, with discount on yearly contracts.

ARCHITECTURE—Monthly (15th). Professional. Established 1899. Forbes & Co., (Ltd.), publishers. Subscription, \$5. Sworn detailed average circulation for first three months 1915, 5,437*; 90 pages, 2 columns; length of columns, 10 in.; width, 3½ in. Office, 527 Fifth Avenue.

Advertising rates, ⅓ page, \$10; ¼ page, \$20; ½ page, \$40; 1 page, \$75.

NEW YORK

ARCHITECTURE AND BUILDING—Monthly (1st). Architectural. Established 1882. Wm. A. Comstock Company, publishers. Subscription, \$2. Detailed average circulation for year ending April 1915, 6,639* 30 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Cannot use matrices. Forms close 20th of month preceding. Office, 23 Warren Street.

Advertising rates, full page, \$60; ½ page, \$35; ¼ page, \$18; ⅓ page, \$10; with discounts of 5, 10 or 20% on 3, 6, 12 or more insertions.

ARCHIVES OF PEDIATRICS—Monthly. Medical. Established 1884. E. B. Treat & Co., publishers. Subscription, \$3. Claimed circulation for year 1914, 7,000; 112 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Forms close 10th preceding month. Office, 241-243 West 23d Street.

Advertising rates, \$3 an inch; ¼ page, \$6; ½ page, \$10; ⅓ page, \$18; one page, \$30, with discounts on 3, 6 or 12 month contracts.

ARGOSY—Monthly. Fiction. Established 1882. The Frank A. Munsey Co., publishers. Subscription, \$1.50; circulation—not given by publisher; 240 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Forms close 20th of second preceding month. Office, 8 W. 40th St.

Advertising rates, agate, \$1.25 a line; \$250 per page; ¼ and ½ pages, pro rata. In combination with, Railroad Man's Magazine, 10% discount. Classified, \$1.30 a line, with discounts of 10% on six consecutive insertions or a combination of the two publications.

ARMY AND NAVY JOURNAL—Every Saturday. Military and Naval. Established 1863. W. C. & F. P. Church, publishers. Subscription, \$6. Detailed average circulation for four months ending April 1915, 12,861*; 32 pages, 3 and 4 columns; length of columns, 14 in.; width, 3 and 2½ in. Can use matrices. Forms close Wednesday noon preceding. Office, 20 Vesey Street.

Advertising rates, agate, narrow column, 25 cts. a line; wide column, 37½ cts. a line.

ARTS AND DECORATION—Monthly. Home Making. Established 1910. Adam Budge (Inc.), publisher. Subscription, \$3. Claimed average circulation for year 1914, 15,000; 48 pages, 3 columns; length of columns, 10 in.; width, 2½ in. Forms close 5th preceding month. Office, 434 Lafayette Street.

Advertising rates, \$5 an inch; ½ page, \$15; ¼ page, \$30; ⅓ page, \$60; one page, \$120. Discount, 10 and 20% on 6 and 12 months respectively, or 20% on 3 pages or more, to be used within one year.

ART DE LA MODE—Monthly. Fashions. Established 1882. The Morse-Broughton Co., publishers. Subscription, \$3.50; circulation—not given by publisher; 26 to 34 pages, 4 columns; length of columns, 12 in.; width,

NEW YORK

2 in. Forms close first of preceding month. Office, 8-18 West 38th Street.

Advertising rate, 45 cts. a line.

ASSOCIATED SUNDAY MAGAZINES (Inc.)—Issued every week, co-operatively by and as a part of the Sunday issues of Pittsburgh Post, Boston Post, Washington Star, Minneapolis Journal, Buffalo Courier and Detroit News-Tribune. Guaranteed average circulation, for 1915-16, 750,000; Claimed average for first six months 1915, 800,000; length of columns, 12½ in.; width, 2¼ in. Forms close Monday noon, 4 weeks in advance from the previous Sunday. Office, 95 Madison Avenue.

Advertising rates, agate, \$.250 a line; full page, (720 lines), \$1600.00; ¼ and ½ pages, pro rata. Back cover page, \$2000.00; center double page, black only, \$3200.00; center double page, (2 colors), \$3600.00. In combination with EVERY WEEK MAGAZINE, \$3 a line; full page, \$1900.00; ¼ or ½ page, pro rata; back cover, \$2250.00; center double page, \$3800; center double page, (two colors), \$4200.00.

See advertisement on page 563.

ASSOCIATION MEN—Monthly. Y. M. O. A. Established 1875. International Committee Y. M. C. A., publishers. Subscription, \$1. Claimed average circulation for year 1914, 30,000; 112 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Forms close 5th preceding month. Can use matrices. Office, 124 East 28th Street.

Advertising rates, ¼ page, \$12; ½ page, \$22; ¾ page, \$40; one page, \$75; back cover, \$100; inside cover, \$90; page facing reading matter, 25% extra.

ATLANTIS—Every morning and evening and SUNDAY morning; also a monthly edition (25th). Greek. News. Political. Established 1894. Atlantis (Inc.), publishers. Subscription, daily and Sunday, \$6; monthly, \$2. Claimed average circulation for year 1914, daily and Sunday, 30,209; monthly, 25,000; daily and Sunday, 8 and 12 pages, 7 columns; length of columns, 20½ in.; width, 2¼ in.; monthly, 30 pages, 4 columns; length of columns, 12 in.; width, 2½ in. Forms close 10 days in advance. Office, 113-117 West 31st Street.

Advertising rates, daily or Sunday, \$1.50 an inch; 10 times, \$1.25; three months, \$1; six months, 90 cts.; one year, 84 cts. an inch, per time. Classified, 2 cts. a word. No charge for translation. Monthly, \$80 a page; ¼, ½ and ¾ pages, pro rata, with discount on 3 months and over.

AUTOMOBILE—Every Thursday. Established 1897. The Class Journal Co., publishers. Subscription, \$3. Sworn average circulation for year ending June, 1915, 19,734*; 150 pages, 2 columns; length of columns, 10 in.; width, 3¼ in. Forms close Thursday, one week in advance. Office, 239 West 39th Street.

NEW YORK

Advertising rates, ¼ page, \$18.50; ½ page, \$31.50; ¾ page, \$56.50; full page, \$100; 13 times, \$17; \$29.50; \$53.50 or \$95; 26 times, \$15.50; \$27.50; \$49 or \$87.50; 52 times, \$14, \$25, \$45 or \$80 each insertion respectively; front cover (three colors) \$400; (two colors) \$275; back cover (three colors) \$300; (two colors) \$200; second or third covers (red and black, \$150 or \$125.

AUTOMOBILE DEALER AND REPAIRER—Monthly. Mechanical. Motor-Vehicle Publishing Co., publishers. Subscription, \$1. Sworn detailed average circulation for year 1914, 32,809*; 164 pages, 3 columns; length of columns, 10 in.; width, 2¼ in. Office, 71-73 Murray Street.

Advertising rates, \$9 an inch; full page, \$120; ½ page, \$65; ¼ page, \$44; ¾ page, \$35; ¼ page, \$21.92, with discount on twelve or more insertions.

AUTOMOBILE TOPICS—Every Saturday. Automobiles. Established 1900. Motor Trades Publishing Co., publishers. Subscription, \$2. Claimed average circulation for six months ending Aug., 1915, 9,193; 80 pages, 3 columns; length of columns, 10 in.; width, 2¼ in. Can use matrices. Office, 1790 Broadway.

Advertising rates, ¼ page, \$25; ½ page, \$35; ¾ page, \$45; ¾ page, \$55; one page, \$90; 13 times, \$20, \$30, \$35, \$45 or \$75; 26 times, \$15, \$24, \$29, \$35 or \$64; 52 times, \$9, \$16, \$24, \$30 or \$55 each insertion respectively. Classified, 30 cts. a line.

BAKERS' REVIEW—Monthly. Trade. Established 1898. Wm. R. Gregory Co., publishers. Subscription, \$1. Sworn average circulation for year ending July, 1915, 6,611* net paid; 140 pages, 2 columns; length of columns, 10 in.; width, 3½ in. Forms close 15th preceding month. Office, Woolworth Bld'g.

Advertising rates, ¼ page, \$12; ½ page, \$16.50; ¾ page, \$24; ¾ page, \$42.50; one page, \$65, with discounts on 3, 6 and 12 months contracts.

BAKERS' WEEKLY—Every Saturday. Trade. Established 1904. American Trade Publishing Co., publishers. Subscription, \$1. Sworn average circulation for year ending May 1915, 6,049 net paid; 60 pages, 2 columns; length of columns, 9¾ in.; width, 3¾ in. Can not use matrices. Office, 41 Park Row.

Advertising rates, full page, \$50; ½, ¼ or ¾ page, pro rata, with discount on time contracts.

BANKER'S HOME MAGAZINE—Monthly. Literary and Banking. Established 1905. Bankers Encyclopedia Co., publishers. Subscription, \$2. Claimed average circulation for year 1914, 5,100; 100 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Office, 20 Nassau Street.

Advertising rates, 25 cts. a line; full page, \$30; ½ or ¼ page, pro rata, with discount

NEW YORK

on yearly contracts. Special positions, 25% extra.

BANKING LAW JOURNAL—Monthly. Legal and Financial. Established 1889. Banking Law Journal Co., publishers. Subscription, \$4. Claimed average circulation for year 1914, 9,000; 112 pages, 1 column; length of column, 8 in.; width, 4½ in. Office, 27 Thames Street.

Advertising rates, full page, \$60; ½ page, \$35; ¼ page, \$20, with discounts on 3, 6 or 12 month contracts.

BARBERS' JOURNAL—Monthly. Barbers. Established 1902. W. L. Dudley, publisher. Subscription, \$1. Claimed average circulation for year 1914, 4,250; 48 pages, 2 columns; length of columns, 9½ in.; width, 3½ in. Forms close 15th preceding publication. Office, 140 Liberty Street.

Advertising rates, \$3 an inch, with discount for six months and longer, and for space.

BASEBALL MAGAZINE—Monthly (15th). Sports. Established 1908. The Baseball Magazine Co., publishers. Subscription, \$1.50. Claimed average circulation for year 1914, 75,000; 128 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Can use matrices. Forms close 25th of second preceding month. Office, 70 Fifth Avenue.

Advertising rates, agate, 56 cts. a line; one page, \$125; ¼ and ½ pages, pro rata, with discounts of 5% on 3 pages, or 10% on 6 pages, used within one year. Classified, 90 cts. a line.

See advertisement on page 449.

BECKWITH INTERSTATE LIST—Comprising 28 Daily, Sunday and Weekly papers of National prominence, with a guaranteed average circulation of 1,150,000 net paid; column width 2½ in.; (except St. Louis Post Dispatch which is 2½ in.) Can use matrices. Forms close eight days in advance. Office Tribune Building.

Advertising rates, agate, General Mail Order, (10 lines minimum), \$2.50 a line; Agriculture Mail Order, \$2.10; Proprietary Mail Order, \$2, a line; full position, minimum 42 lines, 25% extra. One electro and 28, 26 or 27 matrices required for General, Agricultural or Proprietary lists respectfully.

BENJAMIN AND KENTNOR COMPANY.

See advertisement on page 499.

BENZIGER'S MAGAZINE—Monthly. Literary and Educational. Established 1898. Benziger Brothers, publishers. Subscription, \$2.50. Claimed average circulation for year 1914, 94,389; 32 pages, 4 columns; length of columns, 13¼ in.; width, 2¼ in. Can use matrices. Forms close first of preceding month. Office, 36-38 Barclay Street.

Advertising rates, agate, 50 cts. a line flat; fourth cover page, \$500, \$275 or \$150 for

NEW YORK

full, half or quarter page; inside cover, \$450, \$250 or \$140 respectively.

See advertisement on page 473.

BIG STICK—Every Friday. Jewish Humor and Satire, Jacob Marinoff, publisher. Established 1909. Subscription, \$1.50. Sworn detailed average circulation for year 1914, 32,458*; 16 pages, 4 columns; length of columns, 12 in.; width, 2½ in. Can not use matrices.

Advertising rates, agate, 10 cts. a line; financial and mining, 15 cts.; insurance, 12 cts.; proposals, public notices, politics, 25 cts.; railroad, steamships, resorts, instruction, teachers, real estate, 10 cts. a line. Discounts on electrotyped matter, time and space contracts.

See advertisement on page 508.

BIRD LORE—See Harrisburg, Pa.

BLACKSMITH & WHEELWRIGHT—Monthly (1st). Blacksmithing. Established 1880. M. T. Richardson Co., publishers. Subscriptions, \$1. Claimed average circulation for year 1914, 12,000; 40 pages, 4 columns length of columns, 14 in.; width, 2¼ in. Can use matrices. Forms close 20th of month preceding. Office, 71 Murry Street.

Advertising rates upon application.

BOLLETTINO DELLA SERA—Every evening except Sunday, AMERICA, Sunday morning. Italian. Republican. Frugone Balletto and Pellegatti Printing and Publishing Co., publishers. Subscription, daily, \$4; Sunday, \$2. Sworn average circulation for six months prior to April 1915, daily, 51,548* net paid; Sunday, 11,807 net; 8 pages; length of columns, 21 in.; width, 2 in. Office, 178 Park Row.

Advertising rates, agate, daily, 8 cts. a line. 500 lines, within one year, 7 cts.; 1,000 lines, 6½ cts.; 2,000 lines, 6 cts.; 5,000 lines, 5½ cts.; 10,000 lines, 5 cts. a line; 2nd or 3rd page, 2 cts. a line additional other special positions, 10, 20, 30, 40, 60 or 100% extra. Reading notices, 20 cts. a line; 2nd or 3rd page, 30 cts.; first page, 50 cts. a line. Sunday, display rates on application.

See advertisement on page 562.

BON TON—Monthly. Fashions. Established 1851. S. T. Taylor Co., publishers. Subscription, \$3.50. Claimed average circulation for first three months of 1915, 25,695 net paid; 32 pages, 4 columns; length of columns, 14½ in.; width, 2¼ in. Forms close 12th of second preceding month. Office, 13-15 West 34th Street.

Advertising rates, agate, 50 cts. a line; ¼ page, \$85; ½ page, \$150; one page, \$250; 4th cover page, in colors, \$350.

BOOKMAN—Monthly. Literary. Dodd, Mead & Co., publishers. Established 1895. Circulation—not given by publishers; 180 pages, 2 columns; length of columns, 8 in.; width, 2¼ in. Can use matrices. Forms close 10th of preceding month. Office, 443 Fourth Ave.

NEW YORK

Advertising rates, 30 cts. a line; one page, \$60; $\frac{1}{4}$ and $\frac{1}{2}$ pages, pro rata.

BOOKSELLER, NEWSDEALER AND STATIONER—Semi-Monthly (1st and 15th). Trade. Established 1893. Edwin O. Chapman, publisher. Subscription, \$1.25. Sworn average circulation for nine months ending March 31, 1914, 7,372*; 32 to 128 pages, 2 columns; length of columns, 8 $\frac{1}{4}$ in.; width, 2 $\frac{1}{2}$ in. Office, 156 Fifth Avenue.

Advertising rates, \$2.25 an inch; 6 times, \$12.50; 12 times, \$23; 24 times (one year), \$40; $\frac{1}{2}$ page, \$4.50; $\frac{1}{4}$ page, \$8; $\frac{1}{8}$ page, \$14; one page, \$25.

BOYS' LIFE—Monthly. Official Magazine of the Boy Scouts of America. Established 1910. Boy Scouts of America (Inc.), publishers. Subscription, \$1. Detailed average circulation for year ending June, 1915, 65,740*; 40 pages, 2 columns; length of columns, 10 in.; width, 2 $\frac{1}{4}$ in. Forms close 5th of preceding month. Office, 200 Fifth Avenue.

Advertising rates, agate, 50 cts. a line; full page (420 lines), \$163; 224 lines, \$86.60; 112 line, \$50.40; 56 lines, \$25.20; 28 lines, \$13.30; inside back cover, \$200; inside front cover, \$220; outside back cover, \$250, with discount of 5, 10 or 20% on 3, 6 or 12 insertions; also 10 or 20% on 1,000 or 3,000 lines within one year.

BRADSTREET'S—Every Saturday. Financial and commercial. Established 1879. The Bradstreet's Co., publishers. Subscription, \$5; circulation—not given by publisher; 16 pages, 4 columns, length of columns, 12 $\frac{1}{2}$ in.; width, 2 $\frac{1}{2}$ in. Can not use matrices. Office, 346 to 43 Broadway.

Advertising rates, agate, 25 cts. per line, with discount on 3, 6, 9 or 12 months contract.

BRICKBUILDER—Monthly (15th). Architectural. Established 1892. Rogers & Manson Co., publishers. Subscription, \$5. Claimed average circulation for year 1914, 5,800; 56 pages, 2 columns, length of columns 10 $\frac{1}{2}$ in.; width, 3 $\frac{3}{4}$ in. Can use matrices. Forms close 1st of month. Office, 42 West 39th Street.

Advertising rates, full page \$75; $\frac{1}{2}$ page, \$40; $\frac{1}{4}$ page, \$22, with discount on 12 or more insertions.

BRITISH AMERICAN—See Philadelphia, Pennsylvania.

BRONX HOME NEWS—Semi-Weekly, Thursday and Sunday. Independent. Local. Established 1906. Bronx Home News Publishing Co., publishers. Subscription, \$3. Guaranteed average circulation for year 1915-16, 100,000; 12 to 20 pages, 7 columns; length of columns, 21 $\frac{3}{7}$ in.; width, 2 $\frac{1}{2}$ in. Can use matrices. Office, 373 East 143rd Street.

Advertising rates, agate, 15 cts. a line, flat. Reading notices, 25 cts. a line; on first page, 40 cts. a line, flat. Classified, 2 cts. per word.

NEW YORK

BUDD COMPANY (THE JOHN)—

See advertisement on pages 528 and 529.

BUILDING AGE—Monthly (1st). Building Trade. Established 1879. David Williams Co., publishers. Subscription \$2. Sworn detailed average circulation for 1914, 18,008* net paid; 110, pages, 2 columns; length of columns, 11 in.; width, 3 $\frac{1}{2}$ in. Can use matrices. Forms close next to last Monday in month preceding. Office, 239 West 39th Street.

Advertising rates, full page, \$90; $\frac{1}{2}$ page, \$48; $\frac{1}{4}$ page, \$27; $\frac{1}{8}$ page, \$15; $\frac{1}{16}$ page, \$8; second and fourth cover or facing first reading page 50% additional; third cover 25% and any other specified position 10% additional.

BUSINESS JOURNAL—Monthly. Commercial Education. Established 1877. Ronald Press Co., publishers. Subscription, \$1. Claimed average circulation for year ending June 1915, 5,000; 40 pages, 3 columns; length of columns, 9 $\frac{1}{2}$ in.; width, 3 $\frac{3}{4}$ in. Forms close 15th preceding month. Office, Evening Post Bldg.

Advertising rates, \$2.50 an inch; $\frac{1}{2}$ page, \$4.50; $\frac{1}{4}$ page, \$8; $\frac{1}{8}$ page, \$15; full page, \$25 with discounts of 5 or 10% on 6 or 12 month contracts.

BUTCHERS' ADVOCATE AND MARKET JOURNAL—Every Wednesday. Trade. Established 1879. Butchers' Advocate Co., publishers. Subscription, \$2. Claimed circulation for 1914, 8,000; 44 pages, 3 columns; length of columns, 11 in.; width, 2 $\frac{1}{2}$ in. Office, 203 Broadway.

Advertising rates on application.

BUTTERICK FASHION QUARTERLIES—Embracing Butterick Fashions, Standard Fashion Book and New Ideas in Fashions. Forms close as follows; June 15th for Fall Quarterly, out August 10th; August 15th for Winter Quarterly, out October 10th; November 15th for Spring Quarterly, out January 10; February 15th for Summer Quarterly, out April 10th. Guaranteed average circulation for year 1915-16, 600,000 net. Office, Butterick Bldg.

Advertising rates, full page, \$1800; $\frac{1}{2}$ and $\frac{1}{4}$ pages, pro rata; second on third covers, (three colors and black), \$2500; fourth cover, (three colors and black), \$3500. Rates on cover positions include cost of making plates. Minimum space, $\frac{1}{4}$ page, which must be 100 lines double column.

BUTTERICK TRIO—Monthly (10th of month preceding). Embracing The Delineator, The Designer and The Woman's Magazine. Guaranteed average circulation for year 1915, 1,400,000* net. Forms close 25th of third preceding month. Office, Butterick Building.

Advertising rates, agate, \$7.12 $\frac{1}{2}$ a line; 100 lines or more in one issue, \$7 a line; one

NEW YORK

column, \$1,400; $\frac{1}{4}$ page, \$1,250; $\frac{1}{2}$ page, \$2,500; full page, \$5,000; 2nd or 3rd cover page, (3 colors and black), \$5,500; colored insert (4 colors), \$6,000; back cover (3 colors and black), \$8,000. Rates on colors pages include cost of making plates.

CALEDONIAN—Monthly (28th). Scotch-American. Family. Established 1901. Caledonian Publishing Co., publishers. Subscription, \$1; circulation—not given by publisher; 52 to 68 pages, 2 columns; length of columns, 8 in.; width, $2\frac{1}{2}$ in. Forms close 22nd. Office, Bible House.

Advertising rates, \$3.25 an inch; $\frac{1}{4}$ page, \$6.75; $\frac{1}{2}$ page, \$12; $\frac{3}{4}$ page, \$22; one page, \$40. Cover pages, outside, \$50; inside cover pages, \$45. Discounts on 3, 6 and 12 months' contracts.

CALL—Every morning including SUNDAY. Labor and Socialist. Established 1908. Working Men's Co-operative Publishing Association (Inc.), publishers. Sworn average circulation for six months prior to April 1915, daily and Sunday, 22,759*; daily, 6 pages; Sunday, 16 pages, 7 columns; length of columns, 20 $\frac{5}{7}$ in.; width, $2\frac{1}{4}$ in. Can use matrices. Office, 444 Pearl Street.

Advertising rates, agate, 10 cts. a line; 2,000 lines, 9 cts.; 5,000 lines, 7 cts.; 10,000 lines, 6 cts. a line on yearly contracts. Special positions, 5 cts. a line extra. Amusements, financial, insurance, publications, public notices and railroads, 15 cts. a line. Classified, 7 cts. a line.

CASSIER'S ENGINEERING MONTHLY—Monthly. Engineering. Established 1891. Wendell Lansing Co., publishers. Subscription, \$3. Circulation—not given by publisher; 154 pages, 2 columns; length of columns, 8 in.; width, $2\frac{1}{4}$ in. Forms close 15th preceding month. Office, 12 West 31st Street.

Advertising rates, one inch single column, one year, \$65; $\frac{1}{4}$ page, one year, \$120; $\frac{1}{2}$ page, one year, \$180; $\frac{3}{4}$ page, one year, \$360; one page, one year, \$660.

CATERER—Monthly (1st). Catering-Hotels. Established 1883. Caterer Publishing Co., publishers. Subscription, \$2. Sworn average circulation for year ending June, 1915, 17,650* net paid; 84 pages, 2 columns; length of columns, 9 $\frac{1}{7}$ in.; width, 17 ems pica. Forms close 20th preceding month. Can use matrices. Office, 1495 Broadway.

Advertising rates, full page, \$44; $\frac{1}{2}$ page, \$24; $\frac{1}{4}$ page \$14; $\frac{1}{8}$ page, \$8; $\frac{1}{16}$ page, \$5 with discounts on 6 or 12 month contracts.

CATHOLIC NEWS—Every Saturday. Catholic. Established 1886. Catholic News Publishing Co., publishers. Subscription, \$1. Claimed average circulation for year 1914, 65,000; 20 pages, 4 columns; length of columns, 15 in.; width, $2\frac{1}{4}$ in. Can use matrices. Office, 27 Spruce Street.

Advertising rates, agate, 25 cts. a line. Reading notices, 50 cts. a line.

NEW YORK

CATHOLIC WORLD—Monthly. Literature and Science. Established 1865. Paulist Fathers, publishers. Subscription, \$3; circulation—not given by publisher; 160 pages, 2 columns; length of columns, 8 in.; width, $2\frac{1}{2}$ in. Forms close 15th of preceding month. Office, 120 West 60th Street.

Advertising rates, agate, $\frac{1}{8}$ page, \$2.50; $\frac{1}{4}$ page, \$5; $\frac{1}{2}$ page, \$10; $\frac{3}{4}$ page, \$20; one page, \$40; preferred position, 10% extra.

CAXTON MAGAZINE—Monthly (1st). Business men. Established 1909. The Key Publishing Co., publishers. Subscription, \$1.50. Claimed average circulation for year 1914, 21,145; 100 pages, 1 column; length of column, 6 $\frac{3}{4}$ in.; width, $3\frac{3}{4}$ in. Can not use matrices. Forms close 5th of month preceding. Office, 13 Astor Place.

Advertising rates (all ads in 2 colors) full page (94 lines) \$50; $\frac{1}{2}$ or $\frac{1}{4}$ page, pro rata.

CENTRAL STATION—Monthly (1st). Electrical. Established 1900. H. C. Cushing, Jr., publisher. Subscription, \$1. Claimed average circulation for year ending July 1915, 7,500; 60 pages, 2 columns; length of columns, 10 in.; width, 3 in. Can not use matrices. Forms close, 1st of month preceding. Office, Pulitzer Bldg.

Advertising rates, full page, \$40, 3 months, \$36, 6 months, \$33, 12 months, \$30; $\frac{1}{2}$ page, \$22, \$20, \$18 or \$16; $\frac{1}{4}$ page, \$12, \$11, \$10 or \$9.

CENTURY MAGAZINE—Monthly. Literary. Established 1870. The Century Co., publishers. Subscription, \$4. Claimed average circulation for 1914, 102,367; 168 pages, 2 columns; length of columns, 8 in.; width, $2\frac{5}{8}$ in. Forms close 30th of second preceding month. Office, 33 East Seventeenth St.

Advertising rates, agate, \$1.50 a line; one page, \$250; $\frac{1}{4}$ and $\frac{1}{2}$ pages, pro rata, with discounts of 10% on 3 pages, within 12 months; 25% on 6 pages or twelve consecutive insertions. Special for schools, \$15 an inch, with discounts of 10 or 25% on 6 or 12 times. Publishers (trade books only), 10% less than commercial rates. Combination rate, Century and St. Nicholas Magazines, 3 pages in each publication, within 12 months, \$900.

CHIEF—Every Saturday. Civil Service. Established 1897. Chief Publishing Co., publishers. Subscription, \$2.50. Claimed average circulation for year 1913, 19,000; 12 pages, 7 columns; length of columns, 20 $\frac{1}{2}$ in.; width, $2\frac{1}{4}$ in. Can use matrices. Office, 5 Beekman Street.

Advertising rates, agate, 20 cts. a line, 1,000 lines on yearly contract, 13 cts. a line. Specified position, 20% extra. Reading notices, 40 cts. a line.

CHILDREN'S BLUE BIRD MAGAZINE—Monthly (1st). Juvenile. Established 1906. Bobolink Publishing Co., publishers. Sub-

NEW YORK

scription, \$2.00; circulation—not given by publisher; 50 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Forms close 20th of month preceding. Office, 247 West 36th Street.

Advertising rates, full page, \$33.60; inside cover, \$40; outside cover, \$60; ½ or ¼ pages, pro rata.

CHINESE REPUBLIC NEWS—Every Saturday. Chinese Reform. Established 1901. Chinese Republic News Publishing Co., publishers. Subscription, \$2. Circulation—not given by publisher; 10 pages, 4 columns; length of columns, 14 in.; width, 4½ in. Cannot use matrices. Office, 108 Park Row.

Advertising rates upon application.

CHRISTIAN ADVOCATE—Every Thursday. Methodist Episcopal. Established 1826. The Methodist Book Concern, publishers. Subscription, \$2. Claimed average circulation for year 1914, 40,000; 32 pages, 3 columns; length of columns, 11 3/7 in.; width, 2½ in. Can not use matrices. Forms close one week in advance. Office, 150 Fifth Avenue.

Advertising rates, agate, 30 cts. a line; 500 lines, or 13 times, 27 cts.; 1,000 lines, or 26 times, 25 cts.; 2,000 lines, or 52 times, 20 cts. a line. Reading notices, 60 cts. a line. See N. W. Christian Advocate, Chicago, for Combination rate of the seven Methodist Weeklies.

CHRISTIAN HERALD—Every Wednesday. Undenominational. Established 1878. Christian Herald, publishers. Subscription, \$1.50. Sworn detailed average circulation for year 1914, 304,120* net; 24 pages, 4 columns; length of columns, 12 1/7 in.; width, 2½ in. Forms close 2 weeks in advance. Office, Bible House.

Advertising rates, agate, \$1.50 a line; full page (680 lines), \$900; ½ page, \$510; ¼ page, \$255; cover pages, 2 colors, \$1,200; 3 colors, \$1,500. Book advertising accorded 25% discount.

CHRISTIAN INTELLIGENCER—Every Wednesday. Reformed Church. Established 1829. The Intelligencer Publishing Co., publishers. Subscription, \$2.50. Claimed average circulation for year 1914, 6,000; 16 pages, 4 columns; length of columns, 14 in.; width, 2½ in. Forms close Monday preceding. Can use matrices. Office, 149 Church Street.

Advertising rates, agate, 15 cts. a line; 1,000 lines, used within one year, 10 cts. a line.

CHRISTIAN NATION—Every Wednesday. Religious. Covenant. Established 1884. John W. Pritchard, publisher. Subscription, \$2; circulation—not given by publisher; 16 pages, 4 columns; length of columns, 11½ in.; width, 2½ in. Forms close Friday preceding. Office, 1105 Tribune Building.

Advertising rates, 10 cts. a line. Combination with Sabbath Reading and Weekly Witness, display matter, 65 cts. a line.

NEW YORK

CHRISTIAN WORK AND EVANGELIST—Every Saturday. Undenominational. Established 1830. Edwin N. Bunce, publisher. Subscription, \$3. Claimed average circulation for year 1913, 29,150; 32 to 40 pages, 3 columns; length of columns, 11 in.; width, 2½ in. Office, Bible House.

Advertising rates, agate, 30 cts. a line. Discount, one month, or 333 lines, 10%; two months, 15%; three months, or 667 lines, 20%; six months, or 1,000 lines, 30%; one year, or 2,000 lines, 35%; 3,000 lines, 40%. Special position, 20% extra. Reading notices, 60 cts. a line.

CHURCH BULLETIN—Monthly. Comprising twenty-five Catholic Bulletins. Established 1893. Church Bulletin (Inc.), publisher. Subscription, 50 cts. Claimed combined average circulation for year ending May 1915, 81,000; 24 to 40 pages, 2 columns; length of columns, 7 in.; width, 4½ in. Cannot use matrices. Office, 118 East 28th Street.

Advertising rates upon application.

CHURCHMAN—Every Saturday. Episcopal. Established 1844. The Churchman Co., publishers. Subscription, \$3.50; circulation—not given by publisher; 32 to 40 pages, 3 columns; length of columns, 11½ in.; width, 2½ in. Office, 434 Lafayette Street.

Advertising rates, agate, 30 cts. a line; special position, 40 cts. with discounts of 10% on one month; 15% on two months; 20% on three months, or 1,000 lines; 25% on six months, or 2,000 lines; 33½% on one year, or 3,000 lines. Issues magazine supplement first number of each month. Rate, one page (224 lines), \$68; 3 pages, within one year, \$54 per page. Reading notices, 50 cts. a line.

CIRCLE AND SUCCESS MAGAZINE—Monthly. Literary. Established 1897. The Thwing Company, publishers. Subscription, \$1. Claimed average circulation for 1914, exceeding 100,00; 40 pages, 4 columns; length of columns, 12 in.; width, 2½ in. Can use matrices. Forms close 15th of preceding month. Office, 145 West 45th Street.

Advertising rates, agate, 60 cts. a line; special publishers rate, 40 cts. a line.

CIVIL SERVICE CHRONICLE—Every Saturday. Civil Service. Established 1897. D. L. Kaufmann, publisher. Subscription, \$2. Claimed average circulation for 1914, 10,860 net; 8 page; length of columns, 20½ in.; width, 2½ in. Office, 23 Duane Street.

Advertising rates, agate, 12 cts. a line, 4 times, 10 cts.; 13 times, 9 cts.; 26 times, 8 cts.; 52 times, 7 cts. a line.

CLIPPER—Every Wednesday. Theatrical. Established 1853. The Frank Queen Publishing Co. (Ltd.), publishers. Subscription, \$4. Claimed average circulation for year 1914, 24,095; 52 pages, 3 columns; length of col-

NEW YORK

umns, 11¼ in.; width, 2½ in. Office, 47 West Twenty-eighth Street.

Advertising rates, agate, 25 cts. a line; 100 or more lines, 23 cts. a line; with borders, 10% extra.

CLOTHIER AND FURNISHER—Monthly. Trade. Established 1872. The Geo. N. Lowrey Co., publishers. Subscription, \$2. Claimed average circulation for year 1914, 6,500; 150 pages, 2 columns; length of columns, 10 in.; width, 3½ in. Office, 13 Astor Place.

Advertising rates, ⅓ page, \$6; ½ page, \$9; ¾ page, \$15; 1 page, \$26; one page (20 in.), \$50.; with discounts on 3, 6, 9 or 12 month contracts. Classified, 25 cts. a line.

CLUB FELLOW AND WASHINGTON MIRROR (The)—Every Wednesday. Society. Established 1898. The West End Publishing Co., publishers. Subscription, \$5; circulation—not given by publisher; 4 columns to page; length of columns, 12½ in.; width, 2¼ in. Forms close Saturday preceding. Office, Metropolitan Building.

Advertising rates, agate, 30 cts. a line flat.

CLUB JOURNAL—Monthly (1st). Motor-ing. Established 1909. The Automobile Club of America publishers. Subscription, \$1. Claimed average circulation for year 1914, 4,000; 72 to 80 pages, 2 columns, length of columns, 9 in.; width, 3¼ in. Can use matrices. Forms close 24th of month preceding. Office, 54th Street West of Broadway.

Advertising rates, full page, \$60; ½ page, \$40; ¼ page \$25; ⅛ page, \$15; back cover, (two colors), \$90; inside front or inside back cover, (two colors), \$80, with discount on 6 or 12 issues.

COAL AGE—Every Saturday. Coal Mining and Coke Manufacture. Established 1911. Hill publishing Co., publishers. Subscription, \$3. Claimed average circulation for year 1914, 10,700; 70 to 100 pages, 2 columns, length of columns, 10 in.; width, 3¼ in. Can not use matrices. Office Hill Bldg., 10th Ave and 36th Street.

Advertising rates upon application.

COAL TRADE JOURNAL—Every Wednesday. Trade. Established 1869. Frederick E. Saward, editor and publisher. Subscription, \$5. Claimed average circulation for year 1914, 6,800; 48 pages, 2 columns; length of columns, 11½ in.; width, 3¼ in. Office 20 Vesey Street.

Advertising rates, full page (23 in.), \$35; ½ page, \$20; ¼ page, \$13.50; ⅛ page, \$10; ⅓ page, \$5, with discount on yearly contract. Classified, 3 cts. per word.

NEW YORK

COLLIER'S—Every Saturday. Literary. Established 1888. P. F. Collier & Son (Inc.), publishers. Subscription, \$2.50. Claimed average circulation for first five months, 1915, 835,451 net paid; 36 pages, 4 columns; length of columns, 13½ in.; width, 2¼ in. Forms close three weeks in advance. Office, 406-424 West Thirteenth Street.

Advertising rates, agate, \$3.50 a line; excess of ¼ page, not making ½ page, \$3.25 a line; one page, \$2,200; ¼ page, \$600; ½ page, \$1200; back cover page (2 colors), \$2,800; inserts inside covers (2 colors), \$2,500; schools and colleges, \$1.75 a line, books and publishers, \$2.75 a line. Classified, \$3.50 a line, with discount of 16% on 6 or more consecutive insertions.

COMERCIO—Monthly (1st). Spanish. Export Trade. Established 1875. J. Shepherd Clark Co., publishers. Subscription, 3. Claimed average circulation for year 1914, 10,500* 80 to 100 pages, 2 columns; length of columns, 10 in.; width, 3¾ in. Office, 114 Liberty Street.

Advertising rates upon application.

COMMERCIAL—Every morning except Sunday. Commercial. Financial. Established 1795. Mercer P. Moseley, publisher. Subscription, \$6. Circulation—not given by publisher; 12 to 13 pages, 7 columns; length of columns, 21 in.; width, 2¼ in. Can use matrices. Office, 20 Vesey Street.

Advertising rates, agate, 20 cts. a line; financial page, 30 cts.; automobiles, 20 cts. a line; hotels, institutions, etc., 20 cts. a line; publications, 15 cts.; resorts, 20 cts., 26 times, daily, or, e. o. d., 10 cts. a line. Reading notices, \$1 an agate line; 1st or editorial page, \$1.50 a line. Classified, agents wanted, 15 cts. a line; business chances, 20 cts.; discount on 6 or more consecutive insertions.

COMMERCIAL AND FINANCIAL WORLD—Every Saturday. Financial. Established 1898. S. D. Butman, publisher. Subscription, \$5; circulation—not given by publisher; 16 pages, 3 columns; length of columns, 11½ in.; width, 2½ in. Office, 36 Gold Street.

Advertising rates, agate, bankers, brokers, financial and business opportunities, 25 cts. a line; dividends and interest, 20 cts.; miscellaneous, 20 cts. a line; first page, double price.

CONFECTIONERS' GAZETTE—Monthly. Trade. Established 1881. Horace B. Winton, publisher. Subscription, \$2; circulation—not given by publisher; 44 pages, 4 columns; length of columns, 11 in.; width, 2 in. Office, 366 Broadway.

Advertising rates, ⅓ page, \$15; ½ page, \$20; ¾ page, \$30; 1 page, \$40; one page, \$60.

A GOOD advertising agency is one equipped by long experience and actual contact with the problems of advertising plus a record of success in practice, integrity, financial strength, and strategical location.

NEW YORK

COSMOPOLITAN—Monthly (10th of month preceding). Literary-National. Established 1886. International Magazine Co., publishers. Subscription, \$1.50. Sworn detailed average circulation for year 1914, 985,083* net paid; guaranteed for 1915-16, 1,000,000; 128 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Forms close 15th of second preceding month. Office, 119 West 40th Street.

Advertising rates, agate, \$4.50 a line; full page (224 lines), \$1000; ½, ¼ or ⅓ page, pro rata; book publishers, \$500 a page, Resident Schools, \$15.50 per half inch, (seven lines), with discounts of 10 or 20% on six or twelve times respectively. Classified, \$3.25 a line, with a discount of 12½ cts. on six consecutive insertions.

COSTUME ROYAL—Monthly. (25th second preceding month), Fashions. Established 1895. The Royal Pattern Co., publishers. Subscription, \$3.50. Claimed average circulation for year ending June 1915, 50,000; 4 columns to page; length of columns, 14½ in.; width, 2½ in. Forms close 10th of second preceding month. Office, 285 Fifth Avenue.

Advertising rates, agate, 60 cts. a line; full page, (800 lines), \$480; ½, ¼ or ⅓ page pro rata; on contracts covering three pages, or more, to be used within one year, \$450 a page.

COUNTRYSIDE MAGAZINE—Monthly. Established 1904. The Suburban Press (Inc.), publishers. Subscription, \$3. Detailed average circulation for year 1914, 27,902*; 52 pages, 3 columns; length of columns, 12½ in.; width, 2½ in. Forms close 5 weeks in advance. Office, 334 Fourth Ave.

Advertising rates, agate, 60 cts. a line; full page (510 lines), \$280; ½ page, \$150; ¼ page, \$75; magazine size page (224 lines), \$134.40; proportionately for ¼ and ⅓ magazine pages; 10% discount on 672 lines used within one year. Nursey stock, seeds, implements, etc., special rate of 50 cts. a line, with discount of 5 and 10% on 6 and 12 times respectively.

COURIER DES ETATS UNIS—Every morning including SUNDAY, and WEEKLY, published Mondays, dated Saturday. French. Independent. Established 1828. H. P. Sampers Co., publishers. Subscription, daily, \$12.60; Sunday, \$2.50; weekly, \$5.20. Claimed average circulation for year 1914, daily, 20,634 net; Sunday, 30,325 net; weekly, 26,930 net; daily, 6 to 8 pages; Sunday, 14 pages, 6 columns; length of columns, daily, 21½ in.; weekly, 15 in.; width, 2½ in. Office, 195-197 Fulton Street.

Advertising rates, agate, daily, \$1.20 an inch, flat; Sunday or Weekly, \$1.40 an inch, flat. Special notices, 25 cts. a line, daily or Sunday. Reading notices, 50 cts. a line on 2nd page, 25 cts. a line on any other page except the first one. Amusements, week days, 12 cts.; Sunday, 15 cts. per line.

See advertisement on page 460.

NEW YORK

CRAFTSMAN—Monthly. Architecture. Art. Home. Established 1901. Gustav Stickey, editor and publisher. Subscription, \$3. Claimed average circulation for 1914, 23,000; 125 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Forms close 8th preceding month. Office, Craftsman Bldg, 6 East 39th Street.

Advertising rates, \$100 a page; smaller space, pro rata.

CUBA REVIEW—Monthly. Industrial. Established 1901. Munson Steamship Line, publishers. Subscription, \$1. Claimed average circulation for year 1914, in U. S. and Cuba, 4,000; 44 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Cannot use matrices. Office, 82-92 Beaver Street.

Advertising rates, 25 cts. a line; full page, \$48; ½, ¼ and ⅓ pages, pro rata.

CURRENT OPINION—Monthly. Literary and current events. Established 1888. Current Literature Publishing Co., publishers. Subscription, \$3. Sworn detailed average circulation for six months ending March, 1915, 94,213*; 112 pages, 3 columns; length of columns, 10 in.; width, 2½ in. Forms close on 10th of preceding month. Office, 140 West 29th Street.

Advertising rates, agate, 55 cts. a line; full page (420 lines), \$231; ½, ¼ and ⅓ pages, pro rata. Special publishers and resident-school rate, 45 cts. a line; 1 page, \$189; ½, ¼ and ⅓ pages, pro rata.

DAY—Every evening including SUNDAY. Yiddish-Independent. Established 1914. Day Publishing Co. (Inc.), publishers. Subscription, \$3.50. Sworn average circulation for six months prior to April 1915, 73,169* net paid; 8 pages, 7 columns; length of columns, 20½ ins.; width, 2½ in. Can use matrices. Office, 183 East Broadway.

Advertising rates, agate, 10 cts. a line; 10,000 lines, within one year, 7 cts. a line. Preferred position, 20% extra.

See advertisement on page 524.

DECORATIVE FURNISHER—Monthly. Interior furnishing. Established 1901. T. A. Cawthra & Co., publishers. Subscription, \$2. Claimed average circulation for year 1914, 5,000; 104 pages, 2 columns; length of columns, 10½ in.; width, 3½ in. Office, 450 Fourth Avenue.

Advertising rates, ½ page, \$10; ¼ page, \$18; ⅓ page, \$27.50; one page, \$45. Discount on 3 months, or longer.

DELINEATOR—Monthly. Fashions and Literary. Established 1863. The Butterick Publishing Co., publishers. Subscription, \$1.50. For circulation, see The Butterick Trio. 100 pages, 4 columns; length of columns, 14½ in.; width, 2½ in. Forms close 25th of third preceding month. Office, Butterick Building.

NEW YORK

Advertising rates, agate, \$5 a line; one column, \$1,000; one page, \$3,500; $\frac{1}{2}$ page, \$1,800; $\frac{1}{4}$ page, \$900. Combined rate for "The Butterick Trio," which see.

DENTAL DIGEST—Monthly. Dentistry. Established 1894. The Dentists' Supply Co., publishers. Subscription, \$1. Sworn average circulation for year ending May 1915, 16,942*; 128 pages, 1 column; length of column, 8 in.; width, $4\frac{1}{2}$ in. Forms close 6th preceding month. Office, 220 West 42nd Street.

Advertising rates, full page, \$70; $\frac{1}{2}$ page, \$40; $\frac{1}{4}$ page, \$20. Classified, 30 words, \$1.

DESIGNER—Monthly. Fashion and Literary. Established 1887. Standard Fashion Co., publishers. Subscription, 75 cts. For circulation see The Butterick Trio; 130 pages, 4 columns; length of columns, $14\frac{1}{4}$ in.; width, $2\frac{1}{4}$ in. Forms close 25th of third preceding month. Office, Butterick Bldg.

Advertising rates, agate, \$1.50 a line; one column, \$300; $\frac{1}{4}$ page, \$270; $\frac{1}{2}$ page, \$540; one page, \$1,000. Combined rate for "Butterick Trio" which see.

DEUTSCHES JOURNAL—Every morning, including SUNDAY. German. Independent. Established 1890. Morning Journal Association, publishers. Subscription, daily, \$3; Sunday issue only, \$2.50. Sworn average circulation for six months prior to October, 1914, daily, 54,969 net paid; Sunday, 68,870 net paid; daily, 8 pages; Sunday, 44 to 52 pages, 8 columns; length of columns, 20 in.; width, 2½ in. Can use matrices. Office, 7 Central Park West.

Advertising rates, agate, daily or Sunday, 20 cts. a line, with discounts of 5, 10, 15 or 20% on yearly contracts of 1,000, 2,500, 5,000 or 10,000 lines. Preferred positions, 15 and 30% extra. Classified, agents, business opportunities, automobiles, books and publications, 15 cts. a line; matrimonial, 25 cts. a line, with discount on 3 or more insertions. Reading notices, daily or Sunday, first page, \$1.50; all other pages, \$1 a nonpareil line.

See advertisement on page 450.

DRAMATIC MIRROR—Every Wednesday. Dramatic—Vaudeville and Motion Pictures. Established 1879. The Dramatic Mirror Co. (Inc.), publishers. Subscription, \$4. Claimed average circulation for year 1914, 20,200; 40 pages, 4 columns; length of columns, 12 in.; width, $2\frac{1}{2}$ in. Office, 1493 Broadway.

Advertising rates, agate, 18 cts. a line. Reading notices, starred, 50 cts. a line.

DRAMATIC NEWS—Every Tuesday. Dramatic. Established 1881. Edwin S. Bettelheim, publisher. Subscription, \$4. Claimed average circulation for year ending May 1915, 20,000; 36 to 40 pages, 3 columns; length of columns, 10 in.; width, $2\frac{1}{2}$ in. Can use matrices. Office, 17 West 42d Street.

NEW YORK

Advertising rates, agate, 18 cts. a line; 13 times, 17 cts.; 26 times, 16 cts.; 52 times, 15 cts. a line. Special positions, 10% extra. Reading notices, agate, 50 cts. per line.

DRY GOODS—Monthly. Trade. Established 1891. Dry Goods Publishing Co., publishers. Subscription, \$3. Claimed average circulation for year 1914, 6,760; 112 pages, 3 and 4 columns; length of columns, $11\frac{1}{4}$ in.; width, page, $8\frac{1}{2}$ in. Forms close 25th of preceding month. Can not use matrices. Office, 120 West 32nd Street.

Advertising rates, $\frac{1}{8}$ page, \$18; $\frac{1}{4}$ page, \$35; $\frac{1}{2}$ page, \$60; one page, \$100; back cover, \$125; front cover, \$200.

DRY GOODS ECONOMIST—Every Saturday. Established 1846. Textile Publishing Co., publishers. Subscription, \$5. Claimed average circulation for year 1914, 14,046 net; 100 pages, 4 columns; length of columns, 13 in.; width, $2\frac{1}{2}$ in. Office, 231-241 West 39th Street.

Advertising rates, $\frac{1}{8}$ page, \$25; $\frac{1}{4}$ page, \$45; $\frac{1}{2}$ page, \$85; one page, \$150.

DRY GOODS GUIDE—Monthly (15th). Dry Goods-Trade. Established 1898. Black Publishing Co., publishers. Subscription, \$1. Claimed average circulation for year ending May 1915, 7,500; 100 pages, 2 columns; length of columns, $9\frac{1}{4}$ in.; width, $3\frac{1}{2}$ in. Cannot use matrices. Forms close 10th of month of publication. Office, 470 Fourth Ave.

Advertising rates, \$60 a page; on yearly contract, \$50 a page.

DUN'S REVIEW—Every Saturday and International Edition monthly (12 English and 12 Spanish editions each year). Commercial and Export. Established 1893. R. G. Dun & Co., editors and publishers. Subscriptions, weekly, \$2; monthly, \$3. Sworn average circulation for year 1914, weekly, 9,000* net; monthly, 25,602* net; weekly, 24 pages; monthly, 136 pages; weekly, 3 columns; length of columns, $10\frac{1}{4}$ in.; width, $2\frac{1}{4}$ in.; monthly, 2 columns; length of columns, $10\frac{1}{4}$ in.; width, $3\frac{1}{4}$ in. Can use matrices. Forms close weekly, 10 days in advance; monthly, 25th second month preceding.

Advertising rates, weekly, 25 cts. a line; monthly, covering both English and Spanish editions, full page on yearly contract, \$150; $\frac{1}{2}$ page, \$85; $\frac{1}{4}$ page, \$60; $\frac{1}{8}$ page, \$50; $\frac{1}{16}$ page, \$40; $\frac{1}{32}$ page, \$30; one edition only, \$100, \$55, \$40, \$30, \$23 or \$18 each insertion for full $\frac{1}{2}$, $\frac{1}{3}$, $\frac{1}{4}$, $\frac{1}{8}$ or $\frac{1}{16}$ page. Advertisements running less than one year are subject to additional charge of 8, 15 or 25% on less than 12, 9 or 5 months respectively. Preferred position, 25% extra.

ECO D'ITALIA—Every Thursday. Italian-Independent. Established 1849. Felice Tacci, publisher. Subscription, \$2. Claimed

NEW YORK

average circulation for year 1914, 5,000; 8 pages, 6 columns; length of columns, 19½ in.; width, 2¼ in. Can use matrices. Office, 89 Park Street.

Advertising rates upon application.

ELECTRICAL RECORD—Monthly. Established as Buyers' Reference, 1892. The Gage Publishing Co. (Inc.), publishers. Subscription, \$2. Claimed average circulation for year, 10,000; 222 pages, 2 columns; length of columns, 10 in.; width, 3 in. Office, 114-16 Liberty Street.

Advertising rates on application.

ELECTRICAL WORLD—Every Saturday. Electrical. Established 1874. McGraw Publishing Co. (Inc.), publishers. Subscription, \$3. Sworn detailed average circulation for first three months 1915, 19,655*; 160 pages, 2 columns; length of columns, 10 in.; width, 3½ in. Can not use matrices. Office, 239 West 39th St.

Advertising rates, full page, \$100; ½, ¼ and ⅓ pages, pro rata; 3 pages, within one year, \$88; 6 pages, \$80; 9 pages, \$76; 12 pages, \$72; 18 pages, \$68; 26 pages, \$64; 32 pages, \$63; 40 pages, \$62; 52 pages, \$60; 78 pages, \$59; 104 pages, \$57 a page. Back cover cards, \$12.50 per issue.

ELECTRIC RAILWAY JOURNAL—Every Saturday. City, Suburban, Interurban and Electrified divisions of Steam Railways. Established 1884. McGraw Publishing Co. (Inc.), publishers. Subscription, \$3. Sworn detailed average circulation for first three months 1915, 8,161*; 100 to 160 pages, 2 columns; length of columns, 10¼ in. Office, 239 West 39th Street.

Advertising rates on application.

ELEGANCE PARISIENNE—Monthly (1st except June and July). Fashions. Established 1898. Paris-New York Fashion Co., publishers. Subscription, \$20. Claimed average circulation for year 1914, 6,000; 40 to 48 pages, 2 columns; length of columns, 12 in.; width, 3½ in. Can not use matrices. Forms close 10th of month preceding. Office, 7 West 22nd Street.

Advertising rates, on yearly contract (10 issues), full page, \$75; ½ page, \$40; ¼ page, \$27.50 for each insertion.

ELITE STYLES—Monthly (1st of month preceding). Fashions. Established 1896. Elite Styles Co. (Inc.), publishers. Subscription, \$2.50. Guaranteed average circulation for year 1915-16, 80,000; 56 pages, 4 columns; length of columns, 14 in.; width, 2¼ in. Forms close 10th of second preceding month. Office, 9-11 East 37th Street.

Advertising rates, agate, 85 cts. a line; full page, (800 lines), \$550; ½ page, \$290; ¼ page, \$150; ⅓ page, \$42.50; with discounts, 10 or 20% for 6 or 12 times if used within one year.

NEW YORK

ELKS ANTLER—Monthly. Elks. Fraternal. Established 1895. Arthur C. Moreland, editor and publisher. Subscription, \$1; circulation—not given by publisher; 40 pages and cover, 2 columns; length of columns, 8 in.; width, 2¼ in. Office, 1158 Broadway.

Advertising rates, full page, \$40; ½ page, \$25; ¼ page, \$12.50. Reading notices, \$5 an inch.

ELÖRE—Every morning except Sunday. Hungarian. Socialist. Established 1900. Elore Publishing Assn'. (Inc.), publishers. Subscription \$4; sworn average circulation for six months prior to October, 1914, City Edition, 8,500* net paid; National Edition, 17,000* net paid; 8 pages, 7 columns, length of columns, 19¼ in.; width, 2¼ in. Can use matrices. Office, 5 Third Street.

Advertising rates, 60 cts. an inch; 500 in. within six months, 50 cts.; over 500 in., 40 cts. an inch. Orders exclusively for National Magazine edition, 25% additional. Translations free.

ENGINEERING MAGAZINE—Monthly. Engineering. Established 1891. The Engineering Magazine Co., publisher. Subscription, \$3. Claimed average circulation for 1914, 11,250; 292 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Can use matrices. Forms close 10th preceding month. Office, 140 Nassau Street.

Advertising rates, American edition, \$6.50 an inch.

ENGINEERING AND MINING JOURNAL—Monthly (1st). Mining and Engineering. Established 1866. Hill Publishing Co., publishers. Subscription, \$5. Claimed average circulation for year 1915, 7,800; 150 pages, 2 columns; length of columns, 10 in.; width, 3½ in. Can not use matrices. Forms close 20th month preceding. Office, 505 Pearl Street.

Advertising rates upon application.

ENGINEERING NEWS—Every Thursday. Civil Engineering and Contracting. Established 1874. The Hill Publishing Co., publishers. Subscription, \$5. Claimed average circulation for year ending March 1915, 19,000; 140 to 180 pages, 2 columns; length of columns, 10 in.; width, 3½ in. Office, 505 Pearl Street.

Advertising rates, \$78 a page; ranging down to \$50, according to space used during year; ⅓, ¼ and ½ pages, pro rata.

ENGINEERING RECORD—Every Saturday. Engineering. Established 1877. McGraw Publishing Co., publishers. Subscription, \$3. Sworn detailed average circulation for first three months, 1915, 20,461*; 150 pages, 2 and 4 columns; length of columns, 12 in.; width, 2½ and 2¾ in. Cannot use matrices. Office, 239 W. Thirty-ninth Street.

Advertising rates upon application.

NEW YORK

ERIE RAILROAD EMPLOYEES' MAGAZINE—Monthly. Railroad Employes. Established 1905. Erie Railroad, publishers. Subscription, \$1. Claimed average circulation for year 1914, 40,000; 64 pages, 2 columns; length of columns, 7½ in.; width, 2¼ in. Can use matrices. Forms close 27th of preceding month. Office, 50 Church Street.

Advertising rates, full page, \$50; ½ page, \$30; ¼ page, \$15; ⅙ page, \$8, with discount on 6 or 12 insertions.

EVERYBODY'S MAGAZINE—Monthly (23rd of month preceding). Literary. Established 1899. The Ridgway Co., publishers. Subscription, \$1.50. Guaranteed average circulation for year 1915-16, 500,000; 144 pages and over, 2 columns; length of columns, 8 in.; width, 2½ in. Forms close 25th to the last day of second to third of preceding month. Office, Spring and MacDougal Streets.

Advertising rates, agate, \$2.008 a line; full page, \$450; ½, ¼, ⅙ and ⅓ pages, pro rata. Resident schools and colleges, \$1.35 a line; \$302.40 per page, and pro rata for ½, ¼ or ⅙ page. Classified, \$3 a line (4 lines, minimum; maximum, 12 lines).

EVERY WEEK—Every Monday. Literary. Established May 1915. Every Week Corporation publishers. Subscription, \$1, (3 cts. a copy.). Guaranteed. average circulation for year 1915-16, exceeding, 250,000; 20 pages, 4 columns; length of columns, 12½ in., width, 2¼ in. Can not use matrices. Forms close, four weeks in advance. Office, 95 Madison Ave.

Advertising rates, agate, \$1.50 a line; full page, (700 lines), \$1000; ½ or ¼ page, pro rata; back cover, (six colors), \$1,200. In combination with Associated Sunday Magazine, which see.

See advertisement on page 563.

EXPORT—AMERICAN INDUSTRIES. Monthly. Also **AMERICA E INDUSTRIAS AMERICANAS**, Spanish edition. Monthly. Semi-Literary—Semi-Trade—Export. Established 1908. Steven de Casessnak (Inc.), publisher. Subscription, \$2. Claimed average circulation for year 1914, 40,000 (English, 15,000; Spanish, 25,000); 120 pages, 2 columns; length of columns, 10 in.; width, 3½ in. Forms close, both editions, 20th of preceding month. Office, 30 Church Street.

Advertising rates, on yearly contract ¼ page, \$27.09; ½ page, \$36.67; ¼ page, \$47.08; ½ page, \$63.75; ⅙ page, \$75; 1 page, \$125. Prices cover insertions in both editions.

FAME AND FORTUNE—See Tousey's Weeklies.

See advertisement on page 444.

FAMILY JOURNAL—Monthly (15th). Light Fiction. Established 1882. The International News Co., publishers. Subscription, \$1.75. Claimed average circulation for 1914,

NEW YORK

35,458 net; 80 pages, 3 columns; length of columns, 10 in.; width, 2¼ in. Can use matrices. Forms close 28th of preceding month. Office, 83-85 Duane Street.

Advertising rates, 10 cts. a line; full page, \$35; ½ and ¼ pages, pro rata; one column, \$12; back cover page, \$60.

FAMILY STORY PAPER—Every Saturday. Literary. Established 1873. Norman L. Munro, publisher. Subscription, \$3. Claimed average circulations for year 1914, 50,000; 8 pages, 5 columns; length of columns, 18 in.; width, 2½ in. Forms close three weeks in advance. Office, 24-26 Vandewater Street.

Advertising rates, agate, 20 cts. a line.

See advertisement on page 506.

FASHION BOOK—See Pictorial Review. Also

See advertisement on page 548.

FATHERLAND—Every Wednesday. German-American. Established 1914. The Fatherland Corporation, publishers. Subscription, \$2. Detailed average circulation, January 15th 1915, 73,056*; 16 pages, 3 columns; length of columns, 9¾ in., width, 2½ in. Can use matrices. Office, 1123 Broadway.

Advertising rates, agate, 25 cts. a line; full page (408 lines), \$100.

FIELD AND FANCY—Every Saturday. Sporting-Dogs. Established 1897. Field and Fancy Publishing Co., publishers. Subscription, \$2. Claimed average circulation for year ending May, 1915, 4,800; 20 pages, 3 columns; length of columns, 10 in.; width, 2¼ in. Can not use matrices. Office, 14-16 Church Street.

Advertising rates, \$2 an inch; two lines, \$1.85; three times, \$1.70; four times, \$1.55 an inch, with further discounts on 3, 6 or 12 months contracts. Reading matters, 25 cts. a line. Classified, 2 cts. per word.

FIELD AND STREAM—Monthly. Sport, Adventure. Established 1895. E. F. Warner, publisher. Subscription, \$1.50. Guaranteed average circulation for year 1915-16, 50,000; 160 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Forms close 5th preceding month. Office, 331 Fourth Avenue.

Advertising rates, \$6.25 an inch; full page, \$100; ½, ¼ and ⅙ pages, pro rata, with discounts of 5 or 10% on 6 or 12 insertions.

FIELD ILLUSTRATED—Monthly (8th). Advance Agriculture and Horticulture. Established 1902. Advance Agriculture Publishing Co., publishers. Subscription, \$1.50. Claimed average circulation for year 1914, 10,000; 84 pages, 3 columns; length of columns, 10 in.; width, 2¼ in. Can not use matrices. Forms close 25th of month preceding. Office, 17 West 42nd Street.

NEW YORK

Advertising rates, agate, \$3 an inch; full page, \$90; $\frac{1}{2}$, $\frac{1}{3}$ or $\frac{1}{4}$ page, pro rata with discount of 10 or 20% on six or twelve month contract.

FILM FUN—Monthly, Moving Picture Humor. Established 1915. Leslie-Judge Company, publishers. Gross circulation of first issue July 1915, 50,000; Subscription, \$1; 36 pages, 3 columns; length of columns, 9- $\frac{1}{2}$ in.; width, 2 $\frac{1}{4}$ in. Forms close fifteenth of second month preceding date of issue. Office, 225 Fifth Ave.

Advertising rates, agate, 20 cts. a line; full page, (400 lines), \$80; half and quarter page, pro rata; back cover (either 2 or 3 printings), \$100. Reading notices, 40 cts. a line.

FINANCIAL AGE—Every Saturday. Financial. Established 1900. F. Howard Hooke, publisher. Subscription, \$5. Claimed average circulation, including supplements, for year 1914, 18,000; 48 pages, 3 columns; length of columns, 11 in.; width, 2 $\frac{1}{4}$ in. Can use matrices. Office, U. S. Express Building, Trinity Place and Rector Street.

Advertising rates, agate, 25 cts. a line; preferred position, 30 cts. a line, with discounts of 15 or 25% on 6 months or one year.

FINANCIAL WORLD—Every Saturday. Financial. Louis Guenther, publisher. Subscription, \$4; circulation—not given by publisher; 24 to 28 pages, 2 columns; length of columns, 11 in.; width, 2 $\frac{1}{2}$ in. Can use matrices. Office, 18 Broadway.

Advertising rates, narrow column, 25 cts. a line; wide column, 50% extra.

FINANCIER—Every Saturday. Financial. Established 1867. The Financier Publishing Co., publishers. Subscription, \$10. Claimed average circulation for year 1914, 15,000; 72 pages, 3 columns; length of columns, 10 $\frac{1}{2}$ in.; width, 2 $\frac{1}{4}$. Can use matrices. Office, 128 Broadway.

Advertising rates, agate, 25 cts. a line.

FLORIST'S EXCHANGE—Every Saturday. Florist Seed and Nursery Trade. Established 1888. A. T. DeLaMare Printing & Publishing Co. Ltd., publishers. Subscription, \$1. Claimed average circulation for year 1914, 9,500; 52 to 64 pages, 4 columns; length of columns, 12 in.; width, 2 $\frac{1}{4}$ in. Office, 438-48 West 37th St.

Advertising rates, \$1 an inch, with discount of 10% on four or more insertions; 25% on 52 insertions, or 100 in. within one year. Reading notices, 20 cts. a line, flat. Classified, 10 cts. a line.

FOLLIA—Every Sunday. Italian. Republican. Established 1893. Marziale Sisa, publisher. Subscription, \$2. Claimed average circulation for year 1914, 27,510 net; 8 pages, 7 columns; length of columns, 19 $\frac{1}{2}$

NEW YORK

in.; width, 2 $\frac{1}{4}$ in. Office, 226 Lafayette Street.

Advertising rates on application.

FOREST AND STREAM—Monthly (1st). Outdoor Sports. Established 1873. Forest and Stream Publishing Co., publishers. Subscription, \$1. Detailed average circulation for year ending May 1915, 24,017*; 64 pages, 3 columns; length of columns, 10 $\frac{1}{2}$ in.; width, 2 $\frac{1}{2}$ in. Forms close 20th of month preceding. Office, 128 Broadway.

Advertising rates, agate, 20 cts. a line, with discounts of 5% or 10% on six insertions within one year or either three pages or twelve consecutive insertions within one year.

See advertisement on page 555.

FREEMAN'S JOURNAL AND CATHOLIC REGISTER—Every Saturday. Catholic. Established 1840. A. B. Ford, publisher. Subscription, \$2.50; circulation—not given by publisher; 8 pages, 6 columns; length of columns, 20 $\frac{1}{2}$ in.; width, 2 $\frac{1}{4}$ in. Can use matrices. Office, Barclay Street and Park Place.

Advertising rates, agate, 30 cts. a line, with discounts of 10% on 300 lines; 15% on 500 lines; 20% on 750 lines; 25% on 1,000 lines; 33 $\frac{1}{3}$ % on 2,000 lines; reading notices, 50 cts.

FREIE ARBEITER STIMME—Every Saturday. Yiddish-Independent. Freie Arbeiter Stimme Co., publishers. Subscription, \$1.50. Circulation—not given by publisher; 8 pages, 7 columns; length of columns, 20 in.; width, 2 $\frac{1}{4}$ in. Office, 157 East Broadway.

Advertising rates, agate, 10 cts. a line, with discount of 5 or 10% on one or six months, respectively.

FRUIT TRADE JOURNAL AND PRODUCE RECORD—Every Saturday. Trade. Established 1889. Fruit Trade Journal Co., publishers. Subscription, \$1. Claimed average circulation for year 1914, 12,000; 20 pages, 4 columns; length of columns, 14 $\frac{1}{2}$ in.; width, 2 $\frac{1}{2}$ in. Can use matrices. Office, 98 Park Place.

Advertising rates, \$1.50 an inch.

FUN—Section of the Sunday edition of NEW YORK WORLD. Established 1912. Guaranteed average circulation for 1915-16, 500,000; 16 pages, 3 columns; length of columns, 9 in.; width, 2 1/4 in. Can use matrices. Forms close 16 days in advance. Office, Pulitzer Building.

Advertising rates, 50 cts. a line flat.

FURNITURE WORLD—Every Thursday. Trade. Established 1895. Towse Publishing Co., publishers. Subscription, \$2. Claimed average circulation for year 1914.

NEW YORK

6,000; 32 to 104 pages, 3 columns; length of columns, 11½ in.; width, 2¾ in. Office, 15 West 38th Street.

Advertising rates on application.

Gaelic American—Every Saturday. Irish interests. The Gaelic American Publishing Co., publishers. Subscription, \$2. Claimed average circulation for year 1914, 32,300; 8 pages, 6 columns; length of columns, 19 in.; width, 20½ ems. Office, 165-167 William Street.

Advertising rates, \$1.20 an inch; 13 times, 5%; 26 times, 10%; 52 times, 20% discount.

See advertisement on page 480.

GARDEN MAGAZINE AND FARMING—See Garden City, N. Y.

GAS ENERGY—Monthly. Mechanical. Established 1907. Gas Energy Co., publishers. Subscription, 50 cts. Claimed average circulation for 1914, 7,000; 68 pages, 2 columns; length of columns, 8¼ in.; width, 2½ in. Office, 24 Murray Street.

Advertising rates, ¼ page, \$12; ½ page, \$20; ¾ page, \$35; one page, \$60.

GENERAL FEDERATION MAGAZINE—Monthly (1st). Woman's Clubs. Established 1903. General Federation Magazine (Inc.), publishers. Subscription, \$1. Sworn average circulation for three months ending June 1915, 20,761* net; 30 pages, 3 columns; length of columns, 10 in.; width, 2½ in. Can use matrices. Forms close 20th of month preceding. Office, 25 W. 42nd St.

Advertising rates, 30 cts. a line; one page to be used within one year in ¼ pages or multiples, \$100; three pages, \$270; quarter page, \$27.50; one column, \$35; outside back cover, \$150.

GENTLEWOMAN—Monthly. Home. Established 1871. W. J. Thompson Co., publishers. Subscription, 20 cts. Guaranteed average circulation for year 1915-16, 2,000,000; detailed statement September 1914 average, 2,255,350*; 24 to 32 pages, 4 columns; length of columns, 12½ in.; width, 2¼ in. Forms close 10th preceding month. Office, 627-649 West 43d St.

Advertising rates, agate, \$7.40 a line; ¼ page (175 lines), \$1110; ½ page, \$2095; one page, \$3915; back cover page, \$4306.50.

See advertisement on colored insert between pages 502 and 503.

GIORNALE ITALIANO—Every morning, including SUNDAY. Italian. Non-political. Established 1903. Italian Press Publishing Assn. (Inc.), publishers. Subscription, \$5. Claimed average circulation for year 1914, 40,000; 3 pages, 7 columns; length of columns, 20 in.; width, 2¼ in. Can use matrices. Office, 226 Lafayette St.

NEW YORK

Advertising rates, agate, general display, 10 cts. a line; real estate, mail order or patent medicine, 15 cts. a line. Specified positions 15 or 25% extra. Reading notices, 50 cts. a line. Classified, 10 cts. a line.

GLAS NARODA—Every afternoon except Sunday. Slovenian. Republican. Established 1892. Slovenic Publishing Co., publishers. Subscription, \$3. Sworn average circulation for six months prior to April 1915, 12,500* net paid; 6 to 12 pages, 7 columns; length of columns, 20½ in.; width, 2¼ in. Office, 82 Cortlandt Street.

Advertising rates, \$14 an inch, per month; e. o. d., \$9; 2 t. a w., \$7.25; 1 t. a w., \$5; three months, \$38 an inch; six months, \$70; one year, \$125; 2d page, 25% additional. Reading notices, 30 cts. a count line. Classified, 30 words, \$1 per insertion.

GLOBE AND COMMERCIAL ADVERTISER—Every evening except Sunday. Republican. Established 1897. The Commercial Advertisers Association, publishers. Subscription, \$3. Sworn detailed average circulation for year 1914, 200,685*; 12 to 24 pages, 3 columns; length of columns, 21¼ in.; width, 2½ in. Can use matrices. Office, 73-83 Dey Street.

Advertising rates, agate, 35 cts. a line; sporting pages, 40 cts. a line; second or third pages, 50 cts.; last page, (full page only), \$1000; on yearly contract, 2,500 lines, 28 cts.; sporting page, 32 cts.; pages 2 or 3, 36 cts.; 10,000 lines, 27, 31 or 35 cts.; 20,000 lines, 26, 30 or 34 cts.; 30,000 lines, 24, 28 or 32 cts.; 40,000 lines, 22, 26 or 30 cts.; 50,000 lines, 20, 24 or 28 cts. a line. Publishers or Automobiles 25 cts.; pages, 2 or 3, 35 cts. a line, flat, with 5 or 10 cts. a line additional for position. Steamships, 35 cts. a line. Reading notices, \$2 a line; first page, \$2.50 a line. Double column advertisements must be at least 2 in. deep; three columns, 3 in. deep, etc. Classified, hotels and restaurants, resorts, apartments, excursions or real estate 20 cts. a line.

GOLF—Monthly. Golfing. Established 1894. Arthur Pottow, publisher. Subscription, \$3. Circulation—not given by publisher; 64 pages, 2 columns; length of columns, 8 in.; width, 2¾ in. Can use matrices. Office, 286 Fifth Ave.

Advertising rates, agate, \$4 an inch; full page, \$60; ½, ¼ or ⅓ page, pro rata, with discounts of 10% on 6 months; 10% on 12 insertions or 3 pages used within one year.

GOLFERS' MAGAZINE—See Chicago, Ill.

GOLF ILLUSTRATED AND OUTDOOR AMERICA—Monthly (25th of month preceding.) Golfing. Established 1914. Franklin

NEW YORK

Coe, publisher. Subscription, \$4. Claimed average circulation for year 1914, exceeding, 5,000; 52 pages, 3 columns, length of columns, 10 in.; width, 2 1/4 in. Can not use matrices. Forms close 15th of month preceding. Office, 8 W. 40th St.

Advertising rates, agate 25 cts. a line; full page, (420 lines) \$100, 1/2 or 1/4 page pro rata, with a discount of 20% on 12 or more consecutive insertions.

GOOD HOUSEKEEPING MAGAZINE—Monthly (1st). Established 1885. International Magazine Co., publishers. Subscription, \$1.50. Detailed average circulation for year 1914, 377,481*; 136 pages, 2 columns; length of columns, 8 in.; width, 2 1/2 in. Forms close first of month preceding. Office, 119 West 40th Street.

Advertising rates, agate, \$2.50 a line flat.

GOOD ROADS—Every Saturday. Good Roads. Established 1892. E. L. Powers Co., publishers. Subscription, \$2. Claimed average circulation for year 1914, 6,000; 100 pages, 2 columns; length of columns, 10 in.; width, 3 1/2 in. Can use matrices. Office, 150 Nassau Street.

Advertising rates, 1/8 page, \$8; 1/4 page, \$15; 1/2 page, \$25; 3/4 page, \$40; one page, \$65; preferred position, 20% extra; opposite last page, reading matter, or index, 25% additional; inside covers, 50%; back cover, 100% extra. Discount on 3 months and longer.

GOSPEL OF THE KINGDOM—Monthly (1st). Sociological. American Institute Of Social Service, publishers. Subscription, 75 cts. Claimed average circulation for year 1914, 7,000; 10 pages, 2 columns; length of columns, 7 1/2 in.; width, 2 1/2 in. Can use matrices. Forms close, 1st of month preceding. Office, Room 80 Bible House.

Advertising rates, full page, \$25; on contract, 3 months, \$23.75, 6 months, \$22.50, 9 months, \$21.25, 12 months, \$20; 1/2 page, \$15, \$14.25, \$13.50, \$12.75 or \$12; 1/4 page, \$9, \$8.55, \$8.10, \$7.65 or \$7.20; 1/8 page, \$5, \$4.75, \$4.50, \$4.25 or \$4; 1/16 page, \$3, \$2.85, \$2.70, \$2.55 or \$2.40. Classified, 20 cts. a line.

HABERDASHER—Monthly (1st). Trade. Established 1884. The Haberdasher Co., publishers. Subscription, \$3. Claimed average circulation for year 1914, 6,000; 150 pages, 2 columns; length of columns, 10 in.; width, 3 1/2 in. Forms close 25th preceding month. Office, 50 Union Square.

Advertising rates, 1/8 page, \$6; 1/4 page, \$9; 1/2 page, \$15; 3/4 page, \$26; one page, \$50; discounts for three months and longer. Classified, 25 cts. a line.

HANDELS-ZEITUNG—Every Saturday. German. Financial. Established 1851. Meyer Auerbach, publisher. Subscription,

NEW YORK

\$10. Claimed average circulation for year 1914, 8,000; 16 pages, 4 columns; length of columns, 18 in.; width, 3 1/4 in. Can use matrices. Office, 130 Pearl Street.

Advertising rates, \$4.20 an inch.

HARDWARE AGE—Every Thursday. Trade. Established 1855. David Williams Co. (Inc.), publishers. Subscription, \$2. Sworn detailed average circulation for first three months of 1915, 14,159* net paid; 30 pages, 2 columns; length of columns, 10 1/2 in.; width, 3 1/2 in. Cannot use matrices. Office, 239 West 39th St.

Advertising rates upon application.

HARDWARE DEALERS' MAGAZINE—Monthly. Hardware. Established 1893. D. T. Mallett, publisher. Subscription, \$1.50. Claimed average circulation for year ending June 1915, 19,000; 200 pages, 2 columns; length of columns, 8 in.; width, 2 1/2 in. Forms close 20th preceding month. Can use matrices. Office, 253 Broadway.

Advertising rates, 1/8 page, \$24; 1/4 page, \$42; 1/2 page, \$72; one page, \$120. Discount on 3 months or longer.

HARDWARE REVIEW—Monthly (1st). Trade. Pentz Publishing Co., publishers. Subscription, \$1.50. Claimed average circulation for year ending May 1915, 14,000; 78 pages, 2 columns, length of columns, 10 in.; width, 3 1/2 in. Can use matrices. Forms close 1st. Office, Woolworth Bldg.

Advertising rates, full page, \$60; 1/2 page, \$35; 1/4 page, \$20; 1/8 page, \$15.

HARLEM HOME NEWS—See Home News.

HARPER'S BAZAR—Monthly (20th preceding month). Fashions and Society. Established 1867. International Magazine Co., publishers. Subscription, \$1.50. Guaranteed average circulation for 1915-16, 100,000; 76 to 100 pages, 4 columns; length of columns, 12 in.; width, 2 in. Forms close 25th second preceding month. Office, 119 West Fortieth Street.

Advertising rates, agate, 90 cts. a line; full page (672 lines), \$500; 1/2, 1/4 or 1/8 page, pro rata; second or third covers (4 colors), \$700; back cover (4 colors), \$1,000. Classified, under heading "where to shop," \$30 a card (limited to 4 lines) per year.

HARPER'S MAGAZINE—Monthly. Literary. Established 1850. Harper & Brothers, publishers. Subscription, \$4. Sworn detailed average circulation for first three months 1915, 101,084* net; 168 pages, 2 columns; length of columns, 8 in.; width, 2 1/2 in. Forms close 3d of preceding month. Office, Franklin Square.

Advertising rates, agate, \$1.30 a line; 1/4 page, \$56.25; 1/2 page, \$112.50; one page, \$225; with discount of 5% on one year con-

NEW YORK

tracts or on 6 or more pages used within one year.

HARPER'S WEEKLY—Every Saturday. Literary and General. Established 1857. The McClure Publications (Inc.), publishers. Subscription, \$5. Claimed average circulation for year 1914, 40,000; 3 columns, 10 pages; length of columns, 12½ in.; width, 2¼ in. Forms close 21 days in advance. Office, 251 4th Avenue.

Advertising rates, agate (minimum, single column, 7 lines; double column, 28 lines), 40 cts. a line; one insertion per month for one year, 35 cts.; every issue for one year, 30 cts. a line, and ¾ pages, pro rata; second or third cover, one printing, \$225, two printings, \$250; back cover page, one printing, \$250, two printings, \$300, three printings, \$360.

HEALTH CULTURE—Monthly. Hygiene. Established 1894. Health Culture Co., publishers. Subscription, \$1. Claimed average circulation for 1914, 30,000; 96 pages, 2 columns; length of columns, 8 in.; width, 2¼ in. Forms close 15th preceding month. Office, 1133 Broadway.

Advertising rates, agate, 35 cts. a line; one inch, \$4; ¼ page, \$14; ½ page, \$25; one page, \$50; 10% discount on yearly contracts.

HEARST'S MAGAZINE—Monthly (29th of month preceding). Review and Fiction. International Magazine Co., publishers. Subscription, \$1.50. Guaranteed average circulation 1915-16, 250,000; 150 pages, 4 columns; length of columns, 12 1/7 in.; width, 2½ in. Forms close, first, 25th of 2nd month preceding; second and final 1st and 5th of preceding month. Office, 119 West 40th Street.

Advertising rates, agate, \$1.75 a line; ¼ page and up, \$1.50 a line; 2nd or 3rd cover, (2 colors), \$1,500, or (3 colors), \$1,600; fourth cover (4 colors), \$1,800.

HEBREW STANDARD—Every Friday. Jewish (Printed in English). Established 1882. William J. Solomon, publisher. Subscription, \$2. Circulation—not given by publisher; 20 to 24 pages, 5 columns; length of columns, 15 in.; width, 2½ in. Office, 87 Nassau Street.

Advertising rates, agate, 20 cts. a line. Reading notices, 30 to 50 cts. a line. Discount on time contracts.

HERALD—Every morning including SUNDAY. Independent. Established 1835. New York Herald Co., publishers. Subscription, \$10; Sunday issue, \$2. Sworn average circulation for twelve months prior to October, 1914, daily and Sunday, 107,886* net daily; 16 to 24 pages; Sunday, 86 to 120 pages, 7 columns; length of columns, 20¾ in.; width, 2½ in. Can use matrices. Office, Herald Square.

Advertising rates, agate, daily or Sunday, 45 cts. a line. Business opportunities and

NEW YORK

financial, 40 cts. Medical, 50 cts. New publications, 30 cts. Real estate, week days, 25 cts.; Sundays, 30 cts. Help wanted, daily, 10 cts.; Sunday, 15 cts. a line. Resorts, 25 cts., daily; 30 cts. Sunday. Sporting, 50 cts. Automobiles, 35 cts. For sale, daily, 30 cts.; Sunday, 35 cts. Instruction, colleges and schools, 20 cts. a line. Home and Table columns, on news page, Wednesday or Sunday, three to twenty-eight lines, 40 cts. a line; on 26 times, contract, 34 cts. a line. Double column advertisements must be at least 28 lines deep in daily 42 lines deep in Sunday edition. Advertising rates in Sunday Magazine section supplement, and the Sunday Fashion supplement (5 columns, 2 13/14 in. wide), 70 cts. a line, which includes display, cuts, etc.

HEROLD—Every morning and every evening except Sunday, and REVUE. Sundays. German. Independent. Established 1864. New Yorker Zeitung Printing and Publishing Co., proprietors. Subscription, morning or evening issue, \$3; Sunday, \$2.50. Sworn average circulation for six months prior to April, 1915, morning and evening combined, 138,952* net paid; Sunday, 66,725*; daily, 8 to 10 pages; Sunday, 26 to 32 pages, 7 columns; length of columns, 17½ in.; width, 2½ in. Can use matrices. Office, 24 North William Street.

Advertising rates, either daily or Sunday, 15 cts. a line; discount, 10% on 10,000 lines or more, within one year; combination rate, morning and evening, 25 cts. a line; 10,000 lines or more, within one year, 22½ cts. a line. Reading notices, either paper, 50 cts. a line; first page, \$1.

See advertisement on page 480.

HESSEN-DARMSTADTER ZEITUNG UND HESSISCHE BLAETTER—Every Saturday. German. Non-political. Established 1888. Voelcker Bros., publishers. Subscription, \$2. Circulation—not given by publisher; 8 pages, 6 columns; length of columns, 20 in.; width, 2¼ in. Office, 812-316 East 23d Street.

Advertising rates, \$20 an inch per year.

HINTS—Monthly, except July and August. School, Church and Home Entertainments. Established 1899. Entertainment Publishing Co., publishers. Subscription, \$1. Claimed average circulation for year 1914, 158,410*; 32 pages, 2 columns; length of columns, 8 in.; width, 2¼ in. Forms close 8th preceding month. Office, 1193 Broadway.

Advertising rates, agate, 30 cts. a line, with discounts.

HOME NEWS—Harlem and Heights Edition, every Wednesday and Sunday, established 1910; Yorkville Edition, every Friday, established 1914. Independent. James O'Flaherty, publisher. For free distribution. Sworn average circulation for six months ending May 1915, Harlem, 60,000, Yorkville, 50,000;

NEW YORK

NEW YORK

8 to 10 pages, 7 columns; length of columns, 21½ in.; width, 2½ in. Can use matrices. Office, 373 E. 148th Street.

Advertising rates, agate, either edition, 15 cts. a line. Reading notices, 25 cts. a line; first page readers, 40 cts. a line.

HOMILETIC MONTHLY AND CATECHIST—Monthly. Catholic. Ecclesiastical. Established 1900. Joseph F. Wagner, publisher. Subscription, \$3. Circulation—not given by publisher; 120 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Can use matrices. Forms close 16th preceding month. Office, 9 Barclay Street.

Advertising rates, \$2.50 an inch; six consecutive insertions, \$2.25 an inch, per time; one year, \$2, each insertion; ¼ page, \$4; ½ page, \$8; ¾ page, \$15; one page, \$30.

HOMILETIC REVIEW—Monthly. Un denominational. Established 1877. Funk & Wagnalls Co., publishers. Subscription, \$3. Claimed average circulation for year 1914, 20,000; 115 pages, 2 columns; length of columns, 8½ in.; width, 2¾ in. Forms close 1st of the month. Office, corner Fourth Avenue and 26th Street.

Advertising rates, agate, 30 cts. a line; full page, \$50; ½, ¼ or ⅓ pages, pro rata. Inside cover pages, \$70; last cover page, \$100.

HORSELESS AGE—Every Wednesday. Automobile. Established 1893. The Horseless Age Co., publishers. Subscription, \$2. Claimed average circulation for year 1914, 11,400 net; 90 pages, 2 and 3 columns; length of columns, 10 in.; width, 3½ and 2¼ in., respectively. Office, 250 West 54th Street.

Advertising rates, \$5 an inch; 2 in., \$9; ¼ page, \$15; ½ page, \$25; ¾ page, \$32; ⅓ page, \$40; one page, \$70. Discount on 13 or more insertions.

HOTEL GAZETTE—Every Saturday. Commercial. Established 1876. John Martin, publisher. Subscription, \$2. Claimed average circulation for 1914, exceeding 6,500; 12 pages, 5 columns; length of columns, 17 in.; width, 2½ in. Office, 1123 Broadway.

Advertising rates, full page, \$85; ½ page, \$44; ¼ page, \$24; ⅓ page, \$13; ⅕ page, \$7; 1/32 page, \$3.75. Discount, 5, 10 and 25% on 3, 6 and 12 months respectively.

HOTEL REGISTER—REVIEW—Every Saturday. Commercial. Established 1884. Gehring Publishing Co., publishers. Subscription, \$3. Circulation—not given by publisher; 44 to 72 pages, 2 and 3 columns; length of columns, 11 in.; width, 3½ and 2½ in. Office, 1269 Broadway.

Advertising rates, agate, full page, \$40; ½ page, \$20; ¼ page, \$12; ⅓ page, \$6; ⅕ page, \$4, with discounts on 3, 6 or 12 month contracts.

HOUSE AND GARDEN—Monthly. Home building. Decorative and Gardens. Established 1901. Conde-Nast & Co., publishers. Subscription, \$3. Guaranteed average circulation for year 1915-16, 20,000; 80 pages, 4 columns; length of columns, 11¼ in.; width, 2 in. Forms close 8th preceding month. Office, 445 Fourth Ave.

Advertising rates, agate, 50 cts. a line; full page, \$300; ½ or ¼ page, pro rata, with discounts of 12½ or 25% on 6 or 12 insertions.

HOUSE BEAUTIFUL—Monthly. House Plans, Decorations, Gardening, etc. Established 1896. The House Beautiful Publishing Co., (Inc.), publishers. Subscription, \$2. Guaranteed average circulation for year 1915-16, 50,000; 64 to 80 pages, 3 columns; length of columns, 10½ in.; width, 2½ in. Forms close 5th preceding month. Office, 17 Madison Avenue.

Advertising rates, agate, 80 cts. a line; one page (441 lines), \$350; regular magazine page (16 in.), \$179.20; ¼ and ½ pages, pro rata.

HOUSE FURNISHING REVIEW—Monthly (1st). Trade. Established 1892. House Furnishing Review Co., publishers. Subscription, \$2. Circulation—not given by publisher; 50 pages, 2 columns; length of columns, 11 in.; width, 3½ in. Cannot use matrices. Forms close 20th of month preceding. Office, Broadway and Murray Streets.

Advertising rates, three months' contract, full page, \$77; six months, \$66; 12 months, \$60; ½ page, \$55, \$45 or \$36; ¼ page, \$36, \$29 or \$24; ⅓ page, \$22, \$17.50 or \$13.50 each insertion.

HOUSEWIFE—Monthly. For women. Established 1884. The A. D. Porter Co., publishers. Subscription, 50 cts. Guaranteed circulation for year 1915-16, 600,000; 28 to 50 pages, 4 columns; length of columns, 14¼ in.; width, 2½ in. Can use matrices. Forms close 5th of second preceding month. Office, 30 Irving Place.

Advertising rates, agate, \$2.50 a line; ¼ page, \$450, ½ page, \$875; one page, \$1,600.

HOUSEWIVES LEAGUE MAGAZINE—Monthly (1st). For Women. Established 1913. Housewives League, publishers. Subscription, \$1. Claimed average circulation for year 1914, 30,000; 52 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Cannot use matrices. Forms close 21st of preceding month. Office, 17 West 44th Street.

Advertising rates, agate, 50 cts a line; full page, \$100; ½, ¼ or ⅓ page, pro rata, with discount of 5 or 10% on 6 or 12 months' contract.

HRVATSKI SVJET—Every evening except Monday, including SUNDAY. Croatian—Non partisan. Established 1908. Croatian News Co., publishers. Subscription, \$3. Claimed average circulation for 1914, 10,000; 4 to 8

NEW YORK

pages, 7 columns; length of columns, 21 in.; width, 2½ in. Cannot use matrices.

Advertising rates on application.

ILLUSTRATED COMPANION—Monthly. Fiction. Established 1880. F. B. Warner Co., publishers. Subscription, 25 cts. Claimed average circulation for year ending June 1915, 285,000; guaranteed for year 1915-16, 275,000; 16 to 32 pages, 4 columns; length of columns, 13¾ in.; width, 2¼ in. Forms close 18th of preceding month. Office, 90 Chambers Street.

Advertising rates, agate, \$1 a line; full page (776 lines), \$582; ½ page, \$323.33; ¼ page, \$169.75. Preferred position, 15% extra. Reading notices, \$1.25 a line.

See advertisement on page 483.

ILLUSTRATED MILLINER—Monthly. Fashion. Established 1900. The Illustrated Milliner Co., publishers. Subscription, \$4. Claimed average circulation for year 1914, 8,733 net; 64 to 206 pages, 2 columns; length of columns, 10½ in.; width, 3¾ in. Office, 656 Broadway.

Advertising rates, ¼ page, \$12.50; ½ page, \$20; ½ page, \$35; one page, \$65, with discounts on two or more insertions.

ILLUSTRATED RECORD—Every Saturday. Sporting. Established 1892. H. J. Bott-hof, publisher. Subscription, \$2; circulation—not given by publisher; 16 pages, 5 columns; length of columns, 15 in.; width, 2¼ in. Forms close one week in advance. Office, 17 Spruce Street.

Advertising rates, agate, 35 cts. a line, flat. Classified, 6 cts. per word.

ILLUSTRATED SUNDAY MAGAZINE—Issued co-operatively by and as a part of Sunday editions of Philadelphia Record, Pittsburgh Gazette-Times, Rochester Democrat and Chronicle, Memphis Commercial Appeal, Boston Herald, Detroit Free Press, Columbus Dispatch, Dayton News, Louisville Courier-Journal, Minneapolis Tribune, Milwaukee Sentinel, Buffalo Times, Worcester Telegram, Des Moines Register and Leader, Omaha World-Herald and Providence Tribune. Claimed average circulation for year 1914, 1,300,000; 4 columns to page; length of columns, 13 in.; width of columns, 2¼ in. Forms close 4 weeks in advance. Office, 250 Fifth Avenue.

Advertising rates, agate, \$4 a line; full page one time, \$2,592; ¼ page, \$684; ½ page, \$1332; back cover (3 colors), \$2,900.

See advertisement on page 538.

INDEPENDENT—Every Monday. General News. Established 1848. Karl V. S. Howland, publisher. Subscription, \$3. Circulation—not given by publisher; 36 to 44 pages, 3 columns; length of columns, 10 in.; width, 2¼ in. Forms close Friday 10 days preceding.

NEW YORK

Can use matrices. Office, 119 West 40th Street.

Advertising rates, agate, 50 cts. a line; full page (420 lines), \$210; double column, \$140; single, \$140; for a total of three pages, (1260 lines), within one year, 45 cts. a line or \$189 a page; for a total of five pages, (2100 lines), 40 cts. a line or \$168 per page. Hotels, Tourist Agencies, Summer Camps, Classified Real Estate or Subscribers' wants 40 cts. a line. Schools and Colleges, 35 cts. a line.

INTERNATIONAL—Monthly (25th of month preceding). Pro-American Policy-International Events. International Monthly (Inc.), publishers. Subscription, \$2. Claimed average circulation for 1914, 15,000; 32 pages, 2 columns; length of columns, 9½ in.; width, 2½ in. Cannot use matrices. Forms close 20th of second month preceding. Office, 1123 Broadway.

Advertising rates, \$2.10 an inch; full page, \$50; inside back cover, \$100; ½, ¼, ⅓ and ⅙ page, pro rata.

INTERNATIONAL CONFECTIONER—Monthly. Trade. Established 1892. The International Confectioner (Inc.), publishers. Subscription, \$1. Claimed average circulation for year 1914, 7,500 net; 148 pages, 2 columns; length of columns, 9 in.; width, 2¾ in. Forms close 1st. Can use matrices. Office, 221-25 West 17th Street.

Advertising rates, full page, \$65; ½ page, \$38; ¼ page, \$21; ⅓ page, \$11, with discounts on 2 or more insertions.

INTERNATIONAL JOURNAL OF SURGERY—Monthly. Surgical and Gynecology. Established 1887. International Journal of Surgery Co., publishers. Subscription, \$1. Circulation—not given by publisher; 38 pages, 2 columns; length of columns, 9 in.; width, 3 in. Forms close 15th preceding month. Can use matrices. Office, 100 William Street.

Advertising rates, ¼ page, one month, \$13; three months, \$30; six months, \$55; one year, \$90; one page, one month, \$60; one year, \$600.

INTERNATIONAL STUDIO—Monthly. Architecture—Interior—Decoration. Established 1897. John Lane Co., publishers. Subscription, \$5. Claimed average circulation for year 1913, 10,000; 170 pages, 3 columns; length of columns, 10 in.; width, 2½ in. Forms close 10th of preceding month. Office, 120 West 32nd Street.

Advertising rates, agate, \$5 an inch; full page, \$120; ½, ¼ or ⅓ page, pro rata, with discounts of 5% on 6 insertions, 10% on twelve insertions or a total of 3 pages, within one year.

IRISH WORLD—Every Wednesday. Catholic-Independent. Established 1870. Patrick

NEW YORK

Ford, publisher. Subscription, \$2.50. Circulation—not given by publisher; 12 pages, 7 columns; length of columns, 20½ in.; width, 2¼ in. Can use matrices. Office, 13 Barclay Street.

Advertising rates, agate, 30 cts. a line, with discounts of 10, 15, 20 or 25% on 300, 500, 750 or 1,000 lines; preferred position, 20% extra. Special notices, 50 cts. a line. Reading notices, \$1 a line.

IRON AGE—Every Thursday. Trade. Established 1855. David Williams Company publishers. Subscription, \$5. Claimed average circulation for year 1914, 12,000; 200 to 260 pages, 2 columns, length of columns, 11 in.; width, 3¼ in. Can not use matrices. Office, 239 West 39th Street.

Advertising rates upon application.

JACOB & COMPANY—

See advertisement on pages 532, 533, 534, 535 and 536.

JAPANESE AMERICAN COMMERCIAL-WEEKLY—Every Saturday. Japanese. Commercial. Established 1900. Toichi Nakahara, publisher. Subscription, \$2. Circulation—not given by publisher; 10 pages, 6 columns; length of columns, 9½ in.; width, 2¼ in. Office, Tribune Building.

Advertising rates, \$1.50 an inch; one month, \$5; six months, \$25; one year, \$45; one column, one time, \$15; one page, \$90; front cover, ½; back cover, ⅓ times more than above rate.

JEWELERS' CIRCULAR WEEKLY—Every Wednesday. Trade. Established 1869. The Jewelers' Circular Publishing Co., publishers. Subscription, \$2. Claimed average circulation for year 1914, 9,000; 150 pages, 3 columns; length of columns, 10 in.; width, 2¼ in. Office, 11 John Street.

Advertising rates, \$2 an inch; ⅓ page, \$4; 1/10 page, \$6; ¼ page, \$8; ½ page, \$10; ⅔ page, \$16; ¾ page, \$20; ⅞ page, \$30; ⅞ page, \$40; one page, \$60.

JEWISH FARMER—Monthly. Agriculture. Established 1907. Jewish Agricultural and Industrial Aid Society, publishers. Subscription, 25 cts. Claimed average circulation for 1914, 5,000; 16 to 32 pages, 3 columns; length of columns 9½ in.; width, 2¼ in. Can use matrices. Office, 174 Second Avenue.

Advertising rates, agate, 10 cts. a line; full page, \$40; ½ page, \$20. Translations made if desired.

JEWISH FORWARD—Every evening except Saturday and Sunday evening. SATURDAY AND SUNDAY MORNING. Jewish. Labor. Established 1897. Forward Association, publishers. Subscription, \$3.50. Sworn average circulation for year ending March, 1915, 200,267* net; 8 to 16 pages, 7 columns; length of columns, 21 in.; width, 2¼ in. Can use matrices. Office, 175 East Broadway.

NEW YORK

Advertising rates, agate, 12 cts. a line; 1,000 lines, 11 cts.; 2,000 lines, 10 cts. a line. Preferred position or reading notices, 20% extra.

See advertisement on page 564.

JEWISH GAZETTE—Weekly edition of Jewish Daily News, which see.

JEWISH MORNING JOURNAL—Every morning except Saturday, including SUNDAY. Jewish-Independent. Established 1901. Jewish Press Publishing Co., publishers. Subscription, \$3. Sworn average circulation for twelve months prior to April 1915, 111,288* net paid; 8 pages, 7 columns; length of columns, 20¼ in.; width, 2¼ in. Can use matrices. Office, 77 Broadway.

Advertising rates, agate, 15 cts. a line; 2,500 lines, within one year, 10 cts. a line. Reading notices, editorial page, 50 cts. a line; first page, \$1; other pages, 30 cts. a line. Preferred position, 20% extra.

JEWISH DAILY NEWS—Every evening except Saturday. SUNDAY MORNING. And GAZETTE, every Friday. Yiddish—Independent. Established, News 1885. Gazette 1874. Sarasohn & Son, publishers. Subscription, \$4. Sworn average circulation for twelve months prior to April 1915, News, 69,349* net paid; Gazette, claimed for year 1914, 18,000; News 8 to 16 pages, 7 columns; length of columns, 21 in.; width, 2¼ in.; Gazette 32 pages, 4 columns; length of columns, 14 in.; width, 2¼ in. Can use matrices. Office, 187 East Broadway.

Advertising rate, agate, daily, Sunday or weekly, 15 cts. a line; 2,500 lines, within one year, 10 cts. a line; preferred position, 10 to 25% extra. Reading notices, 35 cts. per agate line; first or additional page, \$1; opposite editorial or last page, 50 cts. a line.

JITNEY BUS—Monthly (1st). Automobile-Transportation. Established 1915. The Palmer Publishing Co., publishers. Subscription, 50 cts. Sworn detailed average circulation for two months ending June 1915, 9,000*; 24 to 30 pages, 2 columns; length of columns, 8½ in.; width, 2¼ in. Can use matrices. Forms close 25th of month preceding. Office, 225 Fifth Ave.

Advertising rates, full page, \$50; ½ page, \$30; ¼ page, \$20; ⅛ page, \$15.

JOHN MARTIN'S BOOK—Monthly (25th). Juvenile. Established 1912. John Martin's House (Inc.), publishers. Subscription, \$3; claimed average circulation for 1914, exceeding 13,000; 50 pages, magazine size, 5½x8 in. Forms close 30 days in advance. Office, 5 West 39th Street.

Advertising rates, single pages, \$110; six consecutive insertions, \$100 per page; cost of drawings and plates, \$15 a page.

JOURNAL—Every evening except Sunday. Established 1896. Star Company, publishers.

NEW YORK

Subscription, \$3. Sworn average circulation for twelve months prior to April, 1915, 779,992* net paid; 10 to 24 pages, 8 columns; length of columns, 20 in.; width, 2 1/4 in. Can use matrices. Office, Broadway and 38th Street.

Advertising rates, agate, 14 lines, or more, run of paper, 60 cts.; next reading matter, 70 cts.; full position, 75 cts. a line. Preferred pages—space limited—pages 2 or 3, 85 cts.; next to reading, 95 cts.; full position, \$1; magazine pages, 85 cts.; full position, \$1; sporting pages, 70 cts. a line; full position, 85 cts. a line. Reading notices, any except first page, \$5 a line; first page, \$10. No extra charge for cuts, display or broken columns, but broken column advertisements must equal 42 lines across two columns; 75 lines across 3 columns; 100 lines across 4 columns; 140 lines across 5 or more columns. Classified, same as display.

JOURNAL OF COMMERCE AND COMMERCIAL BULLETIN—Every morning except Sunday. Commercial and General News. Established 1827. Journal of Commerce and Commercial Bulletin (Inc.), publishers. Subscription, \$12. Sworn average circulation for six months prior to April, 1915, 17,728* net paid; 16 to 20 pages, 7 columns; length of columns, 21 in.; width, 2 1/2 in. Can use matrices. Office, 32 Broadway.

Advertising rates, agate, 20 cts. a line; financial and insurance, 30 cts. a line; first page, double rates. Reading notices, \$1.50 a line.

JOURNAL OF THE OUTDOOR LIFE—Monthly. Anti-Tuberculosis. Established 1904. Journal of the Outdoor Life Publishing Co., publishers. Subscription, \$1. Claimed average circulation for year 1914, 6,210; 48 pages, 2 columns; length of columns, 8 in.; width, 2 1/2 in. Office, 287 Fourth Avenue.

Advertising rates, \$2.75 an inch; three months, \$7; six months, \$12; one year, \$22; 1/4 page, one time, \$10; 1/2 page, \$18; one page, \$30.

JUDGE—Every Saturday. Humorous. Established 1881. Leslie-Judge Company, publishers. Subscription, \$5. Sworn detailed average circulation for 1914, 112,344* net paid; 28 to 34 pages, 3 columns; length of columns, 10 in.; width, 2 3/4 in. Forms close 3 weeks in advance. Office, 225 Fifth Avenue.

Advertising rates, agate, 75 cts. a line; single column, \$1.05; full page (420 lines), \$315; 1/2 or 1/4 page, pro rata; back cover (2 or 3 colors), \$550. Reading notices, \$1.50 a line.

KELLOGG AND WESTERN LISTS—See advertisement on page 447.

LABOR WORLD OF NEW YORK AND NEW JERSEY—See Jersey City, N. J.

NEW YORK

LADIES' WORLD AND HOUSEKEEPER—Monthly. Literary. Household and Fashion. Established 1879. McClure Publications (Inc.), publishers. Subscription, \$1. Guaranteed average circulation for 1915-16, 1,000,000; 40 to 76 pages, 4 columns; length of columns, 14 1/4 in.; width, 2 1/4 in. Forms close 5th of second preceding month. Office, McClure Building, 4th Avenue and 20th Street.

Advertising rates, agate, \$5 a line, with discounts of 10 or 15% on 200 or 800 lines in one issue.

LEADER—Monthly. Catholic-Juvenile. Established 1865. Paulist Fathers, publishers. Subscription, \$1. Circulation—not given by publishers; 32 pages, 2 columns; length of columns, 8 in.; width, 2 1/2 in. Forms close 20th preceding month. Office, 120-122 West 60th Street.

Advertising rates, agate, \$2 an inch; 1/4 page, \$4; 1/2 page, \$7; 3/4 page, \$13; one page, \$25. Preferred position, 10% extra. Discount, three months, 5%; six months, 7%; one year, 15%.

LESLIE'S WEEKLY—Every Thursday. Illustrated Weekly. Established 1855. Leslie-Judge Company, publishers. Subscription, \$5. Guaranteed average circulation for year 1915-16, 400,000; 95% net paid; 28 to 34 pages, 4 columns; length of columns, 12 1/2 in.; width, 2 1/4 in. Forms close three weeks in advance; for covers, 6 weeks in advance of publication date. Office, 225 Fifth Avenue.

Advertising rates, agate, \$2 a line; full page (800 lines), \$1,260; 1/2 or 1/4 page, pro rata; back cover page (2 printings), \$1,600; back cover page (3 printings), \$1,800; center double spread (two printings), \$2,800. Book publisher's advertising 20% reduction.

See advertisement on page 461.

LIBERTY BOYS OF '76'—See Tousey's Weeklies.

See advertisement on page 444.

LIFE—Every Thursday. Humorous. Established 1883. Life Publishing Co., publishers. Subscription, \$5. Claimed average circulation for year 1914, exceeding 200,000; 44 to 80 pages, 3 columns; length of columns, 10 in.; width, 2 3/4 in. Forms close 20 days in advance. Office, 17 W. 31st Street.

Advertising rates, agate, \$1.50 a line; full page, \$630; 1/4 and 1/2 pages, pro rata. Reading notices, \$2.75 a line.

LIFE INSURANCE INDEPENDENT—Monthly. Insurance. Established 1889. N. H. Weed, editor and publisher. Subscription, \$2. Claimed average circulation for 1913, 10,000; 32 pages, 2 columns; length of columns, 9 3/4 in.; width, 3 3/4 in. Office, Woolworth Building.

Advertising rates, full page, \$800; 1/2, 1/4 or 1/8 page, pro rata.

NEW YORK

LITERARY DIGEST—Every Saturday. Review, News, etc. Established 1890. Funk & Wagnalls Co., publishers. Subscription, \$3. Detailed average circulation for year 1914, 350,000*; guaranteed for 1915-16, 365,000; 44 to 88 pages, 3 columns; length of columns, 10½ in.; width, 2¼ in. Forms close eleven days in advance. Office, 354 Fourth Avenue.

Advertising rates, agate, \$2.00 a line; one page (441 lines), \$850; back cover (2 colors), \$1,275.00; 3 colors, \$1,450.00, inside covers (2 colors), \$1,100.00; 3 colors, \$1,250.00. Private schools, \$1.25 a line. Reading notices, \$3.25 a line. Special rate for classified columns, (1¼ in. wide), \$1.50 a line.

LUMBERMAN'S REVIEW—Monthly. Lumber. Established 1892. John G. Staats, publisher. Subscription, \$1. Circulation—not given by publisher; 48 to 64 pages, 4 columns; length of columns, 12 in.; width, 2¼ in. Forms close 8th of each month. Office, 45 Broadway.

Advertising rates on application.

MCCBRIDE'S MAGAZINE—Monthly (22d). Literary. Established, as Lippincott's 1868. McBride-Nast & Co., publishers. Subscription, \$3. Claimed average circulation for year 1915-16 70,000; 175 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Forms close 25th second preceding month. Office, 31 East 17th St., North.

Advertising rates, agate, \$5.60 an inch; full page, \$75; ½, ¼ and ⅓ pages, pro rata. Outside cover, 3 colors, \$250; 2d and 3d covers, one color, \$75; two colors, \$100.

MCCALL'S MAGAZINE—Monthly. Also **MCCALL'S BOOK OF FASHIONS**—Quarterly. Fashions. Established 1871. The McCall Co., publishers. Subscription, Magazine, 50 cts.; Book of Fashions, 80 cts. Detailed average circulation for year 1914, 1,274,148*; Book of Fashions, 200,000; 100 pages, 3 columns; length of columns, 9½ in.; width, 2¼ in.; Book of Fashions, 80 pages, 4 columns; length of columns, 12½ in.; width, 2¼ in. Forms close 5th of second preceding month. Book of Fashions, Spring, Dec. 20th, out Feb. 5th; Summer, Mar. 20th, out May 5th; Fall, June 20th, out Aug. 5th; Winter, Sept. 20th, out Nov. 5th. Office, 236-246 West 37th Street.

Advertising rates, agate, \$6 a line; full page, \$2.160; ½ page, \$1.164; ¼ page, \$600. **BOOK OF FASHIONS**, full page (700 lines), \$800; ½ or ¼ page, pro rata; second or third covers (two colors), \$900; back cover (three colors), \$1,300.

MCCLURE'S MAGAZINE—Monthly (15th of month preceding). Literary. Established 1893. The McClure Publications (Inc.), publishers. Subscription, \$1.50. Detailed average for 1914, 569,810*; guaranteed for 1915, 500,000 net paid; 4 columns; length of columns, 12½ in.; width, 2¼ in. Forms close 15th of 2nd preceding month. Office, McClure Bldg. 4th Avenue and 20th Street.

NEW YORK

Advertising rates, \$2,344 a line; full page, \$1,000; ½ page, \$600. Effective Feb. 15th, 1916, \$3 a line less 15% for insertions of 340 lines or more; until Feb. 15th definite orders for not more than one year will be accepted at \$2.50 a line less 15% for insertions of 340 lines or more.

McKINNEY, J. P. & Son.

See advertisement on page 504.

MACHINERY—Monthly. Mechanical. Established 1894. The Industrial Press, publishers. Subscription, \$2. Claimed average circulation for year ending April, 1915, 24,991; 80 to 100 reading and 230 to 250 advertising pages, 3 columns; length of columns, 11 in.; width, 2½ in. Office, 140-148 Lafayette Street.

Advertising rates upon application.

MAGAZINE OF WALL STREET—Fortnightly, Saturday. Financial. Established 1907. Ticker Publishing Co., publishers. Subscription, \$3. Claimed average circulation for year ending June 1915, 10,000; 80 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Can use matrices. Office, 42 Broadway.

Advertising rates, \$3 an inch; full page, \$50; ½ page, \$30; ¼ page, \$17.50; ⅓ page, \$10, with discounts of 5, 10 or 15% on 3 months, 6 months (13 consecutive times), or 12 months, (26 consecutive times), contracts.

See advertisement on page 476.

MAIL—Every evening except Sunday. Independent. Established 1837. The Mail and Express Co., publishers. Subscription, \$4.50; Saturday only, \$2.50. Sworn average circulation for twelve months prior to April, 1915, 146,453* net paid; 12 to 16 pages, 8 columns; length of columns, 21 in.; width, 2½ in. Can use matrices. Office, 203 Broadway.

Advertising rates, agate, 35 cts. a line; 1,000 lines, within one year, 34 cts.; 2,500 lines, 32 cts.; 5,000 lines, 30 cts.; 10,000 lines, 29 cts.; 20,000 lines, 28 cts. a line; designated page, other than editorial page, 40 cts. a line; preferred position (minimum, 28 lines), next reading, 5 cts. a line extra; next to and following reading, 10 cts. a line extra. Double column advertisements must be at least 28 lines deep. Classified, business opportunities, special notices, financial, 35 cts.; bankers and brokers and trust companies, 3 times a week one year, 20 cts. a line; publications, 20 cts. a line; automobiles, 30 cts.; instruction, 20 cts.; real estate, 25 cts.; resorts, 20 cts. a line; sporting, 50 cts. Reading notices, first page, \$2.50 a line; other pages, \$1.75 a line; run of paper, \$1.50 a line.

MAIL ORDER ASSOCIATION—Comprising the Sunday editions of New York World, St. Louis Post-Dispatch, Boston Globe, Philadelphia Inquirer, Pittsburg Press, Cleveland

NEW YORK

Plain Dealer, Detroit News-Tribune, Chicago Herald, Seattle Post-Intelligencer, Milwaukee Free Press, Omaha Bee, Des Moines Register and Leader, New Orleans States. Claimed average circulation for year 1914, exceeded 2,100,000. Publication office, 902 World Bldg., Park Row.

Advertising rates, agate (minimum 5 lines), \$2.50 per line.

MARITIME REGISTER—Every Wednesday. Shipping. Established 1869. World's Maritime News Co., publishers. Subscription, \$35. Claimed average circulation for year 1914, 5,000; 20 pages, 5 columns; length of columns, 14½ in.; width, 2¼ in. Cannot use matrices. Office, 88 to 90 Gold Street.

Advertising rates, agate, 25 cts., a line; opposite reading, 35 cts.; back page, 50 cts. a line.

MASSSES—Monthly (1st). Socialist. Established 1911. The Masses Publishing Co., publishers. Subscription, \$1. Claimed average circulation for year ending June, 1915, 15,000; 28 pages, 4 columns; length of columns, 12 in.; width, 2½ in. Can use matrices. Forms close 10th of preceding month. Office, 142 W. 23rd St.

Advertising rates, 15 cts. a line; full page, \$100; two colors, \$125 with discounts of 10 or 25% on six months or yearly contracts.

MATHEWS (Julius) LIST—See Boston Mass., also.

See advertisement on page 521.

MAY MANTON'S FASHION BOOK—Quarterly. Also May Manton Fashion Monthly. Guaranteed average circulation for year 1915-16, 200,000; Fashion Monthly, detailed average for 1914, 3,011,895*, guaranteed for 1915-16, 3,000,000. May Manton Pattern Co., publishers. Office, Broadway and 32d Street.

Advertising rates, May Manton Fashion Monthly, \$4 per line. Fashion Book, \$600 a page and pro rata for less space.

MEDICAL JOURNAL—Every Saturday. Medical. Established 1843. A. R. Elliott Publishing Co., publishers. Subscription, \$5. Claimed average circulation for 1914, 28,600; 96 pages, 2 columns; length of columns, 9½ in.; width, 3¼ in. Office, 66 West Broadway.

Advertising rates, 60 cts. a line; ½ page, \$14; three months, \$42; six months, \$250; one year, \$400; ½ page, \$35; one page, \$60.

MEDICAL RECORD—Every Saturday. Medical. Established 1866. Wm. Wood & Co., publishers. Subscription, \$5. Circulation—not given by publisher; 88 to 92 pages, 2 columns; length of columns, 10 in.; width, 3¾ in. Can use matrices. Office, 51 Fifth Avenue.

Advertising rates, nonpareil, 1/10 column (12 lines), one time, \$4. Further rates on application.

NEW YORK

MEDICAL TIMES—Monthly (1st). Medical. Established 1872. Medical Times Co., publishers. Subscription, \$1. Detailed average circulation for year 1914, 5,500*; 52 pages, 2 columns; length of columns, 10 in.; width, 3½ in. Can not use matrices. Forms close 20th. Office, 81 Fulton St.

Advertising rates, full page, \$44; ½ page, \$26; ¼ page, \$16; ⅙ page, \$10; ⅓ page, \$6, with discounts on 3, 6 or 12 months contracts.

MEN'S WEAR—Semi-Monthly. Trade. Established 1896. Fairchild Company, editors and publishers. Subscription, \$2. Claimed average circulation for 1914, 5,000; 200 pages, 2 columns; length of columns, 10 in.; width, 3 11/16 in. Office, 12th St. & Broadway.

Advertising rates, full page, \$50; ½ page, \$25; ¼ page, \$15; ⅙ page, \$10, with discounts on 6, 12 or 24 insertions.

MERCANTILE ADJUSTER—See St Louis, Mo.

MERCHANT PLUMBER AND FITTER—Semi-monthly (10th and 25th). Plumbing trade. Established 1911. Merchant Plumber and Fitter Co., publishers. Subscription \$1. Claimed average circulation for year ending May 1915, 8,250; 48 pages, 3 columns; length of columns, 10 in., width, 2¼ in. Cannot use matrices. Forms close 5th and 20th. Office, 200 Fifth Ave.

Advertising rates, on yearly contract full page, \$100; ⅔ page, \$70; page, \$55; ½ page, \$40; ¼ page, \$30; ⅙ page, \$20; ⅓ page, \$13. For six months, rate add, 10%. Rates for shorter terms upon application.

MESSENGER OF THE SACRED HEART—Monthly (1st). Catholic. Established 1866. Apostleship of Prayer, publishers. Subscription, 50 cts. Sworn detailed average circulation for three months ending June, 1915, 230,124* net; 80 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Forms close 25th of second preceding month. Office, 41 Park Row.

Advertising rates, agate, \$1.25 a line flat; one page, \$250; ¼, ¼ and ½ pages, pro rata.

METAL INDUSTRY—Monthly (1st). Metal (not iron) and Plating—Trade. Established 1903. The Metal Industry Publishing Co., publishers. Subscription, \$1. Claimed average circulation for year 1914, 8,425 net; 104 pages, 2 columns, length of columns, 10 in.; width, 3½ in. Can not use matrices. Forms close 25th of month preceding. Office, 99 John Street.

Advertising rates, full page, \$41.67; ½ page, \$22.92; ¼ page, \$13.75; ⅙ page, \$7.50; ⅓ page, \$4.17.

METAL WORKER, PLUMBER & STEAM FITTER—Every Friday. Mechanical. Established 1874. David Williams Co., publishers.

NEW YORK

Subscription, \$2. Sworn detailed average circulations for first six months 1915, 10,515*; 100 pages, 2 columns; length of columns, 11 in.; width, 3 3/8 in. Can not use matrices. Office, 239 West 39th Street.

Advertising rates, full page, \$60; 1/2 page, \$32; 1/4 page, \$17; 1/8 page, \$9; 1/16 page, \$5, with discounts on 3, 6, 13, 26 or 52 insertions.

METRONOME—Monthly (1st). Musical. Established 1885. Metronome Pub. Co., publishers. Subscription, \$1. Claimed average circulation for year 1914, 22,174; 40 pages, 3 columns; length of columns, 12 in.; width, 2 3/4 in. Can use matrices. Forms close 15th. Office, 46 Cooper Square.

Advertising rates, \$3.20 an inch.

METROPOLITAN MAGAZINE—Monthly. Established 1895. The Metropolitan Magazine Co., publishers. Subscription, \$1.50. Detailed average circulation for year ending September, 1914, 358,752*; guaranteed average for 1915-16, 350,000, 95% net paid; 4 columns to page; length of columns, 12 1/4 in.; width, 2 1/4 in. Forms close 18th and 26th of second preceding month and 1st of preceding month. Office, 432 Fourth Avenue.

Advertising rates,agate, \$2 a line; quarter page or more, \$1.77 a line; page, \$1200; 1/2 and 1/4 page, pro rata; back cover rubber offset process (four colors) \$2000; inside covers, rubber offset, (four colors) \$1600, rotarygravure, \$1300, 2 colors, 1400; 3 color process page, upon application, these prices include the making of plates. Effective February, 1906, issue, rotarygravure service, full page, \$1400; 1/2 or 1/4 page, pro rata; rubber offset (4 color service), fourth cover, \$2200; 2nd and 3rd cover, \$1700.

See advertisement on page 485.

MILLINERY TRADE REVIEW—Monthly (1st). Trade and Fashion. Established 1876. Millinery Trade Publishing Co., publishers. Subscription, \$4. Sworn average circulation for year ending April 1915, 10,030*; 130 pages, 2 columns length of columns, 10 in.; width, 3 1/4 in. Can use matrices. Forms close 20th of preceding month. Office, 1182 Broadway.

Advertising rates, full page \$75; 1/2 page, \$45; 1/4 page, \$25, with discounts on 4, 8, 12 or more insertions.

MISSIONARY REVIEW OF THE WORLD—Monthly. Unsectarian. Established 1887. Funk & Wagnalls Company, publishers. Subscription, \$2.50. Claimed average circulation for year 1914, 6,000; 96 pages, 2 columns; length of columns, 8 1/2 in.; width, 2 1/4 in. Forms close 10th preceding month. Office, Corner Fourth Avenue and 26th Street.

Advertising rates, 1 inch (1/8 page), \$2; 1/4 page, \$4; 1/2 page, \$8; 3/4 page, \$15; one page, \$25; 10% discount on 3 or more pages to be used within one year.

NEW YORK

MONTHLY FASHION BOOK—See Pictorial Review.

See advertisement on page 548.

MOODY'S MAGAZINE—Monthly. Financial. Established 1905. Moody Magazine and Book Company (Inc.), publishers. Subscription, \$3. Claimed average circulation for year ending May, 1915, 12,000; 56 pages, 3 columns; length of columns, 10 in.; width, 2 1/4 in. Forms close 1st. Can use matrices. Office, 35 Nassau Street.

Advertising rates,agate, 15 cts. a line; full page, \$60; 1/2, 1/4, 1/8 or 1/16 page pro rata, with discount of 25% for twelve consecutive insertions of any sized ad.

MOTION PICTURE NEWS—Every Saturday. Moving Picture. Established 1908. Exhibitor's Times (Inc.), publishers. Subscription, \$2. Claimed average circulation for year 1914, 9,200; 116 to 200 pages, 4 columns, length of columns, 10 in.; width, 1 1/2 in. Can use matrices. Forms close Wednesday. Office, 220 West 42nd Street.

Advertising rates, \$2.50 an in.; full page, \$60; 1/2, 1/4 or 1/8 page pro rata, with discount on 26 or 52 consecutive insertions.

See advertisement on page 572.

MOTOR—Monthly. Motoring. Established 1903. New Publication Co., publishers. Subscription, \$3. Guaranteed average circulation for year 1915-16, 25,000. 150 pages, 2 and 3 columns; length of columns, 12 in.; width, 4 and 2 1/2 in. Office, 119 West 40th Street.

Advertising rates, \$9 an inch; one year, \$7 per issue; 1/8 page, one time, \$35; 1/4 page, \$60; 1/2 page, \$100; one page, \$150, with discount on yearly contract.

MOTOR BOAT—Semi-Monthly (10th and 25th). Marine Motoring. Established 1904. Motor Boat Publishing Co., publishers. Subscription, \$2. Claimed average circulation for year 1914, 27,317; 160 pages, 2 and 3 columns; length of columns, 9 1/4 in.; width, 3 1/4 in. Office, 110 W. 40th Street.

Advertising rates, \$6 an inch; six months, \$5.50; one year, \$5 an inch; 1/8 page, \$9.50; 1/4 page, \$15.50; 1/2 page, \$27.50; 3/4 page, \$50; one page, \$90, with discounts on 6 or 12 month contracts.

MOTOR BOATING—Monthly. Motor Boating. Established 1909. New Publication Co., publishers. Subscription, \$1. Guaranteed average circulation for 1915-16, 25,000; 125 pages, 3 columns; length of columns, 12 in.; width of columns, 2 1/2 in. Forms close 10th preceding month. Office, 119 West 40th Street.

Advertising rates, \$7.20 an inch; per year, \$5.40 an inch; 1/4 page, one time, \$28.80; 1/2 page, \$48; 3/4 page, \$72; one page, \$120, with discount on yearly contracts.

MOTORCYCLE ILLUSTRATED—Every Thursday. Motorcycle and Bicycle. Estab-

NEW YORK

lished 1906. Motorcycle Publishing Co., publishers. Subscription, \$2. Claimed average circulation for first six months 1915, 13,235 net; 56 to 160 pages, 2 columns; length of columns, 10½ in.; width, 3½ in. Can not use matrices. Office, 13 Park Row.

Advertising rates, ⅓ page, \$17; ½ page, \$27; ¾ page, \$40; 1 page, \$75, with discount on 3, 6 and 12 months contracts.

MOTOR PRINT—See Philadelphia, Pa.

MOTOR WORLD—Every Wednesday. Established 1900. The Motor World Publishing Co., publishers. Subscription, \$2. Claimed average circulation for year ending June, 1915, 12,372; 92 pages, 2 columns; length of columns, 10 in.; width, 3½ in. Forms close Monday preceding. Office, 239 West 39th Street.

Advertising rates, ⅓ page, \$14; ½ page, \$25; ¾ page, \$44; one page, \$75.

MOVING PICTURE STORIES—Every Friday. Photo Plays and Players. Established 1912. Frank Tousey, publisher. Subscription, \$2.50. Claimed average circulation for year ending May, 1915, 100,000; 32 pages, 3 columns, length of columns, 8½ in.; width, 2¼ in. Can not use matrices. Forms close four weeks in advance. Office, 168 West 23rd Street.

Advertising rates, agate, 50 cts. a line. See advertisement on page 444.

MOVING PICTURE WORLD—Every Saturday. Moving Pictures. Established 1907. Chalmers Publishing Co., publishers. Subscription, \$3. Claimed average circulation for year 1914, 17,395; 164 pages, 2 and 3 columns; length of columns, 10 in.; width, 2¼ and 3¾ in. Office, 17 Madison Ave.

Advertising rates, \$4 an inch (3¾ inch column); \$2.70 an inch (2¼ inch column); full page, \$75; ½ page, \$38; ¼ page, \$19.50; ⅓ page, \$10, with discounts of 2, 5 or 10% on 1, 6 or 12 month contracts. Classified, 3 cents per word.

MUNICIPAL JOURNAL—Every Wednesday. Municipal. Established 1895. Municipal Journal and Engineer (Inc.), publishers. Subscription \$3. Claimed average circulation for year ending April 1915, 5,407; 20 pages, 2 columns; length of columns, 10 in.; width, 3 5/12 in. Can use matrices. Office, 50 Union Square.

Advertising rates, full page, \$66; ½, ¼ ⅓ or ⅕ page pro rata, with discount on 13 26 or 52 time contracts. Special positions 10, 25, 33½ or 50% extra.

MUNSEY'S MAGAZINE—Monthly. Literary. Established 1889. The Frank A. Munsey Co., publishers. Subscription, \$1.50. Circulation—not given by publishers; 232 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Forms close first of preceding month. Office, 8 W. 40th St.

NEW YORK

Advertising rates, \$2 a line; full page \$400; ½ or ¼ page, pro rata. Schools, \$21 an inch; six or more insertions, \$17.50 an inch. Classified advertisements, 4 lines or less, one time, \$8; each additional line, \$2; 10% discount on 6 consecutive insertions for classified advertising only.

MUSICAL COURIER—Every Thursday. Musical. Established 1880. Musical Courier Co., publishers. Subscription, \$5. Circulation—not given by publisher; 52 pages, 3 and 4 columns; length of columns, 14 in.; width, 3½ and 2¼ in. Office, 437 Fifth Avenue.

Advertising rates, agate, \$1 a line on pages containing reading; on pages containing advertisements only, 50 cts. a line. Discount on 3 months or longer.

MUSICAL OBSERVER—Monthly. Musical. Established 1907. Musical Observer Co., publishers. Subscription, \$1.50. Claimed average circulation for year 1914, 13,250; 64 pages, 4 columns; length of columns, 12 in.; width, 2¼ in. Office, 46 Cooper Square.

Advertising rates, \$2.50 an inch; full page, \$120; ½ or ¼ page, pro rata.

NATION—Every Thursday. Independent. Literary. Established 1865. New York Evening Post Co., Owner; Emil M. Scholz, publisher. Subscription, \$4. Claimed average circulation for six months ending May, 1915, 8,970* net paid; 38 to 48 pages, 3 columns; length of columns, 10 in.; width, 2¼ in. Can use matrices. Office, 20 Vesey Street.

Advertising rates, agate, 20 cts. a line; full page, \$75; ½ or ⅓ page, pro rata; preferred position, 20% extra front cover, \$100. Discount 5, 10, 12, 15, 20 or 25% on 4, 8, 13, 26, 39 or 52 insertions.

NATIONAL ADVOCATE—Monthly (1st). Temperance. Established 1865. The National Temperance Society, Publishers. Subscription, \$1. Claimed average circulation for year 1914, 5,000; 16 pages, 3 columns; length of columns, 11¼ in.; width, 2½ in. Cannot use matrices. Forms close 15th of month preceding. Office, 373 Fourth Avenue.

Advertising rates, \$1.50 an inch, on three months contract \$1.33¼; six months, \$1 an inch.

NATIONAL BOTTLER'S GAZETTE—Monthly. Carbonated Beverages. Established 1882. W. B. Keller Publishing Co., publishers. Subscription, \$3. Claimed average circulation for year 1914, 5,000; 150 pages, 2 columns; length of columns, 11¼ in.; width, 4 in. Can use matrices. Office, 99 Nassau Street.

Advertising rates, ⅓ page, one time, \$7; ½ page, \$13; ¾ page, \$23; one page, \$40. Discount on 3 or more insertions.

NATIONAL FOOD MAGAZINE—Monthly. Culinary and Home Entertainment. Estab-

NEW YORK

lished 1890. The Pierce Publishing Co., publishers. Subscription, \$1.50. Claimed average circulation for year 1914, exceeding 20,000 net; 108 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Forms close 5 weeks in advance. Office, 45 W. 34th Street.

Advertising rates, agate, 50 cts. a line; full page, \$100; ¼ and ½ pages, pro rata. Preferred position, 15% extra. One page (three colors), \$200; back page (three colors), \$250. Reading notices, \$1.50 per line.

NATIONAL HERALD—Every morning, including SUNDAY, and ILLUSTRATED NATIONAL HERALD, monthly (1st). Greek-Independent. Established 1914. National Herald Co., publishers. Subscription, daily, \$6; monthly, \$1.50. Circulation—not given by publisher. Daily, 8 pages, 7 columns; length of columns, 21 in.; width, 2¼ in.; monthly, 20 pages, 3 columns; length of columns, 10½ in.; width, 2¼ in. Forms close, monthly, 15 days in advance.

Advertising rates, daily, 4½ cts. a line. Reading matter, 10 cts. a line. Monthly, \$5 an inch; full page, \$50; ½ page, \$25; ¼ page, \$15; ⅛ page, \$10.

NATIONAL PROVISIONER—Every Saturday. Trade. Established 1891. Food Trade Publishing Co., publishers. Subscription, \$3. Circulation—not given by publishers; 56 pages, 3 columns; length of columns, 11 in.; width, 2½ in. Can use matrices. Office, 116 Nassau Street.

Advertising rates, one inch, \$2.50, with discount on time and space.

NATIONAL SUNDAY MAGAZINE—Semi-monthly. Appearing the second and fourth Sunday of each month with the Chicago Tribune, Philadelphia North American, Pittsburgh Dispatch, Buffalo Express, Cincinnati Enquirer, St. Louis Globe-Democrat, Washington Post, Cleveland Plain Dealer, Boston Globe, St. Paul Pioneer Press-Dispatch and Los Angeles Times. The Abbott & Briggs Co., general managers. Detailed average circulation for year ending January, 1915, 2,072,025*; 28 to 56 pages, 4 columns; length of columns, 12¼ in.; width, 2¼ in. Forms close 4 weeks preceding date of issue.

Advertising rates, agate, \$6.50 a line; full page (680 lines), \$4,000; ½ page, \$2,200; ¼ page, \$1,100; back cover, two colors, \$5000, three colors, \$7000. Editorial page, 10% extra.

NATUROPATH AND HERALD OF HEALTH—Monthly. Hygiene. Established 1896. Benedict Lust, M. D., editor and publisher. Subscription, \$2. Claimed average circulation for 1914, 25,000; 96 pages and cover, 2 columns; length of columns, 8 in.; width, 2½ in. Forms close 15th of preceding month. Office, 110 East 41st Street.

Advertising rates, one inch (¾ page), \$3; ¼ page, \$6; ⅛ page, \$10; ⅓ page, \$18;

NEW YORK

one page, \$30; discount, 2 months, 5%; 3 months, 10%; 6 months, 25%; one year, 33%. Advertisements in English and German part, 50% additional Translations free. Special positions, 10% extra. Classified, 3 cts. per word.

NAUTICAL GAZETTE—Every Wednesday. Marine. Established 1871. J. W. Dawson Stearns, publisher. Subscription, \$2. Claimed average circulation for year 1914, 7,500; 20 to 44 pages, 2 columns; length of columns, 10 in.; width, 3½ in. Office, 437 Produce Exchange.

Advertising rates, nonpareil, 25 cts. a line.

NEEDLECRAFT—Monthly (15th). Needlework. Established 1909. Needlecraft Publishing Co., publishers. Subscription, 25 cts. Detailed average circulation for 1914, 816,014*; 24 to 32 pages, 4 columns; length of columns, 13½ in.; width, 2¼ in. Forms close 15th of second preceding month.

Advertising rates, agate, \$3.00 a line; 189 lines, display, one time, 10% discount; ¼ page (378 lines), 20%; full page, 30%.

See advertisement on page 569.

NEW STORY MAGAZINE—Monthly (5th of preceding month. Literary. Established 1905. Street & Smith, publishers. Subscription, \$1.50. Sworn detailed average circulation for year 1914, 133,669* net paid; 192 pages, 2 columns; length of columns, 8 in.; width, 2¼ in. Forms close 3d of second preceding month. Office, 7th Avenue and 15th Street.

Advertising rates, agate, 50 cts. a line; full page, \$100; ¼, ¼ and ½ pages, pro rata. Classified, 45 cts. a line. For combination rates, see Ainslee's also Top Notch.

NEW YORK COURIER AND INTERNATIONAL TOPICS—Every Saturday. Society and Literary. Established 1913. Lowe Publishing Co. (Inc.), publishers. Subscription, \$5. Claimed average circulation for year ending June, 1915, 15,000; 24 pages, 3 columns; length of columns, 10 in.; width, 2¼ in. Cannot use matrices. Office, 150 Nassau Street.

Advertising rates, agate, 15 cts. a line; one column, \$20; full page, \$50; back cover, \$75.

See advertisement on page 541.

NEW YORK FINANCIAL RECORDER—Every Wednesday. Commercial. Established 1867. W. G. Hanson, publisher. Subscription, \$5. Claimed average circulation for year 1914, 15,000; 16 pages, 3 columns; length of columns, 12 in.; width, 2¼ in. Office, 66 Murray Street.

Advertising rates, 25 cts. a line; per inch, \$4; ½ page, \$18; ¼ page, \$30; ⅛ page, \$55; one page, \$100. Reading notices, 10 cts. per word, with discount of 10, 15 or 20% on 3, 6, or 12 months' contracts.

NEW YORK

NEW YORK STATE JOURNAL OF MEDICINE—Monthly. Medical. Established 1901. Medical Society of the State of New York, publishers. Subscription, \$1. Claimed average circulation for year 1914, 7,644; 64 to 80 pages, 2 columns; length of columns, 9 in.; width, 3 in. Forms close 4th. Office, 17 West 42 Street.

Advertising rates, full page, \$35; $\frac{1}{2}$ page, \$20; $\frac{1}{4}$, $\frac{1}{8}$ or $\frac{1}{16}$ page, pro rata, with discounts on 3, 6 or 12 month contracts.

NEW YORK WEEKLY—Every Saturday. Literary. Established 1855. Street & Smith, publishers. Subscription, \$3. Circulation not given by publisher; 16 pages, 3 columns; length of columns, $14\frac{1}{2}$ in.; width, 3 in. Can use matrices. Office, 79-89 Seventh Avenue.

Advertising rates, agate, \$1.25 a line. Reading notices, \$2.50 a line.

NORDSTJERNAN—Semi-weekly, Tuesday and Friday. Swedish—Independent. Established 1870. A. E. Johnson and C. K. Johansen, publishers. Subscription, \$2. Circulation—not given by publisher; 12 pages, 7 columns; length of columns, 20 in.; width, $2\frac{1}{2}$ in. Office, 108 Park Row.

Advertising rates, 75 cts. an inch; yearly contracts, 40 cts. an inch. Classified, 2 cts. per word. Reading notices, 10 cts. a line; brevier, medical advertising, \$1 an inch. Discount on 3 months or longer.

NORTH AMERICAN REVIEW—Monthly. Literary. Established 1815. North American Review Corporations, publishers. Subscription, \$4. Sworn detailed average circulation for six months ending March 1915, 26,071* net paid; 32 pages, 2 columns; length of columns, 8 in.; width, $2\frac{1}{2}$ in. Forms close 10th of preceding month. Office, 171 Madison Ave.

Advertising rates, agate, 30 cts. a line; full page, \$50; $\frac{1}{4}$ and $\frac{1}{2}$ page pro rata.

NORTH SIDE NEWS—Every evening except Sunday, and SUNDAY MORNING. North Side News Co., publishers. Claimed average circulation for 1914, daily, 9,000; Sunday, 16,000. Office, 149th Street and Bergen Avenue (Bronx Borough).

Advertising rates, daily or Sunday, 10 cts. a line, with discounts of 10, 15, 20, 25, 30 or 35% on 1,000, 2,000, 3,000, 4,000, 5,000 or 10,000 line space to be used within one year.

NOTIONS AND FANCY GOODS—Monthly. Trade. Established 1878. McCready Publishing Co., publishers. Subscription, \$1. Claimed average circulation for year 1914, 5,750; 60 to 80 pages, 2 columns; length of columns, 10 in.; width, $3\frac{1}{2}$ in. Office, 118 East 28th Street.

Advertising rates, $\frac{1}{4}$ page, one time, \$20; $\frac{1}{2}$ page, \$35; one page, \$60.

NOVEDADES—Every Thursday. Spanish. Independent. Established 1876. J. G. Gar-

NEW YORK

cia, publisher. Subscription, \$8. Circulation—not given by publisher; 16 pages, 4 columns; length of columns, 16 in.; width, $2\frac{1}{2}$ in. Can use matrices. Office, 108 Fulton Street.

Advertising rates, 10 cts. a line; 1,000 lines within one month, 7 cts.; 5,000 lines in three months, 6 cts.; 10,000 lines in six months, 5 cts. a line; \$40 an inch a year; six months, \$25; three months, \$15. Reading notices, 50 cts. a line.

NUGENT'S BULLETIN—Every Saturday. Trade and Fashions. Established 1902. The Allen Nugent Company, publishers. Subscription, \$4. Claimed average circulation for year 1914, 5,000; 200 to 300 pages, 2 columns; length of columns, 10 in.; width, $3\frac{1}{4}$ in. Can use matrices. Forms close Thursday. Office, 1182 Broadway.

Advertising rates, full page, \$75; one-half page, \$45; $\frac{1}{4}$ page, \$25, with discounts on 6, 13, 26 or 52 time contracts.

OPEN WINDOW—Monthly (1st). Organ of the Shut-in Society. Established 1885. The Shut-in Society, publishers. Subscription, \$1. Claimed average circulation for year 1914, 5,000; 24 pages, 4 columns; length of columns, $7\frac{1}{2}$ in.; width, $1\frac{1}{2}$ in. Can use matrices. Forms close 30 days in advance. Office, 62 E. 34th Street.

Advertising rates, full page, \$10; $\frac{1}{2}$ page, \$6; $\frac{1}{4}$ page, \$4; $\frac{1}{8}$ page (1 inch), \$2, with discounts on 3, 6 or 12 month contracts.

OPTICAL JOURNAL AND REVIEW OF OPTOMETRY—Weekly. Trade. Established 1890. Optical Publishing Co., publishers. Subscription, \$2. Claimed average circulation for 1914, 5,800; 108 pages or more, 2 columns; length of columns, $8\frac{1}{2}$ in.; width, $2\frac{1}{4}$ in. Office, 15-19 Maiden Lane.

Advertising rates, \$3 an inch; $\frac{1}{4}$ page, \$8; $\frac{1}{2}$ page, \$15; $\frac{3}{4}$ page, \$25; one page, \$40, with discounts on 4 or more insertions.

ORDENS ECHO—Monthly (1st). Fraternal. I. O. True Sisters. Established 1885. Grand Lodge U. O. True Schwestern, publishers. Subscriptions 50 cts. Claimed average circulation for year ending May 1915, 5,000; 16 pages, 4 columns; length of columns, $13\frac{1}{2}$ in.; width, $2\frac{1}{2}$ in. Can use matrices. Forms close 5th of month preceding. Office, 238 West 181st Street.

Advertising rates, one inch one year, \$6, six months, \$3.50 with discounts for larger space.

OUR NAVY—See San Francisco, Cal.

OUTING MAGAZINE—Monthly. Outdoor life. Travel and Outdoor Life, Adventure, etc. Established 1882. Outing Publishing Co., publishers. Subscription, \$3. Claimed average circulation for year ending June 1915, 65,000; 128 pages, 2 columns; length of columns, 8 in.; width, $2\frac{1}{2}$ in. Forms close 5th

NEW YORK

of preceding month. Office, 141-145 W. 36th Street.

Advertising rates, agate, 75 cts. a line; full page, \$150; $\frac{1}{8}$, $\frac{1}{4}$ and $\frac{1}{2}$ page, pro rata, with discounts of 10% on 3 pages or 12 consecutive insertions within one year or 5% on 6 insertions within one year. Classified, 50 cts. a line, with a discount of 10% on 3 or more insertions.

See advertisement on page 472.

OUTLOOK—Every Wednesday. Unsectarian. The fourth issue in each month is an illustrated magazine number. Established 1869. The Outlook Co., publishers. Subscriptions, \$3. Circulation—not given by publisher; 64 to 192 pages, 2 columns; length of columns, 8 in.; width, 2 $\frac{1}{2}$ in. Can use matrices. Forms close ten days in advance for weekly; two weeks in advance for monthly issue. Office, 381 Fourth Avenue.

Advertising rates, agate, \$1 a line; full page, \$200; $\frac{1}{4}$ and $\frac{1}{2}$ pages, pro rata. Classified, educational, under resident schools and colleges, 75 cts. a line. Hotels, resorts, travel, poultry and pet stock, 50 cts. a line. Business opportunities, help wanted, situations wanted, miscellaneous, music, women's goods, 10 cents a word, set solid agate; double price when set in capitals, except for first word.

PACKER. See Kansas City, Mo.

PARISIENNE—Monthly, 3rd of month preceding. Fiction. Established July, 1915, Les Boulevard Publishing Co. (Inc.), publishers. Subscription, \$1.50. Guaranteed average circulation for year 1915-16, 150,000; 150 pages, 2 columns; length of columns, 8 in.; width, 2 $\frac{1}{2}$ in. Cannot use matrices. Forms close 5th of second month preceding. Office, 331 Fourth Ave.

Advertising rates, full page, \$150; $\frac{1}{2}$, $\frac{1}{4}$ or $\frac{1}{8}$ page, pro rata; second or third cover, \$187.50; in three colors, \$225; back cover, (three colors), \$350.

PEARSON'S MAGAZINE—Monthly. Literary. Established 1899. Pearson Publishing Company, publishers. Subscription, \$1.50. Guaranteed average circulation for 1915-16, 150,000; 128 pages, 2 columns; length of columns, 8 in.; width, 2 $\frac{1}{2}$ in. Forms close 26th of second preceding month. Can use matrices. Office, 425-435 East 24th Street.

Advertising rates, agate, \$7.50 an inch; full page, \$120; one-half, one-quarter and one-eighth pages, pro rata. Back cover (2 colors), \$300; inside covers, \$120.

See advertisement on page 445.

PEDIATRICS—Monthly. Medical. Established 1896. Pediatrics Publishing Co., publishers. Subscription, \$2. Claimed average circulation for 1914, 10,500; 96 pages, 2 columns; length of columns, 8 in.; width,

NEW YORK

2 $\frac{1}{4}$ in. Forms close 15th preceding month. Office, 25 East 60 St.

Advertising rates on application.

PEERLESS FASHION GUIDE—Monthly. Fashions. Established 1902. The Peerless Pattern Co., publishers. Also publishers **PEERLESS FASHIONS**, Quarterly. Claimed average circulation for year 1914, Fashion Guide, 600,000; Peerless Fashions, 30,000; 4 columns to page; length of columns, 12 in.; width, 2 $\frac{1}{4}$ in. Forms close, Guide, 20th of 3rd month preceding; Fashions, 15th of December, March, June and September. Office, 36 to 68 Thirty-fifth Street, Brooklyn.

Advertising rates, Fashion Guide, 90 cts. a line; Fashions, full page, \$100; $\frac{1}{2}$ or $\frac{1}{4}$ pages, pro rata.

PEOPLE—Every Saturday. Socialist. Labor. Established 1891. Socialist Labor Party, publishers. Subscription, \$1. Circulation—not given by publisher; 6 pages, 7 columns; length of columns, 20 in.; width, 2 $\frac{1}{2}$ in. Can not use matrices. Office, 45 Rose Street.

Advertising rates upon application.

PEOPLE'S HOME JOURNAL—Monthly. Fiction and Family. Established 1885. F. M. Lupton (Inc.), publisher. Subscription, 50 cts. Guaranteed average circulation for 1915-16, 900,000, 95% net paid; 28 to 44 pages, 4 columns; length of columns, 14 $\frac{1}{2}$ in.; width, 2 $\frac{1}{4}$ in. Can use matrices. Forms close 10th to 15th of second preceding month. Office, 80 Lafayette St.

Advertising rates, agate, \$4.00 a line, with discounts of 10, 15 or 20% on 200, 400, 800 or more line space, used by same advertiser in one issue.

PEOPLE'S MAGAZINE—Monthly. Literary. Street and Smith, publishers. Subscription, \$1.50. Sworn detailed average circulation for year 1914, 175,447* net paid; 192 pages, 2 columns; length of columns, 8 in.; width, 2 $\frac{1}{2}$ in. Forms close 1st of second month preceding. Office, 7th Avenue and 15th Street.

Advertising rates, agate, 75 cents a line; full page, \$150; $\frac{1}{8}$, $\frac{1}{4}$ and $\frac{1}{2}$ pages pro rata. Classified 65 cts. a line. For combination rates, see Ainslee's, also Top Notch.

PHARMACEUTICAL ERA—Monthly. Drug Trade and Clerks and Students. Established 1887. D. O. Haynes & Co., publishers. Subscription, \$1. Claimed average circulation for year 1914, 20,658 net; 150 pages, 2 columns; length of columns, 9 $\frac{1}{2}$ in.; width, 3 $\frac{1}{4}$ in. Cannot use matrices. Forms close 15 days in advance. Office, No. 3 Park Place.

Advertising rates, \$6 an inch; full page, \$80; $\frac{1}{2}$ page, \$42; $\frac{1}{4}$ page, \$28; $\frac{1}{8}$ page, \$22; $\frac{1}{16}$ page, \$15; $\frac{1}{32}$ page, \$12. With discounts of 10 or 25 per cent on 6 or 12 month contracts. Special positions 10 and 20 per cent additional. Cover spaces and

NEW YORK

special pages on application. Reading notices 75 cents a count line.

PHOTOGRAPHIC NEWS—Monthly. Photographic. Established 1910. C. E. Ackerman, publisher. Subscription, \$1. Claimed average circulation for year 1914, 5,000; 64 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Cannot use matrices. Office, 42 East 23d Street.

Advertising rates, full page, \$40; ½ and ¼ pages pro rata.

PHYSICAL CULTURE—Monthly. Established 1898. Physical Culture Publishing Co., publishers. Subscription, \$1.50. Guaranteed average circulation for 1915-16, 120,000; 136 pages, 2 columns; length of columns, 8 in.; width, 2¾ in. Forms close first of preceding month. Office, Metropolitan Building.

Advertising rates, agate, \$1 a line; full page, \$160; ¼ and ½ pages, pro rata.

See advertisement on page 459.

PICTORIAL REVIEW—Monthly. Home. Established 1899. The Pictorial Review Co., publishers. Subscription, \$1. Guaranteed minimum circulation for 1915-16, 1,000,000 net paid; 80 pages, 4 columns; length of columns, 14¼ in.; width, 2¼ in. Forms close 1st of second preceding month. Cannot use matrices. Office, 250 Fifth Avenue.

Advertising rates, agate \$5 a line; full page (800 lines), \$3,600; ¼ and ½ page, double column, pro rata; ¼ page, single column (200 lines), next reading, \$1000; back cover (3 colors), \$5,200; 2d and 3d covers (2 colors), \$4,250. Also publishes **THE FASHION BOOK**, Quarterly, 44 pages, 4 columns; length of columns, 13 in.; width, 4½ in. Guaranteed average circulation for 1915-16, 500,000. Forms close 10th of third preceding month. Rates, \$1,600 per page; ¼ and ½ pages, pro rata: (¼ page minimum space); 2nd and 3rd covers (2 colors), \$2,000; back cover (3 colors), \$2,800.

Also publishes **MONTHLY FASHION BOOK**. Distributed through Dry Goods and Department Stores. Guaranteed minimum circulation for 1915-16, 300,000. Length of columns, 12½ in.; width, 2¼ in. Forms close 15th of second preceding month. Rates, \$6 a line; full page (700 lines), \$3,800; ½ or ¼ page, pro rata; back cover (2 colors), \$4,200.

See advertisement on page 548.

PLUCK AND LUCK. See Tousey's Weeklies.

See advertisement on page 444.

PLAYGROUND—(Monthly 1st). Playground and Recreation. Established 1907.

NEW YORK

Playground and Recreation Association of America, publisher. Subscription, \$2 circulation—not given by publisher; 30 pages, 1 column, length of column, 7 in.; width, 4 in. Can not use matrices. Forms close 10th of month preceding. Office, one Madison Avenue.

Advertising rates, full page, \$40; ½, ¼ or ⅛ page pro rata; inside cover, third cover or facing second or third cover \$50. A discount of 16⅔% on 12 continuous insertions.

PLUMBERS TRADE JOURNAL—Semi-Monthly (1st and 15th). Trade. Established 1881. The Plumbers Trade Journal Publishing Co., publishers. Subscription, \$1. Circulation—not given by publisher; 80 pages, 4 columns; length of columns, 12 in.; width, 9¾ in. Cannot use matrices. Forms close 15th for the first; 1st for the 15th. Office, The Monolith Building, 45 W. 34th Street.

Advertising rates, \$8.95 an inch, per month with discounts for time and space.

POLICE GAZETTE—Every Thursday. Established 1846. Richard K. Fox Publishing Co., publishers. Subscription, \$4. Claimed average circulation for year 1914, 100,000; 16 pages, 4 columns; length of columns, 14 in.; width, 2¼ in. Forms close Saturday, 15 days in advance. Can use matrices. Office, Franklin Square and Dover Street.

Advertising rates, agate, 75 cts. a line; thirteen insertions, 70 cts.; twenty-six insertions, 65 cts.; fifty-two insertions, 60 cts. a line; books, photos, cards, dice or matrimonial bureaus, \$1 a line flat. Reading notices, \$1 a line.

POLO AND CLUBMAN MAGAZINE—Monthly (1st). Sporting-Society-Drama. Established 1900. Polo and Clubman Co. (Inc.), publishers. Subscriptions, \$3. Claimed average circulation for year 1914, 6,000; 28 to 50 pages, 2 columns; length of columns, 12 in.; width, 4 in. Can use matrices. Forms close one week in advance. Office, 1 East 42nd Street.

Advertising rates, ⅞ page, \$10; ½ page, \$18; ¼ page, \$35; ⅛ page, \$60; full page, \$100; two full pages, \$175.

POPULAR MAGAZINE—Semi-Monthly. Literary. Established 1903. Street & Smith, publishers. Subscription, \$3. Sworn detailed average circulation for year 1914, 379,588* net paid; 224 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Forms close 13th and 23d of month preceding. Office, Seventh Avenue and Fifteenth Street.

Advertising rates, agate, \$1.50 a line; full page, \$300; ½, ¼ and ⅛ page pro rata. Classified, \$1.25 a line. See Ainslee's Magazine for combination rates.

GOETHE says "to say a thing that everyone else has said, and yet say it so QUIETLY that it seems as if no one had ever said it before—this is the highest originality." Also, it is the very best of advertising.

NEW YORK

POPULAR SCIENCE MONTHLY—(25th). Science. Established 1872. Science Press, publishers. Subscription, \$3. Circulation—not given by publisher; 114 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Forms close 12th current month. Office, Substation 84.

Advertising rates, 75 cts. an inch; ¼ page, \$1.50; ½ page, \$2.85; ¾ page, \$5.40; one page, \$10. Discount, 10% on 2 or more insertions; 20% on 12 consecutive insertions.

POST—Every evening except Sunday. Independent. Established 1801. Emil M. Scholz, publisher. Subscription, \$10. Sworn average circulation for six months ending May, 1915, 22,067* net paid; 32,481* gross; 8 to 56 pages; 7 columns; length of columns, 21 in.; width, 2⅞ in. Can use matrices. Office, 20 Vesey Street.

Advertising rates, agate, inside pages, 25 cts. a line; second, third and last pages, 30 cts.; page opposite editorial, 35 cts.; financial or editorial page, 40 cts.; 1,000 lines within one year, 20, 25, 35 or 40 cts.; 2,500 lines, 18, 22½, 31½ or 36 cts.; 5,000 lines, 17, 21¼, 29½ or 34 cts.; 10,000 lines, 16, 20, 28 or 32 cts.; 20,000 lines (not less than 10 lines, 3 times a week, or 100 lines once a week), 15, 18¾, 26¼ or 30 cts. a line. Double column advertisements must be at least 28 lines; triple column, 50 lines; 4 columns, 75 lines; 5 or more columns, 100 lines deep, or 50% extra will be charged. Preferred positions—alongside and following reading matter, 50% extra; full positions, top column, alone, double rates. Reading notices; first page, \$2; editorial page, \$2.50; facing editorial, \$1.50; second, third, last, financial or special pages, \$1.25; run of paper, \$1. Classified, business opportunities, 25 cts. a line; financial, 40 cts.; bankers' and brokers' cards, 25 cts.; automobiles, undisplayed, 17 cts. a line; displayed, 25 cts. a line; help wanted, 20 cts.; instruction, 20 cts.; hotels and resorts, 25 cts.; 13 times, 18 cts.; 26 times, 15 cts.; publications, undisplayed, 17 cts. display, 25 cts.; excursions, railroad time tables, steamships, steamboats and shipping, 25 cts. a line. Saturday Issue—Part III, first page, 50 cts. a line.

See advertisement on page 475.

POWER—Every Tuesday. Mechanical. Established 1880. Hill Publishing Co., publishers. Subscription \$2. Claimed average circulation for year 1914, 31,000; 164 pages, 2 columns, length of columns, 10 in.; width, 3½ in. Can not use matrices. Office, 10th Ave. & 36th St.

Advertising rates upon application.

PRESS—Every morning including SUNDAY. Independent. Established 1887. New York Press Co. (Ltd.), publishers. Subscription, daily, with Sunday, \$5.50. Sworn average circulation for twelve months prior to

NEW YORK

April, 1915, daily, 104,498* net paid; Sunday, claimed average for three months ending August, 1915, 113,089 net paid; daily, 12 pages; Sunday, 20 to 24 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices. Office, 7-9-11 Spruce Street.

Advertising rates, agate, daily, 30 cts. a line; 2,500 lines, on yearly contract, 27 cts.; 5,000 lines, 25 cts.; 10,000 lines, 22½ cts.; 20,000 lines, 20 cts. a line. Automobile, 30 cts. a line; 2,500 lines, 25 cts.; 5,000 lines, 22½ cts.; 10,000 lines or 20-line card once a week in one year, 20 cts. a line. Resorts, daily or Sunday, 25 cts. a line; thirty times, 15 cts. a line. New publications, 20 cts. a line; 2,500 lines, 17½ cts.; 5,000 lines, 15 cts.; 10,000 lines or 28 lines once a week for one year, 12½ cts. a line. Preferred position, 10 or 25% extra. Classified, daily or Sunday, 2 cts. per word. Reading notices, daily or Sunday, run of paper, \$1 a line; editorial and first page, \$1.50 a line.

PRINTERS' INK—Every Thursday. Advertising. Established 1888. Printers' Ink Publishing Co., publishers. Subscription, \$2. Sworn detailed average circulation for year 1914, 10,394* net paid; 83 to 256 pages, 2 columns; length of columns, 7 in.; width, 1 13/16 in. Can use matrices. Forms close Friday of preceding week. Office, 12 West 31st Street.

Advertising rates, agate, 35 cts. a line; full page, \$60; ¼ and ½ pages, pro rata. Classified, (nonpariel), 40 cts. a line.

PRINTING TRADE NEWS—Every Saturday. Trade. Printing Trade News Co., publishers. Subscription, \$2. Claimed average circulation for year 1914, 7,400; 52 to 64 pages, 2 columns; length of columns, 9¼ in.; width, 3¼ in. Office, 326-28 West 41st Street.

Advertising rates, full page, \$50; ½ page, \$27; ¼ page, \$16.50; ⅛ page, \$9; ⅙ page, \$4; 6 time contract, \$48, \$26, \$15.50, \$8.50 or \$3.50; 13 times, \$45, \$24, \$14, \$8 or \$3; 26 times, 27, \$15, \$10, \$7.50 or \$2.50; 52 times, \$15, \$9, \$6.50, \$5 or \$2 each insertion.

PROCEEDINGS OF AMERICAN INSTITUTE OF ELECTRICAL ENGINEERING—Monthly (1st). Electrical. Established 1884. American Institute of Electrical Engineers, publishers. Subscription, \$10. Claimed average circulation for year 1914, 9,800; 40 pages, 1 column; length of columns, 7½ in.; width, 4½ in. Can not use matrices. Forms close 15th of month preceding. Office, 33 West 39th Street.

Advertising rates upon application.

PRODUCE NEWS—Also dated at Chicago, Ill., Cincinnati, Ohio. Every Saturday. Trade. P. and D. Publishing Co., pub-

NEW YORK

lishers. Subscription, \$1. Claimed average circulation for year 1914, 8,462; 10 pages, 7 columns; length of column, 20½ in., width, 2½ in. Can use matrices. Office, 6 Harrison Street.

Advertising rates, \$1.50 an inch; first page \$2 an inch. Reading notices and classified, 25 cts. a line; regular readers, 30 cts. a line. Advertisements appear in all three editions.

PROGRESSO ITALO-AMERICANO—Every morning. Italian. Independent. Established 1879. Subscription, \$6. Sworn detailed average circulation for six months ending March, 1915, morning, 97,811* net paid; Monday edition, 84,459* net paid; Sunday edition, 87,877* net paid; 8 to 10 pages (Sunday, 14 pages), 8 columns; length of columns, 21 in.; width, 2½ in. Office, 42 Elm Street.

Advertising rates upon application.

PUCK — Every Monday. Humorous. Established 1876. Puck Publishing Corporation, publishers. Subscription, \$5. Claimed average circulation for 1914, 50,000; 24 pages, 3 columns; length of columns, 10½ in.; width, 2½ in. Forms close, first, three weeks in advance; last, four weeks in advance. Cannot use matrices. Office, 301 Lafayette Street.

Advertising rates, agate, 40 cts. a line; full page, \$180; ½ or ¼ page, pro rata; second or third cover, \$250; three colors, \$300; back cover (in colors), \$400. Reading notices, 80 cts. a line.

RAILROAD MAN'S MAGAZINE—Monthly. Fiction Stories on Railroad. Established 1906. The Frank A. Munsey Co., publishers. Subscription, \$1.50. Circulation—not given by publisher; 240 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Forms close about the 10th of second preceding month. Office, 8 West 40th St.

Advertising rates, agate, 75 cts. a line; full page, \$150; ½ and ¼ pages, pro rata. Classified, 80 cts a line, with 10% discount on 6 consecutive insertions. For combination rates, see Argosy.

RAILWAY AGE GAZETTE—Every Friday. Railway. Established 1856. The Simmons-Boardman Publishing Co., publishers. Subscription, \$5. Detailed average circulation for year 1914, 8,117* net; 112 pages, 2 columns; length of columns, 10½ in.; width, 3½ in. Office, Woolworth Bldg.

Advertising rates, \$100 per page. Discount on 3 or more pages used within one year. Classified, columns 1½ in. wide, \$1.50 an inch.

RAILWAY AGE GAZETTE, MECHANICAL EDITION—First Thursday of every month. Railway. Established 1832. The Simmons-Boardman Publishing Co., publishers. Subscription, \$2.00. Sworn average circulation for year 1914, 4,123*; 100 pages, 2 columns;

NEW YORK

length of columns, 10½ in.; width, 3½ in. Office, Woolworth Bldg.

Advertising rates, \$125 per page. Discount on 3 or more pages used within one year.

RAILWAY AND LOCOMOTIVE ENGINEERING—Monthly. Established 1888. The Angus Sinclair Co., publishers. Subscription, \$2. Circulation—not given by publisher; 80 pages, 3 columns; length of columns, 10 in.; width, 2½ in. Can use matrices. Forms close 15th preceding month. Office, 114 Liberty Street.

Advertising rates, \$5 per inch; 2 in., \$8; 3 in., \$12; ½ page, \$15; ¼ page, \$25; ⅓ page, \$40; one page, \$75; reduced rates for six months or longer.

REAL ESTATE RECORD AND BUILDERS' GUIDE—Every Saturday. Real Estate, Construction and Building. Established 1868. Record and Guide Co., publishers. Subscription, \$8. Claimed average circulation for 1914, 5,500; 80 pages, 3 columns; length of columns, 12 in.; width, 2½ in. Office, 119 West 40th St.

Advertising rates, \$2.28 an inch, with discount for time and space.

RECREATION—Monthly (20th). Sporting. Established 1893. Outdoor World Publishing Co., publishers. Subscription, \$1.50. Circulation—not given by publisher; 64 pages, 3 columns; length of columns, 10 in.; width, 2½ in. Forms close first of preceding month. Office, 2 W. 33rd Street.

Advertising rates, agate, 60 cts. a line; full page, \$120 (magazine style); full size page (420 lines), \$200; fractions of page, down to ¼ page, pro rata.

RETAIL BAKER—Monthly (1st). English and German. Baking. Established 1909. The American Bakers Pub. Co., publishers. Subscription, \$1. Claimed average circulation for year ending June, 1915, 5,245; 104 pages, 2 columns; length of columns, 9½ in.; width, 3½ in. Can use matrices. Forms close 20th of month preceding. Office, 1109 DeKalb Ave.

Advertising rates, full page, \$30; ¾ page, \$25; ½ page, \$20; ¼ page, \$15; ⅓ page, \$10, with discounts on 6 or 12 month contracts.

REVIEW—Every Saturday. Independent. Established 1909. New York Review Publishing Co., publishers. Subscription, \$2.50. Claimed average circulation for year 1914, 31,150; 16 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices. Office, 121 W. 39th Street.

Advertising rates, agate, 15 cts. a line; pictorial section, 25 cts. a line; automobiles, 15 cts.; sporting events, 40 cts.; music, publications, wines and liquors or hotels and resorts, 15 cts., a line. Discount on general (not including sporting events), 2,500 lines, 2½%; 5,000 lines, 5%; 7,500 lines, 7½%; 10,000 lines, 10%.

NEW YORK

REVISTA UNIVERSAL—Monthly. Established 1914. Spanish-Home-Literary. Issued as a supplement to first class Latin-American newspapers. Criterion Newspaper Syndicate (Inc.), publishers. Claimed average circulation for 1914, 25,000; 20 pages, 3 columns; length of columns, 11 in.; width, 2 3/4 in. Can use matrices. Forms close 1st of month preceding. Office, One Madison Ave.

Advertising rates, full page, \$100; on six months contract, \$90; one year, \$80; 1/2 or 1/4 page pro rata; back, inside, front or back cover, or page opposite table of contents, 25% additional. Classified, 25 cts. a line.

REVUE—Sunday edition of Herold, which see. Also see advertisement on page 480.

RIDER AND DRIVER—Every Saturday. Outdoor Sports. Established 1890. Rider and Driver Publishing Co., publishers. Subscriptions, \$5. Claimed average circulation for year 1914, 37,230; 24 to 48 pages, 3 columns; length of columns, 11 1/2 in.; width, 2 3/4 in. Forms close Monday noon preceding. Office, 432 Fourth Avenue.

Advertising rates, agate, 35 cts. a line.

RUDDER—Monthly (1st). Yachting and Motor boating. Established 1890. The Rudder Publishing Co., publishers. Subscription, \$2. Circulation—not given by publishers; 112 pages, 2 columns; length of columns, 9 in.; width, 3 1/2 in. Forms close 10th preceding month. Office, 254 West 34th St.

Advertising rates, \$7.04 an inch; 1/4 page, \$14.07; 1/2 page, \$28.13; 3/4 page, \$56.25 one page, \$112.50. Discount, three months, 5 per cent; six months, 10 per cent; one year, 20 per cent.

RUSSKOYE SLOVO—Every morning including SUNDAY. Russian—Radical. Established 1911. Michael Pasvolsky, publisher. Subscription, \$3.50. Claimed average circulation for year 1914, 30,000; 6 and 8 pages, 7 columns; length of columns, 21 1/2 in.; width, 2 1/4 in. Can use matrices. Office, 31 E. 7th St.

Advertising rates, amusements, \$1.50; real estate, insurance and general commercial, \$1.25; financial, \$2.00; railroads and steamships, \$1; resorts, instruction and teachers, 75 cts. an inch. Preferred positions, 10 to 25% additional. Reading notices, 10 cts., a line. Classified, 2 cts. per word. Translations made free of charge.

SABBATH READING—Every Friday. Inter-denominational. Religious. Established 1876. Witness and Sabbath Reading Co., publishers. Subscription, 60 cts. Claimed average circulation for year 1914, 100,000; 16 pages; 3 columns; length of columns, 9 11/14 in.; width, 2 3/4 in. Copy must be in hand Tuesday of week preceding. Office, 1105 Tribune Building.

NEW YORK

Advertising rates, agate, 50 cts. a line. In combination with Christian Nation and Weekly Witness, 65 cts. a line.

ST. NICHOLAS MAGAZINE—Monthly. Juvenile. Established 1873. The Century Co., publishers. Subscription, \$3. Circulation—not given by publisher; 104 pages, 2 columns; length of columns, 8 in.; width, 2 3/4 in. Forms close last day of second preceding month. Office, 33 East Seventeenth Street.

Advertising rates, agate, \$1 a line; full page, \$150; 1/2 or 1/4 page pro rata with discount of 10 or 25 per cent on 3 or 6 pages within one year; 25 per cent on 12 consecutive insertions. Combination page rate, St. Nicholas and Century Magazines, 3 pages in each, within one year, \$900. Special School and Pet Department, \$7 an inch.

SARTORIAL ART JOURNAL—Monthly. Trade. Men's Fashions. Established 1874. Jno. J. Mitchell Co., editors and publishers. Subscription, \$10. Circulation—not given by publisher; 96 to 128 pages, 2 columns; length of columns, 11 in.; width, 3 3/4 in. Can use matrices. Forms close 15th preceding month. Office, 41-43 West 25th Street.

Special English Edition—for Great Britain and Colonies. Also French, German and Spanish Editions, printed in the representative languages.

Advertising rates, domestic edition, 1/4 page, \$17; 1/2 page, \$30; one page, \$50. Discount on yearly contracts. Foreign editions on request.

SCHOOL—Every Thursday. Educational. Established 1889. The School News Co., publishers. Subscription, \$2. Claimed average circulation for year ending May, 1915, 30,000; 16 to 18 pages, 4 columns; length of columns, 12 in.; width, 2 1/4 in. Can use matrices. Office, 156 Fifth Avenue.

Advertising rates, agate, 40 cts. a line; full page, \$100; 1/2 page, \$60; 1/4 or 1/8 page pro rata. Discount, 10, 15 and 25 per cent on 3, 6 and 12 months, respectively.

SCIENTIFIC AMERICAN—Every Thursday. Science and Mechanics. Practical Information. Established 1845. Munn & Co., (Inc.), publishers. Subscription, \$3. Sworn detailed average circulation for last three months 1914, 77,400* net paid; 20 to 24 pages, 4 columns; length of columns, 14 1/4 in.; width, 2 3/4 in. Forms close 10 days in advance. Office, Woolworth Bldg.

Advertising rates, agate, 75 cts. a line. with discounts of 10, 20 or 33 1/3 per cent on 1,000, 2,400 or 4,800 lines used within one year.

SCOTTISH AMERICAN—Every Wednesday. Neutral. Established 1857. A. M. Stewart, publisher. Subscription, \$3. Circulation—not given by publisher; 8 pages, 5 columns; length of columns, 19 3/4 in.; width, 2 3/4 in. Office, 190 William Street.

Advertising rates, agate, 15 cts. a line.

NEW YORK

SCRIBNER'S MAGAZINE—Monthly. Literary. Established 1887. Chas. Scribner's Sons, publishers. Subscription, \$3. Detailed average circulation for year ending March, 1915, 107,254* net paid; 132 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Forms close 1st of preceding month. Office, Fifth Avenue, at 48th Street.

Advertising rates, agate, 7 lines or more, \$1.50 a line; full page, \$250; ¼ and ½ pages, pro rata, with a discount of 10% on 3 or more pages used within one year. Special rates for schools.

SECRET SERVICE. See Tousey's Weeklies.

See advertisement on page 444.

SENTINEL of the BLESSED SACRAMENT Monthly (5th). Religious. Catholic. Established 1897. The Fathers of The Blessed Sacrament, publishers. Subscription, \$1. Claimed average circulation for year ending April, 1915, 57,639 net; 80 pages, 1 column; length of column, 8 in.; width, 4½ in. Office, 185 East 76th Street.

Advertising rates, agate, 25 cts. a line; full page, \$50; ½ page, \$25; ¼ page, \$13; ⅓ page, \$6.50.

SERVIAN DAILY—Every evening except Sunday. Servian-Independent. Established 1912. Bozo Rankovich, publisher. Subscription, \$3. Claimed average circulation for six months ending March, 1915, 15,000; 4 pages, 7 columns; length of columns, 21 in.; width 2½ in. Can use matrices. Office, 249 E. 71st St.

Advertising rates, 35 cts. an inch.

SHORT STORIES—See Garden City, N. Y.

SLOVAK V AMERIKE—Semi-Weekly. Tuesdays and Thursdays. Slavonic. Established 1889. Slovak Press, publishers. Subscription, \$2. Claimed average circulation for year 1914, 35,000 net; 8 pages, 7 columns; length of columns, 22 in.; width, 2½ in. Can use matrices. Office, 166 Avenue A.

Advertising rates, agate, 70 cts. an inch; medical and liquors, \$1 an inch. Reading notices, 30 cts. a line; editorial notices, 50 cts. a line.

SMART SET—Monthly (12th of month preceding). Established 1900. Smart Set Co., (Inc.), publishers. Subscription, \$3. Claimed average circulation for year 1914, 53,000; 160 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Forms close 22nd of second preceding month. Office, 331 Fourth Avenue.

Advertising rates, \$100 a page, and pro rata for smaller space; back cover (three or four colors), \$350.

SMART STYLES—Monthly (25th of month preceding). Fashions. Established 1910. Jno. J. Mitchell Co., publishers. Subscription, \$5.

NEW YORK

Circulation—not given by publisher; 40 pages, 4 columns; length of columns, 11¼ in.; width, 2 in. Office, 41-43 West 25th Street.

Advertising rates, agate, full page, \$200; ½ or ¼ pages, pro rata. Inside front page or cover, \$250; outside back cover, \$350.

SMITH'S MAGAZINE—Monthly. Literary. Established 1905. Street & Smith, publishers. Subscription, \$1.50. Sworn detailed average circulation for year 1914, 130,681* net paid; 160 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Forms close 7th of second preceding month. Office, 7th Avenue and 15th Street.

Advertising rates, agate, 60 cts. a line; full page, \$125; ½, ¼ and ⅓ pages, pro rata. Classified, 50 ct. a line. For combination rates, see Ainslee's Magazine.

SNAPPY STORIES—Semi-monthly (4th and 18th of month preceding). Fiction. Established 1912. The New Fiction Publishing Co., publishers. Subscription, \$1.50. Guaranteed average circulation for year 1915-16, 250,000; 128 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Forms close 4th of second preceding month. Office, 37 W. 39th Street.

Advertising rates, full page (224 lines), both editions, \$300; ½, ¼, ⅓ or ⅕ page, pro rata.

SODA FOUNTAIN—Monthly. Trade. Established 1902. D. O. Haynes & Co., publishers. Claimed average circulation for year 1914, 20,725* net; 96 pages, 2 columns; length of columns, 9½ in.; width, 3¼ in. Office, No. 3 Park Place.

Advertising rates, \$6 an inch; ½ page, \$12; ¼ page, \$15; ⅓ page, \$22; ⅕ page, \$28; ⅓ page, \$42; one page, \$80, with discounts of 10 or 25% on 6 or 12 month contracts. Special positions, 10 or 25% extra. Reading notices, 75 cts. per count line.

SONNTAGSBLATT—Sunday edition of Staats-Zeitung, which see.

See advertisement on page 451.

SONNTAGSBLATT—Sunday edition of Volkszeitung, which see.

SPIRIT OF MISSIONS—Monthly (15th). Episcopal. Established 1835. Episcopal Missionary Society, publishers. Subscription, \$1. Claimed averages circulation for year 1914, 40,250; 72 pages, 2 columns; length of columns, 7¾ in.; width, 2½ in. Forms close 10th preceding month. Office, 281 Fourth Avenue.

Advertising rates, 20 cts. a line, flat; one page, \$40; ¼ and ½ pages, pro rata.

STAATS ZEITUNG—Every morning including SUNDAY SONNTAGSBLATT, ABEND-BLATT, every evening except Sunday. WOCHENBLATT, every Wednesday. German.

NEW YORK

Independent. Established 1834. New York Staats Zeitung, publishers. Subscription, morning, \$6; evening, \$3.50; Sunday, \$1.50; weekly, \$1.50. Sworn average circulation for six months prior to April, 1915, morning and evening combined, 140,102* net paid; Sunday, 102,111* net paid; weekly, circulation—not given by publisher; 8 to 16 pages. 7 columns; length of columns, 21 in.; width, 2½ in. Office, 182 William Street.

Advertising rates, agate, morning, 20 cts., evening, 15 cts. a line; 26 times or 1,000 lines within one year, 18 or 13 cts.; 52 times or 2,500 lines lines, 17 or 12 cts.; 104 times or 5,000 lines, 16 or 11 cts.; 156 times or 10,000 or more lines, 15 or 10 cts. a line for morning or evening edition; morning and evening editions combined or Sunday, 25, 23, 22, 21, or 20 cts. a line on time and space contracts as per above schedule. Special positions, 10, 20 or 25% extra. Classified, morning and evening combined or Sunday, help wanted, etc., set solid without display, 15 cts. a line; business opportunities, 20 cts. a line; special notices, medical or business, 40 cts. a line. Reading notices, morning and evening combined or Sunday, \$1; first page, \$2 a count nonpareil line, with discounts of 5, 10, 15, 20 or 25% on 13, 26, 52, 104 or 156 insertions, to be used within one year. WEEKLY, display, 10 cts. a line flat. Reading notices, 50 cts., flat a count nonpareil line.

See advertisement on page 451.

STEAM—Monthly (1st). Mechanical. Established 1905. The Ferguson Publishing Co., publishers. Subscription, \$2. Claimed average circulation for year 1914, 5,000; 32 pages, 2 columns; length of columns, 10 in.; width, 3 in. Cannot use matrices. Forms close 15th. Office, 90 West Street.

Advertising rates, full page, \$66.67; ½ page, \$40; ¼ page, \$25; ⅙ page, \$15, with discounts on 6 or 12 month contracts.

STRAND MAGAZINE (American edition).—Monthly (16th). Literary. Established 1895. International News Co., publishers. Subscription, \$1.50. Claimed average circulation for year 1914, 73,260 net; 146 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Can use matrices. Forms close 4th of preceding month. Office, 83 Duane Street.

Advertising rates, agate, 50 cts. per line, full page, \$100; publishers, \$90. In combination with Wide World, 90 cts. a line. Classified, 6 cts. per word.

See advertisement on page 365.

STRAUSS MAGAZINE THEATRE PROGRAMS—Every evening and two matinees a week (Wednesday and Saturday) in the majority of theatres—others (Thursday and Saturday) and vaudeville houses, matinees daily during theatrical season (Sept. 1 to June 1.) Theatrical-Amusements, with topics of interest to theatre goers. Established 1885. Frank V. Strauss & Co., publishers. Distributed free to patrons of each of the 39 leading

NEW YORK

theatres of New York City, Brooklyn and Jersey City with a circulation, based on the seating capacity of each, ranging from 350,000 to 400,000, weekly, 2 columns, to page, length of columns, 8 in.; width, 2½ in. Can use matrices. Office, 108-114 Wooster Street.

Advertising rates, on a contract for 13 consecutive weeks, \$1.25 an inch per week per theatre; full page, \$12; ½ page, \$6; ¼ page, \$3.50; 35 weeks or more during one year, \$1, \$3, \$5 or \$10.

SUBURBAN LIFE—See Countryside Magazine.

SUN (Morning)—Every morning including SUNDAY. Independent. Established 1833. Subscription, \$6; Sunday, \$2. Sworn average circulation for six months prior to April, 1915, daily, 66,746* net; Sunday, 101,472* net; daily, 14 to 22 pages; Sunday, 68 to 100 pages, 8 columns; length of columns, 21¼ in.; width, 2 3/14 in. Can use matrices. Office, 170 Nassau Street.

Advertising rates, daily or Sunday, agate, 40 cts. a line; 2nd, 3rd and opposite editorial, last page, and first and last pages of sections, 45 cts., with discounts of 5, 10, 15 or 20% on 5,000, 10,000, 20,000 or 35,000 lines used within one year. Preferred position, next to reading matter, run of paper, 45 cts. a line extra; on 2nd or 3rd, woman's or opposite editorial page, 50 cts.; following and alongside reading, run of paper, 50 cts.; 2nd or 3rd, woman's or opposite editorial page, 55 cts.; bottom of column, surrounded by reading, 60 cts.; 2nd or 3rd, woman's or opposite editorial page, 67½ cts.; top of column, next to reading, run of paper, 70 cts.; 2nd or 3rd, woman's or opposite editorial page, 78¾ cts.; top of column, surrounded by reading, run of paper, 80 cts.; 2nd or 3rd, woman's or opposite editorial page, 90 cts. a line extra. Classified, agents and business chances, 15 cts. a line one time; 7 times or more, 10 cts. a line; bankers and brokers, 40 cts., with 25% discount on 10 lines or more, daily or e. o. d., for one year. Automobile, all editions, morning and evening, 40 cts.; Sunday, 25 cts. a line, flat. Instruction, reports and hotels, 20 cts.; \$4.50 a line per month, or e. o. d., two months; books, 25 cts.; magazines and periodicals, 40 cts. a line; newspapers, 50 cts.; railroads, 40 cts. a line; turf, 50 cts. Reading notices, daily or Sunday, \$1.50 a line; first or financial page, \$2.50. Double column ads. must be 28 lines deep; triple column, 50 lines; quadruple column, 75 lines; 5 columns wide, 100 lines; 50% extra will be charged for ads. occupying less space than above.

SUN (Evening)—Every evening except Sunday. Established 1887. Subscription, \$2.50. Sworn average circulation for six months prior to April, 1915, 140,203* net; 14 to 20 pages, 8 columns; length of columns, 21¼ in.; width, 31 agate lines. Can use matrices. Office, 170 Nassau Street.

Advertising rates, agate, 30 cts. a line; opposite editorial, woman's page, 2nd, 3rd and last pages, 40 cts., with discounts of 5, 10,

NEW YORK

15 or 20% on 5,000, 10,000, 20,000 or 35,000 lines used within one year. No extra charge for breaking column rules, cuts or displays; double ads. must be 23 lines deep; triple column, 50 lines; quadruple column, 75 lines; 5 columns wide, 100 lines; 50% extra will be charged for ads. occupying less space than above. Preferred positions, next to reading matter, run of paper, 35 cts. a line extra; 2nd or 3rd, woman's or opposite editorial page, 45 cts.; following and alongside reading matter, 40 cts.; 2nd or 3rd, woman's or opposite editorial page, 50 cts.; bottom of column, 45 cts.; 2nd or 3rd, woman's or opposite editorial page, 60 cts.; top of column, next to reading matter, 52½ cts.; 2nd or 3rd, woman's or opposite editorial page, 70 cts.; top of column, surrounded by reading matter, 60 cts.; 2nd or 3rd, woman's or opposite editorial page, 80 cts. a line. Classified, agents, and business chances, 15 cts.; bankers and brokers, 25 cts., with discount of 25% on 10 lines or more, daily or e. o. d., for one year; financial, 35 cts.; personals (business), 25 cts.; resorts, hotels and instruction, 20 cts.; \$3.90 a line per month, or e. o. d., 2 months; books, 20 cts.; magazines and periodicals, 30 cts. a line; turf, 50 cts. Reading notices, \$1.50 a line, first and financial pages, \$2 a line; special notices, 40 cts. a line.

SUNDAY COMPANION—Every Sunday during school year. Catholic. Juvenile. Established 1900. The Sunday Companion Publishing Co., publishers. Subscription, \$1. Claimed average circulation for year 1914, 70,000; 8 pages, 4 columns; length of columns, 14¼ in.; width, 2¼ in. Forms close 4 weeks in advance. Office, 256 Broadway. Advertising rates, agate, 30 cts. a line; 1,000 lines, 27½ cts.; 2,000 lines, or more, 25 cts. a line.

SUNDAY SCHOOL LESSON ILLUSTRATOR—Monthly (1st). Religious-Evangelical. Established 1883. Fleming H. Revell Company, publishers. Subscription 60 cts. Claimed average circulation for year 1914, 22,000; 48 to 89 pages, 2 columns, length of columns, 7½ in.; width, 2¼ in.; use matrices, forms close 20th of second month preceding. Office, 158 Fifth Avenue.

Advertising rates, agate, 15 cts. a line; full page \$30; ½ page, \$15; ¼ page, \$8; back cover \$35.

SUNSHINE BULLETIN—Official Organ of the International Sunshine Society—Monthly. Benevolent. Established 1902. Mrs. Cynthia Westover Alden, editor. Subscription, 50 cts. Sworn average circulation for year 1914, 13,500*; 16 pages, 4 columns; length of columns, 12 in.; width, 2¼ in. Forms close 20th preceding month. Cannot use matrices. Office, 96 Fifth Avenue.

Advertising rates, agate, 15 cts. a line; per page, \$50; ¼ and ½ pages, pro rata.

SURVEY—Every Saturday. Social-Civic. Established 1897. Survey Associates, Inc., publishers. Subscription, \$3. Claimed aver-

NEW YORK

age circulation for 1914, 23,000; magazine number, 48 to 64 pages, weeklies, 24 to 32 pages, 3 columns; length of columns, 10 in.; width, 2¼ in. Office, 105 East 22nd Street.

Advertising rates, agate, 20 cts. a line; \$2.50 an inch; full page, \$70; 2 columns, \$50; one column, \$25; ½ column, double, \$25; school or publishers rate, \$50 a page; 2 columns, \$37.50; one column, \$18.75.

SVIT (The Light)—Every Thursday. Russian, Orthodox-Catholic. Established 1897. Orthodox Catholic Mutual Aid Society, publishers. Subscription, \$1.50. Claimed average circulation for 1914, 8,000; 8 pages, 5 columns; length of columns, 20 in.; width, 3 in. Office, 166 Avenue A.

Advertising rates, \$2 an inch per month; six months, \$10; one year, \$18.

TAMMANY TIMES—Every Saturday. Political. Established 1892. The Tammany Publishing Co., publishers. Subscription, \$2. Claimed average circulation for year ending June, 1915, 10,500; 16 pages, 4 columns; length of columns, 12 in.; width, 2¼ in. Can use matrices. Office, 38 Park Row.

Advertising rates, agate, 15 cts. a line, with discounts on time or space contracts.

TEA AND COFFEE TRADE JOURNAL—Monthly (10th). Established 1901. Tea and Coffee Trade Journal Co., publishers. Subscription, \$2. Claimed average circulation for year 1914, 4,583; 104 pages, 2 columns; length of columns, 8 in.; width, 2¼ in. Forms close third of current month. Can use matrices. Office, 79 Wall Street.

Advertising rates on application.

TEACHERS' MAGAZINE—Monthly except July and August. Educational. Hammock & Co., publishers. Subscription, \$1.25. Circulation, not given by publisher; 3 columns; length of columns, 9½ in.; width, 2¼ in. Forms close 10th preceding month. Office, 31 East 27th Street.

Advertising rates, agate, 25 cts. a line. Reading notices, 75 cts. a line. Discount, 5, 10 or 15% on 3, 6 or 10 months, respectively.

TELEGRAFO—Every evening, including SUNDAY. Italian. Established 1902. Italian Press Publishing Assn., publishers. Subscription, \$4. Claimed average circulation for year 1914, 35,000; 8 pages, 7 columns; length of columns, 20½ in.; width, 2¼ in. Office, 66-68 Spring Street.

Advertising rates, from 90 cts. to \$3 an inch, according to location. Reading notices, 8 cts. to 50 cts. a line, according to page desired. Classified, 4 lines, 25 cts., with discount on 3 or more insertions.

TELEGRAM—Every evening, including SUNDAY. Independent. Established 1867. The Evening Telegram, publishers. Subscription, \$2.50. Sworn average circulation for twelve

NEW YORK

discounts for time and space. Reading months prior to April, 1915, daily, 220,566* net paid; Sunday, 223,815* net paid; 12 to 20 pages, 7 columns; length of columns, 21½ in.; width, 2 1/7 in. Can use matrices. Office, Herald Square.

Advertising rates, transient, agate, 30 cts. a line, with discounts at 2½% on 2,500 lines used within one year; 5% on 52 times, or 5,000 lines; 10% on 104 times, or 10,000 lines; 15% on 156 times, or 15,000 lines; 20% on 312 times, or 20,000 lines. Preferred position, 5 and 10 cts. a line extra; first page, \$1.50. Classified, undisplayed, automobiles, 3 cts. a word; bicycles, 2 cts. a word; business chances, 3 cts. a word; miscellaneous, 2 cts. a word; if set in agate caps, one cent a word additional; classified, displayed, financial, 30 cts. a line; hotel and resorts, 20 cts. a line; 15 cts. a line when ordered 26 times, daily, or e. o. d.; new publications, 20 cts. a line. Reading notices, \$1.30 and \$2 a line.

TELEGRAPH—Every morning including SUNDAY. Amusements, Sports and General News. Established 1836. Lewis Publishing Co., publishers. Subscription, daily and Sunday, \$14; Sunday, \$2.50. Sworn average circulation for twelve months prior to April, 1915, daily and Sunday, 35,424* net paid; daily, 12 pages; Sunday, 30 to 43 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices. Office, 50th Street and 8th Avenue.

Advertising rates, daily, agate, 20 cts. a line; Sunday, 30 cts. a line; discount, 26 times, or 2,500 lines, 10%; 52 times, or 5,000 lines, 15%; 104 times, or 10,000 lines, 20%; 156 times, or 15,000 lines, 25%; 365 times, or 20,000 lines, 30%. Full position or specified page, 5 cts. a line extra. Classified, daily, 15 cts. a line; Sunday, 25 cts.; 3 times or more, including one Sunday, 15 cts.; 7 times or more consecutively, 13 cts.; 30 times or more consecutively, 10 cts. a line. Reading notices, daily, 75 cts. a line; first or editorial page, \$1 a line. Sunday, \$1 a line; first or editorial page, \$1.25 a line. Pictorial section (first page excepted), 35 cts. a line, with discounts of 10, 15 or 25% on 13, 26 or 52 insertions within one year.

TELEGRAPH AND TELEPHONE AGE—Semi-Monthly (1st and 16th). Established 1883. J. B. Taltavall, publisher. Subscription, \$2. Claimed circulation for year 1914, 8,000; 54 pages, 3 columns; length of columns, 9 in.; width, 2½ in. Office, 253 Broadway.

Advertising rates, \$2.50 an inch; 2 in., \$4.25; 3 in., \$6; 4 in., \$7.50; 5 in., \$9; ¼ page, \$6.50; ½ page, \$12; ¾ page, \$22; one page, \$40. Discounts, 5, 10, 15 or 20% on 3, 6, 9 or 12 months, respectively.

TEVYNE—Every Tuesday. Lithuanian—Independent. Established 1908. Lithuanian Alliance of America, publishers. Subscription, \$1. Claimed average circulation for 1914, 7,000; 8 pages, 7 columns; length of columns,

NEW YORK

22 in.; width, 2¼ in. Cannot use matrices. Office 307 W. 30th Street.

Advertising rates, 50 cts. an inch, with notices, 10 cts. a line.

THEATRE MAGAZINE—Monthly (20th). Theatrical and Musical. Established 1906. The Theatre Magazine Co., publishers. Subscription, \$3.50. Claimed average net circulation for year 1914, 46,178; 64 pages, 4 columns; length of columns, 12 in.; width, 2 in. Forms close 1st of month. Office, 8 West 38th Street.

Advertising rates, agate, 55 cts. a line; full page (672 lines), \$300; ½ or ¼ page, pro rata.

TIMES—Every morning, including SUNDAY. Independent. Democratic. Established 1851. Subscription, daily, including Sunday, \$8.50; without Sunday, \$6. Sworn average circulation for six months prior to April, 1915, daily and Sunday, 298,248* net paid; daily, 14 to 24 pages; Sunday, 86 to 120 pages, 8 columns; length of columns, 21 3/7 in.; width, 2½ in. Can use matrices. Office, Times Annex, Times Square.

Advertising rates, agate, daily or Sunday, general run of paper, 45 cts. a line; second or third page, 70 cts.; last page or opposite editorial page, 65 cts.; page four or five, 55 cts.; other designated pages, 50 cts. a line; next to reading or bottom of column, 50 cts., 75 cts., 80 cts., 70 cts., 60 cts., or 55 cts. a line; following reading, 55 cts., 80 cts., 85 cts., 75 cts., 65 cts., or 60 cts.; top of column, 60 cts. \$1.10, \$1.15, 90 cts., 85 cts., 70 cts., or 65 cts.; following and next to reading, 65 cts., \$1, \$1.05, 85 cts., 95 cts., 75 cts., or 70 cts.; top of column next to reading, 70 cts., \$1.30, \$1.35, \$1, \$1.05, 80 cts., or 75 cts.; bottom of column surrounded, 80 cts., \$1.20, \$1.25, \$1, 90 cts., or 85 cts. a line. On contract three months three times a week, 5%; every day, 10% discount; six months two times a week, 5%; three times, 10%; every day, 15% discount; one year one time a week, 5%; two times, 10%; three times, 15%; every day, 20% discount, or 5, 10, 15, 20 or 25% discount on 5,000, 10,000, 15,000, 20,000 or 25,000 lines used within one year. Advertising causing breaking of column rules must be not less than 23 lines in depth for each column rule broken, except on half pages: to secure position, must be at least 23 lines in depth, excepting top of column or single column, which must be at least 42 lines; next to reading or bottom of column at least 14 lines. Reading notices, first page, \$3.00 a line; inside, \$1.50; designated inside pages, \$2.00 a line; Classified, general, 30 cts. a line; three times a week, 28 cts.; 7 times, 25 cts. a line; board and room, 20 cts.; religious notices 25 cts.; lost, found, rewards, or mortgage loans, 35 cts.; business opportunity; business notices, 40 cts.; three times a week, 30 cts.; seven times, 28 cts. Automobile or motor boats, 40 cts.; 5,000 lines in one year, or full copy every month for one

NEW YORK

year (minimum of 2,500 lines), 35 cts. a line. Rotogravure section (minimum $\frac{1}{4}$ page, or 525 lines), 65 cts. a line. Sunday Pictorial Section, 65 cts. a line; 13 times within one year, 58 cts.; 26 times, 55 cts.; 52 times, 50 cts. a line.

TO-DAY'S MAGAZINE FOR WOMEN—Monthly (1st). Utilitarian Women's Magazine. Canton Magazine Co., publishers. Guaranteed average circulation for 1915-16, 800,000*; 95% paid; 48 pages and cover, 4 columns; length of columns, 14 in.; width, 2 $\frac{1}{4}$ in. Forms close 10th of second preceding month.

Advertising rates, agate, \$3.50 a line; one page (800 lines), \$2,400; $\frac{1}{2}$ page, \$1,300; $\frac{1}{4}$ page, \$650.

TOP NOTCH MAGAZINE—Semi-Monthly (1st and 15th). Literary. Established 1910. Street and Smith publishers. Subscription. \$3. Sworn detailed average circulation for year 1914, 191,949* net paid. Forms close for first issue, 27th of second preceding month; for last issue, 13th of preceding month. Office, 7th Avenue and 15th Street.

Advertising rates, agate (one issue), 87 cts. a line; full page, \$175; $\frac{1}{2}$, $\frac{1}{4}$ or $\frac{1}{8}$ page, pro rata. Classified, 80 cts. a line each issue. For combination with Peoples Magazine and New Story (Top Notch Trio), \$2.54 a line, \$508.50 a page. For classified combinations, see Ainslee's.

TOUSEY'S (Frank) WEEKLIES—Every (1st and 15th). Literary. Established 1910. Fortune, Pluck and Luck, Secret Service, Wild West, Work and Win. Circulation claimed for year 1913, 250,000; length of columns, 10 in.; width, 2 $\frac{1}{4}$ in. Forms close 4 weeks in advance; covers close 8 weeks in advance. Office, 168 West 23rd Street.

Advertising rates, agate, 50 cts. a line; one page, \$200; $\frac{1}{2}$, $\frac{1}{4}$ and $\frac{1}{8}$ pages, pro rata; back inside cover, \$300; front inside cover, \$300; back inside cover (in colors), \$400.

See advertisement on page 444.

TOWN AND COUNTRY—Tri-Monthly (1st 10th and 20th). Society and Country Life. Established 1846. Franklin Coe, publisher. Subscriptions, \$5. Claimed average circulation for 1914, 20,000; 48 to 120 pages, 4 columns; length of columns, 12 in.; width, 2 in. Forms close 2 weeks in advance. Office, No. 8 West 40th St.

Advertising rates, agate, 40 cts. a line; full page, (672 lines), \$200; three pages within one year, \$180; twelve pages, \$160 a page; $\frac{1}{2}$, $\frac{1}{4}$, $\frac{1}{8}$ page pro rata; back cover (four colors), \$375; second or third cover (four colors), \$300.

See advertisement on page 574.

TOWN TOPICS—Every Thursday. Society. Established 1878. Town Topics Publishing Co., publishers. Subscription, \$6. Circulation—not given by publisher; 28 pages, 4 columns; length of columns, 11 $\frac{1}{2}$ in.; width, 2 $\frac{1}{4}$ in. Forms close Tuesday preceding. Office, 2 West 45th Street.

NEW YORK

Advertising rates, agate, 60 cts. a line; full page, \$360; $\frac{1}{2}$ or $\frac{1}{4}$ page, pro rata.

TRAINED NURSE AND HOSPITAL REVIEW—Monthly. Established 1888. Lakeside Publishing Co., publishers. Subscription, \$2. Claimed average circulation for year 1914, 14,786* net paid; 96 pages, 2 columns; length of columns, 8 $\frac{1}{4}$ in.; width, 2 $\frac{1}{2}$ in. Forms close 15th of preceding month. Office, 38 and 40 West 32nd Street.

Advertising rates, one page, one time, \$40; 3 times, \$108; 6 times, \$204; 12 times, \$384; $\frac{1}{8}$, $\frac{1}{4}$ and $\frac{1}{2}$ pages, pro rata.

TRAVEL—Monthly. Established 1901. McBride, Nast & Co., publishers. Claimed average circulation for 1914, 30,000; 60 pages, 3 columns; length of columns, 10 $\frac{1}{4}$ in.; width, 2 $\frac{1}{2}$ in. Forms close 10th of preceding month. Office, 31 East 17th Street.

Advertising rates, agate, 60 cts. a line; 4 in., double column (magazine size), \$60; $\frac{1}{4}$ page (full size), \$56.25; $\frac{1}{2}$ full page, \$112.50; 8 in., double column (standard magazine page), \$120; full sized page, \$225. Discount, 20% on 3 full pages within one year.

TRIBUNE—Every morning including SUNDAY, Republican. Established 1841. Tribune Association, publishers. Subscription, daily, \$6; with Sunday, \$8. Sworn average circulation, daily and Sunday for six months prior to April, 1915, daily and Sunday, 70,965* net paid; daily, 16 pages or more; Sunday, 68 pages or more; with extra supplement, 7 columns; length of columns, 21 $\frac{3}{4}$ in.; width, 2 $\frac{1}{4}$ in. Can use matrices. Office, Tribune Building.

Advertising rates, agate, daily or Sunday, 25 cts. a line; pages 2, 3, or outside pages, 30 cts.; 2,500 lines within one year (for second, third or outside pages add 5 cts. a line); 24 cts.; 26 insertions or 5,000 lines, 23 cts.; 52 insertions or 10,000 lines, 21 cts.; 78 insertions, 19 cts.; 104 insertions 17 cts.; 156 insertions, 15 cts. a line. Position charges next to reading, 5 cts.; full position, 10 cts.; top of page next to reading, 15 cts.; island position, bottom of page, 25 cts.; or top of page, 35 cts. a line extra. Automobile and accessories, 20 cts. a line; 2000 lines on yearly contract, 19 cts.; 4,000 lines, 18 cts.; 6,000 lines, 17 cts.; 8,000 lines, 16 cts.; 10,000 lines, 15 cts. a line. Motor Boat (Sunday, Wednesday and Friday), 20 cts. a line; 7 times, 18 cts.; 30 times, 15 cts. a line. Books and periodicals, 20 cts. a line. Double column advertisements must occupy at least 28 lines in depth; triple columns, 50 lines; four columns, 75 lines; 5 or more columns, 147 lines depth. Reading notices, \$1.50 a line; designated page, except editorial or page opposite, \$2.00; first page, \$2.50 a line. Special notices, 50 cts. a line. Classified, 20 cts. a line; 3 times a week, 54 cts.; 7 consecutive times, \$1.05.

TRUST COMPANIES MAGAZINE—Monthly (1st). Financial. Established 1914. Trust

NEW YORK

Companies Association, publishers. Subscription, \$3. Detailed average circulation for year ending June, 1915, 5,300*: 128 pages, 2 columns; length of columns, 7½ in.; width, 2½ in. Can use matrices. Forms close 10th of month preceding. Office, 1 Liberty St.

Advertising rates, full page, \$60; on 6 months contracts, \$37.50; on 12 months contract, \$33.33½; one-half page, \$35, \$20.83½ or \$18.75; one fourth page, \$20, \$11.66½ or \$10.41¾.

TRUTH—Monthly (1st). Catholic-Literary. Established 1898. Truth Publishing Co., publishers. Subscription, \$2. Sworn detailed average circulation for six months ending July, 1915, 77,219*: 60 to 70 pages, 2 columns; length of columns, 8¼ in.; width, 2¾ in. Can use matrices. Forms close 15th of month preceding. Office, 412 Eighth Ave.

Advertising rates, 35 cts. a line; full page, \$70; ½ on ¼ page pro rata; outside page, \$100; page opposite title, first or second cover page, \$80.

See advertisement on page 444.

TRUTH SEEKER—Every Saturday. Agnostic. Established 1873. Truth Seeker Co., publishers. Subscription, \$3. Claimed average circulation for six months ending May, 1915, 4,543; 16 pages, 4 columns; length of columns, 14 in.; width, 2½ in. Cannot use matrices. Office, 62 Vesey St.

Advertising rates, agate, \$1 flat an inch.

TYPEWRITER TOPICS—Monthly. Office Equipment. Established 1905. Business Equipment Publishing Co., publishers. Subscription, \$1. Claimed average circulation for year 1914, 10,000; 64 to 104 pages, 2 columns; length of columns, 9 in.; width, 3½ in. Forms close 15th preceding month. Can not use matrices. Office, 302 Broadway.

Advertising rates, \$7 an inch; ¼ page, one time, \$15; ¾ page, 28; ½ page, \$52; one page, \$96; discount 5 and 10 per cent on 6 and 12 months respectively.

UNITED DEALERS ASSOCIATION—

See advertisement on pages 440, 441, 442 and 443.

UNITED STATES INVESTOR. See Boston, Mass.

U. S. TOBACCO JOURNAL—Every Saturday. Trade. Established 1874. Ellison Publishing Co., publishers. Subscription, \$4. Claimed average circulation for year 1914, 9,700; 40 pages, 4 columns; length of columns, 12 in.; width, 2¼ in. Forms close Wednesday preceding. Can use matrices. Office, 97-99 Water Street.

Advertising rates, \$2 an inch; \$40 per year; ½ page (6 in.), \$12; ¼ page, \$20; ½ page, \$35; one page, \$60. Discount on 4 or more insertions.

UNITED SUNDAY NEWSPAPERS—Embracing Magazine section in Sunday editions

NEW YORK

of New York World, Boston Globe, St. Louis Post-Dispatch, Philadelphia Inquirer, Pittsburgh Press, Seattle Post-Intelligencer, Chicago Herald, Indianapolis Star, Milwaukee Free Press, San Francisco Chronicle, Des Moines Register and Leader, New Orleans, States, and Shreveport (La.) Times. Claimed average circulation for year 1914, exceeding 2,100,000. Forms close 16 days in advance. Can use matrices. Office, World Building, Park Row.

Advertising rates, agate, \$3.75 a line.

UNITED SUNDAY NEWSPAPERS (Color)—Embracing Color sections on Sunday issues of New York World, Boston Globe, St. Louis Post-Dispatch, Philadelphia Inquirer, Chicago Herald, Pittsburgh Press, Detroit Free Press, Cleveland Leader, Des Moines Register and Leader, Seattle Post-Intelligencer, San Francisco Chronicle, New Orleans States, and Shreveport Times. Claimed average circulation, for year 1914, exceeding 2,100,000.

Advertising rates, agate, \$5.35 a line. Further rates on application.

UNIVERSAL ENGINEER—Monthly (15th). Mechanical. Established 1907. Universal Engineer Publishing Co., publishers. Subscription, \$1. Claimed average circulation for year 1914, 17,300; 112 pages, 2 columns; length of columns, 8 in.; width, 2¼ in. Office, 108 Fulton Street.

Advertising rates on application.

VANITY FAIR—Monthly. Fashions, Stage and Society. Established 1913. The Vanity Fair Company, publishers. Subscription, \$3. Guaranteed average circulation for year 1915-16, 30,000; 4 columns to page; length of columns, 11¼ in.; width, 2 in. Forms close 25th of second month preceding. Office, 449 Fourth Ave.

Advertising rates, agate, 50 cts. a line; full page, \$200; ½, ¼ or ⅓ page, pro rata.

VIOLIN WORLD—Monthly (15). Musical. Established 1892. August Gemunder & Sons publishers. Subscription, 75 cts. Claimed average circulation for year 1914, 40,000; 30 pages, 2 columns and 3 columns; length of columns, 9½ in.; width, 3½ and 2¼ in. Can use matrices. Forms close 20th of month preceding. Office 141 West 42nd Street.

Advertising rates \$2, or \$3 an in.; for 2¼ or 3½ in. columns respectively.

VOCE DEL POPOLO—Every morning except Monday including SUNDAY. Italian-Independent. Established 1893. Italo-American Publication and Printing Co., (Inc.), publishers. Subscription, \$5. Claimed average circulation for year 1914, 23,000; daily, 8 pages; Sunday, 10 to 12 pages, 7 columns; length of columns, 20½ in.; width, 2¾ in. Office, 205 Canal St.

Advertising rates, 4th page, \$1 an inch; 5th page, \$1.50; 2d and 3d pages, \$2; 6th page, \$4; first page, \$5. Discount on monthly and yearly contracts.

NEW YORK

VOGUE—Semi-Monthly (1st and 15th). Fashions and Society. Established 1892. The Vogue Co., publishers. Subscription, \$4. Guaranteed minimum circulation for 1915-16, 80,000; 4 columns to page; length of columns, 11¼ in.; width, 2 in. Forms close one month and 5 days in advance; covers close 6 weeks in advance. Office, 443 Fourth Avenue.

Advertising rates, agate, 90 cts. a line; 78 lines, or more, 80 1/10 cts. a line; one page, \$500; ½, ½ and ¼ pages pro rata. Back cover, (4 colors), \$800; inside covers, (4 colors), \$600.

VOICE OF MISSIONS—Monthly (1st). African-Methodist. Established 1892. Missionary Department of the A. M. E. Church, publishers. Subscription, \$1. Claimed average circulation for year 1914, 4,500; 24 pages, 2 columns; length of columns, 10½ in.; width, 3½ in. Cannot use matrices. Forms close 25th of month preceding. Office, 61 Bible House.

Advertising rates, agate, 15 cts. a line first insertion, 12½ cts. a line thereafter.

VOLKSZEITUNG—Every morning including SUNDAY, and VORWAERTS, Saturdays. German. Labor. Established 1878. Socialistic Co-operative Publishing Association, publishers. Subscription, daily, \$6; Sunday, \$2; weekly, \$1. Circulation not given by publisher; daily, 6 pages; weekly, 12 pages; Sunday, 20 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices. Office, 15 Spruce Street.

Advertising rates, daily, nonpareil, 10 cts. a line; three times, 25 cts.; six times, 40 cts.; one month, \$1.25; three months, \$3.50, six months, \$6.50; one year, \$12 per line. Sunday, 15 cts. a line, one time; one month, 50 cts.; three months, \$1.25; six months, \$2.25; one year, \$4. Double column advertisements in either daily or Sunday, 30 cts. a line. Weekly, \$1 an inch; one month, \$3; three months, \$8; six months, \$15; one year, \$25. Reading notices, daily or Sunday, 50 cts. a line; weekly, 25 cts.

VOLUNTEERS' GAZETTE—1st and 3rd Wednesday of each month. Volunteers of America, publishers. Subscription, \$1. Claimed average circulation for year 1914, 15,000; 8 pages, 4 columns; length of columns, 13½ in.; width, 2½ in. Office, 34 West 28th Street.

Advertising rates, agate, 15 cts. a line, with discount of 5 per cent on one month or 100 lines; 10 per cent on three months, or 500 lines; 15 per cent on six months, or 1,000 lines; 20 per cent on one year, or 1,500 lines.

VORWAERTS—Weekly edition of Volkszeitung, which see.

NEW YORK

WALL STREET JOURNAL—Every morning and evening except Sunday. Financial. Established 1882. Dow, Jones & Co., publishers. Subscription, \$12 each edition. Sworn average circulation for six months prior to October, 1914, 9,402*; 8 pages, 5 columns; length of columns, 22¾ in.; width, 3½ in. Can use matrices. Office, 44 Broad Street.

Advertising rates, commercial, 20 and 30 cts. a line, according to location; financial, 30 cts.; 26 times, or 2,500 lines, financial, 25 cts.; commercial, 17 and 25 cts.; 78 times, or 5,000 lines, financial, 20 cts.; commercial, 13 and 20 cts.; 156 times, or 10,000 lines, financial, 15 cts.; commercial, 10 and 15 cts. a line.

WAHRHEIT DAILY HERALD—Every evening except Saturday and Sunday. Yiddish. Independent. Established 1897. The Wahrheit Publishing Co., publishers. Subscription, \$4. Claimed average circulation for 1914, 81,877 net paid; 8 to 10 pages, 7 columns; length of columns, 21 in.; width, 12½ ems. Can use matrices. Office, 153 East Broadway.

Advertising rates, agate, 10 cts. a line; on contracts of over 2000 lines, 7 cts. a line; financial, 30 cts. a line; medical, 10 cts. a line.

WATCHMAN-EXAMINER—Every Thursday, Baptist. Established 1819. The Watchman-Examiner Co., publishers. Subscription, \$2.50. Claimed average circulation for year ending June, 1915, 15,250; 32 pages, 3 columns; length of columns, 11 in.; width, 2½ in. Can use matrices. Office, 23 East 26th Street.

Advertising rates, agate, 25 cts. a line, discounts of 10, 15 or 20% on 500, 1,000 or 2,000 lines; in combination with Philadelphia, Pa.: YOUNG PEOPLE, 72 cts., flat line. Reading notices, 35 cts. a line, brevier, leaded.

WESTERN NEWSPAPER UNION—
See advertisement on page 447.

WESTERN UNION TELEGRAPH CO. TARIFF CIRCULAR—Monthly. Telegraphy. Established 1866. Western Union Telegraph Co., publishers. Subscription, \$1. Claimed circulation for year 1914, 37,000; 18 to 32 pages, 4 columns; length of columns, 10 in.; width, 1¾ in. Office, 195 Broadway.

Advertising rates, \$2 an inch; ½ page, one time, \$25; ¼ page, \$12.50; last cover page, 25% additional.

WIDE WORLD MAGAZINE—Monthly. (15th). Literary. The International News Co., publishers. Subscription, \$1.20. Claimed average circulation for 1914, 91,288 net; 104 pages, 2 columns, length of columns, 8 in.; width, 2½ in. Can use matrices. Forms

NEW YORK

close last day of preceding month. Office, 83-85 Duane Street.

Advertising rates, agate, 50 cts. a line; one page, \$100; $\frac{1}{4}$ and $\frac{1}{2}$ pages, pro rata. In combination with Strand, 90 cts. a line. Classified, 6 cts. per word.

See advertisement on page 565.

WILD WEST. See Tousey's Weeklies.

See advertisement on page 444.

WINGED FOOT—Monthly. Club Journal. Established 1891. New York Athletic Club, publishers. Subscription, \$1. Claimed average circulation for year ending June 1915, 5,000; 48 to 96 pages, 2 columns; length of columns, 8 in.; width, 2 $\frac{1}{2}$ in. Forms close 20th preceding month. Office, 45 Rose Street.

Advertising rates, $\frac{1}{4}$ page, \$10; $\frac{1}{2}$ page, \$17; $\frac{3}{4}$ page, \$30; one page, \$50. Discount on 3 months and longer.

WITNESS—Every Wednesday. Agricultural and Home. Established 1871. Witness and Sabbath Reading Co., publishers. Subscription, \$1. Claimed average circulation for year 1914, exceeding 15,000; 16 pages, 4 columns; length of columns, 15 in.; width, 2 $\frac{1}{2}$ in. Office, 1105 Tribune Building.

Advertising rates, agate, 10 cts. a line. Combination with Christian Nation and Sabbath Reading, 65 cts. a line.

WOCHENBLATT—Weekly edition of Staats Zeitung, which see.

See advertisement on page 451.

WOMAN'S HOME MISSIONS—Monthly. Methodist Episcopal. Established 1884. Mary Belle Evans, publisher. Subscription, 35 cts. Claimed average circulation for year 1914, 49,000; 24 pages, 3 columns; length of columns, 9 in.; width, 2 $\frac{1}{2}$ in. Office 150 Fifth Avenue.

Advertising rates, agate, 25 cts. a line flat.

WOMAN'S MAGAZINE—Monthly. Fashions and Literary. Established 1896. New Idea Publishing Co., publishers. Subscription, 75 cts. For circulation see Butterick Trio; 96 pages, 4 columns; length of columns, 14 $\frac{1}{4}$ in.; width, 2 $\frac{1}{4}$ in. Forms close 25th of third preceding month. Office, Butterick Bldg.

Advertising rates, agate, \$1 a line; one column, \$200; $\frac{1}{4}$ page, \$180; $\frac{1}{2}$ page, \$360; one page, \$700. Combined rate for "Butterick Trio" which see.

WOMEN'S WEAR—Every evening except Sunday. Established 1910. Women's Wear Co. (Inc.), publishers. Subscription, \$3. Sworn average circulation for six months prior to April 1915, 8,759 net paid; 12 pages, (Friday-special issue, 40 pages), 5 columns; length of columns, 16 4/7 in.; width, 2 $\frac{1}{2}$ in. Can use matrices. Office, Broadway at 12th Street.

Advertising rates, agate, 19 cts. a line; 1,000 lines or one inch or more, 13 times

NEW YORK

within one year, 17 cts.; 2,000 lines or 26 times, 15 cts.; 3,500 lines or 52 times, 13 cts.; 5,000 lines or 104 times, 11 cts.; 10,000 lines or 156 times, 9 cts.; 15,000 lines or 303 times, 7 cts. a line.

WORK AND WIN. See Tousey's Weeklies.

See advertisement on page 444.

WORLD (Morning)—Every morning including SUNDAY, and THRICE A WEEK WORLD, Mondays, Wednesdays and Fridays. Independent. Established 1860. Press Publishing Co., proprietors. Subscription, daily, \$8.50; weekly, \$1. Sworn average circulation for year 1914, daily, 375,841*; Sunday, 491,114*; Thrice a Week, claimed average circulation for same period, 73,992 net per issue. Daily, 12 to 24 pages; Sunday, 68 pages or more; Thrice a Week, 8 pages, 8 columns; length of columns, 20 in.; width, 2 $\frac{1}{2}$ in. Can use matrices. Office, Pulitzer Building.

Advertising rates, daily, agate, 40 cts.; page facing editorial or last page, main sheet, 50 cts. a line; second or third page, 60 cts; Sunday, 40 cts.; first page of supplement, 45 cts.; last page, main sheet, 50 cts.; other pages of main sheet, 45 cts. second or third page, 60 cts. a line. Preferred position, 10 and 15 cts. a line extra. Reading notices, daily or Sunday, \$1.50 to \$3 a line. Classified, daily and Sunday, agents, business opportunities, 35 cts.; automobiles, 30 cts. a line; hotels, 25 cts.; resorts, 20 cts. medical or personals, 60 cts.; sporting, 50 cts. New Sunday World Magazine, a part of the Sunday edition; 4 columns; length, 16 11/14 in.; width, 2 $\frac{1}{4}$ in.; forms close 16 days in advance; rates, 75 cts. a line; back page (4 colors), \$750; $\frac{1}{2}$ page, \$375. Thrice a Week, one insertion a week, 25 cts. a line, three insertions a week for 60 cts. a line. Reading notices, \$1; first page, \$1.50. Discount of 10% on six months contracts or 1500 lines used within one year.

WORLD (Evening)—Every evening except Sunday. Independent. Established 1887. Press Publishing Co., proprietor. Subscription, \$3.50. Sworn average circulation for year 1914, 401,277*; 10 to 32 pages, 8 columns; length of columns, 20 in.; width, 2 $\frac{1}{2}$ in. Can use matrices. Office, Pulitzer Building.

Advertising rates, agate, 40 cts. a line; last page, 50 cts.; second or third page, 60 cts. a line; medical, 60 cts. a line; business or special notices, 60 cts. a line. Preferred positions, 10 and 15 cts. a line. Reading notices, first page, \$3; inside pages, \$1.50 a line. Classified, wants or new publications, 30 cts.; financial, 40 cts. a line.

WORLD OUTLOOK—Monthly (1st). Methodist-Missions. Established 1914. Board of Foreign Missions, publishers. Subscription, \$1.50. Claimed average circulation for first six issues, 15,000; 32 pages, 3 columns; length of columns, 10 $\frac{1}{4}$ in.; width, 2 $\frac{1}{2}$ in.

NEW YORK

Can use matrices. Forms close 5th of month preceding. Office, 150 Fifth Ave.

Advertising rates, full page, \$60; $\frac{1}{2}$ page, \$32.50; $\frac{1}{4}$ page, \$20; $\frac{1}{8}$ page, \$12; cover pages or page facing reading matter, \$75.

WORLD'S ADVANCE—Monthly (15th of month preceding.) Electrical and Mechanical. Established 1886. Modern Publishing Co., publishers. Subscription, \$1.50. Claimed average circulation for year ending June 1915, 101,000; 224 pages, 2 columns; length of columns, $8\frac{1}{4}$ in.; width, $2\frac{5}{8}$ in. Cannot use matrices. Forms close 1st of month preceding. Office, 239 Fourth Ave.

Advertising rates, 72 cts. a line; \$10 an inch; full page, \$160; $\frac{1}{2}$, $\frac{1}{4}$ or $\frac{1}{8}$ page pro rata, with discounts of 5, 10, 15 or 20% on 3, 6, 9 or 12 month contracts. Classified, 10 cts. per word.

WORLD'S WORK—See Garden City, N. Y.

WRITERS' BULLETIN—Monthly (1st). Literary workers. Established 1912. The Hannis Jordan Co., publishers. Subscription, \$1.50. Claimed average circulation for 1914, 10,000; 24 pages, 2 columns; length of columns, 7 in.; width, $2\frac{1}{2}$ in. Forms close 25th of month preceding. Office, 32 Union Square, E.

Advertising rates, \$2.50 an inch; full page (196 lines), \$25; back cover, \$30.

YACHTING—Monthly. Boating-Yachting. Established 1907. Outing Publishing Co., publishers. Subscription, \$2. Claimed average circulation for year ending May 1915, 10,000; 96 pages, 3 columns; length of columns, $10\frac{1}{4}$ in.; width, $2\frac{5}{8}$ in. Forms close 10th preceding month. Office, 141 West 26th Street.

Advertising rates, agate, 25 cts. a line; $\frac{1}{2}$ page, \$13.12; $\frac{1}{4}$ page, \$22.50; $\frac{1}{8}$ page, \$45; 4 in., double column, \$24; one full page (420 lines), \$90; 8 in., double column, \$48. Discount, 6 times in one year, 5%; 12 consecutive insertions, 10%.

YIDDISHE FOLK—Every Friday. Yiddish. Non-political. Established 1909. Zion Press Association, publishers. Subscription, \$1. Claimed average circulation for year 1914, 12,000; 12 pages, 7 columns; length of columns, 20 in.; width, $2\frac{1}{2}$ in. Office, 44 E. 23rd Street.

Advertising rates, 75 cts. an inch.

YOUNG'S MAGAZINE—Monthly (15th). Literary. Established 1897. Courtland H. Young, publisher. Subscription, \$1.50. Claimed average circulation for year, 1914, 131,200; 136 pages, 2 columns; length of columns, 8 in.; width, $2\frac{1}{2}$ in. Forms close 23rd of preceding month. Can use matrices. Office, 13-15 West 20th Street.

NEW YORK

Advertising rates, agate, 50 cts. a line, flat; one page, \$100; $\frac{1}{2}$, $\frac{1}{4}$ and $\frac{1}{8}$ pages, pro rata.

ZUKUNFT—Monthly (1st). Yiddish-Literary. Established 1892. Forward Association, publishers. Subscriptions, \$1. Claimed average circulation for year 1914, 81,475 net; 114 pages, 2 columns, length of columns, 8 in.; width, $2\frac{1}{2}$ in. Can use matrices. Forms close 20th of month preceding. Office, 173 East Broadway.

Advertising rates, agate, 35 cts. a line; full page, (224 lines), \$56; $\frac{1}{2}$ page, \$29.50; $\frac{1}{4}$ page, \$15.50.

See advertisement on page 570.

NIAGARA FALLS—Population, 1910 census, 30,445; 1915 estimate, 38,500. On Niagara River and 6 R. R. Has facilities for developing from the Falls practically unlimited horse power. Industries include manufacture of flour, paper, aluminum, linen, graphite, carborundum, carlighting systems and electro chemicals; many thousands of visitors annually stop over to view the falls. Annual value of manufactured products, exceeding, \$20,000,000.00.

GAZETTE—Every evening except Sunday. Republican. Established 1854. A. C. Deuel, publisher. Subscription, \$3. Sworn detailed average circulation for three months ending March, 1915, 8,690* net paid; 12 to 20 pages, 7 columns; length of columns, 21 in.; width, $2\frac{1}{2}$ in. Can use matrices.

Advertising rates, 35 cts. an inch; 25 in. within one year, 30 cts.; 50 in., 27 cts.; 100 in. 25 cts.; 200 in. 24 cts.; 300 in. 23 cts.; 400 in. 22 cts.; 500 in. or more, 21 cts. an inch. Special positions 10 or 25% extra. Composition 5 cts. an inch additional. Reading notices, 10 cts. a line; first page, 15 cts. Classified, 1 cts per word, first time; $\frac{1}{2}$ c. a word each subsequent insertion.

JOURNAL—Every evening except Sunday. Democratic. Established 1892. Cataract Journal Co., publishers. Subscription, \$3. Sworn average circulation for six months prior to April, 1915, 7,919* net paid; 12 to 24 pages, 7 columns; length of columns, 20 in.; width, $2\frac{1}{2}$ in. Can use matrices.

Advertising rates, 25 cts. an inch; 50 in., within one year, 22 cts.; 100 in., 20 cts.; 300 in., 18 cts.; 500 in., 17 cts.; 750 in., 16 cts.; 1,000 in., or more, 15 cts. an inch. Special positions, 25% extra. Composition, 3 cts. an inch additional. Reading notices, 10 cts. a line; first page, readers, 15 cts. a line. Classified, 1c. per word; 6 or more insertion, $\frac{1}{2}$ c. per word.

NORTHPORT—Population 2,096. On L. I. Sound and L. I. Ry. Industries are confined largely to oyster fishing and publishing of law books. Annual value of manufactured products \$500,000.

NEW YORK

LAW NOTES—Monthly. Legal. Established 1891. Edward Thompson Co., editors and publishers. Subscription, \$1. Claimed average circulation for year 1914, 10,000; 24 pages, 2 columns; length of columns, 10¼ in.; width, 3¾ in.

Advertising rates, \$12.50 an inch, 3 months \$30; 6 months, \$50; 12 months \$85.

OGDENSBURG—Population 15,933. On St. Lawrence and 2 R. R. A popular summer resort; has extensive trade in lumber and grain. Industries include the manufacture of silk and brass goods, gloves, clothing, lumber, flour, leather, boats and machinery; also grain elevators.

NEWS—Every morning except Monday, including SUNDAY. Democratic. Established 1881. Ogdensburg News Co., publishers. Subscription, \$6. Claimed average circulation for 1914, 4,500; 8 pages, 7 columns; length of columns, 20½ in.; width, 2¼ in. Cannot use matrices.

Advertising rates, \$1 an inch; 100 in., 60 cts.; 250 in., 45 cts.; 500 or more in., 25 cts. an inch. Reading notices, 25 cts. a line. Classified, 1 cent a word.

ONEONTA—Population 9,491. A trade center on three Railroad Systems. Industries include railroad machine shops, flour and silk mills; shirt and glove factories and elevators. State Normal School is located here.

STAR—Every morning except Sunday. Independent. Established 1890. Otsego Publishing Co., publishers. Subscription, \$4. Claimed average circulation for first six months 1915, 6,149 net paid; 8 to 12 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices.

Advertising rates, 20 cts. an inch; 100 in., 18 cts.; 250 in., 16 cts.; 500 in., 14 cts.; 1,000 in., 12 cts. an inch. In body type 50% additional. Full position 25% additional. Composition, 5 cts. an inch additional. Classified, 1 cent per word.

OSWEGO—Population, 1910 census, 23,368; State census June 1, 1915, 25,678. On Lake Ontario, at mouth of Oswego River; Lake Ontario terminal of N. Y. State Barge Canal and is served by the Del. Lack. & Western; N. Y., Ont. & Western, N. Y. Cent. & Hud. Riv. Railway System. Has vast water power on account of the river falls; ships coal, lumber and grain extensively; manufacture of starch is a most important industry, the largest factory in the world being located here; likewise the Diamond Match Co., being one of the largest in the world, is located here; industries also include foundry and machine shops; woolen, cotton knitting mills; candy and chocolate factories; bakeries; malt house and breweries; foundries; railway steel spring, wood and paper box, iron, vinegar and boiler works and oil well supplies.

NEW YORK

TIMES—Every evening except Sunday, and SEMI-WEEKLY (Tuesday and Friday). Republican. Established 1846. Oswego Times Co., publishers. Subscription, daily, \$6; Semi-weekly, \$1. Circulation, daily, sworn average for six months prior to April, 1915, 3,691* net paid; weekly, 3,025; 8 to 12 pages, 7 columns; length of columns, 19¾ in.; width, 2¼ in. Cannot use matrices.

Advertising rates, 25 cts. an inch, 50 in., within one year, 20 cts.; 100 in., 16 cts.; 200 in., 14 cts.; 500 in., 12 cts.; 1,000 in., 10 cts.; 1,500 in., 9 cts.; 2,000 in., 8 cts.; all over, 2,000 in., 7 cts. in inch. Special position, 25 or 40% extra. Composition, 20% additional. Reading notices, 10 cts. per line. Classified, 1c. per word for three insertions.

PORT JERVIS—Population 9,564. On Delaware River and Erie R. R. Industries include silver plating and wall paper pattern works; silk underwear, glove, saw, cut glass and glass factories, silk mills, iron and stove foundries and Erie railroad work shops.

NEW YORK FARMER—Every Thursday. Agricultural. Established 1881. The Tri-State Publishing Co., publishers. Subscription, \$1. Claimed average circulation for 1914, 24,450; 8 pages, 7 columns; length of columns, 19½ in.; width, 2¾ in.

Advertising rates, 15 cts. a line; one month 13½ cts.; three months, 12 cts.; six months, 10½ cts.; one year, 9 cts. per line each insertion. Reading notices, minion, 25 cts. a line.

POUGHKEEPSIE—Population, 1910 census, 27,936; 1915 estimate, 35,000. On Hudson River with direct steamboat connection to New York City and 3 R. R. Industries include the manufacture of farming implements, gas and gasoline engines, hardware specialties, automobiles, mowing machines, horse shoes, pig iron, sash, door, blinds, cigars, chairs, shirts, underwear, clothing, knit goods, shoes and glassware. Seat of Vassar College and other educational institutions.

COURIER—Every Sunday. Independent. Established 1873. Christ Church, publisher. Subscription, \$2. Sworn average circulation for year ending June, 1915, 11,729* net; 28 pages, 8 columns; length of columns, 20 in.; width, 2¼ in. Can use matrices.

Advertising rates, nonpareil, 1 inch, one time, \$1; one month, \$2.50; three months, \$6; six months, \$9; one year, \$15; 3 in., three months, \$12; one year, \$33. Local notices, 10 cts. a line. Classified, 1 cent per word.

EAGLE-NEWS—Every morning except Sunday. Democratic. Established 1852. Poughkeepsie News Co., publishers. Subscription, \$6. Claimed average circulation for year 1914, 5,321 net; 8 to 16 pages, 7 columns; length of columns, 20 in.; width, 2¼ in. Can use matrices.

NEW YORK

Advertising rates, agate, 60 cts. an inch; 50 in. within one year, 40 cts.; 100 in., 35 cts.; 200 in., 28 cts.; 300 in., 22 cts.; 400 in., 20 cts.; 500 in., 18 cts. an inch. Composition, 5 cts. an inch additional. Special positions, 10 or 25% extra.

ENTERPRISE—Every evening except Sunday. Democratic. Established 1883. Enterprise Publishing Co., publishers. Subscription \$5. Sworn detailed average circulation for three months ending March, 1915, 5,551* net paid; 16 to 24 pages, 7 columns, length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 1½ cts., flat, a line. Preferred position, 25% extra. Reading notices, 10 ct s. a count line. Classified, 1c. per word.

STAR—Every evening except Sunday. Republican. Established 1889. Poughkeepsie Star Pub. Co., (Inc.), publishers. Subscription, \$5. Sworn average circulation for twelve months prior to April, 1915, 6,554* net paid; 12 to 20 pages, 7 columns; length of columns, 22 in.; width, 2½ in.

Advertising rates, 35 cts. an inch. Classified, 1 cent a word.

ROCHESTER—Population, 1910 census, 218,149; 1915 estimate, 250,000. On Genesee River, Erie and Barge Canals and six railroads. Has excellent water power developed from the river falls; is the center of Central New York fruit district which produces the greatest number of apples per acre in the United States; also very large nursery interest, including the most extensive trade in farm and garden seeds; more than 1400 industries are located here, being the world's headquarters for photographic supplies; has the largest optical works and the largest thermometer plant in the world; the largest custom fur tanning establishment in the U. S.; sixty per cent of the carbon and typewriter ribbon made in the U. S. is produced here; besides this it works high in the manufacture of boots, shoes, clothing machinery, carriages and preserves. Ward Geological Museum, Rochester University and other educational institutions located here. Annual value of manufactured products, \$112,676,215.00. Bank clearings during year 1914, \$247,869,065.77.

ABEND-POST—Every evening except Sunday. German. Independent. Established 1851. Rochester German Publishing Co., publishers. Subscription, \$3.60. Claimed average circulation for year ending June, 1915, 7,302; 6 to 12 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices. Office, 237-239 Andrews Street.

Advertising rates, agate, 5 cts. a line; 750 lines, within one year, 4 cts. a line; 1,500 lines, 3 cts.; 3,000 lines, 2½ cts.; 7,500 lines, 2 cts. Classified, one cent a word first

NEW YORK

insertion; ½ c. a word subsequently. Reading notices, 15 cts. a line; telegraphic readers, 25 cts. a line.

CASE AND COMMENT—Monthly. Legal. Established 1894. The Lawyers' Co-operative Publishing Co., publishers. Subscription, \$1.50. Sworn detailed average circulation for year 1914, 15,952*; 2 columns; length of columns, 8 in.; width, 2½ in. Can use matrices. Forms close 10th preceding month.

Advertising rates, \$3 an inch; one page, \$18; ¼, ¼ and ½ pages, pro rata.

DEMOCRAT AND CHRONICLE—Every morning including SUNDAY. Republican. Established 1826. Rochester Printing Co., publishers. Subscription, daily, \$3. Sworn detailed average circulation for six months ending April, 1915, daily and Sunday, 68,557* net paid; daily, 14 to 24 pages; Sunday, 40 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices.

Advertising rates, daily or Sunday, 18 cts. a line; two times, 17 cts.; three times, 16 cts.; 1,000 lines, within one year, 15 cts.; 2,000 lines, 14 cts.; 3,000 lines, 13 cts.; 5,000 lines, 11 cts.; 10,000 lines or more, 10 cts. a line. Preferred position, 10 and 25 per cent extra. Classified, 1 cent a word. Reading notices, 50 cts. a line; telegraphic readers, \$1 a count line.

See advertisement on page 556.

GREEN'S FRUIT GROWER—Monthly. Fruit Growing and General Farming. Established 1881. Chas. A. Green, editor. Subscription, 50 cts. Guaranteed average circulation for year 1915-16, exceeding, 140,000. 32 to 48 pages and cover, 4 columns; length of columns, 12½ in.; width, 2½ in. First forms close 10th and last forms 20th preceding month. Office, South and Highland Avenues.

Advertising rates, agate, 60 cts. a line; full page, \$325. Classified, 10 cts. per word.

See advertisement on page 488.

HERALD—Every morning, including SUNDAY. Independent. Established 1879. Rochester Herald Co., publishers. Subscription, daily, \$3; Sunday, \$1.50. Sworn average circulation for last six months 1914, daily and Sunday, 30,340* net; daily, 12 to 20 pages; Sunday, 32 pages, seven columns; length of columns, 21 in.; width, 2½ in. Can use matrices. Office, 30-32 Exchange Street.

Advertising rates, daily or Sunday, agate, 10 cts. a line; 1,000 lines, 7 cts.; 2,000 lines, 5 cts. a line. Preferred position, extra. Classified, 1 cent a word. Reading notices, 20 cts. a count line; telegraphic readers, \$1 a count line.

POST-EXPRESS—Every evening except Sunday. Republican. Established 1859. The Post-Express Printing Co., publishers. Subscription, \$6. Claimed average circulation for 1914, 22,892; 12 to 16 pages, 7 columns;

NEW YORK

length of columns, 21 in.; width, 2½ in. Can use matrices. Office, 5 South Water Street.

Advertising rates, agate, 15 cts. a line; one week, 7½ cts.; one month, 5 cts.; three months, 4½ cts.; six months, 4 cts.; one year, 3½ cts. a line, per time; e. o. d., one month, 6 cts.; three months, 5 cts.; six months, 4½ cts.; one year, 4 cts. a line per time. Open space, within one year, 500 lines, 7½ cts. a line; 1,000 lines, 6½ cts.; 2,000 lines, 5½ cts.; 3,000 lines, 5½ cts.; 5,000 lines, 4½ cts.; 10,000 lines, 4½ cts. Preferred position, 10 and 25 per cent extra. Classified, 1 cent per word. Reading notices, 20 cts. a line; telegraphic and financial pages, 30 cts. a count line.

RURAL LIFE—Monthly. Agricultural. Established 1859. Post Express Printing Co., publishers. Subscription, 50 cts. Claimed average circulation for 1914, 59,516 net; 32 to 40 pages, 4 columns; length of columns, 13¼ in.; width, 2¼ in. Forms close 21st preceding month. Office, 5 South Water Street.

Advertising rates, agate, 25 cts. a line; one page (744 lines), \$186; ¼ and ½ pages, pro rata.

TIMES—Every evening except Sunday. Independent. Established 1887. Evening Times Co., publishers. Subscription, \$3. Sworn detailed average circulation for year ending May, 1915, 26,847* net paid; 16 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices. Office, 53-55 State Street.

Advertising rates, agate, 6 cts. a line; 2,800 lines, within one year, 5 cts.; 4,000 lines, 4½ cts.; 7,000 lines, 4 cts.; 14,000 lines or more, 3½ cts. a line. Preferred position, 12½, 25 or 50% extra. Classified, 1c. per word. Reading notices, 23 cts. a line; 3,000 lines and over, 17 cts. a count line; telegraphic readers, 50 cts. a line.

UNION AND ADVERTISER—Every evening except Sunday. Independent. Democratic. Established 1826. Union and Advertiser Co., publishers. Subscription, \$3. Sworn detailed average circulation for six months prior to April, 1915, 37,902* net paid. 12 to 20 pages, 7 columns; length of columns, 21 2/7 in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 15 cts. a line; 1000 lines or 13 times, within one year, 10 cts.; 3,000 lines or 26 times, 8 cts.; 5,000 lines or 52 times, 7 cts.; 7,000 lines or 104 times 6½ cts.; 10,000 lines or 156 times 6 cts. a line. Mail order, resort, school or publications, 9 cts. a line flat. Preferred position, 10 or 25%, extra. Classified, 1c. per word. Reading notices, 20 cts. a line; on City news pages, 20 cts.; telegraphic, 2nd and 3rd pages, 50 cts.; first page, \$1 a line. See advertisement on page 504.

ROME—Population, 1910 census, 20,497; 1915 estimate, 23,971. On the Mohawk River; on the Erie, Barge and Black River

NEW YORK

canals; on the New York Central lines; Rome, Watertown and Ogdensburg and New York, Ontario and Western railroads; extensive farming and dairy interests throughout the surrounding country. Other industries are locomotive, tube, copper, brass, aluminum, iron, saddlery and farming implement works; knitting mills; creosote ties, wooden boxes, auto radiators, bedstead and cigar factories. Annual income from the various industries approximately \$25,000,000.00. The total bank deposits June 1st, 1915, \$8,663,120.00.

SENTINEL—Every evening except Sunday. Independent-Democratic. Established 1881. Rome Sentinel Co., publishers. Subscription, \$5. Sworn average circulation for six months prior to April, 1915, 4,871* net paid; 16 pages, 7 columns; length of columns, 21 2/7 in. Can use matrices.

Advertising rates upon application.

SARATOGA SPRINGS—Population 12,693. Served by the Boston & Maine and the Delaware & Hudson River Railway Systems. Widely known as a health cure, mineral bath fashionable summer resort, popular on account of its mineral springs. Industries include furniture, wall paper, lace, glove and shirtwaist factories; machine shops; knitting mills and manufacturing chemists.

SARATOGIAN—Every evening except Sunday. Republican. Established 1853. The Saratogian Co., publishers. Subscription, \$6. Sworn average circulation for twelve months prior to April, 1915, 4,873* net paid; 8 to 16 pages, 4 columns; length of columns, 21 11/16 in.; width, 2½ in.

Advertising rates, 35 cts. an inch; 25 in., 30 cts.; 50 in., 25 cts.; 100 in., 20 cts.; 200 in., 18 cts.; 300 in., 16 cts.; 400 in., 15 cts.; 500 in., or more, 14 cts. an inch. Composition, 5 cts. an inch additional. Preferred position, 10 and 25 per cent extra. Classified, 1 ct. per word. Reading notices, brevier, 10 cts. a line (heading counts as 2 lines); set in nonpareil, with cut-off rule, first page, 25 cts. a line; telegraphic readers, \$1 a line.

SCHENECTADY—Population, 1910 census, 72,826; 1914 Postal census, 94,784. On Erie Canal; N. Y. C. & H. R., D. & H. C., Boston & Maine and West Shore railroads. Industries include the manufacture of threshing machines, fire engines, broom, underwear, overalls, varnish and fire works, plaster and feed mills, electrical and locomotive works. Annual value of manufactured products \$100,000,000.00.

CITIZENS—Every Friday. Socialist. Established 1910. Citizens Publishing Co., publishers. Subscription, \$1. Claimed average circulation for six months ending March, 1915, 5,000; 8 pages, 7 columns; length of columns, 19¾ in.; width, 2½ in. Can use matrices. Office, 623 State St.

NEW YORK

Advertising rates, 25 cts. an inch; 10 in. or more within six months, 22 cts. an inch.

GAZETTE—Every morning except Sunday. Democratic. Established 1894. Daily Gazette Co., publishers. Subscription, \$3. Claimed average circulation for first six months 1915, 19,978 net paid; 12 to 22 pages, 8 columns; length of columns, 22 in.; width, 2½ in.

Advertising rates, agate, 8 cts. a line; 1,000 lines, within one year, 7 cts.; 2,000 lines, 6 cts.; 3,500 lines, 5 cts.; 5,000 lines, or more, 4 cts. a line; preferred position, 10 and 25 per cent extra. Classified, one cent per word. Pure reading notices, 20 cts. a count line; telegraphic readers, \$1 a line; black faced type, double price.

UNION-STAR—Every evening except Sunday. Republican. Established 1865. James H. Callanan, publisher. Subscription, \$3. Sworn average circulation for twelve months prior to April, 1915, 17,435* net paid; 8 to 16 pages 7 columns; length of columns, 20 in.; width, 2½ in.

Advertising rates, agate, 7 cts. a line; 420 lines, 6 cts.; 1,400 lines, 5 cts.; 4,200 lines, 4 cts.; 7,000 lines, or more, 3 cts. a line. Preferred position, 10 and 25 per cent extra. Mail Order advertising, run of paper, 4 cts. a line. Classified, 1 cent per word. Reading notices, 12 cts. a line; last page, 15 cts.; leaded 20 cts. a line; telegraphic readers (not on first page), and local readers ("Here and There" column), 25 cts. a line.

SYRACUSE—Population, 1910 census, 137,249; 1915 estimate, 154,000. On Onondaga Lake and Erie Canal and 3 R. R. Industries include manufacture chemicals, agricultural implements, hardware, automobiles, automobile accessories, carriages, steel, iron, bicycles, boilers, engines, wagons, furniture, malt liquors, food preparations, knit goods, cigars, shoes, typewriters, bricks, clothing and canned goods, grain and lumber shipped extensively. Seat of Syracuse University with 3,600 students. Annual value of manufactured products, \$75,000,000. Building operations average \$5,000,000.00 annually. Bank Clearings during 1914, \$158,202,634.49.

AMERICAN POULTRY ADVOCATE—Monthly. Poultry. Established 1892. Clarence C. De Puy, publisher. Subscription, 50 cts. Detailed average circulation for year 1914, 46,500 net (51,000 gross); 44 to 124 pages, 3 columns; length of columns, 10 in.; width, 2½ in. Forms close 25th preceding month. Office, 1009 So. Salina Street.

Advertising rates, agate, 25 cts. a line; 1,000 lines, 24 cts.; 2,000 lines, 23 cts.; 3,000 lines, 22 cts.; 4,000 lines, 21 cts.; 5,000 lines, 20 cts. a line. Classified, 5 cts. per word.

CATHOLIC SUN—Every Friday. Catholic. Established 1892. Syracuse Printing Co., publishers. Subscription, \$2. Claimed average circulation for year 1914, 6,000; 8 pages,

NEW YORK

7 columns; length of columns, 19¾ in.; width, 2¼ in. Can use matrices. Office, 117 Market St.

Advertising rates, 45 cts. an inch.

GOOD HEALTH CLINIC—Monthly. Physical Culture and Hygiene. Established 1897. E. E. Keeler, M. D., publisher. Subscription, 75 cts. Claimed average circulation for year 1914, 16,746; 40 pages, 2 columns; length of columns, 8½ in.; width, 2¾ in. Forms close 15th preceding month. Office, 209 West Borden Avenue.

Advertising rates, agate, 20 cts. a line; full page, \$20; ½ or ¼ pages, pro rata. Reading notices, 20 cts. a line.

HERALD—Every evening except Sunday. **SUNDAY MORNING**. Independent. Established, daily, 1877. The Herald Co., publishers. Subscription, daily, \$5; Sunday, \$2.50. Claimed average circulation for 1914, daily, 38,883 net; Sunday, 58,159 net; daily, 14 to 32 pages; Sunday, 52 to 84 pages, 7 columns; length of columns, 19 11/14 in.; width, 2¼ in. Can use matrices. Office, 324-326 South Warren Street.

Advertising rates, agate, daily or Sunday, 12½ cts. a line; 500 lines, 10 cts.; 1,000 lines, 9 cts.; 1,500 lines, 8½ cts.; 2,000 lines, 8 cts.; 3,000 lines, 7½ cts.; 5,000 lines, 7 cts.; 10,000 lines, 6 cts. a line. Where Sunday edition is used alone, 25% extra. Special position, 10, 25 or 50 per cent extra. Classified, evening edition, 5 cts. a line; Sunday edition 9 cts. a line; evening and Sunday, evening rate (5 cts. a line), to apply if at least four insertions are used. Reading notices, daily or Sunday, 35 cts. a line; telegraphic, 60 cts. a line.

INDUSTRIAL WEEKLY—Every Friday. Labor. Established 1905. Thomas M. Gaffney, publisher. Subscription, \$1. Claimed average circulation for year 1914, 5,000; 8 pages, 6 columns; length of columns, 20 in.; width, 2¼ in. Cannot use matrices.

Advertising rates, 40 cts. an inch.

JOURNAL—Every evening except Sunday. Independent. Established 1839. H. D. Burrill, publisher. Subscription, \$3.60. Sworn average circulation for twelve months prior to April, 1915, 41,280* net paid; 12 to 36 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices. Office, Journal Building.

Advertising rates, agate, 6 cts. a line, flat. Preferred position, 10 and 25 per cent extra. Reading notices, 35 cts. a count line; telegraphic, \$1 a line; black or bold face heading counted as two lines. Classified, 1 cent per word.

See advertisement on page 528.

KERAMIC STUDIO—Monthly (1st). Art. Established 1899. Ceramic Studio Publishing Co., publishers. Subscription, \$4. Claimed

NEW YORK

average circulation for year ending April, 1915, 4,570; 36 pages, 2 columns; length of columns, 11 in.; width, 4 in. Cannot use matrices. Forms close 1st of preceding month.

Advertising rates, $\frac{1}{2}$ inch, \$2.50; 1 inch, \$4; 2 in., \$7; $\frac{1}{8}$ page, \$9; $\frac{1}{4}$ page, \$15; $\frac{1}{2}$ page, \$25; full page, \$45.

NORTHERN CHRISTIAN ADVOCATE—Every Thursday. Methodist Episcopal. Established 1841. University Printing Co., publishers. Subscription, \$1.50. Claimed average circulation for year 1914, 11,900; 24 pages, 3 columns; length of columns, 11 in.; width, $2\frac{1}{4}$ in. Office, University Block.

Advertising rates, agate, 10 cts. a line; discounts, 20% on 500 lines, within one year; 30% on 1,000 lines; 50% on 2,000 lines. Business reading notices, 15 cts. a line.

POST-STANDARD—Every morning except Sunday. Republican. Established 1828. Walter E. Gardner, publisher. Subscription, \$5. Sworn detailed average circulation for six months prior to April, 1915, 53,843* net paid; 16 to 24 pages, 7 columns, length of columns, 20 in.; width, $2\frac{1}{4}$ in. Can use matrices. Office, 315-321 South Warren Street.

Advertising rates, agate, 15 cts. a line; 1,000 lines, within one year, 11 cts.; 2,000 lines, 10 cts.; 3,000 lines, $9\frac{1}{2}$ cts.; 5,000 lines, 9 cts.; 10,000 lines, or more, 8 cts. a line; strictly mail order copy, 9 cts. a line; preferred position, 10 and 25 per cent extra. Classified, 1 cent a word. Reading notices, 45 cts. a count line; imitation readers, 25% additional to display rates.

See advertisement on page 548.

SCHOOL BULLETIN AND NEW YORK STATE EDUCATIONAL JOURNAL—Monthly. Educational. Established 1874. O. W. Bardeen publisher. Subscription, \$1. Circulation—not given by publisher; 24 pages, 4 columns; length of columns, $11\frac{1}{2}$ in.; width, 2 in. Forms close 28th preceding month. Office, 406 S. Franklin Street.

Advertising rates, agate, 20 cts. a line; 50 cts., three months; \$1, six months; \$2, one year; 1 inch, \$2, \$5.50, \$10 or \$18.

SPORTING GOODS GAZETTE—Monthly (15th). Trade. C. H. Mowry, publisher. Subscription, \$1. Claimed average circulation for year 1914, 5,200; 40 pages, 2 columns; length of columns, 10 in.; width, $3\frac{1}{2}$ in. Forms close 5th.

Advertising rates, \$1.35 an inch; full page, \$35; $\frac{1}{2}$ page, \$18; $\frac{1}{4}$ page, \$10; $\frac{1}{8}$ page, \$6; with discount on 6 or 12 month contracts.

WESLEYAN METHODIST—Every Wednesday. Methodist. Established 1843. Wesleyan Methodist Publishing Ass'n, publishers. Subscription, \$1.50. Claimed average circulation for year ending July 1915, 5,500; 16 pages, 4 columns; length of columns, $13\frac{1}{2}$

NEW YORK

in.; width, $2\frac{1}{4}$ in. Can use matrices. Office, 316-18 East Onondaga St.

Advertising rates, 30 cts. an inch; 2 to 9 times, 25 cts.; over 10 times, 20 cts. an inch.

TROY—Population 76,813. On Hudson River with direct connection to New York City and 3 R. R. Industries include the manufacture of cotton goods, collars and cuffs, shirts, stoves, machinery, iron, steel, nails, railroad cars and horse shoes. The largest manufacturing city in the United States of shirts, collars and mathematical instruments. Seat of Rensselaer Polytechnic Institute and Emma Willard School. Annual value of manufactured products, \$37,982,000.00.

CARRIAGE DEALER'S JOURNAL—Monthly (1st). Trade. Established 1890. Journal Co. of Troy, publishers. Subscription, \$1. Circulation—not given by the publisher; 96 pages, 2 columns; length of columns, 10 in.; width, $3\frac{1}{2}$ in. Cannot use matrices. Forms close 25th.

Advertising rates, full page, \$91; $\frac{3}{4}$ page, \$78; $\frac{1}{2}$ page, \$65; $\frac{1}{3}$ page, \$43; $\frac{1}{4}$ page, \$35; $\frac{1}{8}$ page, \$25; $\frac{1}{16}$ page, \$13; with discount on 3, 6 or 12 months contract.

HOME BUDGET—Monthly. Family. Established 1903. C. L. MacArthur & Son, publishers. Subscription, 25 cts. Claimed average circulation for year 1914, 125,000; 16 pages, 4 columns; length of columns, 16 in.; width, $2\frac{1}{4}$ in. Forms close 25th preceding month. Can use matrices. Office, Budget Building, 16 Third Street.

Advertising rates, agate, 20 cts. a line. Reading notices, 40 cts. a line.

NORTHERN BUDGET—Every Sunday. Republican. Established 1797. C. L. MacArthur & Son, publishers. Subscription, \$2. Claimed circulation for year 1914, 30,463; 24 pages, 7 columns; length of columns, $21\frac{1}{2}$ in.; width, $2\frac{1}{4}$ in. Can use matrices. Office, Budget Building, 16 Third Street.

Advertising rates, agate, 15 cts. a line; 3,000 lines or more, within one year, 10 cts. a line. Reading notices, 25 cts. a line. Classified, 1 cent per word.

OBSERVER—Every Sunday. Democratic. Established 1877. M. F. Collins, publisher. Subscription, \$2. Claimed circulation for year 1914, 8,700; 16 pages, 2 columns; length of columns, $19\frac{1}{4}$ in.; width, $2\frac{1}{4}$ in. Can use matrices. Office, 285-9 River Street.

Advertising rates, nonpareil, 75 cts. an in.; on yearly contract, 50 in., 65 cts.; 100 in., 60 cts.; 200 in., 50 cts.; 500 in., 35 cts.; 1000 in., 30 cts.; 2000 or more in., 25 cts., an inch. Locals, 15 cts. a count line; 500 lines within one year 10 cts. a line. Classified, 1 cent per word; double charge for full face type.

NEW YORK

RECORD—Every morning and evening except Sunday. Established 1812. Republican. The Troy Record Co., publishers. Subscription, morning, \$6; evening, \$6. Sworn average circulation, combined for year 1914, 22 889* net paid; 8 to 16 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, agate, covering morning and evening editions, 5 cts. a line; 1,000 lines within one year, 4 cts.; 2,000 lines, 3½ cts.; preferred position, 10 and 25 per cent extra. Classified, 1 cent per word. Reading notice, nonpareil, 15 cts. a line; 5th and last pages, 21 cts.; telegraphic and local readers, first page, 50 cts. a line.

TIMES—Every evening except Sunday, and **SEMI-WEEKLY**. Wednesday and Saturday. Republican. Established 1851. Estate of Charles S. Francis, publisher. Subscription, daily, \$3; semi-weekly, \$1. Sworn average circulation for twelve months prior to April 1915, daily, 17,236* net paid; semi-weekly, claimed average circulation for year 1914, 4,196 net daily, 10 to 23 pages; weekly, 8 pages or more, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices. Office, Times Building, Broadway and Third Street.

Advertising rates, daily, agate, 10 cts. a line; 6 times, 8½ cts.; 13 times, 6 cts.; 26 times, 5 cts.; 39 times, 4½ cts.; 52 times, 4 cts.; 78 times, 3½ cts.; 104 times, 3 cts.; 156 times, 2½ cts. Open space, within one year, 1,000 lines, 8 cts.; 1,500 lines, 6 cts.; 2,000 lines, 5 cts.; 3,000 lines, 4 cts.; 4,000 lines, 3½ cts.; 6,000 lines, 2½ cts. Strictly mail order advertising, 4 cts. a line; flat. Preferred position, 10 or 25 per cent extra. Classified, 1 cent a word. Reading notices, 20 cts.; leaded 40 cts. a line. **SEMI-WEEKLY** rates, upon applications.

See advertisement on page 478.

UTICA—Population, 1910 census, 74,419; 1915 estimate, 83,547. On Erie Canal and is served by four railway systems, having seven radiating lines. Distributing center for an excellent agricultural section in which hop growing and dairying is an important industry; also has furnace and boiler foundries, woolen and cotton mills, steam engines, cement products, machinery, tools, belting, firearms, automobile parts, metal beds, cutlery and office furniture manufactures. Utica State Hospital and State Masonic Home located here. Annual value of manufactured products \$31,199,000.00.

DAUGHTERS OF ISABELLA HERALD—Monthly. Fraternal. Established 1904. National Order of Daughters of Isabella, publishers. Subscription, 25 cts. Circulation—not given by publisher; 20 pages, 3 columns; length of columns, 10 in.; width, 2½ in. Forms close 5th of current month.

Advertising rates, \$2.20 an inch; ¼ page, \$10; ½ page, \$19; ¾ page, \$27.50; one page, \$50. Discount of 2½, 5 and 10 per

NEW YORK

cent on 3, 6 and 12 months, respectively. Classified, ½ inch (minimum space), one time, \$1.50.

DRYCH—Every Thursday. Welsh-Independent. Republican. Established 1851. Thomas J. Griffiths, publisher. Subscription, \$2. Claimed average circulation for year 1914, 11,000; 8 pages, 7 columns; length of columns, 19½ in.; width, 2½ in. Can use matrices.

Advertising rates, \$1 an inch; 2 in., \$1.75; 3 in., \$2.50; 4 in., \$3.25; 5 in., \$4; 6 in., \$4.75; 7 in., \$5.50; 8 in., \$6.25; 9 in., \$7; 10 in., \$7.75; 11 in., \$8.50; 12 in., \$9; 1 column, \$14, with discounts on time contracts. Reading notices, 15 cts a line.

HERALD-DISPATCH—Every evening except Sunday. Republican. Established 1847. Utica Tribune Co., publishers. Subscription, \$3. Circulation—not given by publisher; 8 to 16 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Office, Hotel and Liberty Streets.

Advertising rates, 7 cts. a line; 2 times, or 350 lines, 6½ cts.; 900 lines, 6 cts.; 1,050 lines, 5½ cts.; 6 times, 4½ cts.; 26 times, 3½ cts.; 52 times, 3¼ cts.; 14,000 lines or 104 times, 3 cts.; 156 times, 2½ cts.; 310 times, 2 cts. a line. Reading notices, 15, 20 and 25 cts. a line. Classified, 1 cent per word.

OBSERVER—Every evening except Sunday, and **SEMI-WEEKLY**, Wednesdays and Saturdays. Democratic. Established 1817. E. P. Bailey & Co., publishers. Subscription, daily, \$3; semi-weekly, \$1. Sworn average circulation for six months prior to April 1915, 17,363* net paid; 19,457* gross; semi-weekly, circulation—not given by publisher; daily, 12 to 16 pages, 7 columns; length of columns, 21½ in.; width, 2½ in. Can use matrices. Office, Broad and Franklin Streets.

Advertising rates, daily, agate, 6 cts. a line; 1,000 lines, within one year, 5½ cts.; 2,000 lines, 5 cts.; 3,000 lines, 4½ cts.; 5,000 lines, 4 cts.; 10,000 lines, 3 cts. a line; preferred position, 10, 25 and 50% extra. Double column advertisements must be at least 2 in. deep. Reading notices, 15 cts. a line; 500 lines, 12½ cts.; 1,000 lines, 10 cts. a line; telegraphic, 30 cts. a count line. Classified, 5 cts. for first, 4 cts. for second and 3 cts. a line for each subsequent insertion **SEMI-WEEKLY**, ¾ of daily rates.

PRESS—Every morning except Sunday, and **SEMI-WEEKLY**, Tuesdays and Fridays. Independent. Established 1882. The Utica Daily Press Co., publishers. Subscription, daily, \$6; semi-weekly, \$1. Claimed average circulation for year ending March 31, 1915, daily 19,535; semi-weekly, 5,000; 14 to 20 pages, 7 columns; length of columns, 22 in.; width, 2½ in. Can use matrices. Office, 110-112 Main Street.

Advertising rates, agate, daily, 7 cts. a line; one week, 6 cts.; one month, 4½ cts.; three months, 3¼ cts.; six months and over,

NEW YORK

3½ cts. a line. Open space, within one year, 250 lines, 6½ cts.; 500 lines, 6 cts.; 1,000 lines, 5½ cts.; 2,000 lines, 5 cts.; 3,000 lines, 4½ cts.; 5,000 lines, 4 cts.; 10,000 lines, or more, 3½ cts. a line. Special position, 15 and 25 per cent extra. Classified, 1 cent a word. Reading notices, 20 and 30 cts. a count line. SEMI-WEEKLY, 7 cts. a line; 4 times, 6 cts.; 8 times, 5 cts.; 26 times, 4 cts.; 52 times, 3 cts.; 104 times, 2 cts. a line per time. Reading notices, 15 and 20 cts. a line.

SATURDAY GLOBE—Every Saturday. Independent. Established 1881. William T. Baker, publisher. Subscription, \$2. Claimed average circulation for year 1914, 100,743; 16 pages, 7 columns; length of columns, 20½ in.; width, 2½ in. Can use matrices. Forms close one week in advance.

Advertising rates, agate, 30 cts. a line, flat. Reading notices, \$1 a count line.

See advertisement on page 529.

WALTON—Population, 1910 census, 3,103; 1915 estimate, 3,500. Located on Delaware River and New York, Ont. & Western Ry. Principal industries are; Children's carriage and tops, and piano back factories; iron casting foundries; knitting mill and milk products plant.

REPORTER—Every Saturday. Democratic. Established 1881. Reporter Co., publishers. Subscription, \$1. Sworn average circulation for year 1914, 7,621*; 8 pages, 7 columns; length of columns, 21½ in.; width, 2½ in. Cannot use matrices.

Advertising rates upon application.

WATERTOWN—Population 26,730. On Black River and N. Y. Central and Hudson R. Ry. In the center of fine agricultural region with extensive dairying interests. Has fine water power; industries include the manufacture of flour and cereal food product; paper and wood pulp, paper and pulp mill machinery, plows, spirit levels, pumps, air brakes, knit underwear, plumbers' supplies, kid gloves, engine governors, marine gasoline motors, electrical machinery, railroad safety appliances, coin cards, grape fruit products; thermometers, vices; also silk, satin and marble works.

I. O. O. F. LODGE RECORD—Monthly. Fraternal. Established 1893. A. B. Parker, publisher. Subscription, \$1. Claimed average circulation for year 1914, 7,500; 20 pages, 4 columns; length of columns, 13 in.; width, 2½ and 3 in.

Advertising rates, agate, 8 cts. a line.

STANDARD—Every evening except Sunday. Republican. Established 1894. The Standard Publishing Co., publishers. Subscription, \$5. Sworn average circulation for twelve months prior to April 1915, 10,696* net paid; 8 to 24 pages 7 columns; length of columns, 21¼ in.; width, 2½ in.

NEW YORK

Advertising rates, 50 cts. an inch; 100 in., within one year, 35 cts.; 250 in., 30 cts.; 500 in., 25 cts.; 1,000 in., 20 cts. an inch. Guaranteed position, 50% extra. Reading notices, solid brevier, 20 cts. a line, first insertion; 10 cts. subsequent insertions; 2,000 lines within one year, 5 cts. a line. Classified, 1c. per word first insertion; ½c. each subsequent insertion.

See advertisement on page 504.

TIMES—Every evening except Sunday and holidays. Republican. Established 1861. The Brockway Co., publishers. Subscription, \$6. Claimed average circulation for 1914, 13,993 net paid; 10 pages, 7 columns; length of columns, 21¼ in.; width, 2½ in.

Advertising rates, 4½ cts. a line; 350 lines, within one year, 2½ cts.; 1,000 lines or more, 2 cts. a line. Preferred position, 25% extra. Classified, 1c. per word first time; ½c. each subsequent insertion. Reading notices, 20 cts. a count line, first time; 10 cts. a line subsequent insertions.

WATERVILLE—Population 1,410. D. L. & W. Ry. Hop raising very extensively carried on; industries also include canned goods and manufacture of hosiery, hop presses and stoves.

POULTRY WEEKLY—Every Saturday. Poultry. Established 1906. United Poultry Publishing Co., publishers. Subscription, \$1. Circulation—not given by publisher; 32 to 128 pages, 3 columns; length of columns, 10 in.; width, 2½ in.

Advertising rates, agate, 1c. a line for every 2,500 proven circulation.

WAVERLY—Population, 1910 census, 4,855; 1915 estimate, 5,500. Beautifully located and is connected, by ten minutes trolley service, with South Waverly, Sayre and Athens, Pa. Has excellent railroad facilities, being served by three trunk lines—Lehigh Valley; Erie, Delaware, Lackawana & Western. Shipping center of an excellent dairying and grain raising region. Industries include car wheel works; silk, flour and feed mills; paint, metal shingle, bean, glove, mattress and furniture factories and furnace foundry.

FREE PRESS AND TIOGA COUNTY RECORD—Every Friday. Republican. Established 1867. Bryan L. Winters, editor and publisher. Claimed average circulation, for year 1914, 4,127* net paid; 12 pages, 7 columns; length of columns, 20 in.; width, 2½ in.

Advertising rates, 20 cts. an inch.

WOODHAVEN—Population, 1910 census, 20,000; 1915 estimate, 38,800. Located twelve miles from Brooklyn on the Long Island Railroad. Many beautiful residences of New York City and Brooklyn business men are located here.

NEW YORK

LEADER-OBSERVER—Every Thursday. Local. Established 1906. Alfred J. and Horace C. Ball, publishers. Subscription, 50 cts. Claimed average circulation for year 1914, 6,800 net paid. 8 pages, 7 columns; length of columns, 19½ in.; width, 2½ in. Cannot use matrices. Office, 1130 Jamaica Ave.

Advertising rates, 60 cts. an inch; 4 weeks, 50 cts.; 3 months, 45 cts.; 6 months, 40 cts.; one year, 30 cts. an inch each insertion. Readers, front page, 20 cts. a line; inside pages, 10 cts. a line.

YONKERS—Population, 1910 census, 79,803; 1915 estimate, 93,000. On Hudson River and H. R. Ry. 15 miles distant from New York City. Industries include sugar houses, rubber works, carpet mills, machine shops, hat and electric supplies factory; elevator and electric motor works.

HERALD—Every evening except Sunday. Democratic. Established 1864. A. P. Xavier, publishers. Subscription, \$3. Circulation—not given by publisher; 8 pages, 7 columns; length of columns, 21¾ in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 8 cts. a line; one week consecutively, 6 cts.; one month, 4 cts.; three months, 3¼ cts.; six months, 2¾ cts.; one year, 2 cts. a line, 500 lines, within one year, 6 cts.; 1,000 lines 5 cts.; 2,000

NEW YORK

lines, 4½ cts.; 3,000 lines, 4 cts.; 5,000 lines, or more, 3 cts. a line. Preferred position extra. Reading notices, 20 cts. a line on contract for 500 lines. Classified, 1 cent per word.

NEWS—Every evening except Sunday. Republican. Established 1907. Nepperhan Printing & Publishing Co., publishers. Subscription, \$3. Claimed average circulation for 1914, 5,874; 8 to 16 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices.

Advertising rates, 75 cts. an inch; 26 times, or 25 in., within one year, 50 cts.; 50 in., 40 cts.; 52 times, 35 cts.; 100 in., 30 cts.; 78 times, or 250 in., 25 cts.; 500 in., 20 cts.; 156 times, or 700 in., 18 cts. an inch. Composition, 4 cts. an inch additional; preferred position, extra. Classified, 1c. a word; by the week, 4 cts.; by the month, 12 cts. Reading notices, 20 cts. a line.

STATESMAN—Every evening except Sunday. Republican. Established 1855. Yonkers Publishing Co., publishers. Subscription, \$3. Claimed average circulation for year 1914, 5,600; 6 to 10 pages, 7 columns; length of columns, 19½ in.; width, 2½ in. Can use matrices.

Advertising rates, \$1 an inch, with discount for time and space.

NORTH CAROLINA

ASHBORO—Population 1,865. Two R. R. District very rich in copper, gold and iron; industries include roller, grist, steam saw and lumber mills; cotton and bobbin, hosiery, furniture, carriage, wheelbarrow, chair factories and machine shops.

COURIER—Every Thursday. Democratic. Established 1875. W. C. Hammer, publisher. Subscription, \$1; claimed average circulation for 1914, 5,500; 8 to 12 pages, 6 columns; length of columns, 23¾ in.; width, 2½ in.

Advertising rates, 25 cts. an inch. Reading notices, 10 cts. a line.

ASHEVILLE—Population, 1910 census, 18,762 U. S. census Bureau 1915, 22,190; Located "In the Land of the Sky" region, Blue Ridge Mountains of Western North Carolina. On Four radiating lines of Southern Railroad. Is the center of an excellent farming, stock raising and apple growing district. Famous

as all-year-around tourist resort, with 140,000 tourists in June, July, August 1914. Industries include feed, flour cereal quilt and cotton mills; mattress, mica and scale factories; tanneries; foundry and machine shops. Has 38 miles of paved streets. Here is located "Biltmore," the country estate of the late George W. Vanderbilt, said to be finest country home in America, comprising 132,000 acres of which 88,500 acres were recently sold to the U. S. Government for the Appalachian National Park. Also the most unique and finest tourist hotel in the world is located here.

CITIZEN—Every morning including SUNDAY. Democratic. Established 1868. The Citizen Company, publishers. Subscription, \$7.50. Sworn average circulation for first twelve months prior to April 1915, daily and Sunday, 10,161* net paid; 8 to 32 pages, 7 columns; length of columns, 21 in.; width, 2½ in.

***MORE** and more clearly does it become conspicuous that good merchandising-strategy and good advertising-copy are the Siamese Twins of Success.*

NORTH CAROLINA

Advertising rates, 25 cts. an inch; preferred position, 10 and 25 per cent extra. Reading notices, 10 cts. per count line. Classified, 1 cent a word.

GAZETTE-NEWS—Every evening except Sunday. Independent. Established 1896. Evening News Publishing Co., publishers. Subscription, \$4. Sworn average circulation for six months prior to April, 1915, 4,569* net paid; 8 to 16 pages, 7 columns; length of columns 20 in.; width, 2½ in. Can use matrices.

Advertising rates, 21 cts. flat, an inch. Preferred position, 25 per cent extra. Classified, 25 words or less, 25 cts. Reading notices, 10 cts. a line.

See advertisement on page 438.

CHARLOTTE—Population 34,014. On the Southern, Norfolk Southern, Piedmont and Northern and the Seaboard Air Line Railroads. Distributing points for most extensive cotton manufacturing territory; has excellent water and electric power; industries also include the manufacture of mining machinery, farming implements, cottonseed oil, carriages and tobacco machinery. Annual value of manufactured products, \$10,460,000.00.

MILL NEWS—Every Thursday. Cotton Mill Trade and General News. Established 1899. Mill News Printing Co. (Inc.), publishers. Subscription, \$1. Claimed average circulation for year 1914, 6,600; 8 pages, 6 columns; length of columns, 19¾ in.; width, 2½ in.

Advertising rates, 40 cts. an inch; yearly rate, \$15 an inch; first page, \$30. Classified, 1 cent a word.

NEWS-CHRONICLE—Every evening except Sunday. **SUNDAY MORNING**, also **SEMI-WEEKLY TIMES-DEMOCRAT**, Mondays and Thursdays. Democratic. Established 1888. W. C. Dowd, publisher. Subscription, daily and Sunday, \$6; semi-weekly, \$1. Sworn average circulation for twelve months prior to April 1915, daily, 10,172*; Sunday, 8,048*; semi-weekly, 5,876; daily, 10 to 30 pages; semi-weekly, 8 to 12 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices.

Advertising rates, daily, Sunday or semi-weekly, 50 cts. an inch; 100 in., within one year, 45 cts.; 200 in., 40 cts.; 300 in. 35 cts.; 400 in., 30 cts. an inch; preferred position, 10 and 25% extra. Classified, 1c. per word. Reading notices, 10 cts. a line.

See advertisement on page 526.

OBSERVER—Every morning, including Sunday. **SEMI-WEEKLY**. Tuesdays and Fridays. Independent Democratic. Established 1869. The Observer Co., publishers. Subscription, \$8; semi-weekly, \$1. Sworn average circulation for 6 months prior to April, 1915, daily and Sunday, 11,132* net

NORTH CAROLINA

paid; semi-weekly, claimed average, 5,850; daily and Sunday, 10 to 40 pages; semi-weekly, 8 to 16 pages, either edition, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices.

Advertising rates, daily or Sunday, 98 cts.; full position, \$1.18 an inch; 100 in., on yearly contract, 77 or 92 cts.; 200 in., 70 or 84 cts.; 300 in., 56 or 67 cts.; 400 in., 45½ or 54½ cts.; 500 in. or more, 35 or 42 cts. an inch. Reading notices, 20 cts. a line. Classified, Observer, 10 cts. a line. **SEMI-WEEKLY**, display, 2 cts. a line flat.

See advertisement on page 489.

PRESBYTERIAN STANDARD—Every Wednesday. Presbyterian. Established 1858. Presbyterian Standard Publishing Co., publishers. Subscription, \$2. Sworn average circulation for year ending July 1914, 5,145*; 32 pages, 3 columns; length of columns, 11 in.; width, 2½ in.

Advertising rates, 51 cts. an inch, with discount of 5, 10, 15 or 20% on 10, 50, 200, or 500 in. space.

STAR OF ZION—Every Thursday. African M. E. Zion. Established 1876. A. M. E. Zion Publishing House, publishers. Subscription, \$1; claimed average circulation for year 1914, 5,000; 8 to 10 pages, 5 columns; length of columns, 18 in.; width, 2½ in. Can use matrices.

Advertising rates, 40 cts. an in.; 4 times, 30 cts.; 13 times, 29 cts.; 26 times, 22 cts.; 52 times, 20 cts. an in., with a discount on plate matter. Reading notices, 15 cts. a line; 4 times, 12 cts.; 13 times, 11½ cts.; 26 times, 8½ cts. a line.

TIMES-DEMOCRAT. Semi-Weekly edition of News-Chronicle, which see.

DURHAM—Population 18,241. Seven railroads. Has a most extensive trade in the manufacture of and shipment of tobacco; here are located perhaps the largest tobacco factories in the world; industries also include hosiery and cotton mills; also plant for the manufacture of tobacco bags and pouches; weekly payroll of \$70,000.00. Seat of Trinity College.

HERALD—Every morning except Monday. Independent. Established 1894. King & Rollin editors and publishers. Subscription, \$2.60. Sworn average circulation for six months prior to October, 1914, 4,976* net paid; 8 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices.

Advertising rates, 29 cts. an inch; 100 in. on yearly contract, 28 cts.; 200 in., 26 cts.; 300 in., 25 cts.; 400 in., 24 cts.; 500 in., 20 cts.; 1,000 in. or more, 18 cts. an inch. Classified, 1c. per word.

SUN—Every evening except Sunday, and **SUNDAY MORNING**. Democratic. Estab-

NORTH CAROLINA

lished 1889. Durham Sun Publishing Co., publishers. Subscription, \$5. Sworn average circulation for six months prior to October 1914, 5,387* net paid, 8 to 16 pages, 7 columns; length of columns, 2 3/4 in.; width, 2 1/4 in. Can use matrices.

Advertising rates, 16 cts. an inch; next reading, 18 cts.; full position, 20 cts. Classified, 1 cent per word. Reading notices, 10 cts. a count line.

FORK—Population 300. Located four miles from Southern Railway. Principal industries are Agricultural, publishing and merchandising pursuits. Annual income from the various industries, \$10,000.00.

HORNET — Fortnightly (Wednesday). Democratic. Established 1903. W. Henry Davis, publisher. Subscription, 35 cts. Claimed average circulation for year 1914, 12,000; 4 pages, 5 columns; length of columns, 16 in.; width, 2 3/4 in. Can use matrices.

Advertising rates, agate, 5 cts. a line flat.

GOLDSBORO—Population 6,107. Distributing point for excellent agricultural section; industries include lumber, cotton, cottonseed oil, rice, mills; agricultural and fertilizing works; carriage and machine shops and furniture factory. Bank clearings during 1914, \$77,000,000.00.

HEADLIGHT — Every Thursday. Independent Democratic. Established 1887. Arthur Roscover, publisher. Subscription, \$1. Claimed average circulation for year 1914, 6,950 net paid; 4 to 6 pages, 8 columns; length of columns, 23 3/4 in.; width, 2 1/5 in. Advertising rates, 30 cts. an inch. Reading notices, 10 cts. a line. Discount on yearly contracts.

GREENSBORO—Population, 1910 census, 15,895; 1913 estimate, 19,246. On main line Southern Railway, with branches radiating in six different directions; 268 miles from Washington, 361 miles from Atlanta. 175 miles macadam roads running into city. More bales of cotton spun and value of product greater than any city in the South; other industries are—one of the largest wood working machinery plants in U. S., leaf tobacco market, saw mill, sash, blind, spoke and handle works; tobacco, ice, furniture and canning factories and extensive nursery and hot house interests.

NEWS—Every morning. Independent. Established 1905. Greensboro News Publishing Co., publishers. Subscription, \$7. Sworn detailed average circulation for three months ending March 1915, daily, 9,424* net paid; Sunday, 11,718* net paid; 10 to 36 pages, 7 columns; length of columns, 21 in.; width, 2 3/4 in. Can use matrices.

Advertising rates, daily or Sunday, 28 cts. an inch; full position, 15% extra. Reading

NORTH CAROLINA

notices, 15 cts. a line; 10 cts. a line for continued insertions. Classified, 1 cent a word. See advertisement on page 552.

NORTH CAROLINA CHRISTIAN ADVOCATE—Every Thursday. Methodist Episcopal South. Established 1855. Board of Publication W. N. C. Conference, publishers. Subscription, \$1.50. Sworn average circulation for year ending August, 1914, 7,108*; 16 pages, 4 columns; length of columns, 13 1/2 in.; width, 2 1/4 in.

Advertising rates, 71 cts. an inch, with discount 5, 10, 15 or 20% on 10, 50, 200 or 500 inches.

LEXINGTON—Population, 1910 census, 4,163; 1915 estimate, 6,500. Center of a district devoted to lumbering, mining and agriculture; gold, silver and zinc found in immediate vicinity; industries include chair and furniture factories; foundry and machine shops; flour mills; cotton spinning and weaving mills. Annual income from the various industries, about, \$3,000,000.00. Bank clearings during 1914, about \$4,500,000.00.

DISPATCH — Every Wednesday. Democratic. Established 1882. H. B. Varner, publisher. Subscription, \$1; claimed average circulation for year 1914, 10,000; 8 to 12 pages, 7 columns; length of columns, 19 3/4 in.; width, 2 1/4 in.

Advertising rates, 40 cts. an inch flat.

See advertisement on page 570.

SOUTHERN GOOD ROADS—Monthly. (15th). Streets and Roads. Established 1910. Southern Good Roads Publishing Co., publishers. Subscription, \$1. Claimed average circulation for year 1914, 9,993; 36 pages, 2 columns; length of columns, 10 in.; width, 3 1/2 in. Forms close 5th of each month.

Advertising rates, 1/4 page, \$10; 1/2 page, \$17.50; 3/4 page, \$30; one page, \$55. Discount on 3 or more insertions. Classified, 2 cts. a word.

MONROE—Population 4,082. Located 24 miles from Charlotte, on Seaboard Air Line Railroad. Cotton growing and other agricultural pursuits being engaged in quite extensively throughout the surrounding territory other industries being cotton seed oil mills, etc.

ENQUIRER—Every Thursday. Democratic. Established 1873. Ashcraft Bros., publishers. Subscription \$1. Sworn average circulation for six months ending June 1915, 4,000*; 8 pages, 7 columns; length of columns, 22 in.; width, 2 1/4 in. Cannot use matrices. Advertising rates, 45 cts. flat an inch.

MORAVIAN FALLS—Population 150. 5 miles distant from Wilkesboro, nearest railroad town. Devoted to farming exclusively.

NORTH CAROLINA

FOOL KILLER—Monthly (1st). Near-Socialist. Established 1910. J. L. Pearson publisher. Subscription, 25 cts. Claimed average circulation for year ending June, 1915, 28,000; 4 pages, 4 columns; length of columns, 13 in.; width, 2 3/4 in. Cannot use matrices. Forms close 20th of month preceding.

Advertising rates, agate, 12 1/2 cts. per line; full page (728 lines), \$91.

YELLOW JACKET (The)—Fortnightly. Thursdays. Republican. Established 1895. R. Don. Laws, editor and publisher. Subscription, 25 cts. Guaranteed average circulation for year 1915-16, 250,000; 4 pages, 5 columns; length of columns, 17 6/7 in.; width, 2 1/8 in. Can use matrices. Forms close 20th of preceding month.

Advertising rates, agate, 60 cts. a line. Reading notices, 45 cts. a line.

See advertisement on page 439.

OXFORD—Population 3,018. 2 railroads. Extensive trade in tobacco and cotton products; has buggy and furniture factories; cotton mills and leaf tobacco warehouses.

ORPHANS FRIEND AND MASONIC JOURNAL—Every Friday. Masonic and Family. Established 1875. Oxford Orphan Asylum, publishers. Subscription, \$1. Sworn detailed average circulation, for year ending July 1914, 10,860*; 8 pages, 4 columns; length of columns, 14 1/2 in.; width, 2 1/2 in. Cannot use matrices.

Advertising rates, 40 cts. an inch.

RALEIGH—Population, 1910 census, 19,218; 1915 estimate, 25,000. Within radius of one hundred miles, 1,791,908 people. three railroads, one hundred trains daily. Distributing center for a wide territory which covers an extensive cotton, corn and tobacco trade; industries include 67 factories, boiler, structural iron, plow and casting and fertilizer works; carriage shops; cottonseed oil, cotton and hosiery mills, State House, State Penitentiary and nine other State Institutions located here. 29 schools, of various classes, from University to a Grammar school, with 4,200 students. Post office receipts for 1914, \$164,398.23. Annual value of manufactured products, \$3,000,000.00.

BIBLICAL RECORDER—Every Wednesday. Baptist. Established 1833. Incorporated 1901. Biblical Recorder Co., publishers. Subscription, \$1.50. Sworn average circulation for year ending July, 1914, 13,725* 16 pages, 4 columns; length of column, 13 in.; width, 2 1/4 in.

Advertising rates, \$1.37 an inch; with discount of 5, 10, 15 or 20% on 10, 50, 200 or 500 in. space.

NORTH CAROLINA

CHRISTIAN ADVOCATE—Every Thursday. Methodist. Established 1855. Raleigh Advocate Co., publishers. Subscription, \$1.50. Sworn average circulation for year ending July 1914, 8,000; 16 pages, 4 columns; length of columns, 13 1/2 in.; width, 2 1/8 in.

Advertising rates, agate, 80 cts. an inch, with discount of 5, 10, 15 or 20% on 10, 50, 200 or 500 in. space.

FARMER AND MECHANIC—Every Tuesday. Agricultural. Established 1877. News & Observer Publishing Co., publishers. Subscription, \$1; claimed average circulation for year 1914, exceeding 13,000; 16 to 24 pages, 4 columns; length of columns, 15 in.; width, 2 1/8 in. Can use matrices.

Advertising rates, 49 cts. an inch; preferred position, 25 per cent extra. Classified, 10 cts. per count line.

NEWS AND OBSERVER—Every morning including SUNDAY and WEEKLY. Thursdays. Democratic. Established 1871. The News and Observer Publishing Co., publishers. Josephus Daniels, editor. Subscription, \$7; weekly, \$1. Sworn detailed average circulation, for twelve months prior to April 1915, daily and Sunday 19,108* net paid; weekly, claimed for year 1914, 12,000 net; daily, 16 to 24 pages, 7 columns; weekly, 8 pages, 7 columns; length of columns, 21 in.; width, 2 1/4 in.

Advertising rates, agate, daily or Sunday, 8 cts. a line; 13 times or 980 lines, within one year; 6 cts.; 26 times or 1,960 lines, 5 cts.; 52 times or 2,800 lines, 4 1/2 cts.; 104 times or 4,900 lines, 3 1/2 cts.; 156 times or 7,000 lines, 3 cts. a line. Mail order, schools and resorts, 4 cts. a line. Preferred position, 10, 25 or 50% extra. Classified, 10 cts. a line. Reading notices, display head, 15 cts.; cut-off rule, news head, 20 cts.; regular, 50 cts.; telegraphic, 75 cts. a line. WEEKLY, display, 42 cts. an inch flat.

PROGRESSIVE FARMER. See Birmingham, Ala.

TIMES—Every evening, except Sunday. Democratic. Established 1876. John A. Park, publisher. Subscription, \$5. Claimed average circulation for year 1914, 5,669. 10 to 16 pages, 7 columns; length of columns, 21 in.; width, 2 1/4 in. Can use matrices.

Advertising rates, 24 1/2 cts. an inch, flat. Classified, 1c. per word.

See advertisement on page 529.

SHELBY—Population 3,127. On Lawndale; Southern; and Seaboard Air Line Railroads. An extensive shipping trade in cotton. Other industries are: Roller cotton and cotton seed oil mills, sash, door and blind factory, foundry and iron works.

HIGHLANDER—Semi-Weekly (Tuesday and Friday). Independent. Established 1910

NORTH CAROLINA

Highlander Pub. Co. Inc., publishers. Subscription, \$1.50. Claimed average circulation for 1914, 4,500 net; 8 pages, 6 columns; length of columns, 19 $\frac{1}{2}$ in.; width, 2 $\frac{1}{4}$ in. Cannot use matrices.

Advertising rates, 20 cts. an in.; next to reading 10% or full position, 20% extra. Composition, 5 cts. an inch additional. Reading notices, 10 cts. a line. Classified, 1c. per word.

THOMASVILLE—Population 3,877. 2 railroads. Industries include wagon, wood, spoke, handle and furniture factories and machine shops.

CHARITY AND CHILDREN—Every Thursday. Religious, Institutional. Established 1887. Thomasville Baptist Orphanage, publishers. Subscription, \$1. Sworn average circulation for year ending August, 1914, 17,652*; 4 pages, 6 columns; length of columns, 20 in.; width, 2 $\frac{1}{4}$ in.

Advertising rates, \$1.77 an inch, with discount of 5, 10, 15 or 20% on 10, 50, 200 or 500 in. space.

WILMINGTON—Population, 1910 census, 25,758; 1915 estimate, 32,000. Known as State's "Gateway Port." On Cape Fear River with steamboat line to New York, Baltimore and Georgetown and six separate railroad routes reaching all trade centers of the continent. Within ten miles of Wrightsville Beach, the most popular seaside resort on South Atlantic coast. Centre of great East Carolina trucking and strawberry belt. The largest commercial city in the State with vast export trade in cotton; also imports large quantities of fertilizer materials. Has saw and planing mills; foundry and machine shops; sash door, fertilizer and cotton factories and wool working industries. Annual value of manufactured products, \$30,000,000.00. Bank clearings during 1914, \$24,032,678.50.

STAR—Every morning including SUNDAY. Democratic. Established 1867. Wilmington Star Co., publishers. Subscription, \$6. Sworn average circulation for six months prior to April, 1915, daily and Sunday, 5,118* net paid; daily, 8 to 10 pages; Sunday, 12 to 16 pages, 7 columns; length of columns, 20 in.; width, 2 $\frac{1}{4}$ in. Can use matrices.

Advertising rates, 20 cts. an inch; 100 in., within one year, 25 cts.; 200 in., 22 cts.; 300 in., 20 cts.; 500 in. or more, 17 cts. an inch. Composition, 5 cts. an inch additional. Preferred position, 15 and 25% extra. Reading notices, 10 cts. a line. Classified, 1c. per word.

See advertisement on page 464.

WINSTON-SALEM—Population, 1910 census, 22,700; 1915 estimate, 30,000. 4 R. R. A most extensive trade in the manufacture

NORTH CAROLINA

of tobacco goods, approximating \$33,000,000.00 annually, and is claimed to be the second largest loose leaf tobacco market in the world; likewise has factories for the manufacture of awnings, gloves, suspenders, paper and wooden boxes, bricks and tile, cabinets and show cases, coffins and caskets, drugs, foundries and machine shops, fertilizers, furniture, furnace ore, harness, humidifiers and vending machines, hats, monuments, mirrors, poultry and stock foods, pumps and well fixtures, grain products, flour, cotton yarns, cotton goods, hosiery, underwear, chewing and smoking tobacco and cigarettes, veneer, baskets and crates, wagons and carriages, woolen blankets, wood-working machinery, planing and saw mills; flour and cotton mills. Total investment in manufacturing plants, \$20,000,000.00. Annual value of manufactured products, exceeds \$40,000,000.00.

JOURNAL—Every morning except Monday, including SUNDAY. Democratic. Established 1897. Journal Publishing Co., publishers. Subscription \$5. Sworn average circulation for twelve months prior to April, 1915, 4,868* net paid; 16 to 28 pages, 7 columns; length of columns, 21 in.; width, 2 $\frac{1}{4}$ in. Can use matrices.

Advertising rates, 42 cts. an inch; 100 in., within one year, 35 cts.; 150 in., 28 cts.; 200 in., or more, 21 cts. an inch. Preferred positions, 10 or 20% extra. Reading notices, 5 cts. a line; large black type, 10 cts. a line. Classified, 1c. per word.

OUR RURAL HOME AND CARRIERS' MESSENGER—Monthly (15th). Postal and agricultural. Established 1901. J. Hampton Rich, publisher. Subscription, 50 cts. Claimed average circulation for 1914, 24,000; 16 pages, 4 columns; length of columns, 13 $\frac{1}{4}$ in.; width, 2 $\frac{1}{4}$ in. Can use matrices. Forms close 15th of each month.

Advertising rates, agate, 10 cts. a line; wholly surrounded by reading matter, 10 per cent extra.

PIEDMONT INDUSTRIES—Monthly. Also a weekly report to contractors. Industrial. Established 1909. Piedmont Publishing Co., publishers. Subscription, \$1. Claimed average circulation for year 1914, 5,300; 16 pages, 3 columns; length of columns, 10 in.; width, 2 $\frac{1}{4}$ in. Can use matrices. Forms close 15th of each month.

Advertising rates in monthly edition only, full page, \$35; $\frac{1}{2}$ page, \$20; $\frac{1}{4}$ page, \$10.

SENTINEL—Every evening except Sunday and WESTERN SENTINEL, Semi-Weekly—Tuesday and Friday. Democratic. Established, weekly, 1856. Subscription, daily, \$5; semi-weekly, \$1. Sworn average circulation for twelve month prior to April, 1915, daily, 4,935* net paid; semi-weekly, detailed average for year ending June, 1915, 7,552*; 8

NORTH CAROLINA

to 15 pages, 7 columns; length of columns, 20½ in.; width, 2½ in. Can use matrices. Advertising rates, daily, or semi-weekly, 20 cts., flat, an inch. Composition, 5 cts. an inch additional. Reading notices, 5 cts. a line. Classified, 1c. per word. See advertisement on page 554.

UNION REPUBLICAN—Every Thursday. Republican. Established 1872, Union Re-

NORTH CAROLINA

publican Publishing Co., publishers. Subscription, \$1. Sworn average circulation for year ending June 1915, 11,065* net paid; 8 to 12 pages, 7 columns; length of columns, 19½ in.; width, 2½ in. Advertising rates, 50 cts. an inch flat.

WESTERN SENTINEL—Semi-weekly edition of Sentinel, which see. See advertisement on page 554.

NORTH DAKOTA

BISMARCK—Population, 1910 census, 5,443; 1915 estimate, 6,500. The State Capital. Located on Missouri River, Northern Pacific (Main line and four branches), and the Minneapolis, St. Paul & Sault Ste. Marie (Soo Line) Railway Systems. In the center of, and is the supply center of one of the greatest farming and grain fields district of the world. Principal industries are diversified farming, dairying, live stock raising and growth of wheat, oats, corn, rye, vegetables, potatoes and general agricultural farming; candy and cigar factories; creamery; bottling, cement block, marble and stone works; sash, door and woodworking plant and nursery.

NORTHERN FARMER—Semi-monthly (1st and 15th). Agricultural and Live Stock. Established 1914. Northern Farmer Publishing Co., publishers. Subscription, \$1. Claimed average circulation for six months ending August, 1915, 50,000; guaranteed average for 1915-16, 60,000; 16 pages, 4 columns; length of columns, 13¼ in.; width, 2½ in. Cannot use matrices. Forms close 10th and 25th of each month.

Advertising rates, agate, 30 cts. flat a line. Classified, 5 cts. per word.

See advertisement on page 506.

STAATS-ANZEIGER—Every Thursday. German-Democratic. Established 1906. Bismarck Printing Co., publishers. Subscription, \$1.50. Sworn detailed average circulation for first three months of 1915, 6,669* net paid; 8 pages, 6 columns; length of columns, 19½ in.; width, 2½ in. Cannot use matrices.

Advertising rates, 32 cts. an inch. Translation and composition, 8 cts. an inch additional on first insertion of copy. Plate matter (German only), 24 cts. an inch. On yearly contract of 2,000 or more inches set matter, 28 cts.; plate matter, 20 cts. an inch. Preferred position, 10% extra.

TRIBUNE—Every morning except Monday, including SUNDAY. Republican. Established 1873. Bismarck Tribune Company,

publishers. Subscription, \$6. Claimed average circulation for year ending April, 1915, daily and Sunday, 5,600* net; 8 to 16 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, 20 cts. an inch; next to reading, 22 cts.; full position, 24 cts. an inch. Reading matter, 10 cts. a line; 500 lines, contract, 7 cts. a line.

FARGO—Population, 1910 census, 14,341; 1915 estimate, 18,000. On Red River, 242 miles west of Minneapolis on Northern Pacific, Great Northern and Chicago, Milwaukee and St. Paul Railroads. Largest distributing point for farm machinery in the U. S. Flour knitting mills; bedspring, corset and trunk factories; sash and door shops; office fixtures, bottling, harness and collar works; foundries, and a varied line of industries including several large wholesale and distributing houses for groceries, produce, etc. Rapidly becoming large center for dairy products. State Agricultural College, Fargo College, Sacred Heart Academy, Fargo Conservatory of Music, Dakota Conservatory of Music, Oak Grove Seminary and other schools. Value of products manufactured, jobbed and sold at wholesale, over \$12,000,000.00. Bank clearings during 1914, \$59,711,498.59.

CO-OPERATORS' HERALD—Every Friday. Agricultural. Established 1913. Co-Operative Publishing Co., publishers. Subscription, \$1.50. Claimed average circulation for six months ending July, 1915, 11,225; 8 to 12 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 4 cts. a line flat. Reading matter, 35 cts. a line.

COURIER-NEWS—Every morning except Monday, including SUNDAY. Independent. Established 1882. The Courier-News (Inc.), publishers. Subscription, \$4. Sworn average circulation for six months prior to April 1915, daily and Sunday, 8,525* net paid; daily, 8 to 16 pages; Sunday, 16 to 24

NORTH DAKOTA

pages; 7 columns, length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, daily or Sunday, agate, 250 lines or less, 4 cts. a line; 1,399 lines or less, 3½ cts.; 1,400 lines or more, 3 cts. a line. Preferred position, 25% extra. Reading notices, 25 cts. a line; telegraphic readers, 35 cts. a line; local readers, 15 cts. a line. Classified, 1c. per word.

FORUM AND REPUBLICAN—Every evening except Sunday, and WEEKLY, Fridays. Republican. Established 1878. The Forum Publishing Co., publishers. Subscription, daily, \$4; weekly, \$1. Claimed average circulation for year, 1914, daily, 11,300 net paid; weekly, 5,500; daily, 10 to 24 pages; weekly, 12 to 16 pages, 7 columns; length of columns, 22 in.; width, 2½ in.

Advertising rates, daily or weekly, 35 cts. an inch; preferred positions, 10 and 20 per cent extra. Classified, 1 cent a word, first time; ½ cent each subsequent consecutive insertion. Reading notices, 15 cts. a line; telegraphic readers, 35 cts. a line.

FRAM—Every Thursday. Norwegian-Danish. Independent. Established 1878. The New Fram Co., publishers. Subscription, \$1. Claimed average circulation for year 1914, 5,860 net; 8 to 16 pages, 7 columns; length of columns, 20 in.; width, 2½ in.

Advertising rates, 35 cts. an inch.

NATIONAL GRAIN GROWER—Monthly (10th). Agricultural. Established 1910. The National Grain Grower Co., publishers. Subscription, \$1. Claimed average circulation for 1914, 30,064; 16 to 24 pages, 4 columns; length of columns, 14 in.; width, 2½ in. Can use matrices. Forms close 25th of month preceding.

Advertising rates, agate, 20 cts.; 1,000 lines on contract, 15 cts.; 2,500 lines, 12½ cts.; 5,000 lines, 10 cts. a line.

GRAND FORKS—Population, 1910 census, 12,478. 1915 estimate, 14,827. On Red River and 2 railroads. Distributing point for northern half of State; an exclusive agricultural region. Industries include trunk, office fixture, sash and door factories; woollen, flour and saw mills; bottling, harness, building brick and road machine works; flax pulp mill. State University of N. D. and Wesley College are located here. Annual value of manufactured products, \$1,807,030.74. Bank clearings during year 1914, \$20,570,000.00.

HERALD—Every evening except Sunday, and every morning except Monday. Republican. Established 1879. Times-Herald Publishing Co. (Inc.), publishers. Subscription, morning or evening edition, \$4; morning, evening and Sunday, \$6. Sworn detailed average circulation for twelve months prior to April 1915, 18,595* net paid; 8 to 24

NORTH DAKOTA

pages, 7 columns; length of columns, 22 in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 6 cts. a line; 250 lines 5½ cts.; 1,400 lines or more, 5 cts. a line. Preferred position, 25, 33½ or 50% extra. Reading notices, 20 cts. a line. Classified, 1c. per word.

NORMANDEN—Every Wednesday. Norwegian-Danish. Progressive. Established 1886. Normanden Publishing Co., publishers. Subscription, \$1. Claimed average circulation for 1914, 8,091; 8 to 12 pages, 7 columns; length of columns, 21 in.; width, 2½ in.

Advertising rates, 42 cts. an inch; next reading, 45 cts.; top column and next reading, 50 cts. Composition, 5 cts. an inch extra. Reading notices, 10 cts. a count line.

LISBON—Population 1,758. In the center of cattle raising and wheat growing territory; has creamery, canning factory, foundry and flour mills. Beautiful "Idlewild Park" is located here.

NORTH DAKOTA FARMER—Monthly (15th). Agricultural. Established 1899. W. G. Crocker, publisher. Subscription, 50 cts. Claimed average circulation for six months ending April, 1915, 8,883, 32 pages, 3 columns; length of columns, 10 in.; width, 2½ in. Forms close 5th.

Advertising rates, agate, 4 cts. a line. Classified, 1 cent per word.

ROTARY—Monthly (1st). Juvenile. Established 1897. W. G. Crocker, publisher. Subscription, 50 cts. Claimed average circulation for year 1914, 8,300; 36 pages, 2 columns; length of columns, 7 in.; width, 2½ in.

Advertising rates, 5 cts. a line.

MINOT—Population, 1910 census, 6,188; 1915 estimate, 10,112. Three railroads. Distributing point for agricultural section, with large annual shipments of coal, flour and grain. Annual income from the various industries, \$3,500,000.00. Bank clearings during 1914, \$9,470,936.46.

OPTIC-REPORTER—Every evening except Sunday and WEEKLY (Friday). Republican. Established 1898. Optic-Reporter Publishing Co. (Inc.), publishers. Subscription, daily, \$5; weekly, \$1. Claimed average circulation for year 1914, daily, 2,850; weekly, 1,500; 8 pages, 7 columns; length of columns, 21½ in.; width, 2½ in. Cannot use matrices.

Advertising rates, 20 cts. an inch, flat. Reading notices, brevier, 10 cts. a line; black face, 12 cts.; black face caps, 15 cts. a line. Classified, 1c. per word.

OHIO

AKRON—Population, 1910 census, 69,067; 1915 estimate, 100,000. Five railroads. In the center of excellent fruit and truck growing section; coal also in vicinity; claimed to be the largest rubber manufacturing center in the world; other industries include the manufacture of automobiles, automobile tires and all kinds of rubber goods, clay products, farming implements, cereal foods, iron castings, cutlery, stoves, machinery, matches, fishing tackle, linoleums, or a total of 154 factories, with an aggregate capital of \$153,000,000.00; giving employment to approximately 36,000 people. University of Akron located here. Bank clearings during the year 1914, \$87,516,000.00.

BEACON-JOURNAL—Every evening except Sunday. Republican. Established 1839. The Beacon Journal Co., publishers. Subscription, \$3. Sworn detailed average circulation for six months prior to April, 1915, 22,098* net paid; 10 to 32 pages, 8 columns; length of columns, 22 in.; width, 2½ in. Can use matrices.

Advertising rates, 3 cts. a line flat; preferred position, 3½ cts. a line. Classified, 1c. a word. Reading notice, body type, 15 cts. a line; telegraphic readers, 25 cts. a line.

GERMANIA—Semi-weekly (Tuesday and Saturday). German-Independent. Established 1887. New Akron Germania Co., publishers. Subscription, \$2.50. Claimed average circulation for year ending June, 1915, 7,300; 8 to 12 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices.

Advertising rates, 30 cts. an inch; 100 in., within one year, 25 cts.; 300 in., 20 cts.. 500 in., 18 cts.; 2,500 in., or more, 15 cts. an inch. Reading matter, 8 cts. a line.

PRESS—Every evening except Sunday. Independent. Established 1892. The Scripps Publishing Co., publishers. Subscription, \$3. Sworn average circulation for six months prior to April, 1915, 15,044* net paid; 8 to 12 pages, 8 columns; length of columns, 20 in.; width, 2 in. Can use matrices.

Advertising rates, agate, 2½ cts.; in full position, 3¼ cts. flat a line. Classified, ½ cent per word. Notices following pure reading, 15 cts. a line.

TIMES—Every evening except Sunday. Independent. Established 1867. Akron Democrat Co., publishers. Subscription, \$3. Claimed average circulation for year ending June, 1915, 17,383 net paid; 12 to 32 pages, 8 columns; length of columns, 21¼ in.; width, 2½ in. Can use matrices.

Advertising rates, daily, agate, 45 cts. an inch; on contract, 32 cts.; flat, next to reading, 34 cts.; full position, 39 cts. an inch.

Classified, 1 cent per word. Reading notices, 15 cts. a line; telegraphic, 30 cts. a line.

See advertisement on page 546.

ALLIANCE—Population, 1910 census, 15,083; 1915 estimate, 18,079. Located in a fertile grain growing section, on Lake Shore & Michigan Southern; Pittsburg, Ft. Wayne & Chicago and Cleveland & Pittsburg Railway Systems. Leading industries are heavy machinery plant, employing 1,200 people; steel foundries, with 2,000 employes; boiler and forging works, Mt. Union-Scio College located here.

REVIEW—Every evening except Sunday. Republican. Established 1888. Review Publishing Co., publishers. Subscription, \$5. Claimed average circulation for six months ending June, 1915, 7,000; 10 to 16 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, 35 cts. an inch; 100 in. within one year, 25 cts.; 200 in., 20 cts. an inch. Preferred positions, 10 or 25% extra. Reading notices, double display; liners, 10 cts. a count line. Classified, five lines or less, two times, 25 cts.

ASHTABULA—Population, 1910 census, 18,266; 1915 estimate, 21,000. Four railroads and interurban trolleys East, South and West. Center of fine agricultural and dairying district. Shipyard and dry-dock. Extensive coal and ore docks. Lake fisheries. Leading City in the U. S. in the amount of winter vegetables raised under glass; other industries include car repair shops; tanneries; paper box factory; worsted mills; tool works and works for the manufacture of Automobile bow sockets. Unlimited supply pure water, natural gas and cheap coal.

BEACON—Every evening except Sunday. Republican. Established 1888. Ashtabula Printing Co., publishers. Subscription, \$5.20. Sworn average circulation for six months prior to October, 1914, 5,327* net paid; 8 to 16 pages, 7 columns; length of columns, 20¼ in.; width, 2½ in.

Advertising rates, 30 cts. an inch; next to reading, 35 cts.; full position, 40 cts.; 51 in., 25, 30 or 40 cts.; 101 in., 15, 20 or 30 cts. an inch. Composition, 5 cts. an inch extra. Reading notices, 10 cts. a count line. Classified, 1 cent per word.

STAR—Every evening except Sunday. Republican. Established 1914. The General Catalog Co., publishers. Subscription \$3. Sworn average circulation for six months prior to April, 1915, 5,189* net paid; 8 to 16 pages, 7 columns; length of columns, 20½ in.; width, 2½ in. Can use matrices.

OHIO

Advertising rates, 25 cts. an inch; next to reading, 30 cts.; full positions, 35 cts. an inch; 100 in. or more, within one year, 15 cts. 20 cts. or 25 cts. an inch. Classified, 5 cts. a line.

CAMBRIDGE—Population 11,327. Two railroads and two interurban lines. Coal mines in near vicinity, producing six million tons annually; also natural gas and oil wells; industries include fifteen manufacturing concerns with an annual payroll of \$1,050,000.00; clothing, wrench, furniture and earthenware factories; railroad and machine shops; tin and steel mills; chair factory, wood working shop and glass works. Annual value of manufactured products, \$15,500,000.00.

JEFFERSONIAN—Every evening except Sunday. Independent. Established 1892. The Jeffersonian Co., publishers. Subscription, \$5; sworn average circulation for twelve months prior to April, 1915, 5,759* net paid; 8 to 12 pages, 7 columns; length of columns, 20 in.; width, 2½ in.

Advertising rates, 22 cts. an inch; on contract, 18 cts. an inch, flat; next to reading, 24 cts. or 20 cts.; full position, 27 cts. or 23 cts., an inch. Composition, 5 cts. an inch additional. Reading notices, (3 pt. type), 10 cts. a count line. Classified, 1c. per word; subsequent insertions, ½c. per word.

CANTON—Population, 1910 census, 50,217; 1915 estimate, 63,000. Three railroads and three electric interurban lines. Rich Agricultural district; large trade in shipment of corn, oats, wheat, onions and celery industries produce 1,800 distinct articles, some of which are as follows—watch works, flour mills and the manufacture of cutlery, safes, iron bridges, tin plate, heaters, soap, enameled ware, cutlery, gas and vapor lights, woolen bearings, brick metal ceilings, metal office furniture and steel roofings; 250 shops in all employing 12,500 people, on an annual payroll of \$8,500,000.00. Annual value of manufactured products, \$51,590,000.00. Bank clearings during 1914, \$86,000,000.00.

NEWS—Every evening and **SUNDAY MORNING**. Independent-Democratic. Established 1834. The Daily News Printing Co., publishers. Subscription, \$5. Sworn average circulation for six months prior to April 1915, 11,826* net; 10 to 52 pages, 7 columns; length of columns, 22 in.; width, 2½ in. Can use matrices.

Advertising rates, 21 cts. an inch flat. Preferred position, 12½, 25% extra. Reading notices, 10 cts. a line; first page or bold face, 20 cts. a line. Classified, 30 words three days, 25 cts.; each additional six words, 5 cts.

REPOSITORY—Every evening except Sunday, **SUNDAY MORNING**. Republican. Es-

OHIO

established 1815. Repository Printing Co., publishers. Subscription, daily and Sunday, \$5. Sworn detailed average circulation for twelve months ending March 31, 1915, daily, 16,130* net paid; Sunday, 12,934* net paid; 8 to 56 pages, 7 columns; length of columns, 22 in.; width, 2½ in. Can use matrices.

Advertising rates, daily or Sunday, 42 cts. an inch; 100 in., within one year, 35 cts. an inch; 200 in., 30 cts.; 300 in., 25 cts.; 500 in., 21 cts. an inch. Classified, 5 lines or less, 25 cts.; 5 cts. for each additional line.

ROLLER MONTHLY—Monthly (1st). Humorous-Literary. Established 1885. The Roller Printing and Paper Co. (Inc.), publishers. Subscription, \$1. Claimed average circulation for year 1914, 12,000. 64 pages, 1 column; length of column, 6 in.; width, 4 in. Cannot use matrices. Forms close 15th of month preceding.

Advertising rates, \$1 an inch; full page, \$12; ½, ¼ or ⅓ page, pro rata; full page (2 colors), \$15. Classified, 3 cts. per word.

TO-DAY'S MAGAZINE FOR WOMEN—See New York City.

CAREY—Population 2,225. 3 railroads. Surrounded by a very fertile agricultural country; also natural gas; industries include cement and lumber works, flour mills, foundry; lime, lumber yards; porcelain factory and stone quarries.

POULTRY RECORD—Monthly. Poultry Raisers and Farmers. Established 1907. Charles E. Cram, publisher. Subscription, 25 cts. Claimed average circulation for year ending May, 1915, 18,000; 24 to 48 pages, 3 columns; length of columns, 10 in.; width, 2½ in.

Advertising rates, agate, 12 cts. a line. Preferred position, 20% extra.

CINCINNATI—Population, city proper, 1910 census, 363,591; 1915 estimate, 405,000. Has seven trunk railroads and about fifteen radiating railroad lines. Located on the Ohio River now being made an inland canal by the United States government. A great industrial center, having in the industrial district 2,827 factories, representing an invested capital of \$212,000,000, with total factory employees of 92,978 and a factory output of upwards of \$260,000,000 annually. Its leading industries are foundry and machine shop products, slaughtering and meat packing, boots and shoes, men's clothing, printing and other bakery products, furniture and wagons, lumber and timber products, bread and other bakery products, furniture and refrigerators, tobacco manufacturers, all of which have an output ranging from five million to twenty-six million dollars annually. It is also a very large center for the manufacture of copper, tin and sheet iron products, iron and steel products, women's

OHIO

clothing, street cars, printing ink, fertilizers, flour and grist mill products. Its principal institutions include the Art Museum, Music Hall, College of Music and several musical schools, Kookwood Pottery, The Zoological Gardens and Ft. Thomas. It is also the home of the Ohio Mechanics Institute, Art Academy, St. Xavier's College, Lane Theological Seminary and a number of other special schools. Post Office receipts two and a half million dollars; bank clearings annually one and one-third millions, bank deposits about a hundred and thirty millions, bank capital twenty millions.

ABEND-PRESSE—See Freie Presse; also See advertisement on page 538.

ADULT BIBLE CLASS MONTHLY—Religious. Established 1907. Methodist Book Concern, publishers. Subscription, 50 cts. Claimed average circulation for year 1914, 70,000; 72 pages, 2 columns; length of 8 in.; width, 2½ in. Forms close 6 weeks in advance.

Advertising rates, agate, 10 cts. a line; one page, \$25; ¼ and ½ pages pro rata.

AMERICAN BUILDING ASSOCIATION NEWS—Monthly (15th). Building Association. Established 1880. American Building Association News Co., publishers. Subscription, \$2. Circulation not given by publisher; 52 pages, 2 columns; length of columns, 7 in.; width, 2 in. Can use matrices. Office, 15-27 Sixth Street.

Advertising rates, ⅓ page, per issue, on yearly contract, \$7.50; ¼ page, \$15; ½ page, \$30; ¾ page, \$55; one page, \$100.

AMERICAN CHAUFFEUR — Monthly (1st). Technical. Established 1913. R. A. Engelman, publisher. Subscription \$1. Sworn average circulation for year ending July 1915, 27,162* net; 30 pages, 2 columns; length of columns, 8 13/14 in.; width, 3 in. Can use matrices. Forms close 25th of month preceding. Office, 13 West Sixth St.

Advertising rates, \$2.80 an inch; full page, \$50.

AMERICAN HOME MISSIONARY—Monthly. Religious. Established 1895. American Christian Missionary Society, publishers. Subscription, 50 cts. Circulation not given by publisher; 52 pages, 2 columns; length of columns, 7 in.; width, 2 in. Can use matrices. Office, 32 W. Sixth Street.

Advertising rates, agate, 10 cts. a line.

AMERICAN ISRAELITE—Every Thursday. Jewish. Established 1854. Leo Wise & Co., publishers. Subscription, \$2.50. Circulation not given by publisher; 8 pages, 7 columns; length of columns, 21¼ in.; width, 2½ in. Office, corner Fifth and Race Streets.

OHIO

Advertising rates, agate, 15 cts. a line. Reading notices, 50 cts. a line. Discount, 10% on three months, or \$100; 15% on six months, or \$200; 25% on one year, or \$400.

AMERICAN MACHINE & TOOL RECORD—Monthly (25th). Trade. Established 1911. Record Publishing Co., publishers. Subscription, 25 cts. Claimed average circulation for year ending June 1915, 23,000. 128 pages, 1 column; length of column, 5½ in.; width, 3½ in. Cannot use matrices. Forms close 10th of current months. Office, 448 Main St.

Advertising rates, full page, \$27.75; ½ page, \$16; ¼ page, \$10, with discount for two or more insertions.

BILLBOARD—Every Tuesday. Theatrical, Circus, Parks, Fairs, Aviation. The Billboard Publishing Co., publishers. Subscription, \$4. Claimed average circulation for year 1914, 35,000 net; 64 to 84 pages, 4 columns; length of columns, 12½ in.; width, 2½ in. Forms close Monday preceding. Office, 25 Opera Place.

Advertising rates, agate, 25 cts. a line flat.

BLUE BIRD—Monthly. Nature Study. Established 1910. Eugene Swope, publisher. Subscription, 50 cts. Claimed circulation for year 1914, 15,000; 64 to 96 pages, 1 column; length of column, 5½ in.; width, 3¼ in. Can use matrices. Office, 4 West 7th St.

Advertising rates, ⅓ page (minimum space), one time, \$5; ¼ page, \$8; ½ page, \$14; one page, \$25.

BOY LIFE—Every Sunday. Juvenile-Sunday School. Established 1907. The Standard Pub. Co., publishers. Subscription, 75 cts. Claimed average circulation for year 1914, 74,000; 8 pages, 4 columns; length of columns, 12 1/7 in., width, 2¼ in. Can not use matrices. Forms close five weeks in advance. Office, 8th, 9th and Cutter Sts.

Advertising rates, agate (space restricted to back page). 25 cts. flat a line. In combination with GIRLHOOD DAYS, 50 cts. flat a line.

CATHOLIC TELEGRAPH—Every Thursday. Roman Catholic. Established 1831. The Catholic Telegraph Publishing Co., publishers. Subscription, \$2. Claimed average circulation for year 1914, 23,700 8 pages, 6 columns; length of columns, 20 in.; width, 2½ in. Office, N. E. corner 5th and Main Streets.

Advertising rates, agate, \$1 an inch; 100 in., 90 cts.; 250 in., 85 cts.; 500 in., 80 cts.; 1,000 in., 75 cts. an inch. Reading notices. 25 cts. a line; 100 lines, 22 cts.; 250 lines, 20 cts.; 500 lines, 15 cts. a line.

CHRISTIAN LEADER—Every Monday. Disciples of Christ. Established 1886. Fred L. Rowe, publisher. Subscription, \$1.50.

OHIO

Claimed average circulation for 1914, 12,400. 16 pages, 4 columns; length of columns, 14 in.; width, 2½ in. Can use matrices. Office, 422 Elm Street.

Advertising rates, agate, \$1.50 an inch, with discount on space.

CHRISTIAN STANDARD—Every Saturday. Christian (Disciples). Established 1866. The Standard Publishing Co., publishers. Subscription, \$2. Claimed average circulation for year 1914, 42,000; 40 pages, 4 columns; length of columns, 12½ in.; width, 2¼ in. Office, Eighth, Ninth and Cutter Streets.

Advertising rates, agate, 20 cts. a line flat. Classified, 5 cts. per word.

CHRISTLICHE APOLOGETE—Every Wednesday. German. Methodist Episcopal. Established 1838. Methodist Book Concern, publishers. Subscription, \$1.50. Claimed average circulation for year 1914, 15,000; 32 pages, 3 columns; length of columns, 11¼ in.; width, 2¼ in. Can use matrices. Forms close one week in advance. Office, 220 West Fourth Street.

Advertising rates, 10 cts. a line. Position, 20% extra. Reading notices, 20 cts. a line.

CLASSMATE—Every Saturday. Methodist Episcopal. Established 1893. Methodist Book Concern, publishers. Subscription, 75 cts. Circulation not given by publisher; 8 to 12 pages, 4 columns; length of columns, 14¼ in.; width, 2¼ in. Forms close 6 weeks in advance. Can use matrices.

Advertising rates, agate, \$1.50 a line. Preferred position, 20% additional. Reading notices, double price.

CLUB WOMAN'S MAGAZINE—Monthly. Woman's Clubs. Established 1903. Mrs. M. B. Corwin, publisher. Subscription, \$1.50. Circulation—not given by publisher; 32 to 64 pages, 2 columns; length of columns, 8½ in.; width, 2½ in. Office, 412 Lincoln Inn Court.

Advertising rates, ¼ page, \$12; ½ page, \$18; one page, \$30. Discount, 5, 10 and 20% on 3, 6 and 12 months, respectively.

COMMERCIAL TRIBUNE—Every morning, including SUNDAY. Republican. Established 1793. The Commercial Tribune Publishing Co., publishers. Subscription, daily and Sunday, \$5. Sworn average circulation for six months prior to April, 1915, daily and Sunday, 51,054* net paid; daily, 10 to 16 pages; Sunday, 36 to 42 pages; 8 columns; length of columns, 22 in.; width, 2¼ in. Can use matrices. Office, Commercial Tribune Building, 530 Walnut Street.

Advertising rates, agate, 8 lines or more, 14 cts. a line, daily; 18 cts. a line, Sunday; 30 consecutive insertions, daily, or daily and Sunday, 14 cts. a line in daily; 18 cts. a line

OHIO

in Sunday edition, with 10% discount; 312 consecutive insertions, daily, 8 cts. a line; 365 consecutive insertions, daily and Sunday, 8 cts. a line in daily; 11 cts. a line in Sunday edition. Space must be uniform every insertion. Open space, within one year, 500 lines daily, 13 cts. a line; Sunday, 16 cts.; 1,000 lines, daily, 12 cts.; Sunday, 15 cts.; 2,000 lines, daily, 11 cts.; Sunday, 14 cts.; 3,000 lines, daily, 10 cts.; Sunday, 13 cts.; 5,000 lines, or more, daily, 9 cts.; Sunday, 12 cts. a line. Classified, daily or Sunday, 10 cts. a line; medical, personals, clairvoyant, etc., 20 cts. a line, daily or Sunday. Reading notices, daily or Sunday, \$1 a line; at bottom of column (not less than 2 lines), 75 cts. a line, with discount on 100 lines and over; telegraphic readers, \$1 per line.

CORRIERE DELL' OHIO—Every Saturday. Italian-Independent. Established 1913. S. Tamburella, publisher. Subscription, \$1. Claimed average circulation for year ending June, 1915, 13,000; 8 pages, 7 columns; length of columns, 21 in.; width, 2¼ in. Can use matrices. Office, 132 W. 5th Ave.

Advertising rates, 75 cts. an inch; on six months' contract, 50 cts.; on yearly contract, 25 cts. an inch.

DEUTSCH-UNGARISCHER BOTE—Every Thursday. German-Hungarian. Independent. Established 1904. Deutsch-Ungarischer Bote Company, publishers. Subscription, \$1.25. Claimed average circulation for year 1914, 9,260; 8 pages, 7 columns; length of columns, 20 in.; width, 2¼ in. Can use matrices. Office, 117 Findlay Street.

Advertising rates on application.

ENQUIRER—Every morning, including SUNDAY, and WEEKLY, Thursdays. Daily, Democratic; Weekly, Agricultural. Established 1842. John R. McLean, publisher. Subscription, daily, including Sunday, \$14; weekly, \$1. Sworn average circulation for six months prior to April, 1915, daily, 53,639* net paid; Sunday, 210,028* net paid; weekly, claimed average for 1914, 31,746; daily, 10 to 16 pages; weekly, 12 pages; Sunday, 60 to 72 pages; daily and Sunday, 8 columns; weekly, 7 columns; length of columns, 22½ in.; width, 2¼ in. Can use matrices.

Advertising rates, daily, 20 cts. a line; Sunday, 25 cts.; 2,500 lines, within one year, daily, 14 cts. a line; Sunday, 25 cts.; 5,000 lines, or more, daily, 12 cts.; Sunday, 25 cts. Preferred positions, 10 and 25% extra. Classified, display, educational, books, magazines, summer and winter resorts, daily, 12 cts. a line; Sunday, 25 cts. On educational and resorts, 10% discount on 30 consecutive insertions; 15% discount on 60 insertions on 7 lines or more. Classified, daily, 2 cts. a word; Sunday, 2½ cts. a word.

ANYTHING that is worth while can be advertised—and ought to be.

OHIO

Reading notices, daily, 60 cts.; Sunday, \$1 a line; preferred readers (among telegraphic and local reading matter), daily, \$1 a line; Sunday, \$1.50. Weekly, display, 10 cts. a line.

EXPRESS GAZETTE—Monthly (1st). Express Service. Established 1873. Express Gazette Publishing Co., publishers. Subscription, \$1. Claimed average circulation for year 1914, 17,500 net; 40 pages, 3 columns; length of columns, $9\frac{1}{2}$ in.; width, $2\frac{1}{4}$ in. Forms close 5th of month preceding. Office, 7th and Vine Streets.

Advertising rates, \$3 an inch; 4 in., $\frac{1}{4}$ page, \$9; $\frac{1}{2}$ page, \$15; 1 page, \$25. Discount 10, 14 or 33 $\frac{1}{3}$ % on 3, 6 or 12 consecutive insertions.

See advertisement on page 493.

FIVE & TEN CENT STORE MAGAZINE—Monthly (1st). Trade. Established 1909. John Chrest, publisher. Subscription, \$2. Circulation—not given by publisher; 146 pages, 2 columns; length of columns, $8\frac{1}{4}$ in.; width, $2\frac{1}{2}$ in. Can use matrices. Forms close 20th of month preceding. Office, Gerke Building.

Advertising rates, full page ($8\frac{1}{4} \times 5\frac{1}{2}$), \$30; $\frac{1}{2}$ page, \$18; $\frac{1}{4}$ page, \$11; $\frac{1}{8}$ page, \$7; three months contract, \$25; \$16; \$10 or \$6. Six months, \$22, \$14, \$9 or \$5; one year, \$20, \$12, \$8 or \$4 each insertion respectively.

FREIE PRESSE—Every morning including SONNTAGSBLATT, Sunday morning, ABEND PRESSE (with Anzeiger und Zeitung) every evening except Sunday. German. Republican. Established 1869. Cincinnati Freie Presse Co., publishers. Subscription, morning, \$6; evening, \$3; Sunday, \$2.50. Claimed average circulation for year ending June, 1915, morning, 19,407; evening, 51,228; Sunday, 49,905; evening, 8 to 16; morning, 8 pages; Sunday, 36 to 88 pages, 7 columns; length of columns, $21\frac{1}{2}$ in.; width, $2\frac{1}{2}$ in. Can use matrices. Office, Vine St.

Advertising rates, daily, morning, agate, 8 cts. a line; 500 lines, within one year, 7 cts.; 1,000 lines, 6 cts.; 3,000 lines, 5 cts.; 5,000 lines, or more, 4 cts. a line. Position, 15% extra. Reading notices, 30 cts. a line. Classified, 1 cent a word. Schools and colleges, 7 cts. a line. Evening edition, 10 cts. a line; 500 lines, within one year, 8 cts.; 1,000 lines, 7 cts.; 3,000 lines, 6 cts.; 5,000 lines, or more, 5 cts. a line. Reading notices, 40 cts. a line; 100 lines and over, 35 cts. a line. Sunday, display, $12\frac{1}{2}$ cts. a line; 250 lines, within one year, 10 cts. a line; 1,000 lines, 8 cts.; 5,000 lines, or more, 6 cts. a line. Reading notices, 40 cts. a line; telegraphic readers, 50 cts. a line. Combination, morning and evening, add rates for both editions and then deduct 25%.

See advertisement on page 538.

FRUITMAN'S GUIDE—See New York City.

OHIO

FURNITURE WORKER—Monthly (25th). Trade. Established 1883. The Spokesman Publishing Co., publishers. Subscription, \$1. Claimed average circulation for year ending June 1915, 5,000; 144 pages, 2 columns; length of columns, 10 in.; width, $3\frac{1}{2}$ in. Can use matrices. Office, 128 Opera Place.

Advertising rates, \$5 an inch, $\frac{1}{8}$ page, \$6; $\frac{1}{4}$ page, \$12; $\frac{1}{2}$ page, \$20; $\frac{3}{4}$ page, \$30; one page, \$50, with discount on 3, 6 or 12 month contracts.

GAS ENGINE—Monthly. Technical. Established 1898. The Gas Engine Publishing Co., publishers. Subscription, \$1. Claimed average circulation for year ending May 1915, 10,136; 100 pages, 2 columns; length of columns, $8\frac{1}{4}$ in.; width, $2\frac{1}{2}$ in. Can use matrices.

Advertising rates \$7 an inch; 2 in., \$12.50; 3 in., \$18; full page, \$65; $\frac{1}{2}$ page, \$40; $\frac{1}{4}$ page, \$28; $\frac{1}{8}$ page, \$22, with discount on 3, 6 or 12 month contract.

See advertisement on page 560.

GIRLHOOD DAYS—Every Sunday. Juvenile-Sunday School. Established 1907. The Standard Pub. Co., publishers. Subscription, 75 cts. Claimed average circulation for year 1914, 90,000; 8 pages, 4 columns; length of columns, $12\frac{1}{7}$ in., width, $2\frac{1}{4}$ in. Cannot use matrices. Forms close five weeks in advance. Office, 8th, 9th & Cutter Sts.

Advertising rates, agate (space restricted to back page), 30 cts. a line flat. In combination with BOY LIFE, 50 cts. flat a line.

HAUS UND HERD—Monthly. German. Literary. Established 1872. The Methodist Book Concern, publishers. Subscription, \$1. Claimed average circulation for year 1914, 8,000; 68 pages, 2 columns; length of columns, 8 in.; width, $2\frac{1}{2}$ in. Forms close 6 weeks in advance. Can use matrices. Office, 220 Fourth Avenue, West.

Advertising rates, 10 cts. a line.

HERALD AND PRESBYTER—Every Wednesday. Presbyterian. Established 1848. Monfort & Co., publishers. Subscription, \$2.50. Claimed average circulation for year 1914, 22,500; 32 to 48 pages, 3 columns; length of columns, 12 in.; width, $2\frac{1}{2}$ in. Forms close Monday preceding. Can use matrices. Office, 422 Elm St.

Advertising rates, agate, 15 cts. a line; 1,000 lines within one year, $12\frac{1}{2}$ cts. a line. Reading notices, set solid, double display, rate; leaded, triple price a count line. For combination rates, see Philadelphia Presbyterian.

HOME AND COUNTRY—Monthly. Catholic. Homes. Established 1909. Home and Country Publishing Co., publishers. Subscription, \$1. Circulation—not given by publisher; 32 to 48 pages, 4 columns; length of columns, $14\frac{2}{7}$ in.; width, $2\frac{1}{2}$ in. Forms close 1st preceding month.

OHIO

Advertising rates, agate, 50 cts. a line; one page (800 lines), \$300; $\frac{1}{4}$ and $\frac{1}{2}$ pages, pro rata.

INTERNATIONAL MOLDERS' JOURNAL—Monthly. International Molders' Union of North America, publishers. Subscription, 50 cts. Claimed average circulation for year ending June, 1915, 29,135, 96 pages, 2 columns; length of columns, $7\frac{1}{2}$ in.; width, $2\frac{1}{2}$ in. Forms close 4th of current month! Can use matrices. Office, Commercial Tribune Building.

Advertising rates, agate, 75 cts. a line; $\frac{1}{4}$ page, one time, \$17.50; $\frac{1}{2}$ page, \$30; one page, \$50. Discount on six months or longer.

JOURNAL AND MESSENGER—Every Thursday. Baptist. Established 1831. Lasher & Osborne, publishers. Subscription, \$2. Circulation—not given by publisher; 32 pages, 3 columns; length of columns, 11 in.; width, $2\frac{1}{2}$ in. Office, 422 Elm Street.

Advertising rates, agate, 10 cts. a line; 1,000 lines or 52 times within one year, 7 cts. a line.

LANCET CLINIC—Every Saturday. Medical. Established 1841. The Lancet Clinic Publishing Co., publishers. Subscription, \$3. Claimed average circulation for year 1914, 5,000; 48 pages, 2 columns; length of columns, $9\frac{1}{2}$ in.; width, $3\frac{1}{4}$ in. Office, 648 Main Street.

Advertising rates, $\frac{1}{8}$ page, \$1.50; $\frac{1}{4}$ page, \$2.50; $\frac{1}{2}$ page, \$4; $\frac{3}{4}$ page, \$7; one page, \$12. Classified, 30 words or less, 50 cts.; additional words, 3 cts. each.

LOOKOUT—Every Saturday. Religious. Christian. Established 1888. Standard Publishing Co., publishers. Subscription, 60 cts. Claimed average circulation for year 1914, 130,000; 20 pages, 3 columns; length of columns, $11\frac{1}{4}$ in.; width, $2\frac{3}{4}$ in. Cannot use matrices. Forms close 2 weeks in advance. Office, Eighth, Ninth and Cutter Sts.

Advertising rates, agate, 40 cts. a line; full page (480 lines), \$192. Classified, 10 cts. per word.

MEDDLER—Every Saturday. Republican. Established 1905. The Meddler Publishing Co., publishers. Subscription, \$2; claimed circulation for year 1914, 5,000; 12 pages, 2 columns; length of columns, 12 in.; width, 2 in. Can use matrices. Office, 528 Walnut St.

Advertising rates, \$2 an inch.

PACKER—See Kansas City, Mo.

POST—Every evening except Sunday. Independent. Established 1880. Post Publishing Co., publishers. Subscription, \$3. Sworn average circulation for six months prior to April, 1915, 193,917* net paid; 10 to 16

OHIO

pages, 8 columns; length of columns, $22\frac{1}{4}$ in.; width, 2 in. Can use matrices. Office, Post Square.

Advertising rates, 18 cts.; in full position, 23 cts. a line flat. Classified, $2\frac{1}{2}$ cts. per word. Notices following pure reading, 80 cts. a line.

PRODUCE NEWS—See New York City.

SAXBY'S MAGAZINE—Monthly. Established 1888. Howard Saxby, publisher. Subscription, \$1. Circulation—not given by publisher; 100 pages, 2 columns; length of columns, 8 in.; width, $2\frac{1}{2}$ in. Can use matrices. Forms close 15th preceding month. Office, 2207 Highland Ave.

Advertising rates, agate, 25 cts. a line; one page, one time, \$50; $\frac{1}{4}$, $\frac{1}{4}$ and $\frac{1}{2}$ pages, pro rata.

SIGNS OF THE TIMES—Monthly (1st). Advertising. Established 1906. The Signs of The Times Publishing Co., publishers. Subscription, \$2. Circulation—not given by publisher; 48 to 64 pages, 4 columns; length of columns, $12\frac{1}{2}$ in.; width, $2\frac{1}{4}$ in. Forms close 26th of month preceding. Office, 30 Opera Place.

Advertising rates, agate, 14 cts. a line; one page, \$84; $\frac{1}{4}$ and $\frac{1}{2}$ pages, pro rata.

SONNTAGSBLATT—Sunday edition of Freie Presse, which see. Also See advertisement on page 538.

SPOKESMAN—Monthly (1st). Carriage and Accessory Trade. Established 1884. The Spokesman Publishing Co., publishers. Subscription, \$1. Claimed average circulation for year 1914, 5,000; 150 pages, 2 columns, length of columns, 10 in.; width, $27\frac{1}{2}$ in. Cannot use matrices. Forms close 10th of month.

Advertising rates, full page, \$75; $\frac{1}{2}$ page, \$45; $\frac{1}{4}$ page, \$30; $\frac{1}{8}$ page, \$25; $\frac{1}{16}$ page, \$18; $\frac{1}{32}$ page, \$15, with discounts on 3, 6 or 12 insertions.

SPORTSMEN'S REVIEW—Every Saturday. Sports. Established 1890. Sportsmen's Review Publishing Co., publishers. Subscription, \$3. Claimed average circulation for year 1914, 33,000; 24 pages, 4 columns; length of columns, $12\frac{1}{2}$ in.; width, $2\frac{3}{4}$ in. Forms close 10 days in advance. Office, 15-27 West Sixth Street.

Advertising rates, $\frac{1}{8}$ page, \$7.50; $\frac{1}{4}$ page, \$12; $\frac{1}{2}$ page, \$20; $\frac{3}{4}$ page, \$35; one page, \$60.

See advertisement on page 566.

STARCHROOM—Monthly (15th). Laundry Journal. Established 1893. The Starchroom Publishing Co., publishers. Subscription, \$2. Claimed average circulation for year 1914, 5,393; 104 pages, 2 columns; length of columns, $10\frac{1}{4}$ in.; width, 4 in. Can use

OHIO

matrices. Forms close 1st of month. Office, 224-26 East Seventh St.

Advertising rates, \$7 an inch; $\frac{1}{2}$ page, \$10; $\frac{1}{4}$ page, \$15; $\frac{1}{2}$ page, \$24; one page, \$40, with discounts on 3, 6 and 12 months.

See advertisement on page 502.

SUNDAY SCHOOL JOURNAL—Monthly. Methodist. Established 1868. Jennings & Graham, publishers. Subscription, 60 cts. Claimed average circulation for year 1914, 175,000; 52 pages, 2 columns; length of columns, 8 in.; width, $2\frac{1}{2}$ in. Can use matrices. Forms close 15th of second preceding month. Office, 220 West 4th Street.

Advertising rates, agate, \$1 a line; \$150 per page; $\frac{1}{4}$ and $\frac{1}{2}$ pages, pro rata.

TIMES-STAR—Every evening except Sunday. Republican. Established 1836. Times-Star Co., publishers. Subscription, \$3. Sworn average circulation for twelve months prior to April 1915, 148,410* net paid; 12 to 28 pages, 8 columns; length of columns, 22 in.; width, $2\frac{1}{2}$ in. Can use matrices. Office, N. E. corner Sixth and Walnut Streets.

Advertising rates, agate, 20 cts. a line; 13 times, or 1,000 lines within one year, 19 cts. a line; 26 times, or 2,000 lines, 18 cts.; 52 times, or 3,500 lines, 17 cts.; 104 times, or 5,000 lines, 16 cts.; 156 times, or 10,000 lines, 15 cts.; 312 times, or 15,000 lines, or more, 14 cts. a line. Special rate for resorts, educational and steamships, 16 cts. a line. flat. Strictly mail order advertising, 16 cts. a line, flat. Preferred position, 10 and 25% extra. Reading notices, 75 cts. a line, non-pareil measurement; telegraphic reading matter, \$1 a line, agate; classified, 10 cts. a line.

VOLKSBLATT—Every morning including. WESTLICHE BLAETTER, SUNDAYS, and WEEKLY VOLKSBLATT, Thursday. German-Republican. Established 1836. Cincinnati Volksblatt Co., publishers. Subscription, daily, \$8; Sunday, \$2; weekly, \$1. Claimed average circulation for year 1914, 35,375; weekly, 18,200; Sunday, 62,750; 16 to 40 pages, 7 columns; length of columns, 20 in.; width, $2\frac{1}{7}$ in. Can use matrices. Office, 127 S. 7th St.

Advertising rates, agate, daily, Sunday or weekly, 10 cts. a line; 1,000 lines, within one year, 8 cts.; 5,000 lines, 6 cts.; 10,000 lines, 5 cts. a line. Reading notices, 25 cts. a line.

See advertisement on page 490.

WESTERN CHRISTIAN ADVOCATE—Wednesdays. Methodist Episcopal. Established 1834. The Methodist Book Concern, publishers. Subscription, \$1. Claimed average circulation for year 1914, 28,600 net; 32 pages, 3 columns; length of columns, $11\frac{1}{4}$ in.; width, $2\frac{1}{2}$ in. Can use matrices. Forms close 1 week in advance. Office, 220 West Fourth St.

OHIO

Advertising rates, agate, 20 cts. a line. Reading notices, 40 cts. a line. See Chicago Northwestern Christian Advocate for combination rate of seven Methodist Weeklies.

WESTLICHE BLAETTER—Sunday edition of Volksblatt, which see.

See advertisement on page 490.

CLEVELAND—Population, 1910 census, 560,663; 1915 estimate, 668,249. Sixth City of U. S. On Lake Erie and nine railroads. Principal port on the Lake with a most extensive trade in coal, iron ore and lumber; more than 63% of the iron ore brought down the Lakes in 1914 was received in Cleveland district. One of the largest distributing points in the United States and either leads the country or takes a very high rank in the production of—Astronomical instruments, automobiles, automobile parts, bolts and nuts, carriage hardware, castings (iron, steel, brass and aluminum), chemicals, cigars, drop forgings, dry batteries, electric carbons, electric lamps, electric welding, hardware, hoisting and conveying machinery, iron and steel of nearly every kind, knit goods, machinery, metal stamp, oils, paints and varnishes, paper boxes, printing and publishing, screws, sheet metals, shipbuilding, stoves (gas oil and coal), tacks, tools, wire, wire nails, wire fences, wire springs, women's outer garments. The Western Reserve University, St. Ignatius College (Catholic), Case School of Applied Science and other institutions are located here.

AMERICAN—Every evening except Sunday, and SUNDAY MORNING. Bohemian. Non-partisan. Established 1899. F. J. Svoboda, publisher. Subscription, daily, \$3; Sunday, \$2.50. Sworn average circulation for six months prior to April 1915, daily and Sunday, 12,257* net paid; daily, 6 to 8 pages; Sunday, 20 to 24 pages, 7 columns; length of columns, $20\frac{1}{2}$ in.; width, $2\frac{1}{2}$ in. Can use matrices. Office, 5377 Broadway. S. E.

Advertising rates, 60 cts. an inch; 250 in. within one year, 55 cts.; 1,000 in., 50 cts.; 1,500 in. or more, 45 cts. an inch. Special positions, 10, 15 or 20% extra. Reading notices, 10 cts. a line. Classified, 1c. per word.

AMATEUR PHOTOGRAPHERS WEEKLY—Every Friday. Amateur Photography. Established 1912. Juan C. Abel, publisher. Subscription, \$1. Claimed average circulation for six months ending June, 1915, 5,100 24 pages, 2 columns; length of columns, 8 in.; width, $2\frac{1}{2}$ in. Cannot use matrices. Office, 917 Schofield Building.

Advertising rates, \$2.75 an inch; full page, \$35; $\frac{1}{2}$ page, \$17.50; $\frac{1}{4}$ page, \$9; $\frac{1}{8}$ page, \$5. Classified, 2 cts. per word.

OHIO

CATHOLIC UNIVERSE—Every Friday. Roman Catholic. Established 1874. The Catholic Universe Publishing Co., publishers. Subscription, \$2. Claimed average circulation for 1915, 36,000; 8 to 16 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Office, Caxton Building.

Advertising rates, agate, 10 cts. a line; over 1,000 lines, 8 cts. a line.

CHRISTIAN WORLD—Every Saturday. Reformed Church. Established 1848. Central Publishing House, publishers. Subscription, \$1.50. Sworn average circulation for year ending July, 1915, 5,708*; 16 pages, 4 columns; length of columns, 12¼ in.; width, 2½ in. Cannot use matrices. Office, 2969-75 W. 25th Street.

Advertising rates, \$1 an inch; 1 month, \$2; 2 months, \$3.75; 3 months, \$5.50; 6 months, \$8; 12 months, \$15, with further discounts for additional space.

CHRISTLICHE BOTSCHAFTER—Every Thurs. Evangelical-German. Established 1835. C. Hauser, agent. Subscription, \$2. Claimed circulation for year 1914, 16,000; 32 pages, 3 columns; length of columns, 11 in.; width, 2½ in. Office, 1903-1923 Woodland Avenue.

Advertising rates, agate, 15 cts. a line, with discount of 10, 20 or 30% on 13, 26 or 52 insertions.

CITIZEN—Every Saturday. Labor. Established 1891. Cleveland Citizen Publishing Co., publishers. Subscription, \$1. Claimed average circulation for year 1914, 11,000; 4 pages, 7 columns; length of columns, 25 in.; width, 2¼ in. Can use matrices. Office, 1125 Oregon Avenue.

Advertising rates, \$1 an inch; 500 in. to be used in six months, 75 cts. an inch; position, 20% extra.

CLUB NOTES—Monthly. Women's Clubs. Established 1900. Louise Graham, publisher. Subscription, \$1. Circulation—not given by publisher; 32 pages, 2 columns; length of columns, 8½ in.; width, 2½ in. Forms close 10th preceding month. Can use matrices. Office, Caxton Building.

Advertising rates, agate, \$1 a line; 1 page, \$100; ¼ and ½ pages, pro rata.

DENNICE NOVVEKU—Every Thursday. Bohemian—Free Thought. Established 1877. Svet Printing & Publishing Co., publishers. Subscription, \$2. Claimed average circulation for year ending June, 1915, 4,500; 8 pages, 7 columns; length of columns, 20 in.; width, 2¼ in. Can use matrices. Office, 4514 Broadway, S. E.

Advertising rates, 30 cts. an inch. Classified, 5 cts. a line.

DEUTSCH UNGARISCHES VOLKSBLATT—Every Thursday. German-Austro-Hungarian. Established 1907. National Gazette Co., publishers. Subscription, \$1. Claimed

OHIO

average circulation for year 1914, 8,000; 8 pages, 7 columns; length of columns, 20½ in.; width, 2½ in. Can use matrices. Office, 2086 West 25th Street.

Advertising rates, 50 cts. an inch; one month, \$2; three months, \$5; six months, \$9; one year, \$18. Discount on 3 in. or more.

DOLLARS AND SENSE—Monthly (1st). Financial. Banking. Established 1913. The Bankers Publishing Co., publishers. Subscription, \$1. Circulation—not given by publisher; 40 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Can use matrices. Forms close 25th. Office, Plain Dealer Building.

Advertising rates, full page, \$50; ½ page, \$27.50; ¼ page, \$15; 2 in., \$9, with discount on 3, 6 or 12 months' contract. Preferred position, 25% extra.

DONGO—Semi-monthly (1st and 15th). Hungarian-Humorous. Established 1903. Dongo Publishing Co., publishers. Subscription, \$2. Claimed circulation for year 1914, 13,800; 16 pages, 3 columns; length of columns, 10 in.; width, 2¼ in. Cannot use matrices. Office, 10613 Earle Avenue.

Advertising rates, \$1.50 an inch.

EVANGELICAL HERALD—Semi-monthly (1st and 15th.) Religious-Juvenile. Established 1895. C. Hauser, publisher. Subscription, 50 cts. Claimed average circulation for year 1914, 8,750; 16 pages, 3 columns; length of columns, 10½ in.; width, 2¼ in. Cannot use matrices. Forms close, 5th and 20th. Office, 1903-23 Woodland Ave.

Advertising rates, agate, 10 cts. a line, with discounts of 10 or 20% on 13 or 26 insertions.

EVANGELICAL MESSENGER—Every Wednesday. Evangelical. Established 1847. C. Hauser, agent. Subscription, \$2. Claimed average circulation for year 1914, 13,000; 32 pages, 3 columns; length of columns, 11 in.; width, 2½ in. Office, 1903-1923 Woodland Ave.

Advertising rates, agate, 10 cts. a line, with discount of 10, 20 or 30% on 13, 26 or 52 insertions.

EVANGELICAL SUNDAY SCHOOL TEACHER—Monthly (1st). Evangelical Sunday School. Established 1876. C. Hauser, publisher. Subscription 60 cts. Claimed average circulation for year 1914, 8,600; 48 pages, 2 columns; length of columns, 7½ in.; width, 2¼ in. Cannot use matrices. Forms close, 15th of month preceding. Office, 1903-23 Woodland Ave.

Advertising rates, agate, 10 cts. a line, with a discount of 10% on 12 insertions.

EVANGELISCHE MAGAZIN—Monthly German-Evangelical. Established 1870. C. Hauser, publisher. Subscription, \$1.25. Claimed average circulation for year 1914, 11,000; 64

OHIO

pages, 2 columns; length of columns, 8 in.; width, $2\frac{3}{8}$ in. Forms close 10th preceding month. Office, 1903-1923 Woodland Avenue.

Advertising rates, agate, 15 cts. a line, with discount of 10% on 12 insertions.

EVANGELISCHER MISSIONSBOTE—Monthly (1st). German-Evangelical. Established 1906. C. Hauser, publisher. Subscription, 25 cts. Claimed average circulation for year 1914, 4,500; 16 pages, 2 columns; length of columns, $8\frac{3}{4}$ in.; width, 3 in. Cannot use matrices. Forms close, 15th of month preceding. Office, 1903-23 Woodland Ave.

Advertising rates, agate, 10 cts. a line, with a discount of 10% on 12 insertions.

EXPOSITOR AND CURRENT ANECDOTES—Monthly. Exclusively for Preachers. Interdenominational. Established 1899. F. M. Barton, publisher. Subscription, \$2. Claimed average circulation for year 1914, 13,750. 96 pages, 2 columns; length of columns, $8\frac{1}{2}$ in.; width, $2\frac{3}{8}$ in. Forms close first of preceding month. Office, Caxton Building.

Advertising rates, agate, 40 cts. a line; \$5 an inch; $\frac{1}{4}$ page, \$12; $\frac{1}{2}$ page, \$22; one page, \$40. Discount, 5, 10 and 20% on 3, 6 and 12 months, respectively. Preferred position, 25% extra.

FINANCE—Every Saturday. Financial and Commercial. Established 1891. Finance Publishing Co., publishers. Subscription, \$5. Claimed average circulation for year 1914, 10,000; 32 pages, 3 columns; length of columns, 11 in.; width, $2\frac{3}{8}$ in. Can use matrices. Forms close Thursday preceding. Office, Caxton Building.

Advertising rates, \$1.50 an inch; 52 in. or more, within one year, \$1 an inch. Special position, 15% extra. Reading notices, 25 cts. a line.

FOUNDRY—Monthly. Trade. Established 1892. Penton Publishing Co., publishers. Subscription, \$1. Claimed average circulation for year 1914, 9,000; 150 pages, 3 columns; length of columns, 10 in.; width, $3\frac{1}{8}$ in. Cannot use matrices. Office, Penton Building.

Advertising rates on application.

GATES RAILROAD LIST—

See advertisement on page 493.

GAZETTE—Every Thursday. Afro-American. Republican. Established 1883. Hon. Harry C. Smith, publisher. Subscription, \$1.50. Claimed average circulation for year ending June 1915, 18,000; 4 pages, 7 columns; length of columns, 21 in.; width, $2\frac{1}{2}$ in. Can use matrices. Office, Blackstone Building.

Advertising rates, 50 cts. an inch. Reading notices, and classified, 10 cts. a line.

HLAS—Every Wednesday. Slovak. Independent. Established 1907. John Pankuch,

OHIO

editor and publisher. Subscription, \$1.50. Claimed average circulation for year ending June 1915, 10,860; 12 pages, 6 columns; length of columns, 20 in.; width, $2\frac{1}{2}$ in. Office, 634-36 Huron Road.

Advertising rates, 75 cts. an inch; one month, 50 cts.; three months, 45 cts.; six months, 40 cts.; one year, 35 cts. an inch.

HOTEL LIFE—Monthly (1st). Hotel Interests. Established 1872. F. Melville Lewis, publishers. Subscription, \$2. Circulation—not given by publisher; 32 pages, 3 columns; length of columns, $9\frac{1}{2}$ in.; width, $2\frac{1}{2}$ in. Can use matrices. Forms close 25th of month preceding. Office, Caxton Building. Advertising rates, \$1.50 an inch.

IRON TRADE REVIEW—Every Thursday. Trade. Established 1867. The Penton Publishing Co., publishers. Subscription, \$4. Claimed average circulation for year 1914, 6,000; 144 pages, 3 columns; length of columns, 10 in.; width, $2\frac{1}{4}$ in. Cannot use matrices. Office, Penton Bldg. Advertising rates upon application.

JEWISH INDEPENDENT—Every Friday, printed in English. Jewish. Established 1906. The Jewish Independent Publishing Co., publishers. Subscription, \$1. Claimed average circulation for year 1914, 19,058; 8 pages, 5 columns; length of columns, 18 in.; width, $2\frac{1}{4}$ in. Can use matrices. Office, Caxton Building.

Advertising rates, $5\frac{1}{2}$ cts. a line; on yearly contract, 1,500 lines, 5 cts.; 3,000 lines, $4\frac{1}{2}$ cts.; 5,000 lines, 4 cts.; 8,000 lines, $3\frac{1}{2}$ cts.; 12,000 lines, 3 cts. a line.

LATHER—Monthly. Labor. Established 1901. Ralph V. Brandt, editor and publisher. Subscription, 60 cts. Claimed average circulation for year 1914, 6,700; 32 to 54 pages, 2 columns; length of columns, $8\frac{1}{2}$ in.; width, $2\frac{3}{4}$ in. Office, Superior Building.

Advertising rates on application.

LEADER—Every morning, including SUNDAY. Independent-Republican. Established 1848. The Cleveland Co., publishers. Subscription, daily, \$3; Sunday, \$2.50. Sworn average circulation for six months ending May, 1915, daily, 84,357* net paid; Sunday, 100,000* net paid; daily, 14 to 24 pages; Sunday, 52 to 80 pages, 8 columns; length of columns, $21\frac{1}{2}$ in.; width, $2\frac{1}{2}$ in. Can use matrices. Office, The Leader-News Bldg.

Advertising rates, agate, daily, 18 cts.; Sunday, 22 cts. a line; 1,000 lines or 13 times within one year, 16 or 18 cts.; 2,000 lines or 26 times, 15 or 17 cts.; 3,000 lines or 52 times, 14 or 16 cts.; 5,000 lines or 104 times, 13 or 15 cts. a line, for daily or Sunday; in combination with evening NEWS, equal space and same copy, daily, 32 cts. Sunday 36 cts. a line; on contract as per

OHIO

above schedule, 28 cts. or 31 cts.; 26 or 29 cts.; 24 or 27 cts.; 22 or 25 cts. a line, for daily or Sunday. Automobile display, daily, 18 cts., Sunday, 20 cts. a line; 1,000 lines or 13 times within one year, 15 or 17 cts.; 2,000 lines or 26 times, 14 or 16 cts.; 3,000 lines or 39 times, 13 or 15 cts.; 4,000 lines or 52 times, 11 or 13 cts. a line for daily or Sunday; in combination with evening NEWS, equal space and same copy, daily, 30 cts., Sunday, 35 cts.; on contract as per above schedule, 24 or 27 cts., 22 or 24 cts.; 21 or 23 cts.; 20 or 22 cts. a line, for daily or Sunday. Mail order, daily, 14 cts., Sunday, 16 cts. a line; in combination with evening NEWS, equal space and same copy, daily, 23 cts., Sunday 25 cts. a line. Steamship, daily or Sunday, 12 cts. flat, a line. Resorts, Hotels, Schools, Colleges and Publishers, daily, 13 cts., Sunday, 15 cts. flat, a line. Preferred position, next to reading, 2 cts. a line; full position, 4 cts. a line, extra each paper. Reading notices, 75 cts. a line; telegraphic readers, \$1.50 a line. Classified, covering insertions in morning Leader and Evening News, 18 cts. a line; Sunday Leader and Saturday News, 21 cts. a line; Sunday, only, 17 cts. a line.

LOCOMOTIVE ENGINEERS' JOURNAL—Monthly. R. R. and Labor. Established 1866. Brotherhood of Locomotive Engineers, publishers. Subscription, \$1. Claimed average circulation for year, 1914, 75,191; 128 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Forms close 6th of preceding month. Office, Garfield Bldg.

Advertising rates, \$12 an inch; ¼ page, \$36; ½ page, \$60; one page, \$100. Discount, 10, 15 or 33⅓% on 3, 6 or 12 consecutive insertions.

See advertisement on page 493.

MISSIONARY MESSENGER—Monthly (1st). Evangelical. Established 1886. C. Hauser, publisher. Subscription, 25 cts. Sworn average circulation for year 1914 7,600*; 16 pages, 2 columns; length of columns, 8¾ in.; width, 3 in. Can not use matrices. Office close 15th of month preceding. Office, 1903-23 Woodland Ave.

Advertising rates, agate, 15 cts. a line, with discount of 10% on 12 insertions.

MOTOR KNOWLEDGE—Monthly (1st). Automobile Owners. Established 1915. Juan C. Abel, publisher. Subscription \$1. Claimed average circulation for 1915-16, 12,000; 36 pages, 2 columns; length of columns, 10 in.; width, 3½ in. Cannot use matrices. Office, 917 Schofield Bldg.

Advertising rates, \$5. an inch; full page, \$60; ½ page, \$30; ¼ page, \$17; ⅛ page, \$9. Classified, 3 cts. per word.

NARODOWIEC—Every Thursday. Polish-Independent. Established 1910. S. A. Dangel, editor and publisher. Subscription, \$1.50.

OHIO

Claimed average circulation for year 1914, 7,490; 8 pages, 6 columns; length of columns, 22 in.; width, 2½ in. Can use matrices. Office, 800 College Avenue.

Advertising rates, 55 cts. an inch; 100 in. within one year, 40 cts.; 200 in., 30 cts.; 500 in., 31 cts.; 720 in., 29 cts.; 1,000 in., 25 cts. an inch. Reading notices, 20 cts. a line.

NEWS—Every evening except Sunday. Independent. The Cleveland Company, publishers. Subscription, \$3. Sworn average circulation for six months ending May, 1915, 112,215* net paid; 12 to 24 pages, 8 columns; length of columns, 21½ in.; width, 2½ in. Can use matrices. Office, The Leader-News Bldg.

Advertising rates, agate, 20 cts. a line; 1,000 lines or 13 times within one year, 18 cts.; 2,000 lines or 26 times, 17 cts.; 3,000 lines or 52 times, 16 cts.; 5,000 lines or 104 times, 15 cts. a line; Automobile, display, 20 cts. a line; 1,000 lines or 13 times within one year, 17 cts.; 2,000 lines or 26 times, 16 cts.; 3,000 lines or 39 times, 15 cts.; 4,000 lines or 52 times, 13 cts. a line. Mail Order, 16 cts. flat a line. Resorts, Hotels, Schools, Colleges and Publishers, 15 cts. flat a line. Combination with Morning or Sunday Leader, which see. Preferred position, next to reading, 2 cts. a line; full position, 4 cts. a line extra. Reading notices, 75 cts. a line; telegraphic, \$1.50. Classified, covering insertions in Morning Leader and Evening News, 18 cts. a line; Sunday Leader and Saturday News, 21 cts. a line.

OHIO ARCHITECT, ENGINEER AND BUILDER—Monthly (1st). Trade. Established 1900. The Architect & Builder Co., publishers. Subscription, \$1. Claimed average circulation for year 1914, 3,850; 96 pages, 2 columns. Can use matrices. Office, Blackstone Building.

Advertising rates, ⅓ page, \$5; ½ page, \$10; ¾ page, \$15; 1½ page, \$25; one page, \$50.

OHIO FARMER—Every Saturday. Agricultural. Established 1848. The Lawrence Publishing Co., publishers. Subscription, \$1. Sworn detailed average circulation for year 1914, 127,886*; 16 to 48 pages, 4 columns; length of columns, 13 5/7 in.; width, 2¼ in. Forms close Saturday preceding. Office, 1011-1015 Oregon Avenue, N. E.

Advertising rates, agate, 60 cts. a line flat. Combination rates, including either Detroit MICHIGAN FARMER or Philadelphia PENNSYLVANIA FARMER, a discount of 10% will be allowed; after July 1, 1916, 5%.

OHIO MOTORIST—Monthly (1st). Motor-ing. Established 1910. Cleveland Automobile Club, publishers. Subscription, \$1. Claimed average circulation for year ending September, 1915, 10,898; 40 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Can-

OHIO

not use matrices. Forms close 1st of month. Office, Hollenden Hotel.

Advertising rates upon application.

PLAINDEALER—Every morning, including SUNDAY. Independent Democratic. Established 1841. The Plaindealer Publishing Co., publishers. Subscription, daily, \$3; Sunday, \$2.50. Sworn detailed average circulation for six months prior to April, 1915, daily, 134,578* net paid; Sunday, 164,391* net paid; daily, 14 to 20 pages; Sunday, 60 to 84 pages, 8 columns; length of columns, 21½ in.; width, 2½ in. Can use matrices. Office, corner Superior Avenue and East Sixth Street.

Advertising rates, daily, agate, 22 cts. a line; Sunday, 23 cts. a line; 26 times, or 1,000 lines, within one year, daily, 19 cts.; Sunday, 22 cts. a line; 52 times, or 2,000 lines, daily, 18 cts.; Sunday, 21 cts.; 104 times or 3,000 lines, daily, 17 cts.; Sunday, 20 cts.; 156 times, or 4,000 lines, daily, 16 cts.; Sunday, 19 cts. For position, add 2 cts. a line for next reading, and 4 cts. a line for first following and next to reading. Mail order copy daily, 16 cts.; Sunday, 19 cts. a line. Hotel, resorts, school and college, daily, 15 cts.; Sunday, 20 cts. a line. Reading notices, daily or Sunday, \$1 a line. Classified, 15 cts. a line, daily; 20 cts. Sunday, 7 consecutive insertions, 14 or 18 cts.; 26 times or 500 lines, 13 or 16 cts.; 52 times or 1,000 lines, 12 or 15 cts. a line for daily or Sunday.

See advertisement on page 546.

POLONIA W. AMERCE—Every Thursday. Polish-Republican. Established 1891. Theo. Dluzynski publisher. Subscription, \$1.50. Claimed average circulation for year 1914, 9,875; 12 pages, 6 columns; length of columns, 19½ in.; width, 2½ in. Can not use matrices. Office, 7007 Broadway.

Advertising rates upon application.

POWER BOATING—Monthly. Boating. Established 1905. Penton Publishing Co., publishers. Subscription, \$1. Claimed average circulation for year 1914, 25,000; 120 pages, 2 columns; length of columns, 10 in.; width, 3½ in. Office, Penton Building.

Advertising rates, ¼ page, \$15; ½ page, \$25; ¾ page, \$45; one page, \$80. Discount, 15% on 12 months order. Back cover page, \$150.

PRESS—Every evening, except Sunday. Independent. Established 1878. Scripps Publishing Co., publishers. Subscription, \$3. Sworn average circulation for six months prior to April, 1915, 174,471* net paid; 12 to 20 pages, 8 columns; length of columns, 22½ in.; width, 2 in. Can use matrices. Office, East 9th and Rockwell Avenue.

Advertising rates, agate, 18 cts.; in full position, 23 cts. flat a line. Reading notices, 80 cts. a line. Classified ads, 2½ cts. per word; displayed, 15 cts. a line.

OHIO

RAILROAD TRAINMAN—Monthly. Fraternal-Labor. Established 1884. Brotherhood of Railroad Trainmen, publishers. Subscription, \$1. Sworn average circulation for first six months of 1915, 127,500* net paid; 132 pages, 2 columns; length of columns, 7½ in.; width, 2¾ in. Can use matrices. Forms close 6th of preceding month. Office, Garfield Building.

Advertising rates, \$24 an inch; ¼ page, \$72; ½ page, \$120; one page, \$200. Discount, 10, 15 or 33⅓% on 3, 6 or 12 consecutive insertions respectively.

See advertisement on page 493.

RAILWAY POST OFFICE—Monthly (19th). Postal. Established 1899. Railway Mail Association, publishers. Subscription, 50 cts. Claimed average circulation for year 1914, 14,500; 36 pages, 3 columns; length of columns, 9¾ in.; width, 2¼ in. Can use matrices. Forms close 1st of each month.

Advertising rates 1 inch, one time, \$2; three times, \$4.50; twelve times, \$16; full page, \$35, \$95 or \$325 respectively; ½ page pro rata.

SENBOTE—Every Wednesday. German. Baptist. Established 1853. German Baptist Publication Society, publishers. Subscription, \$2. Claimed circulation for six months ending June, 1915, 7,630 net; 16 pages, 4 columns; length of columns, 13½ in.; width, 2¼ in. Office, 3804 Payne Avenue, N. E.

Advertising rates, nonpareil, 60 cts. an inch; 2 to 4 insertions, 50 cts.; 5 to 13 insertion, 40 cts.; 14 to 26 insertions, 35 cts.; 27 to 52 insertions, 30 cts. an inch.

STIMME DER WAHRHEIT—See Detroit, Mich.

SVET—Every morning except Sunday. Bohemian-Independent. Established 1911. Svet Printing and Publishing Co. (Inc.), publishers. Subscription, \$4. Claimed average circulation for six months prior to July, 1915, 8,200; 6 pages, 7 columns; length of columns, 20 in.; width, 2¼ in. Can use matrices. Office, 4514 Broadway.

Advertising rates, 50 cts. an inch. Classified, 10 cts. a line.

SZABADSAG—Every morning except Sunday. Hungarian. Independent Republican. Established 1890. Subscription, \$4. Sworn average circulation for six months prior to October, 1914, 30,047* net paid; 6 to 16 pages, 8 columns; length of columns, 21 in.; width, 2¼ in. Can use matrices. Office, Szabadsag Building, 700-702 Huron Road.

Advertising rates, agate, 10 cts. a line; three months, or 1,400 lines, 15%; six months or 2,800 lines, 20%; one year, or 7,000 lines, 25% discount. Preferred position, 30% extra. Classified, 10 cts.; personals, or business personals, 15 cts. a line. Reading notices, 25 cts. a line, with time and space discounts.

OHIO

TOWN TOPICS—Every Saturday. Society. Automobile and the Home. Established 1887. Cleveland Town Topics Co., publishers. Subscription, \$2. Claimed average circulation for year 1914, 7,654; 28 pages, 4 columns; length of columns, 11½ in.; width, 2 in. Office, 319 Caxton Building.

Advertising rates, 12 cts. a line; 13 times, 11 cts.; 26 times, 10 cts.; 39 times, 9 cts.; 52 times, or 5,000 lines within one year, 8 cts. a line. Preferred position, 30% extra. Reading notices, 25 cts. a line.

VOCE DEL POPOLO ITALIANO—Every Saturday. Italian. Independent. Established 1902. The Italian Publishing Co., publishers. Subscription, \$1. Claimed average circulation for 1914, 35,000; 8 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Cannot use matrices. Office, 823-25 Central Avenue, S. E.

Advertising rates, \$1; 100 in., 90 cts.; 500 in., 80 cts.; 1,000 in., 70 cts. an inch.

VOLKSFREUND UND ARBEITER-ZEITUNG—Every Saturday. German. Labor. Established 1886. Socialist Labor Party, publishers. Subscription, \$1.50. Claimed average circulation for year 1914, 8,500; 8 pages, 7 columns; length of columns, 20 in.; width, 2¼ in. Can use matrices. Office, 2209 Ontario St.

Advertising rates on application.

WAECHTER UND ANZEIGER—Every evening except Sunday, and **SUNDAY MORNING**. German. Independent Democratic. Est. \$2; Sunday, \$1. Claimed average circulation for 1914, daily, 34,400; Sunday, 21,500; daily, 8 and 10 pages; Sunday, 20 pages, 7 columns; length of columns, 21½ in.; width, 2½ in. Can use matrices. Office, 1566-70 West Third Street.

Advertising rates, daily, 1 to 2 in., each week for 52 weeks, 6 cts. per agate line; 3 or 4 in., 5 cts. a line; 5 to 10 in., 4½ cts. a line; 20 in. 4 cts. a line; preferred position, 25% extra. Electrotypes or stereotype matter requiring no translation or composition, 10% discount from above rates. Open space within one year, 25 in., 7 cts. per agate line; 1,400 lines, 6½ cts.; 2,800 lines, 6 cts.; 4,200 lines, 5½ cts.; 5,600 lines, 5¼ cts.; 7,000 lines, 5 cts.; 10,500 lines, 4½ cts. a line; 1,000 in. or more, 60 cts. an inch. Reading notices, long primer, body type, 30 cts. a line, daily or Sunday; locals, brevier, 25 cts. a line, with discount on 10,000 lines or more. Classified, 6 cts. per nonpareil line.

COLUMBUS—Population, 1910 census, 181,511; 1915 estimate, 204,567. On Scioto River, having seventeen divisions of nine trunk line railroads. One of the most wealthy and prosperous cities of the central states. A most important distributing point with a very large interest in the manufacture of agricultural implements, automobiles, buggies, iron and steel products,

OHIO

shoes, leather, lumber, plows and edge tools; also a vast trade in the shipment of coal, iron, steel, grain and live stock. State Capital, State University, Ohio Agricultural and Mechanical College and Capital University located here. Annual value of manufactured products approximately, \$85,000,000.00. Bank clearings during the year 1914, \$341,411,400.00.

BUSINESS EDUCATOR—Monthly, except July and August. Educational. Established 1895. Zaner & Bloser, publishers. Subscription, teachers' professional edition, \$1; students' penmanship, 75 cts. Claimed average circulation for 1914, 12,792; 36 to 48 pages, 3 columns; length of columns, 9½ in.; width, 2½ in. Forms close 10th of preceding month. Office, 118 N. High Street.

Advertising rates, \$2 an inch; ¼ page, \$9; ½ page, \$17.50; one page, \$30; 20% discount on yearly contracts.

CATHOLIC COLUMBIAN—Every Friday. Catholic. Established 1874. Columbian Printing Co., publishers. Subscription, \$2. Sworn average circulation for 1914, 21,194*; 8 pages, 7 columns; length of columns, 20% in.; width, 2½ in. Can use matrices. Office, 60-62 East Spring Street.

Advertising rates, \$2.12 an inch, with discount 5, 10, 15 or 20% on 10, 50, 200 or 500 inches space.

CATHOLIC COLUMBIAN RECORD—See Indianapolis, Ind.

CATHOLIC FORESTER—Monthly (1st). Fraternal-Catholic. Jas. T. Carroll, editor and publisher. Subscription, 13 cts. Circulation—not given by publisher; 8 pages, 4 columns; length of columns, 13½ in.; width, 2½ in. Can use matrices. Forms close 15th of preceding month.

Advertising rates, 50 cts. a line. Reading notices, 75 cts. a line.

CITIZEN—Every evening except Sunday. Independent. Established 1899. Citizen Publishing Co., publishers. Subscription, \$3. Sworn average circulation for six months prior to April 1, 1915, 65,752* net paid; 10 to 16 pages, 8 columns; length of columns, 21¼ in.; width, 2½ in. Can use matrices. Office, 34 N. Third Street.

Advertising rates, agate, 8 cts.; in full position, 10 cts. flat a line. Classified, 1c. per word. Reading notices, 30 cts. a line.

DISPATCH—Every evening except Sunday, and **SUNDAY MORNING**. Independent. Established 1871. The Dispatch Printing Co., publishers. Subscription, daily and Sunday, \$.55. Sworn average circulation for six months prior to April, 1915, daily, 73,762* net paid; Sunday, 68,867* net paid; daily, 12 to 36 pages, Sunday, 56 pages, 8

OHIO

columns; length of columns, $2\frac{1}{2}$ in.; width, $2\frac{1}{2}$ in. Can use matrices. Office, corner Gay and High Streets.

Advertising rates, daily or Sunday, 15 cts. a line; 26 days, 12 cts.; 52 days or 1,000 lines, within one year, 11 cts.; 104 days or 2,500 lines, 10 cts.; 156 days or 5,000 lines, 9 cts.; 312 days or 10,000 lines, $8\frac{1}{2}$ cts. a line. Special rate for mail order, automobile, schools and colleges, hotels, resorts and publications, 9 cts. a line, flat. Classified, $1\frac{1}{2}$ cts. a word, first insertion; 1 cent a word, after. Reading notices, 40 cts. a line; telegraphic, \$1 a line.

EXPRESS AND WESTBOTE—Every evening except Sunday, **OHIO SONNTAGSGAST**, Sunday morning, **SEMI-WEEKLY**, **DER WESTBOTE**, Tuesdays and Thursdays, and **COLUMBUS EXPRESS**, Wednesdays. German. Established 1843. Gustav Hirsch, publisher. Subscription, daily, \$6; semi-weekly, \$2; Sunday, \$2; weekly, 75 cts.; circulation not given by publisher; daily, semi-weekly and weekly, 8 pages; Sunday, 16 pages, 7 columns; length of columns, 21 in.; width, $2\frac{1}{2}$ in. Can use matrices. Office, 274 South Third Street.

Advertising rates, $7\frac{1}{2}$ cts. a line; 1,000 lines, 6 cts.; 2,500 lines, 5 cts.; 5,000 lines, 4 cts.; 10,000 lines, 3 cts. a line. Reading notices, 30 cts. a line. Classified, 5 cts. a line.

FEEDER—Semi-Monthly (1st and 15th). Feeding of Live Stock. Established 1912. The Feeder Publishing Co., publishers. Subscription, 50 cts. Circulation—not given by publisher; 8 pages, 3 columns; length of columns, 10 in.; width, $2\frac{1}{2}$ in. Can use matrices. Forms close 10 days in advance.

Advertising rates, \$1.40 an inch; 3 months, \$1.25; 6 months, \$1.10; 12 months, \$1 an inch each issue.

HUNTER-TRADER-TRAPPER—Monthly. Hunting, Trapping, etc. Established 1900. F. J. & W. F. Heer, publishers. Subscription, \$1. Detailed average circulation for year ending June, 1915, 86,258; 128 to 200 pages, 1 and 2 columns; length of columns, 8 in.; width, $2\frac{1}{2}$ and 5 in. Forms close 20th preceding month. Office, 55 East Main Street.

Advertising rates, \$5 an inch; full page, \$80; $\frac{1}{2}$ or $\frac{1}{4}$ page pro rata.

LIBERAL ADVOCATE—Every Wednesday. Liquor. Otto Kemmler, publisher. Subscription, \$2. Claimed average circulation for year 1914, 7,253; 8 pages, 6 columns; length of columns, $1\frac{1}{2}$ in.; width, $2\frac{1}{2}$ in. Cannot use matrices. Office, 248 $\frac{1}{2}$ So. High Street.

Advertising rates, one time, matter per square $\frac{3}{4}$ inch, 65 cts.; 3, 6 and 12 months, 55, 50 and 45 cts. per square. Readers, 10 to 25 cts. a line.

MEDICAL JOURNAL—Monthly. Medical. Established 1876. C. C. Hollenback, pub-

OHIO

lisher. Subscription, \$1. Claimed average circulation for year 1914, 7,500; 64 pages, 2 columns; length of columns, 10 in.; width, $3\frac{1}{2}$ in. Forms close 15th preceding month. Office, 44 West Broad Street.

Advertising rates, 30 cts. a line; full page, \$42; $\frac{1}{4}$ and $\frac{1}{2}$ pages, pro rata. Discount, 10% on 12 insertions, or 3 pages used within one year.

NATIONAL GUARD MAGAZINE—Monthly (20th). Military. Established 1906. The Edward T. Miller Co., publishers. Subscription, \$1. Claimed average circulation for 1914, 37,000; 16 to 32 pages, 3 columns; length of columns, 10 in.; width, $2\frac{5}{8}$ in.

Advertising rates, \$3 an inch; full page, \$45; $\frac{1}{2}$ page, \$28.50; $\frac{1}{4}$ page, \$16.80; $\frac{1}{8}$ page, \$8.80. Discount on 3 months or longer. Classified, 15 cts. a line, nonpareil measure.

OHIO EDUCATIONAL MONTHLY—Monthly. Educational. Established 1852. O. T. Corson, editor and publisher. Subscription, \$1. Claimed average circulation for year 1914, 5,800; 50 pages, 2 columns; length of columns, 9 in.; width, 3 in. Office, 55 East Main Street.

Advertising rates, \$2 an inch; two times, \$3; three times, \$4; four times, \$5; five times, \$6; six times, \$7; seven times, \$8; eight times, \$9; nine times, \$10; ten times, \$11; eleven times, \$12; twelve times, \$13, with discount for space.

OHIO ENDEAVORER—Monthly (1st). Y. P. S. C. E. Established 1898. The Ohio Christian Endeavor Union, publishers. Subscription, 50 cts. Claimed average circulation for year ending June, 1915, 5,432*; 20 pages, 3 columns; length of columns, $10\frac{1}{2}$ in.; width, $2\frac{1}{2}$ in. Office, Chamber of Commerce Building.

Advertising rates, full page, \$40; $\frac{1}{2}$, $\frac{1}{4}$ or $\frac{1}{8}$ pages, pro rata; $\frac{1}{16}$ page, \$3. Reading notices, 15 cts. a line. Discounts of 10 or 25% on 3 or 6 consecutive insertions.

OHIO JOURNAL OF COMMERCE—Semi-Monthly (1st and 15th). Educational and Commercial. Established 1911. Subscription, \$2. Claimed average circulation for year 1914, 5,600; 16 pages, 3 columns; length of columns, $10\frac{1}{2}$ in.; width, $2\frac{1}{2}$ in. Can use matrices.

Advertising rates, \$1 an inch; full page, \$30; $\frac{1}{2}$ page, \$15.50; $\frac{1}{4}$ page, \$8; $\frac{1}{8}$ page, \$4.25; $\frac{1}{16}$ page, \$2.25.

OHIO SONNTAGSGAST. Sunday edition of Express and Westbote, which see.

OHIO STATE JOURNAL—Every morning, including SUNDAY. Republican. Established 1811. Ohio State Journal Company, publishers. Subscription, daily and Sunday, \$7; Sunday, \$2.50. Rural Route, daily only, \$3. Sworn average circulation for six months

OHIO

ending June, 1915, daily, 52,292* net paid; Sunday, 30,170* net paid; daily, 10 to 20 pages; Sunday, 48 to 72 pages, 8 columns; length of columns, 2 1/4 in.; width, 2 1/4 in. Can use matrices. Office, 50 East Broad Street.

Advertising rates, daily or Sunday, agate, 15 cts. a line. Open space, within one year, 700 lines or 26 times, 9 cts. a line; 1,400 lines or 52 times, 8 1/2 cts.; 2,800 lines or 104 times, 8 cts.; 7,000 lines or 156 times, 7 1/2 cts.; 10,000 lines or 312 times, 7 cts. a line. Preferred position, 10 and 25% extra. Reading notices, daily or Sunday, 35 cts. a count line; locals, 20 cts.; telegraphic readers, \$1 a count line. Classified, daily or Sunday, 1 1/2 cts. a word, first insertion; 1 cent per word thereafter.

See advertisement on page 504.

OHIO TEACHER—Monthly. Educational. Established 1880. Henry G. Williams, editor and publisher. Subscription, \$1. Claimed minimum circulation for year 1914, 14,000; 52 pages, 2 columns; length of columns, 9 in.; width, 3 1/4 in. Forms close 25th of preceding month. Can use matrices. Office, 81-87 N. 3d Street.

Advertising rates, \$3 an inch; 1/4 page, \$5; 1/2 page, \$8.50; 3/4 page, \$15; one page, \$30. Discount on 3 or more insertions.

OHIO WAISENFREUND—Every Wednesday. German. Roman Catholic and Independent Democratic. Established 1873. Pontifical College Josephinum (Inc.), publishers. Subscription, \$1.50. Claimed circulation for year 1914, 40,000; 12 pages, 4 columns; length of columns, 13 3/4 in.; width, 2 1/4 in. Can use matrices. Office, 821 East Main Street.

Advertising rates on application.

REPORTER—Every morning except Sunday. Legal and Financial. Established 1894. Frank M. Sprague, publisher. Subscription, \$12. Claimed average circulation for year 1914, 9,347; 4 pages, 5 columns; length of columns, 17 1/2 in.; width, 2 1/4 in. Office, 39-41 East Noble Street.

Advertising rates, nonpareil, 5 cts. a line.

RURAL EDUCATOR—Monthly (1st). Educational and Agricultural. Established 1912. The Rural Educator Co., publishers. Subscription, \$1; claimed average circulation for year 1914 10,000; 24 pages, 2 columns; length of columns, 9 in.; width, 3 in. Can use matrices. Forms close 10th of month preceding. Office, University Hall, Ohio State University.

Advertising rates, \$2 an inch; full page, \$20; 1/2 page, \$10; 1/4 page, \$5; 1/8 page, \$3. Special position, 25% extra. Readers or classified, 2 cts. per word.

OHIO

SAMPLE CASE—Monthly. Commercial Travelers. Established 1891. Order of the United Commercial Travelers of America, publishers. Subscription, \$1. Claimed average circulation for year 1914, 44,759; 96 pages, 2 columns; length of columns, 8 in.; width, 2 1/2 in. Forms close 1st preceding month. Office, 638 N. Park Street.

Advertising rates, agate, 45 cts. a line; per inch, \$5.75; 1/4 page, \$11.50; 1/2 page, \$21.25; 3/4 page, \$40.25; one page, \$74.75. Discount on time contracts. Cover pages, 25% extra.

TIMES—Every Saturday. Democratic. Established 1811. Times Publishing Co., publishers. Subscription \$1. Claimed average circulation for year 1914, 5,000; 4 pages, 6 columns; length of columns, 20 in.; width, 2 1/4 in. Cannot use matrices. Office, 44 West Broad St.

Advertising rates upon application.

WESTBOTE—Semi-Weekly of Express and Westbote, which see.

COSHOCTON—Population 9,603. Located on Muskingum River and Ohio Canal; Wheeling & Lake Erie and Pittsburg, Ft. W. & Chicago Railway Systems. Coal mining, live stock raising and other agricultural pursuits engaged in throughout the surrounding territory. Other industries are potteries; paper and corrugated paper mills; foundries; glass, glove, advertising novelty, iron pipe, stove, automobile tire and plumbers supply factories. Annual income from the various industries, \$3,600,000.00.

TIMES-AGE—Every evening except Sunday. Democratic. Established 1824. The Times-Age Company, publishers. Subscription, \$5. Sworn average circulation for six months prior to April, 3,989* net paid; 8 to 12 pages, 7 columns; length of columns, 20 3/4 in.; width, 2 1/4 in. Can use matrices.

Advertising rates, 20 cts. an inch; 50 in. on yearly contract, 18 cts.; 100 in., 16 cts.; 500 in. or more, 14 cts. an inch. Special position, 10 or 25% extra. Reading notices, 50 cts. a count line; telegraphic, first page, \$1, or other pages, 25 cts. a line. Classified, 1c. per word.

DAYTON—Population 116,577. On Great Miami River, eight interurban lines and five railroads operating eight divisions. Has excellent water supply. Manufactures include cash registers, fare registers, duplicating order registers, aeroplanes, stoves, hollow ware, paper, railroad cars, automobiles, automobile tires, automobile self starting and lighting systems, auto

INTENSIVE farming, even upon a small parcel of ground, is more profitable than a universal broadcast scatterment. Right use of a publication is like intensive farming.

OHIO

trucks, car fixtures, stationery and office supplies, printers and bookbinders machinery, brick making machinery, plumbers supplies and agricultural implements; also has foundry and machine shops, cotton and woolen mills, wood working shops and linseed oil works, paint and varnish works; center of tobacco growing district. State Insane Asylum and National Soldiers Home located here. Value of manufactured products, for 1914, \$90,097,934.00. Jobbing trade, 1914, \$21,901,447.00. Bank clearings during the year 1914, \$115,479,339.14.

BETTER ROADS AND STREETS—Monthly (1st). Good Roads. Established 1911. Better Roads Publishing Co., publishers. Subscription, \$1.50. Claimed average circulation for the first six months 1915, 10,000; 72 pages, 2 columns; length of columns, 11 in.; width, 3 3/4 in. Can use matrices. Forms close 15th of preceding month.

Advertising rates, full page, \$75; 1/2 page, \$40; 1/4 page, \$25; 1/8 page, \$15, with discounts on 4, 6, or 12 insertions.

BIFF—Monthly (1st). Comic. Established 1911. Biff Publishing Co., publishers. Subscription, 50 cts.; circulation not given by publisher; 36 pages, 2 columns; length of columns, 7 1/2 in.; width, 2 1/4 in. Forms close 15th of preceding month. Office, 114 E. Fourth Street.

Advertising rates, \$5 an inch; 1/2 page, \$3.50; 1/4 page, \$15; 1/8 page, \$27.50; one page, \$50; inside cover page, \$75; outside cover page, \$100.

CHOIR HERALD—Also **CHOIR LEADER**. Monthly (1st). Musical. Established 1897 and 1894. Lorenz Publishing Co., publishers. Subscription, either publication, 90 cts. Sworn combined average circulation for first six months of 1915, 49,738* net paid; 32 pages, 2 columns; length of columns, 8 1/2 in.; width, 2 3/4 in. Forms close, 25th of month preceding. Office, 216-218 West Fifth Street.

Advertising rates on application. All advertising to appear in both publications of same date.

CHOIR LEADER—See **Choir Herald**.

COUNTRY LIFE IN THE MIAMI VALLEY—Every Thursday. Evening News Publishing Co., publishers. Sworn average circulation for five months ending August, 1915, 11,708; 8 pages, 4 columns; length of columns, 1 1/2 in.; width, 15 ems. Can use matrices. Forms close Tuesday preceding.

Advertising rates, agate, 2 cts. a line flat.

HERALD—Every evening except Sunday. Republican. Established 1879. E. G. Burkam, publishers. Subscription, \$5. Claimed average

OHIO

circulation for year 1914, 22,710 net paid; 14 to 32 pages, 7 columns; length of columns, 21 1/4 in.; width, 2 1/2 in. Can use matrices. Office, Fourth and Jefferson Streets.

Advertising rates, 6 cts. a line; 1,000 lines, 5 cts.; 3,000 lines, 4 cts.; 5,000 lines or more, 3 1/2 cts. a line. Combination with daily or Sunday **JOURNAL**, 6 cts. a line flat. Educational and resorts, 4 cts. a line flat. Preferred position, 10 and 25% extra. Reading notices, 25 cts. a count line. Classified, 1 cent a word.

HERALD OF GOSPEL LIBERTY—Every Thursday. Christian. Established 1808. Christian Publishing Association, publishers. Subscription, \$1.50. Claimed average circulation for year 1914, 5,516; 32 pages, 3 columns; length of columns, 11 in.; width, 15 ems.

Advertising rates, 60 cts. an inch, with discount on space.

JOURNAL—Every morning including **SUNDAY**. Republican. Established 1809. E. G. Burkam, publisher. Subscription, daily, \$5. Claimed average circulation for year 1914, daily, 23,448 net; Sunday, 24,488 net; 12 to 20 pages, 7 columns; length of columns, 21 in.; width, 2 1/4 in. Can use matrices. Office, Journal Building, Jefferson and Fourth Streets.

Advertising rates, agate, daily, 6 cts.; Sunday, 8 cts. a line; 1,000 lines, 5 and 7 cts.; 3,000 lines, 4 and 6 cts.; 5,000 lines, 3 1/2 and 4 1/2 cts. a line. Combination, daily or Sunday with evening **HERALD**, 6 cts. a line, flat. Educational and resorts, daily, 4 cts.; Sunday, 5 cts. a line. Preferred position, 10 and 25% extra. Classified, 1c. a word, flat. Reading notices among pure reading, 25 cts. a line; telegraphic, 50 cts. a line.

NEWS—Every evening except Sunday and **SUNDAY MORNING**. Independent. Democratic. Established 1908. The Evening News Publishing Co., publishers. Subscription, \$5. Sworn average circulation for six months prior to April, 1915, daily, 33,486* net paid; Sunday, 15,189* net paid; 12 to 16 pages, 7 columns; length of columns, 21 1/2 in.; width, 2 1/4 in. Can use matrices. Office, 4th and Ludlow.

Advertising rates, agate, daily or Sunday, 4 1/2 cts. a line. Preferred position, 15 and 25% extra. Classified, 1c. a word. Reading notices, 35 cts. a count line; telegraphic readers, 50 cts. a line. In combination with **SPRINGFIELD (O.) NEWS**, 6 cts. a line for display.

OTTERBEIN TEACHER—Monthly. United Brethren. Established 1873. W. R. Funk, publisher. Subscription, 60 cts. Claimed average circulation for year ending June, 1915, 12,290; 32 pages, 2 columns; length of columns, 7 1/2 in.; width, 2 1/2 in. Forms close 10th preceding month.

Advertising rates, agate, 12 cts. a line.

OHIO

RELIGIOUS TELESCOPE—Every Wednesday. United Brethren. Established 1834. W. R. Funk, publisher. Subscription, \$1.50; Claimed average circulation for year ending June, 1915, 26,500; 32 pages, 3 columns; length of columns, 11 in.; width, 2½ in. Terms close Monday preceding.

Advertising rates, agate, 16 cts. a line; 1,000 lines within one year, 14 cts. Reading notices, set solid, double display rate; leaded, triple price a count line. For combination rates, see Philadelphia, Pa., PRESBYTERIAN.

WATCHWORD—Every Saturday. United Brethren. Established 1893. W. R. Funk, publisher. Subscription, \$1. Claimed average circulation for year ending June, 1915, 42,500; 16 pages, 3 columns; length of columns, 10½ in.; width, 2½ in.

Advertising rates, agate, 18 cts. a line; 1,000 lines, within one year, 15 cts. Reading notices, set solid, double display rates; leaded, triple price a count line. For combination rates, see Philadelphia FORWARD also PRESBYTERIAN.

YOUNG CATHOLIC MESSENGER—Semi-monthly. Juvenile. Religious. Established 1885. Geo. A. Pfau, publisher. Subscription, 50 cts. Claimed average circulation for year 1914, 52,104; 8 pages, 3 columns; length of columns, 11 in.; width, 2½ in.

Advertising rates, agate, 25 cts. a line; 50 lines, 24 cts.; 100 lines, 23 cts.; 250 lines, 22 cts.; 500 lines, 20 cts. a line.

EAST LIVERPOOL—Population, 1910 census, 20,387; 1915 estimate, 21,877. On Ohio River and 2 railroads. Extensive deposits of potters' clay in vicinity with 42 largest potteries in the world, employing over 7,000 people, producing annually, \$7,000,000.00 in white ware and porcelain; other industries are flint mills; brick and tile works; steel work and rubber factory. Bank resources, \$3,824,972.48. Building and Loan resources, \$48,426,009.96.

REVIEW—Every evening except Sunday. Republican. Established 1884. Louis H. Brush, publisher. Sworn average circulation for six months prior to October, 1914, 5,595* net paid; 8 to 16 pages, 7 columns; length of columns, 21 in.; width, 2½ in.

Advertising rates, 15 cts; next to reading, 16½ cts.; full position, 18 cts. an inch; 100 in., or more, 12, 13½ or 15 cts. an inch. Classified, 1c. per word. Reading notices, 10 cts. a line.

TRIBUNE—Every Morning except Sunday. Republican. Established 1876. Morning Tribune Co., publishers. Subscription, \$5.20. Claimed average circulation for year 1914; 5,474 net paid; 12 pages, 7 columns; length of columns, 20 in.; width, 2½ in.

Advertising rates, 20 cts. an inch; on contract, up to 99 in, 18 cts.; 100 in, 16 cts.; 250 in., 14 cts. Reading notices (8 point), 10 cts. a running line. Classified, 1c. per word.

OHIO

ELYRIA—Population 14,825. On Black River, and is served by the Baltimore & Ohio and New York Central Railway Systems. Extensive dairying interests throughout the surrounding territory. Other industries are belting, gas engine, linseed oil, quarrying machine, enamel iron pipe, iron fence, babbitt metal sheet steel, screw, nut and bolt works; invalid tricycle, wheel chair, carriage hardware, bicycle, saddle, automobile, stove and telephone supply factories; hosiery, silk and lace mills and brass foundry, or 45 manufacturing plants in all, whose monthly payrolls average \$250,000.00. Annual income from the various industries, \$15,000,000.

TELEGRAM—Every evening except Sunday. Progressive. Established 1898. Republican Printing Co., publishers. Subscription, \$3. Sworn average circulation for six months prior to October, 1914, 4,378*; 6 to 16 pages, 7 columns; length of columns, 19¾ in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 25 cts.; next to reading, 27½ cts.; full position, 30 cts. an inch; 51 in., 15 cts., 17½ cts., or 20 cts.; 101 inches or more, 12 cts., 13 cts. or 15 cts. an inch. Reading notices, 10 cts. a count line. Classified, 1c. per word.

FINDLAY—Population 14,858. County seat of Hancock County. On eight railroads. In the center of an excellent farming and stock raising section; natural gas; petroleum and oil refineries. Offices of the Ohio Oil Co., also the Illinois Pipe Line Co., are located here. Other industries include auto tire, beet sugar, cigar, shoe and churn factories, cooperage and steel works; machine shops; rolling mills; carriage, ditching machine, automobile and auto truck, plow, glass and porcelain works; potteries. Seat of Findlay College. Annual value of manufactured products, \$75,150,650.00.

REPUBLICAN—Every morning except Sunday. Republican. Established 1886. The Findlay Publishing Co., publishers. Subscription, \$4.50. Sworn average circulation for six months prior to April, 1915, 5,543* net paid; 8 to 16 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices.

Advertising rates, 20 cts. an inch; 26 in., 18 cts.; 51 in., 15 cts.; 101 in. or more, 13 cts. an inch. Composition, 5 cts. an inch extra. Classified, 1c. a word. Reading notices, 10 cts. a line.

GROVER HILL—Population 676. On Cincinnati, Hamilton and Dayton Railroad. Farming and lumbering carried on extensively throughout the surrounding territory.

TRI-STATE FARMER—Semi-monthly (2nd and 4th Saturdays). Agricultural. Established 1914. The Reporter Publishing Co., publishers. Subscription 50 cts. Claimed

OHIO

average circulation for year 1914, 6,245; 8 pages, six columns; length of columns, 20 in.; width, 2½ in. Can not use matrices. Forms close one week in advance.

Advertising rates, 50 cts. an inch; front cover, \$2 an inch. Discount of 10 or 20 per cent on six or twelve insertions.

HAMILTON—Population, 1910 census, 35,279; 1915 estimate, 39,000. On Miami River. Four steam and two electric inter-urban railroads. Has machine shops, agricultural implement works, tanneries, breweries, paper mills, scale, wooden ware, steam engines, wire goods, wagon, stove, safe, tool, blanket, knit goods and office furniture factories, or 135 manufacturing plants in all. Annual value of manufactured products, \$18,184,000.00. Bank clearings during 1914, \$21,383,159.18.

JOURNAL—Every evening except Sunday. Democratic. Established 1886. The Journal Publishing Co., publishers. Subscription, \$5. Sworn average circulation for six months prior to April, 1915, 3,792* net paid; 8 to 12 pages, 7 columns; length of columns, 20 in.; width, 2½ in.

Advertising rates, 25 cts. an inch; 51 in., 22½ cts.; 101 in., or more, within one year, 16 cts. an inch; next reading, 18 cts.; full position, 20 cts. Preferred position, 25% extra. Reading notices, 10 cts. a count line, first time, 5 cts. a line each subsequent insertion. Classified, 1c. a word.

REPUBLICAN-NEWS—Every evening except Sunday. Republican. Established 1879. The Republican Publishing Company, publishers. Subscription, \$4. Sworn average circulation for six months prior to April 1915, 6,071* net paid; 8 to 12 pages, 7 columns; length of columns, 21 in.; width, 2½ in.

Advertising rates, 25 cts. an inch; 51 in., within one year, 22½ cts.; 101 in., or more, 16 cts.; next reading, 18 cts.; full position, 20 cts. an inch. Composition, 4 cts. an inch additional. Preferred position, extra; classified, 1c. a word. Reading notices, 10 cts. a count line.

LIMA—Population 30,508. 5 railroads and 6 interurban lines. In the center of the Ohio Oil Fields. Industries include extensive oil refineries and the manufacture of railroad locomotives, motor trucks, steel castings, boilers, engines, cars and carriages; mattresses and the largest independent cigar factories in the world. Railroad shops are located here.

NEWS—Every evening except Sunday and SUNDAY MORNING. Independent. Established 1896. Lima News Publishing Co., publishers. Subscription, \$4. Sworn detailed average circulation for three months ending March 1915, daily, 9,171* net paid; Sunday, 9,777* net paid; 10 to 24 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

OHIO

Advertising rates, 28 cts. an inch; 250 in., within one year, 26 cts.; 350 in., 24 cts.; 500 in., 22 cts. an inch. Special positions, 10 or 20% extra. Reading notices, 5 cts. a line. Classified, 1c. per word.

REPUBLICAN-GAZETTE—Every morning except Monday. Republican. Established 1852. Republican Gazette Co., publishers. Subscription, \$5. Sworn average circulation for six months prior to April 1915, 5,312* net paid; 8 pages, 7 columns; length of columns, 21½ in.; width, 2½ in. Can use matrices.

Advertising rates, 15 cts. an inch; next to reading, 16 cts.; full position, 18 cts.; 101 or more in. within one year, 12, 14 or 15 cts. an inch. Composition, 5 cts. an inch, extra. Reading notices, 5 cts. a line. Classified, 1c. per word.

TIMES-DEMOCRAT—Every evening except Sunday. Democratic. Established 1884. Subscription, \$5. Sworn average circulation for six months prior to April, 1915, 4,895* net paid; 8 pages, 7 columns; length of columns, 22 in.; width, 2½ in. Can use matrices.

Advertising rates, 25 cts. an inch; 100 in., within one year, 22 cts.; 300 in., 20 cts.; 500 in., 18 cts.; 1,500 or more in., 15 cts. an inch. Preferred position, 25% extra. Reading notices, 5 cts. a line. Classified, 1c. per word.

LONDON—Population 3,530. On Pittsburgh Cincinnati, Chicago & St. Louis and Cleve land, Cincinnati, Chicago & St. Louis Railway System; also Ohio Electric Railway. Located in a thriving agricultural and stock raising region, with extensive shipment of grain (6 grain elevators), cattle, hogs, eggs, poultry and other farm products. Other industries are, hardwood lumber and flour mills; sheet metal steel burial vault and novelty works; ice, meat packing, sewer and drain tile plants; creamery; canning factory and carriage shops.

MADISON COUNTY DEMOCRAT—Semi-Weekly (Tuesday and Friday). Democratic. Established 1857. Chester E. Bryan, editor and publisher. Subscription, \$1.50. Sworn detailed average circulation for first six months of 1915, 5,261* net paid; 8 to 16 pages; 7 columns; length of columns, 19½ in.; width, 2½ in. Cannot use matrices.

Advertising rates upon application.

LORAIN—Population, 1910 census, 28,833; 1915, estimate, 32,000. Located in the center of a rich farming community at the mouth of Black River, on 5 railroads and 3 interurban lines. The Queen City of the Great Lakes. Has the best harbor on Lake Erie and to this fact owes her remarkable industrial growth. Is an ideal summer resort. The principal industries being steel mills, shipbuilding plant, gas stove and shovel works. Also ships lumber, grain and other agricultural products. Annual income from various industries \$200,000.

OHIO

000.00. Bank clearings during 1914, \$6,751,157.00.

TIMES-HERALD—Every evening except Sunday. Republican. F. A. Rowley Estate, publishers. Subscription, \$3. Sworn average circulation for six months prior to April, 1915, 5,159* net paid; 8 to 10 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, 18 cts. an inch; next to reading, 20 cts.; full position, 25 cts.; 101 in., within one year, 14, 16 or 18 cts. an inch. Composition, 5 cts. an inch additional on first insertion. Reading notices, 10 cts. a line. Classified, ½c. per word.

MANSFIELD—Population, 1910 census, 20,768; 1915 estimate, 24,143. Four steam railroads and two electric interurban lines. Distributing center for excellent grain raising region, terminal grain elevator. Industries include the manufacture of watch cases, springs, mattresses, packing boxes, automobile tires and rubber goods, farming implements, boilers, chains, electric motors, dynamos and generators and machinery, stoves, carriages, sheet steel, suspenders, elastic webbing, pumps, enamel and sanitary ware, insulators and electric mine equipment, brass goods and cigars. Annual value of manufactured products, \$6,500,000.00. An extensive jobbing business in groceries, hardware, monumental, drugs, agricultural, plumbers' supplies and general merchandise amounting to \$3,250,000.00 annually. Bank clearings, during 1914, \$27,861,066.32.

NEWS—Every evening except Sunday. Republican. Established 1885. The News Printing Co., publishers. Subscription, \$5. Sworn average circulation for six months ending June 1915, 7,322* net paid; 12 to 16 pages, 7 columns; length of columns, 20 in.; width, 2½ in.

Advertising rates, 21 cts. an inch; next reading, 22 cts.; full position, 23 cts. an inch; 100 in., or more, within one year, 16 cts. an inch; next reading, 17 cts.; full position, 19 cts. an inch. Composition, 5 cts. an inch extra. Classified, 1c. a word, first insertion; ½c. a word, each subsequent insertion. Reading notices, 10 cts. per count line.

MARION—Population, 1910 census, 18,232; 1915 estimate, 25,100. Located on five railroads and on the main southern tributary to the Lincoln Highway; is surrounded by a rich farming country and by reason of splendid roads, is favored by a large volume of automobile travel. Is a division and transfer point of and the Erie R. R. shops are located here. Largest producers of steam shovels, dredges and racing sulkies in the world; industries also include silk mills; threshing machine and malleable iron factories. There are 38 manufacturing plants in all with an annual out put of approximately, \$8,000,000.00.

OHIO

STAR—Every evening except Sunday. Independent. Established 1877. The Harding Publishing Co., publishers. Subscription, \$4. Sworn average circulation for twelve months prior to April, 1915, 6,819* net paid; 12 to 16 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices.

Advertising rates, 22 cts. an inch; next to reading, 23 cts.; full position, 25 cts. an inch; 100 in. or more within one year, 18 19, or 21 cts. an inch. Composition, 5 cts. an inch extra. Reading notices, 5 cts. per count line. Classified, 1c. per word first insertion and ½c. per word thereafter.

MARTINS FERRY—Population 9133. Directly across the Ohio River from Wheeling, W. Va. In Belmont county, population 76,856. On three railway systems and Ohio river. Surrounding territory abounds in coal and natural gas. Most prosperous industrial city in U. S. Workingmen big wage earners. Principal industries: sheet and tin plate mills, glass, galvanized sheets, metal ceiling, bucket and tubs, zinc and acid, heat-blast furnace, stove foundries, keg, barrel and box factories, mold and novelty works, and metal roofing. Annual payrolls, \$8-500,000. Bank deposits, \$2,200,000.

TIMES—Every evening except Sunday. Republican. Established 1891. Sedgwick Printing Co., publishers. Subscription, \$3. Sworn detailed average circulation for three months ending March 1915, 5,022* net paid; 8 to 16 pages, 7 columns, length of columns, 21 in.; width, 2½ in. Can use matrices.

Advertising rates, 20 cts. an inch; 100 or more in. within one year, 13 cts.; next to reading, 14 cts.; full position, 16 cts. an inch. Composition, 5 cts. an inch additional. Reading notices, 7 cts. a count line. Classified, 1 ct. per word.

MASSILLON—Population 13,879. On Tuscarawas River, Ohio Canal, Lincoln Highway and three Railway Systems. Market for the richest wheat belt of Ohio. Very heavy coal interests, employing thousands of men. Other industries are sandstone quarries, potters clay and iron ore deposits; threshing machine, engine and iron bridge works; glass, pump and stove factories and a number of large flour mills.

INDEPENDENT—Every evening except Sunday. Republican. Established 1863. The Independent Co., publishers. Subscription, \$3. Sworn detailed average circulation for year ending March 31, 1915, 5,391* net; 8 to 16 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices.

Advertising rates, 16 cts. an inch; 100 or more in., 14 cts.; next to reading, 18 or 16 cts. an inch. Composition, 5 cts. an inch additional.

MEDINA—Population 2,734. 2 railroads. In the center of fine dairying and grain rais-

OHIO

ing section. Has extensive bee hive works; also planing and flour mills and iron factory.

GLEANINGS IN BEE CULTURE—Semi-Monthly (1st and 15th). Bees, Honey and Home Interests. Established 1873. The A. I. Root Co., publishers. Subscription, \$1. Claimed average circulation for year 1914, 22,500 net paid; 54 to 96 pages, 2 columns; length of columns, 8 in.; width 2½ in. Forms close 10th and 25th of each month.

Advertising rates, agate, 20 cts. a line; ¼ page, \$10; ½ page, \$20; one page, \$40; inside cover, \$60; outside back cover, \$80. Reading notices, 30 cts. a line. Classified, 20 cts. a line.

MIDDLETOWN—Population, 1910 census, 13,152; 1915 estimate, 15,680. On Miami River and Canal, 34 Miles North of Cincinnati and is served by Cin., Ham. & Day; Cin. Northern; Cleve., Cin. Chic. & St. L. (Big Four) and Pennsylvania Railway Systems. Principal industries are foundries; paper (seven) corrugated and sheet steel mills; machine shops; bicycle and pug and scrap tobacco factories. Annual income from the various industries, \$65,000,000.00. Bank clearings during 1914, \$30,000,000.00.

NEWS SIGNAL—Every evening except Sunday. Democratic. Established 1888. The Middletown News Printing Co., publishers. Subscription, \$3.00. Sworn average circulation for six months prior to April, 1915, 4,122* net paid; 8 pages, 7 columns, length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, 20 cts. an in.; next to reading, 22 cts.; full position, 24 cts.; 101 in., or more 10, 11, or 12 cts. an in. Composition, 3 cts. an inch additional. Reading notices, 5 cts. a count line. Classified, 4 cts. a line.

NEWARK—Population 25,404. On Licking River; P. C. C. & St. L., and B. & O. Railway Systems and Ohio Electric line. In the center of excellent natural gas, oil, wool, grain and stock raising region. Industries include B. & O. R. R. shops; Automobile truck, table ware, soap, ice, golf shaft, rubber tire, shoe, stove, halter, holophane reflector, sleigh runner, pattern, patent clamp and cigar factories; boiler, engine and machine shops; bottle, glass, brick cement black, steel, car and bent wood works; steel rail mills. Bank clearings during 1914, estimated, \$22,000,000.00.

ADVOCATE—Every evening except Sunday. Democratic. Established 1820. The Advocate Printing Co., publishers. Subscription, \$4.50. Sworn average circulation for twelve months prior to April, 1915, 5,443* net paid; 8 to 16 pages, 7 columns; length

OHIO

of columns, 20 in., width, 2½ in. Can use matrices.

Advertising rates, 15 cts. an inch; next to reading, 16 cts.; full position, 18 cts.; 101 in. or more, within one year, 12 cts.; next reading, 13 cts.; full position, 14 cts. an inch. Composition, 5 cts. an inch extra. Reading notices, 6 cts. a line. Classified, 1c. per word.

AMERICAN TRIBUNE—Every evening except Sunday. Republican. Established 1887. Newark News Printing and Publishing Co., publishers. Subscription, \$5. Sworn average circulation for six months prior to October, 1914, 5,412 net paid; 8 to 12 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, 18 cts.; 100 in., within one year, 15 cts.; 300 in.; 12 cts.; 500 or more in., 10 cts. an inch. Preferred position, 25% extra. Composition, 5 cts. an inch additional.

PORTSMOUTH—Population 23,481. On Ohio River and 3 railroads. Industries include paving brick yards, shoe factories, rolling mills, furniture, gas engine and stove works, and Norfolk and Western Railway shops. Annual value of manufactured products, \$25,000,000.00. During the year 1915-16, \$7,850,000 will be expended on public works and improvements.

STAR—Every morning except Monday, including SUNDAY. Republican. Established 1914. The Portsmouth Star Publishing Co. (Inc.), publishers. Subscription \$5. Circulation—not given by publisher; 10 to 16 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices.

Advertising rates, daily, 20 cts. an inch; 500 in. on yearly contracts, 19 cts.; 1,000 in. 17 cts.; 2,000 in. 15 cts.; 5,000 in. 12½ cts. an inch; SUNDAY, 1½ times daily rates. Guaranteed positions, 33½% extra. Reading notices, 10 cts.; subsequent insertions, 5 cts. a count line. Classified, ¾ of a cent per word.

TIMES—Every evening except Sunday. Democratic. Established 1856. Times Publishing Co., publishers, subscription, \$5; Sworn detailed average circulation for twelve months prior to April, 1915, 8,474* net paid; daily, 12 to 20 pages, 8 columns; length of columns, 22 in.; width, 2½ in.

Advertising rates, 20 cts. an inch; next reading, 23 cts.; full position, 25 cts. an inch; 100 in., or more, within one year, 17 cts.; next reading, 18 cts.; full position, 20 cts. an inch. Reading notices, 5 cts. a count line; local readers, local news page, 10 cts. a line, first insertion; 5 cts. a line each subsequent insertion. Classified, 1c. per word.

ST. MARYS—Population 5,732. On St. Marys River and Miami & Erie Canal; Lake Erie & Western and Toledo & Ohio Central Railroads. Natural gas and oil

OHIO

wells in vicinity. Other industries are woolen, paper, flour and feed mills; spoke and tractor works; carriage, washing machine and churn factories.

CREAMERY PATRON—Monthly (1st). Dairying. Established 1911. Creamery Patron Printing Co., publishers. Subscription, 50 cts. Claimed average circulation for year 1914, 3,500; 20 pages, 4 columns; length of columns, 13 in.; width, 2½ in. Cannot use matrices. Forms close 15th of month preceding.

Advertising rates, 50 cts. an inch; 100 in. within one year, 45 cts.; 250 in., 40 cts.; 500 or more in., 35 cts. an inch. Composition, 10% additional. Reading matter or Classified, 15 cts. a line.

SANDUSKY—Population 19,989. On Sandusky Bay and 5 railroads. Has a very fine harbor and a very large shipping trade through Lake Erie. Fishing industry is most important, as is likewise the lumber, fruit and wine shipping business and lime manufacture.

REGISTER—Every morning including **SUNDAY**. Republican. Established 1822. The Register Publishing Co., publishers. Sworn average circulation for twelve months prior to April, 1915, 4,777* net paid; 8 to 16 pages, 7 columns; length of columns, 20¾ in.; width, 2½ in. Can use matrices.

Advertising rates, 14 cts. an inch; next to reading, 16 cts.; full position, 18 cts.; 100 or more in., within one year, 11 cts.; next to reading, 12½ cts.; full position, 14 cts. an inch. Composition, 4 cts. an inch additional. Reading notices, 10 cts. a count line. Classified, 1c. per word.

STAR JOURNAL—Every evening except Sunday. Democratic. Established 1866. The Alvord & Peters Publishing Co., publishers. Subscription, \$5. Sworn detailed average circulation for year 1914, 5,333* net paid; 10 and 12 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices.

Advertising rates, 25 cts. an inch; 100 in., within one year, 18 cts.; 30 in., 16 cts.; 500 in., or more, 14 cts. an inch. Composition, 3 cts. an inch extra. Preferred position, 10 and 25% extra. Classified, 4 lines, or less, 25 cts., for three insertions. Reading notices, 10 cts. a line; telegraphic readers, 25 cts. a line.

SPRINGFIELD—Population. 1910 census, 46,921; U. S. census Bureau estimate, 1914, 50,058. Superb transportation facilities, being the center of five divisions of the New York Central Lines (Big Four): P. C. C. & St. L. Ry., Erie Ry.; D. T. & I. Ry.; headquarters and center of three divisions of Ohio Electric Ry., and is served by three other interurban lines; there being 73 incoming and outgoing passenger trains and 256 interurban pas-

OHIO

senger cars daily. Industries include the manufacture of water wheels, wringers, agricultural implements, machinery, engines, automobile trucks, piano plates, road rollers, coffins, flour; is also a great publishing center. Annual value of manufactured products, (U. S. Statistics 1909), \$19,246,000. Tax duplicate for 1914, \$58,622,870. Post Office receipts for 1914, \$418,000. Bank clearings during 1914, \$40,731,332.54.

AMERICAN MAGAZINE—Monthly (25th of month preceding). Literary. Established 1876. The Crowell Publishing Co., publishers. Subscription, \$1.50. Claimed average circulation for year 1914, 454,517; 3 columns to page; length of columns, 10½ in.; width, 2½ in. Forms close 15th of second preceding month. Office, 381 Fourth Avenue.

Advertising rates, agate, \$2 a line; two columns, \$500; one page (429 lines), \$650, with a discount of 20% on book publishers advertising. Residence schools, \$1.35 a line, flat.

FAMILY—Monthly. Literary-Home. Established 1893. Simmons Publishing Co., publishers. Subscription, 25 cts. Guaranteed average circulation for year 1915-16, 600,000; 24 pages; length of columns, 10 in.; width, 2½ in. Can use matrices. Forms close 20th of preceding month.

Advertising rates, agate, \$2 a line; full page (420 lines), \$840. Reading notices, \$2.50 a line.

See advertisement on colored insert between pages 574 and 575.

FARM AND FIRESIDE—Bi-weekly. (Every other Saturday.) Agricultural and Family. Established 1877. The Crowell Publishing Co., publishers. Subscription, 50 cts. Claimed average circulation for year 1914, 535,000; combined Western and Eastern editions (about equally divided); 24 to 48 pages, 4 columns; length of columns, 14½ in.; width, 2½ in. Forms close third Friday previous to date of publication.

Advertising rates, agate, both Western and Eastern editions, \$2.50 per line, each insertion. Eastern or Western edition singly, ½ above rates. Discount, 10% for ¼ page (200 lines) or more in one issue.

FARM NEWS—Monthly. Agricultural and Live Stock. Established 1882. The Simon's Publishing Co., publishers. Subscription, 25 cts.; guaranteed average circulation for 1915-16, 400,000; 48 pages, 3 columns; length of columns, 10 in.; width, 2½ in. Forms close 20th preceding month.

Advertising rates, agate, \$1.60; full page (420 lines), \$672; back cover (two colors), \$700. Reading notices, \$2.40 a line.

See advertisement on colored insert between pages 574 and 575.

HOUSEHOLD JOURNAL AND FLORAL LIFE—Monthly. Family and Floral. Estab-

OHIO

lished 1908. The Household Journal Co., publishers. Subscription, 25 cts. Detailed average circulation for year 1915-16, 316,000*; 24 to 64 pages, 3 columns; length of columns, 10 in.; width, 2 1/4 in. Can use matrices. Forms close 15th preceding month.

Advertising rates, agate, \$1.25 a line; full page (420 lines), \$525. Classified, 15 cts. per word.

See advertisement on page 452.

IMPLEMENT AGE—Every Saturday. Trade. Established 1892. The Implement Age Co., publishers. Subscription, \$1. Claimed average circulation for year 1914, 5,200; 24 or more pages, 3 columns reading or four columns advertising; length of columns, 12 in.; width, 2 3/4 or 2 1/2 in. Cannot use matrices. Office, 30 Kelly Building.

Advertising rates, \$2 an inch; full page, \$52; 1/2 page, \$27; 1/3 page, \$19; 1/4 page, \$15; 1/6 page, \$10.50; 1/8 page, \$8.50. Reading notices, add 1/3 to display rate. Discount allowed on 2, 4, 9, 13, 20, 26, 40 or 52 insertions.

NEWS—Every evening except Sunday, and **SUNDAY MORNING**. Independent Democratic. Established 1817. The Press-Republic Co., publishers. Subscription, \$3.60. Sworn average circulation for six months prior to April, 1915, daily and Sunday, 11,678* net; 10 or more pages, 7 columns; length of columns, 21 1/2 in.; width, 2 1/2 in. Can use matrices.

Advertising rates, agate, 2 cts. a line. Preferred position 15 or 25% extra. Reading notices, 15 cts. a line; telegraphic readers, 25 cts. a line. Classified, 1c. a word. In combination with Dayton (O.) NEWS, 6 cts. a line for display.

POULTRY SUCCESS—Monthly. Poultry and Agricultural. Established 1889. The A. D. Hosterman Co., publishers. Subscription, 50 cts. Sworn detailed average circulation for year 1915, 55,171*; guaranteed for year 1915-16, 50,000* paid in advance; 100 to 200 pages, 3 columns; length of columns, 10 in.; width, 2 1/4 in. Forms close 20th preceding month.

Advertising rates, agate, 25 cts. a line; \$3.50 an inch per month; 72 in. used within one year, \$3; 120 or more in., \$2.35 an inch. Classified, 5 cts. per word.

SUN—Every morning including **SUNDAY** Independent. Established 1894. The Sun Publishing Co., publishers. Subscription, \$3.65. Sworn detailed average circulation for year 1914, 12,671* net paid; 8 to 32 pages, 7 columns; length of columns, 21 in.; width, 2 1/2 in. Can use matrices.

Advertising rates, agate, transient, 5 cts. a line; 1,000 lines, within one year, 3 cts.; 2,000 lines, 2 cts.; preferred position, 25% extra. Classified, 1c. a word. Reading notices, 15 cts. a count line; 100 lines, 12 cts.; 500

OHIO

lines, 10 cts.; telegraphic readers, 50 cts. a count line.

WOMAN'S HOME COMPANION—Monthly. (15th of month preceding). Literary and Home. Established 1873. The Crowell Publishing Co., publishers. Subscription, \$1.50. Claimed average circulation for year 1914, 831,605; 4 columns to page; length of columns, 14 1/2 in.; width, 2 1/4 in. Forms close 25th of third preceding month.

Advertising rates, agate, \$4.50 a line; 1/4 page, \$900; 100 lines double column, \$810; 1/2 page, \$1,620; full page, \$3,240; 2d, 3d and 4th cover pages (in colors), rates furnished on application.

STEBENVILLE—Population, 1910 census, 22,391; 1915 estimate, 26,000. On the Ohio River and Wheeling & Lake Erie and Pitts., Cin., Chicago & St. L. Railway Systems. Coal mines in vicinity, also natural gas in abundance, same being used as fuel. Other industries are iron, steel and glass works; potteries; tin plate and paper mills; brick yards; blast furnaces, foundries and machine shops and by products of bituminous coal and petroleum. Has eight banks, with a combined capital of \$1,356,520.06; a combined surplus of \$585,522.13, and total assets of \$8,553,450.85. Post Office receipts for year 1913, \$64,003.27.

HERALD-STAR—Every evening except Sunday. Republican. Established 1847. Herald Printing Co., publishers. Subscription, \$3. Sworn average circulation for six months prior to October, 1914, 5,320*; 8 to 16 pages, 7 columns; length of columns, 21 1/2 in.; width, 2 1/4 in. Can use matrices.

Advertising rates upon application.

TOLEDO—Population, 1910 census, 168,497; 1914 estimate 205,000. Maumee River affords exceptionally fine harbor for lake shipping. Lake freight consists principally of coal, iron ore, grain, lumber, etc. Has 23 railroads and 12 interurbans; 35 miles of possible dockage. Excels all Lake Erie Ports in shipments of soft coal and is said to be the largest clover seed market in the world. An important industrial city, principal manufactured products being glass, automobiles, bicycles, coffee, flour, wagon, and all branches of iron and steel production, from pig iron to bridges. Value of manufactured products in 1914, \$116,780,000.00. Post Office receipts during 1914, \$965,484.36. Bank deposits, Sept. 1, 1914, \$58,224,470.47. Bank clearings during 1914, \$306,689,317.33.

AMERICAN MEDICAL COMPEND—Monthly (15th). Medical. Established 1874. Toledo Medical & Surgical Reporter Co., publishers. Subscription, \$1. Claimed average

OHIO

circulation for year 1914, 10,000; 40 pages, 2 columns; length of columns, $8\frac{1}{2}$ in.; width, $2\frac{1}{2}$ in. Forms close 15th preceding month. Office, cor. Adams and Michigan Streets.

Advertising rates, $\frac{1}{4}$ page, one time, \$15; three months, \$30; six months, \$50; one year, \$75; $\frac{1}{2}$ page, one time, \$20; three months, \$50; six months, \$75; one year, \$100; $\frac{1}{2}$ page, one time, \$30; one year, \$150; one page, one time, \$50; one year, \$250. Reading notices, 50 cts. a line.

AMERYKA-ECHO—Every evening, including SUNDAY-WEEKLY. Independent-Polish. Established 1863. A. A. Paryski, publisher. Subscription, \$3. Claimed average circulation for year ending June, 1915, daily, 32,000; Sunday-Weekly, 160,000; daily, 4 to 8 pages; Sunday-Weekly, 20 to 32 pages, 7 columns; length of columns, 21 in.; width, 2 in. Office, 1142-56 Nebraska Avenue.

Advertising rates, daily, \$1 an inch; Sunday-Weekly, \$2. Classified, daily, 1c.; Sunday-Weekly, 2 cts. per word.

BLADE—Every evening except Sunday, and WEEKLY, Thursdays. Independent. Republican. Established 1836. The Toledo Blade Co., publishers. Subscription, daily, \$5; weekly, \$1. Sworn detailed average circulation for six months prior to April, 1915, daily, 45,415* net paid; weekly, 228,147* net paid; daily, 14 to 32 pages, weekly, 8 pages; daily or weekly, 8 columns; length of columns, $21\frac{1}{4}$ in.; width, $2\frac{1}{2}$ in. Can use matrices.

Advertising rates, daily, agate, 15 cts. a line; 1,000 lines. within one year, 12 cts.; 2,500 lines, 10 cts.; 5,000 lines, 9 cts.; 10,000 lines or more, 8 cts. a line. Preferred position, 10 and 25% extra. Mail order copy, 9 cts. a line. Classified, 5 cts. a line. Reading notices, 35 cts. a count line. WEEKLY, agate, 60 cts. a line. Preferred position, 20% extra. Reading matter, \$1 a line. Classified, 60 cts. a line.

See advertisement on page 559.

DENTAL SUMMARY—Monthly. Dental. Established 1881. The Ransom & Randolph Co., publishers. Subscription, \$1. Claimed average circulation for year 1914, 8,000 net; 164 to 192 pages, one column; length of column, 8 in.; width of page, $5\frac{1}{2}$ in. Can use matrices.

Advertising rates, full page, \$20; $\frac{1}{2}$ page, \$12; $\frac{1}{4}$ page, \$8; $\frac{1}{8}$ page, \$5, with discounts for time and space contracts.

EXPRESS—Every evening except Sunday, and WEEKLY, Thursday. German-Rеспубликан. Established 1853. Toledo German Publishing Co., publishers. Subscription, daily, \$5; weekly, \$1. Sworn average circulation for six months prior to April, 1915, daily, 7,480* net; weekly, claimed average, 11,208 net; daily, 8 to 24 pages; weekly, 12 pages, 7 columns; length of columns, 20 in.; width, $2\frac{1}{4}$ in. Can use matrices. Office, 501 Superior St.

OHIO

Advertising rates, agate, daily or weekly, 5 cts. a line; 1,000 lines, within one year, 4 cts.; 2,000 lines, 3 cts.; 5,000 lines, or more, 2 cts. line. Preferred positions, 5 or 10% extra. Classified, 1c. per word. Reading notices, 25 cts. a count line; first page, 50 cts. a count line.

FAMILY GROCER MAGAZINE—Monthly (1st). Home and Housekeeper. Established 0000. Family Grocer Publishing Co., publishers. Subscription, 25 cts. Claimed average circulation for year 1914, 4,500; 16 pages, 2 columns; length of columns, 9 in.; width, 3 in. Cannot use matrices. Forms close 10th of month preceding. Office, 212 Chamber of Commerce.

Advertising rates, full page, \$15; $\frac{1}{2}$ page, \$10; $\frac{1}{4}$ page, \$6.

NEWS-BEE—Every evening except Sunday. Independent. Established 1877. Toledo Newspaper Co., publishers. Subscription, \$3. Sworn average circulation for six months prior to April, 1915, 76,838* net paid; 8 to 20 pages, 8 columns; length of columns, $22\frac{1}{4}$ in.; width, $2\frac{1}{2}$ in. Can use matrices.

Advertising rates, agate, 10 cts. flat a line; in full position, 12 cts. a line. Notices following pure reading, 35 cts. a line. Classified, 1c. per word.

TIMES—Every morning including SUNDAY. Independent. Established 1908. Toledo Times Publishing Co., publishers. Subscription, \$7.80. Claimed average circulation for 1914, daily, 14,699; Sunday, 19,625; 8 to 40 pages, 8 columns; length of columns, 22 in.; width, $2\frac{1}{2}$ in. Can use matrices. Office, 234-36 Superior Street.

Advertising rates, daily or Sunday, agate, 4 cts. a line, flat; position, 5 cts. Classified, 1c. a word. Reading notices, 25 cts. a line.

URBANA—Population, 1910 census, 7,739; 1915 estimate, 8,500. 3 railroads. Has furniture, fruit packing, egg case, carriage and canning factories, straw board and woolen mills, pickling plant, railroad car, flour, saw and paper mills. Seat of Urbana University. Annual value of manufactured products, \$15,000,000.00. Bank clearings during the year 1914, \$21,000,000.00.

DEMOCRAT—Every evening except Sunday. Democratic. Established 1854. Gaumer Pub. Co. (Inc.), publishers. Subscription, \$5.20. Sworn detailed average circulation for six months ending June, 1915, 4,772* net; 8 to 12 pages, 7 columns; length of columns, 20 in.; width, $2\frac{1}{4}$ in. Cannot use matrices.

Advertising rates, 25 cts. an inch; on contract, 100 in., 20 cts.; 300 in., 18 cts.; 500 in., 15 cts. an inch. Composition, 5 cts. an inch additional. Position, 10 or 25% extra. Legal readers, 3 cts. a line; telegraphic readers, 25 cts. a line. Classified, 1c per word.

OHIO

WESTERVILLE—Population 2,250. Located near Columbus, on Cleveland, Akron and Cincinnati R. R., and on interurban electric. Is in the center of a thriving agricultural region. Otterbein University and the national headquarters of the Anti-Saloon League of America are located here.

AMERICAN ISSUE—Weekly, Bi-Weekly, and Monthly. Temperance. Established 1894. The American Issue Publishing Co., publishers. Sixteen state editions per month, aggregating a sworn circulation for year ending July, 1915, 404,695*; 16 to 20 pages, 3 columns; length of columns, 11 $\frac{1}{8}$ in.; width, 2 $\frac{1}{2}$ in. Can use matrices.

Advertising rates, agate, covering all editions, as well as THE AMERICAN PATRIOT, 50 cts. a line; including two weeks' service in NEW REPUBLIC, 75 cts., or including four weeks, \$1 a line.

AMERICAN PATRIOT—Monthly (1st). Temperance. Established 1912. American Issue Pub. Co., publishers. Subscription, \$1. Sworn average circulation for year ending July, 1915, 25,271*; 36 pages, 3 columns; length of columns, 11 $\frac{1}{8}$ in.; width, 2 $\frac{1}{2}$ in. Can use matrices. Forms close two weeks in advance.

Advertising rates, agate, in combination with American Issue, 50 cts. a line.

NEW REPUBLIC—Every Friday. Prohibition. Established 1913. American Issue Publishing Co., publishers. Subscription, 50 cts. Sworn average circulation for year ending July, 1915, 98,017*; 4 pages, 6 columns; length of columns, 19 $\frac{1}{2}$ in.; width, 2 $\frac{1}{2}$ in. Can use matrices.

Advertising rates, agate, 15 cts. a line. In combination with AMERICAN ISSUE, which see.

YOUNGSTOWN—Population, 1910 census, 79,066; 1915 estimate, 107,000. Five railroads. Iron and steel manufactured very largely and includes foundries and machine shops, pipe works, mills, furnaces, boiler works and other industries including the manufacture of galvanized sheets and pipe, water and oil tanks, steam and gas engines, and metal furniture. Annual pay roll, \$35,000,000. Annual value of manufactured products, \$81,000,000.00. Bank deposits, during 1914, \$25,000,000.00. Bank clearings during the year 1914, approximately, \$250,000,000.00.

TELEGRAM—Every evening except Sunday. Independent-Republican. Established 1851. The Telegram Co., publishers. Subscription, \$3. Sworn average circulation for six months prior to April, 1915, 14,046* net paid; 8 columns; length of columns, 21 in.; width, 2 $\frac{1}{2}$ in. Can use matrices.

OHIO

Advertising rates, agate, 4 cts. a line; 1,500 lines or more within one year, 2 $\frac{1}{2}$ cts. a line; preferred position, 15 or 25% extra. Classified, 4 cts. a line; consecutive insertions, 3 cts. a line. Reading notices, 20 cts. a line.

See advertisement on page 504.

VINDICATOR—Every evening except Sunday, SUNDAY MORNING, and SEMI-WEEKLY, Mondays and Thursdays. Democratic. Established 1868. The Vindicator Printing Co., publishers. Subscription, daily, \$5; Sunday, \$2; weekly, \$1. Sworn average circulation for six months prior to October, 1914, daily, 18,040* net paid; Sunday, 15,475 net paid; weekly, claimed, 4,500; daily, 16 to 32 pages; Sunday, 36 pages; weekly, 12 pages, 7 columns; length of columns, 21 in.; width, 2 $\frac{1}{2}$ in. Can use matrices.

Advertising rates, daily or Sunday, 5 cts. a line; on contract, 4 cts.; 1,400 lines within one year, 2 $\frac{1}{2}$ cts. a line. Classified, 1c. per word. Reading notices, 20 cts. a count line; telegraphic readers, 50 cts. a count line. SEMI-WEEKLY, display, agate, 3 cts. a line; on time contracts, 2 cts. a line.

See advertisement on page 466.

ZANESVILLE—Population 28,026. 10 railroads. Surrounded on all sides by extensive coal, gas and oil fields and thriving industrial towns whose people trade almost exclusively in Zanesville; manufactures include agricultural implements, brick, mosaic tile, glass and tube works, rolling mills, furnaces, flour mills, stove foundries, breweries, potteries; also railroad shops.

SIGNAL—Every evening except Sunday. Democratic. Signal Co., publishers. Established 1864. Subscription, \$5.20. Sworn average circulation for six months prior to April, 1915, 9,257* net paid; 8 to 16 pages, 7 columns; length of columns, 21 in.; width, 2 $\frac{1}{2}$ in.

Advertising rates, 21 cts. an inch; 101 or more in, 18 cts. an inch; preferred position, extra. Classified, 1 cent per word. Reading notices, 10 cts. a line.

SUNDAY NEWS—Every Sunday. Independent. Established 1883. Ad. Ellsperman, publisher. Subscription, \$1. Claimed average circulation for year 1914, 9,672; 32 to 72 pages, 7 columns; length of columns, 22 in.; width, 2 $\frac{1}{2}$ in. Can use matrices.

Advertising rates, 25 cts. an inch; 26 issues, 22 cts.; 52 issues, 20 cts. an inch. Local readers, 10 cts. a line. Want ads, 30 words, 25 cts.

TIMES-RECORDER—Every morning except Sunday. Independent Republican. Established 1885. The Times Recorder Co., publishers. Subscription, \$5. Sworn aver

OHIO

age circulation for year ending April, 1915, 15,663* net; 10 to 16 pages, 7 columns; length of columns, 20¼ in.; width, 2½ in. Can use matrices.

Advertising rates, 35 cts. an inch; next to reading, 38½ cts.; full position, 42 cts.

OKLAHOMA

ARDMORE—Population 86,018. 3 railroads. Distributing center for excellent grazing and farming section; petroleum, oil, gas; asphalt and coal mines in near vicinity; excellent cotton market.

ARDMORITE—Every evening except Saturday and Sunday evening. **SUNDAY MORNING**. Democratic. Established 1893. Ardmore Publishing Co., publishers. Subscription, \$5. Sworn average circulation for six months prior to April, 1915, 4,450 net paid; 8 pages, 6 columns; length of columns, 19¼ in.; width, 2½ in.

Advertising rates, 30 cts. an inch; on contract, 20 cts. an inch. Preferred position, 15% extra. Reading notices, 10 cts. a line. Classified, 1c. a word first insertion; subsequent insertions, ½c. a word.

END—Population, 1910 census, 13,799; 1915 estimate, 15,000. Located in rich and thriving agricultural district on three railway systems, 10 lines in all. A trade center for grain, live stock, poultry, alfalfa and broom corn. A wholesale distributing point. Other industries consist of agricultural implements and meat product manufactures, steel and iron, wire and flour mills. Annual value of manufactured and agricultural products, \$606,000.00. Bank clearings during year 1914, \$37,500,000.00.

EAGLE—Every evening except Saturday and **SUNDAY** morning. Republican. Established 1892. Eagle Printing and Publishing Co., publishers. Subscription, \$5. Sworn average circulation for year ending June 1915, 3,300* net; 6 to 16 pages, 7 columns; length of columns, 20¼ in.; width, 2½ in. Can use matrices.

Advertising rates, 25 cts. an inch; 100 in., 22 cts.; 500 in., 20 cts.; 1,000 or more in., 18 cts. an inch. Reading notices, 15 cts. a line; 100 or more lines, 10 cts. Classified, 1 cent per word.

EVENTS—Every Thursday. Independent. Established 1893. F. Everett Purcell, publisher. Subscription, \$1. Claimed average circulation for year 1914, 4,400; 8 to 20 pages, 6 columns; length of columns, 20 in.; width, 2½ in. Cannot use matrices.

Advertising rates, 22 cts. an inch. Composition, 2 cts. an inch additional. Reading

an inch; 100 in. or more within one year, 28 cts. an inch; next to reading, 31½ cts.; full position, 35 cts. an inch. Composition, 3½ cts. an inch extra. Classified, 25 words or less, per time, 25 cts. Reading notices, 10 cts. a count line.

notices, brevier, 35 cts.; nonpareil, 42 cts. an inch.

NEWS—Every morning except Monday, including **SUNDAY**. Independent-Democratic. Established 1894. Elam & Dunlap, publishers. Subscription, \$4.50. Guaranteed average circulation for year 1915-16, 3,800; 8 to 16 pages, 7 columns; length of columns, 22 in.; width, 2¼ in. Can use matrices.

Advertising rates, 2 cts. a line; 1,000 lines within one year, 1½ cts.; 3,000 lines or more, 1¼ cts. a line. Readers, 5 cts. a line. Classified, ½c. per word; personal, 1c. per word.

See advertisement on page 522.

GUTHRIE—Population 11,654. 5 railroads. Distributing point for excellent agricultural section; industries include cotton gins and very large lumbering and milling interests.

LEADER—Every evening except Sunday, and **OKLAHOMA WEEKLY**, Thursday. Democratic. Established, daily, 1892. The Leader Printing Co., publishers. Subscription, \$4; weekly, \$1. Sworn average circulation for six months prior to April, 1915, 12,812* net; weekly, claimed average for 1914, 14,132; either edition, 8 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, 6 cts. a line; on contract, 2,000 lines within one year, 5 cts.; 5,000 lines, 4 cts.; 10,000 lines, 3½ cts.; 14,000 lines, or more, 3 cts. a line; preferred position 15, 25 or 50% extra. Reading notices, 15 cts. a line, 100 lines, 12½ cts.; 500 lines, 10 cts.; 1,000 lines, 8 cts. a count line. Classified, 1 ct. a word. **WEEKLY**, display, 10 cts., a line; 3,000 lines on yearly contract, 8 cts.; 5,000 line, or more, 6 cts. a line. Readers, 25 cts.; 100 lines, 20 cts.; 500 lines, 15 cts.; 1,000 lines or more, 12½ cts., a count line.

McALESTER—Population, 1910 census, 12,954; 1915 estimate, 15,000. Two railroads with two branches and one inter-urban line which serves a population of 50,000. Center of excellent farming and fruit growing land; coal mining extensively carried on; annual mine payroll in county.

OKLAHOMA

\$2,000,000.00. Other industries include brick plant, bed, iron bucket, mattress, ice cream and macaroni factories; cotton seed oil mill; creamery; iron foundry and machine works; wholesale grocery and hardware (seventeen wholesale establishments). Annual value of manufactured products, \$350,000.00.

NEWS-CAPITAL—Every evening except Sunday. Democratic. Established 1893. News-Capital Co., publishers. Subscription, \$4.80. Sworn average circulation for six months prior to April, 1915, 3,162* net paid; 6 to 14 pages, 7 columns; length of columns, 20 1/4 in.; width, 2 1/2 in. Can use matrices.

Advertising rates, 14 cts. an inch; 3 cts. an inch extra for composition. Classified, 1c. a word.

See advertisement on page 500.

MOUNDS—Population 701. Located 10 miles from Sapulpa on the St. L. & S. F. R. R., farming being the chief industry. In the vicinity of large gas and oil wells.

O. K. POULTRY JOURNAL—Monthly (15th). Poultry. Established 1912. Clarence G. Dalton, publisher. Subscription, 25 cts. Claimed average circulation for first six months 1915, 9,500; 28 to 52 pages, 3 columns; length of columns, 10 in.; width, 2 1/2 in. Can use matrices. Forms close 1st of preceding month.

Advertising rates, \$1.40 an inch, with discount for time and space.

MUSKOGEE—Population, 1910 census, 25,278; 1915 estimate, 30,000. Five railroads and one interurban line. Trade center for a wide territory. Live stock, hay, oats, wheat, potatoes and cotton raised and shipped extensively; has oil wells and natural gas; industries include two main and two division railroad shops; tool works; machine shops; garment factory; oil refineries; flour and lumber mills; cotton compress; hay presses; agricultural implements; brick works and cotton gins. St. Joseph's College, Bacone University and Woman's College located here. Bank clearings during 1914, \$45,727,365.75.

INTERSTATE FARMER—Monthly (1st). Agricultural and Live Stock. Established 1887. W. I. Drummond, publisher. Subscription, 50 cts. Claimed average circulation for year 1914, 32,123; 16 to 32 pages, 4 columns; length of columns, 13 1/4 in.; width, 2 1/2 in. Forms close 10th and 25th preceding.

Advertising rates, agate, 12 cts. a line; 500 lines, 11 cts.; 1,000 lines, 10 cts. a line. Reading notices, 15 cts. per line flat. Classified, 2 cts. a word.

PHOENIX—Every morning except Monday. Republican. Established 1901. Phoenix Printing Co. (Inc.), publishers. Subscrip-

OKLAHOMA

tion, \$5.20. Sworn detailed average circulation for six months ending July 1915, daily, 12,184* net; Sunday, 12,817* net; 8 to 32 pages, 7 columns; length of columns 20 in.; width, 2 1/4 in. Can use matrices.

Advertising rates, agate, 5 cts. a line, 1,000 lines, within one year, 3 cts., 2,000 lines, 2 cts. a line. Mail order copy, 3 cts. flat, a line. Full position, 25% extra. Reading notices, 10 cts. a line; telegraphic, 75 cts. a line. Classified, 1c. a word.

TIMES-DEMOCRAT—Every evening except Sunday. Democratic. Established 1893. Eugene M. Kerr, publisher. Subscription, \$4. Sworn average circulation for six months ending June, 1915, 12,124* net paid; 8 to 12 pages, 7 columns; length of columns, 21 in.; width, 2 1/2 in. Can use matrices.

Advertising rates, 42 cts. an inch; 100 in., 35 cts. an inch; 200 in., or more, 30 cts. Preferred position, 10 and 25% extra. Classified, 3 cts., a line. Local notices, 15 cts. a count line.

OKLAHOMA CITY—Population, 1910 census, 64,205; 1915 estimate, 74,000. Four railway systems operating eight different lines, also interurban lines running North, South and West, State Capital and largest city, and most important distributing center in the state; industries include meat packing plants; machine shops; iron foundries; soap, mattress and cracker factories; ice plant; oil refineries, both cotton and petroleum; cotton seed crushing mills and cotton compress. Total value of manufactured products 1914, \$57,500,000.00. Bank clearings during 1914, \$115,879,816.00.

LIVE STOCK NEWS—Every evening except Sunday. Established 1910. Daily Live Stock News Co., publishers. Subscription, \$4. Claimed average circulation for year 1914, 8,460; 4 pages, 7 columns; length of columns, 19 1/4 in.; width, 2 1/2 in. Can use matrices.

Advertising rates, one inch 40 cts.; on six months contract, must appear on an average of one time a week, 30 cts.; 2 in., 30 cts., on contract, 25 cts. an inch; 3 in., 25 or 20 cts.; 4 in., 25 or 18 cts.; 5 in., 25 or 17 cts.; over 5 in., 20 or 17 cts. an inch. Readers or reading notice, 1c. per word or 3 1/2 cts. per word for six insertions.

NEWS—Every evening except Sunday. Independent. Established 1906. The Oklahoma News Co., publishers. Subscription, \$3. Sworn average circulation for six months prior to April, 1915, 20,699* net paid; 8 to 12 pages, 8 columns; length of columns, 20 1/2 in.; width, 2 in. Can use matrices.

Advertising rates, agate, 3 1/2 cts. a line, in full position, 4 cts. flat a line. Notices following reading matter, 15 cts. a line. Classified, 1/2c. per word.

OKLAHOMA

OKLAHOMA FARMER—Semi-Monthly (10th and 25th). Agricultural. Established 1890. Arthur Capper, publisher. Subscription, 50 cts. Sworn detailed average circulation for three months ending March 1915, 49,630* net paid; 16 to 32 pages, 4 columns; length of columns, 13¼ in.; width, 2¼ in. Forms close 5 days in advance. Can use matrices.

Advertising rates, agate, 25 cts. a line; full page, \$150. Preferred position, extra. Reading notices, 50 cts. a count line.

See advertisement on colored insert between pages 476 and 477.

OKLAHOMA FARMER AND STOCKMAN—Semi-Monthly (10th and 25th). Agricultural. Established 1889. Oklahoma Publishing Co., publishers. Subscription, 50 cts. Sworn detailed average circulation for six months ending June 1915, 96,805* net paid; 24 to 36 pages, 4 columns; length of columns, 13½ in.; width, 2¼ in. Can use matrices. Forms close 7 days in advance.

Advertising rates, agate, 30 cts. a line; full page (756 lines), \$225. Preferred position, 15% extra. Readers, nonpareil, 50 cts. a line. Classified, 5 cts. per word. Effective Jan. 1, 1916—Display, 40 cts. a line; full page, (756 lines), \$300. Readers, 60 cts. a line. Classified, 6 cts. a line.

OKLAHOMA FARM JOURNAL—Semi-Monthly (1st and 15th). Agricultural. Farm Journal Co., publishers. Subscription, 50 cts. Claimed average circulation for year 1914, 52,593; 16 to 40 pages, 4 columns; length of columns, 13¼ in.; width, 2¼ in. Forms close 9th and 24th of the month.

Advertising rates, agate, 25 cts. a line. Special position, 20% extra.

OKLAHOMA JOURNAL OF EDUCATION—Every Saturday (except July and August). Educational. Established 1911. V. E. Danner, publisher. Subscription \$1. Claimed average circulation for year 1915-16, 5,000; 16 pages, 2 columns; length of columns, 9½ in.; width, 2¼ in. Cannot use matrices. Office, 122½ West Second St.

Advertising rates, agate, 50 cts. an inch; full page (28 inch), 10%; half page, 5%; quarter page, 2½% discount, with additional discounts of 10, 15, 20 or 33⅓% on 4, 8, 13 or 43 consecutive insertions, any amount of space including classified. Classified (8-pt. type), 2 cts. per word.

OKLAHOMAN—Every morning, including SUNDAY. Democratic. Established 1889. Oklahoma Publishing Co., publishers. Subscription, daily and Sunday, \$5. Sworn detailed average circulation for six months ending June, 1915, daily, 40,456* net paid; Sunday, 42,093* net paid; daily, 12 to 20 pages; Sunday, 34 to 60 pages; 7 columns;

OKLAHOMA

length of columns, 20 in.; width, 2¼ in. Can use matrices.

Advertising rates, agate, daily, 7½ cts. flat line; Sunday, 8½ cts. flat a line. Preferred position, next to reading, 15%; full position or on specified page, 25% extra. Classified, daily, 1c.; Sunday, 1½c. per word. Reading notices, nonpareil, daily or Sunday, 25 cts. a count line; telegraphic readers, \$1 a count line.

TIMES—Every evening except Sunday. Republican. Established 1899. The Times Co., publishers. Subscription, daily, \$3. Claimed average circulation for six months ending March 31, 1914, 12,445; daily, 8 to 12 pages; Friday issue, 12 to 16 pages; 7 columns; length of columns, 21¼ in.; width, 2¼ in. Can use matrices.

Advertising rates, agate, 3 cts. flat a line; preferred position, 3½ cts. flat a line. Reading notices, 15 cts. a line; 6-point type, 10 cts. a count line. Classified, ½c. per word.

TULSA—Population, 1910 census, 18,182; 1915 estimate, 41,965. Four railroads. Distributing point for a very rich agricultural section; has largest supply of natural gas and oil, within a circle of fifty miles of Tulsa, in the world; there are also large beds of coal in every direction; industries include the manufacture of furniture, cement blocks, oil well supplies, bricks, boilers, tanks, glass, automobiles and nitroglycerine. Annual value manufactured products, \$5,000,000.00. Post Office receipts during 1914, \$140,749.65. Bank clearings during 1914, \$79,104,631.00.

DEMOCRAT—Every evening except Sunday. Democratic. Established, 1895. The Democrat Printing Co., publishers. Subscription, \$5.20. Sworn average circulation for six months prior to April, 1915, 11,086* net paid; 8 to 48 pages, 7 columns; length of columns, 20 in.; width, 2¼ in.

Advertising rates, 60 cts. an inch; 250 in., within one year, 45 cts.; 500 in., 40 cts.; 1,000 in., 35 cts.; 2,000 in., 33 cts.; 3,000 in., 32 cts.; 4,000 in., 31 cts.; 5,000 in., or more, 30 cts. an inch. Special position, 25% extra. Readers, (black face type counts double), 15 cts. a line; monthly without change, 10 cts. a line. Classified, 1c. per word; three days or more, 3 cts. a line; 75 cts. a line per month.

OKLAHOMA WORLD—Weekly edition of World, which see.

WORLD—Every morning except Monday, including SUNDAY, and OKLAHOMA WORLD, every Thursday. Independent. Established 1905. World Publishing Co., publishers. Subscription, daily, \$5; weekly, 50

OKLAHOMA

cts. Sworn detailed average circulation for six months ending June, 1915, daily and Sunday, 12,149* net; weekly, 68,439* net; daily or weekly, 8 to 36 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, daily or Sunday, 2½ cts. a line flat. Special position, 15 and 25% extra. Reading notices, 15 cts. a count line; 500 lines or more, 10 cts. a line; telegraphic 75 cts., first page, \$1 a count line. Classified, 1c. per word. WEEKLY, 20 cts. a line flat; full position, 25 cts. a line.

WEATHERFORD—Population 2,118. On Chicago, Rock Island & Pacific Railroad.

OKLAHOMA

The surrounding territory being very productive of cotton, corn, wheat, alfalfa, as well as many other farm products; live stock raising also engaged in extensively. Other industries of importance are.

PRACTICAL POULTRY POINTERS—Monthly (1st). Poultry. Established 1912. A. Bollenbach, publishers. Subscription, 50 cts. Claimed average circulation for year ending June, 1915, 7,500; 30 pages, 3 columns; length of columns, 9 in.; width, 2½ in. Cannot use matrices.

Advertising rates, \$1 an inch; 36 in., or more, 60 cts. an inch. Readers or Classified, 2 cts. per word; three or more insertions, 1½ cts. per word.

OREGON

ASTORIA—Population, 1910 census, 9,599; 1915 estimate, 17,000. On the Columbia River and Oreg. Wash. R. R. & Nav. Co., and Spokane, Portland & Seattle Railway Systems. Only fresh water Harbor on the Pacific Coast, being a port of entry, with steamers to Portland, and ocean commerce. Enjoys important salmon fisheries and the surrounding country is heavily timbered with fir, spruce, cedar and other valuable timbers, and Astoria is taking an important part in the salmon canning and lumber manufacturing industries of the United States. There are also some very fertile farming lands in the immediate vicinity, agricultural pursuits being engaged in extensively.

TOVERI—Every evening except Monday including SUNDAY. Finnish-Socialist. Established 1907. Western Workmen's Pub. Co., publishers. Subscription \$3.50. Sworn average circulation for six months ending June 1915, 3,461*; 4 to 8 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Cannot use matrices.

Advertising rates, 25 cts. an inch; 500 in. or more, 22½ cts. an inch. Reading matter, 40 cts. an inch; 3 times or more, 35 cts. an inch.

See advertisement on page 558.

TOVERITAR—Every Tuesday. Finnish-Labor. Established 1911. Western Workmen's Pub. Co., publishers. Subscription \$1. Sworn average circulation for year ending June, 1915, 2,708*; 8 to 16 pages, 4 columns; length of columns, 13 in.; width, 2½ in. Cannot use matrices.

Advertising rates, 35 cts. an inch; 500 in. or more, 30 cts. an inch. Reading matter, 50 cts. an inch; 3 times or more, 35 cts. an inch.

See advertisement on page 558.

HOOD RIVER—Population, 1910 census, 2,331; 1915 estimate, 2,700. Two railroads. Fruit growing principal industry with lumbering carried on most extensively; industries include cannery and box and vinegar factories; flour and saw mills; co-operative creamery.

BETTER FRUIT—Monthly. Fruit Culture. Established 1906. E. H. Shepard, publisher. Subscription, \$1. Sworn detailed average circulation for year ending March 1915, 12,880* net; 40 pages, 3 columns; length of columns, 10 in.; width, 2½ in. Forms close 5th preceding month.

Advertising rates, agate, 20 cts. a line, flat; inside cover (in colors), \$100; back cover (in colors), \$120.

LENTS—Population 4,000. Located 7 miles from Portland on the Portland Railway. In the center of a prosperous farming and lumbering community.

PACIFIC GRANGE BULLETIN—Monthly (1st). Independent. H. H. Darnell, publisher. Subscription, 20 cts. Circulation not given by publisher; 16 pages, 4 columns; length of columns, 11 in.; width, 2½ in. Cannot use matrices.

Advertising rates, 75 cts. an inch.

McMINNVILLE—Population 2,400. So. Pac. Ry. Stock raising, wheat, English walnuts, apples, prunes, cherries and hop growing; industries include sash and door factories; creameries, planing mills and flour mills; McMinville College located here. Annual value of manufactured products, \$500,000.00. Bank clearings during year 1914, approximately \$4,000,000.00.

PACIFIC BAPTIST—Every Saturday. Baptist. Established 1877. Pacific Baptist Publishing Co., publishers. Subscription, \$2.

OREGON

OREGON

Claimed average circulation for year 1914, 5,025; 32 pages, 3 columns; length of columns, 9 $\frac{1}{4}$ in.; width of type column, 2 $\frac{1}{2}$ in.

Advertising rates, 5 cts. a line, with discount of 20% on 500 lines or 13 times; 33 $\frac{1}{3}$ % on 1,000 lines or 26 times; 40% on 2,000 lines or 52 times.

MOUNT ANGEL—Population 545. So. Pac. Ry. Grain and hops raised and dairy products an extensive industry. Has brick yards, creamery and coopers. Annual value of manufactured products, \$67,000.00. Bank clearings during the year 1914, approximately \$800,600.00.

ARMEN SEELEN FREUND—Monthly. German-Catholic. Benedictine Fathers, publishers. Subscription, \$1. Claimed average circulation for 1914, 13,950; 24 pages, 4 columns; length of columns, 13 in.; width, 2 $\frac{1}{4}$ in.

Advertising rates, \$3 an inch, with discounts of 5, 10 or 15% on 3, 6 or 12 consecutive insertions.

MOUNT ANGEL MAGAZINE—Monthly. Catholic. Literary. Benedictine Fathers, publishers. Subscription, \$1. Claimed average circulation for 1914, 13,550; 24 pages, 4 columns; length of columns, 13 in.; width, 2 $\frac{1}{4}$ in.

Advertising rates, \$3 an inch, with discounts of 5, 10 or 15% on 3, 6 or 12 consecutive insertions.

ST. JOSEPH BLATT—Every Friday. German. Catholic. Established 1888. Benedictine Fathers, editors and publishers. Subscription, \$1. Claimed average circulation for 1914, 32,143; 8 to 16 pages, 7 columns; length of columns, 20 in.; width, 2 $\frac{1}{2}$ in.

Advertising rates, \$1 an inch; 3 months contract, 80 cts.; 6 months, 65 cts.; 12 months, 50 cts. an inch. Preferred position, 5% extra.

PORTLAND—Population, 1910 census, 207,214; 1915 estimate, 259,510. On Willamette River, 12 miles from its confluence with the Columbia River. Accommodates large ocean vessels from every foreign port. Vast export trade in fruits, oats, wool, flour, wheat, barley and lumber. Leading lumber manufacturing port of the world. The chief industries include the manufacture of lumber and furniture, flour and cereals, packing house, products, paper, line, paints and oil. Medical Department of the University of Oregon located here. Annual value of manufactured products, approximately, \$50,000,000.00. Bank clearings during year 1914, \$578,884,018.99. Assessed valuation of property 1914, \$307,939,715.00.

ANGORA JOURNAL—Monthly (1st). Goats and Mohair. Established 1911. Alva L. McDonald, publisher. Subscription \$1. Claimed average circulation for year ending June, 1915, 5,000; 20 pages, 3 columns;

length of columns, 10 in.; width, 2 $\frac{3}{4}$ in. Can. use matrices. Forms close 20th of month preceding.

Advertising rates, \$1 an inch.

COMMERCIAL REVIEW—Every Thursday. Commercial. Established 1889. Leo Peterson, publisher. Subscription \$3. Claimed average circulation for year ending June, 1915, 4,686; 30 pages, 2 columns; length of columns, 11 in.; width, 4 in. Can use matrices. Office, 105 Sherlock Bldg.

Advertising rates, \$3 an inch; full page, \$100; $\frac{1}{2}$ page, \$50; $\frac{1}{4}$ page, \$30, with discount on yearly contracts.

JEWISH TRIBUNE—Every Friday. Jewish. Family. Established 1903. David N. Mosesohn, publisher. Subscription, \$2; claimed average circulation for year ending May, 1915, 10,374; 8 pages, 5 columns; length of columns, 18 in.; width, 2 $\frac{1}{4}$ in. Office, 716 Chamber of Commerce Building

Advertising rates, agate, \$1 an inch, with discounts of 10, 20 or 25% on 3, 6 or 12 months contract.

NACHRICHTEN—Every Thursday. German. Independent. Established 1887. German Publishing Co., publishers. Subscription, \$1. Claimed average circulation for 1914, 5,200; 12 to 36 pages, 7 columns; length of columns, 20 in.; width, 2 $\frac{1}{4}$ in. Office, 100 $\frac{1}{2}$ Front Street.

Advertising rates, 50 cts. an inch; one month, 40 cts.; three months, 35 cts.; six months, 30 cts.; one year, 25 cts. an inch. Readers, 15 cts. a line. Classified, 1c. per word.

NEWS—Every evening except Sunday. Independent. Established 1906. The Portland News Publishing Co., publishers. Subscription, \$3.25. Sworn average circulation for six months prior to April, 1915, 17,411* net paid; 8 to 16 pages, 8 columns; length of columns; 20 in.; width, 2 in. Can use matrices.

Advertising rates, agate, 3 cts. a line; in full position, 3 $\frac{1}{2}$ cts. flat a line. Notices following reading matter, 15 cts. a line. Classified, 1c. per word.

NORTHWEST PACIFIC FARMER—Every Thursday. Established 1870. Frank Lee, publisher. Subscription, \$1. Claimed average circulation for year 1914, 20,247; 16 to 32 pages, 4 columns; length of columns, 14 in.; width, 2 $\frac{1}{4}$ in. Office, 211 $\frac{1}{2}$ Oak Street.

Advertising rates, agate, 10 cts. a line, flat. Preferred position, 20% additional. Readers, 14 cts. additional.

See advertisement on page 462.

OREGON COUNTRY—Monthly. Commercial. David N. Mosesohn, publisher. Subscription, \$1.50. Claimed average circulation for year 1914, 25,500; 52 to 144 pages, 2 columns; length of columns, 9 in.; width, 2 $\frac{1}{4}$ and 3 $\frac{1}{4}$ in. Forms close 25th preced

OREGON

ing month. Office, Chamber of Commerce Bldg.

Advertising rates, agate, 36 cts. a line; per inch, \$5; $\frac{1}{4}$ page, \$20; $\frac{1}{2}$ page, \$35; one page, \$60. Discount, 5, 10 and 15% on 3, 6 and 12 months, respectively.

OREGON DEUTSCHE ZEITUNG—Every evening except Sunday, German Independent. Established 1904. German Publishing Co., publishers. Subscription, \$5. Circulation—not given by publishers; 8 to 12 pages, 7 columns; length of columns, 21 $\frac{1}{2}$ in.; width, 2 $\frac{1}{4}$ in. Office, First & Salmon Street.

Advertising rates, agate, 10 cts. a line; 2,000 lines, within one year, 7 $\frac{1}{2}$ cts. a line; 5,000 lines, 6 cts.; 10,000 lines, 5 cts. a line.

OREGON FARMER—Semi-monthly (1st and 15th). Agricultural. Established 1891. Northwest Farm Press Co., publishers. Subscription, 50 cts. Claimed average circulation for year 1915-16, 15,946 net; 20 to 32 pages, 4 columns; length of columns, 14 in.; width, 2 $\frac{1}{4}$ in. Office, Stock Exchange Building.

Advertising rates, agate, 12 cts. a line. In combination with Idaho Farmer and Washington Farmer, 30 cts. a line.

OREGON JOURNAL—Every evening, except Sunday, SUNDAY MORNING JOURNAL and SEMI-WEEKLY OREGON JOURNAL Tuesdays and Fridays. Independent. Established 1902. C. S. Jackson, publisher. Subscription, daily, \$5; Sunday, \$2.50; semi-weekly, \$1.50. Sworn average circulation for twelve months prior to April, 1915, daily, 48,947* net paid; Sunday, 53,141* net paid; semi-weekly, claimed average for year 1914, 14,500; daily, 16 to 24 pages; Sunday, 68 to 78 pages; semi-weekly, 10 to 12 pages, 8 columns; length of columns, 20 in.; width, 2 $\frac{1}{4}$ in. Can use matrices. Office, Broadway and Yamhill Streets.

Advertising rates, agate, daily, 10 cts.; Sunday 10 $\frac{1}{2}$ cts. a line; on yearly contract, 1,000 lines, 8 $\frac{1}{2}$ or 9 cts.; 3,000 lines, 8 or 8 $\frac{1}{2}$ cts.; 5,000 or more lines, 7 $\frac{1}{2}$ or 8 cts. a line for daily or Sunday, respectively. Preferred position, 10 and 25% extra. Classified, daily or Sunday, 8 cts. a line. Reading notices, 35 cts. a line; telegraphic, \$1 a line. SEMI-WEEKLY, display, 4 cts. a line, flat. Classified, 8 cts. a line a week (two insertions). Readers, 15 cts. a line.

OREGONIAN—Every morning including SUNDAY, and WEEKLY OREGONIAN, Thursdays. Daily, Independent-Republican; weekly, Independent-Republican and Agricultural. Established 1850. Oregonian Publishing Co., publishers. Subscription, daily, \$7.80; Sunday, \$2.50; daily and Sunday, \$9; weekly, \$1.50. Sworn average circulation for year 1914, daily, 56,444* net; Sunday, 71,348* net; weekly, 23,704* net; daily, 14 to 24 pages; Sunday, 72 to 90 pages; weekly,

OREGON

16 pages; 7 columns; length of columns, 21 in.; width, 2 $\frac{1}{4}$ in. Can use matrices.

Advertising rates, agate, daily, 12 $\frac{1}{2}$ cts. a line; Sunday, 12 $\frac{1}{2}$ cts. a line, flat. Open space, within one year, daily only, 500 lines, 11 $\frac{1}{2}$ cts.; 1,000 lines, 11 cts. a line; 3,000 lines, 10 cts.; 5,000 lines, 9 cts. Position 25 or 50% extra. Classified, daily or Sunday, 2 cts. per word; each subsequent consecutive insertion, 1c. per word. Reading notices, measured nonpareil, 50 cts. a line; telegraphic readers, \$1 a line. WEEKLY OREGONIAN, display, 84 cts. an inch; 50-inch contract, 77 cts.; 100-inch, 70 cts. an inch. Readers 25 cts. a line. Classified, 1c. per word.

PACIFIC CHRISTIAN ADVOCATE—Every Wednesday. Methodist. Established 1855. Methodist Book Concern, publishers. Subscription, \$1. Claimed average circulation for year 1914, 9,878; 32 pages, 3 columns; length of columns, 10 $\frac{1}{4}$ in.; width, 2 $\frac{1}{4}$ in. Forms close 2 weeks in advance. Office, Couch Building.

Advertising rates, agate, 5 cts. a line. Special position, 20% extra. Reading notices, 8 cts. a line. See N. W. Christian Advocate, Chicago, for combination rate of the seven Methodist weeklies.

PACIFIC NORTHWEST—Monthly (1st). Agricultural. Established 1903. Philip S. Bates, publisher. Subscription, 50 cts.; Sworn detailed average circulation for year 1914, 17,000* net; 16 pages or more, 4 columns; length of columns, 14 in.; width, 2 $\frac{1}{4}$ in. Forms close 25th preceding month. Office, Oregonian Bldg.

Advertising rates, agate, 9 cts. a line; preferred position, 25% extra. Reading notices, 25 cts. a line.

See advertisement on page 486.

RURAL SPIRIT—Every Wednesday. Agricultural and Live Stock. Established 1869. H. C. Browne & Co., publishers. Subscription, \$1. Claimed average circulation for year 1914, 18,000; 16 to 20 pages, 4 columns; length of columns, 13 $\frac{1}{2}$ in.; width, 2 $\frac{1}{4}$ in. Office, 373 Yamhill Street.

Advertising rates, agate, 10 cts. a line; 1,400 lines, 9 cts.; 2,000 lines, 8 cts. a line. Reading notices, 20 cts. per agate line. Classified, 3 cts. per word.

SUNDAY MERCURY—Every Saturday. Independent. Sporting. Established 1867. Charles H. Clute, publisher. Subscription, \$2. Circulation—not given by publisher; 4 pages, 8 columns; length of columns, 21 in.; width, 2 $\frac{1}{4}$ inches.

Advertising rates, 50 cts. an inch. Reading notices, 10 cts. a line.

See advertisement on page 439.

TELEGRAM—Every evening except Sunday. Independent. Established 1877. John F. Carroll, publisher. Subscription, \$5. Sworn average circulation for six months prior to

OREGON

April, 1915, 36,741* net paid; 14 to 34 pages, 8 columns; length of columns, 21 in.; width, 2 2/16 in. Can use matrices. Office, West Park and Washington Sts.

Advertising rates, agate, 6 cts. a line, flat. Preferred position, 15 and 25% extra. Classified, 10 cts. a line. Reading notices, 40 cts. a line, 250 lines within one year, 35 cts.; 1,000 lines, 25 cts. a line. Telegraphic readers, \$1 a line.

WESTERN FARMER—See Spokane, Wash.

SALEM—"Cherry City of World." Population 14,094. On Willamette River, and is served by Oregon Electric, Falls City & Salem R. R. and So. Pac. Ry. In the center of an excellent farming district; has fine water power; industries include machine shops, brewery, prune packing plants, canneries, fruit dryers, saw mills, foundries, coffin, furniture, glove, sash, door and ice making factories. Willamette University, State Capitol, State Asylum for the Deaf, Dumb, Feeble minded, Insane and Blind, and State Penitentiary located here. Annual value of manufactured products, \$5,000,000.00. Bank clearings during year 1914, estimated, \$10,000,000.00.

NORTHWEST POULTRY JOURNAL—Monthly (1st). Poultry. Established 1894. Northwest Poultry Journal Publishing Co.,

OREGON

publisher. Subscription, 50 cts. Sworn average circulation for six months ending May, 1915, 14,800*; 48 to 108 pages, 3 columns; length of columns, 10 in.; width, 2 1/2 in.

Advertising rates, one inch, one time, \$2.10; three months, \$6.15; six months, \$11.70; one year, \$21. Discount on 3 or more insertions.

OREGON TEACHERS' MONTHLY—Monthly, except July and August. Educational. Established 1897. Charles H. Jones, editor and publisher. Subscription, \$1. Claimed average circulation for year 1914, 4,500; 64 to 80 pages, 2 columns; length of columns, 7 1/2 in.; width, 2 1/4 in. Can use matrices.

Advertising rates, \$1.25 an inch; 1/4 page, \$4.25; 1/2 page, \$7.50; full page, \$12.50, with discounts on 3, 6 and 10 month contracts. Special positions, 25% additional. Reading notices, 20 cts. a line. Classified, or bargain advertising, 2 cts. per word

PACIFIC HOMESTEAD—Every Thursday. Agricultural. Established 1900. Statesman Publishing Co., publishers. Subscription, \$1. Claimed average circulation for 1914, 17,847; 24 pages, 4 columns; length of columns, 14 in.; width, 2 1/2 in.

Advertising rates, agate, 10 cts. per line, flat. Special position, 10% extra. Back cover, 25% extra. Reading notices, 25 cts. a line. Classified, 3 cts. a word.

PENNSYLVANIA

ALLENTOWN—Population, 1910 census, 51,913; 1915 estimate, 65,000. On Lehigh River and 4 railroads. Center of an agricultural and cement district; annual output of cement in Lehigh District, 25,000,000 barrels or about one third of the product of the U. S. Other industries include shoe, automobile, motor truck, auto fire engine, cigar and furniture factories; barbed wire, carriage, milk, linen thread and fire brick and building brick works; planing, knitting, silk and rolling mills, forges and iron furnaces. Lime stone, iron and slate in vicinity. Annual value of manufactured products, \$26,263,327.00.

CALL—Every morning except Sunday. Independent. Established 1888. D. A. Miller, publisher. Subscription, \$4.50. Sworn detailed average circulation for six months prior to April, 1915, 16,753* net paid; 12 to 24 pages, 4 columns; length of columns, 20 in.; width, 2 1/2 in. Can use matrices.

Advertising rates, 35 cts. an inch; 250 in., 28 cts.; 500 in., 24 cts.; 1,000 in. or more, 21 cts. an inch. Strictly mail order advertising, 2 cts. a line. Reading notices, 10 cts. a line. Classified 1c. a word.

CHRONICLE AND NEWS—Every evening except Sunday. Republican. Established 1866. Chronicle and News Publishing Co., publishers. Subscription, \$4.50. Sworn average circulation for twelve months prior to April, 1915, 7,181* net paid; 12 to 16 pages, 8 columns; length of columns, 20 1/4 in.; width, 2 1/4 in. Can use matrices.

Advertising rates, 50 cts. an inch; 25 in., within one year, 40 cts.; 50 in., 30 cts. 100 in., 25 cts.; 250 in., 20 cts.; 500 in., 18 cts.; 750 in. and over, 15 cts. an inch. Reading notices, 10 cts. a line. Classified, 5 cts. a line.

DEMOCRAT & ITEM—Every morning and evening except Sunday. Democratic. Established 1829. Democrat Publishing Co., publishers. Subscription, Item, \$4.50; Democrat, \$3. Sworn average circulation for three months ending March, 1915, combined, 10,374* net paid; 10 to 28 pages, 8 columns; length of columns, 22 in.; width, 2 1/2 in. Can use matrices.

Advertising rates, both editions, 21 cts. an inch. Special position, 10 or 25% extra. Reading notices, 10 cts. a line; telegraphic, 35 cts. a count line. Classified, 1c. per word.

PENNSYLVANIA

LEADER—Every evening except Sunday. Independent. Established 1903. Leader Publishing Co., publishers. Subscription, \$3. Claimed average circulation for year ending March, 1915, 6,418; 12 to 16 pages, 3 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, 50 cts. an inch; 100 in. within one year, 25 cts.; 100 in. or 26 times, 20 cts.; 250 in. or 78 times, 15 cts.; 500 in. and over, or 312 times, 12 cts. an inch; full position, 25% extra. Reading notices, 10 cts. a line. Classified advertising, 1c. a word.

SPARE MOMENTS MAGAZINE—Monthly. Literary. Established 1904. Spare Moments Publishing Co., publishers. Subscription, 25 cts. 24 pages. Guaranteed average circulation for 1915-16, 500,000; 4 columns; length of columns, 13½ in.; width, 2¼ in. Forms close 20th preceding month.

Advertising rates, agate, \$2 a line; full page (756 lines), \$1,058.40; ½ page, \$604.80; ¼ page, \$340.20. Classified, 25 cts. per word. Reading notices, \$2.67 a line.

See advertisement on colored insert facing page 463.

WELT-BOTE—Every Tuesday. German. Independent. Established 1854. Welt-Bote Publishing Co., publishers. Subscription, \$2. Claimed average circulation for year 1914, 6,819; 8 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices. Advertising rates, 60 cts. flat an inch.

ALTOONA—Population, 52,127. Located in center of state and a rich agricultural territory. On Pennsylvania R. R.; the monthly local pay roll of same is nearly \$1,500,000.00. Coal mining extensively carried on. Industries include locomotive and car shops, brick and tile works, breweries, silk and planing mills; bar iron manufactory and ice cream plants; 61 industries in all, with an annual output of approximately \$52,000,000.00. monthly pay roll of Pennsylvania Railway, which does not clear through banks, \$1,250,000.00. Bank clearings for 1914, \$29,724,799.52.

MIRROR—Every evening except Sunday. Independent. Established 1874. Mirror Printing Co., publishers. Subscription, \$3. Sworn average circulation for six months prior to April, 1915, 18,223* net paid; 10 to 24 pages, 7 columns; length of columns, 20 in.; width, 2½ in.

Advertising rates, agate, 4 cts. a line; 1,400 lines or more, 3 cts. a line. Reading notices, 15 cts. a count line. Classified, 1c. per word.

TIMES—Every morning except Sunday. Independent. Established 1884. Altoona Times Co., publishers. Subscription, \$3. Sworn average circulation for six months prior to April 1915, 13,817* net paid; 8 to 16 pages, 7 columns; length of columns, 21 in.; width, 2¼ in. Can use matrices.

PENNSYLVANIA

Advertising rates, agate, 3 cts. a line; 100 lines, 2½ cts.; 500 lines, 2 cts.; 1,000 lines 1½ cts. a line. Preferred position, 25% extra.

TRIBUNE—Every morning except Sunday. Republican. Established 1873. Altoona Tribune Co., publishers. Subscription, \$3. Sworn average circulation for six months prior to April, 1915, 9,500* net paid; 12 to 16 pages, 7 columns; length of columns, 21¼ in.; width, 2¼ in. Can use matrices.

Advertising rates on application.

ATHENS—Population 3,796. On Susquehanna River and Lehigh Valley R. R. Has furniture factories, machine shops, creameries, saw and silk mills and foundries.

PENNSYLVANIA MEDICAL JOURNAL—Monthly (1st). Medical and Surgical. Established 1897. Dr. Cyrus Lec Stevens, publisher. Subscription, \$2. Claimed average circulation for year 1914, 7,320; 96 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Can use matrices. Forms close 25th of month preceding.

Advertising rates, ¼ page, \$5; ½ page, \$9; ¾ page, \$16; one page, \$30. Discount on 3 or more insertions.

BEAVER FALLS—Population 12,191. On Pennsylvania R. R. lines and New York Central System. Coal mines, stone quarries and natural gas wells in the immediate vicinity. Principal industries are steel wire, nail, rolling and planing mills; file, enamel sign, saw, axe, bridge, glass, chemical, cork, well drill and tube works and stove foundries. Geneva College is located here.

TRIBUNE—Every evening except Sunday. Republican. Established 1884. Tribune Publishing Co., publishers. Subscription, \$3. Sworn average circulation for twelve months prior to April, 1915, 6,032* net paid; 8 to 16 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, 20 cts. an inch flat. Special position, 25% extra. Reading notices, 10 cts. a count line. Classified, 1c. per word.

BELLEFONTE—Population 4,145. Three railroads. Distributing point for excellent agricultural section and coal mining region. Industries include iron works, foundries, lime kilns, planing and flour mills, shirt, glass, lock and match factories.

CENTRE DEMOCRAT—Every Thursday. Democratic. Established 1878. Chas. R. Kurtz publisher. Subscription, \$1.50. Claimed average circulation for year 1914, 5,100 net; 8 pages, 6 columns; length of columns, 19¾ in.; width, 2½ in.

Advertising rates, 50 cts. an inch; one month, \$1.50; three months, \$3; six months, \$5; one year, \$9; 2 in., one year, \$15; classified, 1c. per word; subsequent insertions, ½c. per word.

PENNSYLVANIA

BLOOMSBURG—Population 7,413. "The Parlor City." On the north branch of the Susquehanna. Rising immediately beyond the river is a precipitous ridge four hundred feet high backed by the majestic Catawissa mountain. Delaware, Lackawana; & Western; Pennsylvania; Philadelphia; & Reading; Bloomsburg & Sullivan; Susquehanna, Bloomsburg & Berwick railways, there being thirty-two passenger trains daily. Has silk, woolen and carpet mills, iron foundries, furniture factories, car and car wheel works. State Normal School located here. Three National Banks; total deposit over \$2,000,000.00.

PRESS—Every morning except Sunday. Independent. Established 1902. O. T. Vander-slice and Paul R. Eyerly, publishers. Subscription, \$3; sworn average circulation for six months prior to April, 1915, 4,950* net paid; 3 pages, 6 columns; length of columns, 20 in.; width, 2½ in.

Advertising rates, 35 cts. an inch; 50 in., 30 cts.; 100 in., 25 cts.; 200 in., 20 cts.; 500 in., 15 cts. an inch. Preferred positions, 10 or 20% extra. Classified, 5 cts. a line.

BUTLER—Population, 1910 census, 20,728; 1915 estimate, 25,500. On Baltimore & Ohio and two other railroads. Lime stone quarries, coal mines and oil in vicinity. Natural gas. Industries include the manufacture of oil well machinery, silk, shirts and woolen goods, plate and bottle glass, bricks and engines; also car works, claimed to be the largest in the world. Bank clearings for 1914, approximately, \$33,000,000.00. Annual value of manufactured products, \$13,500,000.00.

CITIZEN—Every morning except Sunday. Republican. Established 1868. Citizen Printing Co., publishers. Subscription, \$3. Sworn detailed average circulation for six months ending March, 1915, 4,640*; 8 to 12 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, 15 cts. an inch; 1,000 lines within one year, 11 cts. an inch. Composition, 5 cts. an inch, additional. Readers, 5 cts. a line.

EAGLE—Every evening except Sunday. Independent-Republican. Established 1869. Eagle Printing Co. (inc.), publishers. Subscription, \$3. Sworn average circulation for six months prior to April, 1915, 5,047* net paid; 8 to 16 pages, 7 columns; length of columns, 21½ in.; width, 2½ in. Can use matrices.

Advertising rates, 12 cts. an inch; composition, 5 cts. an inch, additional; reading notices, 5 cts. a line.

CHAMBERSBURG—Population, 1910 census, 11,800; 1915 estimate, 13,000. In Center of an excellent farming section. Industries include hosiery woolen and silk mills; flour milling machinery; steam and hydrau-

lic machinery; power transmission machinery; soap works; railroad shops and tanneries..

PENNSYLVANIA GRANGE NEWS—Monthly (1st). Grange. Established 1904. Pennsylvania State Grange, publishers. Subscription, 25 cts. Claimed average circulation for six months ending June, 1915, 36,120. 16 pages, 4 columns; length of columns, 11½ in.; width, 2½ in. Forms close 20th of month preceding.

Advertising rates, agate, 20 cts. a line flat.

PEOPLE'S REGISTER—Every Thursday. Independent. Established 1876. The Public Opinion Co., publisher. Subscription, \$1. Claimed average circulation for year 1914, 5,850; 8 pages, 7 columns; length of columns, 20 in.; width, 2½ in.

Advertising rates, 15 cts. an inch. Reading notices, 10 cts. a line.

CHESTER—Population, 1910 census, 38,537; 1915 estimate, 40,000. On Delaware River, 15 miles distant from Philadelphia. Three railroads. Industries include machine shop, foundries, paper, silk, artificial silk and rolling mills, steel tube furnaces, plaster, brick, chemical, shoes, dye leather and cutlery works. The Baldwin Locomotive works are located on the edge of the city. Extensive trade in steel castings; cotton and woolen textile mills, cigar, lace, garment and hosiery factories and print cloth works. Crezer Theological Seminary and Pennsylvania Military College located here. Bank clearings for year ending Feb. 27, 1915, \$33,825,790.33. Annual value of manufactured products, \$10,000,000.00.

REPUBLICAN—Every morning except Sunday. Republican. Established 1833. Wallace, Sproul & Long, publishers. Subscription, \$3. Sworn average circulation for six months prior to October, 1914, 4,326* net paid; 6 to 24 pages, 7 columns; length of columns, 22 in.; width, 2½ in. Can use matrices.

Advertising rates, 75 cts. an inch; 10 in. 50 cts.; 25 in., 40 cts.; 50 in., 30 cts.; 100 in., 25 cts.; 300 in., 18 cts.; 400 in., 16 cts.; 500 in. or more, 15 cts. an inch. In combination with evening TIMES, \$1.35 an inch; on contract, on spaces as per above schedule, \$1, 70 cts., 55 cts., 47 cts., 40 cts., 36 cts., 33 cts., or 30½ cts. an inch. Composition, 5 cts. an inch additional. Preferred position, 15 and 25% additional. Reading notices, 15 cts. a line, with discount for time; first page, 25 cts. a line. Classified, 1c. a word.

TIMES—Every evening except Sunday. Republican. Established 1876. Chester Times publisher. Subscription, \$3. Sworn average circulation for six months prior to April, 1915, 8,951* net paid; 10 to 12 pages, 7 columns; length of columns, 22 in. Can use matrices.

Advertising rates, \$1 an inch; 25 in., 75 cts.; 50 in. 50 cts.; 100 in., 40 cts.; 200 in.,

PENNSYLVANIA

35 cts.; 300 in., 30 cts.; 400 in., 27 cts.; 500 in. or more, 23 cts. an inch. In combination with morning **REPUBLICAN**, which see. Composition, 5 cts. an inch extra. Preferred position, 10 and 25% extra. Classified ads, 10 cts. a line; by the week, 35 cts.; by the month, 81 cts. Reading notices, run of paper, 15 cts. a line first time, 10 cts. second time, 5 cts. afterward.

CLEARFIELD—Population 6,851. Located on Susquehanna River and three Railway systems, in a fertile farming district. Extensive deposits of coal and fire clay, clay working being the leading industry. Other industries are wood working factories and steel works.

PUBLIC SPIRIT—Every Thursday. Independent-Democrat. Established 1878. Matt Savage, publisher. Subscription, \$1. Circulation not given by publisher; 8 pages, 7 columns, length of columns, 21½ in.; width, 2½ in. Can use matrices.

Advertising rates, 15 cts. an inch.

CONNELLSVILLE—Population 12,845. Four railroads. Center of famous Conneltsville coke region, employing 38,000 men. Industries include the manufacture of steam pumps and all kinds of mining machinery, iron, steel and tin plate, hardware and plumbers' supplies, glassware and safes, fire brick, paving brick and glass brick for interior finish.

COURIER—Every evening except Sunday. Republican. Established 1902. The Courier Co., publisher. Subscription, \$3. Sworn average circulation for twelve months prior to April, 1915, 6,511* net paid; 8 to 12 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, 30 cts. an inch; 100 in. within one year, 25 cts.; 200 in., 20 cts.; 300 in., 18 cts.; 500 in., 17 cts.; 1,000 in., 15 cts. an inch. Composition, 4 cts. an inch extra, for first insertion. Preferred position, 10 or 25% extra. Reading notices, 10 cts. a line. Classified, 1c. a word.

DOYLESTOWN—Population 3,304. P. & R. R.R. Surrounded by an excellent agricultural section. Has creameries, flour and woolen mills, soap and candle works and farm implement factory.

INTELLIGENCER—Every evening except Sunday. Republican. Established 1886. Intelligencer Company, publishers. Subscription, \$2.50. Sworn average circulation for six months prior to October 1914, 4,385* net paid; 4 pages, 8 columns; length of columns, 22 in.; width, 2½ in.

Advertising rates, 30 cts. an inch; one week, 25 cts.; two weeks, 20 cts.; one month, 15 cts.; two months, 14 cts.; three months, 12 cts.; six months, 10 cts.; one year, 9 cts. an inch. Every other day, two-thirds full rates;

PENNSYLVANIA

two times a week, one-half; once a week, one-third; 100 in. within one year, 15 cts.; 250 in., 12 cts.; 500 in., 9 cts. an inch.

EASTON—Population 28,523. (Including five suburbs, 50,000.) On Delaware River and six railroads. Cement industry very large. Manufactures include silk, flour, iron, steel, pipe, piano, textile and planing mills, slate quarries and blast furnaces.

FREE PRESS—Every evening, except Sunday. Republican. Established 1866. Free Press Publishing Co., publishers. Subscription, \$3. Detailed average circulation for six months prior to October, 1914, 11,020* net paid; 12 to 16 pages, 7 columns; length of columns, 21 in.; width, 2½ in.

Advertising rates, 75 cts. an inch; over 50 in., 25 cts. an inch. Classified, 1c. a word. Reading notices, 12 cts. a line; telegraphic, 25 cts. a line.

ERIE—Population, 1910 census, 66,525; 1915 estimate, 85,767. On Lake Erie and five railroads. Has an excellent harbor and large exports of coal, iron and general products. Industries include electrical machinery and supplies, farming implements, iron foundries, tanneries, flour and planing mills, boiler, engine, paper, aluminum and stove works. Bank clearings for 1914, \$54,271, -827.91. Annual value of manufactured products, \$33,000,000.00.

CATHOLIC CHRONICLE—Every Saturday. Religious-Catholic. Established 1909. Chronicle Company, publishers. Subscription, \$2; circulation not given by publisher; 8 pages, 6 columns, length of columns, 19¾ in.; width, 2½ in. Cannot use matrices. Office, 1128 Sassafras Street.

Advertising rates, 40 cts. an in.; 2 in. or more on contract, 35 cts.; 4 in. or more, 30 cts. an inch.

DISPATCH—Every morning including SUNDAY. Independent. Established 1851. Dispatch News Co., publishers. Subscription, \$4.80. Sworn average circulation for six months prior to April, 1915, daily and Sunday, 11,095* net paid; daily, 10 to 16 pages; Sunday, 16 to 24 pages, 7 columns; length of columns, 21¼ in.; width, 2¼ in. Can use matrices.

Advertising rates, 5 cts. a line; 1,000 lines within one year, 4 cts.; 2,000 lines, 3 cts.; 3,000 lines, 2½ cts.; 5,000 lines, 2¼ cts. a line; preferred position, 25% extra. Classified, 1c. a word. Reading notices, 15 cts. a count line.

HERALD—Every evening except Sunday, and SUNDAY morning. Independent. Democratic. Established 1878. Herald Printing and Publishing Co., publishers. Subscription, daily, \$3; sworn average circulation for six months prior to October, 1914, daily, 8,782* net paid; Sunday, 5,550* net paid; 24

PENNSYLVANIA

pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, 30 cts. an inch; space rates, 100 in., 25 cts.; 250 in., 20 cts. an inch; 52 times within one year, 20 cts. an inch. Reading notices, 10 cts. a line. Classified, 1c. a word.

PENNSYLVANIA MERCHANT—Monthly (1st). General Merchandise. Established 1908. Retail Merchant's Association of Pennsylvania, publishers. Subscription, 25 cts.; claimed average circulation for year 1914, 7,500; 24 pages, 3 columns; length of columns, 10 in.; width, 2½ in. Can use matrices. Forms close 10th of month preceding. Office, Lincoln Building.

Advertising rates, \$1.50 an inch; full page, \$30; ½ page, \$18; ¼ page, \$12.

TIMES—Every evening except Sunday. Republican. Established 1888. The Times Publishing Co., publishers. Subscription, \$3. Sworn average circulation for six months prior to April, 1915, 22,617* net paid; 10 to 16 pages, 7 columns; length of columns, 21¾ in.; width, 2½ in. Can use matrices.

Advertising rates, 4 cts. a line flat. Special position, 15 or 25% extra. Classified, 1c. per word. Reading notices, body type, 50 cts.; nonpareil, 25 cts. a line.

GERMANTOWN—Population 60,000. Suburb of Philadelphia. On six railroads. Largely a residential town, there being more than twenty thousand homes supported by over five hundred flourishing industrial and mercantile plants, with considerable manufacturing of machinery, carpets and cotton and woolen goods.

INDEPENDENT GAZETTE—Every Friday. Independent. Established 1877. H. F. McCann, publisher. Subscription, \$1. Claimed average circulation for year ending June, 1915, 7,500; 8 pages, 8 columns; length of columns, 24 in.; width, 2½ in. Office, 5 East Price Street.

Advertising rates upon application.

GREENSBURG—Population, 1910 census, 13,012; 1915 estimate, 16,887. On Pennsylvania R. R. Coal mining extensively carried on. Industries include plumbers supplies and fittings, bolt and nut, engine and glass works and the manufacture of flour, lumber and coke products. Bank clearings for 1914, \$36,982,318.14. Annual value of manufactured products, approximately, \$7,000,000.00. Annual value mining, \$6,115,800.71.

TRIBUNE—Every evening except Sunday. Independent-Republican. Established 1889. Tribune-Press Publishing Co., publishers. Subscription, \$3. Sworn average circulation

PENNSYLVANIA

for six months ending June, 1915, 5,350* net paid; 8 pages, 7 columns; length of columns, 21¾ in.; width, 2½ in. Can use matrices.

Advertising rates, plate matter, 12 cts. an inch; set matter, 16 cts. an inch. Reading notices, 5 cts. a line.

GREENVILLE—Population 5,909. Three railroads. Center of a farming section, with coal mining extensively carried on. Industries include foundry and machine shops, rolling mills and tube works.

YOUNG LUTHERAN—Monthly. Religious. Established 1884. The Young Lutheran Co., publishers. Subscription, 50 cts. Claimed average circulation for year 1914, 23,178; 16 pages, 3 columns; length of columns, 10 in.; width, 2½ in. Forms close first preceding month.

Advertising rates, \$2.50 an inch; \$22 an inch, per year. Larger space pro rata.

HANOVER—Population 7,057. On Northern Central and Western Md. Railroad. Principal industries are machine shops, creamery, flour mills, cigars, cigar boxes, wire cloth, glove, shirt, shoe, furniture, carriage and wagon factories.

EVERYBODY'S POULTRY MAGAZINE—Monthly (1st). Poultry. Everybody's Poultry Magazine Pub. Co., publishers. Subscription, 50 cts.; detailed average circulation for 1914, 43,145*; 64 to 180 pages, 3 columns; length of columns, 10 in.; width, 2½ in. Forms close 20th of each month.

Advertising rates, 3.50 an inch; on early contract, one half inch or more to be used each month—12 in., \$3.08; 72 in., \$2.94; 96 in., \$2.80; 4 pages (120 in.), \$2.38; 6 pages, \$2.31; 12 pages, \$2.24; 18 pages, \$2.17; 24 pages, \$2.10 an inch; discount for time and space.

HARRISBURG—Population 64,186. On Susquehanna River and four railroads. Has bread baking interests, of about \$1,000,000, which distributes bread all over the State; machine shops, rolling mills; steel, brass and bronze works; blast furnaces; paper ruling machine, bookkeeping and billing machine work; railroad car, tin plate and stationary engine works; iron, steel, copper and brass pipe works; boot and shoe, auto truck, tractor, piano player water wheel, brass sign, garment and apparel, farm implement, carriage and cigar factories; cotton and silk mills; extensive printing, colored photo and engraving interests; extensive warehouse and storage plants. State Capitol and State Lunatic asylum located here. Annual value of manufactured products, \$28,000,000.00. Bank clearings for 1914, \$82,000,000.00.

"USEFUL facts attractively presented continuously"—is a definition of advertising good enough for anybody; notice the "useful" and "continuously."

PENNSYLVANIA

COURIER—Every Sunday. Independent. Established 1903. H. & L. Lowengard, publishers. Subscription, \$1.50. Claimed average circulation for year ending June, 1915, 6,578; 8 to 12 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices. Office, 320 Market St.

Advertising rates, 2 cts. a line, with discounts for time and space.

EVANGELICAL—Every Wednesday. United Evangelical Church. Established 1887. J. J. Nungesser, publisher. Subscription, \$2. Claimed average circulation for 1914, 10,500; 16 pages, 4 columns; length of columns, 14 in.; width, 2¼ in.

Advertising rates, agate, 10 cts. a line; 1,000 lines, within one year, 7 cts. a line. Reading notices, set solid, double display rates; leaded, triple price per count line. For combination rates, see Philadelphia Presbyterian.

EVANGELICAL BIBLE TEACHER—Monthly. Evangelical. Established 1890. J. J. Nungesser, publisher. Subscription, 50 cts. Claimed average circulation for 1914, 9,300; 32 pages, 2 columns; length of columns, 7½ in.; width, 2¼ in.

Advertising rates on application.

LUTHERAN CHURCH WORK—See Philadelphia.

PATRIOT—Every morning except Sunday. Democratic. Established 1852. The Patriot Co., publishers. Subscription, \$3. Sworn detailed average circulation for six months ending June 30, 1915, 20,450* net; 8 to 20 pages, 8 columns; length of columns, 21¼ in.; width, 2¼ in. Can use matrices.

Advertising rates, agate, 4 cts. a line; 1,000 lines, within one year, 3 cts.; 2,000 lines, 2½ cts.; preferred position, 20% extra. Strictly mail order advertising, 2½ cts. a line. Classified, 1c. per word. Reading notices, 15 cts. a line; 500 lines, 12½ cts.; 1,000 lines or more, 10 cts. a count line.

See advertisement on page 477.

REDMEN'S REVIEW—See Millmont, Pa.

STAR-INDEPENDENT—Every evening except Sunday. Independent. Established 1876. The Star Printing Co., publishers. Subscription, \$3. Sworn average circulation for twelve months prior to April 1915, 15,764* net paid; 10 to 32 pages, 7 columns; length of columns, 21¼ in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 2½ cts. a line, flat. Special position, 10 and 25% extra. Classified, 1c. per word. Pure reading matter, 20 cts. a count line; telegraphic readers, 25 cts. a count line.

See advertisement on page 499.

TELEGRAPH—Every evening except Sunday. Republican. Established 1831. Telegraph Printing Co., publishers. Subscription,

PENNSYLVANIA

\$3. Sworn detailed average circulation for year 1914, 23,213*; 10 to 20 pages, 7 columns; length of columns, 21 3/7 in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 3 cts. a line; in full position, 3½ cts. a line. Classified, 1c. per word. Reading notices, 20 cts. a line.

See advertisement on page 572.

HAZELTON—Population 25,452. On the Pennsylvania and the Lehigh Valley Railroads. Surrounded by large anthracite collieries. Other industries are sheet steel, silk and knitting mills; brush and shirt factories; coffin, iron and plumbing works.

PLAIN SPEAKER—Every evening except Sunday. Independent. Established 1882. W. C. Dershuck, publisher. Subscription, \$3. Sworn average circulation for six months prior to April, 1915, 5,525* net paid; 8 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Cannot use matrices.

Advertising rates, 20 cts. an inch. Composition, 10 cts. an inch additional. Preferred position, 10 or 20% extra. Reading notices, 10 cts. a line.

STANDARD—Every morning except Sunday. Democratic. Established 1885. Standard Publishing Co., publishers. Subscription \$3. Sworn average circulation for twelve months prior to April, 1915, 5,452* net paid; 8 pages, 7 columns; length of columns, 21½ in.; width, 2½ in. Can use matrices.

Advertising rates, 30 cts. an inch; 100 in., 28 cts.; 300 in., 25 cts.; 500 in., 22 cts.; 800 in., 20 cts.; 1000 in., 18 cts. an inch. An allowance of 3 cts. an inch per issue for plate matter. Preferred position, 15%; full position, 25% extra. Readers, 10 cts. a line.

HOMESTEAD—Population 18,713. On two railroads, seven miles distant from Pittsburgh. Coal mining extensively carried on. Industries include Bessemer and open hearth steel works.

AMERIKANSKY RUSSKY VIESTNIK—Every Thursday (2 editions). Slovak and Russian. Established 1892. Greek Catholic Union of U. S. of America, publishers. Subscription, \$2. Claimed average circulation for year 1914, 41,500 (Slovish edition, 33,000; Russian edition, 8,500); 8 pages, 7 columns; length of columns, 20 in.; width, 2¼ in.

Advertising rates on application.

HONESDALE—Population 2,945; (Greater Honesdale, 7,000). On the Erie, and the Delaware & Hudson R. R. Principal industries are glass works; electric elevator, sweater, wagon, axe and shoe factories, woolen, silks and flour mill, brewery, etc.

WAYNE INDEPENDENT—Tri-weekly. Monday, Wednesday and Friday. Independent. Established 1878. Independent Co., publishers. Subscription, \$1.50. Sworn average

PENNSYLVANIA

circulation for twelve months prior to April, 1915, 5,150* net paid; 6 to 8 pages, 7 columns; length of columns, 19 3/4 in.; width, 2 1/2 in. Cannot use matrices.

Advertising rates, 20 cts. an inch; top of column, 24 cts.; island position, 25 cts. an inch flat. Reading notices, 10 cts. a line. Classified, 1c. per word.

JOHNSTOWN—Population 55,482. Two railroads. Bituminous coal mining extensively carried on. Fire clay, iron and lime stone also in vicinity. Has most extensive steel and iron works, and manufactures include stoves, fire brick, radiators, paint, enamelware and coke products. Annual value of manufactured products, \$63,000,000.00.

DEMOCRAT—Every morning except Sunday. Democratic. Established 1863. Warren Worth Bailey and Estate of Edward H. Bailey, publishers. Subscription, \$3. Sworn average circulation for six months prior to April, 1915, 13,264* net paid; 12 to 20 pages, 7 columns; length of columns, 20 in.; width, 2 1/2 in. Can use matrices.

Advertising rates, 60 cts. an inch; on contract, 51 in., 42 cts.; 101 in., 35 cts.; 201 in., 28 cts. Position, 15 and 25% extra. Readers, 15 cts. a count line. Classified, 1c. per word.

LEADER—Every evening except Sunday. Republican. Established 1911. Leader Printing Co., publishers. Subscription, \$3. Sworn average circulation for six months prior to April, 1915, 7,064* net paid; 12 to 16 pages, 7 columns; length of columns, 20 in.; width, 2 1/2 in. Can use matrices.

Advertising rates, 60 cts. an inch; 100 in. within one year, 40 cts.; 250 in., 30 cts.; 1,000 or more in., 20 cts. an inch. Special positions, 5, 15 and 25% extra. Reading notices, 5 to 10 cts. a line. Classified, 1c. per word.

TRIBUNE—Every evening except Sunday. Progressive-Republican. Established 1873. Johnstown Tribune Publishing Co., publishers. Subscription, \$3. Sworn average circulation for six months prior to April, 1915, 17,928* net paid; 16 to 24 pages, 7 columns; length of columns, 19 1/2 in.; width, 2 1/2 in. Can use matrices.

Advertising rates, 2 1/2 cts. a line, flat. Classified, 5 cts. a line, first insertion; 4 cts. a line, each subsequent insertion.

LANCASTER—Population 47,227. Two railroads. The center of a most excellent agricultural region, every section of which is reached by trolley system radiating from Lancaster city; Lancaster County being the leading county of U. S. in value of agricultural products; wheat and tobacco being grown to a very large extent. One of the largest tobacco markets in the United States, the manufacture of cigars exceeding any other district in the U. S. Also extensive stock yards supplying Maryland, New Jersey, Delaware and Eastern Pennsylvania. Industries also include umbrella

PENNSYLVANIA

factories, cork and linoleum works; cotton and silk mills, machine shops, tanneries, chocolate and caramel factories and iron works. Annual value of industrial products, \$15,978,666.00. Annual value of agricultural products, \$20,000,000.00. Bank clearing for 1914, \$84,062,149.20.

EXAMINER—Every evening except Sunday, and SEMI-WEEKLY, Wednesdays and Saturdays. Independent. Republican. Established 1825. Dr. Fred A. Achey and W. F. Gorrecht, publishers. Subscription, daily, \$5; Semi-weekly, \$1.50. Sworn average circulation for six months prior to April, 1915, 5,210* net; semi-weekly, claimed for year 1914, 3,600; 12 pages, 7 columns; length of columns, 20 1/2 in.; width, 2 1/4 in.

Advertising rates, daily, 50 cts. an inch; 25 in., 40 cts.; 50 in., 30 cts.; 100 in., 25 cts.; 200 in., 20 cts.; 300 in., 17 cts.; 400 in., 15 cts.; 500 in., 14 cts.; composition, 5 cts. an inch extra. Local notices, 10 cts. a line, with discount on 500 lines and over. SEMI-WEEKLY, 40 cts. an inch; 50 in., 20 cts.; 100 in., 18 cts.; 200 in., 16 cts.; 300 in., 14 cts.; 400 in., 12 cts.; 500 in., or more, 10 cts. an inch.

INTELLIGENCER AND NEWS-JOURNAL

—Every evening and morning, except Sunday. Intelligencer, Democratic; established 1794. News-Journal, Independent; established 1907. Steinman & Foltz, publishers. Subscription, evening, \$5; morning, \$3. Claimed average circulation for six months ending June 1915, combined, 15,560* net paid; (evening, 7,115*, morning, 8,445); 12 to 24 pages, 7 columns; length of columns, 21 in.; width, 2 1/2 in.

Advertising rates, including both editions, 35 cts. an inch, flat. Special position, 10 or 25% extra. Reading notices, 15 cts. a line; telegraphic, 30 cts. a line. Classified, 2 cts. per word.

LUTHERAN OBSERVER — See Philadelphia.

NEW ERA—Every evening except Sunday, and SEMI-WEEKLY, Wednesdays and Saturdays. Independent-Republican. Established 1877. The New Era Printing Co., publishers. Subscription, daily, \$5; semi-weekly, \$1.50. Sworn detailed average circulation for six months prior to April, 1915, daily, 9,144* net paid; semi-weekly, 5,493* net paid; 8, 10 and 12 pages, 7 columns; length of columns, 21 1/2 in.; width, 2 1/4 in.

Advertising rates, nonpareil, daily, 1 inch, one time, 75 cts.; one week, \$2.50; one month, \$7; three months, \$12; one year, \$28; 24 lines, one year, \$45; E. O. D., 1/4 of daily rates. SEMI-WEEKLY, first time, 10 cts.; subsequent insertions, 5 cts. a line.

NEWS—JOURNAL—Morning edition of Intelligencer, which see.

PENNSYLVANIA SCHOOL JOURNAL—Monthly. Educational. Established 1852. J. P. McCaskey, publisher. Subscription, \$1.60. Claimed average circulation for year 1914,

PENNSYLVANIA

6,000; 48 to 56 pages, 2 columns; length of columns, 7½ in.; width, 2½ in.

Advertising rates, ¼ page, one time, \$10; three months, \$25; one year, \$66; ½ page, one time, \$15; one page, \$25.

LA PARK—Population 100. On Pennsylvania R. R., ten miles distant from Lancaster. Industries confined exclusively to seed farming. Annual income from the various industries, \$100,000.00.

PARK'S FLORAL MAGAZINE—Monthly. Floriculture. Established 1871. George Watt Park, publisher. Subscription, 10 cts. Sworn average circulation for year ending May 1915, 467,853*; 64 pages, 2 columns; length of columns, 8 in.; width, 2¼ in. Forms close 20th of preceding month.

Advertising rates, agate, \$1.50 a line; full page, \$330; back cover (224 lines), \$375.

LEBANON—Population 19,240. Three railroads. Coal mining extensively carried on, iron and limestone also being abundant. Has furnaces, rolling mills, iron, steel and china works, organ and furniture factories, stove foundries, machinery, car, bolt and nut, boiler and engine works.

LUTHERAN—See Philadelphia.

NEWS—Every evening except Sunday, and SEMI-WEEKLY (Monday and Thursday). Republican. Established 1872. Lebanon News Publishing Co., publishers. Subscription, daily, \$3; Semi-weekly, \$1. Sworn average circulation for twelve months prior to April, 1914, daily, 6,241* net paid; semi-weekly, for year 1914, 3,488*; 6 to 20 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, daily or semi-weekly, 25 cts. an inch; subsequent insertions of same copy, 20 cts. an inch; first page, display, 50 cts. an inch; 3d page, 25 cts. an inch, flat; on contract for not less than five inches space, for 8 weeks or longer (5 cts. additional for first insertion of set matter or matrices), 12 cts. an inch. Reading notices, body type, first page, 10 cts. a line; other pages, 5 cts. a line. Classified, 1c. per word.

REPORT—Every evening except Sunday. Independent. Established 1890. Report Publishing Co., publishers. Subscription, \$3. Sworn average circulation for six months prior to April, 1915, 5,496*; 8 to 32 pages, 7 columns; length of columns, 20½ in.; width, 2½ in. Can use matrices.

Advertising rates, 25 cts. an inch; 25 in., within one year, 16 cts.; 100 in., 14 cts. 250 in., 12 cts.; 500 in or more, 10 cts. an inch. Composition, 5 cts. an inch, additional. Preferred positions, 15 or 25% extra. Reading notices, 5 cts. a line. Classified, 1c. per word first insertion, ½ cent per word thereafter.

PENNSYLVANIA

McKEESPORT—Population, 1910 census, 42,694; 1915 estimate, 46,000. On Monongahela River and three railroads. Has coal and natural gas. Largest tube works in the world, also blast furnaces, glass, steel, iron and tin plate works, breweries, sewer pipe, fire brick, cigar, wagon, candy, shirt, ladies garment railway signal, paint, oil and varnish factories; laquered plating works; foundry products and saw mills. Annual value of manufactured products, \$42,494,567.00

NEWS—Every evening except Sunday. Independent. Established 1884. Daily News Publishing Co., publishers. Subscription, \$3. Sworn average circulation for twelve months prior to April 1915, 9,356* net paid; 12 to 24 pages, 7 columns; length of columns, 20 in.; width, 2¼ in. Can use matrices.

Advertising rates, agate, 75 in. within one year, 60 cts. an inch; 150 in., 50 cts.; 300 in., 40 cts.; 500 in., 35 cts.; 1,000 in. or more, 25 cts. an inch; preferred position, 10 and 25% extra. Reading notices, 15 cts. a line; telegraphic, \$1 a line. Classified, 1c. a word.

TIMES—Every Friday. Independent-Republican. Established 1869. McKeesport Times Co., publishers. Subscription, \$3. Claimed average circulation for six months ending March, 31, 1915, 6,800 net; 12 to 24 pages, 7 columns; length of columns, 22 in.; width, 2½ in. Can use matrices.

Advertising rates, 2 cts. a line flat. Preferred position, 25% extra. Reading notices, 10 cts. a line; first page, 25 cts. a line. Classified, 1c. per word.

MAHANAOY CITY—Population 15,936. Two railroads. Principal industry, anthracite coal mining, which is shipped extensively. Also has iron works.

SAULE—Semi-Weekly. Tuesdays and Fridays. Lithuanian. Republican. Established 1888. W. D. Boczkowski & Co., publishers. Subscription, \$2.50. Claimed average circulation for year 1914, 6,420; 4 pages, 8 columns; length of columns, 24 in.; width, 2½ in.

Advertising rates, 50 cts. an inch.

MANAYUNK—Population 30,000. On Schuylkill River, seven miles distant from Philadelphia, of which it is a suburb. Industries include cake and cracker, cut glass, carriage and wagon factories; iron and steel mills and the manufacture of cotton and woolen goods, automobiles and paper.

REVIEW—Every Wednesday. Local. Established 1904. Review Publishing Co., publishers. Subscription, 50 cts. Claimed average circulation for year 1914, 8,000; 4 pages, 9 columns; length of columns, 26 in.; width, 2½ in.

Advertising rates on application.

PENNSYLVANIA

MEADVILLE—Population 12,780. Two railroads. Distributing point for an excellent grazing and farming section and a most important manufacturing center. Has natural gas. Industries include boiler and iron works, corset factory, foundries and saw mills. Also Erie R. R. car shops. Allegheny College and Meadville Theological College located here.

TRIBUNE-REPUBLICAN—Every morning except, Sunday, **EVENING REPUBLICAN** every evening except Sunday. Republican. Established 1851. Tribune Publishing Co., publishers. Subscription, \$3. Sworn combined circulation for six months prior to April, 1915, 7,440* net paid; 8 and 10 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, morning and evening, combined, 25 cts. an inch; 51 to 100 in., within one year, 22 cts. an inch; 101, or more in., 15 cts.; next reading, 16 cts.; full position, 17 cts. an inch. Reading notices, 10 cts. a line, with discount on 300 lines and over. Classified, 1c. a word (minimum, 15 words).

MEDIA—Population 3,562. On P. B. & W. R. R. and has five trolley lines; 14 miles distant from Philadelphia. The center of a very fertile agricultural section.

AMERICAN—Every Saturday. Republican. Established 1855. Thos. V. Cooper & Sons publishers. Subscription, \$2. Claimed average circulation for 1914, 7,645; 8 pages, 7 columns; length of columns, 22 in.; width, 2½ inches.

Advertising rates, agate, 10 cts. a line.

MIDDLEBURG—Population 531. On Pennsylvania Railroad. Industries include saw, planing and flour mills, shirt factory and tannery.

POST—Every Thursday. Republican. Established 1844. Geo. W. Wagenseller, publisher. Subscription, \$1. Sworn detailed average circulation for 1914, 5,200* net paid; 8 pages, 6 columns; length of columns, 20 in.; width, 2½ in. Cannot use matrices.

Advertising rates, 30 cts. an inch. Composition, 5 cts. an inch additional. Special position, 10 and 20% extra. Locals, 5 cts. a line on yearly contracts, 4 cts. a line.

MILLMONT—Population 300. Pennsylvania R. R. Industries confined largely to agricultural pursuits and lumbering. A poultry and fruit centre. Has shirt, furniture and box factories. Annual income from the various industries, \$600,000.

BROTHERHOOD—Monthly (1st). Temperance and Reform. Established 1898. John W. Yeisley, publisher. Subscription, 60 cts. Claimed average circulation for year ending June, 1915, 21,000; 16 pages, 4 columns; length of columns, 12½ in.; width, 2½ in.

PENNSYLVANIA

Cannot use matrices. Forms close, 1st of month preceding.

Advertising rates, 10 cts. flat a line.

POULTRY-FRUIT-VEGETABLES—Monthly (1st). Agricultural. Established 1912. The Rex Co., publishers. Subscription, 25 cts. Claimed average circulation for year ending June, 1915, 31,000; 16 pages, 4 columns; length of columns, 12½ in.; width, 2½ in. Cannot use matrices. Forms close 1st of month preceding.

Advertising rates, 15 cts. flat a line.

REDMEN'S REVIEW—Monthly. I. O. R. M. Established 1898. J. W. Yeisley, editor. Subscription, 60 cts. Claimed average circulation for 1914, 27,000; 18 in.; width, 2½ in.; length of columns, 20 in.; width, 2½ in.

Advertising rates, agate, 20 cts. a line. Reading notices, 50 cts. a line. Classified, 5 cts. per word.

NEW CASTLE—Population 36,280. Six railroads, three interurban lines and seven streams of water. Excels particularly in freight facilities, healthful labor conditions and abundant water supply. Industries include largest tin mill in the world; two steel mills; steel freight and street car, wire, forge and bolt works; paper planing and flour mills; blast furnaces; iron foundries; three cement works; two potteries; chocolate factory; chemical laboratories; automobile plant and machine shops.

HERALD—Every evening except Sunday. Independent-Republican. Established 1853. Herald Publishing Co., publishers. Subscription, \$5. Sworn average circulation for twelve months ending April, 1915, 6,127* net paid; 10 to 24 pages, 7 columns; length of columns, 22 in.; width, 2½ in. Can use matrices.

Advertising rates, 25 cts. an inch; 250 in., 21 cts.; 350 in., 19 cts.; 500 in. or more, 18 cts. an inch. Special position, 10 or 20% extra. Reading notices, 10 cts. a count line. telegraphic, 20 cts.; first page, 50 cts. a line. Classified, 1c. per word.

NEWS—Every evening except Sunday. Republican. Established 1880. News Company, publisher. Subscription, \$5. Sworn average circulation for twelve month preceding April 1, 1915, 8,282* net paid; 8 to 20 pages, 7 columns; length of columns, 21½ in.; width, 2½ in.

Advertising rates, 30 cts. an inch; 100 in., 25 cts.; 500 in., or more, 18 cts. an inch. Special positions, 10 or 20% extra. Reading notices, 7 cts. a count line. Classified, 4 lines or less, 2 times, 25 cts.

NORRISTOWN—Population, 1910 census, 27,875; 1915 estimate, 30,265. On Schuylkill River, two trunk line railroads together with six branches and two through

PENNSYLVANIA

trolley lines. Deposits of limestone and marble in vicinity, also iron mines. Industries include woolen, cotton and carpet mills, iron works, glass, hosiery, shirt, broom and cigar factories, also the manufacture of asphalt blocks, furniture, bicycle sundries, wire, oil cloth, screws and bricks, or 57 manufacturers in all. State Hospital for the Insane located here. Annual value of manufactured products, approximately, \$15,000,000.00.

TIMES—Every evening except Sunday. Republican. Established 1881. Times Publishing Co., publishers. Subscription, \$3. Sworn average circulation for six months prior to October, 1914, 6,997* net paid; 8 to 16 pages, 8 columns; length of columns, 22½ in.; width, 2½ in. Can use matrices.

Advertising rates, 30 cts. an inch; 100 in., 25 cts.; 300 in., 22 cts.; 500 or more in., 20 cts. an inch. Preferred position, 20% extra. Readers, 10 cts. a count line; first page, 20 cts. Composition, display, 5 cts.; readers, 3 cts. a line additional. Classified, 1c. per word.

OIL CITY—Population, 1910 census, 15,657; 1914 estimate, 18,645. Is served by six railroad lines. Center of the petroleum region and principal oil market of the state of Pennsylvania. Very large oil refineries, National Transit works and offices, Oil Well Supply Co., and Imperial Works; also wagon and wood working factories, machine, boiler, engine and railroad (Pennsylvania, R. R.) shops. Five banks, with total resources of \$12,714,123.57; deposits for year 1914, \$9,445,151.01.

DERRICK—Every morning except Sunday, and **SEMI-WEEKLY**, Tuesdays and Fridays. Independent. Established 1871. Derrick Publishing Co., publishers. Subscription, daily, \$7; semi-weekly, \$1. Sworn average circulation for twelve months preceding April 1, 1915, 6,177* net paid; semi-weekly, claimed for year 1914, 8,000; daily, 8 to 16 pages; semi-weekly, 8 to 12 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices.

Advertising rates, agate, daily, 70 cts. an inch; 25 in. within one year, 50 cts. an inch; 50 in., 40 cts.; 100 in., 35 cts.; 200 in., 30 cts.; 300 in., 25 cts.; 400 in., 22 cts.; 500 in., or more, 20 cts. an inch. Reading notices, 10 cts. a line. Classified, 1c. per word; 6 insertions for the price of five, **SEMI-WEEKLY**, display, 45 cts., flat, an inch.

See advertisement on page 476.

OLYPHANT—Population 8,505. On four railroads. Extensive collieries, coal shipment being very heavy. Other industries are cigar factories, silk mills and iron foundries.

PRAVDA—Every Thursday. Russian-Fratern. Established 1902. Russian Brotherhood Organization, publishers. Subscription,

PENNSYLVANIA

\$1.50. Claimed average circulation for first six months 1914, 9,000; 8 pages, 6 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, 20 cts. an inch.

PHILADELPHIA—Population, 1910 census, 1,549,008; 1915 estimate, 1,700,000. Located at junction of Delaware and Schuylkill Rivers. Area 129½ square miles. Largest city in Pennsylvania and third largest city, measured by population, in the United States. Known as the "World's Greatest Workshop" and "City of Homes". Annual product of factories exceeds, \$800,000,000.00, employing over 300,000 people. Has 363,000 homes, only 10,000 which are frame. Manufacturing establishments cover wide range of articles from largest locomotive works employing 19,500 men, to manufacturer of wedding rings employing less than 100. Great shipbuilding center; more steel tonnage being built on Delaware River than all the rest of the country combined. When working at maximum capacity, a locomotive is completed every 2½ hours; a trolley car every hour; ten pair of stockings every second; a felt hat every 2¼ seconds; a pair of lace curtains every 3½ seconds. Largest textile center in the United States. Greatest carpet manufacturing point in the world. Leading medical center of new world. Girard College—largest and most heavily endowed philanthropy in the world. Has over 625 miles of street railway tracks within city limits; more than 1600 miles of paved streets. Has splendid railway connections; three great trunk lines: thirty-foot channel to the sea and 35 feet being dredged. Value of imports for Philadelphia customs district for fiscal year ending June 30, 1914—\$96,483,412; value of exports—\$65,182,514. City has just started construction of important harbor improvements, one feature being fourteen new docks and piers of largest type. League Island, the most important naval station of the United States, situated at southern end of the city. Has 70 parks; many points of historic and present-day interest. Independence Hall, where Declaration of Independence was signed; Carpenter's Hall, where first Congress met; Girard College. University of Pennsylvania, Ridgway Library, Wiedner Hospital, Drexel Institute, Academy of Fine Arts, Academy of Natural Science, Public Libraries, U. S. Mint, Third U. S. Regional Bank City. Population of district, 8,110,217. Bank clearings for the year 1914, \$7,916,064,210.

ADULT CLASS—Monthly. Baptist. Established 1906. American Baptist Publishing Society, publishers. Subscription, 40 cts. Claimed average circulation for year 1914 10,850 net; 32 pages, 2 columns; length of columns, 7½ in.; width, 2½ in. Office, 1701 Chestnut St.

Advertising rates, 12 cts. a line.

PENNSYLVANIA

AMERICAN CHURCH SUNDAY SCHOOL MAGAZINE—Monthly (1st). Protestant Episcopal. Established 1864. Geo. W. Jacobs & Co., publishers. Subscription, \$1.50. Claimed circulation for year ending 1914, 6,352; 112 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Can use matrices. Forms close 1st of preceding month. Office, 1628 Chestnut St.

Advertising rates, 12 cts. a line.

AMERICAN OPEN AIR SCHOOL JOURNAL—Monthly (1st). Established 1913. Walter W. Roach, M. D., publisher. Subscription, \$1. Claimed average circulation for year ending June, 1915, 16,000; 30 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Can use matrices. Forms close 1st of month. Office, Real Estate Trust Bldg.

Advertising rates, \$6 an inch; on three months' contract, \$5; six months, \$4.50; one year, \$4 an inch.

See advertisement on page 572.

AMERICAN REVIEW OF SHOES & LEATHER—Monthly (1st). Shoe and Leather Trade. Established 1903. Samuel Deemer Gilpin, publisher. Subscription \$1. Claimed average circulation for year ending June, 1915, 5,235; 32 pages, 3 columns; length of columns, 10 in., width, 2¼ in. Can not use matrices. Forms close 15th of month preceding. Office, 201 Walnut Place.

Advertising rates, one inch, \$3; two in., \$5; three in., \$7; ¼ page, \$10; ½ page, \$16; ¾ page, \$30; full page, \$50 with discounts on six or twelve month contracts.

See advertisement on page 490.

AMERICAN WOOL AND COTTON REPORTER—See Boston, Mass.

ANNALS OF AM. ACADEMY OF POLITICAL AND SOCIAL SCIENCE—Bi-Monthly. Political and Social Science. Established 1890. American Academy of Political and Social Science, publishers. Subscription, \$6. Claimed average circulation for year 1914, 6,500; 300 pages, 1 column; length of columns, 6¾ in.; width, 4¼ in. Cannot use matrices. Office, 36th and Woodland Avenue.

Advertising rates for year's service, full page, \$150; ½ page, \$90; ¼ page, \$60. For any period less than one year, add 10% on yearly contract.

ANNALS OF SURGERY—Monthly (1st). Medical. J. B. Lippincott Co., publishers. Subscription, \$5; detailed average circulation for nine months ending April 30, 1914, 4,694*; 128 pages, 2 columns; length of columns, 8¼ in.; width, 2¾ in. Can use matrices. Forms close 10th of preceding month. Office, Washington Square.

Advertising rates, full page, \$30; ½ or ¼ pages, pro rata. Preferred space, 33⅓% extra.

PENNSYLVANIA

ASSEMBLY HERALD—Monthly. Presbyterian. Established 1899. General Assembly of the Presbyterian Church, publishers. Subscription, 50 cts. Sworn average circulation for year ending April 30, 1915, 56,092 net; 80 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Forms close 15th preceding month. Office, 1328 Chestnut Street.

Advertising rates, agate, 25 cts. a line; full page, \$50; ¼ and ½ pages, pro rata. Discount, 3 months, 5%; 6 months, 10%; one year, 15%; or 3 pages used within one year, 10%. Special positions—second cover, third cover, opposite contents and opposite reading matter, 10% extra. Reading notices, 40 cts. a line.

AUGSBURG SUNDAY SCHOOL TEACHER—Monthly. Lutheran. Established 1875. Lutheran Publication Society, publishers. Subscription, 55 cts. Claimed average circulation for year ending June, 1915, 23,750; 64 pages, 2 columns; length of columns, 7 in.; width, 2¾ in. Can use matrices. Forms close thirty-five days in advance of publication. Office, 1424 Arch St.

Advertising rates, agate, 15 cts. a line.

AUTOMOBILE TRADE JOURNAL—Monthly (1st). Automobile. Established 1896. Chilton Company, publishers. Subscription, \$1. Sworn average circulation for year 1914, 25,699; 400 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Cannot use matrices. Forms close 5th of preceding month. Office, Market and 49th Streets.

Advertising rates, ¾ page, \$25; ½ page, \$37.50; ¼ page, \$68.75; 1 page, \$123, with discounts on twelve-time contracts.

BAPTIST COMMONWEALTH—Every Thursday. Baptist. Established 1882. Incorporated 1900. Baptist Commonwealth Co., publishers. Subscription, \$1.50. Claimed average circulation for 1914, 9,500; 24 pages, 3 columns; length of columns, 10¾ in.; width, 2 1/7 in. Office, 902 Witherspoon Building.

Advertising rates, agate, 10 cts. a line. 1,000 lines used within one year, 7 cts. a line. Reading notices, set solid, double display rates; leaded, triple price per cent line. For combination rates see Philadelphia Presbyterian.

BAPTIST SUPERINTENDENT—Monthly. Sunday School. Established 1884. American Baptist Publication Society, publishers. Subscription, 25 cts. Claimed average circulation for year 1914, 5,100; 16 pages, 2 columns; length of columns, 8 in.; width, 2¼ in. Office, 1701-1703 Chestnut Street.

Advertising rates, agate, 10 cts. a line.

BAPTIST TEACHER—Monthly. Baptist. Established 1869. American Baptist Publication Society, publishers. Subscription, 50 cts. Claimed average circulation for year 1914, 63,600; 64 pages, 2 columns; length of columns, 7½ in.; width, 2¼ in. Forms close 15th of second preceding month. Office, 1701-1703 Chestnut Street.

Advertising rates, agate, 40 cts. a line.

PENNSYLVANIA

BOOK NEWS MONTHLY—Literary. Established 1882. John Wanamaker, publisher. Subscription, \$1. Claimed average circulation for year 1914, 18,000; 80 pages, 2 columns; length of columns, 10 in.; width, 2 3/4 in. Forms close 5th of preceding month. Office, City Hall Square.

Advertising rates, agate, 25 cts. a line; full page, \$40; 1/4 and 1/2 pages, pro rata. Discount, 5, 10 and 15% on 3, 6 and 12 pages, used within one year.

BRITISH AMERICAN—Every Saturday. Established 1887. British American Publishing Co., publishers. Subscription, \$1. Circulation—not given by publisher; 4 pages, 6 columns; length of columns, 18 1/2 in.; width, 2 1/2 in. Can use matrices. Office, 718 Sansom St.

Advertising rates, agate, 5 cts. a line.

BUILDERS GUIDE—Every Wednesday. Architects, Builders and Owners. Established 1886. Building News Publishing Co., publishers. Subscription, \$5. Claimed average circulation for year 1914, 5,000; 20 pages, 3 columns; length of columns, 10 in.; width, 2 1/2 in. Cannot use matrices. Office, Perry Bldg.

Advertising rates, \$1.50 an inch; one inch, three months (13 times), \$15; six months (26 times), \$28; 12 months (52 times), \$50; full page, \$45, \$337.50, \$630 or \$1,125 for one, thirteen, twenty-six or fifty-two times, respectively; 1/2 or 3/4 pages pro rata.

BULLETIN—Every evening except Sunday. Republican. Established 1847. William L. McLean, publisher. Subscription, \$4. Sworn detailed average circulation for first six months, 1915, 351,577* net paid; 14 to 24 pages, 8 columns; length of columns, 21 1/4 in.; width, 2 1/4 in. Can use matrices. Office, Bulletin Building, City Hall Square.

Advertising rates, agate, 35 cts. a line, flat; preferred position, 45 cts. a line. Double column advertisements must be at least 35 lines deep; triple columns, 70 lines; 4 columns in width, 100 lines; 5 columns, 125 lines; 6 and 7 columns, 150 lines deep. Semi-reading advertisements, occupying full position, if accepted, 50 cts. a line. Classified, agent wanted or real estate, 20 cts., three or more consecutive insertions, 15 cts., outline type 20 cts. a line; new publications or financial, 35 cts.; special notices, educational (in plain type only), or resorts, 20 cts. a line. Reading notices, \$2.50 a line; first page, \$3.50 a line.

CALL—Semi-weekly, Monday and Thursday. Independent. Established 1897. Sporting Life Publishing Co., publishers. Subscription, \$1. Claimed average circulation for year ending June, 1915, 210,000; 4 pages, 6 columns; length of columns, 19 1/2 in.; width, 2 1/4 in. Can use matrices. Office, 32 So. Third St.

Advertising rates upon application.

PENNSYLVANIA

CAMERA—Monthly. Photography. Established 1897. The Camera Publishing Co., publishers. Subscription, \$1.75. Claimed average circulation for year 1914, 7,900; 96 pages, 2 columns; length of columns, 8 in.; width, 2 5/8 in. Forms close 6th preceding month. Office, 212 No. 13th Street.

Advertising rates, \$6.50 an inch; six months, \$6; one year, \$5 an inch; 1/4 page, \$18; 1/2 page, \$33; one page, \$56. Discount on 6 or more insertions.

CATHOLIC STANDARD AND TIMES—Every Friday. Roman Catholic. Established 1866. Catholic Standard and Times Publishing Co., publishers. Subscription, \$2. Detailed average circulation for year ending June, 1915, 21,755* net paid; 8 to 12 pages, 7 columns; length of columns, 20 1/2 in.; width, 2 1/4 in. Can use matrices. Office, 610 S. Washington Square.

Advertising rates, agate, 10 cts. a line, with discounts of 10, 20 or 30% on 1,500, 3,000 or 5,000 lines. Special notices, 15 cts. Reading notices, 25 cts. a line.

CHRISTIAN RECORDER—Every Thursday. African Methodist Episcopal. Established 1852. J. I. Lowe, publisher. Subscription, \$1. Claimed average circulation for year 1914, 5,500; 8 pages, 6 columns; length of columns, 20 in.; width, 2 1/2 in. Office, 631 Pine Street.

Advertising rates, 50 cts. an inch; one inch one year, \$13; larger space in proportion.

COMMERCIAL AMERICA—Monthly (1st). English and Spanish. Commercial. Established 1904. Commercial Museum, publishers. Subscription, \$2. Claimed average circulation for year ending June 1915, 15,000; 56 pages, 2 columns; length of columns, 10 1/2 in.; width, 3 1/2 in. Cannot use matrices. Forms close 10th of month preceding. Office, 34th Street, below Spruce.

Advertising rates, both editions, full page, \$800; 1/2 page, \$450; 1/4 page, \$300; 1/8 page, \$200.

COMMERCIAL CAR JOURNAL—Monthly (15th). Motor Wagons and Trucks. Established 1911. Chilton Company, publishers. Subscription, \$1. Sworn average circulation for year 1914, 7,888*; 96 to 120 pages, 2 columns; length of columns, 10 in.; width, 2 1/2 in. Cannot use matrices. Forms close 5th of month. Office, Market and 49th Streets.

Advertising rates upon application.

COMMERCIAL LIST AND PRICE CURRENT—Every Saturday. Commercial and Financial. Established 1827. Commercial List Publishing Co., publishers. Subscription, \$4. Claimed average circulation for year 1914, 5,000; 6 pages, 8 columns; length of columns, 25 1/2 in.; width, 13 1/2 ems. Can use matrices. Office, 241 Dock Street.

Advertising rates, agate, 15 cts. a line; reading notices, 25 cts. a line.

PENNSYLVANIA

CONFECTIONERS JOURNAL—Monthly. Trade. Established 1874. The Confectioners Journal Publishing Co., publishers. Subscription, \$2. Sworn detailed average circulation for 1914, 6,014*; 148 pages, 2 columns; length of columns, 10½ in.; width, 3¾ in. Forms close 25th preceding month. Office, 723 Walnut Street.

Advertising rates, 1½ page, \$6; ¾ page, \$12; ¼ page, \$23; ½ page, \$43; one page, \$74. Discount on continued insertions.

COUNTRY GENTLEMAN—Every Saturday. Agricultural. Established 1831. Curtis Publishing Co., publishers. Subscription, \$1. Claimed average circulation for year 1914, 272,460; 32 to 84 pages, 4 columns; length of columns, 12½ in.; width, 2¼ in. Forms close Tuesday, 25 days in advance of publication date. Office, Independence Square.

Advertising rates, agate, \$1.50 a line; full page, \$900; ¼ and ½ pages, pro rata; 4th cover page, in two colors, \$1,300; 2nd or 3rd cover, two colors, \$1,100. Classified, 75 cts. a line.

DEMOKRAT—Every evening except Sunday. German. Independent. Established 1838. German Daily Gazette Publishing Co., publishers. Subscription, \$3. Claimed average circulation for year 1914, 14,000; 8 to 12 pages, 7 columns; length of columns, 20½ in.; width, 2½ in. Can use matrices. Office, 924 Arch Street.

Advertising rates on application.

See advertisement on page 560.

DENTAL COSMOS—Monthly (1st). Dental. Established 1859. The S. S. White Dental Mfg. Co., publishers. Subscription, \$1. Claimed average circulation for year 1914, 20,000; 200 pages, 2 columns; length of columns, 8½ in.; width, 2¾ in. Can use matrices. Forms close 10th of month preceding. Office, 12th and Chestnut Streets.

Advertising rates upon application.

EAGLE—Every Friday. Independent. Established 1886. E. T. Tyndall, publisher. Subscription 50 cts. Claimed average circulation for year 1914, 10,875 net; 8 pages, 6 columns; length of columns, 20 in.; width, 2¼ in. Cannot use matrices. Office, 2034 Germantown Ave.

Advertising rates, 50 cts. an inch, with discount of 10% on contracts, of six months or more. Reading advertisements, \$1 an inch. Reading notices, 8 cts. a line; front page, 10 cts. a line.

See advertisement on page 484.

ECCLIASTICAL REVIEW—Monthly. Catholic. Established 1889. The Dolphin Press, publishers. Subscription, \$3.50. Claimed average circulation for year ending June, 1915, 15,000; 128 pages, 2 columns; length of columns, 7½ in.; width, 2¼ in. Forms close 15th preceding month. Office, 1305 Arch Street.

Advertising rates, ¼ page, \$7.50; ½ page, \$15; one page, \$30.

PENNSYLVANIA

EPISCOPAL RECORDER—Every Thursday. Reformed Episcopal. Established 1822. Episcopal Recorder, (Inc.) publishers. Subscription, \$2. Circulation—not given by publisher; 12 to 16 pages, 3 columns; length of columns, 11 in.; width, 2½ in. Cannot use matrices. Office, 718 Sansome Street.

Advertising rates, 6 cts. a line; 1,000 lines or more within one year, 4 cts. a line. Reading notices set solid, double display rates, leaded, triple price per count line. For combination rates see PHILADELPHIA PRESBYTERIAN.

ETUDE—Monthly (25th of month preceding). Musical and Home. Established 1883. Theodore Presser Co., publishers. Subscription, \$1.50. Sworn detailed average circulation for year ending April, 1915, 226,774*; 72 to 80 pages, 4 columns; length of columns, 12 in.; width, 2¼ in. Forms close 1st of month preceding. Office, 1712 Chestnut St.

Advertising rates, agate, 80 cts. a line; full page (672 lines), \$500; ½ or ¼ page, pro rata. Cover pages upon application.

See advertisement on page 544.

FARM JOURNAL—Monthly. Agricultural. Established 1877. Wilmer Atkinson Co., publishers. Subscription, 5 years for \$1; claimed average circulation for year ending June 30, 1915, 890,728 net paid; 40 to 80 pages, 3 columns; length of columns, 10½ in.; width, 2¼ in. Can use matrices. Forms close 5th preceding month. Office, S. W. corner Washington Square.

Advertising rates, agate, \$4.50 a line flat.

FASHIONS—Monthly. Fashions. Household. Established 1891. Fashions Publishing Co., publishers. Subscription, \$1. Circulation—not given by publisher; 20 pages, 4 columns; length of columns, 14 in.; width, 2½ in. Forms close first of preceding month. Office, 718-724 Arch Street.

Advertising rates, agate, \$1.25 a line; full page, \$800; ¼ and ½ pages, pro rata.

FIRST AND THIRTY-NINTH TWENTY-SIXTH AND THIRTY-SIXTH WARD NEWS—First and 39th Ward, every Friday; 26th and 36th ward, every Thursday. Local. Established 1889. M. Skipper, publisher. Subscription, \$1. Claimed combined average circulation for year 1914, 11,000; 4 pages, 6 and 7 columns; length of columns, 20 and 22 in.; width, 2 in. Office, 7th and Moore Streets.

Advertising rates, \$1 an inch, with discounts of 15, 30 or 50% on three, six or twelve months' contracts.

FORWARD—Every Saturday. Presbyterian. The Presbyterian Board of Publication and Sabbath School Work, publishers. Claimed average circulation for 1914, 320,000; 8 to 12 pages, 4 columns; length of columns, 13 6/7 in.; width, 2¼ in. Forms close 5 weeks in advance. Office, Witherspoon Bldg.

Advertising rates, agate, \$1 a line; 1,000 lines, 90 cts. In combination with four other

PENNSYLVANIA

Young People's Publications—Philadelphia Way, Boston Wellspring, Dayton (O.) Watchword and Richmond (Va.) Onward, \$1.75 a line; 1,000 lines or more, within one year, \$1.50 a line. For additional combination rates, see Philadelphia Presbyterian. Reading notices, set solid, double display rate, leaded, triple price per count line.

GIRLS' WORLD—Every Saturday. Baptist. Established 1908. American Baptist Publishing Society, publishers. Subscription, 30 cts. Claimed average circulation for 1914, 101,000; 4 pages, 4 columns; length of columns, 14 1/4 in.; width, 2 1/4 in. Forms close 2 months in advance. Office, 1701 Chestnut Street. Advertising rates, agate, 30 cts. a line.

GWIAZDA—Every Thursday. Polish. Republican. Established 1901. Stephen M. Nowaczyk, publisher. Subscription, \$1.50. Claimed average circulation for year 1914, 5,000; 8 pages, 7 columns; length of columns, 22 in.; width, 2 1/2 in. Office, 3020-22 Richmond St. Advertising rates, 50 cts. an inch; one month, 40 cts.; three months, 35 cts.; six months, 30 cts.; one year, 25 cts. an inch, per time.

HEIDELBERG TEACHER—Monthly. Religious. Established 1873. S. S. Board of the Reformed Church, publishers. Subscription, 60 cts.; claimed average circulation for year 1914, 15,400; 64 pages, 2 columns; length of columns, 8 in.; width, 2 1/2 in. Forms close 15th 2d preceding month. Office, 15th and Race Streets.

Advertising rates, agate, 12 cts. a line; 3 pages or more, at rate of 10 cts. a line.

HOME AND SCHOOL—Monthly. Family and Sunday School. Established 1911. American Baptist Publication Society, publishers. Subscription, 50 cts. Claimed average circulation for year ending July, 1915, 16,200; 48 pages, 2 columns; length of columns, 8 in.; width, 2 1/4 in. Cannot use matrices. Office, 1701 Chestnut Street.

Advertising rates, 15 cts. a line.

HOTEL AND CLUB NEWS—Monthly. Hotels, Clubs, etc. Established 1905. John F. Hobbs, publisher. Subscription, \$1. Claimed average circulation for year 1914, 6,750; 48 pages, 3 columns; length of columns, 10 in.; width, 2 1/4 in. Can use matrices. Office, 122 So. 13th Street.

Advertising rates, \$2 an inch; full page, \$50; 1/2 and 1/4 page, pro rata. Classified, 2 cts. per word.

IL MATTINO—Every morning including Sunday. Italian-Independent. Established 1914. Pietro Uacovini, editor and publisher. Subscription, \$4. Claimed average circulation for 1914, 15,000; 8 pages, 7 columns; length of columns, 20 1/2 in.; width, 2 1/4 in. Cannot use matrices. Office, 926 South Ninth Street.

Advertising rates, agate, 10 cts. a line; last page, 15 cts.; 1st page, 30 cts. Amuse-

PENNSYLVANIA

ments, 15 cts. Legal and political, 25 cts. a line, with discount on monthly or yearly contracts. Classified, 25 cts. for five lines or less.

INQUIRER—Every morning including SUNDAY. Independent Republican. Established 1829. Philadelphia Inquirer Co., publishers. Subscription, daily, \$3; Sunday, \$2.50. Sworn average circulation for twelve months prior to April 1915, daily, 194,716* net paid; Sunday, 279,934* net paid; daily, 16 pages; Sunday, 72 pages, 8 columns; length of columns, 22 in.; width, 2 1/2 in. Can use matrices. Office, 1109 Market Street.

Advertising rates, agate, 5 lines or more, daily, 25 cts. a line; Sunday, 30 cts. a line; following and alongside reading, daily, 30 cts. a line; Sunday, 35 cts.; minimum space for full position advertisements, 28 lines; double column advertisements for position, must be at least 50 lines deep; triple column, 75 lines; financial, daily, 25 cts. a line; Sunday, 30 cts.; new publications, daily, 20 cts. a line; Sunday, 25 cts. Reading notices, set in agate, and marked "adv." daily, \$1 a line; Sunday, \$1.50 (no reading notices on first page). Reading notices, in body type, daily or Sunday, \$3 a line. Sunday magazine section, 40 cts. a line, color section. Sunday, 1/4 page, \$150; 1/2 page, \$250; 3/4 page, \$450; one page, \$800. Classified, 12 words, one time, 30 cts.; additional words, 2 cts. a word; agate or light faced type, 15 cts. a line; business chances, 25 cts.; medical, \$1 a line; special notices, 25 cts.; resorts, 20 cts. a line, with discount of 5 cts. a line if run 30 consecutive insertions or longer.

JACOBS & COMPANY—

See advertisement on pages 532, 533, 534, 535 and 536.

JEWISH EXPONENT—Every Friday. Jewish News. Established 1883. Jewish Exponent Publishing Co., publishers. Subscription, \$3. Claimed average circulation for year 1914, 8,900; 14 pages, 5 columns; length of columns, 18 in.; width, 2 1/4 in. Can use matrices. Office, 608 Chestnut Street.

Advertising rates, agate, 10 cts. a line, single insertion; 6 cts. a line for running ads.

KENSINGTONIAN—Every Thursday. Independent. Established 1909. Subscription, \$1. Claimed average circulation for year 1914, 25,000; 8 pages, 7 columns; length of columns, 20 in.; width, 2 1/4 in. Can use matrices. Office, 2215 Front Street.

Advertising rates, \$1 an inch; 52 time contract, 50 cts. an inch. Reading notices, 10 cts. a line.

KEYSTONE—Every Tuesday. Jewelry-Trade. Established 1883. The Keystone Publishing Co., publishers. Subscription, \$2. Claimed average circulation for year 1914, 15,500; 110 to 130 pages, 3 columns; length of columns, 10 in.; width, 2 1/4 in. Office, 512 Race Street.

PENNSYLVANIA

Advertising rates, \$4.25 an inch; four weeks, \$3.25; 13 weeks, \$2.75; 26 weeks, \$2.50; 52 weeks, \$2.25 an inch.

KEYSTONE MAGAZINE OF OPTOMETRY—Semi-Monthly (every other Thursday). Optical-Trade. Established 1909. The Keystone Publishing Co., publishers. Subscription, \$1. Claimed average circulation for year 1914, 8,500; 100 pages, 2 columns; length of columns, 8 in.; width, 2¼ in. Office, 512 Race Street.

Advertising rates, full page, \$40; ½ page, \$25; ¼ page, \$15; ⅛ page, \$8; with discounts on 3, 6, 12 or 26 time contracts.

LADIES' HOME JOURNAL—Monthly. Domestic. Established 1883. The Curtis Publishing Co., publishers. Subscription, \$1.50. Claimed average circulation for year 1914, 1,587,657; 48 to 100 pages, 4 columns; length of columns, 14 9/32 in. Forms close 23rd of third preceding month. Original half tones required. Office, Independence Square.

Advertising rates, agate, \$3 a line; ¼ page, single column, \$1,600; ½ page, double column, \$1,500; ⅓ page, \$3,000; one page, \$6,000; 2nd cover (two colors), \$7,000; 2nd cover (three colors), \$8,000; 3d cover (two colors), \$7,000; 3d cover, or colored insert (three or four colors), \$8,900; 4th cover (3 or 4 colors), \$10,000.

LUTHERAN—Every Thursday. Religious. Established 1856. The General Council Publication House, publishers. Subscription, \$2. Claimed average circulation for year 1914, 10,000; 16 pages, 4 columns; length of columns, 13 in.; width, 2½ in.

Advertising rates, agate, \$1.12 an inch, with discounts of 10, 20, 30 and 40% on 13, 26, 39 or 52 time contracts. Reading notices, 10 cts. a line.

LUTHERAN CHURCH WORK—Every Thursday. Lutheran Ministers People. Established 1907. Lutheran Publication Society, publishers. Subscription, \$1. Claimed average circulation for year 1914, 11,000; 24 pages, 3 columns; length of columns, 10 in.; width, 2¼ in. Office, 1024 Arch Street.

Advertising rates, \$1.40 an inch, with discounts of 5, 10, 15 or 20% on 50, 100, 250, or 500 inches space within one year. Special position 25% extra.

LUTHERAN OBSERVER—Every Friday. Lutheran. Established 1826. Lutheran Observer Association, publishers. Subscription, \$2. Claimed average circulation for year 1914, 14,500; 32 pages, 3 columns; length of columns, 10½ in.; width, 2¾ in. Office, Weightham Building.

Advertising rates, agate, 12 cts. a line; 1,000 lines, 9 cts. a line. Reading notices, set solid, double display rate; leaded, triple

PENNSYLVANIA

price per counted line. For combination rates, see Philadelphia Presbyterian.

LUTHERAN YOUNG PEOPLE—Every Saturday. Juvenile. Established 1903. Lutheran Publication Society, publishers. Subscription, 60 cts. Guaranteed average circulation for 1915-16, exceeding 23,000; 3 columns; length of columns, 10 in.; width, 2¼ in. Office, 1424 Arch St.

Advertising rates, 10 cts. a line; one column, \$12; two columns, \$22; one page, \$30. In combination with Rock Island, Ill., AUGUSTANA, 15 cts. a line.

MAGAZINE PRESS ASSOCIATION—Monthly (1st). Twenty magazines for individual churches of different denominations—Religious. Established 1913. Magazine Press Association, publishers. Subscription, 50 cts. Claimed average circulation for year ending June, 1915, 15,000; 20 pages, 2 columns; length of columns, 8¼ in.; width, 2½ in. Can use matrices. Forms close 25th of month preceding. Office, 12th and Race Sts.

Advertising rates, one inch, \$6; two in., \$10; three in., \$13; ¼ page, \$18; ½ page, \$30; full page, \$50.

MASTER PRINTER—Monthly (1st). Trade. Established 1904. Master Printer Publishing Co., publishers. Subscription, \$1.50. Claimed average circulation for year 1914, 5,660; 48 pages, 2 columns; length of columns, 12 in.; width, 3¼ in. Cannot use matrices. Forms close 20th of preceding month. Office, 1011 Chestnut Street.

Advertising rates, full page, \$60; ½ page, \$40; ¼ page, \$25; ⅓ page, \$15, with discount on six or twelve months' contract.

MEDICAL COUNCIL—Monthly. Medical. Established 1895. The Medical Council Co., publishers. Subscription, \$1. Sworn average circulation for first nine months 1915, 30,100*; 100 pages, 2 columns; length of columns, 8¼ in.; width, 2 11/16 in. Forms close 10th preceding month. Office, 420 Walnut Street.

Advertising rates, agate, 60 cts. a line; ¼ page, \$15; ½ page, \$20; ⅓ page, \$35; full page, \$60, with discounts on 3, 6 or 12 month contracts.

MEDICAL SUMMARY—Monthly. Medical. Established 1879. R. H. Andrews, M. D., publisher. Subscription, \$1. Claimed average circulation for year 1914, 10,000; 72 pages, 2 columns; length of columns, 8¼ in.; width, 2½ in. Forms close 20th preceding month. Office, 2321 Park Avenue.

Advertising rates, ¼ page, six months, \$45; one year, \$80; ½ page, six months, \$80; one year, \$150; one page, six months, \$150; one year, \$250; one inch, one year, \$25.

OVER-ADVERTISING is just as bad as under advertising, with the added disadvantage that it is more expensive.

PENNSYLVANIA

MEDICAL WORLD—Monthly. Medical. Established 1883. O. F. Taylor, M. D.; publisher. Subscription, \$1. Sworn detailed average circulation for 1914, 23,947*; 80 pages, 2 columns; length of columns, 8¼ in.; width, 2¾ in. Forms close 15th preceding month. Office, 1520 Chestnut Street.

Advertising rates, 1/8 page (one inch), one time, \$6; three months, \$14; six months, \$25; one year, \$46; ½ page, one time, \$32; three months, \$84; one year, \$284; one page, one time, \$500.

METHODIST TIMES—Every Friday. Religious-Methodist. Established 1876. Methodist Publishing Ass'n., publishers. Subscription, \$1. Claimed average circulation for 1914, 10,000; 16 pages, 3 columns; length of columns, 10 in.; width, 2¼ in. Office, 1018 Arch Street.

Advertising rates, agate, 6 cts. a line flat

MORGEN GAZETTE—Every morning and evening except Sunday. SONNTAGS GAZETTE, Sunday, and Weekly PENNSYLVANISCHE STAATS GAZETTE. Saturdays. German. Established 1879. German Daily Gazette Publishing Co., publishers. Subscription (morning or evening), \$3; Sunday, \$2.30; weekly \$2; circulation—not given by publisher, daily 8 and 10 pages; Sunday and weekly, 24 to 32 pages, 7 columns; length of columns, 21 in.; width, 2¼ in. Can use matrices.

Advertising rates, daily or Sunday, agate. 10 cts. a line; 5,000 lines within one year, 9 cts.; 10,000 lines, 8 cts.; 20,000 lines, 7 cts. a line; financial, 15 cts. a line; 1,000 lines. 14 cts.; 5,000 lines, 12 cts.; 10,000 lines, 10 cts.; preferred position, 5 and 10% extra. Classified, i.e. a word. Resorts, educational and personal, 10 cts. a line; medical, 15 cts. Reading notices, 50 cts. a line; first page, \$1 a line. Weekly, display, 5 cts. a line with discount on 5,000 lines and over.

See advertisement on page 560.

MOTOR PRINT—Monthly (1st). Motor-ing. Motor Print Co. (Inc.), publishers. Established 1906. Subscription, \$1. Sworn detailed average circulation for 1914, 45,863*; 52 to 60 pages, 4 columns; length of columns, 12 in.; width, 2¼ in. Forms close 18th of preceding month. Office, West 39th St., New York City.

Advertising rates, agate, 1/64 page, \$10; 1/32 page, \$19; 1/16 page, \$35; 1/8 page, \$50; 1/4 page, \$75; 1/2 page, \$90; 3/4 page, \$120; one page, \$200. Discount on 6 or more insertions.

NATIONAL HERALD—Every Saturday. Wine, Spirits and Beer. Established 1905. National Herald (Inc.), publishers. Subscription, \$3; claimed average circulation for year 1914, 26,333; 20 pages, 4 columns; length of columns, 12½ in.; width, 2¼ in. Office, 611 Bourse.

Advertising rates, agate, 20 cts. a line; 1/4 page (180 lines), \$30; 1/2 page, \$55; one page (720 lines), \$100. Discount, 13 times, 10%; 26 times, 15%; 52 times, 20%.

See advertisement on page 527.

PENNSYLVANIA

NATIONAL HIBERNIAN—See Washington, D. C.

NEW IDEAS—Monthly (1st). Mail order. Established 1895. New Ideas Publishing Co., publishers. Subscription, 20 cts. Claimed average circulation for first six months 1915, 156,362; 16 to 32 pages, 4 columns; length of columns, 13 in.; width, 2¼ in. Last forms close 15th of month preceding date of issue. Can use matrices. Office, 612-14 Chestnut St.

Advertising rates, agate, 60 cts. a line. Reading notices, \$1 a line.

NEWS—Semi-weekly (Monday and Tuesday). Republican. Established 1878. Starr Printing Co., publishers. Claimed average circulation for 1914 (free distribution), 375,000; 4 pages, 7 columns; length of columns, 20 in.; width, 2¼ in. Can use matrices. Office, 1513 Sansom Street.

Advertising rates, 15 cts. a line, first page, 30 cts. a line flat.

See advertisement on page 568.

NORD AMERIKA—Every Thursday. German. Roman Catholic. Established 1872. John Wiesler, Jr., publisher. Subscription, \$2.50; circulation—not given by publisher; 8 pages, 6 columns; length of columns, 20 in.; width, 2¼ in. Office, 1006 North Fifth Street.

Advertising rates, one inch, one time, \$1.20; one month, \$3; three months, \$8; six months, \$14; one year, \$25. Reading notices, 50 cts. a line.

NORTH AMERICAN—Every morning including SUNDAY. Independent Republican. Established 1771. Subscription, daily, \$3; Sunday, \$2.50; daily and Sunday, \$5.50. Sworn average circulation for six months prior to October, 1914, daily, 182,632* net; Sunday, 153,205* net; daily, 16 to 24 pages; Sunday, 64 pages, 7 columns; length of columns, 21 in.; width, 2¼ in. Can use matrices. Office, corner Broad and Sansom Streets.

Advertising rates, daily or Sunday, agate, 25 cts. per line; following and next to reading, 30 cts. a line; first section, Sunday edition, next to and following reading, 35 cts. a line. Magazine section, 30 cts. a line; in position, 35 cts. a line. New books, display, 20 cts. a line; automobiles, daily, 25 cts.; 52 consecutive insertions in Sunday edition, 20 cts. a line, per time. Color section, Sunday, \$600 per page; \$300 1/2 page; \$150 1/4 page; \$100 1/8 page. Schools and colleges, displayed, classified, 25 cts.; 30 times, 20 cts. a line (cuts allowed). Resorts and hotels, agate or display type, 20 cts. a line; 15 cts. a line on 30 time orders. Classified, undisplayed, business opportunities, automobiles, hotels, for sale and mail order, 12 words or less, 30 cts.; agate or open face type, 15 cts. a line, daily or Sunday; personals, 15 cts.; mail order advertising, with cuts, 20 cts. a line; 10 lines or more, 15 cts. a line; special notices, 25 cts.

PENNSYLVANIA

a line. Double column ads. not accepted if less than 28 lines deep. Reading notices, agate measure, \$1 a line; without advertising marks, if accepted, \$2 a line.

NORTHWEST INDEPENDENT-NEWS—Every Saturday. Independent. Established 1890. Louis C. Macaran, publisher. Free distribution. Claimed average circulation for year 1914, 5,000; 4 pages, 6 columns; length of columns, 20 in.; width, 2½ in. Office, 2107 Columbia Avenue.

Advertising rates, 25 cts. an inch.

NORTHWEST RECORD—Semi-weekly, Monday and Thursday. Independent-Republican. Established 1894. The Starr Printing Co., publishers. Subscription, \$1. Claimed average circulation for year ending July 1915, 175,000; 4 pages, 6 columns; length of columns, 20 in.; width, 2½ in. Can use matrices. Office, 1513 Sansom St.

Advertising rates, agate, first page, 20 cts. flat a line; inside pages, 10 cts. a line; 1,000 lines or 13 times, 9 cts.; 2,500 lines or 26 times, 8½ cts.; 5,000 lines or 52 times, 8 cts.; 1,000 lines or 104 times, 7 cts. a line

OPINION—Every morning, including SUNDAY. Italian. Republican-Conservative. Established 1906. New York and Philadelphia Publishing Co., publishers. Subscription, \$4. Sworn average circulation for year ending June 1915, 49,100* net; 8 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Office, 1011 So. 8th St.

Advertising rates, agate, 5 cts. a line. Reading notices, 25 cts. a line; first page, 50 cts. a line. Classified, 2 cts. per word.

See advertisement on page 502.

PAINTER AND DECORATOR—Monthly. Labor. Established 1886. Brotherhood of Painters, Decorators and Paper Hangers of American, publishers. Subscription, \$1. Sworn average circulation for first six months 1915, 70,000*; 64 pages, 2 columns; length of columns, 8 in.; width, 2½ in.

Advertising rates, ¼ page, \$15; ½ page, \$25; ¾ page, \$40; one page, \$70. Further rates on application.

PENNSYLVANIA FARMER—Every Saturday. Agricultural. Established 1880. The Lawrence Publishing Co., publishers. Subscription, 50 cts. Guaranteed average circulation for year 1915-16, 50,000* net; 20 pages, 4 columns; length of columns, 13¾ in.; width, 2½ in. Forms close Monday preceding.

Advertising rates, agate, 25 cts. a line, flat. A discount of 10% will be allowed on orders covering either The Ohio Farmer or The Michigan Farmer.

PENNSYLVANIA HERALD—Monthly. Sunday School. Religious. Established 1894. Pennsylvania State Sabbath School Association, publishers. Subscription, 25 cts. Claimed

PENNSYLVANIA

average circulation for 1914, 10,000; 16 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Office, 1511 Arch St.

Advertising rates, agate, 7 cts. a line; ¼ page, one time, \$5.25; ½ page, \$9; one page, \$15. Special position, 10% extra. Discount, three months, or 250 lines, within one year, 10%; six months, or 500 lines, 15%; one year, or 1,000 lines, 25%. Reading notices, 10 cts. per agate line.

PLAIN DEALER—Every Saturday. Independent-Progressive-Labor. Established 1905. Eric Hanff, publisher. Subscription, \$1. Claimed average circulation for year 1914, 42,212; 8 to 12 pages, 6 columns; length of columns, 20 in.; width, 2¼ in. Can use matrices. Office, Real Estate Trust Building.

Advertising rates, 5 cts. a line flat.

PRACTICAL FARMER—Semi-monthly (1st and 15th). Agricultural. Established 1855. Walker Publishing Co., publishers. Subscription, \$50 cts. Guaranteed average circulation for year 1915-16, 70,000; 16 to 24 pages, 4 columns; length of columns, 13 in.; width, 2¼ in. Forms close 10 days in advance. Office, 117-121 N. Seventh Street.

Advertising rates, agate, 30 cts. a line, flat; full page, \$200. Reading notices, 60 cts. a line.

PRESBYTERIAN—Every Wednesday. Presbyterian. Established 1830. Presbyterian Publishing Co., publishers. Subscription, \$2. Claimed average circulation for 1914, 14,000; 32 pages, 3 columns; length of columns, 11 in.; width, 2 2/7 in. Office, Wither-spoon Building.

Advertising rates, agate, 12 cts. a line; 1,000 lines or more, 9 cts. a line. In combination with the eight additional Denominational Publications—Philadelphia Lutheran, Observer, Baptist Commonwealth, Reformed Church Messenger, Episcopal Recorder, Harrisburg Evangelical, Cincinnati Herald and Presbyter, Journal and Messenger; Dayton (O.) Religious Telescope—90 cts. a line; 1,000 lines or more, 70 cts. a line. With the additional five Young Peoples Papers—Philadelphia Forward, Way, Boston Well-spring, Dayton (O.) Watchword, Richmond (Va.) Onward—14 publications in all, with a total circulation exceeding 670,000, \$2.65 a line; 1,000 lines or more, \$2.20 a line. Reading notices, set solid, double display or leaded three times display rate.

PRESS—Every morning including SUNDAY. Republican. Established 1857. The Press Co., publishers. Subscription, daily, \$3; Sunday, \$2.50. Sworn average circulation for twelve months prior to April, 1915, daily, 65,142* net paid; Sunday, 160,035* net paid; daily, 12 to 16 pages; Sunday, 50 to 58 pages, 8 columns; length of columns, 21½ in.; width, 2½ in. Can use matrices. Office, corner Seventh and Chestnut Streets.

PENNSYLVANIA

Advertising rates, daily, agate, a line, 20 cts.; Sunday, 25 cts. a line, flat; with discounts on daily, of 12½, 15, 17½, 20 22½ or 25% on yearly contracts of 500, 1,000, 2,500, 5,000, 7,500 or 10,000 lines. Double column advertisements must be at least 25 lines deep. Financial daily or Sunday, 25 cts. a line; no position guaranteed. Society page (outline type only), 30 cts. a line. Classified, 1c. per word, amusements, memorials, political, 30 cts. a line; astrology, excursions, 25 cts. a line; instructions, new publications, 20 cts. a line; steamships, 15 cts. a line. Mail order, with cuts, 20 cts.; without cuts, 15 cts. a line. Reading notices, \$1 a count line, agate; \$1.50 a line, nonpareil; first page, \$2, agate; \$2.50 a line, nonpareil.

PUBLIC LEDGER—Every morning including SUNDAY and EVENING LEDGER. Independent. Established 1836. Public Ledger Co., publishers. Subscription, morning, \$5; evening, \$3; Sunday, \$2.50. Sworn average circulation for twelve months prior to April, 1915, morning, 62,555* net paid; Sunday, 111,497* net paid; evening, claimed, 92,857; morning or evening, 18 to 24 pages; Sunday, 64 to 80 pages, 7 columns; length of columns, 21¾ in.; width, 2½ in. Can use matrices. Office, Sixth and Chestnut Streets.

Advertising rates, morning, evening or Sunday, agate 20 cts a line; preferred pages, 30 cts. a line. Pictorial section, Sunday, 35 cts. a line. **SUNDAY SPORTS MAGAZINE**, 30 cts. a line; 13 times, 28 cts.; 26 times, 27 cts.; 52 times, 25 cts. a line. Reading notices, \$1.50 a line; first page, \$2.50. Classified, daily or Sunday, 15 cts. a line.

RAILROAD WIRE AND SIGNAL—Monthly (1st). Labor. Order of R. R. Telegraphers, Dispatchers, Agents and Signalmen, publishers. Subscription, \$1. Claimed average circulation for year 1914, 5,000; 24 pages, 2 columns; length of columns, 7¾ in.; width, 2½ in. Cannot use matrices. Forms close 15th of month preceding. Office, Sibley Building.

Advertising rates, \$3. an inch; full page, \$40; ½ page, \$25; ¼ page, \$15; outside back cover, \$100, \$75 or \$50; inside back cover, \$75, \$50 or \$30 for full one half or quarter page.

RECORD—Every morning including SUNDAY. Independent Democratic. Established 1870. Record Publishing Co., publishers. Subscription, daily, \$3; Sunday, \$2.50. Sworn average circulation for six months prior to April 1, 1915, daily, 171,387* net paid; Sunday, 134,380* net paid; 12 to 60 pages, 8 columns; length of columns, 24½ in.; width, 2½ in. Can use matrices. Office, Record Bldg.

Advertising rates, daily or Sunday, 25 cts. a line; following and next reading, 30 cts.; financial, magazines and periodicals, or automobiles, 25 cts. a line; books, 20 cts. a line. Mail order, 20 cts.; 10 time order, 15 cts. a line. Classified, for sale, motor cycles, salesmen, real estate, etc., 10 cts. a line. Reading notices at bottom of news column, inside \$1

PENNSYLVANIA

a line; first page, \$2 a line; telegraphic readers (if accepted), \$2 a line.

REFORMED CHURCH MESSENGER—Every Thursday. Reformed Church. Established 1828. Reformed Church Publication Board, publishers. Subscription, \$1.75. Claimed average circulation for year 1914, 9,850; 24 pages, 3 columns; length of columns, 10 in.; width, 2¼ in. Office, 15th and Race Sts.

Advertising rates, 10 cts. a line; 1,000 lines or more, 8 cts. a line. Reading notices, leaded, set solid, double display rate, triple price a count line. For combination rates see Philadelphia Presbyterian.

SATURDAY EVENING POST—Every Saturday. Literary. Established 1728. The Curtis Publishing Co., publishers. Subscription, \$1.50. Claimed average circulation for 1914, 1,920,129; 48 to 88 pages, 4 columns; length of columns, 12½ in.; width, 2¼ in. Forms close Tuesday, 25 days in advance. Original half tones required. Office, Independence Square.

Advertising rates, agate, \$8 a line; full page (680 lines), \$5,000; ¼ and ½ pages, pro rata; 4th cover page (in colors), \$7,500; 2nd and 3rd covers (2 colors), \$6,000; center double page (black), \$10,000; (2 colors), \$12,000.

SERVICE—Monthly. Baptist. Established 1889. American Baptist Publication Society, publishers. Subscription, \$1. Claimed circulation for year 1914, 9,500; 128 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Can use matrices. Forms close 1st of preceding month. Office, 1701-03 Chestnut St.

Advertising rates, agate, 12 cts. a line.

SCHOOL PROGRESS—Monthly (1st). Educational. Established 1909. School Progress League (Inc.), publishers. Subscription, \$1.50. Sworn average circulation for year 1914, 14,000* net; 64 pages, 2 columns, length of columns, 8 in.; width, 2½ in. Cannot use matrices. Forms close 5th of month preceding. Office, 612-14 Chestnut Street.

Advertising rates, \$3 an inch; full page, \$40, ½ or ¼ pages, pro rata. Classified, 30 cts. a line.

See advertisement on page 510.

SOCIALIST—Monthly (1st). Socialist. Established 1912. Federation of Socialist Party Branches, publishers. Subscription, 25 cts. Claimed average circulation for year 1914, 35,000; 4 pages, 7 columns; length of columns, 19¾ in.; width, 2½ in. Can use matrices. Office, 1326 Arch Street.

Advertising rates, \$1 an inch; ½ page, \$15; ¼ page, \$25; ½ page, \$40; one page, \$75, with discounts for time and space.

SONNTAGSBLATT—Sunday edition of Tageblatt, which sec.

PENNSYLVANIA

SONNTAGS JOURNAL—Every Sunday. German. Independent. Established 1876. Wm. Regenspurger, publisher. Subscription, \$2.50. Claimed average circulation for year 1914, 40,000; 16 to 20 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices. Office, 148 North 5th Street.

Advertising rates on application.

SPORTING LIFE—Every Saturday. Sports of all sorts. Established 1883. Sporting Life Publishing Co., publishers. Subscription, \$2. Claimed average circulation for year 1914, 33,126; 24 to 32 pages, 4 columns; length of columns, 13 in.; width, 2½ in. Office, 34 South Third Street.

Advertising rates, agate, 25 cts.; full position, 50 cts. a line; full page (728 lines), \$160; ½ page, \$85; ¼ page, \$43; ⅓ page, \$21.75; back page, \$200, with discounts of 2½, 5 or 10% on 13, 26 or 52 consecutive insertions. Reading notices, 50 cts. a count line.

STAR—Every evening except Sunday. Republican. Established 1908. Starr Printing Co., publishers. Subscription, \$3; circulation—not given by publisher; 8 to 12 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices. Office, 1513 Sansom Street.

Advertising rates, agate, 15 cts. a line; 13 times, or 1,000 lines, within one year, 14 cts.; 26 times, or 2,500 lines, 13 cts.; 52 times, or 5,000 lines, 12 cts.; 156 times, or 7,500 lines, 11 cts.; 312 times, or 10,000 lines, 10 cts. a line. Double column advertisements must be at least 28 lines deep. Medical, 20 cts. a line; educational, resorts and hotels, 15 cts. Special notices, 20 cts. a line; financial, 20 cts. a line. Reading notices, agate, 50 cts. a line.

SUNDAY DISPATCH—Republican. Established 1848. Dispatch Publishing Co., publishers. Subscription, \$1.50. Claimed average circulation for year ending June, 1915, 20,000; 8 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Office, 718 Sansom Street.

Advertising rates, agate, 10 cts. a line, with discounts of 5% on 13 times; 10% on 25 times; 19% on one year. Classified, financial, 15 cts. a line. Special notices, 25 cts. a line; miscellaneous, 10 cts. Reading notices, nonpareil, 25 cts.; minion, 50 cts. a line.

SUNDAY SCHOOL TIMES—Every Saturday. Non-sectarian. Established 1859. The Sunday School Times Co., publishers. Subscription, \$1.50. Claimed average circulation for 1914, 103,860; 20 pages, 4 columns; length of columns, 12 in.; width, 2 1/7 in. Office, 1031 Walnut Street.

Advertising rates, agate, 80 cts. a line; 1,000 lines, 72 cts.; 1,500 lines, 64 cts. a line.

SUNDAY SCHOOL WORLD—Monthly. A. S. S. U. Established 1861. American S. S. Union, publishers. Subscription, 75 cts. Claimed average circulation for 1913, 9,600;

PENNSYLVANIA

52 pages, 3 columns; length of columns, 9½ in.; width, 2¼ in. Can use matrices. Office, 1816 Chestnut Street.

Advertising rates on application.

TAGEBLATT—Every morning except Sunday, and **SONNTAGSBLATT**, Sunday. German. Independent. Established 1877. Philadelphia Tageblatt Association, publishers. Subscription, daily, \$3; Sunday, \$2.50. Claimed average circulation for year 1914, 39,500; Sunday, 35,000; daily, 8 pages; Sunday, 24 pages, 7 columns; length of columns, 20 in.; width, 2¼ in. Can use matrices. Office, 613 Callowhill Street.

Advertising rates on application.

TELEGRAPH—Every evening except Sunday. Independent Republican. Established 1864. The Evening Telegraph, publishers. Subscription, \$3. Sworn detailed average circulation 112,578* net paid; 12 to 20 pages, 7 columns; length of columns; 21¼ in.; width, 2 1/7 in. Can use matrices. Office, Lincoln Bldg.

Advertising rates, agate, 20 cts. a line; 26 times or 1,000 lines, within one year, 19 cts.; 52 times or 2,500 lines, 17½ cts.; 104 times or 5,000 lines, 16 cts.; 156 times, or 7,500 lines, 15½ cts.; 260 times or 10,000 lines, 15 cts. a line; full position, 25% extra. Classified, solid agate or open face type, 15 cts. a line; two times a week, 10 cts.; six times a week, 8½ cts. a line. Hotels and schools, set solid, or open face display type, 20 cts. a line; 26 times or more, 15 cts.; financial, 25 cts. a line. Double column advertisements must be at least 28 lines deep; triple columns, 75 lines. Reading notices, agate, \$1 a count line; first page, \$2 a line.

TOBACCO WORLD—Semi-monthly (1st and 15th). Established 1881. The Tobacco World Corporation, publishers. Subscription, \$1. Claimed average circulation for year 1914, 5,000; 40 pages, 2 columns; length of columns; 11 in.; width, 3¾ in. Cannot use matrices. Forms close one week in advance. Office, 236 Chestnut Street.

Advertising rates, full page, \$50; ½ page, \$30; ¼ page, \$18; ⅓ page, \$10, with discount on 3, 6, or 12 months' contract.

TRAVELING ELK—Monthly. Fraternal B. P. O. Elks. Established 1905. A. L. Weinstock, editor and publisher. Subscription, \$1. Claimed average circulation 1913, 5,950; 20 to 50 pages, 3 columns; length of columns, 10 in.; width, 2¼ in. Office, 1024 Race St.

Advertising rates, ¼ page, \$20; ½ page, \$35; one page, \$60. Classified, 20 cts. a line, or \$2 an inch.

See advertisement on page 448.

TWENTIETH CENTURY PASTOR—Monthly. Homiletical. Established 1893. Downey & Co. (Inc.), publishers. Subscription, \$1.50. Claimed average circulation for year 1914, 12,160; 84 pages, 2 columns; length of col-

PENNSYLVANIA

umns, $8\frac{1}{2}$ in.; width, $2\frac{1}{2}$ in. Forms close 20th preceding month. Office, 1018 Arch Street.

Advertising rates, 20 cts. a line; full page, \$30; $\frac{1}{4}$ and $\frac{1}{2}$ page, pro rata; back cover page, \$35.

U. S. FINANCIAL AND MERCANTILE EXAMINER—Every Wednesday. Financial. Independent. Established 1895. W. H. Carter, publisher. Subscription, \$5. Claimed average circulation for year ending June 1915, 7,321; 16 pages, 3 columns; length of columns, 10 in.; width, $2\frac{1}{2}$ in. Office, Real Estate Trust Building.

Advertising rates, agate, 20 cts. a line.

VEREINS UND LOGEN ZEITUNG—Every Saturday. German. Non-political. Fraternal. Established 1895. Adolph Timm, editor and publisher. Subscription, \$1.50; circulation—not given by publisher; 8 pages, 7 columns; length of columns, 20 in.; width, $2\frac{1}{2}$ in. Can use matrices. Office, 612 Chestnut Street.

Advertising rates, 25 cts. an inch, with 15% discount on six months; 25% on one year. Reading notices, 20 cts. a line.

WAY—Every Saturday. Reformed Church. Established 1878. Sunday School Board of Reform Church, publishers. Subscription, 35 cts. Claimed average circulation for 1914, 24,700; 8 pages, 4 columns; length of columns, 13 in.; width, $2\frac{3}{8}$ in. Office, 15th and Race Streets.

Advertising rates, agate, 10 cts. a line; 1,000 lines, 8 cts. a line. Reading notices, set solid, double display rate; leaded, triple price a count line. For combination rates see Philadelphia Forward, also Presbyterian.

WESTMINSTER TEACHER—Monthly. Presbyterian. Established 1872. The Presbyterian Board of Publication and Sabbath School Work, publishers. Subscription, 75 cts. Claimed average circulation for 1914, 52,500; 56 to 64 pages, 2 columns; length of columns, $8\frac{1}{2}$ in.; width, $2\frac{7}{8}$ in. Forms close 10th of second preceding month. Office, Witherspoon Building.

Advertising rates, agate, 25 cts. a line; three pages or the equivalent within one year, $22\frac{1}{2}$ cts. a line.

WORLD WIDE—Monthly. Baptist-Juvenile-Missionary. Established 1908. American Baptist Publication Society, publishers. Subscription, 25 cts. Claimed average circulation for June, 1915, 11,600; 16 pages, 2 columns; length of columns, $8\frac{1}{2}$ in.; width, 3 in. Cannot use matrices. Office, 1701 Chestnut Street.

Advertising rates, 12 cts. a line.

YOUNG FOLKS—Every Saturday. Juvenile-Lutheran. Established 1902. General Council Publication House, publishers. Subscription, 60 cts. Claimed average circulation for year 1914, 32,000; 12 pages, 3 columns; length of columns, $9\frac{3}{4}$ in.; width, $2\frac{1}{2}$ in. Can use matrices. Office, 1522 Arch St.

PENNSYLVANIA

Advertising rates, agate, \$1.68 an inch, with discounts of 10, 20, 30 or 40% on 13, 26, 39 or 52 time contracts. Reading notices, 10 cts. a line.

YOUNG FOLKS' CATHOLIC WEEKLY—Every Saturday during school year. Roman Catholic. Established 1889. H. L. Kilner & Co., publishers. Subscription, \$1. Claimed average circulation for forty weeks (regular season), ending June 13, 1914, 18,500; 8 pages, 3 columns; length of columns, 10 in.; width, $2\frac{1}{2}$ in. Office, 824 Arch Street.

Advertising rates, agate, 10 cts. a line; full page, \$25.

YOUNG PEOPLE—Every Saturday. Baptist. Juvenile. Established 1881. American Baptist Publication Society, publishers. Subscription, 60 cts. Claimed circulation for year 1914, 203,200; 8 pages, 4 columns; length of columns, $14\frac{1}{4}$ in.; width, $2\frac{1}{2}$ in. Forms close 6 weeks in advance. Office, 1701-3 Chestnut Street.

Advertising rates, agate, 60 cts. a line, flat. In combination with New York WATCHMAN-EXAMINER, 72 cts. a line.

YOUTH'S WORLD—Monthly (in Weekly parts). Baptist. Juvenile. Established 1907. American Baptist Publication Society, publishers. Subscription, 30 cts. Claimed average circulation for year 1914, 96,300; 16 to 20 pages, 4 columns; length of columns, 14 $\frac{2}{7}$ in.; width, $2\frac{1}{2}$ in. Office, 1701 Chestnut Street.

Advertising rates, 30 cts. a line.

PITTSBURGH—Population, 1910 census, 533,905; 1915 estimate, 570,905, (metropolitan district, 1,115,855). At the junction of the Allegheny and Monongahela Rivers and on twelve lines of railroads. Second largest city in Pennsylvania and fifth largest city in the United States in metropolitan population, with an enormous iron and steel manufacturing trade, representing perhaps one-third of the total product of the entire United States. Also a most extensive glass manufacturing center, producing two-thirds of the glass output of the country. One of the centers of electrical industry; the annual output of electrical machinery manufactured being more than \$20,000,000.00. Three-fifths of the bituminous coal mined in the state is produced here, its output being nine per cent of the world's supply. Has an abundance of natural gas, which is used extensively in manufacturing. Lumber, oil, coal, vanadium, aluminum, terra cotta products. Iron, steel and glass products shipped extensively. Payroll averages \$1,000,000.00 a day. University of Pittsburg, Carnegie Institute and Library and Carnegie Institute of Technology located here. Bank clearings for 1914, \$2,798,790,214.00. Annual value of manufactured products, \$700,000,000.00.

PENNSYLVANIA

AMERIKANISKO SLOVENSKE NOVINY—Every Wednesday. Slavonic. Established 1886. American Slavonic Gazette Publishing Co., publishers. Circulation—not given by publishers; 12 pages, 7 columns; length of columns 21 in.; width, 2½ in. Can use matrices. Office, 612-614 Grant Street.

Advertising rates, 40 cts. an inch, flat. Classified, 1c. per word. Reading notices, 15 cts. a line; first page, 30 cts. a line.

AUTOMOBILE JOURNAL—Monthly. Established 1910. L. L. Carson, publisher. Subscription, \$1. Claimed average circulation for year 1914, 7,800; 32 pages, 3 columns; length of columns, 10 in.; width, 2¾ in. Can not use matrices.

Advertising rates, \$2 an inch; ¼ page, \$8; ½ page, \$15; ¾ page, \$30; one page, \$60. Discounts on six and twelve month contracts.

BEOBACHTER—Every Friday. German. Catholic. Established 1879. Chas. J. Jaegle, publishers. Subscription, \$1.50. Claimed average circulation for year 1914, 12,926; 8 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices.

Advertising rates upon application.

BIBLE TEACHER—Monthly. United Presbyterian. Established 1872. United Presbyterian Board of Publication, publishers. Subscription, 60 cts. Sworn average circulation for year ending June 1915, 7,000; 32 pages, 2 columns; length of columns, 7¾ in.; width, 2¼ in. Office, 209 Ninth Street.

Advertising rates, agate, 20 cts. a line; with discount on 4 or more insertions.

BULLETIN—Every Saturday. Society-Pure Food. Established 1876. Estate of John W. Black, publisher. Subscription \$2.50. Detailed average circulation for year 1914, 13,600 net; 26 pages, 6 columns; length of columns, 14 in.; width, 2¼ in. Can use matrices. Office, 209 Ninth St.

Advertising rates, agate, 12 cts., a line; 6 insertions, 11 cts.; 13 insertions, 10 cts.; 26 insertions, 9 cts.; 52 insertions, 8 cts. a line; 1,000 lines within one year, 10 cts.; 2,000 lines, 9 cts.; 4,000 lines, 8 cts.; 5,000 or more lines, 7½ cts. a line. Special position, 25% extra. Readers, 25 cts. a count line.

CATHOLIC—Every Thursday. Catholic. Established 1844. Catholic Publishing Co., publishers. Subscription, \$1.50. Sworn average circulation for four months ending March, 1915, 17,000* net; 16 pages, 4 columns; length of columns, 15 in.; width, 2½ in. Office, 14 Wood Street.

Advertising rates, one inch, one time, \$1.20; one month, \$4.50; three months, \$12; six months, \$20; one year, \$35. Reading notices, 15 cts. a line.

See advertisement on page 484.

PENNSYLVANIA

CHRISTIAN ADVOCATE—Every Thursday. Methodist Episcopal. Established 1833. Methodist Episcopal Church, publishers. Subscription, \$1. Claimed average circulation for 1914, 48,000; 32 pages, 3 columns; length of columns, 11 in.; width, 2¾ in. Forms close one week in advance. Office, 524 Penn Avenue.

Advertising rates, agate, 25 cts. a line. Reading notices, 40 cts. a line.

CHRISTIAN UNION HERALD—Every Thursday. United Presbyterian. Established 1880. United Presbyterian Board of Publication, publishers. Subscription, 80 cts. Claimed average circulation for year ending June, 1915, 39,000; 16 pages, 3 columns; length of columns, 11½ in.; width, 2½ in. Forms close 8 days in advance. Can use matrices. Office, 209 Anderson Street.

Advertising rates, agate, 20 cts. a line; 1,000 lines, 15 cts. a line; full column (161 lines), \$25; full page (483 lines), \$63. Reading notices, 40 cts. a count line.

CHRONICLE TELEGRAPH—Every evening except Sunday. Republican. Established 1841. Pittsburg Chronicle Telegraph Publishing Co., publishers. Subscription, \$3. Sworn average circulation for year ending June, 1915, 88,244* net; 12 to 32 pages, 8 columns; length of columns, 21¼ in.; width, 2¾ in. Can use matrices. Office, Gazette Square.

Advertising rates, agate, 18 cts. a line; 1,000 lines, or 26 times, within one year, 14 cts.; 2,500 lines or 52 times, 12 cts.; 5,000 lines or 104 times, 11 cts.; 7,000 lines or 156 times, 10 cts. a line. Automobile advertising, 10 cts. a line, flat. Preferred position, 12½, 25 or 33¼% extra. Classified, 10 cts. a line. Reading notices, 75 cts. a line; 500 lines, 60 cts.; 1,000 lines, 40 cts. a line, on contract; telegraphic readers, \$1 per line; first page (limited), \$2 a line. Special combined rate with Gazette Times for the same copy in consecutive issues, display, 22½ cts. a line.

COAL TRADE BULLETIN—Semi-monthly. Trade. Established 1898. The Coal Trade Publishing Co., publishers. Subscription, \$2. Claimed average circulation for 1914, 5,500; 80 pages, 2 columns; length of columns, 8¾ in.; width, 2¾ in. Office, Park Building.

Advertising rates on application.

DISPATCH—Every morning, including SUNDAY and WEEKLY, Tuesday. Independent. Established 1846. The Dispatch Publishing Co., publishers. Subscription, daily, \$5; Sunday, \$2.50; weekly, \$1. Sworn average circulation for six months prior to April, 1915, daily 62,873* net paid; Sunday, 72,547* net paid; weekly, claimed for 1914, 10,000; 12 to 72 pages; weekly, 8 pages; all editions, 7 columns; length of columns, 21 in.; width, 2¼ in. Can use matrices. Office, 1331-1335 Fifth Avenue.

Advertising rates, daily, one time, 18 cts. a line; 2 times, 17 cts.; 3 times, 16 cts.; 5 times, 15 cts.; one week, 14 cts.; one month,

PENNSYLVANIA

12 cts.; three months, 9 cts.; six months, 8 cts.; one year, 7 cts. a line per time. Special line rates for e. o. d., etc. Sunday, 25 cts. a line; one month, 22 cts.; three months, 18 cts.; six months, 16 cts.; one year, 14 cts. a line per time. Open space, within one year, 1,000 lines, daily, 13 cts. a line; Sunday, 20 cts.; 2,000 lines, daily, 12 cts.; Sunday, 19 cts.; 3,000 lines, daily, 11 cts.; Sunday, 18 cts.; 4,000 lines, daily, 10 cts.; Sunday, 17 cts.; 5,000 lines, daily, 9 cts.; Sunday, 16 cts.; 10,000 lines, daily, 8 cts.; Sunday, 14 cts. Special position, 12½, 25 and 33⅓% extra. Special rate for hotels, resorts and school advertising, books and publishers, 15 cts. a line, daily or Sunday. Strictly mail order advertising, daily, 9 cts. a line; Sunday, 14 cts. a line. Automobile advertising (on auto page), daily, 9 cts.; Sunday, 14 cts. a line, flat. Pure reading notices, 50 cts. a line in daily; 60 cts. in Sunday, with discount on 500 lines or more; locals, 100 lines, 25 cts. in daily; 35 cts. in Sunday, with discount on 500 lines or more; telegraphic readers, \$1 an agate line measure. WEEKLY, display, 12 cts. a line; six weeks or 2,000 lines on yearly contract 11 cts.; two months or 3,000 lines, 10 cts.; three months or 4,000 lines, 9 cts.; six months or 5,000 lines, 8 cts.; one year or 10,000 lines, 7 cts. a line.

ELECTRIC JOURNAL—Monthly. Technical. Established 1904. The Electric Journal, publishers. Subscription, \$1.50. Claimed average circulation for year 1914, 12,183; 116 pages, 3 columns; length of columns, 10 in.; width, 2½ in. Office, 200 Ninth Street.

Advertising rates, full page, \$64; ½ page, \$34; ¼ page, \$18, with discounts on 3, 6 or 12 month contracts.

GAZETTE TIMES—Every morning, including SUNDAY. Republican. Established, 1786. The Pittsburg Gazette Times, publishers. Subscription, daily, \$5; Sunday, \$2.50. Sworn average circulation for year ending June, 1915, daily, 75,981* net; Sunday, 86,586* net; daily, 12 to 20 pages; Sunday 56 to 80 pages, 7 columns; length of columns, 21½ in.; width, 2½ in. Can use matrices. Office, Gazette Square.

Advertising rates, daily or Sunday, 20 cts. a line; 26 times or 1,000 lines, within one year, 16 cts.; 2,500 lines, 15 cts.; 104 times or 5,000 lines, 14 cts.; 156 times or 7,000 lines, 12½ cts. Preferred position, 12½, 25 or 33⅓% extra. Automobile advertising, flat rate of 15 cts. a line up to 7,000 lines, after which commercial card rates apply. Classified, 10 cts. a line. Reading notices, 75 cts. a count line; 500 lines, 60 cts.; 1,000 lines, 40 cts. a line; telegraphic readers, \$1 a line; first page, \$2 a line. Special flat combination rate with Chronicle Telegraph for the same copy in consecutive issues, display, 22½ cts. a line.

HASLO POLSKIE—Every Friday. Polish. Established 1911. S. A. Dangel, publisher. Subscription, \$1. Claimed average circulation for 1914, 8,000; 8 pages, 6 columns; length

PENNSYLVANIA

of columns, 20 in.; width, 2½ in. Cannot use matrices. Office, 2710 Penn Ave.

Advertising rates, 55 cts. an inch; 100 in. within one year, 40 cts.; 200 in., 35 cts.; 500 in., 31 cts.; 720 in., 29 cts.; 1,000 in., 25 cts. an inch. Reading notices, 20 cts. a line.

HERALD—Every evening except Sunday. Independent. Established 1902. Mayer Publishing and Printing Co., publishers. Subscription, \$3; circulation—not given by publisher; 8 to 24 pages, 7 columns; length of columns, 20½ in.; width, 2½ in. Can use matrices. Office, 231 Collins Avenue.

Advertising rates, 50 cts. an inch; one month, 40 cts.; three months, 35 cts.; six months, 30 cts.; one year, 25 cts. an inch, per time; preferred position extra. Brevier local notices, 15 cts. a line, with discount on 500 lines and over.

HILL TOP RECORD—Every Friday. Independent. Established 1904. The Hill Top Record Publishing Co., publishers. Subscription, \$1. Claimed average circulation for year 1914, 7,000; 8 pages, 6 columns; length of columns, 19¾ in.; width, 2½ in. Can use matrices. Office, Mt. Oliver Post Office Building.

Advertising rates, 50 cts. an inch. Readers (brevier), 10 cts. a line. Classified, 1c. per word.

INDEX—Every Saturday. Society. Established 1890. The Index Co., (Inc.), publishers. Subscription, \$2.50. Claimed average circulation for 1914, 10,174; 16 to 100 pages, 4 columns; length of columns, 14 in.; width, 2½ in. Forms close Wednesday preceding. Can use matrices. Office, Farmers Bank Building.

Advertising rates, agate, 15 cts. a line. Reading notices, 25 cts. a line.

IN THE OPEN—Monthly (1st). Conservation and outdoor life. Established 1911. In The Open Publishing Company, publishers. Subscription, \$1.50. Claimed average circulation for 1914, 5,000; 72 pages, 2 columns; length of columns, 8½ in.; width, 2½ in. Cannot use matrices. Forms close 25th. Office, 401 House Building.

Advertising rates, \$3 an inch, full page, \$40; ½ page, \$22; ¼ page, \$12; 100 in. within one year, \$240; 200 or more in., \$2.35 an inch. Reading notices, 3 cts. per word, two insertions 2½ cts.; five insertions, 2 cts. per word each insertion.

JEWISH CRITERION—Every Friday. Society and Home. Established 1895. D. Alter, publisher. Subscription, \$2. Claimed average circulation for year 1914, 16,000; 20 pages, 4 columns; length of columns, 12½ in.; width, 2½ in. Can use matrices. Office, Oliver Building.

Advertising rates, agate, \$1.60 an inch, with discounts on time and space contracts.

LABOR WORLD—Every Thursday. Labor and Industrial. Labor World Publishing Co., publishers. Subscription, \$1.50; circulation

PENNSYLVANIA

—not given by publisher; 16 pages, 5 columns; length of columns, 17 in.; width, 2½ in. Can use matrices. Office, 218 Third Ave.

Advertising rates, 50 cts. to \$1 an inch. Locals, 10 cts. a line.

LEADER—Every evening and **SUNDAY MORNING**. Progressive. Established 1864. Leader Publishing Co., publishers. Subscription, daily, \$3. Sworn average circulation for six months prior to April, 1915, daily and Sunday, 81,942* net paid; daily, 12 to 32 pages; Sunday, 44 to 64 pages, 8 columns; length of columns, 21¼ in.; width, 2½ in. Can use matrices. Office, 431 Fifth Avenue.

Advertising rates, daily or Sunday, agate, 8 cts. a line; full position, 25% extra. Classified, 10 cts. a count line. Reading notices, 35 cts. a line, with discount on 500 lines and over; pure reading notices, 50 cts. a count line; telegraphic readers, \$1 a line.

MEN'S RECORD AND MISSIONARY MONTHLY—Monthly (1st). United Presbyterian. Established 1904. United Presbyterian Board of Home Missions, publishers. Subscription, 50 cts. Claimed average circulation for year 1914, 4,500; 32 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Can use matrices. Forms close 20th. Office, 209 Ninth Street.

Advertising rates, full page, \$15; ½ page, \$8; ¼ page, \$4.

METHODIST RECORDER—Every Saturday. Methodist. Established 1839. F. W. Pierpont, publisher. Subscription, \$1.50. Claimed average circulation for year 1914, 10,000; 24 pages, 3 columns; length of columns, 11½ in.; width, 2⅞ in. Office, 200 Pittsburg Life Building.

Advertising rates, agate, 8 cts. a line, with discounts of 10% for 13 times or 500 lines; 15%, 26 times or 1,000 lines. Reading notices, 15 cts. a line.

NATIONAL LABOR TRIBUNE—Every Thursday. Labor. Established 1873. Subscription, \$2; circulation—not given by publisher; 8 pages, 7 columns; length of columns, 20½ in.; width, 2½ in. Office, Sixth Avenue and Smithfield Street.

Advertising rates, 60 cts. an inch. Reading notices, 12½ cts. per line (brevier).

See advertisement on page 437.

NATIONAL STOCKMAN AND FARMER—Every Saturday. Live Stock and Agricultural. Established 1877. Stockman-Farmer Publishing Co., publishers. Subscription, \$1. Sworn detailed average circulation for year 1914, 132,064* net; 12 to 40 pages, 4 columns; length of columns, 13 in.; width, 2½ in. Forms close Saturday preceding. Office, 110 Shady Avenue.

Advertising rates, agate, 60 cts. a line, flat. Preferred position, 20% extra. Reading notices \$2. a nonpareil line. Special combination rate with Farmers' Review, Chicago, Ill.,

PENNSYLVANIA

display, \$1. a li ne. For further combination rates, see Associated Farmers Papers, Chicago.

NEW GUIDE—Every Saturday. Sunday School. Established 1904. F. W. Pierpont, publisher. Subscription, 75 cts. Claimed average circulation for 1914, 24,000; 8 pages, 4 columns; length of columns, 13½ in.; width, 2⅞ in. Office, 219 Federal Street.

Advertising rates, agate, 10 cts. a line. Reading notices, 20 cts. a line.

ORAL HYGIENE—Monthly (1st). Dental. Established 1911. Lee S. Smith & Son Company, publishers. Subscription, \$..... Sworn average circulation for year ending May, 1915, 44,192*; 110 pages, 2 columns; length of columns, 7 in.; width, 2 in. Can use matrices. Forms close 6th of month preceding. Office, Keenan Bldg.

Advertising rates, full page, \$85; ½ page, \$47.50; ¼ page, \$30; ⅛ page, \$20, with discounts of 5 or 10% on 6 or 12 month contracts. An extra color on any page, \$50 extra. Classified, 10 cts. per word.

POST—Every morning including **SUNDAY**. Democratic. Established 1842. The Post Publishing Co., publishers. Subscription, daily, \$5; Sunday, \$2.60. Sworn average circulation for six months prior to April, 1915, daily, 50,882* net paid; Sunday, 75,903* net paid; daily, 14 to 18 pages; Sunday, 80 to 90 pages, 7 columns; length of columns, 21¼ in.; width, 2½ in. Can use matrices. Office, corner Liberty Avenue and Wood Street.

Advertising rates, agate, daily, 8 cts. a line, flat; Sunday, 10 cts. a line, flat. Preferred positions, 10 or 25% extra. Classified, daily or Sunday, 7 cts. a line. Reading notices, 50 cts. a line; first or editorial page, \$1 a line. Combination with evening SUN and daily POST, display, 12 cts. a line or with Sunday POST, 14 cts. a line.

POULTRY AND FARM REVIEW—Monthly (15th). Poultry. Established 1909. Poultry and Farm Review Publishing Co., publishers. Subscription, 50 cts. Claimed average circulation for 1914, 10,000; 20 to 64 pages, 3 columns; length of columns, 10 in.; width, 2½ in. Can use matrices. Office, Jenkins Arcade.

Advertising rates, \$2 an inch; 1 page, \$60; ¼ and ½ pages, pro rata. Readers, 25 cts. a line. Classified, 3 cts. per word.

PRESBYTERIAN BANNER—Every Thursday. Presbyterian. Established 1814. Presbyterian Banner Pub. Co., publishers. Subscription, \$2. Claimed average circulation for year 1914, 13,700; 32 pages, 3 columns; length of columns, 11½ in.; width, 2¼ in. Cannot use matrices. Office, Martin Building.

Advertising rates, agate, 10 cts. a line flat.

PENNSYLVANIA

PRESS—Every evening except Sunday, and **SUNDAY MORNING**. Independent. Established 1884. Press Publishing Co., publishers. Subscription, daily, \$3; Sunday, \$2.50. Sworn average circulation for six months prior to April 1, 1915, daily, 116,011* net paid; Sunday, 102,688* net paid; daily, 12 to 32 pages; Sunday, 54 to 72 pages, 8 columns; length of columns, 21½ in.; width, 2¼ in. Can use matrices. Office, 254 Fifth Avenue.

Advertising rates, daily or Sunday, agate, 20 cts. a line; six times, on yearly contract, 17 cts.; seven times, 16 cts.; 13 times or 1,000 lines, 15 cts.; 27 times, 14 cts.; 40 times or 2,500 lines, 13 cts.; 53 times or 5,000 lines, 12 cts.; 183 lines (every other day), 11 cts.; 365 times (daily) or 7,500 or more lines, 10 cts. per line. Mail order, automobile, publishers, educational, steamship, hotels or resorts, 12 cts. per line, flat. Preferred position, 10 or 25% extra. Classified, 10 cts. a line. Reading notices, business, 35 cts. a line; following news reading, 50 cts.; preceded and followed by news or telegraphic, \$1 a line; head lines charged double space.

SLOVENSKY DENNIK—Every evening except Sunday. Slavonic-Independent. Established 1900. American Slavonic Gazette Publishing Co., publishers. Subscription, \$5; circulation—not given by publisher; 4 pages, 7 columns; length of columns, 21 in.; width, 2¼ in. Office, 612-614 Grant Street.

Advertising rates, 75 cts. an inch; 100 in., 50 cts.; 250 in., 45 cts.; 500 in., 40 cts.; 750 in., 35 cts.; 1,000 in., 30 cts. an inch. Reading notices, 10 cts. a line.

SLOVENSKY HLASNIK—Every Thursday. Slovak-Lutheran. Established 1900. Slavonic Evangelical. Union of America, publishers. Subscription, \$1.20. Claimed average circulation for year 1914, 12,000; 8 pages, 6 columns; length of columns, 19½ in.; width, 2¼ in. Can not use matrices. Office, 1601 Beaver Avenue.

Advertising rates, 60 cts. an inch; 200 in. on yearly contract, 40 cts.; 500 in., 38 cts.; 750 in., 36 cts.; 1,000 in., 34 cts.; 1,500 in. or more 30 cts. an inch. Special position, 25% extra. Reading notices, 15 cts. a line.

SONNTAGSBOTE—Every Friday. German-Neutral. Established 1878. German American Printing and Publishing Co., publishers. Subscription, \$2. Claimed average circulation for year 1914, 23,600; 8 to 12 pages, 7 columns; length of columns, 22 in.; width, 2¼ in. Can use matrices. Office, 104 Federal Street.

Advertising rates, one square ½ inch, one time, 75 cts.; two times, \$1.25; three times, \$1.75; four times, \$2.25; five times, \$2.50. Reading notices, 15 cts. a line; on contract, 10 cts. a line.

SUN—Every evening except Sunday. Independent. Democratic. Established 1906. The Sun Publishing Co., publishers. Subscription, \$3.08. Sworn average circulation for

PENNSYLVANIA

six months prior to April, 1915, 49,996* net paid; 16 to 24 pages, 7 columns; length of columns, 21½ in.; width, 2½ in. Can use matrices. 612 Wood Street.

Advertising rates, agate, 8 cts. a line, flat. Preferred position, 10 or 25% extra. Classified, 7 cts. a line. Reading notices, 50 cts. a line; local notices, 30 cts. a line; telegraphic readers, \$1 a line. Combination with morning POST, which see.

TRANSFER & STORAGE—Monthly (1st). Class. Established 1902. The Consolidated Pub. Co. (Inc.), publishers. Subscription, \$1. Claimed average circulation for year 1914, 5,000; 40 pages, 2 columns; length of columns, 10 in.; width, 3½ in. Cannot use matrices. Forms close 25th of month preceding. Office, Westinghouse Building.

Advertising rates, full page, \$40; ½ page, \$22; ¼ page, \$12.

UNITED PRESBYTERIAN—Every Thursday. United Presbyterian. Established 1842. Murdoch, Kerr & Co., publishers. Subscription, \$2. Claimed average circulation for year 1914, 17,000; 32 pages, 3 columns; length of columns, 11½ in.; width, 2¼ in. Can use matrices. Office, 209 Ninth Street.

Advertising rates, agate, 12 cts. a line; 13 times or 500 lines, 11 cts.; 26 times or 1,000 lines, 10 cts. a line. Reading notices, 25 cts. a nonpareil line.

VOLKSBLATT UND FREIHEITSFREUND—Every morning, including SUNDAY, and WEEKLY, Thursdays. German. Republican. Established, daily, 1848; weekly, 1894. Neel-Hirsch Publishing Co., publishers. Subscription, daily, \$3.50; Sunday, \$1.50; weekly, \$1; circulation—not given by publisher; 8 pages; Sunday, 12 pages, 8 columns; length of columns, 21½ in.; width, 2¼ in. Can use matrices. Office, 529 Wood Street.

Advertising rates on application.

VOLKSFREUND—Every Friday. Jewish and Hebrew. Established 1888. J. S. Glick, publisher. Subscription, \$1. Claimed average circulation for year 1914, 5,000; 4 to 8 pages, 7 columns; length of columns, 22 in.; width, 2¼ in. Office, 95 Logan Street, corner Colwell.

Advertising rates, one inch, one year, \$10; 2 in., \$16; 3 in., \$22.

WIELKOPOLANIN—Every Thursday. Polish-Catholic. Established 1898. Rev. C. Tomaszka, publisher. Subscription, \$1.50; circulation—not given by publisher; 8 pages, 7 columns; length of columns, 22 in.; width, 2¼ in. Forms close Tuesdays preceding. Office, 56 Twenty-second Street.

Advertising rates, 75 cts. an inch.

POTTSTOWN—Population 15,599. Located in the very heart of the Schuylkill Valley, far-famed for its iron and steel industries, and, in the centre of a rich agricul-

PENNSYLVANIA

tural district. Is served by Philadelphia & Reading and the Pennsylvania Railroads; also three interurban trolley lines. A number of rolling mills, nail works, steel mills and furnaces; also foundries and machine shops, silk and hosiery mills, automobile, automobile tire, and auto casting and agricultural implement works.

NEWS—Every morning except Sunday. Independent. Established 1874. Pottstown Daily News Publishing Co., publishers. Subscription, \$3. Sworn detailed average circulation for six months prior to April, 1915, 5,143* net paid; 6 to 12 pages, 7 columns; length of columns, 20½ in.; width, 2¼ in.

Advertising rates, 70 cts. an inch; 50 in., 45 cts.; 100 in., 40 cts.; 150 in., 35 cts.; 200 in., 30 cts.; 250 in., 25 cts.; 500 in., 21 cts.; 1,000 in., 18 cts. Composition, 4 cts. an inch extra; position alongside reading, 15% extra. Strictly mail order advertising, 25 cts. an inch. Reading notices, 10 cts. a line, first time; 8 cts. a line each subsequent insertion; 500 lines, 5 cts.; 1,000 lines, 4 cts.; 4,000 lines or more, 3 cts. a line. Classified, 5 cts. a line.

POTTSVILLE—Population, 1910 census, 20,236; 1915 estimate, 21,167. Immediately adjacent there are a number of boroughs and townships which give Pottsville, within a six mile radius, a population of 70,000. On Schuylkill River and three railroads. Greatest headquarters in the world of the Anthracite coal industry. Extensive interests in the manufacture of iron, brass, knit goods, shirt waists, shirts, shoes and lumber. Also very large steel plant. Reading & Pennsylvania railroad shops and shops of Philadelphia & Reading Coal and Iron Co., are located here.

CHRONICLE—Every evening except Sunday. Republican. Established 1875. Charles Meyers, publisher. Subscription, \$3. Claimed average circulation for year 1914, 6,500; 6 to 12 pages, 7 columns; length of columns, 20 in.; width, 2¼ in. Can use matrices.

Advertising rates, 16 cts. an inch; next reading, 24 cts.; full position, 36 cts. an inch. Locals, 10 cts. a line.

JOURNAL—Every evening except Sunday. Republican. Established 1826. Miners Journal Newspaper Co., publishers. Subscription, \$3. Sworn average circulation for six months prior to April, 1915, 8,850* net paid; 6 to 8 pages, 7 columns; length of columns, 20½ in.; width, 2¼ in. Can use matrices.

Advertising rates, 35 cts. an inch; 51 in., within one year, 25 cts.; 101 in., 20 cts. an inch. Composition, 5 cts. an inch additional. Reading notices, 10 cts. a line. Classified, 10 cts. a line; subsequent insertions, 5 cts. a line.

PENNSYLVANIA

REPUBLICAN—Every evening except Sunday. Republican. Established 1884. J. H. Zerbey, publisher. Subscription, \$3. Sworn detailed average circulation for year 1914, 11,496* net; 6 to 12 pages, 7 columns; length of columns, 22 in.; width, 2¼ in.

Advertising rates upon application.

READING—Population, 1910 census, 96,071; 1915 estimate, 108,915. On Schuylkill River and two railroads. Is the trading center for 350,000 prosperous people. Extensively engaged in the manufacture of iron and steel products, hardware supplies, hosiery and knit goods; industries including rolling mills, blast furnaces, bolt and nut, nail, tube, boiler plate and stove works. Also lumber, paper and cotton goods, beer, and fur and wool hats. Large railroad shops. Bank clearings for 1914, \$95,832,121.29. Total value of manufactured products for 1914, about \$57,000,000.00.

EAGLE—Every evening except Sunday, and **SUNDAY MORNING**. Independent. Established daily, 1868; Sunday, 1877. Reading Eagle Co., publishers. Subscription, daily, \$5; sworn average circulation for year ending April, 1915, daily, 22,207*; Sunday, 17,189*; daily, 10 to 24 pages, 8 columns; length of columns, 20¼ in.; width, 2½ in. Can use matrices.

Advertising rates, daily or Sunday, agate, 8 cts. a line; 250 lines within one year, 5 cts.; 2,000 or more lines, 4 cts. a line. Preferred position, 10% extra. Local notices, reading type, 25 cts. a line, with discount on 500 lines or over. Agate notices, 10 cts. a line. Classified at display rates.

HERALD—Every evening except Sunday. Independent. Established 1881. Subscription, \$3. Circulation—not given by publisher; 8 to 16 pages, 7 columns; length of columns, 20¼ in.; width, 2¼ in. Can use matrices.

Advertising rates, agate, one inch 75 cts.; three times, \$1.50; six times, \$2.50; 30 times, \$8.40; on contract, 1,000 in. or more, 2 cts. a line. Reading notices, nonpareil, 10 cts. a line; first page, 15 cts. a line. Classified, ½ c. per word.

NEWS-TIMES—Morning edition of Telegram, which see.

REFORMED CHURCH RECORD—Every Thursday. Religious-Reformed Church. Established 1888. I. M. Beaver, publisher. Subscription, \$1.25. Claimed average circulation for year 1914, 5,522; 4 pages, 7 columns; length of columns, 21 in.; width, 2¼ in.

Advertising rates, 60 cts. an inch, with discounts of 5, 10, 15 or 20% on 50, 100, 250 or 500 in., space within one year. Preferred position, 20% extra.

***DECENT** space, comporting with the proposition, and sufficient in which to tell the story, is all that anybody should use.*

PENNSYLVANIA

TELEGRAM AND NEWS-TIMES—Every morning and evening except Sunday. Independent. Established 1857. Reading Printing Co., publishers. Subscription, either edition, \$3. Sworn detailed average circulation for three months ending June, 1914, combined morning and evening, 22,730* net paid; 10 to 20 pages, 8 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, including both editions, 4 cts. a line; 2,000 lines on yearly contract, 3½ cts. a line; mail order, books and publishers, resorts, schools, steamships or financial, 3½ cts. a line, flat. Reading notices, body type, 25 cts.; nonpareil, 15 cts.; telegraphic, first page, \$1; inside pages, 50 cts. a count line. Classified, 1c. per word.

SCOTSDALE—Population, 1910 census, 5,456; 1915 estimate, 6,500. Two railroads and quick and frequent trolley service. Has water works; gas and electric plants. In the center of coal fields, which together with coke and iron is shipped extensively. Industries also include rolling mills, gas and water pipe works, cast iron pipe foundries and blast furnaces.

MENNONITISCHE RUNDSCHAU—Every Wednesday. German. Non-political. Established 1878. Mennonite Publishing House, publishers. Subscription, \$1. Claimed average circulation for year 1914, 5,900; 20 pages, 3 columns; length of columns, 10½ in.; width, 2½ in.

Advertising rates, 50 cts. an inch; four or more issues or four or more in. in one issue, 40 cts.; 100 or more in., on contract, 30 cts. an inch.

SCRANTON—Population 129,867. Is served by seven railroads and has the best third-rail electric railroad in country. Metropolis of anthracite coal fields of America and greatest coal mining city in the world. Commercial center of 600,000 white people; third city in the state. Produces 20,000,000 tons of anthracite coal annually, worth \$54,000,000 at the mines. Has the largest educational institution in the world, with 1,400,000 students (by mail) enrolled, and employing 4,200 people. Has great manufacturing interests, excelling especially in heavy hardware and textiles; second silk manufacturing city in America, and handles one-third of all raw silk imported into the United States. Leads world in manufacture of composition specialties, buttons, insulated electrical appliances and advertising novelties. A single plant manufactures 3,000,000 buttons a day. Has 17 banks and 4 trust companies, with deposits of \$42,000,000. Postoffice receipts about \$600,000.00 a year. Has ten colleges and academies; 125 churches and missions; 6 theatres.

COLLIERY ENGINEER—Monthly. Technical Coal Mining. Established 1881. International Textbook Co., publishers. Subscription,

PENNSYLVANIA

\$2. Sworn average circulation for year ending June 1915, 11,813* net; 64 pages, 2 columns; length of columns, 10 in.; width, 3½ in. Can use matrices. Forms close 15th preceding month.

Advertising rates, ½ page, one time, \$6; ¼ page, \$10; ¼ page, \$18; ¾ page, \$26; ½ page, \$34; one page, \$60; 10% discount on yearly contracts.

EQUIPMENT AND MERCHANDISE—Monthly (1st). Store equipment. Established 1891. Retail Equipment Co., publishers. Subscription, \$2. Claimed average circulation for 1914, 16,205; 48 pages, 4 columns, length of columns, 11½ in.; width, 2½ in.

Advertising rates, \$5 an inch. Discount 10 or 25% on 3 or 12 insertions.

MINATORE—Every Thursday. Italian-Independent. Established 1911. Polyglot Publishing Company, publishers. Subscription, \$1. Claimed average circulation for year ending June, 1915, 35,073; 6 pages, 7 columns; length of columns, 20¾ in.; width, 2½ in. Can use matrices. Office, 218 Lackawanna Ave.

Advertising rates, 50 cts. an inch.

PENNSYLVANSKI GORNIK—Every Thursday. Polish-Independent. Established 1912. Polyglot Publishing Co., publishers. Subscription, \$2. Claimed average circulation for year ending June, 1915, 30,000 net 10 to 12 pages, 7 columns, length of columns, 21 in.; width, 2½. Can use matrices. Office, 215 Spruce St.

Advertising rates, 50 cts. an inch.

REPUBLICAN—Every morning except Sunday. Independent Republican. Established 1867. Lackawanna Publishing Co., publishers. Subscription, \$3. Claimed average circulation for four months ending August 1915, 40,654 net; 12 to 32 pages, 7 columns; length of columns, 21¼ in.; width, 2½ in. Can use matrices.

Advertising rates, 10 cts. a line; 1,000 lines, within one year, 7 cts. a line; 2,500 lines, 6 cts.; 5,000 lines, or more, 5 cts. a line. Special position, 10 and 25% extra. Reading notices, 35 cts. a count line; first page, 50 cts. a count line; telegraphic, \$1 a count line. Classified, 1c. per word.

SCRANTONIAN—Every Sunday. Independent. Established 1897. Richard Little, publisher. Subscription, \$2. Detailed average circulation for 1914, 27,359* net paid; 28 to 36 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices.

Advertising rates, \$1 an inch; 51 in., 80 cts.; 100 in., 75 cts.; 500 in., 70 cts.; 1,000 in., 65 cts.; 2,000 in., 60 cts. an inch. Preferred position, 15 and 25% extra. Reading notices, nonpareil, 15 cts. a line.

TIMES—Every evening except Sunday. Democratic. Established 1869. Edward J. Ly-

PENNSYLVANIA

nett, publisher. Subscription, \$3. Sworn average circulation for six months ending June 1915, 36,371* net paid; 14 to 32 pages, 7 columns; length of columns, 21½ in.; width, 2½ in.

Advertising rates, daily, agate, 10 cts. a line; 500 lines within one year, 6 cts.; 2,000 lines, or more, 5 cts. a line; preferred position, 10 and 25% extra. Strictly mail order advertising, 6 cts. a line. Classified, 1c. a word. Reading notices, 25 cts. a count line; first page, 50 cts.; telegraphic readers, \$1 a count line; bold face headlines count double.

SELLERSVILLE—Population, 1910 census, 1,572; 1915 estimate, 1,800. Industries include general wood millwork and the manufacture of sash, doors, blinds, cigars, cigar boxes, clothing, shoe, hosiery and pressure gauges.

POULTRY ITEM—Monthly (1st). Poultry. Established 1898. Item Publishing Co., publishers. Subscription, 50 cts. Detailed average circulation for year 1915-16, 38,939* 68 to 200 pages, 3 columns; length of columns, 10 in.; width, 2½ in. Forms close 25th preceding month.

Advertising rates, agate, \$4.20 an inch; annual contract, \$3.75 an inch, with further discounts for additional space. Preferred position, 10% extra.

SHARON—Population 15,270. Is served by Erie & Pittsburgh; New York Central and Erie Railway Systems. Extensive coal mining interests throughout the surrounding territory. Other industries are: Carnegie Steel Co.; iron and steel manufactures and furnaces; automobile and benzol plants; 40 tin mills; saw, planing, rolling, nail and flour mills and boiler shops.

TELEGRAPH—Every evening except Sunday. Independent-Republican. Established 1892. Addison C. Dickinson, Publisher. Subscription, \$5. Sworn average circulation for six months prior to April, 1915, 4,170* net paid; 8 to 16 pages, 7 columns, length of columns, 20½ in.; width, 2½ in. Can use matrices.

Advertising rates, 25 cts. an inch; 150 in., 22 cts.; 250 in., 17 cts.; 500 or more in., 15 cts. an inch. Composition, 5 cts. an inch additional. Special position 10 or 20% extra. Reading notices, 10 cts. a count line. Telegraphic, 20 cts.; front page, 50 cts. a line. Classified, 1 ct. per word.

SMETHPORT—Population 1,817. Three railroads. Extensive lumber interests. Has saw mills, glass factories and bark extract mills.

BOY'S MAGAZINE—Monthly (22nd). Literary. Juvenile. Established 1909. The Scott F. Redford Co., publishers. Subscription, \$1. Claimed average circulation for first six

PENNSYLVANIA

months 1915, 100,000 32 pages, 4 columns; length of columns, 12½ in.; width, 2½ in. Forms close 1st of preceding month.

Advertising rates, agate, 50 cts. a line; full page (720 lines), \$324; ¼, ½ and ¾ pages, pro rata.

SOUTH BETHLEHEM—Population 19,973. On Lehigh River and two railroads. Zinc and iron ore in vicinity. Has very large steel plant, employing 15,000 men and has a monthly payroll of \$775,000; also paper box factory; hosiery, ribbon and knitting mills; foundry and machine shops; zinc, iron, brass and boiler works; cold storage and ice plant. Seat of Lehigh University.

GLOBE—Every evening except Sunday. Independent. Established 1894. O. H. Mickley, publisher. Subscription, \$3. Sworn average circulation for twelve months prior to April, 1915, 7,388* net paid; 12 to 20 pages, 7 columns; length of columns, 21½ in.; width, 2½ in. Can use matrices.

Advertising rates, 30 cts. an inch; 500 in., within one year, 25 cts.; 1,000 in., 20 cts.; 1,500 or more in., 15 cts. an inch. Reading notices, 10 cts. a line; 250 lines, 8 cts.; 500 lines, 7 cts.; 750 lines, 6 cts.; 1,000 or more lines, 5 cts. a line.

TITUSVILLE—Population 8,533. Served by Pennsylvania and Lake Shore & Michigan Southern Railroads. An enterprising oil town, there being a number of oil wells and refineries in vicinity. Other important industries are silk mills; cutlery plant; tannery; machine shops, forge, radiator, oil well supply, iron and steel works.

HERALD—Every morning except Sunday. Republican. Established 1865. S. A. Bloss, publisher. Subscription, \$5.20. Sworn detailed average circulation for twelve months prior to April 1915, 4,768* net paid; 8 pages, 7 columns; length of columns, 20½ in.; width, 2½ in. Can use matrices.

Advertising rates, 35 cts. an inch; 25 in. on yearly contract, 22 cts.; 50 in., 17 cts.; 100 in., 15 cts.; 250 in., 14 cts.; 500 in., 13 cts.; 1,000 in., 12 cts. an inch. Reading notices, 10 cts. a line. Classified, 1c per word.

UNIONTOWN—Population 13,344. Two railroads. Center of a coal mining and iron producing section. Industries include the manufacture of iron castings, radiators, bricks, flour, lumber, leather and glass. Ships extensively coal, coke, iron and live stock.

GENIUS—Every evening except Sunday. Democratic. Established 1900. Fayette Publishing Co., publishers. Subscription, \$3. Sworn average circulation for six months prior to April, 1915, 4,374* net paid; 8 to 16 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

PENNSYLVANIA

Advertising rates, agate, plate matter, 15 cts.; set matter, 20 cts. an inch; 500 in. within one year, 10 or 15 cts.; 1,000 in. or more, 7 or 10 cts. an inch. Preferred positions, 10 or 25% extra. Reading notices, 5 cts. a line. Classified, $\frac{1}{2}$ c. per word.

HERALD—Every morning except Sunday. Republican. Established 1907. Fayette Publishing Co., publishers. Subscription, \$3; Sworn average circulation for six months prior to April, 1915, 10,162* net paid; 8 to 12 pages; length of columns, 20 in.; width of columns, $2\frac{1}{4}$ in.

Advertising rates, 35 cts. per inch; 500 in., 20 cts.; 1,000 in., 17 cts. Composition, 5 cts. an inch extra; full position, 25% extra; next to reading, 10% extra. Reading notices, first page, brevier, 10 cts. per line; inside page, brevier, 5 cts. per line. Classified, 1c. per word.

NEWS-STANDARD—Every evening except Sunday. Democratic. Established 1888. News Publishing Co., publishers. Subscription \$3. Sworn average circulation for six months prior to April 1915, 4,417* net paid; 20 pages, 7 columns; length of columns, $20\frac{1}{2}$ in.; width, $2\frac{1}{4}$ in. Can use matrices.

Advertising rates, agate, set matter, 15 cts., flat, an inch; subsequent insertions, 10 cts. an inch; plate matter, 10 cts., flat, an inch. Readers (8 pt.), 10 cts. a line. Classified, 1c. per word.

RECORD—Every morning except Sunday. Independent. Established 1913. Uniontown Publishing Co. (Inc.), publishers. Subscription, \$3. Sworn average circulation for six months prior to April, 1915, 4,831* net paid; 8 pages, 7 columns; length of columns, $20\frac{1}{2}$ in.; width, $2\frac{1}{4}$ in. Cannot use matrices.

Advertising rates, 15 cts.; next to reading, 17 cts.; full position, 20 cts. flat an inch. Composition, 5 cts. an inch additional. Reading notices, 5 cts. a count line; first page, 10 cts. a count line. Classified, 1c. per word first insertion, and $\frac{1}{2}$ c. per word thereafter.

WASHINGTON—Population, 1910 census, 18,778; 1915 estimate, 25,000. Three railroads. Petroleum, coal, gas and lime produced extensively. The Hazel Atlas Co., being the largest, in the world is located here has glass, bottle, milk bottle, fruit jar, pickle and preserving, and oil well tool works, infants food fancy tableware and cut glass factories; machine shops; tin plate and flour mills. Washington and Jefferson College located here. Annual income from the various industries, \$8,246,920.00. Bank clearings during 1914, \$17,573,426.90.

OBSERVER—Every morning except Sunday. REPORTER, every evening except Sunday. Independent. Established 1808. Observer Publishing Co., publishers. Subscription, \$3.

PENNSYLVANIA

Claimed average circulation for year 1914, 14,500; 8 pages, 7 columns; length of columns, 20 in.; width, $2\frac{1}{4}$ in.

Advertising rates, morning or evening, 20 cts. an inch; full position, 25% extra; reading notices, 10 cts. per line. Classified, 1c. a word. Combination, morning and evening, display, 35 cts. an inch; readers, 14 cts. a line.

WAYNESBURG—Population 3,545. Located 50 miles from Pittsburg, on Waynesburg & Washington Railroads, in a large natural gas region. Is an extensive trade and shipping center. Several pure bred stock farms in the immediate vicinity. Other industries are iron foundries; tin plate and flour mills; brick work and shovel factory.

DEMOCRAT-MESSENGER—Every Friday. Democratic. Established 1813. Democrat Printing Co. (Inc.), publisher. Subscription, \$1. Claimed average circulation for six months ending June, 1915, 5,400; 8 pages, 7 columns; length of columns, $21\frac{1}{4}$ in.; width, $2\frac{1}{4}$ in. Can use matrices.

Advertising rates, 24 cts. an inch; composition, 2 cts. an inch additional. Local readers, 10 cts. a line.

WEST CHESTER—Population 11,767. Three railroads. The center of an excellent agricultural section. Extensive grain shipping trade. Industries include foundries, machine shops, wheel factory, nurseries, creamery and planing mills.

LOCAL NEWS—Every evening except Sunday. Established 1872. Daily Local News Co., publishers. Subscription, \$3. Sworn average circulation for twelve months prior to April, 1915, 12,575* net paid; 6 pages, 7 columns; length of columns, $21\frac{1}{4}$ in.; width, $2\frac{1}{4}$ in. Can use matrices.

Advertising rates, agate, 8 cts. a line; additional insertions, 6 cts. a line. Classified, 1c. per word. Reading notices, 15 cts. a line.

WILKES BARRE—Population, 1910 census, 67,105; 1915 estimate, 74,682. On Susquehanna River and six railroads. Distributing center for population exceeding 300,000 within a radius of ten miles. A most important coal producing section, supplying nearly one-half of all the anthracite mined in the United States. Also extensive manufacturing interests, including car and wagon axles, locomotives, adding machines, copper wire, automobile parts, electrical goods, stoves, hosiery, curtains, lace, silk and cotton goods; mining, cement, sugar mill and canning machinery. Also has iron works, planing and floor mills, brick yards and coal screen factories. Annual value of manufactured products, \$26,148,264.16, exclusive of anthracite coal, value of which was \$79,438,764.48, in Luzerne County. Bank clearings during 1914, \$84,075,421.21.

PENNSYLVANIA

LUZERNE COUNTY EXPRESS—Every Saturday. German-Republican. Established 1880. Paul A. Drippe, publisher. Subscription, \$2. Claimed average circulation for year 1914, 6,500 12 pages, 7 columns, length of columns, 20 in.; width, 2½ in. Cannot use matrices.

Advertising rates upon application.

NEWS—Every evening except Sunday. Republican. Established 1878. John A. Hourigan, publisher. Subscription, \$3. Sworn average circulation for six months prior to April 1915, 13,627* net paid; 12 and 16 pages, 7 columns; length of columns, 21½ in.; width, 2½ in. Can use matrices.

Advertising rates, 3 cts. a line; 2,000 lines, 2 cts. a line. Classified, 1c. per word. Reading notices, 10 cts. a count line, with discount on 1,000 lines or more.

PRACA—Every Thursday. Polish-Independent. Established 1905. S. J. Tyburski, publisher. Subscription, \$1.50. Claimed average circulation for year 1914, 8,500; 8 pages, 7 columns; length of columns, 19½ in.; width, 2½ in. Can use matrices.

Advertising rates upon application.

RECORD—Every morning except Sunday. Republican. Established 1873. Wilkesbarre Record Co., publishers. Subscription, \$6. Sworn average circulation for six months prior to April 1915, 15,104* net paid; 18 to 36 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices.

Advertising rates, one inch, one time, \$1; one week, 60 cts.; one month, 46 cts.; three months, 38 cts.; six months, 33 cts.; one year, 28 cts. an inch per time. E. o. d., ½ of daily rates. Open space within one year, 100 in., 75 cts. an inch; 200 in., 60 cts.; 300 in., 50 cts.; 500 in., 40 cts.; 1,000 in., 35 cts. Position, 10 and 25% extra. Reading notices, 10 and 20 cts. a line. Classified, 1c. per word.

TIMES-LEADER—Every evening except Sunday. Independent. Established 1879. The Leader Publishing Co., publishers. Subscription, \$4.20. Sworn detailed average circulation for year ending March 1915, 19,130* net; 16 to 24 pages, 7 columns; length of columns, 21½ in.; width, 2½ in. Can use matrices.

Advertising rates, agate, \$1 an inch; 1,000 lines within one year or 52 times, 1 time a week, 3½ cts. a line; 3,500 lines, or e. o. d. 156 times, 3 cts. a line; 7,000 lines or every day, 312 times, 2½ cts. a line. Position, 15 and 25% extra. Strictly mail order advertising 3 cts. a line. Reading notices, 30 cts. a line; telegraphic readers, 50 cts. a line. Classified, 10 cts. a line.

WILLIAMSPORT—Population 31,860. On Susquehanna River and four railroads. The center of a region very rich in coal deposits

PENNSYLVANIA

and with most extensive lumber interests. Industries include furniture and valve factories; silk, rolling and nail mills, machine shops, lumber mills and tanneries.

GAZETTE AND BULLETIN—Every morning except Sunday. Republican. Established 1901. Gazette & Bulletin Publishing Association, publishers. Subscription, \$3. Sworn detailed average circulation for twelve months prior to April 1915, 10,778* net paid; 8 to 16 pages, 7 columns; length of columns, 20 in.; width, 2½ in.

Advertising rates, daily, 56 cts. an inch; 51 in., 49 cts.; 101 in., 35 cts.; 151 in., or more, 21 cts. an inch. Position, 10 or 25% extra. Reading notices, 15 cts. a line; first page, 20 cts. a line. Classified, 1c. per word.

GRIT—Every week, dated Sunday. Established 1882. Grit Publishing Co., publishers. Subscription, \$2. Sworn detailed average circulation for year 1914, 273,599*; 12 to 16 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices. Forms close Tuesday preceding date of issue.

Advertising rates, agate, 75 cts. a line, flat. Reading notices, \$1.50 a count line. Position, 10 and 20% extra. Classified, 2 lines, \$1.50; 75 cts. each additional line (7 words).

See advertisement on page 529 and 573.

SUN AND NEWS—Every evening except Sunday. Independent. Established 1872. Sun and News Publishing Co., publishers. Subscription, \$3. Sworn detailed average circulation for year 1914, 16,618* net paid; 8 to 16 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 8 cts. a line; one week, 6 cts. a line; 12 times, 5 cts.; one month, 4½ cts.; 39 times, 4 cts.; 52 times, 3½ cts.; three months, 3 cts.; 104 times, 2¾ cts.; six months or more, 2½ cts. a line, per time. Open space used within one year, 1,000 lines, 4½ cts. a line; 2,000 lines, 4 cts.; 5,000 lines, 3½ cts.; 7,500 lines, 3 cts.; 10,000 lines, 2½ cts. Position extra. Pure reading, 25 cts. per count line; ordinary reading notices, 15 and 12 cts. a line. Classified, 1c a word.

See advertisement on page 504.

YORK—Population 44,750. Four railroads. The center and distributing point for an excellent agricultural section, with a most extensive trade. Manufacturing interests diversified and large, including iron foundries, automobiles, cigar and ice machine factories, farm implement, car and soap works, silk and hosiery mills and breweries. Bank clearings for year ending July 1914, \$47,396,415.00. Total value of manufactured products for 1914, \$12,000,000.00.

DISPATCH—Every evening except Sunday, and YORK DAILY, every morning except Sunday. Independent Republican. Established, Dispatch, 1876; York Daily, 1871. Dispatch

PENNSYLVANIA

Publishing Co., publishers. Subscription, \$3. Sworn average combined circulation for three months ending March 1915, 19,502* net; 8 to 24 pages, 8 columns; length of columns, 22 in.; width, 2½ in. Can use matrices.

Advertising rates, agate covering both editions, 6 cts. a line; 1,400 lines, 5 cts.; 2,800 lines, 4 cts.; 4,200 lines, 3 cts.; 7,000 lines, or more, 2½ cts. a line. Preferred position, 10 and 25% extra. Classified, 1c. a word. Local reading notices, 30 cts. a count line; telegraphic readers, 50 cts. a count line.

GAZETTE—Every morning except Sunday. Democratic. Established 1795. York Gazette Co., publishers. Subscription, \$3. Sworn average circulation for six months prior to April, 1915, 6,888* net paid; 10 to 24 pages, 7 columns; length of columns, 20½ in.; width, 2½ in. Can use matrices.

RHODE ISLAND

NEWPORT—Population 27,149. On Narragansett Bay and three railroads. Direct steamer connection to New York City and Providence. Well known as a fashionable watering place. Manufactures include brass, copper and furniture.

MERCURY—Every Saturday. Republican. Established 1758 by Benjamin Franklin. Republican. Mercury Publishing Co., publishers. Subscription, \$2. Claimed average circulation 1914, 7,500; 8 pages, 6 columns; length of columns, 21 in.; width, 2½ in.

Advertising rates, one square (10 lines, nonpareil), one time, \$1; one month, \$2.50; three months, \$6; six months, \$9; one year, \$15. Reduced rates for larger space. Reading notices, 50% additional to display rates.

NEWS—Every evening except Sunday. Nonpartisan. Established 1846. The T. T. Pittman Corporation, publishers. Subscription, \$6. Sworn average circulation for six months prior to April, 1915, 4,583* net paid; 8 to 12 pages; 7 columns; length of columns, 20½ in.; width, 2½ in. Can use matrices.

Advertising rates, 75 cts. an inch; 100 in., within one year, 40 cts.; 200 in., 34 cts.; 300 in., 31 cts.; 500 in., 29 cts.; 1,000 in., or more, 25 cts. an inch. Composition, 10 cts. an inch, additional. Special positions, 25, 50, 75 and 100% additional.

PAWTUCKET—Population 51,022. On Pawtucket River and N. Y. N. H. & H. R. R. Extensive shipping point for brick, cement, lumber and coal. Has abundant water power. Industries include the extensive manufacture of thread, calico prints, cotton and woolen goods; also has plush and braid works, steam fire engines, machinery, files, leather and spool factories and bleaching and dyeing works.

PENNSYLVANIA

Advertising rates, 50 cts. an inch; 100 in., within one year, 30 cts. an inch; 200 in., 25 cts.; 300 in., 21 cts.; 500 in., or more, 18 cts.; an inch. Special position, 25% extra. Classified, 1c. per word. Reading notices, 5 cts. a line; first page, 15 cts. a line.

POULTRY PRESS—Every Thursday. Poultry. Established 1914. F. W. DeLancey, publisher. Subscription, \$1. Circulation—not given by publisher; 4 to 12 pages, 6 columns; length of columns, 21 in.; width, 2½ in. Cannot use matrices.

Advertising rates, 90 cts. an inch; 10 in. or more, less than four times, 80 cts.; four times or more, 70 cts. an inch. Classified, 1½ cts. per word; consecutive insertions, 1c. per word.

ACCESSORY AND GARAGE JOURNAL—Monthly (25th). Established 1911. Automobile Journal Publishing Co., publishers. Subscription, \$2. Claimed average circulation for year 1914, 22,500; guaranteed for 1915-16, 25,000; 40 pages, 2 columns; length of columns, 10 in.; width of columns, 3½ in.

Advertising rates, ¼ page, \$18; ½ page, \$30; ¾ page, \$55; one page, \$100. Discount on six or more insertions.

AUTOMOBILE JOURNAL—Semi-Monthly (10th and 25th). Established 1905. Automobile Journal Publishing Co., publishers. Subscription, \$1.50. Claimed average circulation for year 1914, 19,454; 144 pages, 2 columns; length of columns, 8½ in.; width, 3½ in.

Advertising rates, \$7.50 an inch; 3 months, \$6.75 an inch; six months, \$6.25; one year, \$5 an inch per insertion; ¼ page (4 in.), one time, \$28; ½ page, \$45; one page, \$75. Discounts for 3, 6, 9 and 12 months. Classified, 20 cts. a line.

JEAN-BAPTISTE—Semi-weekly, Tuesday and Friday. French-Republican. Established 1884. J. B. S. Brazeau, publisher. Subscription, \$1.50. Claimed average circulation for year ending April, 1915, 6,025 net; 4 pages, 8 columns; length of columns, 21 in., width, 2½ in. Can use matrices. Office, 23 Broad St.

Advertising rates, on the first page all ads., 75 cts. an inch; 50 in., run of paper, 50 cts.; 100 in., or more, 37½ cts. an inch. Readers, 10 cts. a line. Classified, 1c. per word.

MOTOR TRUCK—Monthly. Commercial Vehicles. Established 1910. Automobile Journal Publishing Co., publishers. Subscription,

RHODE ISLAND

tion \$2. Claimed average circulation for 1914, 8,421 120 pages, 2 columns; length of columns, 10 in.; width, 3½ in.

Advertising rates, ½ page, \$14; ¼ page, \$24; ½ page, \$36; one page, \$60. Discount on 3, 6, 9 and 12 months.

TIMES—Every evening except Sunday. Republican. Established 1885. Times Publishing Co., publishers. Subscription, \$5. Sworn detailed average circulation for year 1914, 22,113*; 12 to 28 pages, 8 columns; length of columns, 21¾ in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 1 inch, one time, \$1.12; 98 cts., 91 cts., 84 cts., 77 cts., 70 cts., 63 cts., 59½ cts., 56 cts., 52½ cts., 49 cts., 45½ cts., or 42 cts. an inch for 2, 3, 4, 5, 6, 13, 26, 39, 52, 78, 104 or 156 times respectively. Open space used within one year, 100 in., 70 cts. an inch; 250 in., 56 cts.; 500 in., 49 cts.; 750 in., 45½ cts.; 1,000 in., 42 cts. Special positions, 10 and 25% extra; first page (lower half only), 12 cts. a line. Classified, 1c. a word each insertion. Reading notices, 20 and 30 cts. a line each time; telegraph readers, 50 cts. a line.

PROVIDENCE—Population, 1910 census, 221,326; 1915 estimate, 247,660. Commercial metropolis of the state and second largest city in New England with most extensive manufacturing interests, including largest tool factory in the world, large silver, file, screw and jewelry manufacturing establishments. Other industries include hosiery, cotton, woolen, cigar, steam engine, rubber and stove factories. Seat of Brown University. Annual value of manufactured products, \$120,241,000.00.

BULLETIN—Every evening except Sunday. Independent. Established 1863. Providence Journal Co., publishers. Subscription, \$6. Sworn average circulation for six months prior to April, 1915, 49,248* net paid; 20 to 48 pages, 7 columns; length of columns, 19 6/7 in.; width, 2½ in.

Advertising rates, agate, 9 cts. a line, flat. Preferred position, 2 cts.; full position, 3 cts. a line extra. Double columns must be 28 lines; three columns, 42 lines; four columns, 56 lines; five or more columns, 98 lines deep. Classified, 1c. a word. Reading notices, (lead only), 50 cts. a count line.

DEALER—Monthly (1st). Ford Dealers and Garages. Established 1914. Auto Parts Company, publishers. Subscription, free. Claimed average circulation for three months ending August, 1915, 10,000; 24 pages, 48 columns; length of columns, 9 in.; width, 3 in. Cannot use matrices. Forms close 15th of month preceding.

Advertising rates, \$3 an inch.

JOURNAL—Every morning including SUNDAY. Independent. Established, daily, 1829; Sunday, 1885. Providence Journal Co., publishers. Subscription, daily, \$6; Sunday, \$2. Sworn average circulation for six months

RHODE ISLAND

prior to April, 1915, daily, 19,995* net paid; Sunday, 33,315* net paid; daily, 12 to 20 pages; Sunday, 44 to 62 pages, 7 columns; length of columns, 19 6/7 in.; width, 2½ in.

Advertising rates, agate, daily, 7 cts.; Sunday, 8 cts. a line, flat. Preferred position, 2 cts.; full position, 3 cts. a line additional. Double columns must be 28 lines; three columns, 42 lines; four columns, 56 lines; 5 or more columns, 98 lines deep. Classified, 1c. a word. Readers (lead only), daily, 35 cts.; Sunday, 40 cts. a count line.

MANUFACTURING JEWELER—Every Thursday. Trade. Established 1884. Walter B. Frost & Co., publishers. Subscription, \$1. Claimed average circulation for year ending July 1915, 5,000; 60 pages, 2 columns; length of columns, 10 in.; width, 2½ in. Cannot use matrices. Office, 42 Weybosset Street.

Advertising rates, \$2 an inch; 2 in., \$3.25; 3 in., \$4.25; for each additional inch, add \$1. Discount on 4, 13, 26 or 52 insertions.

NEWS—Every evening except Sunday. Independent-Republican. Established 1892. The Hope Publishing Co., publishers. Subscription, \$3; circulation—not given by publishers; 8 to 12 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 3 cts. a line; 10,000 lines on contract, 2½ cts. a line. Special position, 15 or 25% extra; first page, 10 cts. a line. Reading notices, 25 cts. a line; telegraphic, 55 cts. a line. Classified, 1c. per word.

TRIBUNE—Every evening except Sunday, and SUNDAY TRIBUNE, Sunday morning. Independent. Established 1906. Subscription, daily, \$3; Sunday, \$2. Circulation—not given by publisher; daily, 12 to 28 pages; Sunday, 32 to 56 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, agate, daily or Sunday, 8 cts. a line; 1,000 line, within one year, 7 cts.; 2,000 lines, 6 cts.; 3,000 lines, or more, 5 cts. a line. Position, 25% extra. Publishers, resorts and tours, 6 cts. a line. Classified, 1c. per word; if displayed, 6 cts. a line. Reading matter, 25 cts. a line, 100 lines, 23 cts.; 500 lines and over, 18 cts. a line.

See advertisement on page 492.

VISITOR—Every Friday. Roman Catholic. Established 1875. Visitor Printing Co., publisher. Subscription, \$2. Claimed average circulation for year 1914, 7,300; 8 pages; length of columns, 20 in.; width, 2½ in.

Advertising rates, agate, 5 cts. a line; three months, 4 cts.; six months, or longer, 3 cts. a line.

WESTERLY—Population, 1910 census, 8,696; 1915 estimate, including Pawcatuck—a suburb—15,200. On Pawcatuck River and N. Y. N. T. & H. R. R. Indus

RHODE ISLAND

tries include the manufacture of printing presses, also thread, cotton and woolen factories and large greenhouses; also the extensive quarries of fine granite. Bank clearings during 1914, \$15,000,000.

SUN—Every evening except Saturday. Republican. Established 1893. The Utter Co., publishers. Subscription, \$3. Sworn detailed average circulation for year 1914, 5,658*; 8 pages, 7 columns; length of columns, 19¾ in.; width, 2½ in. Can use matrices.

Advertising rates, 30 cts. an inch; 100 in., 25 cts.; 200 in., 23 cts.; 350 in., 20 cts.; 500 in., 18 cts.; 1,000 in., 15 cts.; books and magazines, 20 cts. an inch flat. Preferred position, 10 and 25% extra. Reading notices, 15 cts. a count line. Classified, 1c. a word; minimum, 25 cts.

WOONSOCKET—Population 38,125. On Blackstone River and N. Y. N. H. & H. R. R. Most extensive interests in the production of woolen and worsted yarns. Also manufactures rubber shoes, wringers, machinery and has very large cotton and woolen mills.

RHODE ISLAND

CALL AND REPORTER—Every evening except Sunday. Independent. Established 1892. Samuel E. Hudson, publisher. Subscription, \$2.50. Sworn average circulation for twelve months prior to April, 1915, 10,606* net paid; 8 to 16 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, nonpareil, 1 inch, one time, \$1; one week, \$4.50; one month, \$9.90; three months, \$25.92; six months, \$44.10; one year, \$72; e. o. d., ½ of daily rates. Open space, within one year, 100 in., 50 cts. an inch; 250 in., 40 cts.; 500 in., 30 cts. an inch. Composition, 10 cts. an inch extra. Preferred position, ¼ or ½ additional. Classified, 1c. a word. Reading notices, 20 cts. a line.

UNION—Monthly (15th). French-Catholic-Fraternal. Established 1901. Union St. Jean Baptiste Amerique, publishers. Subscription, 50 cts. Claimed average circulation for 1914, 25,000; 16 pages, 4 columns; length of columns, 14 in.; width, 2½ in.

Advertising rates, \$2 per inch.

SOUTH CAROLINA

ANDERSON—Population 9,654. On Blue Ridge and Charleston & West Car. Railway Systems. Leading enterprises are fertilizer, mattress and cotton factories; cotton seed oil and yarn mills.

SOUTHERN CHRISTIAN ADVOCATE—Every Thursday. Methodist Episcopal, South; Established 1836. Anderson Printing Co., publishers. Subscription, \$1.50. Sworn detailed average circulation for year 1914, 7,629* net; 16 pages, 4 columns; length of columns, 13¾ in.; width, 2½ in.

Advertising rates, 81 cts. an inch, with discount 5, 10, 15 or 20% on 10, 50, 200 or 500 inch contracts.

CHARLESTON—Population 58,833. Served by three railway systems and several coastwise and foreign steamship lines. Is 1564 miles from the Panama Canal and is known as "The Plumb Line Port To Panama." It has an extensive business with the west coast of the United States and of South America. Extensive shipping center for naval stores, phosphate, rice and cotton. Manufactures include cotton presses, cotton and rice mills and fertilizers; there being \$21,772,000 invested in industrial plants, employing 10,223 hands, with an annual output value at \$18,226,000. Largest center of manufactured fertilizer in the world. South Carolina Military College, South Carolina Medical College and Charles-

ton College located here. Postal receipts for 1914, \$189,000. Bank clearings during 1914, \$102,000,000.

NEWS AND COURIER—Every morning including SUNDAY NEWS. Democratic. Established 1803. The News and Courier Co., publishers. Subscription, daily, \$6; daily and Sunday, \$8; Sunday, \$2. Sworn average circulation for six months prior to April, 1915, daily and Sunday, 10,162* net paid; daily, 8 to 12 pages; Sunday, 24 to 28 pages; 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices.

Advertising rates, daily or Sunday, 6 cts. a line; 1,400 lines, within one year, 5 cts.; 2,100 lines, 4½ cts.; 2,800 lines, 4 cts.; 3,500 lines, 3½ cts.; 4,200 lines, 3 cts. a line. Guaranteed positions, 10 or 25% extra. Classified, 1c. per word.

See advertisement on page 499.

POST—Every evening except Sunday. Independent Democratic. Established 1894. Evening Post Publishing Co., publishers. Subscription, \$6. Sworn detailed average circulation for year ending June, 1915, 9,250*; 10 to 24 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 4 cts. a line; 1,400 lines, within one year, 3½ cts.; 2,800 lines, 3 cts.; 4,200 lines, 2½ cts.; 7,000 lines or more, 2 cts. a line; special resort or educational rate, 2½ cts. a line; preferred

SOUTH CAROLINA

position, 10 and 20% extra. Reading notices, 10 cts. a line; telegraphic readers, 25 cts. a line. Classified, 1c. per word.

CLINTON—Population 3,272. Two railroads. Distributing center for an excellent farming and cotton section. Industries include extensive cotton and cotton seed oil mills and fertilizer factories. Seat of Presbyterian College of South Carolina and Thornwell Orphanage.

JACOBS & COMPANY, RELIGIOUS PRESS ADVERTISING SYNDICATE—See advertisement on page 532, 533, 534, 535 and 536.

COLUMBIA—Population, 1910 census, 26,319; 1914 estimate, 26,992. On Congaree River at junction of Broad and Saluda Rivers. Is the geographical, railroad, financial and educational center of the state. Nine lines of railroad and an adequate boat line plies between here and coast. Cotton interests are most extensive and fertilizer ranks second and there are a number of diversified manufacturing plants. Value of manufactured products for 1914, \$11,180,749.00. Bank clearings during 1914, \$47,431,543.34.

LUTHERAN CHURCH VISITOR—Every Thursday. Lutheran. Established 1904. Lutheran Board of Publications, publishers. Sworn average circulation for year 1914, 6,316*. Subscription, \$1.50; 24 pages, 3 columns; length of columns, 10 in.; width, 2½ in.

Advertising rates, 63 cts. an inch, with discount of 5, 10, 15 or 20% on 10, 50, 200 or 500 inches space.

RECORD—Every evening except Sunday, and **SUNDAY MORNING**. Democratic. Established 1897. Record Publishing Co., publishers. Subscription, daily, \$5; daily and Sunday, \$6. Claimed average circulation for year 1914, daily and Sunday, 9,677 net; 8 to 12 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 2 cts. a line flat. Reading notices, 15 cts. a line; telegraphic readers, 25 cts. a line. Classified, 1c. a word.

STATE—Every morning including **SUNDAY**. Democratic. Established 1891. A. E. Gonzales, publisher. Subscription, daily, \$8. Sworn average circulation for twelve months prior to April, 1915, daily and Sunday, 20,172* net paid; daily, 10 to 16 pages; Sunday, 24 to 48 pages, 7 columns; length of columns, 21 in.; width, 13 ems. Can use matrices.

Advertising rates, daily or Sunday, 6 cts. a line; 1,400 lines, within one year, 5 cts.; 2,800 lines, or more, 4 cts. a line. Preferred position, 10 and 20% extra. Classified, 1c. a word (minimum charge 25 cts.). Reading notices, minion type, 25 cts. a line.

See advertisement on page 528.

SOUTH CAROLINA

WAY OF FAITH—Every Thursday. Religious-Undenominational. Established 1880. John Paul, publisher. Subscription \$1. Sworn detailed average circulation for year ending Nov., 1914, 6,933*; 16 pages, 3 columns; length of columns, 10 1/7 in.; width, 2½ in. Can use matrices.

Advertising rates, 69 cts. an inch, with discounts of 5, 10, 15 or 25% on 10, 50, 200 or 500 inch contracts.

GREENVILLE—Population, 1910 census, 15,741; 1915 estimate, 40,000. On main line of Southern Railway, A. C. L. Railroad two other railroads and a high speed passenger and freight Interurban Electric Line. Extensively engaged in cotton shipments; has a large number of cotton mills and is the largest textile manufacturing center in the South. Seat of Furman University, Chicora College and Greenvilles, Female College. Post Office receipts for 1914, \$76,518.39. Annual value of manufactured products, \$17,250,000.

BAPTIST COURIER—Every Thursday. Baptist. Established 1869. Baptist Courier Co., publisher. Subscription, \$2. Sworn detailed average circulation for year ending August 1914, 7,000*; 16 pages, 4 columns; length of columns, 13 in.; width, 2½ in.

Advertising rates, 70 cts. an inch, with discount 5, 10, 15 or 20% on 10, 50, 200 or 500 in. space.

NEWS—Every morning including **SUNDAY** and **SEMI-WEEKLY** (Tuesday and Friday). Democratic. Established 1874. Greenville News Co., publishers. Subscription, daily, \$7; semi-weekly, \$1. Sworn average circulation for six months prior to April, 1915, 4,755* net paid; semi-weekly, 2,000; daily, 8 to 16 pages; semi-weekly, 8 pages; daily and weekly, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices.

Advertising rates, agate, daily or Sunday, 42 cts. an inch; 100 in., within one year, 28 cts.; 200 in., 21 cts. an inch. Whiskey and beer advertising, 20% additional. Special position, 10 and 20% extra. Reading notices, 10 cts. a count line. Classified, 1c. per word. **SEMI-WEEKLY**, display, 20 cts. flat an inch.

SPARTANBURG—Population, 1910 census, 17,517; 1915 estimate, 22,146. On Carolina, Cincinnati, Clinchfield & Ohio; Southern; Charleston & Western Carolina Railway Systems; also Piedmont & Northern Interurban. Gold and iron mines and lime stone quarries in vicinity. Other industries are brick yards; carriage, fertilizer, ice, ladies and childrens ready to wear apparel factories; flour and cotton mills; reedloom and harness works; iron foundry and woodworking plant. Seat of Wofford College (Methodist Episcopal) and Converse College (female). Annual income of the various industries, \$16,079,115.00.

SOUTH CAROLINA

HERALD—Every morning except Monday, including SUNDAY, and **JOURNAL** every evening except Sunday. Democratic. Spartanburg Herald Publishing Co., publishers. Subscription, morning, \$6; evening, \$5.00. Sworn average circulation for six months prior to October, 1914, morning and Sunday, 5,090* net paid; evening 3,912* net paid. Either

SOUTH CAROLINA

edition, 8 to 24 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices.

Advertising rates, agate, morning or evening, 1½ cts a line; 5,000 lines or more (evening only) 1¼ cts. a line. Special position, 10, 15, or 25% extra. Classified, 1c. per word.

SOUTH DAKOTA

ABERDEEN—Population, 1910 census, 10,753; 1915 estimate, 13,973. Distributing trade center of farming region and jobbing and railroad center of half the state; Southern North Dakota and Eastern Montana. Four railroads radiate in nine directions. Aberdeen being only city in state on transcontinental line. 70 wholesale houses do annual jobbing business \$20,000,000. 29 factories have monthly payroll \$25,000 and annual output \$3,000,000. Six banks; clearings during 1914, \$30,360,548. Is location of Northern Normal and Industrial School, with 1,000 students.

AMERICAN—Every morning except Monday. Republican. Established 1904. Aberdeen American Co., publishers. Subscription, \$6. Sworn detailed average circulation for three months ending December 31, 1914, daily and Sunday, 5,712* net; 8 to 24 pages, 7 columns; length of columns, 20½ in.; width, 2½ in.

Advertising rates, 25 cts. an inch; 100 in. within one year, 20 cts. an inch. Preferred position, 10 and 25% extra. Reading notices, 10 cts. a line. Classified 1c. a word.

DAKOTA FARMER—Semi-monthly (1st and 15th). Agricultural. Established 1881. The Bushnell Co., publishers. Subscription, \$1. Sworn average circulation for year ending June 15, 1915, 60,760*; 40 to 96 pages, 4 columns; length of columns, 14 in.; width, 2½ in. Forms close 5th and 20th preceding date of issue.

Advertising rates, agate, 35 cts. a line, flat. Preferred position, if allowed, 15 and 25% extra. For combination rates, see American Agriculturalist, New York City.

DAKOTA FREIE PRESSE—Every Tuesday. German. Independent. Established 1874. Freie Presse Co., publishers. Subscription, \$2. Claimed average circulation for first three months of 1915, 14,000; 8 to 16 pages, 7 columns; length of columns, 20 in.; width, 2½ in.

Advertising rates, 75 cts. an inch, first insertion, including translation of copy; subsequent consecutive insertions, 60 cts. an inch. Classified, 2 cts. a word.

NEUE DEUTSCHE PRESSE—Every Friday. German. Independent. Established 1910. Freie Presse Printing Co., publishers. Subscription, \$1. Claimed circulation for first five months 1915, 13,500; 8 pages, 7 columns; length of columns, 20 in.; width, 2½ in.

Advertising rates, 75 cts. an inch, first insertion (15 cts. included for translation and composition); 60 cts. an inch each consecutive insertion. Classified, 2 cts. a word.

EUREKA—Population 968. Located on the Chicago, Milwaukee & St. Paul, R., in the center of a thriving agricultural and stock raising territory.

DAKOTA VOLKSZEITUNG—Every Wednesday. German-Republican. Established 1908. Volkszeitung Publishing Co., publishers. Subscription, \$1.50. Claimed average circulation for year ending May, 1915, 5,840* net paid; 8 to 16 pages, 6 columns; length of columns, 20 in.; width, 2½ in. Cannot use matrices.

Advertising rates, 40 cts. an inch; electrolyte matter, 30 cts. an inch. Classified, 1c. per word.

MITCHELL—Population, 1910 census, 6,515; 1915 estimate, 10,200. Three railroads, there being five diverging lines. Distributing and trade center for excellent live stock and grain section. Maintains the only Corn Palace in the World; other industries include machine shop, creamery, brick yard and railroad repair shops.

PROGRESSIVE POULTRY JOURNAL—Monthly. Established 1903. Progressive Poultry Journal Publishing Co., (Inc.), publishers. Subscription, 50 cts. Claimed average circulation for year 1914, 7,800; 28 pages, 3 columns; length of columns, 9½ in.; width, 2½ in.

Advertising rates, \$2.25 an inch; three months, \$5.50; six months, \$10; one year, \$18. Reduced rates for larger space.

SIOUX FALLS—Population, 1910 census, 14,094; 1915 estimate, 20,000. Six railroads operating in twelve directions. Fifth

SOUTH DAKOTA

city in the world in distribution of agricultural implements and vehicles. Has extensive flour mills, meat packing industry, machine shops, confectionery and biscuit factories. Location of the State Penitentiary and the State Deaf and Dumb Institute. Bank clearings for 1914, \$49,340,683. Buildnig construction 1914, over \$1,000,000.00. Over 160 manufacturing and jobbing houses. Buildings and paving stone quarries. Annual value manufactured and quarried products over \$6,000,000.00.

ARGUS-LEADER—Every evening except Sunday. Republican. Established 1885. Argus Leader Co., publishers. Subscription, \$3. Sworn detailed average circulation for six months prior to April, 1915, 9,923* net; 8 to 16 pages, 7 columns length of columns, 21 in.; width, 2½ in.

Advertising rates, 2 cts. a line, flat. Preferred position, 10 and 25% extra. Classified, 1c. per word. Local reading notices, minion, 15 cts. a line, flat.

See advertisement on page 499.

FREMAD—Every Thursday. Norwegian-Independent. Established 1894. Fremad Publishing Co., publishers. Subscription, \$1. Claimed average circulation for year 1914, 5,280; 8 pages, 6 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 25 cts. flat an inch. Readers, 10 cts. a line. Classified, 1c. per word.

SOUTH DAKOTA

NATIONAL ALFALFA JOURNAL—Monthly (1st). Agriculture. Established 1914. National Alfalfa Journal Co., publishers. Subscription 50 cts. Detailed average circulation for year 1915-16, 53,358; 20 pages, 4 columns; length of columns, 14 in.; width, 2½ in. Can use matrices. Forms close 15th of month preceding.

Advertising rates, agate, 20 cts. a line; full page, \$140; ½ page, \$75. Reading notices, 30 cts. a line. Classified, 5 cts. per word.

PRESS—Every morning except Monday. Independent. Established 1883. C. L. Dotson, publisher. Subscription, \$3. Claimed average circulation for year 1914, 9,390 net; 8 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, daily or Sunday, 30 cts. an inch. Time contracts, plate matter, position next reading, 24 cts. an inch; full position, 26 cts.; set matter next reading, 26 cts. an inch; full position, 28 cts.; Classified, 1c. a word. Reading notices, 15 cts. a line.

SOUTH DAKOTA FARMER—Every Friday. Agricultural. Established 1902. C. L. Dotson, publisher. Subscription, 50 cts. Claimed average circulation for year 1914, 20,700; 16 to 32 pages, 4 columns; length of columns, 14 in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 11 cts. a line flat. Reading notices, 15 cts. a line. Classified, 2 cts. per word.

TENNESSEE

ATHENS—Population 2,264. Located 56 miles from Chattanooga and 55 miles from Knoxville on the Southern Ry. and the Louisville & Nashville R. R. Industries—furniture and knitting factories; cotton, woolen, hosiery and flour mills. The Athens School of the University of Chattanooga is located here. Annual value of manufactured products, \$1,000,000.00. Bank clearings during 1914, \$3,500,000.00.

METHODIST ADVOCATE JOURNAL—Every Thursday. Methodist. Established 1869. The Methodist Book Concern, publishers. Subscription, \$1. Sworn detailed average circulation for year ending August, 1915, 3,724* net paid; 3 columns; length of columns, 11½ in.; width, 2¼ in.

Advertising rates, agate, 37 cts. an inch; with discounts of 5, 10, 15 or 20% on 10, 50, 200 or 500 inches space, on yearly contract.

CHATTANOOGA—Population 44,604 (1914 U. S. Census Bureau estimate, 57,000). On ten railroads and Tennessee River, connecting with Mississippi waterways; has 286 factories, representing \$50,000,000 investment; 1912 factory product valued at about \$65,000,000 in the aggregate; 1,137 different articles manufactured. 150,000 electrical horsepower being available from three of the largest hydro-electric plants in south. Iron and coal mined. Unlimited natural resources partially developed or undeveloped, offering great inducements to capital. Trade in lumber heavy, also in cotton and wheat. The already unexcelled transportation facilities being rapidly improved by government work on river, construction of new railroads and interurban electric lines, 120 churches. Fine public buildings. School system unexcelled in South. City and vicinity famous for scenic and historic interest, having been one of the

*H*E was a bold man who ate the first oyster, but the fellow who read the first ad was probably no less surprised at the pleasing sensation.

TENNESSEE

principal theaters of war in the '60s. Five hundred miles of good roads. Splendid hotels for regular and tourist travelers. Headquarters of Interstate Commerce Commission, fifth district. Bank clearings during 1914, \$119,640,745.16.

DIXIE MASON—Every Saturday. Fraternal-Masonic. Established 1914. The Dixie Mason Co., publisher. Subscription, \$1. Claimed average circulation for four months ending August 1915, 5,100; 8 to 12 pages, 4 columns; length of columns, 12½ in.; width, 2¼ in. Cannot use matrices.

Advertising rates, \$1.40 an inch; 13 consecutive times, \$1.25; 52 consecutive times, \$1.12. Reading notices (body type—10 lines to inch), 20 cts. a line.

NEWS—Every evening except Sunday. Democratic. Established 1888. Chattanooga News Co., publishers. Subscription, \$5. Sworn average circulation for twelve months prior to April, 1915, 12,136* net paid; 10 to 24 pages, 7 columns; length of columns, 21¾ in.; width, 2¼ in. Can use matrices.

Advertising rates, agate, 5 cts. a line; 1,000 lines, 4 cts.; 2,000 lines, 3 cts. a line. Full position, 25% extra. Classified, 1c. per word. Reading notices, 25 cts. a count line; 250 lines, 20 cts.; 500 or more lines, 15 cts. a line; telegraphic readers, 50 cts. a line.

See advertisement on page 575.

SOUTHERN FRUIT GROWER—Monthly. Horticultural and Agricultural. Established 1896. The Fruit Grower Publishing Co., publishers. Subscription, 50 cts. Claimed average circulation for 1914, 15,000; 32 to 40 pages, 3 columns; length of columns, 10½ in.; width, 2½ in. Forms close 20th preceding month.

Advertising rates, agate, 15 cts. a line. Reading notices, 30 cts. a line. Classified, 3 cts. per word.

TIMES—Every morning including SUNDAY. Democratic. Established 1869. H. C. Adler, publisher. Subscription, daily and Sunday, \$5. Sworn average circulation for twelve months prior to April, 1915, daily and Sunday, 23,299* net paid; daily, 10 to 16 pages; Sunday, 32 to 36 pages, 7 columns; length of columns, 21½ in.; width, 2¼ in. Can use matrices.

Advertising rates, daily or Sunday, agate, 5 cts. a line, flat; next reading matter, 5½ cts. a line; top of column and next reading matter, 6 cts. a line. Classified, 1c. per word. Reading notices, nonpareil, 25 cts. a line.

See advertisement on page 528.

FAYETTEVILLE—Population 3,439. Located on Nashville, Chattanooga & St. Louis Railway; in a prosperous farming and poultry region, there being \$1,500,000.00 worth of poultry and eggs shipped annually. Other industries are flour, cotton, planing and saw mills; tobacco and carriage factories; bottling works, tannery and machine shops. Annual income from the various industries, \$2,500,000.00.

TENNESSEE

SOUTHERN FARM NEWS—Monthly (1st). Agricultural. Established 1914. Farm News Company, publishers. Subscription, 50 cts. Claimed average circulation for year 1914, 5,000; 16 pages, 4 columns; length of columns, 13½ in.; width, 2¼ in. Cannot use matrices. Forms close five days in advance. Advertising rates upon application.

STORY NEWS—Monthly (15th). Fiction. Established May 1st, 1914. Farm News Co., publishers. Subscription, 50 cts. Claimed average circulation for 1914, 5,000; 16 pages, 4 columns; length of columns, 13½ in.; width, 2¼ in. Cannot use matrices. Forms close five days in advance.

Advertising rates upon application.

GREENEVILLE—Population, 1910 census, 1,920; 1915 estimate, 6,000. On Southern Railway System. Located in a prosperous grain growing and live stock and poultry raising district. Other industries are wagon, wagon axle, furniture, ice, tobacco, proprietary medicine, furniture and chair factories. New Electric Railway now under construction and a \$100,000 School building is being erected.

SEARCHLIGHT—Every Thursday. Republican. Established 1905. C. H. McInturff, publisher. Subscription \$1. Claimed average circulation for year ending May, 1915, 7,000; 8 pages, 6 columns; length of columns, 20 in.; width, 2¼ in. Can not use matrices.

Advertising rates, 20 cts. an inch. Reading notices, 7 cts. a line. Classified, 7 cts. a line.

SUN—Every Thursday. Republican. Established 1891. W. R. Lyon, publisher. Subscription \$1. Sworn average circulation for six months ending June, 1915, 5,750* net; 10 pages, 6 columns; length of columns, 20 in.; width, 2¼ in. Cannot use matrices.

Advertising rates, 20 cts. an inch. Readers, 10 cts. a line.

KNOXVILLE—Population 36,346. (1914 City Directory, which includes suburbs, 93,702.) On the Tennessee River and three railroads operating 13 distinct lines, being the Gateway to the Appalachians. Bank clearings 1914, \$94,390,445.14. Largest jobbing center of any city similar size in U. S., 58 jobbing houses doing a business of approximately \$50,000,000 annually. Various lines manufactured approximating \$50,000,000 per annum. Stands second among southern cities in manufacture of clothing, largest mantel manufacturing point in the world, and biggest marble producing district in the South. Immediately adjoining vast coal fields where about 20,000,000 tons are mined annually. Has 5 extensive wholesale shoe houses, 5 wholesale hardware firms, 6 exclusively wholesale grocery houses, manufacturing and jobbing drugs amount to \$1,000,000 per year; three large under-

TENNESSEE

wear and hosiery mills, textile establishments equipped with 103,228 spindles, 1,555 looms giving employment to 4,000 people. 16 marble companies operating. Iron ore, more than dozen varieties timber, clay, cement rock, zinc, marble slate, barytes, iron pyrites and lead are found in quantities. Largest copper mines and smelters in South. Fifty educational institutions and State University, five modern hotels, 135 churches.

EAST TENNESSEE NEWS—Every Thursday. Colored-Republican. Established 1909. East Tennessee News Co., publishers. Subscription, \$1.50. Claimed average circulation for year 1914, 7,642; 8 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, 50 cts. an inch; 1 month, 40 cts.; 6 months, 35 cts.; 1 year, 25 cts. an inch, with discount for additional space.

JOURNAL AND TRIBUNE—Every morning, including SUNDAY, and WEEKLY, Wednesdays. Republican. Established 1837. The Journal Tribune Co., publishers. Subscription, daily, \$6; Sunday, \$2; weekly, 50 cts. Sworn average circulation for twelve months prior to April, 1915, daily and Sunday, 18,637* net paid; weekly, circulation—not given by publisher; daily, 12 to 20 pages; Sunday, 32 to 40 pages; weekly, 8 to 12 pages, 7 columns; length of columns, 22 in.; width, 2½ in. Can use matrices.

Advertising rates, daily, Sunday or weekly, 5 cts. a line; 1,000 lines, 4½ cts.; 3,000 lines, or more, 4 cts. a line. Full position, 25% extra. Mail order advertising, 4 cts. a line, flat. Classified, 1c. a word. Reading notice, 20 cts. a line, nonpareil 250 lines, 17½ cts.; 500 lines, 15 cts.; telegraphic readers, 25 cts. a line.

SENTINEL—Every evening except Sunday. Democratic. Established 1886. Curtis B. Johnson, publisher. Subscription, \$4. Sworn average circulation for six months prior to April, 1915, 17,023* net paid 10 to 32 pages, 7 columns; length of columns, 20½ in.; width, 2½ in. Can use matrices.

Advertising rates, 5 cts. a line; 1,000 lines, 4½ cts.; 3,000 lines, 4 cts.; 5,000 lines or more, 3½ cts. a line; special mail order copy, 3½ cts. a line; preferred position, 15 or 25% extra. Classified, 1c. per word. Reading notices, 25 cts. a line; 250 lines, 20 cts.; 500 lines, 15 cts. a line.

MARTIN—Population 2,228. Two railroads. Has planing and flour mills. Annual value of manufactured products, about \$1,000,000.

PRIMITIVE BAPTIST (The)—Every Tuesday. Religious. Established 1886. Cayces & Turner, publishers. Subscription, \$1.25. Sworn detailed average circulation for year ending July 1914, 10,145* net 16 pages, 4 columns; length of columns, 13 in.; width, 2½ in.

TENNESSEE

Advertising rates, \$1.01 an inch, with discount 5, 10, 15 or 20% on 10, 50, 200 or 500 in. space.

MEMPHIS—Population, 1910 census, 131,105; 1915 estimate, 165,000. On Mississippi River and seventeen railroads. One of the largest distributing points of the entire South, and the largest cotton market in America, handling more than a million bales annually. Has most extensive shipping trade and is the leading hardwood lumber market in the world. Industries include wood working plants; planing and saw mills; wholesale groceries; grain and feed stuffs and cotton seed oil mills. Bank clearings for 1914, \$362,932,295.82. Total value of manufactured products for 1914, \$114,000,000.00.

COMMERCIAL APPEAL—Every morning including SUNDAY, and WEEKLY, Tuesdays. Democratic. Established 1840. Commercial Publishing Co., publishers. Subscription, daily, \$6; Sunday, \$2; weekly, 50 cts. Sworn detailed average circulation for twelve months prior to April, 1915, daily, 61,204* net paid; Sunday, 95,019* net paid; semi-weekly, 96,435* net paid; daily, 12 to 16 pages; Sunday, 48 to 56 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices.

Advertising rates, agate, daily, 12 cts. a line or Sunday, 15 cts. a line; on yearly contracts, 1,000 lines, 11 cts. or 13 cts.; 2,000 lines, 10 cts. or 12½ cts.; 3,000 lines, 9 cts. or 11½ cts.; 5,000 lines, 8½ cts. or 11 cts.; 7,000 lines or more, 8 cts. or 10 cts. a line for daily or Sunday respectively. Full position, 25%, or next to reading, 10% extra. Reading notices, daily or Sunday, 30 cts. a line; 500 lines or more, 25 cts. a line; readers among local news or special position, 50 cts. a line, flat; telegraphic readers, \$1 a count line, flat. Classified, daily, or Sunday, first insertion, 2 cts. per word; 1½ cts. per word for subsequent consecutive insertions. WEEKLY, 25 cts. a line, flat. Reading notices, 60 cts. a line; 250 or more lines, 50 cts. a line. Classified, 4 cts. per word; in combination with Sunday issue, 5 cts. per word.

See advertisement on pages 528, 529 and 571.

ELKDOM—Monthly (1st). Fraternal Elks. Established 1905. Elkdom Publishing Co., publishers. Subscription, \$1. Claimed average circulation for year ending June, 1915, 7,000; 20 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Cannot use matrices. Forms close 25th of month preceding. Office, 71 Jefferson Ave.

Advertising rates, \$25 a page.

JEWISH SPECTATOR—Every Friday. Jewish. Established 1885. Dr. M. Samfield, editor. Subscription, \$2. Sworn detailed average circulation for year ending October 1914, 16,644* net; 8 to 16 pages, 5 columns; length of columns, 17½ in.; width, 2½ in. Can use matrices. Issued also at New Orleans, La. and Nashville, Tenn. Office, 218 Adams St.

TENNESSEE

Advertising rates, \$1.66 an inch, with discount 5, 10, 15 or 20% on 10, 50, 200 or 500 inch space contracts.

NEWS-SCIMITAR—Every evening except Sunday. Independent. Established 1880. Memphis News Scimitar Co., publishers. Subscription, \$3. Sworn average circulation for six months prior to April, 1915, 47,347*; 12 to 24 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 12½ cts. a line; 1,000 lines, 11 cts.; 3,000 lines, 10 cts.; 5,000 lines, 9 cts.; 10,000 lines or more, 8 cts. a line. Preferred position, 10 or 25% extra. Mail order copy, 9 cts. a line, flat. Reading notices, 30 cts. a count line; 1,000 lines, 25 cts.; head lines count double. Classified, 1c. a word.

See advertisement on page 558.

PRESS—Every evening except Sunday. Independent. Established 1906. Memphis Press, publishers. Subscription, \$3. Sworn average circulation for six months prior to April, 1915, 13,227* net paid; 8 to 16 pages, 8 columns; length of columns, 22 in.; width, 2 in. Can use matrices. Office, 245 Jefferson Street.

Advertising rates, agate, 3½ cts. a line; in full position, 4½ cts. flat a line. Classified, ½c. per word.

PROGRESSIVE FARMER and SOUTHERN FARM GAZETTE—See Birmingham, Ala.

NASHVILLE—Population 110,364. On Cumberland River and three railroads. Very large lumber markets and one of the largest hardwood markets in the United States; also one of the largest stock grain markets in the world. Phosphate, printing and milling interests very large. Industries include boot and shoe factories, candy works, cotton, hosiery and flour mills, with two of the largest stove manufacturies in the country. Has cheap hydro electric power, thereby making it an ideal manufacturing center. Vanderbilt University, George Peabody College for Teachers, Knapp Farm & Country School, State Capitol and various State institutions, including the State Penitentiary, located here. Bank clearings for 1914, \$333,675, 920.43. Total value of manufactured products and jobbing business for 1914, \$312,000,000.

ADULT STUDENT—Monthly. Religious. Established 1908. Smith & Lamar, publishers. Subscription, 50 cts. Sworn average circulation for year ending March, 1915, 106,204* net; 48 pages, 2 columns; length of columns, 8½ in.; width, 2½ in. Cannot use matrices. Office, 810 Broadway.

Advertising rates, agate, 20 cts. a line; 1,000 lines or more within one year, 16 cts. a line.

TENNESSEE

BANNER—Every evening except Sunday. Independent. Democratic. Established 1876. Banner Publishing Co., publishers. Subscription, \$5. Sworn average circulation for twelve months prior to April, 1915, 47,436* net paid; daily, 10 to 16 pages; Saturday, 24 to 36 pages, 8 columns; length of columns, 22 in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 10 cts. a line; 1,000 lines within one year, 8 cts. a line; 2,000 lines, 7 cts. Preferred position, 10 or 25% extra. Classified, 8 cts. a line. Reading notices, 500 lines, 25 cts. a line; 1,000 lines, 22 cts.; 1,500 lines, 20 cts.; 2,000 lines, 18 cts. a line; telegraphic readers, \$1 a count line.

BAPTIST and REFLECTOR—Every Wednesday. Baptist. Established 1835. Baptist Publishing Co., publishers. Subscription, \$2. Sworn detailed average circulation for year ending July, 1914, 6,138* net; 16 pages, 4 columns; length of columns, 14 in.; width, 2½ in. Office, 161 8th Ave. N.

Advertising rates, 61 cts. an inch, with discount 5, 10, 15 or 20% on 10, 50, 200 or 500 in. space.

CHRISTIAN ADVOCATE—Every Friday. Methodist. Established 1832. Smith & Lamar, publishers. Subscription, \$2. Sworn average circulation for year ending March, 1915, 15,631* net; 32 pages, 3 columns; length of columns, 11½ in.; width, 2½ in. Cannot use matrices. Forms close 10 days in advance. Office, 810 Broadway.

Advertising rates, 10 cts. a line; 1,000 lines, or more, within one year, 7 cts. a line. See advertisement on page 564.

CONFEDERATE VETERAN—Monthly. Historical. Established 1893. S. A. Cunningham, founder. Subscription, \$1. Claimed average circulation for year 1914, 18,666; 48 to 64 pages, 3 columns; length of columns, 9½ in.; width, 2½ in. Forms close 20th preceding month. Office, 806 Broadway.

Advertising rates, agate, \$3 an inch; ¼ page, \$8; ½ page, \$15; ¾ page, \$25; one page, \$50. Discount for time, six months, 5%, 12 months, 10%.

CONVENTION TEACHER—Monthly. Sunday School. Established 1901. Baptist Sunday School Board, publishers. Subscription, 48 cts. Circulation—not given by publisher; 48 pages, 2 columns; length of columns, 8 in.; width, 2½ in.

Advertising rates, 1 inch, \$3; three months, \$2.50; one year, \$1.25 an inch; full page, \$30.

CUMBERLAND PRESBYTERIAN—Every Thursday. Cumberland Presbyterian. Established 1840. Cumberland Presbyterian Publishing House, publishers. Subscription, \$1.50. Claimed average circulation for year 1914, 7,500; 32 pages, 3 columns; length of columns, 11 in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 7 cts. per line, each insertion.

TENNESSEE

EPWORTH ERA—Monthly (1st). Evangelical. Young People. Established 1894. Smith & Lamar, publishers. Subscription, 75 cts. Sworn average circulation for year ending March, 1915, 17,133* net; 48 pages, 2 columns; length of columns, 8½ in.; width, 2½ in. Forms close 45 days in advance. Cannot use matrices. Office, 810 Broadway. Advertising rates, agate, 20 cts. a line; over 1,000 lines, 16 cts. a line.

FARMERS MAGAZINE—Monthly (1st). Agriculture and Live Stock. Established 1915. Farmers Magazine Publishing Co., publishers. Issued as a supplement to county weeklies once a month. Claimed average circulation for four months ending July, 1915, 110,000; 16 pages, 4 columns; length of columns, 12½ in.; width, 2½ in. Can use matrices. Forms close 20th of month preceding.

Advertising rates, \$5.60 an inch flat. Classified, 6 cts. per word.

See advertisement on page 436.

GOSPEL ADVOCATE—Every Thursday. Church of Christ. Established 1855. Gospel Advocate Pub. Co., publishers. Subscription, \$1.50. Sworn detailed average circulation for year ending July, 1914, 14,000* net; 32 pages, 3 columns; length of columns, 10½ in.; width, 3½ in.

Advertising rates, \$1.40 an inch, with discount of 5, 10, 15 or 20% on 10, 50, 200 or 500-inch space contracts.

JACOBS & COMPANY—

See advertisement on pages 532, 533, 534, 535 and 536.

MERCHANT AND MANUFACTURER—Monthly. Trade. Established 1895. Merchant and Manufacturer Co. (Inc.), publishers. Subscription, \$1. Claimed average circulation for year 1914, 4,948 net; 64 pages and cover, 3 columns; length of columns, 10 in.; width, 2½ in. Forms close 20th of preceding month. Office, American Building.

Advertising rates, \$3.35 an inch; three months, \$3; six months, \$2.65; twelve months, \$2.50 an inch. Classified, 3 cts. per word.

MIDLAND METHODIST—Every Wednesday. Methodist Episcopal Church, South. Established 1871. O. W. Patton, publisher. Subscription, \$1.50. Claimed average circulation for year, 1914, 11,050; 16 pages, 4 columns; length of columns, 13½ in.; width, 2½ in. Can use matrices.

Advertising rates, \$1 an inch, with discounts of 5, 10, 15 or 20% on 50, 100, 250 or 500 inch space contracts. Special position, 25% extra.

NATIONAL BAPTIST UNION-REVIEW—Every Saturday. Colored-Baptist. Established 1899. National Baptist Publishing Board, publishers. Subscription, \$1. Claimed average circulation for year 1914, 50,000; 16 pages,

TENNESSEE

3 columns; length of columns, 13½ in.; width, 3 in. Can use matrices.

Advertising rates, \$1.20 an inch.

NATIONAL NEGRO MAGAZINE—Monthly (1st). A magazine section of every leading Negro newspaper throughout the United States, 27 in all. Established 1914. National Negro Magazine Co., publishers. Detailed average circulation February 1st, 1915, 150,000*; 12 pages, 4 columns; length of columns, 12½ in.; width, 2½ in. Can use matrices. Forms close four weeks in advance; plate due six weeks in advance.

Advertising rates, 50 cts. a line flat; fourth cover (two colors), \$400.

PRESBYTERIAN ADVANCE—Every Thursday. Presbyterian. Established 1910. Advance Publishing Co., publishers. Subscription, \$2. Sworn detailed average circulation for year ending Aug., 1914, 9,081* net; 32 pages, 3 columns; length of columns, 11 in.; width, 2½ in. Office, 415 Church Street.

Advertising rates, 91 cts. an inch, with discount of 5, 10, 15 or 20% on 10, 50, 200 or 500 in. space.

PROGRESSIVE TEACHER—Monthly, except July and August. Educational. Established 1895. Claude J. Bell, publisher. Subscription, \$1. Sworn average circulation for year 1914, 20,000*; 68 pages, 2 and 3 columns; length of columns, 9½ in.; width, 3½ in. Office, Cumberland Presbyterian Building.

Advertising rates, \$2 an inch; full page, \$42; ½ page, \$22; ¼ page, \$14; ⅛ page, \$7; on 3 months contract, \$40, \$21, \$13 or \$5.50; 6 months, \$38, \$20, \$12 or \$6; 10 months, \$36, \$19, \$11 or \$5.50 each insertion for 1, ½, ¼ or ⅛ page respectively.

SMITH & LAMAR—

See advertisement on page 564.

SOUTHERN AGRICULTURIST—Semi-monthly (1st and 15th). Agricultural. Established 1869. Southern Agriculturist Co., publishers. Subscription, 50 cts. Sworn detailed average circulation for first six months 1915, 130,946* net; 24 to 32 pages, 4 columns; length of columns, 12½ in.; width, 2½ in. Can use matrices. Forms close 9 days in advance. Office, 152 Fourth Avenue, North.

Advertising rates, agate, 60 cts. a line, flat; preferred position, 20% extra. Classified, 6 cts. per word; two or more times, 5 cts. per word.

SOUTHERN AUTOMOBILE & GARAGE—Monthly (15th). Motor Cars, Trucks and Accessories. Established 1914. Southern Automobile and Garage Co., publishers. Subscription \$1. Detailed average circulation for six months ending July, 1915, 5,752*; 64 pages, 2 columns; length of columns, 10 in.; width, 3½ in. Cannot use matrices. Forms close. 10th Office 150 Fourth Ave., North.

TENNESSEE

Advertising rates, full page, \$50; on 3 months contract, \$45; ½ page, \$25; ¼ page, \$13; ⅓ page, \$7; ⅕ page, \$4; 6 months, \$42.50, \$22.50, \$12.50, \$6.50, \$3.50; 12 months \$40, \$21.25, \$11.25, \$6.25 or \$3.25; for position next to reading an additional charge of 25% is made. Front cover (two colors) \$80; back cover (two colors), \$75; inside covers (two colors) \$65. Classified, 20 cts. a line: 6 insertions, 18 cts.; 12 insertions, 15 cts. a line.

SOUTHERN LUMBERMAN—Every Saturday. Lumber-Trade. Established 1881. J. H. Baird Publishing Co., publishers. Subscription, \$4; Sworn detailed average circulation for year 1914, 7,896*; 112 pages, 3 columns; length of columns, 13 in.; width, 3 in. Office, Presbyterian Building.

Advertising rates, one inch, three months, \$35; six months, \$55; one year, \$100; ½ page, 3 months, \$125; ¼ page, 200; ⅓ page, \$350; one page, \$600. Further rates and discounts on application.

SOUTHERN WOMAN'S MAGAZINE—Monthly (25th). Southern Woman's interests. Democratic. Established 1913. Robt. L. Burch, publisher. Subscription, \$1. Sworn detailed average circulation for 1915-16, 33,012* net; 42 pages, 4 columns; length of columns, 12½ in.; width, 2½ in. Can use matrices. Forms close 10th of preceding month.

Advertising rates, agate, 35 cts. a line; full page, \$210; ½ and ¼ pages, pro rata. Second and third covers (two colors), \$280; back cover (two colors), \$350. Classified, 4 cts. a word.

SOUTHERN MEDICAL JOURNAL—See Mobile, Ala.

SUNDAY SCHOOL MAGAZINE—Monthly. Methodist Episcopal, South. Established 1871. Smith & Lamar, publishers. Subscription, 60 cts. Sworn average circulation for year ending March, 1915, 114,125* net; 64 pages, 2 columns; length of columns, 8¼ in.; width, 2½ in. Cannot use matrices. Forms close 40 days in advance. Office, 810 Broadway.

Advertising rates, agate, 50 cts. a line; 3 pages or more, 45 cts. a line.

TENNESSEAN AND AMERICAN—Every morning, including SUNDAY. Independent Democratic. Established 1812. The Tennessean Publishing Co., publishers. Subscription, \$5.20. Sworn average circulation for six months prior to April, 1915, daily, 32,444* net; Sunday, 37,678* net; 12 to 64 pages, 7 columns; length of columns, 20½ in.; width, 2½ in. Can use matrices. Office, 154-160 4th Avenue, North.

Advertising rates, agate, daily, 10 cts.; Sunday, 12 cts. a line; 1,000 lines, within one year, 7 or 8½ cts.; 2,000 lines, or more, 5 or 6 cts. a line. Full position, 25% extra. Schools, hotels and resorts, 7 cts. a line flat. Poultry page, every Sunday, 7 cts. a line flat. Reading notices, daily or

TENNESSEE

Sunday nonpareil, 25 cts. a line; telegraphic, \$1 a count line. Classified, daily or Sunday, 1c. per word.

See advertisement on page 496.

VISITOR—Every Sunday. Sunday School. Religious and Moral. Established 1851. Smith & Lamar, agents. Subscription, 60 cts. Sworn average circulation for year ending June, 1915, 154,364* net; 8 pages, 4 columns; length of columns, 12½ in.; width, 2¼ in. Forms close 30 days in advance. Cannot use matrices. Office, 810 Broadway.

Advertising rates, agate, 30 cts. a line; 1,000 lines or more within one year, 25 cts. a line.

See advertisement on page 564.

WATCHMAN—Monthly (1st). Religious. Established 1909. The Southern Publishing Association, publishers. Subscription, \$1. Claimed average circulation for eight months ending August 1915, 50,000; 48 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Forms close 20th of second month preceding. Office, 2123 Twenty-fourth Avenue, N.

Advertising rates, agate, 35 cts. a line; \$5 an inch; ¼ page, \$16.50; ½ page, 30; one page, \$60.

ROGERSVILLE—Population 1,242. Located on the Southern Railway, in a thriving grain growing and stock raising community. Quarries of fine variegated marble being the chief industry. Deposits of salt and ore in vicinity. Large quantity of bark for tanning purposes produced. Poultry raising engaged in quite extensively.

AMERICAN PRESSMAN—Monthly (20th). Printing, Labor and Technical. Established 1890. International Printing Pressmen and Assistants' Union of N. A., publishers. Subscription, \$1. Claimed average circulation for 1914, 30,000; 48 pages, 2 columns; length of columns, 9½ in.; width, 3¼ in. Forms close 8th of current month.

Advertising rates, \$8 an inch; six months, \$7.60; one year, \$7.20; full page, \$80, \$76 or \$72; half page, \$48; \$45.60 or \$43.20; quarter page, \$30, \$28.50 or \$27; eighth page, \$20, \$19 or \$18 per time.

TULLAHOMA—Population 3,049. On N. C. & St. L. R. R. Industries confined entirely to agricultural pursuits. Bank deposits for 1911, \$1,000,000. Annual value of manufactured products, \$900,000.00.

CUMBERLAND PRESBYTERIAN BANNER—Every Friday. Cumberland Presbyterian. Established 1904. T. A. Hayron, publisher. Subscription, \$1. Sworn detailed average circulation for year ending August 1914, 10,250* net; 16 pages, 4 columns; length of columns, 15 in.; width, 2¼ in.

Advertising rates, \$1.03 an inch, with discount of 5, 10, 15 or 20% on 10, 50, 200 or 500 in. space.

TEXAS

ARLINGTON—Population, 1910 census, 1,794; 1915 estimate, 2,400. Located on the Texas & Pacific R. R., and Dallas & Ft. Worth Interurban Line, in a thriving agricultural district, principal industries being cotton seed oil, and flour mills; canning factory and cotton gins. Annual income from the various industries, \$600,000.

FARMERS' FIRESIDE BULLETIN—Every Wednesday. Farming and Farmers' Union. Established 1912. Wm. A. Bowen, publisher. Subscription, \$1. Sworn detailed average circulation for year ending May, 1915, 15,702*; 16 to 24 pages, 4 columns; length of columns, 13½ in.; width, 2¼ in. Cannot use matrices. Forms close Saturdays.

Advertising rates, agate, 7 cts. a line, flat. Special position, 10% extra. Reading notices, 15 cts. a line. Classified, 2 cts. per word.

See advertisement on page 518.

AUSTIN—Population, 1910 census, 29,860; 1915 estimate, 45,763. Located on the Colorado River and on three main lines of railroads, in the center of the largest agricultural section in the South. Among the industries are meat, fruit and canning factories; packing houses; machine shops; foundries and ice factories; one of the largest spinach farms and vegetable packing plants in the South, also one of the largest brick factories in the State. Carries on an extensive trade in the shipment of corn, cotton, wool and hides. The State house and other State buildings are located here, also the State University which is the largest in the South is located here. A thirty mile Lake on the Colorado River, which is a great pleasure resort, was open in the Spring of 1915. The City has many miles of wide paved streets with various parks located at convenient places. The annual value of manufactured products is \$10,000,000. Bank clearings for 1914 were \$130,268,508.75.

AMERICAN—Every morning, including Sunday. Independent. Established 1914. H. H. Sevier, publisher. Subscription, \$5. Sworn average circulation for six months prior to April 1st, 1915, 11,239* net paid; 10 to 60 pages, 7 columns; length of columns, 21½ in.; width, 2¼ in. Can use matrices. Office, 813 Congress Ave.

Advertising rates, agate, daily or Sunday, 7 cts. a line; 1,000 lines, within, one year, 5 cts.; 2,000 lines or 52 insertion, 4 cts.; 3,000 lines or 78 insertions, 3 cts.; 5,000 lines or more, or 156 or more insertions, 2½ cts. a line. Guaranteed position, 10 or 25% extra. Mail order copy, 3 cts. a line, flat. Reading matter, 10 cts. a line. Classified, 1c. per word.

See advertisement on page 499.

FIRM FOUNDATION—Every Tuesday. Church of Christ. Established 1884. Firm

Foundation Publishing Co., publishers. Subscription, \$1. Sworn detailed average circulation for year ending July, 1914, 16,000* net; 8 pages, 5 columns; length of columns, 15½ in.; width, 2¼ in.

Advertising rates, \$1.60 an inch, with discounts 5, 10, 15 or 20% on 10, 50, 200 or 500 in. space.

K. LAMITY'S HARPOON—Monthly (1st). Independent-Democratic. Established 1903. Harpoon Publishing Co. (Inc.), publishers. Subscription, \$1. Claimed average circulation for year 1914, 20,000; 40 pages, 2 and 3 columns; length of columns, 9½ in.; width, 3¼ and 2½ in. Forms close 20th preceding month.

Advertising rates, \$2. an inch; ¼ page, \$8.50; ½ page, \$16; one page, \$30. Discount, 5, 10 and 15% on 3, 6 and 12 months, respectively.

See advertisement on page 518.

STATESMAN—Every morning including Sunday, and SEMI-WEEKLY STATESMAN AND DIVERSIFIED FARMER, Tuesdays and Fridays. Democratic. Established 1871. Austin Statesman Co. (Inc.), publishers. Subscription, daily, \$6; weekly, \$1. Sworn average circulation for six months prior to April, 1915, daily and Sunday, 8,276* net paid; weekly, claimed average for 1914, 6,000; daily, 8 to 12 pages; Sunday, 20 to 36 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, daily, Sunday or semi-weekly, 7 cts. a line; 1,000 lines, on yearly contract, 5 cts.; 2,000 lines, 4 cts.; 5,000 lines, 3 cts.; 10,000 lines, 2½ cts. a line. Preferred position, 10, 20 or 50% extra. Classified, daily, 1c. per word, with discount on 3 or more insertions; Sunday, 1½ cts. a word. Reading notices, 10 cts. a line, with discount on 3 or more insertions; telegraphic readers, 25 cts. a line.

TRIBUNE—Every evening except Sunday, SUNDAY MORNING, Democratic. Established 1891. Austin Printing Co., publishers. Subscription, daily and Sunday, \$4; Sworn average circulation for six months prior to April, 1915, daily and Sunday, 3,982* net paid; daily, 8 to 16 pages; Sunday, 16 to 40 pages, 7 columns; length of columns, 20 in.; width, 2¼ in. Can use matrices.

Advertising rates, daily or Sunday, 35 cts. an inch; 100 in. on 6 months contract, 30 cts.; 500 in. on yearly contract, 25 cts.; 1,500 in., 20 cts. an inch. Special position, 10 or 25% extra. Reading notices, 10 cts. a line, first insertion; 8 cts. a line thereafter, or applied on display contracts at double display rates, with position percentage added.

BEAUMONT—Population, 1910 census, 20,640; 1915 estimate, 31,585. On Neches River, navigable, with five railroad systems

TEXAS

and eleven diverging lines. Has extensive lumber district, including large manufactures and shipments of cypress shingles, yellow pine lumber and tool handles. Operating center for oil industry of Southeast Texas and Southwest Louisiana; pipe line connections with principal oil fields in Texas, Louisiana and Oklahoma. Rice, fruit and truck grown to large extent. Industries include lumber, rice and shingle mills; iron and steel plant; oil refineries; cresosoting plant for lumber and timber; box, oil well machinery, handle and two silo factories, foundries and machine shops, cotton oil and planing mills. Bank clearings for 1914, \$37,471,204.78. Total value of manufactured products for 1914, \$15,080,000.

ENTERPRISE—Every morning including SUNDAY. Democratic. Established 1878. The Enterprise Co., publishers. Subscription, \$7.80. Sworn average circulation for twelve months prior to April 1915, daily and Sunday, 15,036* net; daily, 10 and 12 pages; Sunday, 36 to 48 pages, 7 columns; length of columns, 20 in. width, $2\frac{1}{4}$ in. Can use matrices.

Advertising rates, daily or Sunday, agate, 6 cts. a line; 1,000 lines, within one year. 5 cts.; 3,000 lines, 4 cts.; 7,000 lines, 3 cts. a line; mail order or resort, 3 cts. a line, flat. Preferred position, 10 or 25% extra. Classified 1c. per word. Reading notices, 15 cts. a line first insertion; 10 cts. a line thereafter; telegraphic or pure readers, double price.

See advertisement on page 484.

JOURNAL—Every evening except Sunday. SUNDAY MORNING. Democratic. Established 1890. Beaumont Journal Publishing Co., publishers. Subscription, \$6. Claimed average circulation for six months ending June, 1915, daily and Sunday, 7,000; 8 to 36 pages, 7 columns; length of columns, 20 in.; width, $2\frac{1}{4}$ in. Can use matrices.

Advertising rates, agate, daily or Sunday, 3 cts. a line; 1,000 lines, $2\frac{1}{2}$ cts.; 3,000 lines, 2 cts. a line. Reading notices, 10 cts.; a count line; 1,000 lines, 7 cts.; 3,000 lines, 5 cts. a line; telegraphic, 25 cts. a line. Classified, 1c. per word.

See advertisement on page 454.

BELTON—Population 4,164. In the center of grain and stock raising district; cotton also very largely grown. Has cotton seed oil mill, cotton compress, iron foundries, ice factory and cannery. Seat of the largest Baptist Female College in South.

POULTRY LIFE OF AMERICA—Monthly. Poultry. Established 1892. H. B. Savage, publisher. Subscription, 50 cts.; circulation—not given by publisher; 20 to 32 pages, 3 columns; length of columns, 9 in.; width, $2\frac{1}{4}$ inches.

Advertising rates, \$1.25 an inch. Classified, 2 cts. per word.

TEXAS

BRYAN—Population 4,132. Located in a thriving agricultural, stock raising and dairying district, on Houston & Texas Central and International & Great Northern Railway Systems. The Agricultural and Mechanical College of Texas located five mile distant.

SOUTHERN FARM & DAIRY—Monthly (15th). Agriculture and Live Stock. Established 1914. Southern Farm and Dairy Co., publishers. Subscription 50 cts. Claimed average circulation for six months ending June, 1915, 5,325; 12 pages, 3 columns; length of columns, $9\frac{1}{2}$ in.; width, $2\frac{1}{4}$ in. Can use matrices. Forms close 8th.

Advertising rates, \$1 an inch, with discounts of 10 or 15% on six or twelve month contracts.

See advertisement on page 452.

DALLAS—Population, 1910 census, 92,104; 1914, estimate, 131,278. On Trinity River, nine railroads and five interurbans. Chief jobbing and manufacturing point in the Southwest, distributing \$200,000,000.00 worth of goods annually. Leads the United States in the manufacture of harness and saddlery. One-tenth of the cotton of the world grown within 100 miles of city. Fruits and vegetables, grain and live stock produced in surrounding country. Industries include planing, flour and cotton mills; printing establishments; foundry and machine shops; and is the greatest manufacturing center in the world for cotton gin machinery. Annual value of manufactured products, \$50,000,000.00. Location 11th Federal Reserve Bank, which serves 726 National Banks, with combined a capital and surplus of \$94,000,000., and 800 State Banks; territory embraces the State of Texas and the larger parts of Oklahoma, Louisiana, and New Mexico and a part of Arizona, the home of 5,310,561 people, producing wealth annually to the amount of \$1,500,000,000.

BAPTIST STANDARD—Every Thursday. Baptist. Established 1888. Robert H. Coleman, manager. Subscription, \$2. Claimed average circulation for year 1914, 21,000; 32 pages, 3 columns; length of columns, $11\frac{1}{4}$ in.; width, $2\frac{1}{4}$ in.

Advertising rates, agate, \$2 an inch. Discount on space.

BEAU MONDE—Every Saturday. Society and Current Topics. Established 1895. Mrs. G. H. de Jarnette, publisher. Subscription, \$3. Claimed average circulation for year 1914, 6,000; 16 to 24 pages, 2 columns; length of columns, 10 in.; width, $3\frac{1}{4}$ in.

Advertising rates, \$1 an inch. Reading notices, 30 cts. a line.

CHRISTIAN COURIER—Every Thursday. Disciples of Christ. Established 1888. M. M.

TEXAS

Davis, publisher. Subscription, \$1.50. Sworn average circulation for year ending August, 1914, 6,300* net; 16 pages, 4 columns; length of columns, 13 in.; width, 2½ in.

Advertising rates, 63 cts. an inch, with discount of 5, 10, 15 or 20% on 10, 50, 200 or 500 in. space.

COTTON AND COTTON OIL NEWS—Every Monday. Trade. Established 1900. Ginner and Miller Publishing Co., publishers. Subscription, \$2. Claimed average circulation for year 1914, 6,000; 20 to 72 pages, 4 columns; length of columns, 13 in.; width, 2½ in.

Advertising rates on application.

DALLAS COUNTY RECORD—Every Friday. General news and agriculture. The Journal Publishing Co., publishers. Subscription, \$1. Claimed average circulation for first six months 1915, 5,000; 8 pages, 6 columns; length of columns, 19½ in.; width, 2½ in. Cannot use matrices. Office, 515 Main Street.

Advertising rates, 50 cts. an inch; 2 to 26 times, 42 cts.; 27 to 38 times, 35 cts.; 29 to 156 times, 28 cts.; 157 to 312 times, 21 cts. an inch. Reading notices, 20 cts. a line; 100 lines 15 cts.; 250 lines, 10 cts.; each additional line, 5 cts.

DISPATCH—Every evening except Sunday. Independent. Established 1906. Dallas Dispatch Co., publishers. Subscription, \$3. Sworn average circulation for six months prior to April 1915, 22,902* net paid; 6 to 12 pages, 8 columns; length of columns, 22 in.; width, 2 in. Can use matrices.

Advertising rates, agate, 6 cts., flat, a line. Classified, 1c. per word.

EXPRESS—Every Saturday. Afro-American-Republican. Established 1893. W. E. King and Associates, publishers. Subscription, \$1.25. Claimed average circulation for 1914, 10,000; 8 to 12 pages, 7 columns; length of columns, 21¾ in.; width, 2½ in.

Advertising rates upon application.

FARM AND RANCH—Every Saturday. Agricultural. Established 1883. Texas Farm and Ranch Publishing Co., publishers. Subscription, \$1. Detailed average circulation for year 1914, 99,250*; 24 to 28 pages, 4 columns; length of columns, 13½ in.; width, 2½ in.

Advertising rates, agate, 50 cts. a line, flat. Reading notices, \$1.20 a count line. Special position, 20% extra.

FARM NEWS—Weekly edition of the News, which see.

HOLLAND'S MAGAZINE—Monthly. Home; Family. Established 1905. Texas Farm and Ranch Publishing Co., publishers. Subscription, \$1. Detailed average circulation for year ending July, 1914, 134,458*; 68 pages, 4

TEXAS

columns; length of columns, 13½ in.; width, 2½ in. Last forms close first of preceding month.

Advertising rates, agate, 75 cts. a line; full page, \$500; ½ or ¼ pages, pro rata; fourth cover (two colors), \$800; second or third cover (two colors), \$600; middle spread (two colors), \$1200.

HOME AND STATE—Semi-monthly (1st and 15th). Prohibition. Established 1903. The Home and State Co., publishers. Subscription, \$1. Claimed average circulation for year 1914, 38,650; 8 to 24 pages, 4 columns; length of columns, 13¾ in.; width, 2½ in. Can use matrices. Forms close 10th and 25th.

Advertising rates, agate, 10 cts. a line, with discounts of 10, 15 or 20% on ¼, ½ or full page; back cover, \$100. Special position, 15% extra. Reading notices, 3 cts. per word. Classified, 2 cts. per word.

IMPLEMENT AND VEHICLE JOURNAL—Semi-monthly (18th and 22nd). Agricultural and Farm Implement. Established 1896. Implement and Vehicle Journal Co., publishers. Subscription, \$1. Claimed average circulation for year ending April, 1915, 7,500*; 20 to 100 pages, 4 columns; length of columns, 13 in.; width, 2½ in. Can use matrices. Forms close one week in advance.

Advertising rates, \$1.28 an inch; full page (52 in.) \$40.04; ½ page, \$26.78; ¼ page, \$19.04; ⅛ page, \$15.08, with discounts of 6, 12, or 24% on 3, 5 or 12 month contracts.

INDUSTRIAL RECORD—Semi-monthly (1st and 15th). Industrial. Established 1896. Texas Trade Review Co., (Inc.), publishers. Subscription, \$2. Claimed average circulation for 1914, 10,000; 36 pages, 4 columns; length of columns, 13 in.; width, 2½ in. Forms close 8th and 22nd preceding dates of issue.

Advertising rates, \$1.78 an inch, with discounts for time and space.

JOURNAL—Every evening except Sunday. Independent. Established 1914. A. H. Belo & Company (Inc.), publishers. Subscription, \$3. Sworn average circulation for twelve months prior to April, 1915, 35,965* net paid; 12 to 24 pages, 7 columns; length of columns, 20¾ in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 10 cts. a line; on yearly contract, 13 insertions, 9 cts.; 25 insertions, 8½ cts.; 52 insertions or 3,000 lines, 8 cts.; 78 insertions or 5,000 lines, 7½ cts.; 104 insertions or 7,500 lines 7 cts.; 156 insertions or 10,000 lines, 6 cts. a line. Preferred position available—inside pages, 2 cts.; last page, 4 cts. a line additional. Readers, 20 cts. a line flat; apart from other paid readers, 30 cts. a line; Classified, 1c. per word; display, 10 cts. a line, with time and space discount same as regular display.

See advertisement on page 514.

TEXAS

NEWS—Every morning, including **SUNDAY**, and **SEMI-WEEKLY FARM NEWS**, Tuesdays and Fridays. Daily, Independent. Semi-weekly. Family and Agricultural. Established 1885. A. H. Belo & Co., publishers. Subscription, daily, \$7.50; weekly, \$1. Sworn average circulation for six months prior to April, 1915, daily and Sunday, 50,291* net paid; semi-weekly, detailed average circulation for 1914, combined with Galveston. Texas, semi-weekly Farm News, 110,389* net paid; daily and Sunday, 14 to 56 pages; semi-weekly, 8 to 12 pages, 7 columns; length of columns, 20 5/7 in.; width, 13 1/2 ems. Can use matrices.

Advertising rates, agate, daily or Sunday, per line, one time, 15 cts.; one inch 2 times, \$3.78; 3 times, \$5.32; 4 times, \$6.72; 5 times, \$7.98; 6 times, \$9.24; 7 times, \$10.50; 14 times, \$18.20; 21 times, \$24.78; 30 times, \$31.50; over one month, pro rata; per inch, per month, 1 t. a. w., \$7.56; 2 t. a. w., \$12.60; 3 t. a. w., \$17.64. Dallas and Galveston News, combined rates on application. Publishers, magazines, books and periodicals, 15 cts. a line; 25 cts. a line in both Dallas and Galveston News. Reading notices, double display rate for ordinary position; 25% extra if apart from other paid readers. Semi-weekly Farm News, Dallas and Galveston, combined, 60 cts. per agate line: full position (minimum, 2 in.), 25% extra; next reading, 10% extra. All advertisements inserted in both issues, Dallas and Galveston Farm News and copy must be identical in both papers. Reading notices in semi-weekly, double display rate for space occupied.

PITCHFORK—Monthly. Socialist. Established 1906. The Pitchfork Co. (Inc.), publishers. Circulation—not given by publisher; 8 pages, 5 columns; length of columns, 17 1/4 in.; width, 2 1/2 in. Can use matrices. Advertising rates, agate, 15 cts. a line.

PROGRESSIVE FARMER—See Birmingham, Ala.

SOUTHERN POULTRYMAN—Monthly. Poultry. Established 1906. McReynolds Printing Co., publishers. Subscription, 50 cts. Claimed average circulation for 1914, 5,100 net; 36 to 44 pages, 3 columns; length of columns, 10 in.; width, 2 1/2 in. Forms close first of current month.

Advertising rates, agate, 84 lines or more, 16 cts. a line; 150 lines, 13 cts.; 300 lines, 12 cts.; 600 lines, 9 1/2 cts.; 800 lines, 8 1/2 cts.; 1,200 lines, 8 cts.; 2,000 lines, 6 1/2 cts.; 3,000 lines or more, 6 cts. a line; preferred position, 20% extra.

SOUTHWESTERN RETAILER—Semi-monthly (1st and 15th). General Retail Trade. Established 1901. Dallas Press Room, publishers. Subscription, \$1. Circulation—not given by publisher; 30 pages, 3 columns; length of columns, 11 in.; width, 2 1/2 in. Cannot use matrices. Forms close five days in advance. Office, 1802 Jackson Street. Advertising rates upon application.

TEXAS

TEXAS CHRISTIAN ADVOCATE—Every Thursday. Methodist. Established 1846. Blaylock Publishing Co., publishers. Subscription, \$2; circulation—not given by publisher; 16 pages, 5 columns; length of columns, 15 1/4 in.; width, 2 1/4 in.

Advertising rates, agate, 25 cts. a line. Discounts, 5% on \$100; 10% on \$200; 15% on \$300; 20% on \$500; 25% on \$1,000. Special position, 25% additional. Reading notices, 35 cts. a nonpareil line. Classified, 2 cts. per word.

See advertisement on page 466.

TEXAS PRESBYTERIAN—Monthly. Presbyterian. Established 1894. W. M. Warlick, publisher. Subscription, \$1; circulation—not given by publisher; 12 pages, 3 columns; length of columns, 9 in.; width, 2 1/2 in. Forms close 25th of preceding month.

Advertising rates, \$1.50 an inch, with discounts for time and space.

TIMES HERALD—Every evening except Sunday and SUNDAY MORNING. Independent-Democratic. Established 1876. The Times-Herald Pub. Co., publishers. Subscription, daily and Sunday, \$6. Sworn average circulation for six months prior to April, 1915, 29,560* net paid; daily, 14 to 24 pages; Sunday, 44 to 60 pages, 7 columns; length of columns, 19 1/4 in.; width, 2 1/2 in. Can use matrices.

Advertising rates, agate, 6 cts. a line; 5,000 line contract, 5 cts. a line. Preferred position, 10 and 25% extra. Reading notices, 25 cts. a line; 1,000 lines, 10 cts. a line.

WOODMAN JOURNAL—Monthly (1st). 1902. Woodman Journal Publishing Co. (Inc.), publishers. Subscription, 50 cts. Claimed average circulation for year ending June 30, 1915, 18,000; 16 pages, 3 columns; length of columns, 10 in.; width, 2 1/2 in. Cannot use matrices. Office, 1026 Busch Bldg.

Advertising rates, \$1 an inch; full page, \$30; 1/2 and 1/4 pages, pro rata.

EL PASO—Population, 1910 census, 39,279; 1915 estimate, 60,000. Located on the Rio Grande River across from Mexico; has eight railways; is trading and distributing center for territory covering a radius of 600 miles in every direction; is in center of a great mining and smelting section; is in the midst of the largest open range country on the North American continent; is becoming one of the largest live stock centers of the United States. At the present time there is being constructed a modern Union Stock Yards and Live Stock Exchange. In addition to wholesale center has smelters, cement plants, lumber mills, foundries, cigar factories, etc. Water is now being stored in the reservoir of the Elephant Butte Dam, a \$10,000,000 project, to furnish water for the irrigation of 200,000 acres of rich valley land. This reservoir when filled will be 45 miles in

TEXAS

length, an average width of $1\frac{1}{4}$ miles, holding 862,200,000,000 gallons. Bank clearings for 1914, \$92,337,716. Building permits for 1914, \$2,579,468. Value of manufactured products 1914, \$26,944,800.

HERALD—Every evening except Sunday. Independent. Established 1881. Herald News Co., publishers. Subscription, \$7. Sworn average circulation for first six months in 1915, 20,385*; 8 to 16 pages, 7 columns; length of columns, $19\frac{1}{2}$ in.; width, $2\frac{1}{2}$ in. Can use matrices.

Advertising rates, agate, 4 cts. a line, flat. Preferred position, 10 and 25% extra. Reading notices, 15 cts. a line; telegraphic, 50 cts. a count line; black or bold face heading counts double. Classified, 1c. per word.

See advertisement on page 528.

TIMES—Every morning including SUNDAY. Conservative Democratic. Established 1881. El Paso Times Co., publishers. Subscription, either English or Spanish editions, daily, \$8; Sunday, \$2. Sworn detailed average circulation for six months prior to April, 1915, (English), daily, 18,204* net paid; Sunday, 22,642* net paid; (Spanish) daily, 11,120* net paid; Sunday, 12,063* net paid; daily, 10 to 24 pages; Sunday, 36 to 80 pages; 7 columns; length of columns, 20 in.; width, $2\frac{1}{4}$ in. Can use matrices.

Advertising rates, 84 cts. an inch; on contract of 200 or more inches in one year, (English), 49 cts. an in.; (Spanish), 35 cts. an in. Combination rate (English and Spanish) 70 cts. an inch on 200 inch contract. Preferred position, 10 and 25% extra. Reading notices, 15 cts. a line; telegraphic readers, 25 cts. a line. Classified, daily, 1c. Sunday, $1\frac{1}{2}$ cts. per word.

See advertisement on page 540.

FORT WORTH—Population, 1910 census, 73,312; 1915 estimate, 94,494; 12 railroads with 16 outlets. Has natural gas; great supplies of fuel oil; within 50 miles of greatest active coal fields of Southwest. Largest and best municipal water supply in Texas. Industries include extensive packing houses; great stock yards and horse and mule market on large scale; ten silo manufacturing plants; iron foundries and metal working establishments, including the only rolling mill in Texas; three oil refineries with daily crude capacity of 30,000 barrels; furniture and clothing manufacturing; grain and milling center of Texas; many wood working establishments; leather manufacturing plants; structural steel works on large scale. Finest schools and churches in Texas. Bank clearings, 1914, \$396,153,383.44. Manufacturing plants and jobbing houses represent over \$50,000,000.00 investment. Annual value of manufactured products, \$105,000,100.00.

TEXAS

CITIZEN-STAR—Weekly of Star-Telegram. which see.

LIVE STOCK REPORTER—Every evening except Sunday. Live Stock. Established 1896. Reporter Publishing Co., publishers. Subscription, \$4. Sworn average circulation for six months prior to April, 1915, 3,473* net paid; 4 to 8 pages, 6 columns; length of columns, $21\frac{1}{2}$ in.; width, $2\frac{1}{4}$ in. Can use matrices.

Advertising rates, agate, 1,000 lines, 4 cts. a line; 3,000 lines, $3\frac{1}{2}$ cts.; 5,000 lines, $2\frac{1}{2}$ cts. a line. Reading notices, 10 and 20 cts. a line. Classified, 1c. per word.

MURRAY'S SWINE BREEDER—Monthly. Live Stock—Agricultural. Established 1908. D. R. Murray, publisher. Subscription, \$1. Claimed average circulation for 1913, 15,000; 24 pages, 3 columns; length of columns, 10 in.; width of columns, $2\frac{1}{4}$ in.

Advertising rates, agate, 10 cts. a line; 1,000 lines on yearly contract, 8 cts.; 3,000 lines, 6 cts.; 10,000 lines or more, 5 cts. a line. Special position, 25% extra. Reading notices, 15 cts. a line. Classified, 3 cts. per word.

RECORD—Every morning including SUNDAY, and SEMI-WEEKLY RECORD, Tuesdays and Fridays. Democratic. Established 1896. The Record Company, publishers. Subscription, \$5; Sunday, \$2; semi-weekly, \$1. Sworn detailed average circulation for twelve months prior to April, 1915, daily and Sunday, 32,796* net; semi-weekly, 71,540*; daily, 10 to 16 pages; Sunday, 36 to 48 pages, semi-weekly, 8 and 10 pages, 7 columns; length of columns, 21 in.; width, $2\frac{1}{4}$ in. Can use matrices.

Advertising rates, daily or Sunday, 10 cts. a line; 250 lines, within one year, 7 cts.; 1,000 lines, 6 cts.; 2,000 lines, $5\frac{1}{2}$ cts.; 2,800 lines, 5 cts. Mail order, educational and summer resorts, 5 cts. a line, flat. Position, 10, 25 or 50% extra. Classified, 1c. a word. Reading notices, nonpareil, 25 cts. a line; telegraphic, 50 cts. a count line, flat. Semi-weekly, agate, 20 cts. a line, covering both issues; full position, 25% extra. Reading notices, 50 cts. a line. Classified, 3 cts. per word.

SOUTHWEST MAGAZINE OF TEXAS—Monthly. Literary. Established 1903. W. N. Beard, publisher. Subscription, \$1. Claimed average circulation for year 1914, 30,000; 10 to 12 pages, 6 columns; length of columns, 21 in.; width, $2\frac{1}{4}$ in. Forms close 20th preceding month. Can use matrices.

Advertising rates, agate, 20 cts. a line.

STAR-TELEGRAM—Every evening except Sunday, SUNDAY MORNING, and WEEKLY CITIZEN-STAR, Wednesdays. Independent

TEXAS

Democratic. Established 1883. Fort Worth Publishing Co., publishers. Subscription, daily, \$6; weekly, 50 cts. Sworn average circulation for twelve months prior to April, 1915, daily and Sunday 32,403* net paid; weekly, claimed average circulation for year 1914, 15,000; daily, 8 to 16 pages; weekly, 8 pages; Sunday, 32 to 60 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, agate, daily or Sunday, 10 cts. a line; 1,000 lines within one year, 7 cts.; 1,500 lines, 6½ cts.; 2,000 lines, 6 cts. a line. Mail order rate, including position, 6 cts. a line, flat. Preferred position, 10 and 25% extra. Reading notices, 25 cts. a count line; 500 lines within one year, 20 cts.; telegraphic readers, \$1 a line. Classified, 1½ cts. per word. WEEKLY open space within one year, 1,000 lines, 6 cts. a line; 2,000 lines, 5 cts. a line; 3,000 lines, 4 cts. a line. Reading notices and classified, same as daily.

SUNDAY NEWS AND S. W. WESTERN FARMER & BREEDER—Every Sunday. Home and Agriculture. Established 1905. The Reporter Publishing Co., publishers. Subscription, \$1. Claimed average circulation for first six months 1915, 3,569; 8 to 12 pages, 6 columns; length of columns, 21½ in.; width, 2½ in. Can use matrices.

Advertising rates, 5 cts. a line, with discounts of 5, 10 or 20% on 13, 26 or 52 time contracts. Special positions, 10 or 25%. Reading notices, 15 cts. a line. Classified, 2 cts. per word for first insertion; 1c. per word for subsequent insertions.

TEXAS RAILWAY JOURNAL—Monthly (7th). Labor. Established 1907. C. F. Goodridge, editor and publisher. Subscription \$1. Claimed average circulation for 1914, 5,000; 16 pages, 3 columns; length of columns, 9¾ in.; width, 2½ in. Cannot use matrices. Forms close 20th of month preceding.

Advertising rates, on yearly contracts, \$1 an inch; 4 in., 85 cts. an inch; full page, \$18; ½ page, \$10; ¼ page, \$5.50. Less than one year, add 20%; less than six months, add 30%.

GALVESTON—Population, 1910 census, 36,981; 1915 estimate, 50,000. On Gulf of Mexico, Intercoastal Canal, 8 steam railroads and one electric Interurban. Wharfage facilities for berthing over 100 ocean-going vessels for direct loading at one time. Direct steamship sailing to and from all principal ports of Europe, ports of Asia, South and Central America, Cuba and Mexico, by 100 regular and approximately 250 tramp steamship lines. Imports and exports fiscal year 1913-14, value \$268,012,670. Greatest cotton port in the world, receipts year ending Aug. 31, 1914, 3,365,465 bales. Wheat exportation year 1913, 13,320,387 bushels; year 1914, 36,085,532

TEXAS

bushels. Also extensive commerce in cotton seed meal and cake, cotton seed oil, linseed meal and cake, flour, rice, live stock, provisions, broomcorn, sugar, metals, feathers, lumber crude petroleum and tropical fruit. Industries include coal and grain elevators; cotton seed oil, cotton seed cake, flour and rice mills; bagging and ice factories; cotton compresses and concentrating plants. Distributing point for entire Southwest. Annual value of manufactured products approximately, \$25,000,000. Bank clearances during 1914, \$1,020,530,000.00.

FARM NEWS—Weekly edition of News, which see.

NEWS—Every morning including SUNDAY, and SEMI-WEEKLY FARM NEWS, Tuesdays and Fridays. Daily, Independent Democratic. Family and Agricultural. Established 1842. A. H. Belo & Co., publishers. Subscription, daily, \$7.50; weekly, \$1. Sworn average circulation for six months prior to October, 1914, daily and Sunday, 16,645*; semi-weekly. See Dallas Semi-Weekly Farm News. 14 to 50 pages; semi-weekly, 8 to 12 pages, 7 columns; length of columns, 20 5/7 in.; width, 13½ ems. Can use matrices.

Advertising rates, agate, daily and Sunday, per line, one time, 15 cts.; 1 inch, two times, \$3.50; three times, \$4.76; four times, \$6.02; five times, \$7; six times, \$7.84; seven times, \$8.68; 14 times, \$13.58; 30 times, \$21.28; over one month, pro rata; per inch, per month, one t. a. w., \$6.16; two t. a. w., \$9.10; three t. a. w., \$12.18; combination rate, Galveston and Dallas News, furnished on application. Reading notices, double display rate, ordinary position. Classified, daily, 1c.; Sunday, 1½ cts. per word. Semi-weekly, Galveston and Dallas, combined, 60 cts. per agate line; full position (minimum 2 in.), 25% extra. All advertisements inserted in both issues. Dallas and Galveston Farm News, and copy must be same and identical in both papers. Reading matter in semi-weekly, double display rate for space occupied.

TRIBUNE—Every evening, except Sunday. Independent Democratic. Established 1880. Galveston Tribune, (Inc.), publishers. Subscription, \$5. Sworn detailed average circulation for six months prior to April, 1915, 8,185* net; 12 to 32 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 1,000 lines within one year, 6 cts. a line; 2,000 lines, 5½ cts.; 3,000 lines, 4½ cts.; 5,000 lines, 3½ cts.; 10,000 lines, 3 cts. a line; preferred position, 10 or 25% extra. Classified, 1c. per word. Reading notices, 25 cts. a line; 100 lines, 20 cts. a line.

HALLETTSVILLE—Population 1,379. On San Antonio and Aransas Pass Railroad. Stock raising, cotton, corn and truck farming; oil mill, ice factory and creamery being the chief industries.

TEXAS

REBEL—Every Saturday. Socialist. Established 1904. Thos. A. Hickey and E. R. Meitzen, publishers. Subscription, 50 cts. Claimed average circulation for year 1914, 22,650 net; 4 pages, 6 columns, length of columns, 19 3/4 in.; width, 2 1/2 in. Can use matrices.

Advertising rates, agate, 30 cts. an inch.

HOUSTON—Population, 1910 census, 78,890; 1915 estimate, 135,000. On the great Houston Ship Channel, which is fifty miles in length and connects Houston with the Gulf of Mexico. Now completed at a cost of \$4,500,000.00. Seventeen railroads and electric interurban. Largest combined railroad center and deep water port in the South with annual railroad payrolls aggregating \$7,500,000. Largest inland port cotton market in the world. Center for rice, cotton, lumber, petroleum and sugar, of which extensive shipments are made. Industries include rice, cotton seed and rolling mills, plow, wagon and carriage works; foundry and machine shops of two railroad systems. Total number of factories 347, manufacturing 279 different articles. Greatest hotel facilities of any city south of St. Louis and Baltimore. Municipal convention hall seating 7,000 and is the home of Rice Institute with an endowment of over \$10,000,000.00. Taxable valuation of city, \$130,000,000.00. Financial center of the State, having 14 banks and trust companies. Bank clearings for year 1914, \$430,702,298.00. Annual value of manufactured products, \$55,000,000.00.

BULLETIN—Every Sunday. Democratic. Established 1911. P. K. Fulton, Editor and Publisher. Subscription \$1. Circulation—not given by publisher; 4 pages, 7 columns; length of columns, 21 3/4 in.; width, 2 1/2 in. Can use matrices.

Advertising rates, one inch, set, 50 cts.; electro, 40 cts.; two times, 75 or 65 cts.; for one month \$1.25 or \$1; three months, \$3 or \$2.70; six months, \$6 or \$5.40; twelve months, \$12 or \$10; additional space pro rata. Readers 10 cts. a line. Classified, 3 cts. a line.

CHRONICLE—Every evening except Sunday, and **SUNDAY MORNING**. Independent. Established, daily, 1901. The Houston Chronicle Publishing Co., publishers. Subscription, daily and Sunday, \$6.50. Sworn detailed average circulation for three months ending March, 1915, daily, 33,146* net paid; Sunday, 41,669* net paid; daily, 12 to 24 pages; Sunday, 52 to 100 pages, 7 columns; length of columns, 21 in.; width, 2 1/2 in. Can use matrices.

Advertising rates, agate, daily, 10 cts.; Sunday, 11 cts. a line; 700 lines on yearly contract, 8 or 9 cts.; 1,400 lines, 7 or 8 cts.; 2,800 or more lines, 6 or 7 cts. a line. For special position, 10 or 25% extra. Reading notices, 25 cts. a count line; 5 consecutive times (no change of copy), 20 cts.; 10 times, 15 cts. a line; 250 lines on yearly contract

TEXAS

(change of copy allowed), 20 cts.; 500 lines, 15 cts. a line. Classified, daily, 1c. per word; Sunday, 2 cts. per word.

See advertisement on page 568.

NATIONAL LAND BULLETIN—Monthly (10th). Development and Farm. Established 1908. Clyde C. Buckingham, publisher. Subscription, \$1. Claimed average circulation for year 1914, 8,500; 64 to 100 pages, 3 columns; length of columns, 10 in.; width, 2 1/2 in.

Advertising rates, \$3 an inch; full page, \$62.50; 1/2 page, \$36.25; 1/4 page, \$25.25; 1/8 page, \$20.85; 1/16 page, \$16.80; 1/32 page, \$11.25, with discounts on 3, 6 or 12 month contracts. Readers, 35 cts. a line. Classified, 5 cts. per word.

POST—Every morning including **SUNDAY**. Democratic. Established 1885. Houston Printing Co., publishers. Subscription, \$8. Sworn detailed average circulation for six months prior to April, 1915, daily, 28,954* net paid; Sunday, 33,122* net paid; daily, 16 pages; Sunday, 56 to 72 pages, 7 columns; length of columns, 21 in.; width, 2 1/2 in. Can use matrices.

Advertising rates, daily or Sunday, 6 cts. a line; full position, 7 1/2 cts. a line, flat. Reading notices, 25 cts. a count line; 30 times, 15 cts.; 30 consecutive times, 10 cts. a line. Classified, 1c. a word, in daily; 2 cts. a word in Sunday.

See advertisement on page 444.

PRESS—Every evening except Sunday. Independent. Established September 25th, 1911. Houston Press, publishers. Subscription, \$3; sworn average circulation for six months prior to April, 1915, 12,948* net paid; 4 and 6 pages, 8 columns; length of columns, 22 in.; width, 2 in. Can use matrices.

Advertising rates, 2 1/2 cts. flat a line. Classified, 1/2 c. per word.

SOUTHLAND FARMER—See LaPorte, Tex.

LA GRANGE—Population 1,850. Two railroads. Cotton cultivated most extensively. Industries include oil and grist mills; creamery; handle factory and cotton compress.

SVOBODA—Every Thursday. Bohemian. Democratic. Established 1885. A. Haidusek & Jos. Koss, publishers. Subscription, \$2. Claimed average circulation for year 1914, 4,600; 8 pages, 6 columns; length of columns, 19 3/4 in.; width, 2 1/2 in.

Advertising rates on application.

LA PORTE—Population 678. Located 23 miles from Houston, on Galveston, Harrisburg & San Antonio Railroad. Fruit, Rice and vegetable growing being the leading industries throughout the surrounding territory.

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SOUTHLAND FARMER—Monthly (1st). Agriculture. Established 1906. Southern Orchards and Farms Publishing Co., publishers. Subscription 50 cts. Sworn average circulation for six months ending June, 1915, 51,500*; 16 to 24 pages, 4 columns; length of columns, 13½ in.; width, 2½ in. Cannot use matrices. Forms close, 25th of month preceding.

Advertising rates, agate, 25 cts. a line; full page, \$170. Preferred position, 25% extra. Readers (brevier), 50 cts. a line. Classified, 4 cts. per word.

PARIS—Population 11,269. Seven railroads. In the center of an excellent live stock raising, fruit, grain and cotton growing district. Industries include foundry and machine shops, brick yards, cotton compress and gins, cotton seed oil, saw, planing and flour mills; crate, handle, mattress, candy, paint, box and furniture factories and cannery. Annual value of manufactured products, \$3,200,000.00.

NORTH TEXAS FARMER—Every Thursday. Agriculture. A. M. Jackson & Co., publishers. Established 1911. Subscription, \$1; claimed average circulation for year 1913, 5,200; 12 pages, 4 columns; length of columns, 13 in.; width, 2½ in. Cannot use matrices.

Advertising rates, 5 cts. a line flat.

SAN ANTONIO—Population, 1910 census, 96,614; official estimate U. S. Census Bureau 1914, 115,063. Eight railroads; commercial center of a very wide territory and distributing point for a most excellent truck farming region; largest military post in the United States located here; winter tourist resort of delightful climate and fine hotels, amusement features, etc. Hides, wool and live stock handled extensively. Bond issues aggregating \$10,000,000.00 being spent in public improvements; additional \$10,000,000.00 being spent in private development.

EXPRESS—Every morning including SUNDAY, and SEMI-WEEKLY, Tuesdays and Fridays. Independent Democratic. Established 1865. Express Publishing Co., publishers. Subscription, daily, \$8; semi-weekly, \$1. Sworn detailed average circulation for last three months 1914, daily, 20,501* net; Sunday, 30,876* net; semi-weekly, claimed average circulation for year 1914, exceeding 19,000; daily, 14 to 20 pages; Sunday, 76 to 88 pages; semi-weekly, 8 pages; all editions, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices. Office, Navarro and Crockett Streets.

Advertising rates, daily or Sunday, agate, 10 cts. a line. Open space, within one year, 1,000 lines, 7 cts.; 2,000 lines, 6 cts.; 5,000 lines, 5 cts.; 7,000 lines or more, 4 cts. a line. Strictly mail order advertising, daily or Sunday, 5 cts. a line flat. Schools, Colleges and Summer resorts, 5 cts. a line flat. Classi-

TEXAS

fied, 1c. a word; display in classified columns, \$1.87 an inch. Reading notices, nonpareil, 25 cts. a line, with discount for continued insertions. Semi-weekly, display, 10 cts. a line flat, covering both issues.

See advertisement on pages 504, 528 and 529.

FREIE PRESSE FUER TEXAS—Every Wednesday. German. Republican. Established 1865. Freie Presse Fuer Texas Publishing Co., publishers. Subscription, \$2. Claimed circulation for year 1914, 8,760; 16 pages, 6 columns; length of columns, 19½ in.; width, 2½ in. Office, 216 East Commerce Street.

Advertising rates, 30 cts. a line.

HERMANS-SOHN IN TEXAS—Monthly (1st). Sons of Herm. Albert Hohrath, editor and publisher. Subscription, 50 cts. Sworn average circulation for year 1914, 18,000; 20 pages, 6 columns; length of columns, 19½ in.; width, 2½ in. Cannot use matrices. Forms close 10th of month.

Advertising rates, 75 cts. an inch. Readers, 15 cts. a line.

See advertisement on page 554.

IMPARCIAL DE TEXAS—Every Thursday. Spanish-Democratic. Established 1909. F. A. Chapa, editor and publisher. Subscription, \$1. Claimed average circulation for 1914, 13,000 net; 8 pages, 6 columns; length of columns, 20 in.; width, 2½ in. Office, 712 Dolorosa Street.

Advertising rates, \$1.25 an inch; 1 inch, double column, \$2.25; 1 inch, one year, \$12. Readers, 20 cts. a line, per month.

LIGHT—Every evening except Sunday, and SUNDAY MORNING. Independent. Established 1881. Chas. S. Diehl and H. L. Beach, publishers. Subscription, daily, \$5; Sunday, \$2. Sworn detailed average circulation for six months ending September, 1915, daily, 19,034* net paid; Sunday, 22,537* net paid; 12 to 68 pages, 8 columns; length of columns, 20 in.; width, 2½ in. Can use matrices. Office, 509-11 Travis Street.

Advertising rates, agate, 12 cts. a line; 1,500 lines within one year, 7 cts.; 3,000 lines, 6 cts.; 7,000 lines, 5 cts. a line. Mail order advertising, 6 cts. a line. Reading matter, 15 cts. a line; telegraphic, 40 cts. a line. Classified, 1c. a word, with discount on 4 or more insertions.

MESSAGGERO ITALIANO—Every Saturday. Italian-Independent. Established 1906. Forre & Co., publishers. Subscription, \$2. Circulation—not given by publisher; 4 pages, 8 columns; length of columns, 22 in.; width, 2½ in. Cannot use matrices. Office, 226 Harding Street.

Advertising rates, 35 cts. an inch; 4 consecutive insertions, 25 cts.; 13, 20 cts.; 26, 18 cts.; 52, 15 cts. an inch. Discount of 10 or 15% on contract of 500, 1,000 or more inches.

TEXAS

REGIDOR—Every Wednesday. Spanish-Republican. Established 1888. Pablo Cruz, publisher. Subscription, \$1.50. Claimed average circulation for year 1914, 8,059; 8 pages, 6 columns; length of columns; 19½ in.; width, 2½ in. Can use matrices. Office, 205 So. Laredo St.

Advertising rates, \$1.50 an inch per month; 3 months, \$2.50; 3 months, \$3; 4 in. and over, 75 cts. an inch per month.

SOUTHERN MESSENGER—Every Thursday. Catholic. Established 1892. L. Wm. Menger, general manager. Subscription, \$1.50; claimed average circulation for year 1914, 6,750; 8 to 32 pages, 7 columns; length of columns, 21¾ in.; width, 2½ in. Can use matrices. Office, 515 Conroy Building.

Advertising rates, page opposite editorial or local page, 50 cts. an inch; all other pages, 40 cts. an inch, with discounts of 5 or 12½% on 500 or 1,000 inch, yearly contracts. Reading notices, 10 cts. a line first insertion; 5 cts. subsequent insertions.

SOUTHWEST FARMER & INVESTOR—Monthly (5th). Agricultural and Real Estate. Established 1909. Investor Publishing Co., publishers. Subscription, \$1. Detailed average circulation for first seven months 1915, 14,500* net paid; 16 to 48 pages, 4 columns; length of columns, 13½ in.; width, 2½ in. Can not use matrices. Forms close 25th of month preceding. Office, 118-120 Crockett Street.

Advertising rates, 10 cts. flat a line. Special position, 25% extra.

TEXAS STOCKMAN AND FARMER—Semi-Monthly (1st and 15th). Agricultural and live Stock. Established 1881. Texas Stockman and Farmer Publishing Co., publishers. Subscription, 50 cts. Claimed average circulation for year 1914, 35,500 net; 16 pages, 4 columns; length of columns, 13 in.; width, 2½ in.

Advertising rates, agate, 20 cts. a line; discount, 250 lines, 5%; 500 lines, 10%; 12 times, or 1,000 lines, 15%; 24 times, or 2,000 lines, 20%. Position, 15% extra. Reading notices, 35 cts. a count line.

See advertisement on page 456.

TEMPLE—Population, 1910 census, 10,993; 1915 estimate, 15,250. Located in a prosperous farming, cotton and stock raising section on three railway systems. Railroad machine shops are located here. Other industries: largest candy and gum factory in Southwest; harness and saddlery, cotton oil and cigar factories; foundry and machine shop.

TELEGRAM—Every morning including SUNDAY. Democratic. Established 1907. Telegram Pub. Co., publisher. Subscription, \$6. Sworn detailed average circulation for twelve months prior to April, 1915, daily and Sunday, 5,748* net paid; 8 to 12 pages, 7 col-

TEXAS

umns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, 1¼ cts. a line, flat. Reading notices, 10 cts. a count line; telegraphic notices, 25 cts. a line. Classified, 1c. per word.

TEXAS PYTHIAN BANNER KNIGHT—Monthly (1st). Fraternal—K. of P. Established 1903. Gresham Printing Co., publishers. Subscription \$1.50. Claimed average circulation for year 1914, 4,500; 16 to 44 pages, 2 columns, length of columns, 10 in.; width, 3½ in. Cannot use matrices. Forms close 25th of month preceding.

Advertising rates, \$1.50 an inch.

TEXARKANA—See Texarkana, Ark.

WACO—Population, 1910 census, 26,435; 1915 estimate, 45,000. Fourteen railroad lines and one interurban line. The center of an excellent farming, grazing and cotton growing section. Has largest sash and door factory in South; foundries and machine shops; Automobiles, soap, mattress, tent and awning factories; cotton compresses; cannery; creamery, cotton seed oil, planing and flour mills. Baylor University and Paul Quinn College located here. Annual value of manufactured products, \$1,500,000.00. Jobbing business, \$79,000,000.00.

NEWS—Every morning including SUNDAY. Democratic. Established 1911. News Publishing Co., publishers. Subscription, \$6. Sworn average circulation for twelve months prior to April, 1915, daily, and Sunday, 7,345* net paid; daily, 10 to 12 pages; Sunday, 24 to 36 pages; daily and Sunday, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, 5 cts. a line; 1,000 lines, on yearly contract, 4 cts.; 3,000 lines, 2½ cts. a line. Mail order, 3 cts. a line, flat. Special position, 10 or 25% extra. Reading notices, 10 cts. a count line; telegraphic, 20 cts. a count line. Classified, 1c. per word.

See advertisement on page 570.

TIMES-HERALD—Every evening except Sunday, and SUNDAY MORNING. Democratic. Established 1892. Waco Publishing Co., publishers. Subscription, daily, \$6. Sworn average circulation for twelve months prior to April, 1915, daily and Sunday, 5,592* net paid; daily, 12 to 20 pages; Sunday, 32 to 40 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 8 cts. a line; 1,000 lines, on yearly contract, 7 cts.; 2,000 lines, 6 cts.; 3,000 lines, 5 cts.; 5,000 lines, 4 cts.; 7,000 lines, 3 cts.; 10,000 lines or more, 2½ cts. a line. Classified, 1c. per word. Reading notices, 25 cts. a line with discounts.

See advertisement on page 494.

TEXAS

TRIBUNE—Semi-Weekly. Wednesdays and Saturdays. Democratic. Established 1895. The Tribune Co. (Inc.), publishers. Subscription, \$1. Sworn average circulation for twelve months prior to April, 1915, 9,817* net paid; 12 to 16 pages, 7 columns; length of columns, 21 3/4 in.; width, 2 3/4 in.

Advertising rates, agate, 3 1/2 cts. a line; 10,000 lines, 3 cts.; 15,000 lines, 2 1/2 cts.; 25,000 lines, 2 cts. a line.

WAXAHACHIE—Population 6,205. Three railroads and one interurban line. The center of and distributing point for an excellent grain growing and cotton region. Industries include cotton and cotton seed oil mills, mattress factories, machine shop

ENTERPRISE—Every Friday and **LIGHT** every evening, except Sunday. Democratic.

TEXAS

Established 1875. Enterprise Publishing Co., publishers. Subscription, weekly, \$1; daily, \$5. Circulation—not given by publisher; weekly, 12 to 20 pages, daily, 6 to 18 pages; either edition, 6 columns; length of columns, 20 in.; width 2 3/4 in.

Advertising rates, weekly, 44 cts.; daily, 26 1/2 cts. an inch. Composition, 5 cts. an inch additional. Special position, 10 or 20% extra. Locals, weekly, 15 cts.; daily, 10 cts. a line.

TEXAS ODDFELLOW—Monthly (15th). I. O. O. F. Fraternal. Established 1895. C. R. Gibson, publisher. Claimed average circulation for year 1914, 9,000; 8 pages, 4 columns; length of columns, 15 in.; width, 13 ems pica.

Advertising rates, \$1 an inch. Discount for larger space or longer time.

UTAH

LEHI—Population 2,964. 2 railroads. Interurban line with Salt Lake City and Utah County. Industries consist of beet sugar canning factories and flour mills. Annual output, 42,000,000 lbs. of sugar; \$25,000 in flour and \$10,000 for the canning industry.

UTAH FARMER—Every Saturday. Agricultural. Established 1904. Deseret Farmer Publishing Co., publishers. Subscription, \$1. Detailed average circulation for year ending June, 1915, 18,627*; 16 pages, 4 columns; length of columns, 11 in.; width, 2 1/4 in.

Advertising rates, agate, 12 cts. a line flat. Position, 25% extra.

OGDEN—Population, 1910 census, 25,580; 1915 estimate, 35,239. Terminus of Union Pacific, Southern Pacific, Denver & Rio Grande, and on main lines of Oregon Short Line, San Pedro, Los Angeles & Salt Lake Route, Bamberger Inter-Urban. Agricultural surroundings with many manufacturing industries, including fruit and vegetable canning, sugar factories, breweries, cement plants, machine shops, evaporators, flour mills, cereal factories, overall and shirt factory, candy factory, large packing plant, tile and brick works. Is jobbing and commercial center for country surrounding in four states. Bank clearings during 1914, \$44,000,000.

EXAMINER—Every morning including Sunday. Independent. Established 1902. Ogden Examiner Publishing Co., publishers. Subscription, \$7.80. Sworn average circulation for six months prior to April, 1915, 4,169* net paid; 8 to 16 pages, 7 columns;

length of columns, 20 in.; width, 2 1/4 in. Can use matrices.

Advertising rates, 25 cts. flat an inch. Special position, 10 or 25% extra. Classified, 1c. per word.

SALT LAKE CITY—Population 92,777. On Oregon Short Line; Denver & Rio Grande; Western Pacific; Southern Pacific and Union Pacific Railway Systems. Largest city in the State and the leading center of business activity between Denver and San Francisco; has extensive mining interests and very large smelter and concentrating plants; very fertile agricultural region. Inland Salt Water Bathing and Natural Sulphur and Hot Springs. A Tourist Center. Mormon Temple and Tabernacle located here. Annual value of manufactured products, \$75,000,000.00. Annual mineral output \$40,000,000.00; wool and live stock industry, \$24,000,000.00. Bank clearings during year 1914, \$314,533,105.13.

DESERET NEWS—Every evening except Sunday, and **SEMI-WEEKLY**, Mondays and Thursdays. Organ of the Mormon Church. Established 1850. Deseret News Publishing Co., publishers. Subscription, daily, \$9; semi-weekly, \$2. Sworn average circulation for six months prior to April, 1915, daily, 17,796* net paid; Saturday issue only 23,250* net paid; semi-weekly, 17,953* net paid; daily, 10 to 16 pages; weekly, 10 and 12 pages, 7 columns; length of columns, 20 in.; width, 2 1/4 in. Can use matrices.

Advertising rates, daily (not including Saturday), one time, 4 cts. a line; 26 times or 1,000 lines on yearly contract, .0375 a line; 52 times or 3,000 lines, .035; 104

UTAH

times or 5,000 lines, .0325; 156 times or 7,000 lines, .03 a line. SATURDAY, 1 time, 6 cts. a line; 26 times or 1,000 lines, .055; 26 times or 3,000 lines, .05; 52 times or 5,000 lines, .045; 7,000 lines, .04 a line. SEMI-WEEKLY 1 time, 10 cts. a line; 1,000 lines, .09; 3,000 lines, .08; 5,000 lines, .07; 26 times, .065; 7,000 lines, .06; 52 times, .0575; 104 times, .0475 a line. Special position, 12½, 25, 33½ or 50% extra. Reading notices, daily, 20; Saturday, 25; semi-weekly, 30 cts. a line; repetition, 10, 15 or 20 cts. a line; on yearly contract, 1,000 lines, 10, 12 or 15 cts. a line. Classified, daily or Saturday (nonpareil), 5 cts.; semi-weekly, 12 cts. a line.

HERALD-REPUBLICAN—Every morning, including SUNDAY. Established 1870. Herald-Republican Co., publishers. Subscription, daily, \$8; Sunday only, \$2. Claimed average circulation for year 1914, daily, 16,834 net; Sunday, 27,603 net; daily, 12 to 18 pages; Sunday, 36 to 68 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, agate, daily, 4 cts. a line; Sunday, 5 cts. a line flat. Preferred position, 5 cts. a line in daily, 6 cts. a line in Sunday issue. Reading notices, 30 cts. a line; pure reading, 50 cts. a line; telegraphic readers, \$1 a line. Classified, 10 cts. a count line for first insertion, 5 cts. a count line for each subsequent insertion.

JUVENILE INSTRUCTOR—Monthly (1st). Mormon-Juvenile. Established 1866. Deseret S. S. Union, publishers. Subscription, \$1. Sworn average circulation for year ending July, 1915, 13,428* net; 60 to 64 pages, 2 columns; length of columns, 8½ in.; width, 2¾ in. Cannot use matrices. Forms close 15th of month. Office, 44 E. South Temple Street.

Advertising rates, \$3.50 an inch; 2 or more issues \$3 an inch; full page, \$32; ½ page, \$20; ¼ page, \$12, with discount of 5 or 10% on 6 or 12 months contract.

UTAH

TELEGRAM—Every evening except Sunday. Independent. Established 1902. Salt Lake Telegram Co. (Inc.), publishers. Subscription, \$5.20. Sworn average circulation for six months prior to October, 1914, 16,788 net paid; 10 to 24 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 3 cts. a line, flat. Preferred position, 1 ct., a line extra. Classified, 1c. per word. Reading notices, 20 cts. a line; 500 lines, 15 cts.; 1,000 lines, 10 cts. a line.

TRIBUNE—Every morning including SUNDAY, and SEMI-WEEKLY, TRIBUNE, Tuesdays and Fridays. Independent Republican. Established, daily, 1870. Salt Lake Tribune Publishing Co., publishers. Subscription, daily, \$12; semi-weekly, \$1.50. Sworn average circulation for twelve months prior to April, 1915, daily, 18,569* net paid; Sunday, 35,060* net paid semi-weekly, claimed average for 1914, 9,000; 14 to 60 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 10 cts. a line; 13 times, daily, 8 cts., or Sunday, 9 cts.; 26 times, or 1,000 lines within one year, 7 or 8 cts.; 52 times, or 2,000 lines, 6 or 7 cts.; 104 times, or 3,000 lines, 5 or 6 cts. a line; 156 times or 5,000 lines, 4 or 5 cts. a line. Position, 15 and 25% extra. Reading notices, 50 cts. a count line, with discount of 10, 15 or 25% on 100, 500 or 1,000 lines; telegraphic readers, \$1 an agate line. Classified, 2 cts. a word first time; 1c. a word subsequently. SEMI-WEEKLY, display, 2½ cts. a line, flat. Readers or classified, same as daily.

YOUNG WOMAN'S JOURNAL—Monthly (1st). Mormon. Established 1889. Subscription, \$1. Claimed average circulation for year 1914, 15,000; 82 pages, 2 columns; length of columns, 7½ in.; width, 2¾ in. Forms close 15th of month preceding.

Advertising rates. ¼ page, \$10; ½ page, \$15; ¾ page, \$25; full page, \$40; with discounts on six months or yearly contracts.



VERMONT

BARRE—Population 10,734. Three railroads. Granite manufacture and quarrying most extensively carried on; also manufactures tools used in manufacture and quarrying of granite. Annual value of manufactured products, \$4,000,000.00.

QUARRY WORKERS' JOURNAL—Monthly (1st). Labor. Established 1904. Quarry Workers' Union of N. A., publishers. Subscription, 50 cts. Claimed average circulation for 1914, 5,000; 8 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Cannot use matrices. Forms close 3rd of month.

Advertising rates, 50 cts. an inch.

TIMES—Every evening except Sunday. Independent. Established 1897. Frank E. Langley, publisher. Subscription, \$3. Sworn average circulation for six months prior to April, 1915, 6,166* net paid; 8 pages, 7 columns; length of columns, 21 in.; width, 2½ in.

Advertising rates, 50 cts. an inch; 3 times, \$1; one week, \$1.50; one month, \$4.50; three months, \$12; six months, \$19.50; one year, \$31.50; ½ inch advertisements, ⅔ of one inch rate; E. O. D., ⅔ of daily rate; position, 12½, 25 or 50% extra; 100 in., full position, within one year, part cuts and part composition, 30 cts. an inch; 250 in., 25 cts.; 500 in., 22 cts.; 700 in., 20 cts.; 1,000 in., 18 cts. an inch. Reading notices, 10 cts. a line, first insertion; 5 cts. a line each subsequent insertion; local or telegraphic readers, 20 cts. a count line; first page, 30 cts. a line. Classified, 4 lines, 25 cts.; consecutive insertions only, 5 cts.

BRATTLEBORO—Population, 1910 census, 6,517; 1915 estimate, 8,000. First Settlement at Fort Dunbar in 1724, said to be the first civilized establishment in Vermont. Chartered by King George II in 1753. Is served by Boston & Maine and Central Vermont railroads; also an Electric Interurban Line. Distributing point for a manufacturing center; has extensive organ works; machine shops; overall, furniture and carriage factories. Annual value of manufactured products, \$10,000,000. Value of taxable property, \$8,000,000. Bank has combined assets of \$12,000,000, surplus \$1,500,000.

HOLSTEIN-FRIESIAN REGISTER—Semi-Monthly (1st and 15th). Stock and Dairy. Established 1886. The Holstein-Friesian Register Co., publishers. Subscription, \$1. Sworn detailed average claimed circulation for year 1914, 10,117* net; 72 to 116 pages, 2 columns; length of columns, 7 in.; width, 2½ in. Forms close 6th and 21st.

Advertising rates, \$3 an inch; on yearly contract, \$2.40 an inch.

VERMONT PHOENIX—Every Friday. Republican. Established 1834. Brattleboro Publishing Co., publishers. Subscription,

\$1.50. Claimed average circulation for year 1914, 4,700; 10 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Cannot use matrices.

Advertising rates, 60 cts. an inch; continuous insertion for three months or 25 in. on yearly contract, 40 cts.; continuous insertion for one year or 100 in., 30 cts.; 500 in., 25 cts.; 1,000 or more in., 20 cts. an inch; first page, \$1 an inch; more than one insertion, 75 cts. Other special pages or positions, 5 cts. an inch additional. Reading notices (8-pt.), 10 cts. a line; more than 100 lines, 5 cts. a line. Classified, 10 cts. a line; subsequent insertions, 5 cts. a line.

BURLINGTON—Population 20,468. On Lake Champlain, 2 railroads. Has extensive steamboat traffic on Lake and is a very large lumbering market. Industries include the manufacture of malted cereal food, flour, woolen, cotton and planing mills; refrigerator and wood working factory and machine shops. State Agricultural College and University of Vermont located here. Annual value of manufactured products, \$26,000,000.00.

AMERICAN MEDICINE—See New York City.

FREE PRESS—Every morning except Sunday. Republican. Established 1845. Free Press Association, publishers. Subscription, daily, \$6. Sworn detailed average circulation for twelve months prior to April, 1915, 9,528* net paid; 12 to 16 pages, 7 columns; length of columns, 22 in.; width, 2½ in. Can use matrices.

Advertising rates, \$1 an inch; one week, \$3; 26 times, 32 cts. an inch, per time; 52 times, 28 cts.; 104 times, 25 cts.; 156 times, 22 cts.; 312 times, 20 cts.; 100 in., on yearly contract, 35 cts.; 200 in., 32 cts.; 300 in., 28 cts.; 500 in., 25 cts.; 750 in., 22 cts.; 1,000 in., 20 cts. an inch; strictly mail order advertising, 2½ cts. a line. Preferred position, 12½ or 25% extra. Classified, 1c. a word; by the week, 3 cts. a word. Reading notices, solid nonpareil, 15 cts. a line; leaded, 25 cts.; with "adv.," 15 cts. a line, leaded.

NEWS—Every evening except Sunday. Established 1894. News Publishing Co., publishers. Subscription, \$3. Sworn average circulation for twelve months prior to April, 1915, 7,154* net paid; 8 to 16 pages, 7 columns, length of columns, 21½ in.; width, 2½ in. Can use matrices.

Advertising rates, 40 cts. an inch; 100 in., 30 cts.; 300 in., 26 cts.; 500 in., 24 cts.; 1,000 in. or more, 20 cts. an inch. Composition, 5 cts. an inch extra. Preferred position, 10, 20 or 40% extra. Classified, 1c. per word. Reading notices, 10 cts. a line; pure readers, 15 cts. a line; telegraphic readers, 25 cts. a line, with discount on contracts for time or space.

VERMONT

ESSEX JUNCTION—Population 1,245. On Cent. Vt. Ry. Center of rich agricultural section; industries include canning factory, lumber mill and butter factory.

BURLINGTON SUBURBAN LIST—Covering 12 weeklies, Every Thursday. Progressive. Established 1872. Essex Publishing Co., publishers. Subscription, in state, 75 cts., \$1 outside. Circulation—not given by publisher; 8 to 16 pages, 7 or 8 columns; length of columns, 21 in.; width, 2½ in.

Advertising rates, 25 cts. an inch flat. Classified, same as display. Reading notices, 10 cts, a line each insertion.

RUTLAND—Population, 1910 census, 13,546; 1915 estimate, 15,000. Second largest City in the State, and the largest railroad center. Located 68 miles south of Burlington, on the Rutland and the Delaware & Hudson Railroads. Shipping center of Vermont white marble, of which there are large quarries in the vicinity. Howe Scale Co.

VIRGINIA

BRISTOL (Va.-Tenn.)—Population, 1910 census, 13,395; 1915 estimate, 18,500. Four railroads; shipping and distributing point for Western North Carolina, Eastern Tennessee, Southern West Virginia, Eastern Kentucky and Southwest Virginia. During the past seven years the various counties within a radius of 100 miles have appropriated, and expended for the most part, in excess of \$8,000,000.00 in macadam highway construction. Industries include manufacture of mattresses, brooms, stoves, overalls, workshirts, large flour and feed mills, large paper pulp mill, pump and axe handles, spokes, brick, large tannery and extract plants, lumber mills and other wood-working plants, coffins and caskets, metal ceiling, roofing and siding, boxes, trunks, mine car wheels, foundry and machine shop specialties, pharmaceutical supplies, patent medicines, etc. The jobbing and principal retail stores, representing a capital invested of \$3,330,752, did a business from April 1st, 1914, to April 1st, 1915 of \$6,355,332. Forty-six manufacturing firms with an aggregate capital of \$1,927,100 did business amounting to \$4,202,783 during year ending April 1st, 1915. The dairy interests did a business, during the year 1914, of more than \$60,000.00. Average daily bank deposits during 1914, \$2,621,215.00. Post-office receipts during 1914, \$78,764.79.

HERALD-COURIER—Every morning except Monday, including SUNDAY, and NEWS

VERMONT

works, employing more than 600 men, is located here; also the Lincol Iron Works; F. R. Patch Mfg. Co., the largest in the world making stone working machinery. Other industries are marble monument, fire clay, farm implement, boiler and engine works; silo, ladies' garment, tin can, maple sugar utensil, iron goods, shirt, collars and cuff factories. Four National Banks and two Savings Banks.

HERALD—Every morning except Sunday. Independent-Republican. Established 1861. Herald and Globe Association, editors and publishers. Subscription, \$6. Sworn average circulation for twelve months prior to April, 1915, 5,573* net paid; 10 to 16 pages, 7 columns; length of columns, 21½ in.; width, 2½ in. Can use matrices.

Advertising rates, 30 cts. an inch; 100 in. on yearly contract, 25 cts.; 250 in., 20 cts.; 500 in., 18 cts.; 750 in., or more, 15 cts. an inch. Special position, 10 or 25% extra. Reading notices, 10 cts. a line, headline counts double.

AND HERALD COURIER; Semi-weekly Tuesday and Friday. Independent Democratic. Established 1872. The Bristol Publishing Corporation, publishers. Subscription, daily, \$3; semi-weekly, \$1. Sworn average circulation for six months ending June, 1915, daily, 4,944* net paid; semi-weekly, 1,897* net paid; 8 to 24 pages, 7 columns; length of columns, 20½ in.; width, 2½ in. Can use matrices.

Advertising rates, 40 cts. an inch; 5 in., within one year, 35 cts., full position, 42 cts.; 75 in., 30 or 36 cts.; 100 in., 28 or 34 cts.; 200 in., 25 or 30 cts.; 300 in., 22 or 26 cts.; 500 in., 20 or 24 cts.; 750 in., 17 or 20 cts.; 1,000 in., 15 or 17 cts. an inch. Reading notices, 8 cts. a line; 25 lines, 7 cts.; 500 lines or more, 6 cts. a line. Classified, 1c. per word.

See advertisement on page 544.

DANVILLE—Population 19,020. On Dan River; Southern and Danville & Western Railroads. Second manufacturing city in State; city owns and operates its gas, water, electric light and power plants. The largest bright loose leaf tobacco market in the world, annual sales exceeding 40,000,000 pounds. Extensive manufacture in tobacco, machinery, elevators and textile products. Annual value of manufactured products, \$16,000,000.00. Banking resources, \$6,000,000.00.

BEE—Every evening except Sunday. Independent Democrat. Established 1899. Bee Publishing Co., publishers. Subscription, \$3.

VIRGINIA

Sworn average circulation for six months prior to April, 1915, 5,317* net paid; 6 to 8 pages, 7 columns; length of columns, 20 3/4 in.; width, 2 1/4 in. Can use matrices.

Advertising rates, 40 cts. an inch; 50 in., 25 cts.; 75 in., 23 cts.; 100 in., 22 cts.; 200 in., 20 cts.; 300 in., 18 cts.; 400 in., 17 cts.; 500 in., 16 cts.; 750 in. or more, 15 cts. an inch. Mail order copy, 20 cts., flat an inch. Publishers, school and summer resort advertising, 30 cts. an inch, flat. Full position, 20% extra. Composition, 5 cts. an inch additional. Reading notices, 10 cts. a count line; 200 lines, 8 cts.; 500 lines, 6 cts. a line; black heading counts double. Classified, 1c. per word.

EMPORIA—Population 2,018. Two railways. Extensive lumbering interests; has cotton planing, saw and veneering mills; boxes and basket factories.

VIRGINIA FARMER—Monthly. Agricultural. Established 1897. Farmer Co., publishers. Subscription, 25 cts. Circulation—not given by publishers; 16 pages, 4 columns; length of columns, 14 in.; width, 2 1/4 in. Forms close first of month.

Advertising rates, agate, 25 cts. a line; three months, 23 cts.; six months, 21 cts.; nine months, 20 cts.; one year, 19 cts.

See advertisement on page 464.

HARRISONBURG—Population 4,879. County seat of Rockingham County, being located on 3 railway systems in the Blue Ridge Mountains and is the leading agricultural, stock and poultry raising district of the state, and is the distributing center for said products. Other industries include the manufacture of farming implements, leather, incubators and carriages.

NEWS-RECORD—Every morning except Sunday. Independent. Established 1898. News Register Co. (Inc.), publishers. Subscription, \$2.50. Sworn average circulation for six months prior to April, 1915, 6,437* net paid; 6 to 10 pages, 7 columns; length of columns, 20 in.; width, 2 1/4 in. Can use matrices.

Advertising rates, 25 cts. an inch; 300 in., within one year, 20 cts. an inch. Reading notices, 5 cts. a line. Classified, 1c. per word.

LYNCHBURG—Population 29,494. On James River, three trunk line railways. Has fine water power. Large dark leaf tobacco market. The most important products of the factory are farm wagons, hosiery, sheeting, iron pipe, pig iron, men, women and children's shoes, overalls, plows, cast iron fittings, valves, etc., boilers, machines, buggies and carriages, harness, candy for retail and wholesale trade, cigars, plug and smoking tobacco, cigarette machines, tobacco for export, tobacco extract, flour and feed, corn meal, mattresses, ice, paper and wooden boxes, crates, chemicals, drugs, bark extract, hats, rubber stamps, blank and printed

VIRGINIA

books, ice cream, flags and pennants, bread, cake, and pastry, brick and sewer pipe, chushed stone, fertilizer, sash, doors and blinds, manganese for paint, marble and granite, optical goods, electric power, sheet metal and signs. Annual value of manufactured products, \$17,500,000. Total banking assets for 1914, \$16,632,954. Postal receipts for 1914, \$183,356.27.

ADVANCE—Every evening except Sunday. Democratic. Established 1880. Advance Newspaper Co., publishers. Subscription, \$4. Sworn detailed average circulation for six months prior to April, 1915, 4,502* net paid; 8 to 16 pages, 7 columns; length of columns, 21 1/4 in.; width, 2 1/2 in. Can use matrices.

Advertising rates, 50 cts. an inch; 50 in. within one year, 40 cts.; in full position, 48 cts.; 75 in., 35 or 42 cts.; 100 in., 30 or 36 cts.; 200 in., 25 or 30 cts.; 300 in., 20 or 24 cts.; 500 in., 15 or 18 cts.; 750 in., 12 or 14 1/2 cts. an inch. Reading notices, 10 cts. a line; 250 lines, 8 cts.; 500 lines, 7 cts. a line.

NEWS—Every morning except Monday. Democratic. Established 1866. Carter Glass, publisher. Subscription, daily, \$5; Sunday, \$1. Sworn detailed average circulation for six months prior to April, 1915, daily and Sunday, 7,725* net paid; daily, 10 to 12 pages; Sunday, 20 pages, 7 columns; length of columns, 21 1/4 in.; width, 2 1/4 in. Can use matrices.

Advertising rates, 50 cts. an inch; 75 in., 40 cts.; 100 in., 35 cts.; 200 in., 30 cts.; 300 in., 25 cts.; 500 in., 22 1/2 cts.; 750 in., 20 cts.; full position, 20% extra. Classified, 25 words or less, 25 cts.; 1c. for each additional word. Reading notices, 10 cts. a line, with discount on 250 lines and over. Publishers, school and resorts, display, 35 cts. an inch flat.

NEWPORT NEWS—Population, 1910 census, 20,205; 1915 estimate 25,000. On Hampton Roads, 6 miles from Fortress Monroe. C. & O. Ry. Good farming section, with extensive fishing trade also. Industries include large ship yards and dry docks, wharves and elevators; iron works; railroad shops and tool works.

PRESS—Every morning except Monday, including SUNDAY; and TIMES-HERALD—Every evening except Sunday. Independent-Democrat. Established 1896. Daly Press (Inc.), publishers. Subscription, \$5. Sworn detailed average circulation for first three months 1915, morning, 4,555*; Sunday, 6,103*; evening, 4,472*; daily, 10 to 18 pages; Sunday, 12 to 24 pages, 7 columns; length of columns, 21 2/7 in.; width, 2 3/4 in. Can use matrices.

Advertising rates, agate, including both morning and evening editions, 2 1/2 cts., flat, a line. Special position, 10 or 20% extra. Reading notices, 10 cts. a count line. Classified, 2 cts. per word.

See advertisement on pages 528 and 575.

VIRGINIA

TIMES-HERALD—Evening edition of Press, which see.
See advertisement on pages 528 and 575.

NORFOLK—Population 67,452. On Elizabeth River, 14 miles from Chesapeake Bay and 5 miles from Hampton Roads. Terminal of 8 railroad systems. Direct steamship connection to European and Central American ports, as well as Richmond, Baltimore, Washington, New York and all Atlantic ports, through all of which it has a most extensive shipping trade in coal, cotton, grain, horses, cattle, lumber, iron, fish, oysters, game, fruits and vegetables. Largest peanut market in the world. Other industries include the manufacture of flour, cotton goods, silks, cotton seed products, peanut products, wines, beer, agricultural implements, lumber and wood products, ship building and foundries, iron goods, cement and fertilizers. Annual output of manufactured products, \$39,000,000.00; shipment of truck during 1914, \$8,000,000; exports, \$16,572,464.00; imports, \$2,531,672.70. Post-office receipts, \$409,251.66 bank clearings, \$206,389,634.00.

JOURNAL AND GUIDE—Every Saturday. Established 1899. Guide Publishing Co. (Inc.), publishers. Subscription, \$1. Claimed average circulation for 1914, 11,000; 8 pages, 6 columns; length of columns, 19 3/4 in.; width, 2 1/2 in.

Advertising rates, 40 cts. an inch; each subsequent insertion, 25 cts. an inch; 250 in. on yearly contracts, 25 cts.; 500 in., 20 cts.; 1,000 in., 18 cts. an inch.

LEDGER-DISPATCH—Every evening, except Sunday. Independent Democratic. Established 1899. Ledger Dispatch Corporation, publishers. Subscription, \$5. Claimed average circulation for three months ending June, 1915, 26,858 net; 12 to 32 pages, 7 columns; length of columns, 21 1/2 in.; width, 2 1/2 in. Can use matrices.

Advertising rates, agate, 7 cts. a line; 1,000 lines, 6 cts.; 2,000 lines, 5 cts.; 3,000 lines, 4 cts. a line. Fixed space, 2 in. or more, 13 times, 6 cts. a line, per time; 52 times, 5 cts.; 78 times, 4 cts. a line, per time. Preferred position, 10 and 25% extra. Classified, 1c. per word. Reading notices, 20 cts. a count line.

See advertisement on page 528.

VIRGINIAN PILOT—Every morning including SUNDAY. Democratic. Established 1865. The Virginian and Pilot Publishing Co., publishers. Subscription, \$5. Sworn average circulation for six months prior to October, 1914, daily, 25,916* net paid; Sunday, 32,139* net paid; 12 to 32 pages, 7 columns; length of columns, 21 in.; width, 2 1/2 in. Can use matrices.

VIRGINIA

Advertising rates, agate, 7 cts. a line; 1,000 lines, within one year, 6 cts.; 3,000 lines, 5 cts.; 5,000 lines, 4 cts. a line. Preferred position, 10 and 25% extra. Mail order advertising, 5 cts. a line, flat, including position. Classified, 1c. a word. Reading notices, 20 cts. a line, flat.

PETERSBURG—Population, 1910 census, 24,127; 1915 estimate, 30,000. On Appomattox River and 3 railroads. Greatest plug tobacco market in the United States; also very large shipping trade in cotton; flour, peanuts also handled to a considerable extent; industries include the manufacture of agricultural implements, paper and flour machinery; also cotton mills, trunk and tobacco factories. Tax rate, \$1.40 per \$100. Post-office receipts for year ending June, 1914, \$94,706.27. Value of exports for 1914, \$4,746,677 and imports \$813,531. Four banks having a combined capital of \$2,684,993.01, with total resources of \$8,659,545.52.

INDEX-APPEAL—Every morning except Monday, and WEEKLY, Independent. Established 1864. The Index-Appeal Publishing Co. (Inc.), publishers. Subscription, daily, \$5; weekly, \$1. Circulation—not given by publisher: 8 to 24 pages; weekly, 8 to 12 pages, 7 columns; length of columns, 20 in.; width, 2 1/2 in. Can use matrices.

Advertising rates, daily, 25 cts. and inch, flat. Reading notices, run of paper, 15 cts. a line; preferred pages or position, 25 cts. a line. Classified, 1c. per word. WEEKLY, display, 50 cts. an inch.

RICHMOND—Population 127,628. On James River, with steamer connection to New York, Philadelphia and 5 railroads. Has excellent water power; most extensive jobbing trade center. A vast business in tobacco and cigar factories; also flour mills, iron works, including one of the largest of such plants in the South; machine and locomotive shops. Seat of Richmond College and Union Theological seminary and Medical College of Virginia—the largest in the South. Annual value of manufactured products, \$101,209,493.00.

CHRISTIAN ADVOCATE—Every Thursday. Methodist Episcopal, South. Established 1832. The Advocate Publishing Co., publishers. Subscription, \$2. Sworn detailed average circulation for year ending June, 1914, 6,500; 24 pages, 3 columns; length of columns, 11 in.; width, 2 1/2 in. Office, 219 East Franklin Street.

Advertising rates, 65 cts. an inch, with discounts of 5, 10, 15 or 20% on 10, 50, 200 or 500 in. space.

CO-OPERATIVE PRESS—A list of Virginia weekly newspapers as follows: Amherst

"BY their fruit ye shall know them." The fruit of the Tree of Advertising are the results that follow the blossoms of good ads planted in the soil of good publications.

VIRGINIA

NEW ERA, Hamilton ENTERPRISE, Fin- castle HERALD, Ashland HANOVER HERALD, Mathews JOURNAL, West View GOOCHLAND COUNTY TIMES, Waverly DISPATCH, Christiansburg MONTGOMERY MESSENGER, New Castle RECORD, Chatham PITTSYLVANIA TRIBUNE, Houston RECORD-ADVERTISER, Franklin SOUTH-EMPTON DEMOCRAT, Williamsburg VIRGINIA GAZETTE. Claimed combined average circulation for year ending June, 1915, 15,000; 6 & 7 columns; length of columns, 20 & 22 in.; width, 2½ in. Can use matrices. Office, 808-10 East Cary St.

Advertising rates, \$1 an inch. Only one cut or piece of copy required.

EARNST WORKER—Monthly. Presbyterian. Established 1870. Presbyterian Committee of Publication, publishers. Subscription, 50 cts. Claimed average circulation for year ending March 31, 1915, 58,500; 56 pages, 2 columns; length of columns; 7½ in.; width, 2¾ in. Can use matrices. Forms close 25th of second preceding month. Office, 212 North 6th Street.

Advertising rates, agate, 25 cts. a line; ¼ page, \$12.50; ½ page, \$22.50; one page, \$40.

FOREIGN MISSION JOURNAL—Monthly (20th). Baptist. Established 1850. Foreign Mission Board of Southern Baptist Convention, publishers. Subscription, 35 cts. Claimed average circulation for year 1914, 30,000; 32 pages, 2 columns; length of columns, 7½ in.; width, 2½ in. Forms close, 15th preceding month.

Advertising rates, 1 inch, one time, \$2; covers, \$2.50; one year, \$17; covers, \$20; 3 in., one year, \$50; covers, \$55; ¼ page, one time, \$5; ½ page, \$10; one page, \$19; extra if cover pages. Discount for time.

GUARDIAN — MONTHLY (1st). Methodist. Established 1906. Guardian Publishing Co. (Inc.), publishers. Subscription, 25 cts. Claimed average circulation for year ending June, 1915, 10,000; 4 pages, 4 columns; length of columns, 12 in.; width, 2¼ in. Cannot use matrices. Forms close 9th of month preceding. Office, 1214 East Main St.

Advertising rates, \$1 an inch, with discounts of 25, 33 or 50% on 3, 6 or 12 months' contracts.

JACOBS & COMPANY—
See advertisement on pages 532, 533, 534, 535 and 536.

JOURNAL—Every evening except Sunday. Independent. Established 1905. Alfred B. Williams, publisher. Subscription, \$3. Sworn average circulation for nine months ending April, 1915, 22,894*; 10 to 42 pages, 7 columns; length of columns, 22 in.; width, 2¼ in. Can use matrices. Office, 8-12 No. 9th Street.

Advertising rates, agate, 4 cts. a line; next reading matter, 4½ cts. per line; full position, 5 cts. per line flat. Classified, 1c. a

VIRGINIA

word. Reading notices, nonpareil, 25 cts. a count line; telegraphic, \$1 a count line.

See advertisement on page 529.

MERCHANTS' JOURNAL and COMMERCE—Monthly. Mercantile. Established 1902. Merchants' Journal Publishing Co., publishers. Subscription, \$1. Claimed average circulation for year 1914, 6,850; 64 pages and cover, 3 columns; length of columns, 13¾ in.; width, 2¾ in. Can use matrices. First forms close 20th of month preceding; last forms 5th of month of issue.

Advertising rates, ⅙ page, \$6; ½ page, \$10; ¼ page, \$18; ½ page, \$32; one page, \$60; discounts for 3, 6 and 12 insertions. First cover page, \$125; 2nd, \$90; 3rd, \$80; 4th, \$100.

MISSIONARY SURVEY—Monthly. Religious. Presbyterian. Established 1911. Presbyterian Committee of Publication, publishers. Subscription, 50 cts. Claimed average circulation for year 1914, 24,000; 80 pages, 2 columns; length of columns, 8 in.; width, 2¾ in.

Advertising rates upon application.

NEWS-LEADER—Every evening except Sunday. Democratic. Established 1895. News Leader Co., publishers. Subscription, \$3. Sworn average circulation for twelve months prior to April, 1915, 32,187* net paid; 12 to 24 pages, 7 columns; length of columns, 21 in.; width, 2¼ in. Can use matrices. Office, 7-9 No. 8th Street.

Advertising rates, agate, 10 cts. a line; 13 times or 1,000 lines, on yearly contract, 9 cts.; 26 times or 2,000 lines, 8 cts.; 52 times or 3,000 lines, 7 cts.; 104 times or 5,000 lines or more, 6 cts. a line. Preferred position, 12½ and 25% extra. Steamship or Resorts, 6 cts., flat, a line. Mail order, 7 cts., flat, a line. Reading notices, 35 cts. a count line. Classified, 1c. per word.

ONWARD—Every Thursday. Religious. Presbyterian. Established 1907. Presbyterian Committee of Publication, publishers. Subscription, 50 cts. Claimed average circulation for year 1914, 36,000; 8 pages, 4 columns; length of columns, 13 in.; width, 2¼ in. Can use matrices.

Advertising rates, 12 cts. a line; 1,000 lines or more within one year, 10 cts. a line. Reading notices, set solid, double display rate; leaded, triple price a count line. For combination rates see Philadelphia Forward, also Presbyterian.

PRESBYTERIAN OF THE SOUTH—Every Wednesday. Presbyterian. Established 1821. Presbyterian Co., publishers. Subscription, \$2. Claimed average circulation for year ending June, 1915, 10,000; 24 pages, 4 columns; length of columns, 14 in.; width, 2¼ in. Can use matrices. Office, Park Bldg.

Advertising rates, \$1 an inch, with discount of 10 or 20% on 100 or 200 in. space.

VIRGINIA

RELIGIOUS HERALD—Every Thursday. Baptist. Established 1828. Incorporated 1888. The Religious Herald Co., publishers. Subscription, \$2. Sworn detailed average circulation for year ending August, 1914, 7,480*; 24 to 28 pages, 3 columns; length of columns, 11 in.; width, 2½ in. Office, 1009 East Main Street.

Advertising rates, 75 cts. an inch, with discount of 5, 10, 15 or 20% on 10, 50, 200 or 500 in. space.

SOUTHERN CHURCHMAN—Every Saturday. Episcopal. Established 1835. Southern Churchman Co., publishers. Subscription, \$2. Claimed average circulation for year ending June, 1915, 20,000; 24 pages, 3 columns; length of columns, 11 in.; width, 2½ in. Office, Va. Ry. & Power Building.

Advertising rates, \$2 an inch; 10 in., within one year, \$1.80; 50 in., \$1.50; 100 in., \$1.20; 500 in., or more, \$1 an inch. Schools and resorts, \$1.25; 10 in., within one year, \$1.10; 50 in., 90 cts.; 100 in., 75 cts. an inch. Classified, 20 cts.; schools and resorts, 15 cts. a line.

SOUTHERN PLANTER—Monthly (1st). Agricultural. Established 1840. Southern Planter Publishing Co., publishers. Subscription, 50 cts. Detailed average circulation for 1914, 55,000*; 80 to 160 pages, 3 columns; length of columns, 9 in.; width, 2½ in. Form close 23rd of preceding month. Office, 28 North Ninth Street.

Advertising rates, agate, 25 cts. a line, flat; back cover, \$100. Reading notices, 35 cts. a line. Classified, 6 cts. per word.

TIMES-DISPATCH—Every morning including SUNDAY. Independent Democratic. Established 1850. The Times-Dispatch Co., publishers. Subscription, daily and Sunday, \$6. Sworn average circulation for six months prior to October, 1914, daily, 23,962* net; Sunday, 35,127* net; 12 to 56 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices.

Advertising rates, agate, daily, 10 cts. a line; Sunday, 12 cts.; on yearly contract, 1,000 lines, daily, 9 cts.; Sunday, 11 cts.; 2,000 lines, daily, 8 cts.; Sunday, 10 cts.; 3,000 lines, daily, 7 cts.; Sunday, 9 cts.; 5,000 lines, daily, 6 cts.; Sunday, 8 cts.; 10,000 lines, or more, daily, 5 cts.; Sunday, 7 cts. a line. Mail order copy, daily, 6 cts.; Sunday, 8 cts. a line, flat. Special position, 10 or 25% extra. Classified, daily, 1c. per word; Sunday, 1½ cts. per word. Reading notices, 25 cts. a line.

VIRGINIAN—Every morning including SUNDAY. Independent Democratic. Established 1910. The Richmond Virginian Co. (Inc.), publishers. Subscription, \$3. Claimed average circulation for year ending June, 1915, daily and Sunday, 14,500; 12 to 16 pages, 7 columns; length of columns, 21 3/7

VIRGINIA

in.; width, 2½ in. Can use matrices. Office, Governor and Ross Streets.

Advertising rates, agate, 3 cts. flat a line. Preferred position, 10 and 25% extra. Classified, 1c. per word.

ROANOKE—Population, 1910 census, 34,874; census estimate, 1914, 40,000. Third city in State. 200 miles southwest of Washington; 250 miles west of Norfolk; 40 miles south of Natural Bridge; general headquarters N. & W. Ry.; also on Virginia Ry., Adams and Southern Express; railroad, manufacturing, coal, lumber, live stock, apple and canning center. Manufactures total \$18,000,000 annually, employ 12,000 and include large mineral, clay, timber and cotton products. Wholesale, varied lines, \$12,000,000 annually. Abundant electric power. Third best water supply in world. Mean temperature, 1912, 55 degrees. Normal rainfall, 41 inches. Elevation, 997. Banks, March 4, 1915; capital surplus, etc., \$2,618,496.00; deposits, \$8,597,611.00.

TIMES—Every morning except Monday. (Sunday edition is also the weekly), and **WORLD-NEWS**, every evening except Sunday. Independent Democratic. Established 1886. Roanoke Times Co., publishers. Subscription, morning, \$5; evening, \$4. Claimed combined average circulation for three months ending July 31, 1915, morning and evening, 17,294 net; Sunday, 11,209; 8 to 16 pages, 7 columns; length of columns, 21½ in.; width, 2½ in.

Advertising rates, combined morning and evening edition, 7 cts. a line; 1,000 lines, within one year, 6 cts. a line; 2,000 lines, 5 cts.; 3,000 lines, 4 cts.; 5,000 lines, 3½ cts. a line; preferred position, 10 and 25% extra. Reading notices, 25 cts. a count line.

See advertisement on page 556.

WORLD-NEWS—Evening edition of Times, which see.

See advertisement on page 556.

STAUNTON—Population 10,604. Located on Baltimore & Ohio and Chesapeake & Ohio Railroads. The greatest part of Staunton's wealth is derived from her agricultural advantages. Other industries include iron, machine, wagon, organ and agricultural implement works; flour and planing mills; peanut and flag factory. Western State Hospital, Virginia School for the Deaf and Blind, as well as several flourishing educational institutions, are located here. Value of manufactured products for 1914, \$3,750,000.00; apple crop, \$600,000.00; cereals, \$1,700,000.00; all farm crops, \$3,071,000.00; poultry and eggs, \$361,000.00; dairy products, \$100,000.00. Bank clearings during 1914, \$16,200,000.00.

LEADER—Every evening except Sunday. Also publishes a morning rural route edition. Democratic. Established 1904. Staunton Lead-

VIRGINIA

er Publishing Co. (Inc.), publishers. Subscription, \$2.50. Sworn average circulation for six months prior to April, 1915, 4,751* net paid; 8 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Cannot use matrices.

Advertising rates, including both editions, 20 cts. an inch; on contract, 14 cts. an inch. Preferred position, 10 and 20% extra. Locals, 5 cts. a line. Classified, 1c. per word.

NEWS—Every morning except Monday, including SUNDAY. Democratic. Established

VIRGINIA

1891. Augusta Printing Corporation, publishers. Subscription, \$2.50. Claimed average circulation for year ending June, 1915, 4,708; daily, 6 to 8; Sunday 12 to 14 pages, 7 columns; length of columns, 20½ in.; width, 2½ in. Can use matrices.

Advertising rates, 20 cts. an in.; on yearly contract, 1,000 in., 15 cts.; 2,000 in., 14 cts.; 3,000 in., 13 cts.; 4,000 in., 12 cts.; 5,000 in., 11 cts. an inch. Special position, 20% extra. Reading notices, first insertion, 10 cts. a line, and 5 cts. a line thereafter. Classified, 5 cts. a line first insertion and 2½ cts. a line thereafter.

WASHINGTON

BELLINGHAM—Population, 1910 census, 24,298; U. S. Census Bureau estimate, 1914, 29,267. On Bellingham Bay, with steamer connections to Puget Sound ports and 4 railroads. Territory contributory to Bellingham is reached by 27 rural mail routes and is among the richest farming districts in the world. Has largest salmon cannery and the largest lumber mill in the world. Fishing and fish canning interests most extensive. Large shipments of lumber, coal and fish. Has large up-to-date wet system cement plant, generally spoken of as the "Model Cement plant of America", and was built with that end in view; other industries; saw, planing shingle mills; sash, door, box, broom, canvas glove, pressed brick and tile factories; engine and machine shops; brick yards, bottling, soda and cement block works, overalls, waterproof garments, cigar and candy factories. State Normal School, costing approximately \$400,000.00 located here. Annual value of manufactured products, \$10,173,000.00. Bank deposits during 1914, \$4,910,067.

AMERICAN REVEILLE—Every morning except Monday, including SUNDAY. Republican. Established 1883. Bellingham Publishing Co., publishers. Subscription, \$4.80; Sworn average circulation for six months prior to April, 1915, daily, 9,763* net paid; Sunday, 11,338* net paid; daily, 8 to 16 pages; Sunday, 20 to 36 pages, 7 columns; length of columns, 21½ in.; width, 2½ in. Can use matrices.

Advertising rates, agate, daily or Sunday, 5 cts. a line; 1,000 lines within one year, 4 cts.; 3,000 lines, 3½ cts.; 5,000 lines or more, 3 cts. a line. Preferred position, 10 and 25% extra. Pure readers, 30 cts. a line; telegraphic readers, 50 cts. a line; local notices, 15 cts. a line. Classified, 10 cts. a line.

See advertisement on page 567.

HERALD—Every evening except Sunday. Republican. Established 1890. Bellingham Publishing Co., publishers. Subscription, \$4.80. Sworn average circulation for six months prior to April, 1915, 10,178* net paid; 8 to 16 pages, 7 columns; length of columns, 21½ in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 5 cts. a line; 1,000 lines, 4 cts.; 3,000 lines, 3½ cts.; 5,000 lines, or more, 3 cts. a line. Preferred position, 10 and 25% extra. Reading notices, 30 cts. a line; telegraphic, 50 cts. a line; locals, 15 cts. a line; 500 lines, 12 cts. Classified, 10 cts. a line.

See advertisement on page 567.

EARLINGTON—Population 500. 2 railroads. Coal mining and agricultural pursuits being the principal industries.

WESTERNER—Monthly. Agricultural. Established 1905. Westerner Company, publishers. Detailed average circulation for year 1914, 89,721*; 32 to 48 pages, 3 columns; length of columns, 10 in.; width, 2 3/10 in. Forms close 15th preceding month.

Advertising rates, agate, 50 cts. a line; special position, 60 cts. a line; second or third covers (in colors), \$275; back cover (in colors), \$315.

See advertisement on page 574.

EVERETT—Population, 1910 census, 24,814; 1915 estimate, 32,000. On Puget Sound and four transcontinental railroads. Has fine harbor. Important lumber and logging centre and largest manufacturer of red-cedar shingles in the world; other industries include flour, paper, shingle and lumber mills; ship yards; foundries; machine shops; creosote works; fish canneries; tanneries; railroad car and repair shops. Annual value of manufactured products, \$16,000,000. Bank deposits year ending March 4, 1914, \$4,415,285.00.

WASHINGTON

HERALD—Every evening except Sunday. Republican. Established 1898. Daily Herald Co. (Inc.), publishers. Subscription, \$5. Sworn average circulation for six months, ending June, 1915, 8,169* net; 12 to 20 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 1½ cts. a line, flat. Preferred position, 10 and 20% extra. Reading notices, locals, 15 cts. a line. Classified, 1c. a word, first insertion; ½c a word each subsequent insertion.

NORTH YAKIMA—Population, 1910 census, 14,082; 1915 estimate, 17,000. On Yakima River and Northern Pacific Ry., and the Harriman system. Has excellent water power; center of a fertile agricultural region; fruit, hops, grain and alfalfa extensively grown; also live stock raised and considerable interest in dairy products. Annual income from the various industries, \$8,000,000.00. Bank clearings during year, 1914, \$20,650,332.00.

FREEMANS FARMER—Monthly (1st) Descriptive and agricultural. Established in 1847. Mrs. Legh R. Freeman, publisher. Subscription, \$2. Claimed average circulation for year 1914, 38,725; 32 to 100 pages, 4 columns; length of columns, 14 in.; width 2½ in. Forms close 20th of month preceding.

Advertising rates, agate, 25 cts. a line flat. See advertisement on page 446.

YAKIMA HERALD—Every morning, including SUNDAY. Republican. Established 1885. Herald Publishing Co., publishers. Subscription, \$5. Sworn average circulation for six months prior to April, 1915, 3,294* net paid; 8 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, daily or Sunday, 5 cts. a line; 1,000 lines, on yearly contract, 4 cts.; 5,000 lines, 3 cts.; 10,000 lines, 2 cts. a line. Special position, 10 or 25% extra. Reading notices, 15 cts. a line; black face type 25 cts.; headline counts double. Classified, 1c. per word.

OLYMPIA—Population 1910 census, 6,996; 1915 estimate, 11,000. State Capital; being located at the head of Puget Sound, on Northern Pacific and Port Townsend Southern Railways, in fertile farming and fruit growing district. Coal mines in vicinity. Dairying the principal industry throughout the surrounding territory. Extensive fisheries, there being upwards of two tons of clams and oysters marketed weekly. Other enterprises are creameries; shingle, sash and door factories and other lumbering interests. Annual pay roll of the various industries, \$1,250,000. Bank deposits during 1914, \$2,000,000.

WASHINGTON

AGRICULTURAL GRANGE NEWS—Monthly (1st). Grange and Agricultural. Established 1912. Washington State Grange, publishers. Subscription 25 cts. Claimed average circulation for year ending June, 1915, 9,750; 16 pages, 4 columns; length of columns, 11½ in. Can use matrices. Forms close, 25th of month preceding.

Advertising rates, agate, 12 cts. a line; 250 lines within one year, 11 cts.; 500 lines, 10 cts.; 1,000 lines, 9 cts.; 1,500 lines, or more, 8 cts. a line. Reading notice (brevier), 20 cts. a line. Classified, 2 cts. per word.

SEATTLE—Population, 1910 census, 237,194; 1915 estimate, 330,834. On Puget Sound, with extensive Pacific Coast, foreign and domestic commerce, more particularly in lumber, fish, oats, hops, cotton, silk, minerals and fruits; industries include a number of saw and shingle mills, sash, door and furniture factories; brick yards; iron works and others. Annual value of manufactured products, \$60,000,000.00.

ARGUS—Every Saturday. Independent. Republican. Established 1894. H. A. Chadwick, publisher. Subscription, \$2; circulation—not given by publisher; 16 pages, 3 and 4 columns; length of columns, 14 in.; width, 3½ in. and 2½ in. Cannot use matrices.

Advertising rates, 2½ inch column, \$1.25 and 3½ inch column, \$1.50 an inch, with discounts on one, six and twelve month contracts. Preferred positions, 20% extra. Reading notices, 40 or 50 cts. a line for 2½ or 3½ inch columns; 500 lines within one year, 30 or 40 cts.; 1,000 lines, 25 or 35 cts. a line.

BUNGALOW MAGAZINE—Monthly (1st). Building and Home. Established 1912. Bungalow Publishing Co. (Inc.), publishers. Subscription, \$2.50. Claimed average circulation for year, 1914, 30,100; 80 pages, 2 columns; length of columns, 8¾ in.; width, 3 in. Can use matrices. Forms close 10th of preceding month.

Advertising rates, 65 cts. a line; full page, \$80; ½ page, \$45; ¼ page, \$25; ⅓ page, \$15; ⅛ page, \$8; back cover (2 colors), \$150; inside cover (2 colors), \$125; discount of 5% on 12 consecutive insertions.

CATHOLIC NORTHWEST PROGRESS—Every Friday. Religious-Catholic. Established 1897. Northwest Progress Company, publisher. Subscription, \$1.50. Circulation—not given by publisher; 8 pages, 7 columns; length of columns, 20½ in.; width, 2½ in. Cannot use matrices. Office, 3022-24 Arcade Bldg.

Advertising rates, 75 cts. an inch; 50 in., on yearly contract, 50 cts.; 250 in., 40 cts.; 500 in., 35 cts.; 1,000 in., or more, 30 cts. an inch.

HERALD—Every Friday. Socialist. Established 1912. Socialist Publishing Assn., pub-

WASHINGTON

lishers. Subscription \$1. Claimed average circulation for year ending June, 1915, 5,000; 4 pages, 7 columns; length of columns, 21½ in.; width, 2¼ in. Can use matrices. Office, 1801 Sixth Ave.

Advertising rates, 50 cts. an inch.

PACIFIC FISHERMAN—Monthly. Pacific Coast Commercial Fisheries. Established 1903. Miller Freeman, publisher. Subscription, \$2. Claimed average circulation for year ending June, 1915, 9,000; 50 pages, 3 columns; length of columns, 12 in.; width, 2¾ in. Office, 1321 L. C. Smith Building.

Advertising rates, \$4 an inch; ¼ page, one time, \$20; ½ page, \$30; ¾ page, \$45; one page, \$65. Discount on 6 and 12 months.

PACIFIC MOTOR BOAT—Monthly. Motor Boating. Established 1908. Consolidated Publishing Co., publishers. Subscription, \$1. Claimed average circulation for 1914, 18,713; 100 pages, 3 columns; length of columns, 10 in.; width, 2½ in. Office, 19-20 Colman Dock.

Advertising rates, \$4 an inch; ¼ page, one time, \$20; ½ page, \$30; ¾ page, \$45; one page, \$65.

PACIFIC POULTRYMAN—Monthly. Poultry. Established 1895. P. W. Harries publisher. Subscription, 50 cts. Sworn average circulation for year ending July, 1915, 13,370* net paid; 40 to 80 pages, 3 columns; length of columns, 10 in.; width, 2¼ in.

Advertising rates, one inch, \$2.10; six months, \$10.92; one year, \$18.48. Reduced rates for larger space.

POST-INTELLIGENCER—Every morning including SUNDAY. Republican. Established 1865. Post-Intelligencer Co., publishers. Subscription, daily and Sunday, \$6; Sunday only, \$2.50. Sworn detailed average circulation for year 1914, daily, 51,387* net paid; Sunday, 56,816* net paid; or for six months prior to April, 1915, daily and Sunday, 51,409* net paid; daily, 14 to 28 pages; Sunday, 60 to 90 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, agate, daily, 15 cts. a line; 500 lines within one year, 1 cts.; 1,000 lines, 12 cts.; 2,000 lines, 11 cts.; 3,000 lines, 10 cts.; 5,000 lines, 9½ cts.; 7,500 lines, 8½ cts.; 14,000 lines, or more, 8 cts. a line. Special position, 15, 25, 50 or 100% extra. Reading notices, 50 cts. a line, with discount on 250 lines, or more; pure reading notices, \$1 per line. Classified, 10 cts. a line. SUNDAY, only, display, 16½ cts. a line; 4 times, or 100 lines, 16 cts.; 8 times, or 250 lines, 15½ cts.; 13 times, or 500 lines, 15 cts.; 26 times, or 1,000 lines, 13 cts.; 39 times, or 2,000 lines, 12 cts.; 52 times, or 3,000 lines, 11 cts. a line. Sunday when used in connection with daily edition, 10% additional to daily rates.

STAR—Every evening except Sunday. Independent. Established 1898. Star Publishing Co., publishers. Subscription, \$3. Sworn

WASHINGTON

average circulation for six months prior to April, 1915, 54,693* net paid; 8 to 16 pages, 8 columns; length of columns, 22 in.; width, 2 in. Can use matrices. Office, 1307-09 Seventh Street.

Advertising rates, agate, 7½ cts. flat, a line; in full position, 8½ cts. flat, a line. Classified, 1½ cts. per word. Notices following pure reading, 25 cts. a line.

SUN—Every evening except Sunday. Independent. Established 1913. Sun Publishing Co., publishers. Subscription, \$3. Sworn average circulation for six months prior to October, 1914, 40,411* net paid; 12 to 24 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices.

Advertising rates, 7 cts. a line flat. Preferred position, 8 cts. a line. Reading notices, 30 cts. a line. Classified, 1c. per word.

SVENSKA PACIFIC TRIBUNEN—Every Thursday. Swedish-Independent. Established 1887. Pacific Tribune Publishing Co., publishers. Subscription, \$1; circulation—not given by publisher; 12 pages, 7 columns; length of columns, 21½ in.; width, 2¼ in. Can use matrices. Office, Downs Block.

Advertising rates, 50 cts. an inch, with discount of 5, 10 or 25% on 3, 6 or 12 months, respectively. Readers, 10 cts. a line.

TIMBERWORKER—Every Saturday. Labor. Established 1903. International Union of Timberworkers, publishers. Subscription, \$1. Claimed average circulation for year 1914, 7,500; 4 pages, 6 columns, length of columns, 19½ in.; width, 2¼ in. Can not use matrices. Office, 202 Maynard Building.

Advertising rates, 3 in. (minimum), on 3 months' contracts, \$8.35 per month, with discount for time and space.

TIMES—Every evening except Sunday; SUNDAY MORNING. Independent. Established 1881. The Times Printing Co., publishers. Subscription, daily, \$6; Sunday, \$2.50. Sworn average circulation for six months prior to April, 1915, daily, 72,901* net paid; Sunday, 87,384* net paid, daily, 18 to 32 pages; Sunday, 67 to 80 pages, 7 columns; length of columns, 22 in.; width, 2¼ in. Can use matrices.

Advertising rates, agate, daily, 13 cts. a line; Sunday, 13 cts. a line. Open space, within one year, 1,000 lines, daily, 12 cts. a line; Sunday, 16½ cts.; 3,000 lines, daily, 11 cts.; Sunday, 15 cts.; 5,000 lines, daily, 10½ cts.; Sunday, 14½ cts.; 10,000 lines, or more, daily, 10½ cts.; Sunday, 14 cts. a line. Preferred position, 10 and 25% extra. Effective Jan. 1, 1916, display rates will advance ½ c. a line. Classified, daily, 10 cts. a line; Sunday, 15 cts. a line. Local readers, 55 cts. a line in daily; 70 cts. a line in Sunday edition, 500 lines, 45 or 55 cts. a line: telegraphic, \$1 or \$1.25 a line.

See advertisement on page 438.

WASHINGTON

WASHINGTON FARMER—Semi-monthly (1st and 15th). Agricultural. Established under name of Ranch, 1884. Northwest Farm Press Co., publisher. Subscription, 50 cts. Guaranteed average circulation for 1915-16, 22,000; 4 columns to page; length of columns, 13 in.; width, 2½ in. Forms close 10th and 25th preceding date of issue. Office, 1323 Smith Bldg.

Advertising rates, agate, 15 cts. a line flat. In combination with IDAHO FARMER and OREGON FARMER, 30 cts. a line.

WASHINGTON POSTEN—Every Friday. Norwegian-Danish-Republican. Established 1889. Gunnar Lund, editor and publisher. Subscription, \$1. Claimed average circulation for 1914, 10,000; 10 pages, 7 columns; length of columns, 22 in.; width, 2½ in. Can use matrices. Office, 705 First Avenue.

Advertising rates, 50 cts. an inch. Readers, 8 cts. a line. Discount of 5% on 3 months contract; 10% on 6 months, or 25% on one year.

WESTERNER—See Earlington, Wash.
See advertisement on page 574.

WESTERN MOTOR CAR—Monthly. Motor and Good Roads. Established 1909. E. C. Sobel publisher. Subscription, \$1.50. Detailed average circulation for year 1914, 6,333*; 40 pages, 3 columns; length of columns, 10 in.; width, 2½ in. Can use matrices.

Advertising rates, 25 cts. a line; full page, \$50; ½ page, \$30; ¼ page, \$18; ⅓ page, \$10; ⅔ page, \$6.25; second cover page, \$60; third cover, \$55; fourth cover, \$75; color inserts, \$60. Discounts on contracts of 3 months or 250 lines, 5%; 6 months or 500 lines, 10%; 12 months or 1,000 lines, 20%.

SPOKANE—Population, 1910 census, 104,402; 1915 estimate, 135,000. On both sides Spokane River; traversed by 6 transcontinental and 12 branch railroads. The largest railroad center west of St. Paul. Distributing center of 150,000 square miles. 3,000,000 potential horse-power in adjacent water courses. Tributary country produces over \$300,000,000 annually in new wealth. Has a \$2,000,000 hotel. Industries include paper mill, cement plant, woolen mill, packing plants, foundries, machine shops, lumber mills and the following factories: candy and cracker, soap, potteries, brick and tile, broom, macaroni, paint, cereal food products, ammonia, crayon, clothing, flour, wagons, auto parts, etc. Annual value of the manufactured products, \$56,150,000. Bank clearings for 1914 were, \$203,301,985.00. Total bank transactions, 1914, \$543,366,854.00.

CHRONICLE—Every evening except Sunday. Independent. Republican. Established 1886. Spokane Chronicle Co., publishers. Subscription, daily, \$5. Sworn average circulation for year ending June, 1915, 34,669*

WASHINGTON

net paid; 20 to 36 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 10 cts. a line; 2 times, 8 cts.; 3 times, 7 cts.; 6 times, 6½ cts.; 12 times, 6 cts.; one month, 5¾ cts.; three months, 5½ cts.; six months, 5¼ cts.; one year, 5 cts. a line. Special line rate for e. o. d., etc. Open space, within one year, 500 lines, 9½ cts.; 1,000 lines, 9 cts.; 1,500 lines, 8 cts.; 2,500 lines, 7 cts.; 5,000 lines, 6½ cts.; 7,500 lines, 6 cts.; 10,000 lines, 5½ cts.; 15,000 lines, or more, 5 cts. a line. Preferred position, 25, 50, 75 or 100% extra. Classified, 10 cts. a line. Reading notices, agate, 30 cts. a line; nonpareil, 50 cts. a line; business notices, 50 cts. a line; telegraphic readers, \$1 a line.

NORTHWEST FARM AND ORCHARD—Monthly. Farm and Fruit. Established 1909. N. W. Farm and Orchard Co., publishers. Subscription, 50 cts. Claimed average circulation for year 1914, 23,420; 16 pages, 4 columns; length of columns, 11½ in.; width, 2½ in. Can use matrices. Forms close 20th. Office, 2301 Division Street.

Advertising rates, agate, 15 cts. a line, flat. Classified, first insertion, 20 cts. a line; subsequent insertions, 15 cts. a line.

See advertisement on page 544.

PRESS—Every evening except Sunday. Independent. Established 1902. Spokane Newspaper Co., publishers. Subscription, \$3.25. Sworn average circulation for six months prior to April, 1915, 8,413 net paid; 8 to 12 pages, 8 columns; length of columns, 20 in.; width, 2 in. Can use matrices.

Advertising rates, agate, 2 cts. flat a line; in full position, 2½ cts. flat a line. Notices following pure reading, 12 cts. a line. Classified, 1c. per word.

SPOKESMAN-REVIEW—Every morning including Sunday, and TWICE-A-WEEK, Tuesdays and Fridays. Daily and Sunday. Independent Republican. Twice-a-Week, Independent and Agricultural. Established 1883. Cowles Improvement Co., publishers. Subscription, daily and Sunday, \$8; Twice-a-Week, \$1. Sworn detailed average circulation for year ending March 31, 1915, daily, 38,603*; Sunday, 56,749*; twice-a-week, 32,910*; daily 14 to 20 pages; Sunday, 64 to 78 pages; Twice-a-Week, 10 to 12 pages, either edition, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices.

Advertising rates, agate, daily, 10 cts. a line; one week, 8 cts.; one month, 7 cts.; three months, 6½ cts.; six months, 6¼ cts.; one year, 6 cts. a line per time; on yearly contract, 1,000 lines, 9 cts.; 1,500 lines, 8½ cts.; 2,500 lines, 8 cts.; 5,000 lines, 7 cts.; 7,500 lines, 6¾ cts.; 10,000 lines, 6½ cts. Add 25% to above rates for Sunday edition when not less than 25% is used in daily. Preferred positions, 25, 50, 75 or 100% extra; when Sunday edition is used alone, add 40%. Reading notices, agate, daily, 20 cts. a line; Sunday, 25 cts.; nonpareil, daily, 32 cts.; Sunday, 40 cts. a line. Classified, daily, 10

WASHINGTON

cts.; Sunday, 15 cts. a count line. TWICE-A-WEEK, display, 15 cts. a line; four weeks (1 or 2 times a week), 14½ cts.; three months, 14½ cts.; six months, 14½ cts.; one year, 14 cts. a line. Reading notices, agate, 30 cts. a line; nonpareil, 50 cts. a line. Classified, 15 cts. a count line.

WESTERN FARMER—Semi-Monthly (1st and 15th). Agricultural. Farm Magazine Co., publishers. Subscription, \$1. Guaranteed average circulation for year 1915-16, 60,000*; detailed average Aug. 25, 1915, 61,429*; 16 to 32 pages, 4 columns; length of columns, 15½ in.; width, 2½ in. Forms close 5th and 20th preceding date of issues. Office, Oregonian Building.

Advertising rates, agate, 30 cts. a line flat

TACOMA—Population, 1910 census, 83,743, U. S. Census Bureau estimate, 1914, 103,418. On Puget Sound, will direct steamship connection to all Pacific Coast, foreign and domestic ports, as well as to all Puget Sound ports. Six railroads (4 terminals). Most extensive trade in the shipment of flour, shingles, smelter products, and lumber; other industries include packing houses; dry docks; ship yards; iron car wheels, marine engines and marble and cut stone works; sash, door and planing mill, shoe, paint, wood pipes and furniture factories. Building permits for 1914, \$1,471,628.00. Bank clearings during year 1914, \$109,825,186.64.

LEDGER—Every morning, including SUNDAY. Republican. Established 1880. The Tacoma Ledger Co., publishers. Subscription, daily, \$7.50; Sunday, \$2. Sworn detailed average circulation for year 1914, daily, 22,286* net paid; Sunday, 29,107* net paid; daily, 14 to 24 pages; Sunday, 48 to 60 pages, 7 columns; length of columns, 21¼ in.; width, 2½ in. Can use matrices.

Advertising rates, daily, or e. o. d., within one year, 11 cts. per nonpareil line; 3 times, 9 cts.; 14 times, 7 cts.; 39 times, 6½ cts.; 78 times, 6 cts.; 156 times, 5 cts.; 312 times, 4½ cts. a line. Open space within one year, 100 lines, 9 cts.; 1,000 lines, 7 cts.; 2,500 lines, 6 cts.; 5,000 lines, 5 cts.; 10,000 lines or more, 4½ cts. a line; add 10% for Sunday advertising. Summer Resorts, Hotels, Schools, Agriculture, Poultry, Horticulture and publishers, daily, 5c.; Sunday, 5½c. a line flat. Preferred position, 10 and 25% extra. Classified, 1c. a word; 10% discount on 7 or more consecutive insertions; matrimonial and personals, 15 cts.; real estate and business chances, 10 cts. a line. Reading notices, nonpareil, locals, 30 cts. a line; pure reading matter and telegraphic readers, 60 cts. a line, with discount on 100 lines and over.

NEWS—Every evening except Sunday. Independent. Established 1883. Daily News Publishing Co., publishers. Subscription, \$5. Sworn detailed average circulation for year 1914, 22,576* net; 12 to 32 pages (Satur-

WASHINGTON

day edition, 24 to 36 pages), 7 columns; length of columns, 21¼ in.; width, 2½ in. Can use matrices.

Advertising rates, nonpareil, 11 cts. a line; three times, 9 cts.; 14 times, 7 cts.; 39 times, 6½ cts.; 78 times, 6 cts.; 156 times, 5 cts.; 312 times, 4½ cts. a line; on yearly contract, 100 lines, 9 cts.; 1,000 lines, 7 cts.; 2,500 lines, 6 cts.; 5,000 lines, 5 cts.; 10,000 lines or more, 4½ cts. a line. Summer Resorts, Schools, Agricultural, Poultry, Horticultural and Publishers, 5 cts. flat a line. Preferred position, 10 and 25% extra. Locals, nonpareil, 30 cts. a line; pure reading and telegraphic readers, 60 cts. a line. Classified, matrimonial and personals, 15 cts.; real estate and business chances, 10 cts. a line; other classified advertising, 1c. per word.

NORTHWEST HORTICULTURIST AND DAIRYMAN—Monthly (15th). Agricultural and Horticultural. Established 1887. C. A. Tonneson, editor and publisher. Subscription, 50 cts. Claimed average circulation for year 1914, exceeding 12,800; 24 pages, 4 columns; length of columns, 13 in.; width, 2½ in.

Advertising rates, 9 cts. a line flat.

SEE AMERICA FIRST—Bi-monthly (1st). Travel. Established 1912. A. L. Sommers, publisher. Subscription, \$1. Claimed average circulation for 4 months ending Sept., 1915, 12,000; 30 pages, 3 columns; length of columns, 10 in.; width, 2½ in. Can not use matrices. Forms close 20th of month preceding. Office, 1512 Nat. Realty Building.

Advertising rates, agate, \$3.50 an inch; full page, \$100; ½, ¼ or ⅛ page, pro rata; inside cover, \$115; outside cover, \$150; discount of 10% on yearly contract.

TIMES—Every evening except Sunday. Independent. Established 1903. Tacoma Times Publishing Co., publishers. Subscription, \$3. Sworn average circulation for six months prior to April, 1915, 10,533* net paid; 8 to 12 pages, 8 columns; length of columns, 19½ to 23½ in.; width, 12 ems. Can use matrices.

Advertising rates, agate, 2½ cts. flat a line; in full position, 3 cts. flat a line. Notice following pure reading, 15 cts. a line. Classified, 1c. per word.

TRIBUNE—Every evening except Sunday, and SUNDAY MORNING. Independent. Established 1908. Tribune Publishing Co., publishers. Subscription, daily and Sunday, \$5. Sworn average circulation for six months prior to October, 1914, daily, 15,143*; Sunday, 16,032* net paid; 10 to 64 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices.

Advertising rates, daily or Sunday, 3 cts. a line flat. Special position, ½c. a line. extra. Reading notices, daily or Sunday, briefer, 15 cts. a line flat. Classified, 1c. per word flat.

See advertisement on page 477.

WASHINGTON

WALLA WALLA—Population, 1910 census, 19,364; 1915 estimate, 21,000. 2 rail roads. Distributing center for an excellent grain growing, fruit culture and stock raising district; extensive industry in poultry, sheep, hogs; also dairying and early fruits; has agricultural machine works; grain cleaning machine factory and foundry, 71 manufacturing plants in all. Seat of Whitman College. State Penitentiary is located here. Annual value of Agricultural and horticultural products, \$7,200,000.00. Post office receipts, 1914, \$53,234.00. Five banks with deposits of \$5,400,000.00.

BULLETIN—Every evening except Saturday, and Sunday; **SUNDAY MORNING**, Independent. Bulletin Printing Co., publishers. Established 1906. Subscription, \$5. Sworn average circulation for first six months 1915, 3,600* net paid; 8 to 24 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 1½ cts. a line flat. Preferred positions, 15 or 25% extra. Reading notices, 5 cts. a count line; first or Sunday society pages, 10 cts. a line. Classified, 1c. per word.

WASHINGTON

FEATHERED WORLD—Monthly (1st). Poultry. Established 1911. Ferney & Clark, publishers. Subscription, 50 cts. Circulation—not given by publishers; 28 pages, 3 columns; length of columns, 9¼ in.; width, 2½ in. Cannot use matrices. Forms close 20th preceding date of publication.

Advertising rates, \$1.40 an inch; 25 in. to be used within 3 months, \$1.25; 100 in., \$1 an inch. Reading notices, brevier, 20 cts. a line flat. Classified, 40 words or less, 75 cts.

UNION—Every morning except Monday. Republican. Established 1869. Washington Printing and Book Manufacturing Co., publishers. Subscription, \$5.50. Claimed average circulation for year 1914, daily and Sunday, 3,178* net paid; daily, 8 to 12 pages; Sunday, 16 to 32 pages, 7 columns; length of columns, 20 in.; width, 2½ in.

Advertising rates, daily, 25 cts. an inch; 200 in., 20 cts.; 500 in., 18 cts.; 1,000 in., 16 cts. an inch. Sunday, 40 cts. an inch; 200 in., 32 cts.; 500 in., 29 cts.; 1000 in., 25 cts. Reading notices, daily or Sunday, 10 cts. a line; telegraphic readers, 25 cts. a line. Classified, daily or Sunday, 1c. per word.

WEST VIRGINIA

BLUEFIELD—Population 11,188. Located on Norfolk & Western Railroad and is the shipping point for Pocahontas Coal field. Has railroad shops, mines, car and supply works. State Normal School is located here.

TELEGRAPH—Every morning except Monday, including Sunday. Independent-Republican. Established 1894. Daily Telegraph Printing Co., publishers. Subscription, \$4. Claimed average circulation for 1914, 4,311; 6 to 14 pages, 7 columns; length of columns, 20 in.; width, 2¼ in. Can use matrices.

Advertising rates upon application.

CHARLESTON—Population, 1910 census, 22,996; 1915 estimate, 32,257. State Capital. On Great Kanawha River, with steamboats to Ohio River and New Orleans, five railroads and three interurban car lines. The center of one of the largest high grade oil fields in the world; eight miles from the great Blue Creek field just developing. Has largest axe factory in the world and the largest chemical factory of its kind in the United States. Home of the Ohio Tool Co.; the Becker Steel Co., and the Warner-Klipstein Chemical Co. Lumber interests most extensive; petroleum and salt; iron and bituminous coal mines in vicinity; lumber mills, foundries, boiler works and machine shops, glass plants. Has third largest wholesale grocery house

in the U. S. Annual value of manufactured products, \$10,000,000.00. Post-office receipts during 1914, \$185,000.00. Bank clearings during 1914, \$140,341,437.00.

GAZETTE—Every morning, including Sunday. Democratic. Established 1888. Daily Gazette Co., publishers. Subscription, \$4. Sworn average circulation for six months prior to April, 1915, daily and Sunday, 6,380* net paid; 8 to 20 pages, 7 columns; length of columns, 20 in.; width, 2¼ in.

Advertising rates, 20 cts., flat, an inch. Preferred position, 25% extra. Reading notices, body type, 5 cts. a line; not marked, 8 point type, 10 cts. a line; black faced type, 10 cts.; 14 point type, 20 cts.; 18 point type, 25 cts. a line. Classified, 1c. per word.

MAIL—Every evening except Sunday. Republican. Established 1881. Charleston Mail Association (Inc.), publishers. Subscription, daily, \$4. Sworn detailed average circulation for first six months 1915, 5,483* net; 8 to 24 pages, 7 columns; length of columns, 21¼ in.; width, 2¼ in. Can use matrices.

Advertising rates, 21 cts. an inch; on contract, less than 1,800 in., 18 cts.; 1,800 in. or more, 15 cts. an inch. Reading notices, body type, 7 cts. a line, first page, 40 cts. a line. Classified, 2 cts. per word, for three insertions.

WEST VIRGINIA

SUN-HERALD—Every SUNDAY. Independent. Established 1913. Progress Co., publishers. Subscription, \$1.50. Claimed average circulation for year ending June, 1915, 4,500; 8 pages, 7 columns; length of columns, 19¾ in.; width, 2½ in. Cannot use matrices.

Advertising rates upon application.

WEST VIRGINIA SCHOOL JOURNAL AND EDUCATOR—Monthly (1st). Educational. Established 1871. Lovett Printing Co., publishers. Subscription, \$1.10. Claimed average circulation for year 1914, 6,000; 32 pages, 3 columns; length of columns, 9¾ in.; width, 2¼ in. Can not use matrices. Forms close 17th of month preceding.

Advertising rates, 1 inch, 1 month, \$1.25; three months, \$3.50; six months, \$6.50; 12 months, \$12.00.

CLARKSBURG—Population, 1910 census, and which includes outer restricted limits, 9,201; from a business and commercial stand point, 25,000. Located on the west fork of Monongahela River on the main line of the Baltimore & Ohio Railroad, with five converging divisions of that system. Center of a rich farming district and one of the largest natural gas and oil fields in the world. Extensive mining of coal carried on in surrounding country, four cent gas and dollar coal being two of the greatest assets. Other industries are zinc and chemical works, tin plate, glass, graphite and carriage factories. Over 50 industries in all, with an annual payroll of approximately \$6,500,000.00. Bank deposits, over \$9,000,000.00.

TELEGRAM—Every evening except Sunday; SUNDAY morning. Republican. Established 1861. Clarksburg Telegram Co., publishers. Subscription, daily, \$3. Sunday, \$2.50. Sworn average circulation for six months prior to April, 1915, daily, 6,651* net paid; Sunday, 3,575* net paid; 10 to 48 pages; all editions, 7 columns; length of columns, 21 in. width, 2¼ in. Can use matrices.

Advertising rates, daily or Sunday, 15 cts. an inch. Composition, 5 cts. an inch extra, each insertion. Special position, 2 cts. an inch additional. Reading notices, body type, 5 cts. a count line; black face or 12 pt. type, 7 cts. a count line. Classified, ½ c. per word.

HUNTINGTON—Population 31,161. On Ohio River and 2 railroads. Extensive lumber interests; iron and coal also shipped extensively; industries include the manufacture of cigars, glass, cars and car wheels, iron castings, lumber and pottery products. Annual value of manufactured products, \$6,900,000.

HERALD-DISPATCH—Every morning except Monday, including SUNDAY. Republican. Established 1890. Huntington Herald Co.,

WEST VIRGINIA

publishers. Subscription, \$5. Sworn average circulation for twelve months prior to April, 1915, 6,494* net paid; 10 to 24 pages, 7 columns; length of columns, 20 in.; width, 2¼ in. Can use matrices.

Advertising rates, daily or Sunday, 100 in., 28 cts.; 250 in., 24 cts.; 350 in., 21 cts.; 500 in., or more, 18 cts. an inch. Preferred positions, 10 or 25% extra. Reading notices, 10 cts. a count line; telegraphic, 25 cts. a line. Classified, 1c. per word.

PARKERSBURG—Population, 1910 census, 17,842; 1915 estimate, 22,500. On Ohio and Little Kanawha Rivers and 3 railroads. Extensive trade in timber and petroleum. Said to have the largest shovel factory and the largest porcelain plant in the world; industries also include glass factories; boiler and machine shops; dry docks manufacturing river steamboats; foundries and chemical works; oil refineries; barrel and furniture factories and steel mills. Annual value of manufactured products, \$33,500,000.00. Bank deposits, during 1914, \$14,034,336.03.

BAPTIST BANNER—Every Thursday. Baptist. Established 1889. J. W. Mitchell, D. D., publisher. Subscription, \$1.50. Sworn average circulation for year, ending July 1915, 5,000*; 24 pages, 2 and 3 columns; length of columns, 10½ in.; width, 3½ and 2½ in., respectively.

Advertising rates, 50 cts. an inch, with discount of 5, 10, 15 or 20% on 10, 50, 200 or 500 inch space contracts.

NEWS—Every morning including SUNDAY. Republican. Established 1897. Parkersburg Publishing Co., publishers. Subscription, \$5. Claimed average circulation for year 1914, daily, 4,000; Sunday, 5,000, daily, 8 to 12 pages; Sunday, 16 to 24 pages, 7 columns; length of columns, 20¾ in.; width, 2½ in.

Advertising rates, 25 cts. an inch; over 500 in., 12 cts.; over 1,000 in., 10 cts. an inch. Classified, 3 cts. a line.

SENTINEL—Every evening except Sunday. Democratic. Established 1875. Parkersburg Sentinel Co. (Inc.), publishers. Subscription, \$4.50. Sworn average circulation for six months prior to October, 1914, 4,321* net paid; 28 pages, 7 columns; length of columns, 21¼ in.; width, 2¼ in. Can use matrices.

Advertising rates, transient, 25 cts. an inch; contract, R. O. P., 12 cts.; in position, 13 and 14 cts. an inch; first page, 50 cts. an inch. Effective April 1st, 1916, contract display space will advance 2 cts. an inch. Reading notices, 6 cts. a count line; telegraphic, 20 cts. a count line; effective April, 1916, 8 cts. and 25 cts. a line. Classified, 1c. per word.

SUTTON—Population 1,121. Located 100 miles from Charleston on Coal & Coke and Baltimore & Ohio Railroads. Lumbering

WEST VIRGINIA

being a very important industry, other enterprises consisting of foundries; tanneries; saw and flour mills and ice plants.

METHODIST LAYMEN'S HERALD — Every Thursday. Methodist. Established 1910. John A. Grose, publisher. Subscription 50 cts. Sworn detailed average circulation for year ending August, 1914, 5,125* net; 20 pages, 4 columns; length of columns, 12½ in.; width, 2½ in. Cannot use matrices. Advertising rates, 51 cts. an inch, with discounts of 5, 10, 15 or 20% on 10, 50, 200 or 500 inch contracts.

WHEELING — Population, 1910 census, 41,641; 1915 estimate, 43,038. (Greater Wheeling including suburbs in 5 cents trolley zone, 100,000). On Ohio river and three railroads. Principal industries, coal mining and manufacture of iron, steel, tinplate and their products; glass, pottery, enamel ware, cigars, and tobacco; nails, tools, etc. Annual value of products \$30,000,000. 15 banks. Bank clearings for 1914, \$108,951,825.56.

INTELLIGENCER — Every morning except Sunday. Republican. Established 1852. Intelligencer Publishing Co., publishers. Subscription, \$5.20. Sworn detailed average circulation for year 1914, 10,910* net; or for six months prior to April, 1915, 10,910* net; 12 to 24 pages, 7 columns; length of columns, 22 in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 2½ cts. a line on 1,000 lines contract; 2,500 lines, 2¼ cts.; 4,000 lines, 2 cts.; 5,500 lines, 1¾ cts.; 7,000 lines, or more, 1½ cts. a line. Preferred positions, 10 and 20% extra. Special combination rate with "News," 1,000 line contracts, 5 cts.; 2,500 lines, 4½ cts.; 4,000 lines, 4¼ cts.; 5,500 lines, 4 cts.; 7,000 lines, 3¼ cts. a line. Reading notices, 20 cts. per count line; combination, 30 cts.; telegraphic readers, 30 cts.; combination, 50 cts. a count line. Classified, 1c. per word. Combination, 1½ cts. per word.

NEWS — Every evening except Sunday; **SUNDAY MORNING**. Independent. Establish-

WEST VIRGINIA

ed 1890. The News Publishing Co., publishers. Subscription, daily, \$5; Sunday, \$1.50. Sworn detailed average circulation for year ending June, 1915, daily, 15,800* net paid; Sunday, 18,850* net paid; daily, 12 to 24 pages; Sunday, 42 to 50 pages, 7 columns; length of columns, 22 in.; width, 2½ in. Can use matrices.

Advertising rates, agate, daily or Sunday, 3¼ cts. a line on 1,000 line contract; 2,500 lines, 3 cts.; 4,000 lines, 2¾ cts.; 5,500 lines, 2½ cts.; 7,000 lines or more, 2¼ cts. Special combination rates with "Intelligencer." Also for reading notices and classified, see "Intelligencer."

REGISTER — Every morning including **SUNDAY**. Democratic. Established 1863. The West Virginia Printing Co., publishers. Subscription, daily, \$6; Sunday, \$2.60. Sworn average circulation for six months prior to April, 1915, daily and Sunday, 11,349* net paid; daily, 12 to 16 pages; Sunday, 28 to 36 pages, 7 columns; length of columns, 21 in.; width 2½ in. Can use matrices.

Advertising rates, agate, daily, 7 cts. a line. Sunday, 9 cts. a line, next to reading, 10 cts.; full position, 11¼ cts.; 210 lines or yearly contract, 8, 9 or 10 cts.; 350 lines, 7, 7¼ or 8¼ cts.; 700 lines, 5, 5½ or 6¼ cts.; 1,400 lines, 3½, 4 or 4½ cts.; 2,800 lines or more, 2½, 3 or 3½ cts. a line. Classified, daily or Sunday, 1c. per word. Reading notices, daily or Sunday, 15 cts. a line; 500 lines 12 cts.; 1,000 lines, 10 cts. a line telegraphic, 25 cts. a line.

TELEGRAPH — Every evening except Sunday. Independent. Established 1902. C. H. Henderson, publisher. Subscription, \$3. Claimed average circulation for year 1914, 7,382; 8 and 12 pages, 7 columns; length of columns, 21½ in.; width, 2½ in. Can use matrices.

Advertising rates, 50 to 100 in., 30 cts. an inch; 100 in., 25 cts.; 300 in., 20 cts.; 500 in. or more, 15 cts. an inch. Position, 25% extra. Classified, 1c. per word. Reading notices, 10 cts. a line.

See advertisement on page 574.

WISCONSIN

APPLETON — Population 16,773. On Fox River, Steamboat connections to Lake Winnebago and Green Bay. 2 railroads. Has excellent water power. Pulp, paper, woolen, flour and planing mills; wire screen, wooden ware, hub, spoke and glove factories; foundry and machine shops; iron, knitting and agricultural implement works. Seat of Lawrence University.

GEGENWART — Semi-weekly (Monday and Thursday). German-Independent. Established 1889. Gegenwart Company, publishers. Subscription, \$2; circulation—not given by publishers; 8 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can not use matrices.

Advertising rates, 75 cts. an inch per week with discount for time and space.

ONE of the most essential services of a good advertising agency is the ability to know what NOT to do.

WISCONSIN

MONTAGS-BLATT—Every Monday. German. Independent-Republican. Established 1892. Volkfreund Publishing Co., publishers. Subscription, \$1.50. Claimed average circulation for year 1914, 6,500; 8 pages, 7 columns; length of columns, 20½ in.; width, 2¼ inches.

Advertising rates, 30 cts. an inch; more than 100 in., 25 cts. an inch. Local readers, 10 cts. a count line. Full position, 33% extra. An allowance of 5 cts. an inch on electrotyped matter. Classified, 5 cts. a count line.

VOLKSFREUND—Every Thursday. German. Independent-Republican. Established 1870. Volkfreund Publishing Co., publishers. Subscription, \$1.25. Claimed average circulation for year 1914, 6,600; 8 to 12 pages, 7 columns; length of columns, 21 in.; width, 2¼ in. Can use matrices.

Advertising rates, 30 cts. an inch; more than 100 in., 25 cts. an inch. Full position, 33% extra. An allowance of 5 cts. an inch on electrotyped matter. Local readers, 10 cts. a count line. Classified, 5 cts. a count line.

BELOIT—Population, 1910 census, 15,125; 1915 estimate, 17,500. Located 84 miles from Milwaukee, on Chicago, Milwaukee and St. Paul and Chicago and Northwestern Railroads. Industries consist of the largest gas engine plant, as well as the largest wood working machinery plant in the world; shoe factory, making high grade ladies shoes; paper and hosiery mills; farming implements, iron, scale, wind mill and pump works and is the home of the Warner-Auto-Meter. Seat of Beloit College (Congregational). Annual value of the manufactured products, \$12,000,000.00.

NEWS—Every evening except Sunday. Republican. Established 1888. Daily News Publishing Company, publishers. Subscription, \$5. Claimed average circulation for first six months 1915, 6,099 net paid; 8 to 12 pages, 7 columns, length of columns, 20½ in.; width, 2¼ in. Can use matrices.

Advertising rates, 40 cts. an inch; 100 in. on yearly contract, 30 cts.; 300 in., 25 cts.; 500 in., 23 cts. an inch. Position, next to reading, 10%; full position 25% extra. Reading notices, 15 cts. a count line. Classified, 1c. per word.

DODGEVILLE—Population 1,791. On Illinois Central and Chicago & Northwestern Railway Systems. Located in a thriving agricultural, stock raising and dairying district, and is a distributing point for said products. Lead and Zinc mines in vicinity. Other industries are agricultural implement and wagon works; creamery; flour and planing mills.

CHRONICLE—Every Friday. Republican. Established 1858. Dodgeville Chronicle (Inc.), publishers. Subscription \$1.20. Claimed average circulation for year, 1914, 4,786 net; 8

WISCONSIN

pages, 7 columns, length of columns, 21¼ in.; width, 2¼ in.; cannot use matrices.

Advertising rates, 25 cts. an inch; 500 in., within one year 14 cts. an inch; readers, 5 cts. a line; 1,000 lines within one year, 4 cts. a line.

EAU CLAIRE—Population, 1910 census, 18,310; 1915 estimate, 20,000. Is located at the point where the Eau Claire and Chippewa Rivers meet. Is served by three railroads, of which 48 trains pass through daily. Farming and dairying extensively engaged in; hardwood timber abundant in vicinity; has 100,000 H. P. available water power. Lumber and steel manufacture the most extensive industries; also has pulp and paper mills, furniture, box, refrigerator, sash and door, overall shirt and shoe factories; canneries; sulphite mills and foundries. Annual value of manufactured products, \$7,000,000. Bank clearings during 1914, exceeding, \$10,000,000.00.

LEADER—Every morning except Monday, including SUNDAY; and TELEGRAM, every evening except Sunday. Republican. Established 1875. Eau Claire Press Co., publishers. Subscription, either edition, \$3. Sworn detailed combined average circulation for 1914, 8,326* net paid; Sunday, 5,501* net paid; either edition, 8 to 16 pages, 7 columns; length of columns, 21 in.; width, 2¼ in. Can use matrices.

Advertising rates, 40 cts. an inch; 300 in. used in one year, 35 cts.; 500 in., 33 cts.; 1,000 in., 27 cts. Special position, 15 or 25% extra. Readers, 15 cts. a line. Classified, 1c. per word.

REFORM—Every Tuesday. Norwegian Prohibition. Established 1884. Fremad Publishing Co., publishers. Subscription, \$1. Claimed average circulation for year 1914, 5,400; 8 pages, 7 columns; length columns, 21 in.; width, 2¼ in.

Advertising rates, 30 cts. an inch; 6 insertions, 25 cts.; more than 10 insertions, 20 cts. an inch. Readers, 5 cts. a line.

FENNIMORE—Population 1,159. On Chicago & Northwestern Railroad. In the center of a thriving farming and dairying district. Other industries are flour and feed mills and creameries. Has two banks.

TIMES—Every Wednesday. Republican. Established 1889. Henry E. Roethe & Bro., publishers. Subscription \$1.50. Sworn average circulation for six months prior to April, 1915, 5,250* net paid; 12 pages, 6 columns; length of columns, 19¾ in., width, 2¼ in. Can not use matrices.

Advertising rates, 20 cts. an inch. Preferred positions, 10 or 20% extra. Composition, 5 cts. an inch, additional. Locals, 10 cts. a line. Classified, 1c. per word.

FOND DU LAC—Population, 1910 census, 18,817; 1915 estimate, 20,740. Located on Lake Winnebago and Fond du Lac river,

WISCONSIN

three railway systems, steamboat line and interurban line. Trade center of a large agricultural and dairying district. Manufactures are: refrigerators, upper leather for shoes; wagons, sleighs, typewriters, lumber, sash, doors, casting machines, pharmaceutical supplies, overalls, workshirts and boys' rompers, patent and common brooms, candy, tents, awnings, beer, church furniture, office and bedroom furniture, caskets and burial cases, extension, library and kitchen tables, pressed and common brick, cheese, postal bag racks, line and crushed stone, ice cream, malt, pneumatic tools, work and wooden shoes, paper boxes, paints and enamels, automobile starters, master vibrators, ignition specialties. St. Mary's academy and Grafton Hall schools for girls; St. Agnes Hospital and convent; Convent of the Holy Nativity (Episcopal); division headquarters Soo Lines and Chi. & N. W. railway; also shops. Monthly pay roll \$300,000.00. Annual value of manufactured products, \$16,500,000.00. Bank deposits for year 1914, average, \$7,259,463.21.

COMMONWEALTH—Every evening except Sunday. Independent. Established 1852. The P. H. Haber Printing Company, publishers. Subscription, \$5. Sworn detailed average circulation for year 1914, 4,583*; or for six months prior to April 1915, 4,508* net paid; 8 to 16 pages, 7 columns, length of columns, 20½ in.; width, 2¼ in. Can use matrices. Advertising rates, 15 cts. an inch; next to reading, 17 cts.; full position, 18 cts. an inch. Composition, 5 cts. an inch, additional. Reading notices, run of paper, 6 cts. a line; in news matter, 12 cts. a line. Classified 2 cts. a line.

REPORTER—Every evening except Sunday. Democratic. Established 1883. The Reporter Printing Co., publishers. Subscription, \$3. Sworn average detailed circulation for six months prior to April, 1915 4,097* net paid; 8 to 16 pages, 7 columns; length of columns, 22 in.; width, 2½ in.

Advertising rates, 15 cts. an inch; next to reading, 16½ cts.; full position, 18 cts.; surrounded by reading, 22½ cts. Composition, 5 cts. an inch extra. Reading notices, position, 10 cts. a line; run of paper, 6 cts. a line. Classified, upon application.

TRADE EXTENSION—Monthly, with extra edition Christmas and Easter. Commercial-Civic-Agricultural. Established 1910. Fond du Lac Business Men's Assn., publishers. For free distribution. Claimed average circulation for year 1914, 13,957; 8 pages, 7 columns, length of columns, 20½ in.; width, 2¼ in. Can use matrices. Forms close 10th.

Advertising rates, 50 cts. an inch; full page, \$60; ½ or ¼ page, pro rata.

FT. ATKINSON—Population 3,877. Center of excellent agricultural and tobacco raising section. Dairying most extensively engaged in. Has a number of creameries, foundry

WISCONSIN

and machine shops; dairy supplies; barn equipments, furniture and wagon factories. Annual value of manufactured products, \$4,000,000.

HOARD'S DAIRYMAN—Every Friday. Agricultural. Established 1885. W. D. Hoard and Sons Co., publishers. Subscription, \$1. Claimed average circulation for 1913, 66,000; 32 to 40 pages, 4 columns; length of columns, 13 in.; width, 2½ in. Forms close Saturday preceding.

Advertising rates, 40 cts. a line flat.

GREEN BAY—Population, 1910 census, 25,236; 1915 estimate, 32,285. On Fox River and Green Bay and is served by nine railroads and three interurban lines. Has fine harbor and handles extensive shipments of lumber, fish and grain; industries include large saw mills and cooperage works; breweries, cigar and soap factories; paper, flour and planing mills.

PRESS-GAZETTE—Every evening except Sunday. Independent. Gazette Publishing Co., publishers. Subscription, \$5. Claimed average circulation for year 1915-16, exceeding, 9,000* net; 10 to 24 pages, 7 columns; length of columns, 20 in.; width, 2¼ in. Can use matrices.

Advertising rates, 28 cts. an inch; 100 in. or more within one year, 24 cts. an inch. Full position, 25% extra. Reading notices, 7½ cts. a line; 1,000 lines or more, within one year, 5 cts. a line. Classified, 1c. per word.

HAMBURG—Population 900. Two railways. Dairying and lumbering extensively engaged in; has creamery; tub, cheese and cheese box factories. Annual value of manufactured products, \$35,000.

GEFLUEGEL-ZUECHTER—Monthly (1st). German-Poultry. Established 1888. Der Gefluegel-Zuechter Publishing Co., publishers. Subscription, 75 cts. Sworn detailed average circulation for year ending March, 1915, 6,760; 30 pages, 3 columns; length of columns, 10½ in.; width, 2¼ in. Forms close, 20th of month preceding.

Advertising rates, \$1 an inch; 3 times, \$2.50; 6 times, \$4.50; 12 times, \$8.50; 2 in., \$1.75. \$4.50, \$7.50 or \$13.50; 3 in., \$2.50, \$7, \$12 or \$22; half column, \$4.25, \$11.50, \$19.50 or \$35; one column, \$8.50, \$23, \$35 or \$65 for one three, six or twelve months. Position, 10% extra. Reading notices, 10 cts. a line, want ads., 1c. per word; other classified ads. 2 cts. per word.

JANESVILLE—Population 13,894. On Rock River. 2 railways and Interurban line. Distributing center for excellent tobacco growing and stock raising district. Very large trade in draft and coach horses; sugar beets also cultivated extensively; has good water power; industries include farm implement and carriage works; underwear, woolen,

WISCONSIN

cotton and flour mills; furniture, porch shades, pen, shears, clothing, harness, hay tools, shoe, cigar box, fireless cook stoves, wire fence and knitting factories; breweries. Wisconsin State School for the Blind located here. Annual value of manufactured products, \$10,000,000.00. Bank clearings during 1914, approximately, \$5,000,000.00.

GAZETTE—Every evening except Sunday. Republican. Established 1845. Gazette Printing Co., publishers. Subscription, \$6. Sworn average circulation for six months prior to April, 1915, 7,235* net paid; 10 to 16 pages, 7 columns; length of columns, 20½ in.; width, 2¼ in.

Advertising rates, 40 cts. an inch; on contract, 28 cts. an inch. Preferred positions, 15 or 25% extra. Readers (8-point), 15 cts. a line; readers, nonpareil, 10 cts. a line. Classified, 1c. per word.

WISCONSIN DAILY LEAGUE—Established 1913. H. H. Bliss, Secretary. A combination of the following daily papers: Antigo Journal, Appleton Crescent, Ashland Press, Beaver Dam Citizen, Beloit News, Chippewa Herald, Eau Claire Leader Telegram, Fond Du Lac Commonwealth, Grand Rapids Reporter, Green Bay Press-Gazette, Janesville Gazette, Kenosha News, La Crosse Leader Press, Madison Democrat, Marinette Eagle Star, Manitowoc Herald, Merrill Herald, Monroe Times, Oshkosh Northwestern, Racine Journal-News, Sheboygan Press, Stevens Point Journal, Stoughton Courier-Hub, Wausau Record-Herald, Superior Telegram, and Madison Wisconsin State Journal. Claimed average circulation for year 1915-16, approximately 125,000.

Advertising rates, \$7.23 an inch; 100 in., \$5.51; 500 in., \$4.49 an inch. Position, 25% extra. Local readers, \$2.00 a line. Classified, 86 cts. a line.

LA CROSSE—Population 30,417. The "Gateway City" of the Northwest. On Mississippi River. Has five railways and inter-urban line. Beautiful park system. Industries include carriage and cooperage shops; cigar, cracker, candy, rubber, sash and door factories; plow, farm implement and boiler works; flour and knitting mills; foundry and machine shops and breweries. Assessed valuation, \$21,664,277. Six banks with a combined capital and surplus of \$1,411,000 and deposits of \$8,500,000.

ABENDSTERN—Every evening except Sunday. **NORDSTERN**, semi-weekly, Tuesdays and Fridays, and **VOLKSPPOST**, Wednesdays. German Independent. Established 1856. Adolf Candrian, publisher. Subscription, daily, \$3; semi-weekly, \$2; weekly, 75 cts.; circulation—not given by publisher; daily, 4 to 8 pages; semi-weekly and weekly, 8 pages, 7 columns; length of columns, 22 in.; width, 2¼ in.

WISCONSIN

Advertising rates, daily, 20 cts. an inch each insertion; semi-weekly, 25 cts. an inch; weekly, 70 cts. an inch.

LEADER-PRESS—Every evening except Sunday. Independent. Established 1854. La Crosse Press Co., publishers. Subscription, \$3. Sworn detailed average circulation for first six months 1915, 7,885* net paid; 8 to 16 pages, 8 columns; length of columns, 21¼ in.; width, 13 ems pica. Can use matrices.

Advertising rates, 25 cts. an inch; 1,400 lines, on yearly contract, 19 cts. an inch. Special positions, 10 or 25% extra. Reading notices, 12 cts. a count line; 500 lines, 10 cts. Classified, 1c. per word.

LIGHT—Bi-monthly. January, March, May, July, September and November. Social Reform. Established 1898. World's Purity Federation, publishers. Subscription, 60 cts. Claimed average circulation for six months ending June, 1915, 26,666; 68 to 100 pages, 2 columns, length of columns, 8 in.; width, 2½ in. Can not use matrices. Forms close 1st of month preceding.

Advertising rates, \$4. an inch; full page, \$50; ½ page, \$28; ¼ page, \$14; ⅛ page, \$7 with discounts on yearly contract.

NORDSTERN—Semi-weekly edition of Abendstern, which see.

OPEN EXHAUST—Monthly (10th). Motor Boating. W. V. Kidder, publisher. Established 1910. Subscription, \$1. Detailed average circulation for year ending September, 1914, 8,530*; 28 to 60 pages, 3 columns; length of columns, 10 in.; width, 2½ in. Can use matrices. Forms close 20th preceding month.

Advertising rates, \$3.25 an inch, 2 in., \$5.85; 3 in., \$7.15; ¼ page, \$5.85; ½ page, \$9; ¾ page, \$15.50; ½ page, \$26; 1 page, \$45.50, with discounts on 3, 6 and 12 months' contracts. Professional cards, \$2 an inch. Special positions, covers and colors on application.

TRIBUNE—Every evening except Sunday. Independent. Established 1904. Frank H. Burgess, business manager. Subscription, \$5. Sworn average circulation for six months prior to April, 1915, 7,552* net paid; 8 to 24 pages, 7 columns; length of columns, 20 in.; width, 2¼ in. Can use matrices.

Advertising rates, 21 cts. an inch; full position, 25 cts. Classified, ½c. a word. Reading notices, 10 cts. per count line.

VOLKSPPOST—Weekly edition of Abendstern, which see.

MADISON—Population, 1910 census, 25,531; 1914 estimate, 30,000. 3 railways, having 9 divisions. Located on isthmus, between two lakes, known as the "City of four lakes," there being 9 miles of water front on three of these lakes. Distributing

WISCONSIN

center for fine agricultural district, and is in heart of richest dairy region in the world. Industries include farm implement factory, foundry and machine shops; gasoline and oil engine and carriage works; beet sugar factory and tobacco warehouses. State Capitol and other state buildings, also University of Wisconsin located here. Annual value of manufactured products, \$9,000,000.00. Bank resources, \$15,123,633.04; deposits during 1914, \$11,927,329.62.

AMERICAN THRESHERMAN AND FARM POWER—Monthly (1st). Established 1898. B. B. Clarke, publisher. Subscription, \$1. Claimed average circulation for year 1914, 53,333; 92 to 100 pages, 4 columns; length of columns, 12½ in.; width, 2½ in. Forms close 20th preceding month.

Advertising rates, agate, 40 cts. a line; 500 lines within one year, 38 cts. a line; 1,000 lines, 35 cts.; 2,000 lines, 30 cts. a line.

AMERIKA—Every Friday. Norwegian. Republican. Established 1884. Amerika Publishing Co., publishers. Subscription, \$1; circulation—not given by publisher; 16 pages, 4 columns; length of columns, 14 in.; width, 2½ in.

Advertising rates, 50 cts. an inch; 13 times or more, 40 cts. an inch. Preferred position, 10% extra. Reading notices, 10 cts. a line.

DEMOCRAT—Every morning except Monday, including SUNDAY. Democratic. Established 1852. Democrat Printing Co., publishers. Subscription, \$5. Sworn average circulation for six months prior to April, 1915, daily and Sunday, 5,185* net paid; daily, 8 pages; Sunday, 24 pages, 7 columns; length of columns, 22 in.; width, 2½ in. Can use matrices.

Advertising rates, 22 cts., flat, an inch. Reading notices, 15 cts. a line. Classified, 1c. per word.

EQUITY NEWS—Semi-Monthly (1st and 15th). Economic-Agricultural. Established 1908. Wisconsin State Union, A. S. of E., publishers. Subscription, \$1. Claimed average circulation for year 1914, 12,000; 16 pages, 3 columns; length of columns, 10 in.; width, 2½ in. Forms close three days preceding date of issue.

Advertising rates, 6 cts. a line; 1,000 lines, 5 cts. A discount of 20% on live stock advertising. Reading notices, \$1 an inch. Classified, 1c. per word.

GAS REVIEW—Monthly. Class. Established 1908. B. B. Clarke, publisher. Subscription, 50 cts. Claimed average circulation for year 1914, 28,368* net; 100 pages, 2 columns; length of columns, 9 in.; width, 2½ in.

Advertising rates, \$5.40 an inch; 3 times, \$5.01; 6 times, \$4.74; 9 times, \$4.42; 12 times, \$4 an inch, per time; ¼ page, \$10.80; ½ page, \$18.90; ¾ page, \$35.10; one page, \$67.50.

WISCONSIN

LA FOLLETTE'S MAGAZINE—Monthly (1st). Progressive-Republican. Established 1909. The Robert M. LaFollette Co., publishers. Subscription, \$1. Claimed average circulation for year 1914, 35,000; 32 pages, 4 columns; length of columns, 13½ in.; width, 2½ in. Forms close 25th of month preceding. Can use matrices.

Advertising rates, agate, 12½ cts. a line; full page, \$75.

PIERCE'S FARM WEEKLIES—

See advertisement on page 525.

WISCONSIN DAILY NEWS—Every morning except Sunday during College year. Educational-Collegiate. Established, 1912. Students of the University of Wisconsin, publishers. Subscription, \$3; circulation—not given by publishers; 8 pages, 7 columns, length of columns, 21 in.; width, 2½ in. Can use matrices.

Advertising rates, 15 cts. an inch, with discount for time and space. Lift ads taken from Democrat, 10 cts. an inch; from State Journal (matrices), 12 cts. an inch. Readers, 15 cts. a line. Classified, 20 cts. per insertion.

WISCONSIN FARMER—Every Thursday. Live Stock and Agricultural. Established 1848. Jas. M. Pierce, publisher. Subscription, \$1. Sworn average circulation for year 1914, 80,308*; 16 to 43 pages, 4 columns; length of columns, 13½ in.; width, 2½ in. Forms close Thursday preceding.

Advertising rates, agate, 35 cts. a line; 100 lines within one year, 33 cts.; 250 lines, 31 cts.; 500 lines, 29 cts.; 1,000 lines or more, 27 cts. a line. Reading notices, nonpareil, 50 cts. a count line. Special display rate in combination with Iowa Homestead (Des Moines, Ia.), and Farmer and Stockman (Kansas City, Mo.), \$1.25 a line; Iowa Homestead, 85 cts.; Farmer and Stockman, 68 cts. a line.

See advertisement on page 525.

WISCONSIN JOURNAL OF EDUCATION—Monthly (1st). Educational. Established 1856. The Parker Educational Co., publishers. Subscription, \$1.25. Claimed average circulation for year 1914, 5,000; 34 pages, 2 columns; length of columns, 8½ in.; width, 3 in. Cannot use matrices. Forms close 20th of preceding month.

Advertising rates, \$1.50 an inch, with 20% discount on 10 consecutive insertions. Reading notices, 50 cts. a line.

WISCONSIN STATE JOURNAL—Every evening except Sunday; SUNDAY MORNING. Independent. Established 1839. State Journal Printing Co., publishers. Subscription, \$5. Sworn detailed average circulation for six months prior to April, 1915, daily, 11,378* net paid; Sunday, 7,023* net paid; 10 to 28 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices.

Advertising rates, 4 cts. a line; 1,400 lines, on yearly contract, 3 cts.; 7,000 lines or

WISCONSIN

more, 2 cts. a line. Position, 10 and 25% extra. Classified, 1c. per word.

MENOMINEE FALLS—Population 919. Located on the Chic. Milw. & St. P. Railroad in the midst of a thriving agricultural district. Enterprises consist of agricultural implement works, beet sugar factory, flour and saw mills and lime works. Annual value of manufactured products, \$800,000.

WISCONSIN SUGAR BEET—Monthly. Agricultural. Established 1900. C. W. Fraser, publisher. Subscription, 50 cts. Claimed average circulation for 1914, 8,160; 16 pages, 3 columns; length of columns, 11 in.; width, 2 1/4 in.

Advertising rates, \$1.50 an inch; three months, \$4; six months, \$7.50; one year, \$12; 2 in., one time, \$2.50; 4 in., \$4.50.

MILTON—Population 833. Located on the Chicago, Milwaukee and St. Paul Railroad in a thriving grain growing district. The Burdick Cabinet Co.'s factories are located here. The seat of Milton College (Seventh Day Baptist). Annual income from the various industries, \$260,000.00.

PROFITABLE POULTRY—Monthly (1st). Poultry. Established 1906. Davis Printing Co. (Inc.), publishers. Subscription, 50 cts. Claimed average circulation for year 1914, 4,897 net; 24 pages, 3 columns; length of columns, 9 1/2 in.; width, 2 1/4 in. Cannot use matrices. Forms close 15th of preceding month.

Advertising rates, 6 cts. a line; 250 or more lines, 5 cts. a line.

MILWAUKEE — Population, 1910 census, 373,857; 1914 estimate, 417,054. On Lake Michigan and 5 railroads. Largest city and most important industrial and commercial center in the state. Has fine harbor with a vast shipping trade and is important grain market. It is the largest coal receiving port on the Great Lakes. Wheat, barley, corn, flour, oats and rye, as well as lumber and coal are received and shipped in vast quantities; a manufacturing center of prime importance, the heavy machinery, tanning and brewing interests being especially heavy. Has extensive rolling mills, and manufactures largely boots, shoes, cigars and tobacco, lumber, furniture leather products, tinware, knitted goods and carriages. State Normal School located here. Annual value of manufactured products, \$420,116,266.00. Bank clearings during 1914, \$847,831,085.97.

ACKER UND GARTENBAU ZEITUNG—Every Saturday. German-Agricultural. Established 1869. The Herold Company, publishers. Subscription, \$1. Claimed average circulation for year 1914, 45,000; 16 to 20 pages, 4 columns; length of columns, 14 in.; width, 2 3/4 in. Can use matrices. Forms close

WISCONSIN

one week in advance. Office, 431-435 Broadway.

Advertising rates, 20 cts. a line. Preferred position, 25% extra. Reading notices, 20 cts. a line. Classified, 4 cts. per word.

AMERICAN JOURNAL OF EDUCATION—Monthly (15th). Educational. Established 1867. S. Y. Gillan & Co., publishers. Subscription, \$1; circulation—not given by publisher; 52 pages, 2 columns; length of columns, 8 1/2 in.; width, 2 1/2 in. Forms close 5th of current month. Can use matrices. Office, 404 Jefferson Building.

Advertising rates, \$2 an inch; three months, \$5.50; six months, \$8.50; one year, \$16; 2 in., one time, \$3.50; three months, \$10; one year, \$29; 1/4 page, \$6.50; 1/2 page, \$11; one page, \$19. Reading notices, 40 cts. a line.

AMERICAN SCHOOL BOARD JOURNAL—Monthly. Educational. Established 1891. The Bruce Pub. Co., publishers. Subscription, \$1.50. Claimed average circulation for year 1914, 10,500; 72 pages, 4 columns; length of columns, 12 in.; width, 2 1/2 in. Forms close 15th of month preceding. Office, 129 Michigan Street.

Advertising rates, \$3 an inch; discount for time and space.

BROOMS, BRUSHES AND HANDLES—Monthly. Trade. Established 1898. H. A. Apple, Business Manager. Subscription, \$1. Claimed average circulation for 1914, 3,000* net; 48 to 64 pages, 2 columns; length of columns, 8 in.; width, 16 ems. Office, Montgomery Building.

Advertising rates, \$2.50 an inch; full page, \$40; 1/2 page, \$20; 1/4 page, \$10; 1/8 page, \$5, with discounts on yearly contracts.

BUTTER, CHEESE AND EGG JOURNAL—Every Wednesday. Butter, Cheese, Egg and Poultry industries. Established 1910. H. P. Olsen, publisher. Subscription, \$1. Claimed average circulation for 1914, 4,000; 32 pages, 2 columns; length of columns, 10 in.; width, 3 1/2 in. Can use matrices.

Advertising rates, \$1.50 an inch; full page, \$20; 1/2 page, \$10; 1/4 page, \$5; 1/8 page, \$3.

CATHOLIC CITIZEN—Every Saturday. English Catholic. Established 1871. Citizen Company, publishers. Subscription, \$2; claimed average circulation for year ending June, 1915, 27,160; 8 pages, 7 columns; length of columns, 21 in.; width, 2 3/4 in. Can use matrices. Office, Wisconsin Building.

Advertising rates, \$1.50 an inch; 4 times, \$5; 13 times, \$13; 26 times, \$25; 36 times, \$32; 52 times, \$48; E. O. W., 2% above rates. Open space, 100 in., \$1.15 an inch; 250 in., 90 cts.; 500 in., or more, 75 cts. an inch. Preferred position, extra. Reading notices, 40 cts. a line, with discount on 100 lines and over.

WISCONSIN

CATHOLIC SCHOOL JOURNAL—Monthly (15th), except July and August. Educational. Established 1901. Catholic School Journal Co., publishers. Subscription, \$1. Claimed average circulation for year 1914, 6,500; 36 pages, 3 columns; length of columns, 10 in.; width, 2 $\frac{1}{2}$ in. Can use matrices. Forms close 20th preceding month. Office, Wisconsin Bldg.

Advertising rates, \$1.25 an inch; on contract of 30 in. or more, \$1 an inch.

COLUMBIA—Every Thursday. German-Catholic. Established 1871. Columbia Publishing Co., publishers. Subscription, \$2. Claimed average circulation, for year ending June, 1915, 8,795; 8 pages, 7 columns; length of columns, 21 $\frac{1}{2}$ in.; width, 2 $\frac{1}{2}$ in. Can use matrices. Office, 35 Martin Street.

Advertising rates, 60 cts. an inch; one inch, one month, \$2.50; three months, \$7; six months, \$12.50; one year, \$20. Business notices, 6 cts. per agate line.

DEUTSCHE HAUSFRAU—Monthly. German. Family. Established 1904. Hausfrau Publishing Co., publishers. Subscription, \$1; claimed average circulation for year 1914, 55,000; 52 pages, 3 columns; length of columns, 10 $\frac{1}{2}$ in.; width, 2 $\frac{1}{4}$ in. Forms close 25th second preceding month.

Advertising rates, 30 cts. a line; preferred position, 25% extra. Discount, $\frac{1}{2}$ page and over, 10%. Reading notices, 50 cts. a line.

See advertisement on page 451.

DOMACNOST—Every Wednesday. Bohemian-Republican. Established 1880. Ant. Novak, publisher. Subscription, \$2.50. Claimed average circulation for year, 8,400*; 24 pages, 4 columns; length of columns, 14 in.; width, 2 $\frac{1}{4}$ in. Office, Montgomery Bldg.

Advertising rates, 50 cts. an inch; 2 in., 80 cts.; 4 in., \$1.50; 8 in., \$2.50; 100 in. or more, on yearly contract, 25 cts. an inch; three months, \$4; six months, \$6; one year, \$10. Reading notices, 10 cts. a line.

EXCAVATING ENGINEER—Monthly (1st). Excavating-Technical. Established 1905. Excavating Engineer Publishing Co., publishers. Subscription, \$1. Circulation—not given by publisher; 40 pages, 2 columns, length of columns, 8 $\frac{1}{2}$ in.; width, 3 $\frac{1}{2}$ in. Can not use matrices. Forms close 20th of month preceding. Office, 267 National Avenue.

Advertising rates upon application.

EXCELSIOR—Every Thursday. German-Roman Catholic. Established 1883. Excelsior Publishing Co., publishers. Subscription, \$2; claimed average circulation for 1914, 6,950; 8 pages, 7 columns; length of columns, 21 $\frac{1}{2}$ in.; width, 2 $\frac{1}{2}$ in. Can use matrices. Office, 379 Jefferson Street.

Advertising rates, agate, 3 cts. a line.

WISCONSIN

FREE PRESS—Every morning including SUNDAY. Independent Republican. Established 1901. Free Press Corporation, publishers. Subscription, daily and Sunday, \$5. Sworn average circulation for six months ending March 31, 1915, daily, 33,540* net; Sunday, 15,034* net; daily, 10 to 14 pages, Sunday, 48 to 52 pages, 7 columns; length of columns, 20 $\frac{1}{4}$ in.; width, 2 $\frac{1}{2}$ in. Can use matrices.

Advertising rates, agate, daily or Sunday, 5 cts. a line flat. Position, 15 and 25% extra. Classified, 6 cts. a line. Reading notices, minion, 50 cts. a count line; agate, 35 cts. a line.

GERMANIA-HEROLD—Every morning and evening except Sunday. SONNTAGS-POST, Sundays, and WEEKLY GERMANIA, Tuesdays. German. Independent. Established 1873. Germania-Herold Association, publishers. Subscription, daily and Sunday, \$4; weekly, \$1. Sworn average circulation for six months prior to April, 1915, morning and evening combined, 35,865* net paid; Sunday, 33,000* net; weekly, claimed average for 1914, 100,000 net; daily, 10 to 16 pages; Sunday, 32 to 40 pages; weekly, 8 to 10 pages, 7 columns; length of columns, 21 $\frac{1}{2}$ in.; width, 2 $\frac{1}{2}$ in. Office, Germania Building.

Advertising rates, agate, morning, 3 cts., evening, 4 cts. a line; morning and evening combined 6 cts. a line. Classified, either edition, 1c. per word. Reading notices, either edition brevier, 25 cts. a count line; long primer, 35 cts. a line. SUNDAY, display, 8 cts. a line; if used in conjunction with daily Germania-Herold, 7 cts. a line. Reading notices, double price of daily. Classified 2 cts. per word. WEEKLY, display, 25 cts. an agate line. Reading notices, nonpareil, 45 cts. a line; brevier, 60 cts. a line.

See advertisement on page 434.

HAUS UND BAUERNFREUND—Every Friday. German. Agricultural and Industrial. Established 1874. Germania Publishing Co., publishers. Subscription, \$1. Claimed average circulation for 1914, 100,000 net; 12 to 20 pages, 4 columns; length of columns, 15 in.; width, 2 $\frac{1}{2}$ in. Can use matrices. Office, Germania Building.

Advertising rates, agate, 25 cts. a line flat. Reading notices, nonpareil, 45 cts.; brevier, 60 cts. a count line. Classified, 5 cts. per word.

See advertisement on page 434.

INDUSTRIAL-ARTS MAGAZINE—Monthly (15th). For teachers of Industrial Arts. Established 1914. The Bruce Publishing Co., Publishers. Subscription, \$1.50. Circulation not given by publisher; 40 pages, 2 columns; length of columns, 10 in.; width, 3 $\frac{1}{2}$ in. Forms close 30th of month preceding. Office, 129 Michigan St.

Advertising rates, \$4.80 an inch, with discount for time and space.

WISCONSIN

JOURNAL—Every evening except Sunday; SUNDAY morning. Independent. Established 1882. The Journal Co., publishers. Subscription, \$2.50. Sworn detailed average circulation for twelve months prior to April, 1915, daily, 81,998* net paid; Sunday, 61,200* net paid; 10 to 24 pages, 8 columns; length of columns, 21 3/4 in.; width, 2 1/2 in. Can use matrices. Office, Journal Bldg.

Advertising rates, agate, daily, 10 cts. a line; in position, 12 cts. a line, flat; Sunday 9 cts., full position, 11 cts. a line, flat. Advertisements must be at least 28 lines deep. Classified, daily or Sunday, 1 1/2 cts. per line.

KURVER POLSKI—Every evening except Sunday; SUNDAY morning Polish-Republican. Established 1888. Kurver Publishing Co., publishers. Subscription, \$3. Sworn average circulation for six months prior to April, 1915, daily, 25,142* net paid; Sunday, 28,170* net paid; 8 to 16 pages, 7 columns; length of columns, 21 in.; width, 2 1/2 in. Can use matrices. Office, corner Broadway and Mason Streets.

Advertising rates, daily or Sunday, \$1 an inch; 50 in., within one year 60 cts. an inch; 100 in., 57 cts.; 300 in., 55 cts.; 500 in., 53 cts.; 750 in., 51 cts.; 1,000 in., or more, 49 cts. an inch; preferred position, 25% extra. Reading notices, 15 cts. a line. Classified, 7 cts. a line.

See advertisement on page 554.

LANDMANN—Every Saturday. German. Agricultural. Established 1902. Excelsior Publishing Co., publishers. Subscription, \$1; claimed average circulation for 1914, 10,800; 8 pages, 5 columns; length of columns, 15 1/2 in.; width, 2 1/2 in. Can use matrices. Office, 379 Jefferson Street.

Advertising rates, agate, 4 cts. a line.

LEADER—Every evening except Sunday. Social Democratic. Established 1911. Milwaukee Social Democratic Publishing Co., publishers. Subscription, \$4.80. Sworn average circulation for first six months 1915, 34,365* net paid; 12 to 20 pages, 7 columns; length of columns, 21 in.; width, 2 1/2 in. Can use matrices.

Advertising rates, agate, 7 cts. a line; 5,000 lines or more, on yearly contract, 6 cts. Preferred position, 1 ct. per line extra. Reading notices, 25 cts. a count line; heading counts double. Classified, 6 cts. a line.

LIVING CHURCH—See Chicago, Ill.

MASONIC TIDINGS—Monthly (10th). Fraternal. Established 1885. Ralph E. Perry, publisher. Subscription, \$1. Claimed circulation for year 1914, exceeding 7,000; 16 pages, 3 columns; length of columns, 10 in.; width, 3 1/2 in.

Advertising rates, \$1 an inch, with discounts for space.

WISCONSIN

MILK DEALER—Monthly (1st). City Milk-Trade. Established 1911. H. P. Olsen, publisher. Subscription, \$1; claimed average circulation for year 1914, 6,000; 48 to 80 pages, 2 columns; length of columns, 10 in.; width, 3 1/2 in. Can use matrices. Forms close 15th of preceding month.

Advertising rates, \$2.50 an inch; full page, \$50; 1/2, 1/4 or 1/8 pages, pro rata. Discount of 5, 10 or 20% on 3, 6 or 12 months contract.

NEWS—Every evening except Sunday. Democratic. Established 1886. News Publishing Co., publishers. Subscription, \$3. Sworn average circulation for nine months ending July, 1915, 28,582* net paid; 10 to 16 pages, 7 columns; length of columns, 21 1/4 in.; width, 2 1/2 in. Can use matrices. Office, 219 West Water Street.

Advertising rates, agate, 8 cts. a line; under 500 lines, on yearly contracts, 7 cts.; 1,000 lines, 6 cts.; 2,500 lines, 5 1/2 cts.; 5,000 lines, 5 cts.; 10,000 lines or more, 4 1/2 cts. a line. Position, 10 and 25% extra. Classified, 1c. per word. Reading notices, 1,000 lines or more, 25 cts. a line; telegraphic readers, 50 cts. a line.

NOWINY POLSKIE—Every evening except Sunday, and **TYGODNIK POLSKI** every Thursday. Polish-Democratic. Established 1906. Nowiny Publishing Co., publishers. Subscription daily, \$3; weekly, \$1.50; claimed average circulation for six months ending June 1915, daily, 11,700; weekly, 2,100; 6 to 10 pages, 7 columns, length of columns, 20 in.; width, 2 1/2 in. Can use matrices. Office, 618 Mitchell Street.

Advertising rates, daily or weekly, 50 cts. an inch. Reading notices 10 cts.; a line; 1,000 lines or more, within one year, 8 cts. a line. Classified, 1c. per word; 1,000 lines or more, within one year, 4 cts.; 3,000 lines, 3 1/2 cts. a line.

OUR YOUNG PEOPLE—Monthly. Catholic. Established 1892. The Young People Co., publishers. Subscription, \$1. Claimed average circulation for year 1914, 11,500; 36 pages, 3 columns; length of columns, 10 in.; width, 2 1/2 in. Office, 417-25 Seventh Street.

Advertising rates, nonpareil, 25 cts. a line; \$2 an inch; 2 in., \$3.75; 4 in., \$5; 8 in., \$8; 16 in., \$15.

OUTERS' BOOK—See Chicago.

PROGRESSIVE—Monthly (1st). Trapping and Fur Trade. Established 1912. Herman Reel, publisher. Subscription, 25 cts. Claimed average circulation for year 1914, 19,260 net; 16 to 20 pages 3 columns; length of columns, 8 3/4 in.; width, 2 1/4 in. Can use matrices. Forms close 20th of month preceding. Office, 314 Broadway.

Advertising rates, 15 cts. a line flat. Classified, 2 cts. per word.

WISCONSIN

RUNDSCHAU—Every Wednesday. German. Independent. Established 1879. Germania Publishing Co., publishers. Subscription, \$1.50. Claimed average circulation for 1914, 25,000; 8 and 10 pages, 7 columns; length of columns, 21½ in.; width, 2½ in. Can use matrices. Office, Germania Building.

Advertising rates, 10 cts. a line, flat. Reading notices (brevier), 50 cts. a count line. Classified, 2 cts. per word.

See advertisement on page 434.

SEE-BOTE—Every Wednesday. German. Independent. Democratic. Established 1851. Columbia Publishing Co., publishers. Subscription \$2. Claimed average circulation for year ending June, 1915, 7,417; 8 pages, 7 columns; length of columns, 21½ in.; width, 2½ in. Can use matrices. Office, 35 Martin Street.

Advertising rates, 40 cts. an inch; one month, \$2; three months, \$5; six months, \$8; one year, \$15. Business notices, 5 cts. an agate line.

SENTINEL—Every morning including SUNDAY, and every evening except Sunday. Republican. Established 1837. Sentinel Co., publishers. Subscription, morning, \$6; evening, \$3; morning and Sunday, \$7.80. Sworn detailed average circulation for three months ending March, 1915, daily, (morning and evening), 44,961* net paid; Sunday, 53,728* net paid; daily, 10 to 16 pages; Sunday, 44 to 66 pages, 7 columns; length of columns, 22 in.; width, 2½ in. Can use matrices. Office, 89-93 Mason Street.

Advertising rates, daily, (morning and evening), agate, 10 cts. a line; 500 lines, 9 cts.; 1,000 lines, 8 cts.; 2,000 lines, 7 cts.; 5,000 lines, 6 cts.; 7,000 lines or more, 5 cts. a line. Sunday, display, 15 cts. a line; 500 lines, 12 cts.; 1,500 lines, 11 cts.; 3,000 lines or more, 10 cts. a line. Strictly mail order advertising, daily, 6 cts. a line; Sunday, 10 cts. Double column advertisements must be at least 2 in. deep; preferred position, 12½ and 25% extra. Special rates for hotels, resorts and educational advertising, morning and evening, 8 cts. a line; Sunday, 12 cts. a line, with discount for time. Classified, in both daily editions, 7 cts. a count line; Sunday, 10 cts. a count line. Personals or medical, daily or Sunday, 10 cts. a line. Reading notices, daily, 50 cts. a line; Sunday, 75 cts., with discount on 100 lines and over locals, nonpareil or agent, morning and evening, 25 cts. a line Sunday, 35 cts., with discount on 500 lines and over.

SONNTAGSBOTE—Every Sunday. German. Independent. Established 1851. Columbia Publishing Co., publishers. Subscription, \$2. Claimed average circulation for year ending June, 1915, 8,537; 7 columns; length of columns; length of columns, 21½ in. width, 2½ in. Can use matrices. Office, 35 Martin Street.

Advertising rates, 60 cts. an inch, with discount on 3 months or longer.

WISCONSIN

SONNTAGS-POST—Sunday edition of Germania-Herold, which see.

TIMES—Every Thursday. Independent. Established 1887. Wm. H. and S. M. Fisher, publishers. Subscription, \$1. Claimed average circulation for six months ending June, 1915, exceeding 20,000; 8 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices. Office, 349 Grace St.

Advertising rates, 25 in. used within calendar month, 60 cts.; 300 in., 52 cts. an inch.

VORWARTS—Every Saturday. German-Social Democrat. Established 1881. Milwaukee Social Democrat Publishing Co., publishers. Subscription, \$1.50; circulation—not given by publisher; 8 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices. Office, Cor., 6th and Chestnut Streets.

Advertising rates, agate, 3 cts. a line; 3,000 lines, on yearly contract, 2½ cts. a line.

WESTERN TEACHER—Monthly (15th), except July and August. Educational. Established 1892. S. Y. Gillan & Co., publishers. Subscription, \$1; circulation—not given by publisher; 52 pages, 2 columns; length of columns, 8½ in.; width, 2½ in. Can use matrices. Forms close 5th of current month.

Advertising rates, 1 inch, one month, \$2; three months, \$5.50; five months, \$8.50; ten months (one year), \$16. Reading notices, 40 cts. per agate line. Special positions, ½ extra.

WISCONSIN—Every evening except Sunday. Established 1847. The Evening Wisconsin Co., publishers. Subscription, \$3. Sworn average circulation for six months prior to April, 1915, 38,598* net paid; 12 to 20 pages, 7 columns; length of columns, 21½ in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 8 cts. a line; 13 times or 1,000 lines, within one year, 7 cts.; 26 times or 2,000 lines, 6½ cts.; 52 times or 5,000 lines, 6 cts.; 104 times or 7,000 lines or more, 5 cts. a line. Strictly mail order, books and publishers, resorts or schools, 6 cts., flat, a line. Preferred position, 10 and 25% extra. Classified, 1c. per word. Reading notices, 35 cts. a line; telegraphic readers, \$1 a line.

WISCONSIN MOTORIST—Monthly (5th). Motoring. Established 1909. Wisconsin Motorist (Inc.), publishers. Subscription, \$1; claimed average circulation for 1914, 5,000; 64 to 100 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Forms close 25th of month preceding. Cannot use matrices. Office, Montgomery Building.

Advertising rates, full page, \$40; 3 times, \$35; 6 times, \$30; 12 times, \$25 each insertion; ½, ¼ or ⅓ page, pro rata.

YOUNG CHURCHMAN—Every Sunday. Episcopal. Young People. Established 1870. The Young Churchman Co., publishers. Sub-

WISCONSIN

scription, 80 cts. Detailed average circulation for first six months 1915, 35,500*; 16 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Can use matrices. Forms close 12 days in advance. Office, 484 Milwaukee Street.

Advertising rates, agate, 25 cts. a line; ¼ page, \$7; one page, \$50; ¼ and ½ pages, pro rata. Discount, 10% on three months, or 500 lines; 20% on six months, or 1,000 lines; 40% on one year, or 2,000 lines. Special rate for publishers and schools, 15 cts. a line. Classified, 3 cts. per word.

NEENAH—Population, 1910 census, 5,734; 1915 estimate, 7,000. Located on Fox River, at its source in Lake Winnebago, and three railroad systems; chief industries being paper and flour mills, hardwood interior finish factory; plow works; stove foundries and machine shops; also noted as a wholesale cheese center; \$1,600,000 was paid to farmers for that products during the year 1914. Home office, of Equitable Fraternal Union, having a membership of 30,000, is located here. Bank deposits for year 1914, \$2,800,000.

FRIEND AND GUIDE—Monthly (1st). Official publication of the Equitable Fraternal Union. Established 1897. D. W. Dunham, editor. Subscription, 50 cts. Sworn average circulation for first six months 1915, 28,592* net; 8 to 16 pages, 4 columns; length of columns, 13½ in.; width of columns, 2½ in. Forms close 12th of preceding month.

Advertising rates, agate, 15 cts. a line; inside page, \$100; outside page, \$125. Reading notices, 25 cts. a line.

See advertisement on page 568.

OSHKOSH—Population 33,062. On Fox River and Lake Winnebago and C. & N. W., C. M. & St. P., and Soo Railways, and is the center of Interurban lines, having an hourly service connecting Fond du Lac, Omro, Neenah, Menasha, Appleton, Depere and Green Bay. Noted as a summer resort. Greatest sash and door center in the world. Industries also include saw mills, foundry and machine shops; trunk factories; vinegar works; mill machinery; planing mills, coffin, horse-shoe, furniture, grass-carpet, and match factories and breweries. Annual value of manufactured products, \$12,000,000. Bank deposits during year 1914, \$18,000,000.00. Annual Post Office receipts, \$120,000.00. Annual Railroad receipts, \$2,000,000.00.

NORTHWESTERN—Every evening except Sunday. Republican. Established 1868. The Hicks Printing Co., publishers. Subscription \$3. Sworn average circulation for twelve months prior to April 1915, 11,953* net paid; 8 to 32 pages, 7 columns; length of columns, 21½ in.; width, 2½ in. Can use matrices.

Advertising rates, 50 cts. an inch; 100 in. within one year, 35 cts.; 500 in., 32 cts.; 1,000 in., 30 cts.; full position, 60, 40, 37 or 34 cts. an inch respectively. Reading notices

WISCONSIN

(pure reading), 20 cts. a line; city items, 15 cts. Classified, 5 lines or less, 3 times, 50 cts.

RACINE—Population, 1910 census, 38,002; 1915 estimate, 44,000. On Lake Michigan, 2 railways and two interurban lines. Extensive shipping interests, more particularly in coal and lumber; other industries include the manufacture of threshing machines, automobiles, wagons, plows, rugs springs, malted milk, incubators, woollen goods, iron castings, boilers, hardware, soap, overalls and shoes, or a total of 200 factories, making over 250 various products and employing 14,500 persons. Racine College located here. Annual value of manufactured products, \$50,000,000.00. Annual payrolls, estimated, \$3,500,000.00. Has four Banks with capital and surplus of over \$1,725,000.00.

CALL—Every evening except Sunday. Independent. Established 1913. Call Publishing Co. (Inc.), publishers. Subscription \$3. Sworn average circulation for six months prior to April 1915, 4,376* net paid; 16 pages, 7 columns; length of columns, 19¼ in.; width, 2½ in. Can use matrices.

Advertising rates, 15 cts. an inch. Composition, 5 cts. an inch, additional.

JOURNAL-NEWS—Every evening except Sunday. Republican. Established 1881. F. W. Starbuck, publisher. Subscription, \$4.75. Sworn detailed average circulation for first six months 1915, 6,594*; 12 to 16 pages, 7 columns; length of columns, 19¼ in.; width, 2½ in. Can use matrices.

Advertising rates, 35 cts. per inch; 100 in., 25 cts.; 250 in., 22 cts.; 500 in., 20 cts.; position, 25% extra. Reading notices, 7 point Roman, 15 cts. a line; 6 point, nonpareil, 7 cts. a line. Classified, 1c. per word.

NORDEN—Monthly. Norwegian. Danish. Independent. Family. Established 1903. Ivar Kirkegaard, publisher. Subscription, \$1.25. Claimed average circulation for year 1914, 14,196; 32 pages, 4 columns; length of columns, 12½ in.; width, 2½ in. Can use matrices. Forms close 15th of current month.

Advertising rates, agate, 10 cts. a line; 5% discount on 6 months contract, or longer; 500 lines, within one year, 9 cts. a line; 1,000 lines, 8 cts. a line. Page rate (one color), one time, \$50; back cover \$60; two colors, \$70.

TIMES—Every evening except Sunday. Independent Republican. Established 1884. Times Company, publishers. Subscription, \$4. Claimed average circulation for 1914, 5,443*; 7 columns; length of columns, 20 in.; width, 2½ in.

Advertising rates, 2 cts. a line; 2,800 lines, 1½ cts. a line. Full position, 25% extra. Classified, 5 cts. a line, flat.

WISCONSIN AGRI-CULTURIST—Every Thursday. Agricultural. Established 1877.

WISCONSIN

Wisconsin Agriculturist Publishing Co., publishers. Subscription, 75 cts. Sworn detailed average circulation for year 1914, 64,169* net paid; 16 to 40 pages, 4 columns; length of columns, 14 in.; width, 2½ in.

Advertising rates, agate, 30 cts. a line, flat. Reading notices, nonpareil, 50 cts.; brevier, 60 cts. a line. Classified, 5 cts. per word.

STEVENS POINT—Population, 1910 census, 8,692; 1915 estimate, 12,000. Two railways and is a division point of Soo Line. Has extensive lumber interests and considerable industry also in fisheries; has railway material supply house; foundry and machine shops; underwear, flour, feed, paper, saw, planing and shingle mills; box, picture backing, sash, door, automatic cradle and furniture factories.

GWIAZDA POLARNA—Every Saturday. Polish. Non-Partisan. Established 1908. J. Warzalla's Sons, publishers. Subscription, \$2. Claimed average circulation for 1914, 32,000; 16 pages, 7 columns; length of columns, 21 inches.

Advertising rates, \$1.50 an inch; on yearly contract, \$1.20 an inch. In combination with Rolnik, \$1.70; on contract, \$1.40 an inch. Classified notices, 3 cts. per word; combination, 4 cts. per word.

ROLNIK—Every Friday. Polish. Non-partisan. Established 1892; J. Warzalla's Sons, publishers. Subscription, \$1.50. Claimed average circulation for 1914, exceeding 12,000; 12 pages, 7 columns; length of columns, 21 inches.

Advertising rates, 50 cts. an inch; on yearly contract, 40 cts. an inch. For combination rates, see Gwiazda Polarna. Classified notices, 1½ cts. per word.

SUPERIOR—Population, 1910 census, 40,384; 1914 City Directory, 46,000. Situated at extreme westerly end of Lake Superior, and on 16 different lines of railroad. Second port in point of tonnage in United States. Immense shipping trade in iron and iron ore; coal, lumber, wheat flour, building materials, gen'l mdse. and oil; tremendous grain elevators, coal and ore docks; unrivalled water power; ship yard; iron works; saw, planing and flouring mills; chair, box, wind mill pump and boiler factories.

SVENSKA AMERIKANSKA TRIBUNEN—Every Friday. Swedish. Republican. Interstate Swedish Publishing and Printing Co., publishers. Subscription, \$1. Claimed average circulation for year 1914, 16,085; 12 to 24 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, 62 cts. an inch. In combination with Duluth, Minn., Posten, which see.

TELEGRAM—Every evening except Sunday. Republican. Established 1859. Even-

WISCONSIN

ing Telegram Co., publishers. Subscription, \$4.20. Sworn average circulation for twelve months prior to April, 1915, 13,895* net paid, 10 to 24 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, 3 cts., flat, a line. Preferred position, 5, 15 or 25% extra. Classified, 3 lines, 3 times, 25 cts. Local notices, 15 cts. a line; telegraphic readers, 25 cts. a line.

TYOMIES—Every evening except Monday, including SUNDAY. Finnish-Socialistic. Established 1903. Tyomies Publishing Co., publishers. Subscription, \$3.75. Claimed average circulation for year 1914, 12,540; 8 pages, 7 columns; length of columns, 21 in.; width, 2½ in.

Advertising rates, 50 cts. an inch; 4 times, 40 cts.; 13 times, 30 cts.; 24 times, 25 cts. an inch; 200 in., within one year, 45 cts.; 300 in., 40 cts.; 400 in., 37½ cts.; 500 in., 35 cts.; 600 in., 30 cts.; 700 in., 27½ cts.; 800 in., 25 cts.; 1,000 in., or more, 22 cts. an inch. Special position, 25% extra.

WATERTOWN—Population 8,829. Located 44 miles from Milwaukee on Chicago & Northwestern and the Chicago, Milwaukee & St. Paul R. R. In a rich agricultural region and is surrounded by a great cheese and butter producing country. Imported horses are dealt in quite extensively. Centre of the Holstein cattle industry. Other industries are creamery, milk condenseries; bottling, brush, novelty, boiler and engine works; table, slide, gas fixtures, automatic cashier, shoe, paper box and bee hive factories. Northwestern University (Lutheran) and Sacred Heart College are located here.

FARMER'S VETERINARY ADVISOR—Monthly (15th). Veterinary-Agricultural. Established 1910. A. H. Hartwig, editor and publisher. Subscription, 50 cts. Claimed average circulation for 1914, 14,248; 10 to 16 pages, 3 columns; length of columns, 10 in.; width, 2½ in. Can use matrices. Forms close 8th.

Advertising rates, 12 cts. a line; 280 lines on yearly contract, 8 cts. a line.

WEST SALEM—Population 840. On Chic. Milw. & St. P. and Chic. & Northwestern Railway systems. Located in the center of a fertile and thriving farming, dairying and stock raising territory and is an important distributing point for grain, live stock, dairy and other farm products.

WISCONSIN POULTRYMAN—Monthly. Poultry. Established 1912. Badger Publishing Co., publishers. Subscription, 50 cts. Claimed average circulation for year ending July, 1915, 10,800; 16 to 36 pages, 2 and 3 columns; length of columns, 9 in.; width, 3¼ and 2¼ in. Cannot use matrices.

Advertising rates, \$1.25 an inch; on yearly contract, 90 cts. an inch.

A TOP-HEAVY heading on a bob-tailed ad is like a slope-pipe hat on an ordinary man—it makes it look a heap more ordinary.

WYOMING

CHEYENNE—Population 11,320. Capital City and Seat of Federal officers. Fort D. A. Russell, the largest exclusive Military Post in the United States, adjoining; 4 railways. Distributing center for stock raising and dry farming center; coal and iron and copper found in vicinity; industries include meat packing house, planing and flour mills, pressed brick, bottling and concrete block works; plaster board, harness and saddles, wagon, jewelry, candy and trunk factories and creamery. Annual value of manufactured products, \$2,300,000.00.

STATE LEADER—Every morning except Monday. Democratic. Established 1867. Leader Publishing Co. (Inc.), publishers. Subscription \$6. Claimed average circulation for 1914, daily, 5,490 net; Sunday, 5,831 net paid; 8 to 22 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 35 cts. an inch; over 200 in., 28 cts. a line; preferred position, 10 and 25% extra. Reading notices, brevier, 10 cts. a line. Classified, 1c. a word, first insertion; ½c. each subsequent consecutive insertion.

WYOMING LABOR JOURNAL—Every Friday. Labor. Established 1910. Wyoming Labor Journal Publishing Co. (Inc.), publishers. Subscription, \$1. Claimed average circulation for year ending June, 1915, 11,-

050; 8 pages, 5 columns; length of columns, 16½ in.; width, 2¼ in. Can use matrices. Advertising rates, 50 cts. an inch.

WYOMING STOCKMAN-FARMER—Monthly (15th). Agricultural. Established 1898. Stockman-Farmer Co., publishers. Subscription, 25 cts. Sworn detailed average circulation for year ending March, 1915, 37,472* net paid; 16 to 32 pages, 4 columns; length of columns, 13 in.; width, 2¼ in. Can use matrices. Forms close 5th of month.

Advertising rates, agate, 15 cts. flat a line. Readers, 30 cts. a count line. Classified, 4 cts. per word.

WYOMING TRIBUNE—Every evening except Sunday. Republican, and SEMI-WEEKLY, Tuesday and Friday. Established 1894. Tribune Publishing Co., publishers. Subscription, daily, \$6; semi-weekly, \$2; sworn detailed average circulation for last three months 1914, daily, 5,418* net paid; semi-weekly, 4,600* net paid; daily or semi-weekly, 8 to 16 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, daily or semi-weekly, 30 cts. an inch; open space to be used within one year, 50 in., 25 cts. an inch; 100 in., 23 cts.; 250 in., 21 cts.; 500 in., 20 cts.; position, 25% extra. Reading notices, brevier, 10 cts. a line. Classified, 1c. per word.

DOMINION OF CANADA ALBERTA (N. W. T.)

CALGARY—Population 75,000. Situated at the confluence of the Bow and Elbow Rivers and is served by Canadian Pacific, Canadian Northern and Grand Trunk Pacific Railways; 840 miles west of Winnipeg, 642 miles east of Vancouver; Junction points for Edmonton and Northern points; for Macleod and Southern points, and for Golden B. C. and Western Points, making it the center of the opening of that new and vast country which is annually attracting settlers in large numbers. Chief industries—farming, ranching and manufacturing of ale, beer, and temperance drinks, biscuits, breakfast foods, rolled oats, cement and cement blocks, rough and finished lumber, beds and mattresses, show cases, saddlery, tents, cigars, meat products, soap and wagons.

ALBERTAN—Every morning except Sunday, and WEEKLY (Thursday). Liberal. Established 1885. The Albertan Publishing Co.

(Ltd.), publishers. Subscription, daily, \$5; weekly, \$1. Claimed average circulation for year ending June, 1915, daily, 18,000; weekly, 4,500; daily, 8 to 16 pages; weekly, 8 pages; daily and weekly, 7 columns; length of columns, 23 in.; width, 2¼ in. Can use matrices.

Advertising rates, 5 cts. a line; on contract, 4 cts. a line. Readers, double display. Classified, 1c. per word.

FARM AND RANCH REVIEW—Semi-Monthly (5th and 20th). Agricultural. Established 1905. Subscription, \$1. Claimed average circulation for year 1914, 21,000; 32 to 84 pages, 4 columns; length of columns, 12½ in.; width, 2½ in. Forms close 1st and 15th of each month preceding date of issue. Can not use matrices.

Advertising rates, agate, 12 cts. a line.

HERALD—Every evening except Sunday; WEEKLY, Thursday. Independent. Estab-

ALBERTA (N. W. T.)

lished 1883. Herald Publishing Co. (Ltd.), publishers. Subscription, \$5. Sworn detailed average circulation for year ending April, 1915, 21,235* net; weekly, claimed average for year 1914, 7,169* net; 12 to 24 pages, 8 columns; length of columns, 22½ in.; width, 2¼ in. Can use matrices.

Advertising rates, daily, 6 cts. a line; on contract for one month or more, 5 cts. a line. Full position, 25% extra. Reading notices, double display rate. Classified, 8 cts. a count line.

NEWS TELEGRAM—Every evening except Sunday. Independent. Established 1907. News Telegram Publishing Co. (Ltd.), publishers. Subscription, \$3. Sworn detailed average circulation for first three months, 1915, 17,676* net; 16 to 36 pages, 7 columns; length of columns, 20 in.; width, 2¼. Can use matrices.

Advertising rates, 3 cts. a line flat. Effective Jan. 1st, 1916, 4 cts. flat a line. Preferred position, 25 or 33½% extra. Reading notices, 6 cts. a line flat. Classified, 1c. per word.

WESTERN STANDARD—Every Sunday. Independent. Established 1911. Western Standard Publishing Co. (Ltd.), publishers. Subscription, \$2; claimed average circulation for year 1914, 15,000; 16 to 30 pages, 7 columns; length of columns, 20 in.; width, 2¼ in. Can use matrices. Office, 109 Sixth Avenue.

Advertising rates upon application.

See advertisement on page 496.

EDMONTON—Population 72,000. On Saskatchewan River and is served by five railways, with several branches; lines radiate in 13 directions. Distributing point for the fur trade interests of the extreme Northwest and largest market in the world in raw furs; fine agricultural section; coal and minerals also abundant in district. Bank clearings during 1914, \$157,308.-686.

ALBERTA HEROLD—Every Wednesday. German-Agricultural. Established 1903. Alberta Herold Publishing Co. (Ltd.), publishers. Subscription, \$1. Claimed average circulation for year 1914, 5,198 net; 10 and 12 pages, 7 columns; length of columns, 20 in.; width, 12¼ ems.

Advertising rates, 28 cts. per inch; 100 in., 24 cts.; 500 in., 21 cts. an inch. Reading notices, 10 cts. a line.

ALBERTA (N. W. T.)

BULLETIN—Every morning and evening except Sunday and SEMI-WEEKLY, Monday and Thursday. Independent-Liberal. Established 1880. Bulletin Co. (Ltd.), publishers. Subscription, morning, \$5; evening, \$4; semi-weekly, \$1. Claimed average circulation for 1914, daily (morning and evening editions), 13,000; semi-weekly, 5,000; 8 pages, 7 columns; length of columns, 20 in.; width, 2¼ in. Can use matrices.

Advertising rates, daily (morning and evening editions), 3½ cts. a line. Semi-weekly, 25 cts. au inch flat.

CAPITAL—Every evening except Sunday. Independent. Established 1909. Capital Printing and Publishing Co., publishers. Subscription, \$4; sworn detailed average circulation for first six months 1914, 11,057* net; 12 to 24 pages, 7 columns, length of columns, 20 in.; width, 2¼ in. Can use matrices.

Advertising rates, agate, 2½ cts. a line, flat. Special position, 15 and 25% extra. Reading matter, 10 cts. a line. Specified page, 15 cts. a line. Classified, 1c. per word.

JOURNAL—Every evening except Sunday. Conservative. Established 1903. The Canadian Newspapers (Ltd.), publishers. Subscription, \$4. Sworn detailed average circulation for year 1914, 17,027*; 16 to 40 pages, 7 columns; length of columns, 21¼ in.; width, 2¼ in. Can use matrices.

Advertising rates, agate, 4 cts. a line, flat; position, 25% extra. Reading notices, 8 cts. a line. Condensed ads, 1c. per word.

LEITHBRIDGE—Population 10,000. Situated on the Crow's Nest Division of the Can. Pac. Railroad system (4 branches) in the finest grain growing and farming country in the world, being the home of the "Alberta Red" wheat. In the center of the greatest producing coal field west of the great lakes; the monthly pay roll from this source alone is over \$750,000.00. Other industries are iron works and foundries; flour and wood working mills, brick yards and brewery.

HERALD—Every evening except Sunday. Liberal. Established 1907. W. A. Buchanan, publisher. Subscription, \$4. Sworn average circulation for year, 1914, 5,682* net paid; 8 to 12 pages, 7 columns; length of columns, 20 in.; width, 2¼ in. Can use matrices.

Advertising rates, 25 cts. an inch, flat. Position, 25% extra. Reading matter, news style, double display, without cut off rule, 5 cts. a count line.



BRITISH COLUMBIA

NELSON—Population, 1915 estimate, 7,000.

Located in W. Kootenay District; on Canadian Pacific and Great Northern Railway Systems. The leading industries of the surrounding territory are mining, fruit growing and lumbering, the combined annual production of the three aggregating \$25,000,000.00, a very large proportion of which is distributed locally in the shape of wages, the total disbursements of this kind in the immediate territory averaging \$1,000,000.00 per month.

NEWS—Every morning except Sunday. Conservative. Established 1902. News Publishing Co., publishers. Subscription, \$5. Sworn detailed average circulation for six months ending Dec. 31, 1914, 4,977*; 8 to 16 pages, 7 columns; length of columns, 20½ in.; width, 2½ in. Can use matrices.

Advertising rates, 24½ cts. an inch flat. Special positions (minimum 2 inches), 15, 25 or 33½% extra. Reading matter, with cut off, 42 cts., without cut off, 63 cts. an inch.

VANCOUVER—Population 100,333. Near Pacific Ocean, and is served by two railways. Has fine harbor, with direct steamship lines to all domestic, Pacific Coast and Puget Sound ports, as well as to the Orient, Australia and Hawaii. Has extensive shipping interests and is a most important manufacturing center; its industries also include salmon fishing, lumbering and canning; mining and sugar refinery.

BRITISH COLUMBIA FEDERATIONIST—Every Friday. Labor. Established 1909. The British Columbia Federationist (Ltd.), publishers. Subscription, \$1.50. Circulation—not given by publisher; 8 pages, 7 columns; length of columns, 21½ in.; width, 2½ in. Can use matrices.

Advertising rates, \$1 an inch, with discount for space.

BRITISH COLUMBIA MAGAZINE—Monthly. Established 1904. British Columbia Magazine Co. (Ltd.), publishers. Subscription, \$1.50. Claimed average circulation for 1914, 19,071; 56 to 72 pages, 2 columns; length of columns, 10 in.; width, 2½ in. Forms close 15th preceding month.

Advertising rates, full page, \$50; ½ page, \$30; ¼ page, \$17.50; ⅛ page, \$10; ⅙ page, \$5; discounts for 3, 6 and 12 months.

FRUIT AND FARM MAGAZINE—Monthly. Fruit Growing and Agricultural. Established 1909. John Nelson, publisher. Subscription, \$1.50. Detailed average circulation for year 1913, 5,000*; 32 pages, 3 columns; length of columns, 10½ in.; width, 2½ in. Can use matrices. Forms close 20th of month preceding.

Advertising rates, agate, 10 cts. a line flat. Preferred position, 20% extra.

NEWS-ADVERTISER—Every morning except Monday, including SUNDAY. Conservative. Established 1884. J. S. H. Matson, publisher. Subscription, \$5. Detailed average circulation for year ending July, 1915, daily, 16,095*; Sunday, 25,254*; daily, 10 to 16 pages; Sunday, 20 to 32 pages, 7 columns; length of columns, 21¾ in.; width, 2¼ in. Can use matrices.

Advertising rates, daily or Sunday, 3 cts. a line flat. Full position, 25% extra. Locals or readers, 25 cts. a line; 1,000 lines, 15 cts. a line. Classified, 1c. per word.

PROVINCE—Every evening except Sunday. Independent. Established 1898. W. O. Nichol, publisher. Subscription, \$6. Sworn detailed average circulation for year 1914, 40,922; 12 to 28 pages, 7 columns; length of columns, 21 in. width, 2½ in. Can use matrices.

Advertising rates, agate, 12 cts. a line; 250 lines, on yearly contract, 10 cts.; 500 lines, 9 cts.; 1,000 lines, 8 cts. a line; 2,500 lines, 7 cts.; 5,000 lines, 6 cts. Position, 15, 25 or 33½% extra. Classified, 1c. per word. Reading notices, first page, \$2 a line; other pages, 35 cts. a line; 500 lines, 25 cts. a line.

SATURDAY SUNSET—Every Saturday. Independent. Established 1907. The Sunset Co. (Ltd.), publishers. Subscription, \$3. Claimed average circulation for year 1914, 20,354* net; 24 pages, 6 columns; length of columns, 20 in.; width, 2½ in.

Advertising rates, agate, 7 cts. a line. Full position, 25% extra. Reading notices, 20 cts. a line.

SUN—Every morning except Sunday. Established 1912. The Burrard Publishing Company (Limited), publishers. Subscription, \$5. Claimed average circulation for year 1914, 22,798* net; 16 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices. Office, 711-15 Seymour Street.

Advertising rates, agate, 4 cts. a line, flat. Full position, 25% additional. Reading notices, 10 cts. a line, flat. Classified, 1c. per word.

See advertisement on page 477.

WESTERN CALL—Every Friday. Conservative. Established 1909. Terminal City Press (Ltd.), publishers. Subscription, \$1. Claimed average circulation for 1914, 6,000; 8 pages, 6 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, 50 cts. an inch; 4 weeks, 48 cts.; 13 weeks, 46 cts.; 26 weeks, 44 cts.; 52 weeks, 42 cts. an inch, with discount for additional space.

BRITISH COLUMBIA

WESTERN CLARION—Fortnightly on Saturday. Socialist. Established 1898. Socialist Party of Canada, publishers. Subscription, \$1. Claimed average circulation for year 1914, 5,000; 16 pages, 3 columns; length of columns, 11 in.; width, 2½ in. Can not use matrices. Forms close Wednesday. Office, Avenue Theatre Bldg.

Advertising rates, 65 cts. an inch. Over one inch, 50 cts. an inch, with discount of 5% on contract of 6 months or more.

WORLD—Every evening except Sunday. Independent. Established 1888. The World Printing and Publishing Co. (Ltd.), publishers. Subscription, \$3. Claimed average circulation for year ending April, 1915, 18,917 net; 18 to 40 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices.

Advertising rates, 4 cts. a line flat. Reading notices, treble display rate; more than 500 lines, double display. Classified, 1c. per word.

See advertisement on page 566.

VICTORIA—Population 50,000. On Straits of Juan de Fuca and 2 railways. Direct steamers to Vancouver and all Pacific Coast ports; extensive commerce in coal, fishing and naval supplies and lumber; industries include salmon canning, soap, paint and sash factories; foundry and ship yard; tanneries, breweries; shipping of lumber

BRITISH COLUMBIA

and seal fur. Annual value of manufactured products, \$4,244,034.00.

COLONIST—Every morning except Monday. Conservative. Established 1858. Colonist Printing and Publishing Co. (Limited), publishers. Subscription, \$5; circulation—not given by publisher; 8 and 10 pages daily, 20 to 24 pages Sunday; 7 columns; length of columns, 20 in.; width, 2¼ in.

Advertising rates, agate, transient, 10 cts. a line; financial, 5 cts. a line. Space contracts, one inch, one week, \$4.20; one month, \$8.50; three months, \$22.50; one year, \$84. Special rates for e. o. d., etc. Preferred position extra. Classified, 1c. per word. Reading notices, 20 cts. a line.

TIMES—Every evening except Sunday. Liberal. Established 1884. Times Printing and Publishing Co. (Ltd.), publishers. Subscription, \$4. Detailed average circulation for year 1914, 9,081; 14 to 24 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, agate, one inch, one month, \$9; 1 time a week, 25% of daily rates; 2 times a week, 45%; 3 times a week, 60% of daily rate; 1,000 to 2,500 lines, within one year, 4 cts.; 2,500 to 5,000 lines, 3 cts.; 5,000 to 10,000 lines, 2½ cts.; over 10,000 lines, 2 cts. a line. Special position, 10, 20, 25 or 50% extra. Reading notices, 20 cts. a line. Classified, 1c. per word.

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BRANDON—Population 1901, 5,620; 1915, 18,177. On southern slope of Assiniboine River valley, on C. P. R., C. N. R., G. N. R., 133 miles west of Winnipeg. Dom. Ex., C. N. R. Ex. Tel. C. P. R., C. N. R., G. N. W. Hotels, C. N. R., Cecil, Imperial and 12 others; 16 churches, 3 Colleges (Brandon Baptist, Clark Hall and Wheat City Business College), Collegiate Institute, 6 public schools, 1 separate; Indian Industrial school; Normal school; Land Titles Office, general hospital. Motor fire department, with pumping pressure 140 lbs.; 27 miles water mains, 22 miles sewer, 45 miles granite sidewalk; 2 flour mills, electric light plant, gas and power plant, central heating plant, municipal street railway, summer and winter fair buildings and equipment valued at over \$500,000.00. In radius of 60 miles there are 134 towns and villages, nearly 30,000 farmers, and elevator capacity of 19,000,000 bushels.

SUN—Every evening except Sunday. Conservative. Established 1893. Sun Publishing Company (Ltd.), publishers. Subscription \$3. Sworn average circulation for six months ending Dec. 31, 1914, 4,432; 8 to 16 pages, 7 columns; length of columns, 20¼ in.; width 2¼ in. Cannot use matrices

Advertising rates, 1½ cts. flat a line. Composition, 6 cts. an inch additional. Reading matter, 5 cts. a line.

WINNIPEG—Population 12,340 in 1901, 1914 civic census, 209,000; Greater Winnipeg, 265,000. At confluence of Red River and Assiniboine River, Capital of Manitoba, 60 miles north of U. S. boundary. Incorporated as a City 1874. On C. P. R., C. N. R., G. T. R., Midland, and N. P. Railroads. Western headquarters of C. P. R., 15,919 miles of railway in business field. Water transportation on Lake Winnipeg and Red River. The largest grain market in the world. The neighborhood supplies wheat and coarse grains, wool, flax, hides, brick, clays, glass, sands, spruce timber, gypsum, peat, salt, manozanese. Civic power, electric 60,000 H. P. developed from ½ cent per kilowatt. Winnipeg El Railway Co., 40,000 H. P. Developed and 100,000 H. P. under development. Winnipeg's wholesale turnover exceeds \$175,000,000 annually and has an enormous mercantile territory under development. Clearing House returns, 1914, \$1,370,960,806. The C. P. R., C. N. R. and G. T. P. shops are locate here. Winnipeg has over 400 factories employing

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over 20,000 hands, including tents, boxes, cement, butter, carriages, cigars, confectionery, wire, flour mills, harness, iron works, jewelry, packing houses, soaps, clothing, wood fixtures, farm traction engines, steam boilers, structural steel works, planing mills, breakfast foods, rolling mills, cabinets, caskets. Value of annual output manufactured products, \$50,000,000.

AMI DU FOYER—Monthly (1st). French-Catholic and Family. Established 1905. West Canada Publishing Co., publishers. Subscription, 50 cts. Claimed average circulation for year 1914, 6,500; 20 pages, 2 columns; length of columns, 10 in.; width 3½ in. Can use matrices. Forms close 20th of preceding month.

Advertising rates, 5 cts. a line.

CANADIAN FARMER—Every Friday. Rutherford-General News. Established 1903. Canadian Northwest Publishing Co., Ltd., publishers. Subscription, \$1.50. Claimed average circulation for year ending March, 1915, 9,300 net; 8 pages, 7 columns; length of columns, 21½ in.; width, 2¼ in. Can not use matrices.

Advertising rates, agate, 3 cts. a line flat. Special position, 15% extra.

CANADIAN FINANCE—Semi-monthly (1st and 3rd Wednesdays). Financial. Established 1910. Finance Publishers (Ltd.); Subscription, \$2. Claimed average circulation for year 1914, 5,100; 56 pages, 2 columns; length of columns, 10 in.; width, 3½ in. Can use matrices. Forms close preceding Saturday. Office, Aikins Building.

Advertising rates, agate, 12 cts. a line; 500 lines on yearly contract, 10 cts.; 1000 lines 8½ cts.; 2000 lines, 7½ cts.; 3000 lines, 6½ cts.; 5000 lines or more, 5½ cts. a line. Preferred position, 20% extra.

CANADA MONTHLY—Monthly (1st). Literary. Established 1906. The Vanderhof-Gunn Co., (Ltd.), publishers. Subscription, \$1.50. Detailed average circulation for 1914, 25,540*; 80 pages, 3 columns; length of columns, 10 in.; width, 2¼ in. Forms close 10th preceding month.

Advertising rates, full page, \$55; ¼, ¼ and ½ pages, pro rata; preferred position, 10 and 25% extra.

CANADIAN THRESHERMAN AND FARMER—Monthly (1st). Agricultural. Established 1902. E. H. Heath Company (Ltd.), publishers. Subscription, \$1. Claimed average circulation for year ending June, 1915, 26,834; 40 to 50 pages, 4 columns; length of columns, 12¼ in.; width, 2¼ in. Cannot use matrices. Forms close 20th of month preceding. Office, 302 Enderton Bldg.

Advertising rates, 24 cts. an inch, with discounts.

COMMERCIAL—Every Saturday. General merchandise. Established 1882. The Hugh C. McLean Co. (Ltd.), publishers. Subscrip-

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tion, \$2. Claimed average circulation for year 1914, 5,700; 50 pages, 2 columns; length of columns, 10 in.; width, 3½ in. Cannot use matrices.

Advertising rates, \$1.10 an inch; full page, \$30; ½ page, \$16; ¼ page, \$10; ⅓ page, \$6; with discounts on 7, 13, 26, or 52 issues.

COUNTRY LIFE IN CANADA—Monthly (1st). Established 1905. Associated Publishers (Ltd.), publishers. Subscription, \$1. Claimed average circulation for 1914, 20,231 net; 66 pages and covers, 3 columns; length of columns, 10½ in.; width, 2¼ in. Forms close 22nd of preceding month. Office, Confederation Life Building.

Advertising rates, agate, 15 cts. a line; 1,000 lines, 12 cts.; 3,000 lines, 10 cts.

FARMERS' ADVOCATE AND HOME JOURNAL—Every Wednesday. Agricultural. Established 1866. Farmers' Advocate of Winnipeg (Ltd.), publishers. Subscription, \$1.50. Claimed average circulation for year 1914, 33,444 net paid; 36 pages, 4 columns; length of columns, 12½ in.; width, 2¼ in.

Advertising rates, agate, 25 cts. a line; 6 insertions or 500 lines, 16 cts.; 13 times or 1,000 lines, 15 cts.; 26 times, 14½ cts.; 52 times or 3,000 lines, 14 cts. a line. Special position, 25% extra. Reading notices, with "adv." affixed, 25 cts. a line. Classified, 4 cts. per word; 13 or more times 3 cts. per word.

FARMERS TRIBUNE—Weekly edition of Tribune, which see.

FARMERS WEEKLY TELEGRAM—Weekly edition of Telegram, which see.

FREE PRESS—Every morning except Sunday, **EVENING NEWS BULLETIN**, every evening except Sunday and public holidays, and **WEEKLY FREE PRESS AND PRAIRIE FARMER**, Tuesdays. Liberal. Established 1872. The Manitoba Free Press Co., publishers. Subscription, daily, \$5.20, weekly \$1. Claimed average circulation for year 1914, daily, 68,153; weekly, 37,700*; morning and evening 14 to 32 pages; Saturday edition, 30 to 64 pages; weekly, 16 to 28 pages, 8 columns; length of columns, 22 in.; width, 2½ in. Can use matrices. Office, 300-306 Carlton Street.

Advertising rates, morning and evening combined, agate, 8 cts. a line, flat. **WEEKLY**, 6 cts. a line, flat. Preferred position, 15, 25 or 50% extra. Classified, daily, 8 cts. a count line; 6 insertions, 35 cts.; one month, \$1.40 a line; **WEEKLY**, 7 cts. a count line; 25 cts. a line per month.

GAZETA KATOLICKA W CANADZIE—Every Tuesday. Polish. Catholic. Established 1908. West Canada Publishing Co., publishers. Subscription, \$1; claimed average circulation for 1914, 9,103; 8 pages, 7 columns; length of columns, 22 in.; width, 2¼ in. Office, College Avenue and Andrews Street.

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Advertising rates, first insertion, 10 cts. a line; subsequent insertions, 5 cts. a line; on 1,000-line contracts, $3\frac{1}{2}$ cts. a line.

GRAIN GROWERS' GUIDE—Every Tuesday. Agricultural. Established 1908. Subscription, \$1.50. Sworn detailed average circulation, for 1914, 34,335* net paid; 24 to 40 pages, 4 columns; length of columns, $12\frac{3}{4}$ in.; width, $2\frac{1}{4}$ in.

Advertising rates, agate, 16 cts. a line flat. Preferred position 25% extra. Classified, 4 cts. per word.

MOTOR AND SPORT—Monthly (1st). Motoring and sporting. Established 1908. E. H. Heath Company (Ltd.), publishers. Subscription, \$1. Claimed average circulation for year ending June, 1915, 12,462; 60 pages, 3 columns; length of columns, 10 in.; width, $2\frac{1}{4}$ in. Cannot use matrices. Forms close, 20th of month preceding. Office, 302 Edenton Bldg.

Advertising rates, 14 cts. an inch, with discounts.

NORTHWESTERN—Every Wednesday. German. Agricultural. Established 1889. Der Northwestern Publishing Co. (Ltd.), publishers. Subscription, \$1.50. Claimed average circulation for year 1914, 22,296; 16 to 32 pages, 7 columns; length of columns, $20\frac{1}{4}$ in.; width, $2\frac{1}{4}$ in.

Advertising rates, agate, 4 cts. a line flat. Classified, 1c. per word.

NORRONA—Every Thursday. Norwegian. Agricultural. Established 1910. The Norwegian Canadian Publishing Co. (Ltd.), publishers. Subscription, \$1. Sworn detailed average circulation for year 1914, 6,800* 8 to 12 pages, 7 columns; length of columns, 22 in.; width, $2\frac{1}{4}$ in. Office, 325 Logan Avenue.

Advertising rates, agate, 50 cts. an inch; on contract, 3 cts. a line. Preferred position, 10 to 25% extra. Readers, 10 cts. a line flat.

NORTH ENDER—Every Thursday. Independent. Established 1901. Winnipeg Printing & Engraving Company, publishers. For free distribution. Claimed average circulation for year 1914, 5,600; 4 pages, 7 columns; length of columns, $21\frac{1}{2}$ in.; width, $2\frac{3}{4}$ in. Can not use matrices. Office, 211 Rupert Street.

Advertising rates, 40 cts. an inch.

NORTHWEST REVIEW—Every Saturday. Catholic. Established 1885. West Canada Publishing Co. (Ltd.), publishers. Subscription, \$1. Claimed circulation for year ending June, 1915, 9,314; 10 pages, 7 columns; length of columns, $20\frac{1}{2}$ in.; width, $2\frac{1}{4}$ in.

Advertising rates, 10 cts. a line; subsequent insertions, 5 cts. a line; 1,000 lines, 3 cts. a line. Special rates in combination, with *Gazeta Katolicka* (Polish), and *West Canada* (German), 1,000 lines within one year, 7 cts. a line.

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NOR'-WEST FARMER—Semi-Monthly (5th and 20th). Agricultural. Established 1882. Nor'-west Farmer (Ltd.), publishers. Subscription, \$1. Sworn average circulation for six months ending April, 1915, 31,358*; 68 pages, 4 columns; length of columns, 13 in.; width, $2\frac{1}{4}$ in. Can use matrices. Forms close 1st and 15th preceding date of publication.

Advertising rates, agate, 16 cts. a line; 2,000 lines, within one year, 15 cts.; 5,000 lines or more, 14 cts. a line. Special position 25% extra. Reading notices, double display rates.

SATURDAY POST—Every Friday. Independent. Established 1907. Winnipeg Saturday Post (Ltd.), publishers. Subscription, \$2. Sworn detailed average circulation for year 1914, 16,537* net; 16 to 32 pages, 6 columns; length of columns, $19\frac{1}{2}$ in.; width, $2\frac{1}{4}$ in. Office, 706 Broadway.

Advertising rates on application.

SVENSKA CANADA TIDNINGEN—Every Thursday. Swedish. Liberal. Established 1892. Canada Weekly Printing Co. (Ltd.), publishers. Subscription, \$1. Sworn detailed average circulation for year 1914, 6,400*; 8 to 12 pages, 7 columns; length of columns, $21\frac{1}{4}$ in.; width, $2\frac{1}{4}$ in. Can use matrices.

Advertising rates, agate, 3 cts. a line, flat; preferred position, 25% extra. Reading notices, 10 cts. a count line.

TELEGRAM—Every evening except Sunday, and **FARMERS' WEEKLY TELEGRAM**, Tuesday. Conservative. Established 1894. The Telegram Printing Co., Ltd., publishers. Subscription, daily, \$3; weekly, \$1. Claimed average circulation for year, 1914, 52,859* net paid; weekly, claimed average, 27,500; daily, 18 to 60 pages; weekly, 20 to 48 pages, 8 columns; length of columns, 20 in.; width, $2\frac{1}{2}$ in. Can use matrices.

Advertising rates, agate, daily, 7 cts. a line flat. Preferred position, 25 and 50% extra. Classified, 6 cts. a line count. Reading notices, under cut-off rule, full position rate; pure reading matter, 25 cts. a line. WEEKLY, display, 6 cts. a line flat. Reading notices, double display rates. Classified, 8 cts. a line count.

TRIBUNE—Every evening except Sunday, and **FARMERS' TRIBUNE**, Tuesdays. Independent. Established 1890. Tribune Publishing Company, publishers. Subscription, daily, \$3; weekly, \$1. Claimed average circulation for six months ending June 1915, daily, 30,064 net; weekly, 17,847 net; daily, 12 to 50 pages; weekly, 12 to 16 pages, 8 columns; length of columns, $21\frac{1}{4}$ in.; width, $2\frac{1}{2}$ in. Can use matrices.

Advertising rates, on contract for 1,000 lines or more, daily, $4\frac{1}{2}$ cts.; weekly, 4 cts. a line. Classified, 6 cts. a count line. Readers, double display rates. Preferred position, daily or weekly, next reading or any special page, 15% extra; full position, 25% extra.

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WEST CANADA—Every Wednesday. German-Catholic. Established 1907. West Canada Publishing Co. (Ltd.), publishers. Subscription, \$1.50. Claimed average circulation for year ending June, 1915, 9,217; 12 pages, 7 columns; length of columns, 20½ in.; width, 2¼ in.

Advertising rates, 10 cts. a line; subsequent insertions, 5 cts. a line; 1,000 lines, 3½ cts. a line. Special rate, in combination, with Northwest Review (English), and Gazeta Katolicka (Polish), 1,000 lines within one year, 7 cts. a line.

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WESTERN HOME MONTHLY—(1st). Literary and Household. Established 1900. The Home Publishing Co., publishers. Subscription, Canada and Great Britain, \$1. Detailed average circulation for 1914, 44,141* net; 96 pages, 4 columns; length of columns, 13 in.; width, 2¼ in. Can use matrices. Forms close 20th preceding month.

Advertising rates, agate, 20 cts. a line; on contract for 500 lines or more, 17½ cts. a line; preferred position, 25% extra.

SASKATCHEWAN

MOOSE JAW—Population 29,800. Located on the Canadian Pacific, Canadian Northern and Grand Trunk Pacific Railway systems. In a thriving agricultural and dairying district. Leading industries are railroad terminals and shops, with a monthly payroll of \$250,000; pork packing plant; brick yard, bridge and iron works; lumber, planing, flour, oatmeal and feed mills; sash and door factories.

NEWS—Every morning except Sunday and WEEKLY. Thursday. Independent-Conservative. Established 1906. The News Publishing Company (Ltd.), publishers. Subscription, daily, \$4; weekly, \$1. Claimed average circulation for year 1914, daily, 6,732; weekly, 3,000; 10 to 32 pages in daily; 8 to 16 pages weekly, 7 columns; length of columns, 22 in.; width, 2¼ in. Can use matrices.

Advertising rates, agate, daily or weekly, first 2,000 lines, 3 cts. a line; after 2,000 lines, 2 5/7 cts.; after 4,000 lines, 2 3/7 cts.; after 6,000 lines, 2 2/7 cts.; after 10,000 lines, 2 1/7 cts. a line. Reading notices, 10 cts. a line; black-faced type, 15 cts. a line. Classified, 1c. per word.

TIMES—Every evening except Sunday. Liberal. Established 1889. The Times Company (Ltd.), publishers. Subscription, \$4. Detailed average circulation for first three months 1915, 5,258*; 8 to 16 pages, 7 columns; length of columns, 21¼ in.; width, 2¼ in. Can use matrices.

Advertising rates, agate, 2 cts. a line; alongside reading, 2 1/7 cts.; top of column and alongside reading, 2½ cts.; apart from other advertising, 3 cts. a line. Composition or plates cast from mats, 2/7 cts. a line additional. Classified, 1c. per word.

PRINCE ALBERT—Population 12,000. On Saskatchewan River and two Railway Systems (Grand Trunk Pacific and Canadian Northern). Lumbering, stock raising and

agricultural pursuits being the principal industries throughout the surrounding territory.

HERALD—Every evening except Sunday. Conservative. Established 1908. The Herald Printing Co., (Ltd.), publishers. Subscription, \$4. Claimed average circulation for six months ending February, 1915, 3,128; Tuesday and Saturday, 5,739; 8 pages, 7 columns; length of columns, 21¼ in.; width, 2¼ in. Cannot use matrices.

Advertising rates, 1¼ cts.; back page, 2 cts. a line; on contract, 1½ or 1¼ cts. a line. Preferred position, 12½% extra. Readers, 5 cts. a line.

REGINA—Population 50,000. 3 railway systems, with 11 branch lines. The Capital city. Principal distributing point for Middle West. The center of an excellent agricultural section. Wheat grown most extensively; has flour mills; soap factory and iron foundries. Is headquarters of Northwest Mounted Police.

COURIER—Every Wednesday. German. Ind.-Liberal. Established 1907. The Saskatchewan Courier Publishing Co., publishers. Subscription, \$1. Sworn detailed average circulation for year ending August, 1915, 19,432*; 16 to 24 pages, 7 columns; length of columns, 22 in.; width, 2¼ in. Can use matrices.

Advertising rates, agate, 4 cts. a line flat. Classified, 1c. per word.

See advertisement on page 458.

LEADER—Every morning except Sunday. Liberal. Established 1883. The Leader Publishing Co., (Ltd.), publishers. Subscription, daily, \$5. Sworn average detailed circulation for year 1914, 16,619*; 12 to 24 pages, 7 columns; length of columns, 21¼ in.; width, 2¼ in. Can use matrices.

Advertising rates, agate, 4 cts. a line; following reading matter, 4½ cts. a line; full position, 5 cts. a line. Reading notices.

SASKATCHEWAN

double display rates. Classified, 1c. per word.

PRAIRIE FARM AND HOME—Every Wednesday. Agricultural. Established 1883. The Leader Publishing Co. (Ltd.), publishers. Subscription, \$1. Sworn detailed average circulation for year 1914, 15,996*; 24 to 60 pages, 4 columns; length of columns, 15 in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 7 cts. a line. back page (two colors, if desired), 50% extra. Preferred position, 25% extra. Reading notices, double display.

PROVINCE AND STANDARD, every evening except Sunday, and **WEEKLY**, Wednesday. Conservative. Established 1885. The Saskatchewan Publishing Co., publishers. Subscription, \$5; weekly, \$1; sworn detailed average circulation for the last six months 1914, 13,700* net paid; weekly, 7,950; daily, 12 to 24 pages; weekly, 8 to 16 pages; either edition, 8 columns; length of columns, 20¼ in.; width, 2 in. Can use matrices.

Advertising rates, agate, 3¼ cts. a line, flat, next to reading, 3¾ cts.; full position, 4¼ cts. a line flat. Reading notices, double display. Classified, 1c. per word. **WEEKLY**, 2½ cts. a line.

See advertisement on page 451.

SASKATCHEWAN

SASKATOON—Population 27,000. Located in a thriving agricultural territory, on the Grand Trunk Pac.; Canadian, Pac. and Canadian Northern Railway Systems. The leading industries are farming; planing and flour mills; tent, mattress, cigar, sash and door factories; brewery; bottling works; foundries and machine shops. Bank clearings during 1913, \$12,141,141.00.

PHOENIX—Every morning except Sunday. Liberal. Established 1906. Phoenix Publishing Co., (Ltd.), publishers. Subscription, \$4. Sworn average circulation for first three months 1915, 12,440*; 12 to 32 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 3½ cts. a line. Preferred position, 25% extra. Reading matter, 5 cts. a line. Classified, 1c. per word.

STAR—Every evening except Sunday. Independent. Established 1907. W. F. Herman and T. Lawson, publishers. Subscription, \$3. Sworn detailed average circulation for first six months, 14,102* net; 16 to 32 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 3½ cts. a line flat. Reading notices, 8 cts. a line. Classified, 1c. per word.

NEW BRUNSWICK

FREDERICTON—Population, last census, 7,208; 1915 estimate, 8,000. On St. John River. Has fine harbor, and lumber shipments most extensive. Industries include the manufacture of boots, larrigans, tanning, iron castings, woodenware, lumber, mill machinery, shingles, cotton lumbermen's supplies, brick, tile and canoes. University of New Brunswick, Normal School, and Parliament buildings located here.

GLEANER—Every evening except Sunday and **SEMI-WEEKLY** (Tuesdays and Fridays). Independent. Established 1880. The Gleaner (Ltd.), publishers. Subscription, daily, \$5; semi-weekly, \$1. Sworn average circulation for last six months 1914, daily, 5,566*; semi-weekly, 8,000; 8 to 16 pages, 7 columns; length of columns, 21½ in.; width, 2¾ in.

Advertising rates, daily, 75 cts. an inch first insertion; 35 cts. each subsequent insertion; on yearly contracts, 50 in., 30 cts.; 100 in., 25 cts.; 250 in., 22 cts.; 400 in., 19 cts.; 600 in., 16 cts.; 1,000 or more in., 14 cts. an inch. **SEMI-WEEKLY**, 50% advance on quoted rates; when both editions are used daily rates prevail to 400 inches if space is used in proportion of one inch in Semi-weekly to three inches in daily. Composition, 3 cts. an inch extra per insertion. Special positions, 10 and 25% additional. Reading notices, double display rates.

MONCTON—Population 15,000. Hub of the Maritime Provinces. On Peticodiac River, a port of entry with a good harbor. Three Railway systems, being headquarters of the Intercolonial and the M. & B. and Eastern terminus of the G. T. P. Railways, with a monthly payroll of \$125,000. Largest natural gas and oil well in Canada in vicinity. An important wholesale distributing center. Principal industries are cotton, woolen and planing mills; barrel, carriage, biscuit, cap, underwear and wire fence factories; stove and machine foundries; machine shops; monument works; printeries and book binderies. Annual value of manufactured products, \$5,000,000.00.

EVANGELINE—Every Wednesday. French-Independent. Established 1887. L'Evangeline (Ltd.), publishers. Subscription, \$1. Claimed average circulation for year 1914, 4,100; 8 pages, 7 columns; length of columns, 20½ in.; width, 2½ in. Can use matrices.

Advertising rates, 10 cts. an inch; composition, 5 cts. an inch additional. Readers, 35 cts. an inch.

TIMES—Every morning except Sunday. Liberal-Conservative. Established 1868. The Times Publishing Company, publishers. Subscription, \$4. Sworn average circulation for

NEW BRUNSWICK

year 1914, 4,292* net; 8 to 16 pages, 7 columns; length of columns, 20½ in.; width, 2¼ in. Cannot use matrices.

Advertising rates, 1c. a line; composition, 25% additional. Special position, 10 or 25% extra. Reading matter, 2 cts. a line. Classified, 1c. per word.

TRANSCRIPT—Every evening except Sunday. Liberal. Established 1882. John Hawke, editor and publisher. Subscription, \$4. Claimed average circulation for six months ending May, 1915, 4,500; 8 pages, 7 columns; length of columns, 20½ in.; width, 2¼ in. Cannot use matrices.

Advertising rates, 12 cts. an inch; next to reading, 13½ cts.; full position, 14½ cts. an inch; set matter one or two insertions, 18 cts.; three or four consecutive insertions, 16 cts. an inch. Readers, 28 cts. an inch. Classified (minimum, 25 cts.), 1c. per word.

SACKVILLE—Population 2,039. Located at the head of Bay of Fundy, on N. B. & P. E. I. and Intercolonial Railroad, and is surrounded by a thriving farming and grazing territory. Other industries are furniture factories, saw mills, foundries, tanneries and ship yards. Mount Allison (Methodist) University is located here.

EASTERN FARM & HOME—Semi-Monthly (1st and 15th). Agricultural. Established 1914. Eastern Publishers (Ltd.), publishers. Subscription, \$1. Claimed average circulation for year 1914, 10,000; 20 to 30 pages, 4 columns; length of columns, 12 in.; width, 2½ in. Cannot use matrices. Forms close 10 days in advance.

Advertising rates, 75 cts. an inch; more than 36 in. on yearly contract, 60 cts.; 100 in., 50 cts.; 288 in., 40 cts. an inch. Demand position, 25% extra. Reading notices, double display rate.

ST. JOHN—Population 60,000. At mouth of St. John River. Steamship lines connecting directly with Liverpool, Manchester, Bristol, London, Glasgow, Belfast, Antwerp, Hamburg, Havre, Trieste, South African, Australian, South American and West Indian ports, besides Boston and Portland. 3 railroads. The largest city and most important commercial center in New Brunswick. Ships lumber most extensively; fishing industry also important; has sugar refinery; automobile plant; nail, edge tool, engine, stove and range works; lumber and cotton mills; brush, broom, box, biscuit, candy, boot and shoe factories; grain elevators, docks and warehouses. Red Granite and lime stone quarried. Bank clearings during 1914, \$78,259,921. Customs receipts, 1914, \$1,668,664.02. Value exports (1914 winter port season), \$24,277,850.

GLOBE—Every evening except Sunday, and WEEKLY. Liberal. Established 1861. St. John Globe Publishing Co., publishers. Subscription, \$5; weekly, \$1. Circulation—not

NEW BRUNSWICK

given by publishers; 10 to 20 pages, 7 columns; length of columns, 21 in.; width, 2½ in.

Advertising rates, agate, 8 cts. a line; subsequent insertions, 3 cts. a line. Open space within one year, 1,000 lines, 3 cts. a line, 2,500 lines, 2½ cts.; 5,000 lines, 2 cts. Classified, 1c. a word. Reading notices, double display rates, WEEKLY, display, 3 cts. a line; 1,000 lines, 2 cts. Reading matter, double display rates. Classified, 1c. per word.

MARITIME BAPTIST—Every Wednesday. Baptist. Established 1838. Maritime Baptist Publishing Co. (Limited), publishers. Subscription, \$1.50. Detailed average circulation for year 1914, 5,600* net; 16 pages, 4 columns; length of columns, 14 in.; width, 2¼ in. Can use matrices.

Advertising rates, agate, 2 cts. a line each insertion.

STANDARD—Every morning except Sunday. Conservative. Established 1909. The Standard (Ltd.), publishers. Subscription, \$5. Detailed average circulation for year 1914, 11,407* 10 to 20 pages, 7 columns; length of columns, 21½ in.; width, 2½ in. Can use matrices.

Advertising rates, 3 cts. a line; 2,500 lines on yearly contract, 2½ cts.; next to reading, 2½ cts.; full position, 3 cts.; 5,000 lines, 2, 2½ or 2½ cts. a line. Reading notices, double display rates. Classified, 1c. per word.

TELEGRAPH AND SUN—Every morning except Sunday, and SEMI-WEEKLY TELEGRAPH AND NEWS, Wednesdays and Saturdays. Liberal. Established 1862. Subscription, daily, \$5; semi-weekly, \$1. Sworn detailed average circulation for year 1914, daily, 13,010* net; semi-weekly, detailed average for 1914, 4,775* net; daily, 8 to 12 pages; Saturday, 16 to 24 pages; semi-weekly, 8 and 10 pages, 7 columns; length of columns, 21½ in.; width, 2¼ in. Can use matrices.

Advertising rates, agate, daily, 4 cts. a line; over 2,000 lines, used within one year, 3 cts. a line; next reading, 3¼ cts.; full position, 3½ cts. a line. In combination with TIMES-STAR, 5 cts.; 2,000 lines or more, 4, 4½ or 5 cts. a line, according to position. Readers, double display. SEMI-WEEKLY, 2 cts. a line, flat; when used in conjunction with daily Telegraph and Star, 1c. a line.

TIMES AND STAR—Every evening except Sunday. Liberal. Established 1904. The Times Printing and Publishing Co., (Ltd.), publishers. Subscription, \$3. Sworn detailed average circulation for year 1914, 13,474* net; 8 to 24 pages, 7 columns; length of columns, 21½ in.; width, 2¼ in. Can use matrices.

Advertising rates, agate, 3 cts. a line; over 2,000 lines, used within one year, 2 cts. a line; next reading, 2¼ cts.; full position, 2½ cts. a line. Classified, 1c. per word. Reading notices, double display rates. In combination with TELEGRAPH AND SUN, which see.

NEW BRUNSWICK

SUSSEX—Population 1,500. On Intercolonial railway. A great dairy center. Other industries are farm machinery, furniture and box factories; concrete products and pork packing.

KINGS COUNTY RECORD—Every Friday. Independent. Established 1887. The Maritime Publishing Co. (Limited), publishers. Subscription, \$1. Sworn average circulation for 1914, 4,910* net; 12 to 16 pages, 6 columns; length of columns, 20 in.; width, 2½ in. Cannot use matrices.

Advertising rates, agate, 2 cts. a line;

NEW BRUNSWICK

2,800 lines within one year, 1½ cts. a line. Special position, 15% extra.

MARITIME FARMER AND CO-OPERATIVE DAIRYMAN—Semi-monthly. Agricultural. Established 1895. R. D. Robinson (Ltd.), publisher. Subscription, \$1. Sworn average circulation for year, 1914, 10,644* net; 36 to 64 pages, 4 columns; length of columns, 12 in.; width, 2½ in.

Advertising rates, 98 cts. an inch; 48 in., within one year, 84 cts. an inch; more than 144 in., 70 cts. an inch.

See advertisement on page 550.

NOVA SCOTIA

ANTIGONISH—Population 1,500. On St. George's Bay. Considerable export trade in fish, eggs, cheese, butter, pasteurized milk, horses, cattle, sheep, hides and wool. Industries include grist and carding mills, cheese factories, woolen mill, wood-working factory, but the chief industries are farming and grazing. Seat of R. C. bishop and University of St. Francis Xavier's College. Banks: Commerce, Nova Scotia and Royal.

CASKET—Every Thursday. Catholic. Established 1852. Casket Printing & Publishing Co., publishers. Subscription, \$1. Claimed average circulation for year 1914, 5,000; 8 pages, 6 columns; length of columns, 20 in.; width, 2½ in.

Advertising rates on application.

GLACE BAY—Population 20,000. Located twelve miles from and has electric tram and steam railway connections with Sydney. Headquarters of the Dominion Coal Company, Limited, who operate twenty-one coal mines.

GAZETTE—Every evening except Sunday. Independent. Established 1901. Gazette Publishing Co. (Ltd.), publishers. Subscription, \$3. Detailed average circulation for six months ending June, 1915, 5,904*; 8 to 16 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices.

Advertising rates, first insertion, set matter, 50 cts.; plate matter, 40 cts. an inch; subsequent insertions, 25 or 20 cts. an inch; consecutive insertions for one month or more, 15 cts. an inch; contract display, 10½ cts. an inch, with additional 25% for top of column or following or alongside reading matter and 33% for isolated positions. Reading locals, 8 cts. for first insertion and 5 cts. a

count line for each additional insertion. Classified, 1c. per word.

HALIFAX—Population 51,632. On Halifax Harbor and 5 railways. Most important commercial center of the Maritime Province and principal naval station of England's possessions in North America. Has fine harbor and over two miles of docks suitable for the largest vessels, and a most extensive commerce; tonnage during 1914 totaled 3,901,094. Industries include woolen, cotton, cordage and paper mills; sugar refinery; car, paint and farm implement works; foundry and machine shops; soap, candle, shoe, nail and tobacco factories; breweries. Dalhousie University and a number of public buildings located here. Bank clearings during 1914, \$100,838,690.

CHRONICLE—Every morning except Sunday, **ECHO** every evening except Sunday, and **NOVA SCOTIAN AND WEEKLY CHRONICLE**, Fridays. Liberal. Established 1824. The Chronicle Publishing Co. (Ltd.), publishers. Subscription, daily, \$5; weekly, 50 cts. Claimed average circulation for 1914, Chronicle, 13,833, Echo, 10,254, weekly, 20,000; daily, 8 to 12 pages; weekly, 12 pages, 7 columns; length of columns, 20¼ in.; width, 2½ in. Can use matrices.

Advertising rates, first insertion, \$1.25 per inch; each subsequent insertion, 42 cts.; 500 lines, Chronicle, 4 cts.; Echo, 3¼ cts.; combined, 6 cts.; 2,000 lines, 3, 2½ or 4¼ cts.; 5,000 or more lines, 2½, 2 or 3¼ cts. a line respectively. Position, 25% extra. Reading notices (marked), double display rate, **WEEKLY**, 56 cts. per inch; same charges for position as daily.

ECHO—Evening edition of Chronicle, which see.

MANY a man of wealth today began his advertising with \$100 or less on good goods, good copy, in a good publication.

NOVA SCOTIA

HERALD—Every morning except Sunday. **THE EVENING MAIL**, every evening except Sunday. Independent-Conservative. **MAIL AND HOMESTEAD**, every Tuesday. Non-political. Established 1875. William Dennis, publisher. Subscription, morning or evening, \$5; weekly, 50 cts. Sworn detailed average circulation for year 1914, morning, 10,078*; evening, 14,600*; Mail and Homestead, 15,500; 20 to 24 pages, 7 columns; length of columns, 25 in.; width, 2 in. Can use matrices.

Advertising rates, agate, morning or evening, 3 cts.; next to reading, 3½ cts.; first position, 3½ cts.; special location, 4 cts. a line; combination morning and evening, 4½, 5, 5½ or 6 cts. a line respectively. Reading notices (marked), 4 cts. a line; combination, 6 cts. a line; pure readers, 12½ or 17½ cts. a line. Classified, either edition, 1c. per word. **WEEKLY**, display, 3, 3, 3½ or 4 cts. a line, according to position; in combination with morning and evening (three editions), 6, 6½, 7½ or 8½ cts. a line respectively. Reading notices, 4 cts. a line; pure reading, 5 cts. a line; combination, morning and evening, 8½ cts., or pure reading, 20 cts. a line.

MAIL. Evening edition of Herald, which see.

NOVA SCOTIAN — Weekly edition of Chronicle, which see.

PRESBYTERIAN WITNESS—Every Saturday. Religious and Literary. Established 1848. The Presbyterian Witness Co. (Ltd.), publishers. Subscription, \$1.25. Detailed average circulation for year 1914, 6,724* net paid; 8 pages, 6 columns; length of columns, 17½ in.; width, 2½ in.

Advertising rates, 4 cts. a line; 1,000 lines or more, 3 cts. a line; position, 25% extra. Reading notices (marked), 2 cts. per word.

NORTH SYDNEY—Population 5,418. Situated on Cape Breton Island—Sydney Harbor—with steamer connection. Intercolonial Railway. Coal mining and fishing interests quite extensive. Other industries are ship yards, foundry and machine shops, tanneries and brick yards.

HERALD—Every Wednesday. Liberal. Established 1872. North Sydney Herald Publishing Co. (Ltd.), publishers. Subscription, \$1. Claimed average circulation for year 1914, 4,700; 8 pages, 6 columns; length of columns, 19½ in.; width, 2½ in. Can use matrices.

Advertising rates, 16 cts. an inch; alongside reading, 20 cts.; full position, 25 cts. an inch.

SYDNEY—Population 20,000. On the Atlantic Ocean, on one of the best harbors in the world and 2 railways. Direct steamer connection to Halifax, St. Johns and Montreal. Considerable export trade; coal in vicinity; industries include foundry and machine shops; steel and iron works; planing mills, brick plants, ship yards; wood working, cement, roofing, stove and cigar

NOVA SCOTIA

factories. Annual value of manufactured and mining products within 12-mile radius, upwards of \$30,000,000.

POST—Every morning and evening except Sunday. Conservative. Established 1896. Sydney Post Publishing Co. (Ltd.), publishers. Subscription, \$3. Claimed average circulation for year ending April, 1915, 7,914; 8 to 16 pages, 7 columns; length of columns, 21 in.; width, 2½ in.

Advertising rates, morning and evening first insertion (except in case when the advertising runs one month or longer), 5 cts. a line; for subsequent insertions, 2½ cts.; 1,000 lines or more within one year, 1½ cts. a line; 3 cts. an inch extra for set matter; preferred position, 10 to 50%. Classified, 1c. per word. Reading notices, first insertions, 10 cts. a line; subsequent insertions, 5 cts. a line.

RECORD—Every evening except Sunday. Liberal. Established 1898. Record Publishing Co. (Ltd.), publishers. Subscription, \$3. Claimed average circulation for year 1914, 4,800; 8 pages, 7 columns; length of columns, 21½ in.; width, 2½ in. Cannot use matrices.

Advertising rates, 70 cts. an inch; each subsequent insertion, 35 cts. an inch; consecutive insertions for one month or more, 25 cts. an inch; 1,000 lines or more, 1c. a line. Composition, 3 cts. an inch additional. Full position, 25% extra. Reading notices, double display rates. Classified, 1c. per word.

TRURO—Population 6,015. On Cobequid Bay and 2 railways. Center and distributing point of a rich agricultural section; industries include the manufacture of wooden goods, woodenware, machinery, iron castings, axles, engines, hats, caps, boots, lasts, pegs, leather, furniture, calendar, box and condensed milk and canning factories.

NEWS—Every Thursday. Independent. Established 1890. News Publishing Co. (Ltd.), publishers. Subscription, \$1. Sworn average circulation for year 1914, 7,061* net; 16 to 24 pages, 6 columns; length of columns, 20 in.; width, 2½ in.

Advertising rates, 75 cts. an inch; 20 in., on yearly contract, 60 cts.; 5 in., 40 cts.; 100 in., 30 cts.; 200 in., 25 cts.; 300 in., 23 cts.; 400 in., 21 cts.; 500 in., 20 cts. an inch. Composition, 2 cts. an inch additional. Special position, 10 or 25% extra. Reading matter, double display.

WESLEYAN—Every Wednesday. Religious. Established 1838. News Publishing Co. (Ltd.), publishers. Subscription, \$1.50. Sworn average circulation for year 1914, 4,263* net; 8 pages, 6 columns; length of columns, 17½ in.; width, 2½ in. Cannot use matrices.

Advertising rates, 40 cts. an inch; on yearly contracts, 10 in., 35 cts.; 50 in., 25 cts.; 100 in., 20 cts.; 300 in., 18 cts.; 500 in. or more, 16 cts. an inch. Composition, 2 cts. an inch additional. Special position, 10 or 25% extra. Reading notices, double display.

ONTARIO

BRANTFORD—Population 30,500. On Grand River and Grand Trunk (main line), T. H. & B. and C. P. Railroads. Center and distributing point for excellent farming region and an important commercial center; manufactures windmills, gas and gasoline engines, malleable iron, nuts, bolts, nails, varnish, carriages, stoves, boots and shoes, electrical fixtures, starch, agricultural machinery, motor trucks, flour, cotton and woolen goods, requiring more than 6,500 employes. Annual value of manufactured products, \$29,000,000. Bank clearings during 1914, \$28,387,310.00.

EXPOSITOR—Every evening except Sunday. Liberal. Established 1852. Preston Sons (Ltd.), publishers. Subscription, \$3. Claimed average circulation for last six months, 1914, 7,546 net; 12 to 24 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 3 cts. a line; 1,000 lines, 2 cts.; 2,500 lines, 1¾ cts.; 5,000 lines, 1½ cts.; 7,000 or more lines, 1¼ cts. a line. Composition, ½c. a line additional. Special positions, 25 and 33¼% extra. Reading notices, double display rates. Classified, 1c. per word.

COBALT—Population 8,200. Located 103 miles North of North Bay, on Temiskaming & Northern Ontario R. R. Silver mining being the chief industry. The pay roll in Cobalt and surrounding camps averages \$460,000.00 a month. Additional industries consist of machine shops and foundries; concentrating, saw, planing, sash and door mills and powder manufacturing plants.

NUGGET—Every evening except Sunday. Independent. Established 1909. Cobalt Daily Nugget (Ltd.), publishers. Subscription, \$3. Claimed average circulation for first four months 1915, 5,960; 8 to 16 pages, 7 columns; length of columns, 20½ in.; width, 2 1/5 in. Cannot use matrices.

Advertising rates, 5 cts. a line; 500 lines on yearly contract, 4 cts.; 1,000 lines, 3 cts.; 2,000 lines, 2½ cts.; 3,000 lines, 2 cts.; 5,000 lines, 1¾ cts.; 10,000 lines, 1½ cts.; 20,000 lines, 1¼ cts. a line. Special position, 15% extra. Reading matter, 10 cts. a line. Subsequent insertions, 5 cts. a line.

FORT WILLIAM—Population, 27,176. Located at head inland lake navigation on Kaministiquia River. Important point of America's three transcontinental railway systems; harbour unexcelled on Great Lakes; Water frontage 26 miles; 260 miles railway facilities. Large car, brick and starch works; flour and saw mills; iron foundry. Grain elevator capacity 27,450,000 bushels. Valuable deposits of iron in vicinity. Bank clearings in 1914, \$39,110,558. Headquarters of Board of Grain Commissioners for Canada.

TIMES-JOURNAL—Every evening except Sunday. Independent. Superior Printing Co. (Ltd.), publishers. Subscription, \$5.20. Claimed average circulation for six months ending March 1915, 5,600 net; 10 to 16 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices.

Advertising rates, 21 cts. an inch, flat. Preferred position, 15, 20, 25 or 33¼% extra. Reading notices, 42 cts. an inch, flat. Classified, 1c. per word.

GRIMSBY—Population 1,001. Located on Lake Ontario and Grand Trunk Railway. An extensive trade in fruit, grain and live stock. Other enterprises are agricultural implement and stove works, basket and canning factories, saw and flour mills. Annual value of manufactured products, \$100,000.

CANADIAN SPORTSMAN AND LIVE STOCK JOURNAL—Every Monday. Horse. Established 1870. Canadian Sportsman Co., publishers. Subscription, \$2. Claimed average circulation for year 1914, 5,500; 16 pages, 4 columns; length of columns, 13 in.; width, 2½ in. Cannot use matrices.

Advertising rates, 10 cts. a line; 1,000 lines, on yearly contract, 7 cts.; 2,000 lines, 6 cts.; 3,000 lines, 5 cts.; 5,000 lines, 4 cts. a line. Reading notices, 15 cts. a line.

FRUIT GROWER & FARMER—Semi-Monthly, second and fourth Friday. Fruit growing-Agricultural. Established 1907. The Fruit Grower & Farmer Pub. Co. (Ltd.), publishers. Subscription, \$1. Claimed average circulation for year ending April, 1915, 3,300; 16 pages, 4 columns; length of columns, 13 in.; width, 2½ in. Cannot use matrices.

Advertising rates, agate, casual, 10 cts. a line; on yearly contract, 7 cts.; 1,000 lines, 5 cts.; 2,000 lines, 4½ cts.; 3,000 lines, 4 cts.; 5,000 lines, 3 cts. a line. Special position, 25% extra. Reading notices, 15 cts. a line. Classified, 1 ct. per word.

GUELPH—Population 16,000. 3 railways. Has extensive lime stone quarries; industries also include furniture, upholstered goods, sash, door, carriage, carriage hardware and woodenware, automobile tires, cutter, sleigh, cream separator, farm implement, pump, knit and wire goods factories; cotton, yarn, carpet, woolen, lime, lumber and flour mills; piano, organs, sewing machines, wagon and paper box factories; furnace, stove, range, radiator, water boiler, iron pipe fittings and valve works. Ontario Agricultural College located here. Total value of manufactured products, approximately, \$9,250,000.00.

HERALD—Every evening except Sunday, and WEEKLY (Thursday). Conservative. H. Gummer, publisher. Established 1847. Sub-

ONTARIO

scription, daily, \$4; weekly, \$1. Claimed average circulation for year ending April 30, 1915, daily, 2,900; weekly, 4,900; daily, 8 to 12 pages; weekly, 12 to 16 pages; daily and weekly, 7 columns; length of columns, 21½ in.; width, 2½ in. Cannot use matrices.

Advertising rates, agate, daily, 3 cts. a line; 500 lines within one year, 2 cts.; 1,000 lines, 1¼ cts.; 2,500 lines, 1c.; 5,000 lines, ¾c.; 10,000 lines or more, ½c. a line. WEEKLY, as per above spaces, 3c., 2½c., 2¼c., 1¾c., 1¼c. or 1c. a line. Composition, ¼c. additional each insertion. Reading notices, double display plate matter rates. Classified, 1c. per word.

MERCURY AND ADVERTISER—Every evening except Sunday; WEEKLY, Thursday. Reform. Established 1844. James Innes McIntosh, publisher. Subscription, daily, \$4; Weekly, \$1. Claimed average circulation for year 1914, daily, 3,244; weekly, 3,058. Daily, 8 to 12 pages; weekly, 12 to 16 pages, either edition, 7 columns; length of columns, 20½ in.; width, 2½ in. Cannot use matrices.

Advertising rates, daily, 28 cts. an inch; 50 in., within one year, 23 cts.; 100 in., 19 cts.; 200 in., 16 cts.; 400 in., 14 cts.; 600 in., 12 cts.; 800 in., 10 cts.; 1,000 in., 9 cts. an inch; weekly, 50 cts. an inch; 50 in., 40 cts.; 100 in., 18 cts. an inch; daily and weekly combined, one inch in weekly to count as 1½ inches in daily. Special positions, 15, 25 or 33⅓% extra. Composition, 3 cts. an inch extra. Reading notices treble display rate. Classified, 1c. per word.

HAMILTON—Population 81,879. On Hamilton Bay and 3 railways. On lake steamship routes, and has immense export trade by water. Center and distributing point for fine agricultural section; greatest fruit center in the Dominion of Canada; industries include the manufacture of glass, woodenware, boots and shoes, stoves, farm implements, woolen and cotton goods and machinery; also has steel and iron smelters, rolling mills and railroad shops. Provincial Insane Asylum located here. Annual value manufactured products, \$45,000,000.00.

CANADIAN ROYAL TEMPLAR—Monthly (1st). Temperance. Established 1886. Dominion Council, Canadian Royal Templars, publishers. Subscription, 50 cts. Claimed average circulation, for year 1914, 10,000; 16 pages, 4 columns; length of columns, 13¼ in.; width, 2½ in. Forms close first of current month.

Advertising rates, nonpareil, 5 cts. a line.

HERALD—Every afternoon except Sunday. Independent. Established 1889. Herald Printing Co., of Hamilton, (Ltd.), publishers. Subscription \$3. Sworn average circulation for year 1914, 16,285* net; 12 to 36 pages, 8 columns; length of columns, 22 in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 5 cts. a line; over 1,000 lines, within one year, 4 cts.;

ONTARIO

over 3,000 lines, 3½ cts.; over 5,000 lines, 3¼ cts.; 10,000 lines or more, 3 cts. a line. Preferred position, 10 or 25% extra, according to location. Classified, 1c. per word.

LABOR NEWS—Every Friday. Labor. Established 1912. Labor News Pub. Co. (Ltd.), Publishers. Subscription \$1. Claimed average circulation for year, 1914, 5,000; 8 pages, 7 columns, length of columns, 21¼ in.; width, 2½ in. Can use matrices. Office, 43 Market Street.

Advertising rates, agate, 3 cts. a line; full page, (2107 lines), \$35; ½ page, \$20; ¼ page, \$12.50; ⅛ page, \$7.50. Reading matter 5 cts. a line; first page, 10 cts. a line.

REVIEW—Every Friday. Independent. Established 1899. M. Lynch Stunton, publisher. Subscription, \$1.50. Sworn average circulation for year ending May 1915, 12,000*; 8 pages, 7 columns; length of columns, 21 in.; width, 2½ inches.

Advertising rates, agate, 2½ cts. a line. Reading matter. 4 cts. a line.

SPECTATOR—Every evening except Sunday, and TWICE-A-WEEK, Wednesdays and Saturdays. Conservative. Established 1846. Spectator Printing Co. (Ltd.), publishers. Subscription, daily, \$3; twice-a-week, \$1. Sworn detailed average circulation, for 1914, 28,092*; twice-a-week, 7,419*; daily, 12 to 28 pages; (twice-a-week, 16 pages), 8 columns; length of columns, 21¼ in.; width, 2½ in. Can use matrices.

Advertising rates, transient, 10 cts. a line; on contract under 500 lines, 7 cts. a line; over 500 lines within one year, 5 cts. a line; 1,000 to 2,500 lines, 4½ cts.; 2,500 to 5,000 lines, 4¼ cts.; 5,000 lines or more, 4 cts. a line; next reading, ¾ ct.; full position, ½ ct. a line; top of page, ¾ ct. a line, extra. Reading notices, 15 cts. a line; on display contracts, 10 cts. a line; first page or telegraphic readers, 25 cts. a line. Classified, 1c. a word. Twice-a-week, display, 10 cts. a line; on yearly contract, 5 cts. a line; 500 lines, 4½ cts.; 1,000 lines or more, 3 cts. a line; next reading, 3¼ cts.; full position, 3½ cts. a line. Reading notices, 15 cts. a line. Classified, same as in daily.

TIMES—Every evening except Sunday, and SEMI-WEEKLY, Tuesdays and Fridays. Liberal. Established 1837. Times Printing Co., (Ltd.), publishers. Subscription, daily, \$3.60; semi-weekly, \$1. Claimed average circulation for year 1914, 10,700; semi-weekly, 7,200; daily, 10 to 32 pages; semi-weekly, 10 to 16 pages, 7 and 8 columns; length of columns, 22 in.; width, 2½ in. Can use matrices.

Advertising rates, agate, daily, one time, 10 cts. a line; on contract, less than 500 lines within one year, 5 cts. a line; 500 lines, 4 cts. a line; 1,000 lines, 3½ cts. a line; 5,000 lines, 3 cts.; 15,000 lines or more, 2½ cts. a line; add ¼c. for next to reading and ½c. a line extra for full position. Classified, 1c. per word. Reading notices, double

ONTARIO

full position rate. SEMI-WEEKLY, display, 10 cts. a line; on contract less than 1,000 lines, 3 cts. a line; 1,000 to 3,000 lines, 2½ cts.; 5,000 lines and over, 2 cts. a line. Reading notices, 15 cts. a line.

See advertisement on page 433.

KINGSTON—Population 21,261. "The Limestone City." On St. Lawrence River, at the foot of Lake Ontario and at the terminus of the Rideau Canal; is also served by the Grand Trunk, Canadian Pacific and Canadian Northern railways. A most extensive shipping trade in grain and lumber; industries include the manufacture of steam and marine engines, locomotives, cereal foods, pianos, cottons and flour; brick and tile works, picture frames and moldings; boat building also an extensive industry.

BRITISH WHIG—Every evening except Sunday, and SEMI-WEEKLY (Monday and Thursday). Independent-Liberal. Established 1834. British Whig Publishing Co., (Ltd.), publishers. Subscription, daily, \$6; weekly, \$1. Sworn average circulation for 1914, daily, 4,649*; semi-weekly, 5,433*; daily, 8 to 16 pages; semi-weekly, 16 pages, 7 columns; length of columns, 20½ in.; width, 2½ in.

Advertising rates, 28 cts. an inch, daily or semi-weekly; 50 in., on yearly contract, 21 cts.; 100 in., 18 cts.; 200 in., 16 cts.; 300 in., 14 cts.; 400 in., 12 cts.; 500 in., 11 cts.; 800 in. or more, 10 cts. an inch. Space may be used either daily or weekly on contract made for daily. Composition, 2½ cts. an inch per insertion extra. Preferred position, 25% extra. Reading notices, double display rates, without extra charge for setting.

CANADIAN—Monthly. English and French. Fraternal Insurance. Established 1895. The Grand Council of the Catholic Mutual Benefit Association of Canada, publishers. Subscription, 50 cts. Claimed average circulation for year 1914, 24,833; 8 to 12 pages, 4 columns; length of columns, 12 in.; width, 2½ in.

Advertising rates, 75 cts. an inch; full page, one year, \$75; ¾ page, \$45; ½ page, \$30; ¼ page, \$20; ⅓ page, \$12; one inch, \$5, six months, \$3.

STANDARD—Every evening except Sunday. Independent Conservative. Established 1810. Standard Publishing Co. (Ltd.), publishers. Subscription, \$6. Sworn average circulation for six months ending July, 1915, 4,680*; 8 to 16 pages, 7 columns, length of columns, 20½ in.; width, 2½ in. Cannot use matrices.

Advertising rates, 30 cts. an inch; 50 in.; within one year, 23 cts.; 100 in., 19 cts.; 200 in., 16 cts.; 400 in., 13 cts.; 600 in., 11½ cts.; 800 or more in., 10 cts.; an in. Composition 3 cts. an in. additional. Special position, 15, 25 or 33⅓% extra. Reading matter double display. Classified, 1c. first insertion; ½c. thereafter.

ONTARIO

LONDON—Population, 56,000. On Thames River and is served by four trunk line and seven branch railways. The center and distributing point for fertile farming region, with extensive shipments in produce, grain and live stock; industries include manufacture of brick, tile, furniture, harness, shoes, clothing and farm implements; also has stove foundry and machine shops, rolling, flour and cereal mills; breweries, car, truck and chemical works. A educational and ecclesiastical and financial centre. Bank clearings during year 1914. \$86,042,236.

ADVERTISER—Every morning, noon and evening except Sunday. Liberal. Established 1863. London Advertiser Co. (Ltd.), publishers. Subscription, \$5 (morning \$3; noon, \$2). Sworn detailed average circulation for year ending Aug. 1914, 29,765*; 8 to 24 pages, 8 columns; length of columns, 21½ in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 10 cts. a line; 500 lines, on yearly contract, 6 cts. a line; 1,000 lines, 4½ cts.; 2,500 lines, 4 cts.; 5,000 lines, 3½ cts.; 10,000 lines, or more, 3 cts. a line. Preferred position, 10 or 25% extra. Schools, colleges, hotels and resorts, 3 cts. a line flat. Classified, 1c. a word. Reading notices, 15 cts. a line; on contract, double display.

CANADA MONTHLY—See Winnipeg, Man.

CANADIAN WOODMAN—Monthly. W. O. W. Advertiser Printing Co., publishers. Subscription, \$1. Claimed average circulation for year 1914, 15,000; 8 pages, 4 columns; length of columns, 13 in.; width, 2½ in.

Advertising rates, \$1.40 an inch; 2 times, \$2.66; 4 times, \$3.78; 6 times, \$7.14; 9 times, \$10.10; 12 times, \$12.60. Further rates on application.

CATHOLIC RECORD—Every Saturday. Roman Catholic. Established 1878. Thos. Coffey, publisher. Subscription, \$1.50. Claimed average circulation for year 1914, 29,200; 8 pages, 7 columns; length of columns, 19½ in.; width, 2½ in. Forms close Monday preceding.

Advertising rates, agate, transient, 10 cts. a line; on contract, 6 cts. a line; with position, 7 cts. a line. Reading notices, 10 cts. a count line.

ECHO—Every Thursday. Independent. Established 1879. A. Talbot & Co., publishers. Subscription, 50 cts. Claimed average circulation for year 1914, 9,000; 8 pages, 3 columns; length of columns, 21 in.; width, 2½ in.

Advertising rates, agate, 5 cts. a line; 1,000 lines, 3½ cts.; 2,000 lines, 3 cts.; 3,000 lines, 2½ cts.; 4,000 lines, 2¼ cts.; 5,000 lines, 2 cts.; 10,000 lines, 1½ cts. a line. Reading notices, double display rates.

FARMERS' ADVOCATE AND HOME MAGAZINE—Every Thursday. Agricultural. Established 1866. The William Weld Co. (Ltd.), publishers. Subscription, \$1.50. Sworn

ONTARIO

detailed average circulation for first three months 1915, 32,712* net; 44 pages, 4 columns; length of columns, 12¾ in.; width, 2¼ in. Forms close 8 days in advance.

Advertising rates, agate, 25 cts. a line; 1,000 lines, within one year, 15 cts.; 2,500 lines, 14 cts.; 4,000 lines, 13 cts.; 6,000 lines or more, 12 cts. a line.

FREE PRESS—Every morning and evening except Sunday. Conservative. Established 1849. Free Press Printing Co., publishers. Subscription, morning, \$6; evening, \$5. Sworn detailed average circulation for year, 1914, 41,755*; 12 to 24 pages, 8 columns; length of columns, 21½ in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 10 cts. a line; 1 time a week one month, 10 cts.; 2 times a week, 8 cts.; e. o. d., 7 cts.; every day, 6 cts. a line. Open space, within one year, 1,000 lines, 6 cts. a line; 2,500 lines, 5 cts.; 5,000 lines, 4½ cts.; 10,000 lines or more, 4 cts. a line. Preferred position, extra. Schools, colleges, resorts or mail order copy, 5 cts. a line, also contract rates. Classified, 1c. a word; six insertions, 5 cts. a word, except "help wanted", which is 4 cts. a word for six insertions. Reading notices, 20 cts. a line, with discount on 500 lines or more; telegraphic readers, 40 cts. a line.

ORILLIA—Population 6,835. On Lake Simcoe and Grand Trunk Railway. Familiarly known as a summer resort. Grain and lumber shipped quite extensively; industries include ore, smelter, lock, wheel, automobile and furniture factories; foundries, carriage shops, flour mills and tanneries.

CANADIAN WORKMAN—Monthly. A. O. U. W. Established 1879. John Curran, publisher. Subscription, 50 cts. Circulation—not given by publisher: 8 pages, 5 columns; length of columns, 18 in.; width, 2½ in.

Advertising rates, 2 in. or more, 4 cts. per inch per thousand circulation; \$2 an inch on 50,000 circulation. Under 2 in. in space, 15 cts. per agate line.

OTTAWA—Population 102,000. On Ottawa River, with five railways, two steamship lines. Leading residential city of Canada, and location of extensive manufacturing establishments in lumber, paper, implements, machinery, iron goods, clothing, also center of active mining industries in copper, nickel, mica and graphite.

CITIZEN—Every evening and morning except Sunday and **CANADIAN CITIZEN**, Tuesdays and Fridays. Independent Conservative. Established 1844. Ottawa Citizen Co., (Ltd.), publishers. Subscription, morning, \$6; evening, \$3.60; semi-weekly, \$1. Sworn detailed average circulation for 1914, daily, 20,325* net; semi-weekly, claimed average, 14,675; 14 to 36 pages, 8 columns; length of columns, 21 in.; width, 2½ in. Can use matrices.

ONTARIO

Advertising rates, agate, evening and morning, 3½ cts. a line; first position, 4½ cts. a line. Reading notices, among pure reading with advertising head, 7 cts. a line; with news head (when granted), or on first page, of any section, 15 cts. a line. Semi-weekly, one issue, display, 2½ cts. a line; reading matter, 7 cts.

FREE PRESS—Every evening except Sunday. Liberal. Established 1869. Ottawa Free Press (Ltd.), publishers. Subscription, \$3.60. Sworn average circulation for last five months 1914, 15,241* net; 12 to 36 pages, 8 columns; length of columns, 21 in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 2½ cts. a line; first position, 3¼ cts.; full position, 3½ cts.; island position, 4¼ cts. a line. Classified, 1c. per word. Reading notices, 7 cts. a line; front page 12½ cts. a line.

JOURNAL—Every evening except Sunday Conservative, and **OTTAWA VALLEY JOURNAL**, Tuesday and Friday. Agricultural. Established 1885. The Journal Printing Co. (Ltd.), publishers. Subscription, daily, \$3.60; semi-weekly, \$1. Sworn detailed average circulation for six months ending March, 1915, daily, 16,982* net; semi-weekly, 20,983* net; daily, 16 pages; Saturday, 28 to 36 pages; semi-weekly, 14 to 16 pages, 8 columns; length of columns, 21½ in.; width, 2¼ in.

Advertising rates, agate, daily, 3 cts. a line; full position, 4 cts.; first position, 3½ cts. Reading notices, daily or weekly, with cut-off rule above, 7 cts. a line; non-business and transient character, 12½ cts. a line. Classified, in daily or semi-weekly, 1c. a word. **SEMI-WEEKLY**, 10 cts. a line; commercial display, 4½ cts.; first position, 5 cts.; full position, 5¼ cts.; island position, 5½ cts. a line.

TEMPS—Every evening except Sunday. French-Independent. Established 1894. Times Publishing Co. (Ltd.), publishers. Subscription, \$3. Sworn average circulation for 1914, 9,003* net; 8 to 12 pages, 8 columns; length of columns, 21 in.; width, 2¼ in. Can use matrices. Office, 149 Rideau Street.

Advertising rates, 10 cts. a line; 500 lines, on contract, 5 cts.; 1,000 lines, 4 cts.; 2,500 lines, 3½ cts.; 5,000 lines, 3 cts.; 10,000 lines, 2½ cts.; 20,000 lines or more, 2 cts. a line. Special position, 10, 15 or 25% extra.

PETERBOROUGH—Population, 18,312. On Otonabee River and is served by two railways and Trent Waterway. Extensive shipping point for pork, grain, lumber; industries include foundries, farm implement and shovel works; electric machinery, dairy machinery, pulp mill machinery, hydraulic machinery, furniture, steel range, yarn, carpet, waterproof goods, canoes, cereal, harness and saddlery factories; woolen, planing, saw and flour mills; steel sash

ONTARIO

and roof glazing works. Annual value of manufactured products, \$12,000,000.00.

CANADIAN HORTICULTURIST AND CANADIAN HORTICULTURIST & BEE-KEEPER—Monthly. (1st. In three editions). Horticultural and Beekeeping. Established 1878. The Horticultural Publishing Co. (Ltd.), publishers. Subscription, each edition, \$1. Claimed combined average circulation for year 1914, 13,720; 32 to 52 pages, 3 columns; length of columns, 10 in.; width, 2½ in. Forms close 15th preceding month.

Advertising rates, covering all editions, \$1.40 flat an inch.

EXAMINER—Every evening except Sunday. Liberal. Established 1885. Peterborough Examiner (Ltd.), publishers. Subscription, \$4. Sworn detailed average circulation for six months ending June, 1915, 4,770*; 8 to 20 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Cannot use matrices.

Advertising rates, agate, 28 cts. an inch; 50 in., within one year, 23 cts.; 100 in. 19 cts.; 200 in. 16 cts.; 400 in. 14 cts. an inch. Composition, 6 cts. an inch additional. Special positions, 15, 25 or 33¼% extra. Reading notices, three times display plate matter rates. Classified, 1c. per word.

FARM AND DAIRY—Every Thursday. Agricultural and Dairy. Established 1881. The Rural Publishing Co., (Ltd.), publishers. Subscription, \$1. Claimed average circulation for year 1914, 18,728 net; 24 pages, 4 columns; length of columns, 12 in.; width, 2½ in.

Advertising rates, 12 cts. a line flat.

TIMES—Every morning except Sunday, and **PETERBOROUGH WEEKLY TIMES**. Saturdays. Independent. Established 1872. Times Printing Co., publishers. Subscription, daily, \$3; circulation—not given by publisher; weekly, \$1; circulation—not given by publisher; daily, 4 to 8 pages; weekly, 8 pages. 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices.

Advertising rates, daily or weekly, agate, 30 cts. an inch; 50 in. 25 cts.; 100 in., 20 cts.; 300 in., 18 cts.; 500 in., 15 cts.; 700 in. (daily only), 12 cts.; 1000 in. (daily only), 10 cts. an inch. Special positions, 10 or 25% extra.

ST. CATHARINES—Population 12,484. Located 12 miles from Niagara on Welland Canal and the Grand Trunk Railroad. Celebrated for its Mineral Springs and a popular Summer Resort. Extensive quarries of good stone in the vicinity. Other industries are ship building, foundries, machine shops, flour, saw, axe and edge tool work, and furniture factory.

STANDARD—Every evening except Sunday. Conservative. Established 1891. Standard Printing Co., publishers. Subscription,

ONTARIO

\$3. Sworn detailed average circulation for year 1914, 5,949* net paid; 8 to 16 pages, 7 columns, length of columns, 20 in.; width, 2¼ in. Cannot use matrices.

Advertising rates, agate, 42 cts. an inch; 50 in., 36 cts.; 100 in., 30 cts.; 200 in., 26 cts.; 400 in., 22 cts.; 600 in., 19 cts.; 800 in., 16 cts.; 1,000 or more in., 14 cts. an inch. Composition, 3 cts. an inch additional. Special position, 15, 25 or 33¼% extra. Reading matter three times display plate rate. Classified, 1c. per word.

ST. THOMAS—Population 16,800. Located in a prosperous grain, dairy, cattle and fruit raising district. On five railway systems. Michigan Central and Pere Marquette Railway shops are located here. Other industries are farm implement works, foundries, breweries; shoe, biscuit and candy factories; flax and other mills.

TIMES—Every evening except Sunday. Conservative. Established 1872. The Times Printing Co. (Ltd.), publishers. Subscription, \$4. Claimed average circulation for first four months 1915, 5,554* net; 8 to 16 pages; 7 columns; length of columns, 21¼ in; width, 2½ in.

Advertising rates, 35 cts. an inch; on contract, 50 in., 28 cts.; 100 in., 21 cts.; 200 in., 17½ cts.; 400 in., 15 cts.; 600 in., 14 cts.; 800 in., 12 cts.; 1,000 in. or more, 11 cts. an inch. Composition, 3 cts. an inch each insertion additional. Reading matter, three times display plate matter.

TORONTO—Population 505,000. On Lake Ontario and 3 railways. Second largest city in Canada, and the largest city and the commercial metropolis of the Province; has fine harbor and direct steamer connection to all lake ports; industries include furniture, piano, agricultural implement, automobile, carriage, sash, door, clothing and shoe factories; car wheel works; foundry and machine shops; rolling mills, breweries and distillery. The University of Toronto, Conservatory of Music and a number of other educational institutions located here. Annual value of manufactured products, estimated \$154,000,000.00.

CANADIAN BAPTIST—Every Thursday. Baptist. Established 1854. Standard Publishing Co., publishers. Subscription, \$1.50. Claimed average circulation for six months ending March, 1915, 6,406* net; 16 pages, 4 columns; length of columns, 13½ in.; width, 2¼ in. Can use matrices. Office, 223 Church Street.

Advertising rates, agate, 5 cts. a line flat.

CANADIAN CHURCHMAN—Every Thursday. Episcopal. Established 1871. Evelyn Macrae, publishers. Subscription, \$1.50; circulation—not given by publisher; 16 pages, 4 columns; length of columns, 12½ in.; width, 2¼ in. Office, 8 Sheppard Street.

ONTARIO

Advertising rates, agate, 10 cts. a line; yearly every other week, 7 cts.; 13 times, 8 cts.; 26 times, 7 cts.; 52 times, 6 cts. a line. Special position, 20% extra. Reading notices, 10 cts. a line.

CANADIAN COUNTRYMAN—Every Saturday. Agricultural. Established 1912. Canadian Countryman Publishing Co. (Ltd.), publishers. Subscription, \$1. Sworn detailed average circulation for year ending July, 1915, 37,063* net; 28 pages, 4 columns; length of columns, 12 in.; width, 2½ in. Cannot use matrices. Office, 60 Colborne Street.

Advertising rates, agate, 18 cts. a line; 1,000 lines or more, 15 cts. a line.

CANADIAN COURIER—Every Saturday. Literary. Established 1906. Courier Press (Ltd.), publishers. Subscription, \$3. Sworn average circulation for year 1914, 20,371* net paid; 32 pages, 4 columns; length of columns, 13 in.; width, 2½ in. Forms close 8 days in advance. Office, 181 Simcoe St.

Advertising rates, agate, 14 cts. a line; full page, \$100; ½ or ¼ page, pro rata; back cover, two colors, \$150; three colors, \$200; three-color process, \$225; three-color process and black, \$250; colored inserts, \$110, \$125, \$150 or \$175. Classified, 4 cts. per word.

CANADIAN EPWORTH ERA—Monthly. Epworth League. Established 1899. Methodist Book and Publishing House, publishers. Subscription, 50 cts. Detailed average circulation for year ending April, 1915, 6,546*; 24 pages, 3 columns; length of columns, 11 in.; width, 2½ in. Can use matrices. Office, Wesley Bldg.

Advertising rates, nonpareil, 10 cts. a line; discount, 3 months, 20%; 6 months, 35%; one year, 50%.

CANADIAN FARM—Every Friday. Stock and Agriculture. Established 1909. Farm Press (Ltd.), publishers. Subscription, \$1. Sworn detailed average circulation for year 1914, 20,987* net paid; 20 to 24 pages, 4 columns; length of columns, 13¾ in.; width, 2¼. Can use matrices. Office, 181 Simcoe Street.

Advertising rates, agate, 12 cts. a line; 2,000 lines, or more, 11 cts. a line.

CANADIAN FORWARD—Formerly Cotton's Weekly, which see.

CANADIAN GROCER—Every Friday. Trade. Established 1886. John Bayne MacLean, publishers. Subscription, \$2. Sworn detailed average circulation for year 1914, 5,100* 72 pages, 3 columns; length of columns, 10 in.; width, 2¼ in. Forms close Tuesday. Office, 143 University Avenue.

Advertising rates, \$2 an inch; one month, \$1.75; three months, \$1.50; six months, \$1.25; one year, \$1 an inch per insertion. Further rates on application.

CANADIAN HOME JOURNAL—Monthly. Literary. Home. Established 1905. The

ONTARIO

Canadian Women's Magazine Co. (Ltd.), publishers. Subscription, \$1. Claimed average circulation for first six months 1915, 23,000; 60 pages, 4 columns; length of columns, 14 2/7 in.; width, 2½ in. Office, 71-81 Richmond Street, West.

Advertising rates, agate, 30 cts. a line on contract, 1,000 lines or under; 2,500 lines, 27 cts.; 5,000 lines or more, 25 cts. a line. Special position, 25% extra.

CANADIAN IMPLEMENT AND VEHICLE TRADE—Monthly (1st). Trade. Established 1900. The Vehicle Trade Publishing Co. (Ltd.), publishers. Subscription, \$1. Claimed average circulation for year 1914, 6,300; 24 pages, 4 columns; length of columns, 12 in.; width, 2½ in. Can not use matrices. Forms close 15th of month. Office, Wellington Street East.

Advertising rates, \$1.50 an inch; full page, \$50.

CANADIAN MAGAZINE—Monthly (20th). Literary. Established 1893. The Ontario Publishing Co. (Ltd.), publishers. Subscription, \$2.50. Claimed average circulation for year 1914, 25,204; 96 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Forms close 5th preceding month. Office, 200 Adelaide Street West.

Advertising rates, agate, 20 cts. a line; full page, \$30; ½ page, \$15; ¼ page, \$8.

CANADIAN MENACE—Every Saturday. Established 1914. Canadian Menace Pub. Co., (Ltd.), publishers. Subscription, 60 cts. Claimed average circulation for year ending June, 1915, 11,700; 4 pages, 5 columns; length of columns, 20¼ in.; width, 2½ in. Cannot use matrices. Forms close 10 days in advance. Office, 34 Colborne St.

Advertising rates, agate, 5 cts. flat a line.

CANADIAN MOTOR BOAT—Monthly (15th). Class journal. Established 1909. Canadian Motor Boat (Ltd.), publishers. Subscription, \$1. Claimed average circulation for year ending April, 1915, 7,500; 100 pages, 3 columns; length of columns, 10 in.; width, 2¼ in. Can use matrices. Office, 60-62 Adelaide Street, East.

Advertising rates, full page, \$40; ½ page, \$25; ¼ page, \$14; ⅛ page, \$8; ⅙ page, \$5; with discounts on 3, 6 or 12 months' contracts.

CANADIAN POULTRY REVIEW—Monthly. Poultry. Established 1877. H. B. Donovan, publisher. Subscription, 50 cts. Claimed average circulation for year 1914, 15,000; 32 to 64 pages, 4 columns; length of columns, 12 in.; width, 2¼ in. Forms close 15th preceding month. Office, 184 Adelaide Street, West.

Advertising rates, agate, 10 cts. a line. In combination with Poultry Advocate, 10% discount.

ONTARIO

CANADIAN TEACHER—Semi-monthly (published 19 times a year, during school term). Educational. Established 1887. The Educational Publishing Co., publishers. Subscription, \$1.25. Claimed average circulation for year 1914, 7,000; 64 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Office, 36 Shuter Street.

Advertising rates, 1 inch, one time, \$2.75; 5 times, \$2.50; 10 times, \$2; 19 times, \$1.50 per inch, per time; 2 in., \$4.25, \$4, \$3.75 or \$3; ¼ page, \$7.50, \$6.50, \$6 or \$5; ½ page, \$12, \$11, \$10 or \$8; one page, \$20, \$18, \$16 or \$14 per time.

CATHOLIC REGISTER AND CANADIAN EXTENSION—Every Thursday. Roman Catholic. Established 1893. The Catholic Church Extension Society of Canada, publishers. Subscription, \$1. Claimed average circulation for year 1914, 16,980; 10 pages, 7 columns; length of columns, 19½ in.; width, 2½ in. Office, 119 Wellington Street, West.

Advertising rates, agate, 5 cts. flat a line.

CHRISTIAN GUARDIAN—Every Wednesday. Methodist. Established 1829. Methodist Book and Publishing House, publishers. Subscription, \$1.50. Detailed average circulation for year ending March, 1915, 21,856; 32 pages, 3 columns; length of columns, 11¼ in.; width, 2½ in. Office, 29-31 Richmond Street, West.

Advertising rates, agate, 20 cts. a line; one month, 60 cts.; three months, \$1.50; six months, \$2.75; one year, \$5 per line. Special position, 10% extra. Special notices, ¼ more.

CHURCH LIFE—Every Thursday. Episcopal. Established 1908. Church Life (Ltd.), publishers. Subscription, \$1. Sworn average circulation for 1914, 8,332*; 20 pages, 4 columns; length of columns, 11¼ in.; width, 2¼ in. Can use matrices. Office, 7 Queen Street, East.

Advertising rates, 7 cts. a line; solus position or on front page, 8 cts. a line. Readers, \$1.50 an inch. Classified, 2 cts. per word.

CONSTRUCTION—Monthly (15th preceding). Building. Established 1907. H. Gagnier (Ltd.), publisher. Subscription, \$3. Claimed average circulation for year 1914, 4,000; 80 pages, 2 columns; length of columns, 10 in.; width, 3½ in. Cannot use matrices. Forms close 1st of month preceding. Office, Richmond & Sheppard Street.

Advertising rates, full page, \$60; on contract, 3 months, \$50; 6 months, \$45; one year, \$40; ½ page, \$40; \$35; \$30 or \$25; quarter page, \$30; \$25; \$20 or \$15 each insertion respectively.

COTTON'S WEEKLY—Every Thursday. Socialist. Established 1908. Cotton's Co-operative Publishing Co. (Inc.), publishers. Subscription, 50 cts. Claimed average circu-

ONTARIO

lation for year, 18,670; 4 pages, 6 columns; length of columns, 20 in.; width, 2½ in. Office, Leaside Junction.

Advertising rates, agate, 15 cts. a line; full position, 20 cts. a line flat. Reading notices, 30 cts. a count line.

EAST AND WEST—Every Saturday. Religious-Presbyterian. Established 1902. Presbyterian Publications, publishers. Subscription, 75 cts. Claimed average circulation for year ending April, 1915, 60,000; 8 pages, 4 columns; length of columns, 13¼ in.; width, 2½ in. Cannot use matrices. Office, Church and Gerrard Sts.

Advertising rates upon application.

EVERYWOMAN'S WORLD—Monthly (15th of month preceding). Women and Home. Established 1913. Continental Publishing Company (Ltd.), publishers. Subscription, \$1. Sworn detailed average circulation for six months ending Sept., 1915, 81,387* net paid; guaranteed for 1915-16, 80,000; 36 to 48 pages, 4 columns; length of columns, 14½ in.; width, 2½ in. Cannot use matrices. Forms close 20th of second month preceding. Office, 62-64 Temperance St.

Advertising rates, agate, 40 cts. a line; full page (808 lines), \$323.20; second or third covers (two colors), \$400; fourth cover (two colors), \$550.

FARMERS' MAGAZINE—Monthly. Agricultural. Established 1910. MacLean Publishing Co. (Ltd.), publishers. Subscription, \$2. Detailed average circulation for year 1914, 20,312*; 80 pages, 3 columns; length of columns, 10 in.; width, 2½ in. Forms close 15th of preceding month. Office, 143-9 University Avenue.

Advertising rates, \$3 per inch; 2½ in., \$7; 5 in., \$13; 10 in., \$25; ½ page, \$36; full page, \$70; standard magazine page (224 lines), \$11, \$20, \$38 or \$61 for ¼, ½ or full page. Preferred position, 25% extra. Discounts of 5, 10 or 15% on 3, 6 or 12 month contracts. Classified, 5 cts. per word.

FINANCIAL POST OF CANADA—Every Saturday. Financial. Established 1907. MacLean Publishing Co., publishers. Subscription, \$3. Circulation—not given by publisher; 16 to 32 pages, 5 columns; length of columns, 17¼ in.; width, 2½ in. Office, 143-9 University Avenue.

Advertising rates, \$1.50 an inch; one year contracts, 77 cts. an inch.

FREEMASON—Monthly (1st). Fraternal-Masonic. Established 1821. Cowan & Company, publishers. Subscription 50 cts. Claimed average circulation for year ending March 1915, 9,236; 16 pages, 3 columns; length of columns, 9 in.; width, 2½ in. Can use matrices. Forms close, 25th of month preceding. Office, 100 Wilcox Street.

Advertising rates, \$1 flat an inch.

ONTARIO

GLOBE—Every morning except Sunday. Liberal. Established 1844. Globe Printing Co., publishers. Subscription, \$4. Sworn detailed average circulation for first eight months of 1915, 86,677* net; 16 to 20 pages; Saturday, 28 to 40 pages, 7 columns; length of columns, 21½ in.; width, 2½ in. Can use matrices. Office, corner Yonge and Melinda Streets.

Advertising rates, daily, agate, 15 cts. a line; 13 times, 14 cts.; three months, 11 cts.; six months, 9½ cts.; one year, 8 cts. a line per time. E. O. D., three months, 12½ cts. a line; six months, 11 cts.; one year, 9½ cts. a line per time. Open space within one year 500 lines, 12 cts. a line; 1,000 lines, 11 cts.; 3,000 lines, 10½ cts.; 5,000 lines, 10 cts.; 7,500 lines, 9 cts.; 10,000 lines, 8 cts. a line. Mail order rate, 11 cts. a line. Classified help situations or mechanics wanted or situations vacant, 1c. per word; all other classifications, 2 cts. per word. Reading notices 30 cts. a line.

INDUSTRIAL BANNER—Every Friday. Labor. Established 1893. Labor-Educational Publishing Co. (Ltd.), publishers. Subscription, \$1. Claimed average circulation for year 1914, 29,500; 8 pages, 7 columns; length of columns, 22 in.; width, 2½ in. Can use matrices. Office, 167-9 Church Street.

Advertising rates, agate, 6 cts. a line; on contract, 4 cts. a line. Reading notices, 8 cts. a line.

JACK CANUCK—Every Saturday. Review of general events. Established 1913. Jack Canuck Publishing Co. (Ltd.), publishers. Subscription, \$2. Sworn average circulation for six months ending June, 1915, exceeding 55,000; 20 pages, 4 columns; length of columns, 12 in.; width, 2½ in. Can use matrices. Office, 35 Adelaide Street West.

Advertising rates, 10 cts. a line flat.

MacLEAN'S MAGAZINE—Monthly. Literary. Established 1897. The MacLean Publishing Co., publishers. Subscription, \$2. Detailed average circulation for year 1914, 40,675*; 112 pages, 3 columns; length of columns, 10 in.; width, 2½ in. Forms close first of preceding month. Office, 143 University Avenue.

Advertising rates, 23 cts. a line; 250 lines, 22 cts.; 500 lines, 21 cts.; 1,000 lines, 20 cts.; 2,000 lines, 19½ cts.; 3,000 lines, 19 cts.; 4,000 lines, 18½ cts.; 5,000 lines, 18 cts. a line. Preferred position, 25% extra.

MAIL AND EMPIRE—Every morning except Sunday, and WEEKLY, Tuesday. Conservative. Established 1872. The Mail Printing Co., publishers. Subscription, daily, \$3. Sworn detailed average circulation for year 1914, daily, 76,325* net; weekly, claimed average, 17,500; 16 to 32 pages weekly, 24 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices. Office, corner Bay and King Streets.

ONTARIO

Advertising rates, daily, agate, 15 cts. a line; 500 lines, on yearly contract, 12 cts.; 1,000 lines, 10 cts.; 3,000 lines, 9½ cts.; 5,000 lines, 9 cts.; 7,500 lines, 8½ cts.; 10,000 lines or more, 8 cts. a line. Position, 15, 20, 25 or 50% extra. Classified, 1 and 2 cts. per word. Reading notices, 30 cts. a line; on contract, double display rates; special readers, \$1 a line. Weekly rates, commercial, agricultural and mail order, 4 cts. a line. Commercial reading notices, 8 cts. a line. Classified, 1c. per word.

MISSIONARY MESSENGER—Monthly. Missions. Women's Foreign Mission Society, publishers. Subscription, 35 cts. Claimed average circulation for year 1913, 35,800; 16 to 32 pages, 2 columns; length of columns, 10 in.; width, 3½ in. Office, Confederation Life Building.

Advertising rates, agate, 12 cts. a line; \$200 a page.

MONETARY TIMES, TRADE REVIEW AND INSURANCE CHRONICLE—Every Friday. Financial and Insurance. Established 1867. The Monetary Times Printing Co. of Canada (Ltd.), publishers. Subscription, \$3. Claimed average circulation for year 1914, 7,400; 80 pages, 2 columns; length of columns, 10 in.; width, 3½ in. Office, 62 Church Street.

Advertising rates, \$40 a page, with discounts for space.

MOTORING—Monthly (25th). Automobile and Good Roads. Established 1906. The Commercial Press (Ltd.), publishers. Subscription, \$1. Claimed average circulation for year 1914, 6,060; 90 pages, 2 columns; length of columns, 10 in.; width, 3½ in. Can use matrices. Forms close 10th of month. Office, 34 Colborne Street.

Advertising rates, \$2 an inch; full page, \$35; ½ page, \$20; ¼ page, \$12; ⅓ page, \$6; ⅕ page, \$4, with discounts on 3, 6 or 12 times contracts.

MOTOR MAGAZINE—Monthly. Automobiles. Established 1905. H. Gagnier (Ltd.), publishers. Subscription, \$1.50. Claimed average circulation for first six months of 1915, 7,047; 130 to 150 pages, 3 columns; length of columns, 10 in.; width, 6½ in. Office, corner Richmond and Sheppard Streets.

Advertising rates, full page, \$45; ½ page, \$25; ¼ page, \$16; ⅓ page, \$10, with discounts on 3, 6 or 12 months' contracts.

NEWS—Every evening except Sunday. Independent. Conservative. Established 1880. The News Publishing Co. (Ltd.), publishers. Subscription, \$3. Claimed average circulation for 1914, 51,353* net paid; daily, 16 to 24 pages; Saturday, 23 pages, 8 columns; length of columns, 20 in.; width, 2½ in. Can use matrices. Office, 105 Bay Street.

Advertising rates, agate, 10 cts. a line; 1,000 lines within one year, 8 cts.; 2,000

ONTARIO

lines, 7½ cts.; 3,000 lines 7 cts.; 4,000 lines, 6 cts.; 5,000 lines or more, 5 cts. a line. Mail order copy, 7¼ cts. a line, flat. Preferred position, 10, 15, 25 or 40% extra. Classified, 1c. per word. Reading notices, 25 cts. a line; telegraphic readers, 35 cts. a line.

NORTH-ENDER—Every Thursday. Independent. Established 1887. North-End Publishing Co. (Ltd.), publishers. Subscription, 50 cts. Claimed average circulation for year 1914, 5,950; 4, 6 and 8 pages, 7 columns; length of columns, 21½ in.; width, 2¼ in. Issues also the **WEST-ENDER**, **EAST-ENDER**, **EAST-END ECHO**, and **BEACH-ENDER**. Combined circulation, 20,000. Office Crown Building.

Advertising rates, 2 cts. a line flat for either **ENDER** or 5 cts. a line for all five.

PATHFINDER—Monthly (1st). Presbyterian Sunday School. Established 1900. Presbyterian Publications, publishers. Subscription, 50 cts. Claimed average circulation for year ending June, 1915, 16,000; 40 to 50 pages, 2 columns; length of columns, 7½ in.; width, 2½ in. Cannot use matrices. Forms close 25th of month preceding. Office Church and Gerrard Streets.

Advertising rates upon application.

PIONEER—Every Friday. Temperance. Established 1902. The Dominion Alliance, publishers. Subscription, \$1. Claimed average circulation for 1914, 28,000; 8 pages, 4 columns; length of columns, 14¾ in.; width, 2¼ in. Can use matrices. Office, Confederation Life Building.

Advertising rates, agate, 8 cts. a line flat.

POULTRY ADVOCATE—Monthly (15th). Poultry. Established 1898. H. B. Donovan, publisher. Subscription, 50 cts. Claimed average circulation for year 1914, 5,000; 16 pages, 4 columns; length of columns, 12 in.; width, 2¼ in. Cannot use matrices. Forms close first of month. Office, 184 Adelaide Street West.

Advertising rates, agate, 4 cts. a line. In combination with Canadian Poultry Review, 10% discount.

POWER HOUSE—Monthly (1st). Steam, Gas, Electric, Air and Motor Power. Established 1907. MacLean Publishing Co., publishers. Subscription, \$1. Claimed average circulation for year 1914, 5,120; 90 pages 4 columns; length of columns, 10 in.; width, 2¼ in. Cannot use matrices. Forms close first Wednesday. Office, 143-49 University Avenue.

Advertising rates, \$3 an inch, with discount for time and space.

ONTARIO

PRESBYTERIAN—Every Thursday. Presbyterian. Established 1884. Westminster Co. (Ltd.), publishers. Subscription, \$1.50. Claimed average circulation for year ending June, 1915, 11,000; 32 pages, 3 columns; length of columns, 11 in.; width, 2¾ in. Office, Confederation Life Building.

Advertising rates, agate, 7 cts. a line.

PUBLIC HEALTH JOURNAL—Monthly (1st). Medical, Social Welfare and Literary. Established 1910. The York Publishing Co. (Ltd.), publishers. Subscription, \$2. Claimed average circulation for year 1914, 12,875; 112 pages, 2 columns; length of columns, 8 in.; width, 2¾ in. Can use matrices. Forms close 25th of month preceding. Office, Lumsden Building.

Advertising rates, full page, \$40; ½ page, \$21; ¼ page, \$11; ⅙ page, \$6; ⅓ page, \$4, with discount on 3, 6 or 12 months contract. Reading notices, 40 cts. a line, with discount of 10% on 100 lines up to 500 lines.

SATURDAY NIGHT—Every Saturday. Literary and Financial Review. Established 1887. Saturday Night (Ltd.), publishers. Subscription, \$3. Claimed average circulation for 1914, 34,294; 32 to 40 pages, 6 columns; length of columns, 19½ in.; width, 2¼ in. Can use matrices and half tones. Office, corner Richmond and Sheppard Streets.

Advertising rates, agate, 20 cts. a line; 500 lines, within one year, 16 cts.; 1,000 lines, 15 cts.; 2,500 lines, 14 cts.; 5,000 lines, 13 cts.; 10,000 lines or more, 12 cts. a line. Special positions, 15 and 25% extra. Reading notices, 30 cts. a line.

SENTINEL AND ORANGE AND PROTESTANT ADVOCATE—Every Thursday. Established 1874. The Sentinel Pub. Co. (Ltd.), publishers. Subscription, \$1. Sworn detailed average circulation for 1914, 31,168; 10 pages, 7 columns; length of columns, 21¼ in.; width, 2¼ in. Office, 37 and 39 McCaul Street.

Advertising rates, agate, 15 cts. a line; on yearly contract, 500 lines, 5 cts.; 1,000 lines, 4 cts. a line.

SONS OF ENGLAND RECORD—Monthly (1st). Fraternal. Established 1900. Sons of England Benefit Society, publishers. Subscription, \$1. Claimed average circulation for year 1914, 30,000; 8 pages, 4 columns; length of columns, 14½ in.; width, 2¼ in.

Advertising rates, agate, 3 cts. a line flat.

STAR—Every evening except Sunday; **SUNDAY MORNING**. Independent. Established 1892. Star Printing and Publishing

CIRCULARIZING and letter writing are not, technically considered, advertising. Advertising nowadays means the use of space in the public prints.

ONTARIO

Co. (Ltd.), publishers. Subscription, daily, \$3; Sunday, \$2. Sworn detailed average circulation for year 1914, daily, 99,605* net; Sunday, 37,462* net; daily, 16 to 32 pages; Sunday, 32 pages, 8 columns; length of columns, 20 in.; width, 2½ in. Can use matrices. Office, 18-20 King Street, West.

Advertising rates, agate, daily, 15 cts. a line; 500 lines, on yearly contract, 11 cts.; 1,000 lines, 9½ cts.; 2,500 lines, 8½ cts.; 5,000 lines, 8 cts.; 7,500 lines, 7 cts.; 10,000 lines or more, 6 cts. a line. Preferred position, 10, 15, 25 or 50% extra. Classified, 1c. per word. Reading notices, three times display rates. SUNDAY, 10 cts. a line; 500 lines, within one year, 7 cts.; 1,000 lines, 6 cts.; 2,000 lines, 5½ cts.; 3,000 lines, 5 cts.; 5,000 lines, 4½ cts.; 10,000 lines or more, 4 cts. a line. Illustrated section, 12 cts. a line; on 1,000 line contract, 7½ cts. a line. Reading notices, double display.

SUN—Every Wednesday. Agricultural. Established 1891. The Sun Printing Co., publishers. Subscription, \$1. Detailed average circulation for 1914, 16,927*; 10 pages, 7 columns; length of columns, 21½ in.; width, 2¼ in. Office, McCaul Street.

Advertising rates, agate, 10 cts. a line; three months consecutive insertions, \$13.33 an inch; six months, \$20; one year, \$30; every other week insertions, 25% additional. Open space, 500 lines, within one year, 6 cts. a line; 1,000 lines, 5 cts.; 2,500 lines, 4½ cts.; 5,000 lines, 4 cts., a line. Preferred position, 10 and 20% extra. Reading notices, 15 cts. a line.

SUNDAY SCHOOL BANNER—Monthly. Sunday School Teachers' Journal. Established 1866. Methodist Book and Publishing House, publishers. Subscription, 60 cts. Detailed average circulation for year ending April, 1915, 20,354*; 64 pages, 2 columns; width of columns, 2¼ in. Forms close first of preceding month. Office, 29-33 Richmond Street, West.

Advertising rates, nonpareil, 20 cts. a line; three months, 45 cts.; six months, 80 cts.; one year, \$1.50 per line.

TEACHERS' MONTHLY—Monthly. Sunday School Teachers. Religious. Established 1894. Presbyterian Publications, publishers. Subscription, 60 cts. Claimed average circulation for year 1914, 16,000; 48 to 56 pages, 2 columns; length of columns, 8 in.; width, 3¼ in. Can use matrices. Office, Church and Gerrard Sts.

Advertising rates, \$25 a page; ½ page pro rata.

TELEGRAM—Every evening except Sunday. Independent. Established 1876. J. Ross Robertson, publisher. Subscription, \$3. Sworn average circulation for year, 1914, 83,339*; 24 to 40 pages, 8 columns; length of columns, 20 in.; width, 2½ in. Can use matrices. Office, corner Bay and Melinda Streets.

ONTARIO

Advertising rates, agate, 15 cts. a line; 500 lines, within one year, 12 cts. a line; 1,000 lines, 10 cts.; 2,500 lines, 9 cts.; 5,000 lines, 8½ cts.; 7,500 lines, 7½ cts.; 10,000 lines or more, 6½ cts. a line. Strictly mail order advertising, 10 cts. a line, flat. Preferred position, 10, 15 25 or 50% extra. Classified, 1½ cts. per word. Reading notices, double display.

THRESHERMEN'S REVIEW—Monthly (1st). Agricultural and Machinery. Established 1911. Vehicle Publishers, publishers. Subscription, 50 cts. Claimed average circulation for year 1914, 7,800; 24 pages, 4 columns; length of columns, 13 in.; width, 2¼ in. Cannot use matrices. Forms close 15th. Office, 10 Wellington Street.

Advertising rates, \$2 an inch; full page, \$80.

WESTMINSTER—Monthly National. Established 1902. The Westminster Co. (Ltd.), publishers. Subscription, \$1.50. Claimed average circulation for year 1914, 10,000; 116 pages, 2 columns; length of columns, 10 in.; width, 2½ in. Office, Confederation Life Building.

Advertising rates, ¼ page, one time, \$7; ½ page, \$12.50; one page, \$25.

WORLD—Every morning including SUNDAY. Conservative. Established 1880. World Newspaper Co. (Ltd.), publishers. Subscription, daily, \$3; Sunday, \$2. Claimed average circulation for year 1914, daily, 63,717; Sunday, 97,820; daily, 12 to 24 pages; Sunday, 52 to 68 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices. Office, 40 West Richmond Street.

Advertising rates, daily, agate, 15 cts. a line; one month, 10 cts.; three months, 8½ cts.; six months, 7½ cts.; one year, 7 cts. a line per time. Open space, within one year, 500 lines, 10 cts. a line; 1,000 lines, 9 cts.; 2,000 lines, 8½ cts. a line; 3,000 lines, 8 cts.; 5,000 lines, 7 cts. a line. Mail order, 8 cts. a line. Position, extra. Classified, 1c. per word. Reading notices, double display rates. SUNDAY, 15 cts. a line; three months, 12 cts.; six months, 11 cts.; one year, 10 cts. a line; 500 lines, within one year, 12 cts. a line; 1,000 lines, 11 cts.; 2,000 lines, 10 cts.; 3,000 lines, 9½ cts.; 5,000 lines, 9 cts. a line. Mail order, 9 cts. a line. Advertisements in daily can be inserted Sunday at daily rate. Illustrated section of Sunday World, 20 cts. a line; 2,000 lines, 18 cts. a line.

See advertisement on page 543.

WELLAND—Population 5,318. Situated 13 miles from Niagara Falls, on Welland River and Canal; and is served by the Grand Trunk, Michigan Central, Toronto, Hamilton & Buffalo and Wabash Railway systems. Agricultural and fruit growing pursuits engaged in quite extensively throughout the surrounding territory. Other industries are iron casting, tube machinery,

ONTARIO

structural iron and steel works; silicon, twine, rope and agricultural implement factories.

PEOPLES PRESS—Every Tuesday. Liberal. Established 1900. The Press Company, publishers. Subscription, 75 cts. Claimed average circulation for year 1914, 5,323; 6 to 8 pages, 6 columns; length of columns, 20½ in.; width, 2½ in. Cannot use matrices.

Advertising rates, 75 cts. an inch; two times, 50 cts.; three times, 40 cts.; four times, 35 cts.; 8 times, 24 cts.; 13 times, 20 cts.; 26 times, 20 cts.; 52 times, or 25 in. within one year, 18 cts.; 51 in., 16 cts.; 100 in., 14 cts.; 250 in., 12 cts.; over 500 in., 10 cts. an inch.

TRIBUNE—Every Thursday. Liberal. Established 1854. The Tribune Company, publishers. Subscription, \$1. Claimed average circulation for year 1914, 5,415; 12 to 16 pages, 6 columns; length of columns, 20½ in.; width, 2½ in. Cannot use matrices.

Advertising rates, 75 cts. an inch; 2 times, 50 cts.; 3 times, 40 cts.; 4 times, 35 cts.; 8 times, 24 cts.; 13 times or 25 inches within one year, 20 cts.; 51 in., 18 cts.; 100 in., 15 cts.; 250 in., 14 cts.; over 500 in., 12 cts. an inch.

WINDSOR—Population 25,000. Located opposite Detroit, Mich., on Detroit River, Pere Marquette, Canadian Pacific, Grand Trunk Wabash and Michigan Central R. R. Grain, corn and tobacco growing is engaged in quite extensively in surrounding country. Is a shipping point for grain and other farm products. Industries are cereal food mills; asphalt and wire fencing, automobile, salt, scale, sash and door works, tobacco, bent wood and piano factories. Bank clearings during 1913, approximately \$20,000,000.00.

RECORD—Every evening except Sunday and WEEKLY (in two parts, Tuesday and Friday). Independent. Established 1860. The Record Printing Co. (Ltd.), publishers. Subscription, daily, \$3; weekly, \$1. Claimed average circulation for year 1914, daily, 9,000; weekly, exceeding 3,000; daily, 10 to 16 pages; weekly, 16 pages, 7 columns;

ONTARIO

length of columns, 21 in.; width, 2½ in. Can use matrices.

Advertising rates, daily, 3 cts. a line; over 1,000 lines, 2 cts.; 5,000 lines, 1½ cts.; 10,000 lines, 1½ cts. a line. WEEKLY, 3 cts. a line; over 1,000 lines, 2 cts. a line. Composition, 5c. an inch additional. Special position, 15, 25 or 33½% extra. Reading notices, double display.

WOODSTOCK—Population, 12,000. On Thames River and is served by G. T.; O. P. and other railways, radiating in eight different directions. Surrounded by an excellent farming and dairying country; manufactures include knitted goods, gun, wagon, wire, fence, organ, piano, furniture, wire mattress factories; flour and oat meal mills; stove and furnace, boiler and engine foundries; milling machinery, farming implement, oil and storage tank, cement tile and block and cement and stone crushing machinery works. Woodstock College and Hospital for Epileptics for the Province of Ontario located here.

ROD AND GUN IN CANADA—Monthly. Canadian Hunting and Motoring. Established 1899. W. J. Taylor (Ltd.), publisher. Subscription, \$1.50. Sworn average circulation for year 1914, 15,479* 160 pages, 2 columns; length of columns, 8 in.; width, 2½ in.

Advertising rates, 25 cts. a line; full page, \$40; ½, ¼ or ⅓ pages, pro rata. Classified, 4 cts. per word.

SENTINEL REVIEW—Every evening except Sunday, and WEEKLY (Thursday). Independent. Liberal. Established 1854. The Sentinel Review Co. (Ltd.), publishers. Subscription, daily, \$3; weekly, \$1. Sworn detailed average circulation for year 1914, daily, 5,531*; weekly, 3,150*; daily, 8 to 16 pages; weekly, 16 pages; daily, and weekly, 7 columns; length of columns, 20½ in.; width, 2½ in. Can use matrices.

Advertising rates, daily or weekly, 3 cts. a line; 500 lines, 2½ cts.; 1,000 lines, 2 cts.; 2,500 lines, 1½ cts.; 3,500 lines, 1½ cts.; 5,000 lines, 1c. a line. Reading matter, double display plate matter. Special position, 25 or 50% extra. Classified, 1c. per word.



PRINCE EDWARD ISLAND

CHARLOTTETOWN—Population 11,198. The Capital of the Province. On Hillsborough River, near the south coast, and P. E. I. R. R. Steamers to Boston and Canadian ports. Industries are iron foundries, condensed milk and cheese factories, pork packing houses, lobster packing depots and a large wholesale trade in various lines. A number of colleges, normal school and government buildings are located here.

GUARDIAN—Every morning and evening except Sunday. Established 1891. The Island Guardian Publishing Co., publishers. Subscription, \$2.50. Claimed average circulation for year 1914, morning and evening combined, 8,370; 8 to 24 pages, 7 columns; length of columns, 20½ in.; width, 2½ in. Cannot use matrices.

Advertising rates, agate (morning and evening editions), 5 cts. a line; subsequent insertions, 2½ cts.; on contract of 2,000 lines or more, run of paper, 1¼ cts.; top of column or next to reading, 1½ cts.; top of column and next to reading, 1½ cts.; full position, 2 cts. a line. Reading notices, double display. Classified, 1c. per word.

ISLAND PATRIOT—Every evening and morning except Sunday (Rural editions). Liberal. Established 1861. Patriot Publishing Co., publishers. Subscription, \$2. Claimed average circulation for 1914, com-

bined, 5,148 (evening, 3,448; morning, 1,700); 8 to 16 pages, 7 columns; length of columns, 20 in.; width, 2¼ in. Can not use matrices.

Advertising rates, evening, 12 cts.; morning, 6 cts. an inch. Combination, 16 cts. an inch. Reading matter, 50 cts. an inch.

SUMMERSIDE—Population 2,875. On Northumberland Strait and P. E. I. Ry. Has fine harbor. Ships extensively sheep and horses, oysters, produce and eggs. Annual value of manufactured products, \$200,000.

JOURNAL—Every Wednesday. Conservative. Established 1864. Journal Publishing Co. (Ltd.), publishers. Subscription, \$1.50. Claimed average circulation for year 1914, 5,200; 8 pages, 7 columns; length of columns, 22½ in.; width, 2½ in.

Advertising rates, 50 cts. an inch; yearly contract, 1¼ cts. a line.

PRINCE EDWARD ISLAND AGRICULTURIST—Every Saturday. Agricultural. Established 1880. W. A. Brennan, publisher. Subscription, \$1.50. Claimed average circulation for year 1915, 5,600; 8 pages, 7 columns; length of columns, 22½ in.; width, 2½ in.

Advertising rates, 50 cts. an inch; yearly contract, 1¼ cts. a line.

QUEBEC

LEVIS—Population 7,448. On St. Lawrence River and 3 railways. Quebec—European steamers handle passengers from this point; has a most extensive shipping trade and a number of saw mills.

QUOTIDIEN—Every evening except Sunday. Independent. Established 1897. Joseph Mercier, publisher. Subscription, \$2.50; circulation—not given by publisher, 7 columns to page; length of columns, 22½ in.; width, 2½ in.

Advertising rates, reading, 2 cts. a line display, 1c. a line.

MONTMAGNY—Population 2,617. Located 37 miles East of City of Quebec, on Intercolonial Railroad. The leading industries are creameries; saw, grist and cording mills; stave and plow factories; road machine and engine works. Annual income from the various industries, \$500,000.00.

PEUPLE—Every Friday. French. Conservative. Established 1899. La Compagnie Du Peuple, publishers. Subscription, \$1.

Sworn average circulation for year ending April, 1915, 5,352*; 12 to 16 pages, 7 columns; length of columns; 19½ in.; width, 2¼ in. Can use matrices.

Advertising rates, agate, 14 cts. an inch. Composition, 7 cts. an inch additional. Reading notices, 2 cts. a line; in preferred positions, 3 cts. a line.

MONTREAL—Population, 700,000. On St. Lawrence River and 7 railways. The largest city in Canada and a most important commercial center; has a vast shipping trade through lake and river; and is the second largest sea port on the American continent; extensive industry, including two sugar refineries; hardware, farm implement factories; flour and saw mills; cement, rubber, brass, iron, lead, engine, locomotive car works. McGill University and Laval University and other prominent educational and public buildings located here. Annual value of manufactured products, \$250,000,000. Bank clearings during year 1914, \$2,631,350,000.00.

QUEBEC

BULLETIN—Every Sunday. French. Politics. Established 1902. A. P. Pigeon, publisher. Subscription, \$1. Claimed average circulation for year ending June, 1915, 9,000; 4 pages, 8 columns; length of columns, 23 in.; width, 2½ in. Office, 105-109 Ontario Street, East.

Advertising rates, 10 cts. a line first time, 5 cts. subsequent insertions; 1,000 to 2,000 lines, 3 cts. a line; 3,000 to 5,000 lines, 2½ cts.; 6,000 to 10,000 lines, 2 cts. a line.

CANADA—Every morning except Sunday. French. Liberal. Established 1903. Canada Publishing Co. (Ltd.), publishers. Subscription, \$3. Sworn average circulation for year 1914, 13,650*; 8 to 24 pages, 7 columns; length of columns, 21¼ in.; width, 2¼ in. Can use matrices. Office, 73 St. James Street.

Advertising rates, agate, 10 cts. a line; 1,000 lines, within one year, 5 cts.; 2,000 lines, 4½ cts.; 3,000 lines, 4 cts.; 5,000 lines or more, 3 cts. a line. Translation free of charge.

CANADIAN JEWISH CHRONICLE—Weekly edition of Jewish Eagle, which see

CANADIAN MESSENGER and French edition "LE MESSENGER CANADIEN"—Monthly (3d Sunday). Religious. Established 1891. The Messenger Press, publishers. Subscription, 50 cts. Claimed average circulation, English and French editions, for year ending April, 1915, 65,004; 60 pages, 2 columns; length of columns, 7½ in.; width, 4½ in. Can use matrices. Forms close 1st of preceding month.

Advertising rates, agate, \$4.90 an inch; full page, \$62; ¼ and ½ pages, pro rata, with discount of 10 or 15% on 6 or 12 insertions.

CANADIAN OFFICIAL RAILWAY GUIDE—Monthly (1st). Railroad. Established 1866. The International Railway Publishing Co. (Ltd.), publishers. Subscription, \$2. Claimed average circulation for year 1914, 5,850; 370 pages; advertising pages, 1 column, 6½ in. long, 4¾ in. wide. Can not use matrices. Forms close 20th of month preceding. Office, 54 and 56 Beaver Hall Hill.

Advertising rates, full page, \$13.35; six months \$12.50; 1 year, \$10; half page, \$8.35; \$6.65 or \$6.50; quarter page, \$5; \$4.20 or \$3.35 each insertion respectively.

CANADIAN PICTORIAL—Monthly (1st). Picture Magazine. Established 1906. Pictorial Publishing Co., publishers. Subscription, \$1. Claimed average circulation for 1914, 12,873; 32 pages, 4 columns; length of columns, 12 in.; width, 2 in. Forms close 12th preceding month. Can use matrices. Office, Witness Block.

Advertising rates, 10 cts. a line; 500 lines, within one year, 9 cts.; 1,000 lines, 8 cts.; 2,000 lines, 7 cts.; 4,000 lines or more, 6 cts. a line; back cover, \$70.

QUEBEC

CANARD—Every Sunday. French-Independent. Established 1877. A. P. Pigeon, publisher. Subscription, \$2.50. Claimed average circulation for year ending June, 1915, 9,500; 12 pages, 4 columns; length of columns, 12 in.; width, 2½ in. Office, 105-109 Ontario Street, East.

Advertising rates, agate, 10 cts. a line first time, 5 cts. after; 1,000 to 2,000 lines, 3 cts.; 3,000 to 5,000 lines, 2½ cts.; 6,000 to 10,000 lines, 2 cts. a line.

DEVOIR (Le)—Every evening except Sunday, and **WEEKLY**. French. Independent. Established 1910. L'Imprimerie Populaire (Ltd.), publishers. Subscription, daily, \$5; weekly, \$1. Claimed average circulation for 1914, 20,000 net; weekly, exceeding 8,000; 8 to 12 pages, 7 columns; length of columns, 21 in.; width, 2¼ in. Can use matrices. Office, 43 St. Vincent Street.

Advertising rates, 12 cts. a line; 1,000 lines, 3½ cts.; 2,000 lines, 5½ cts.; 3,000 lines, 5 cts.; 5,000 lines, 4 cts. 10,000 lines, 4 cts. Position, 15 to 50% extra.

FAMILY HERALD AND STAR—Weekly edition of Star, which see.

FINANCIAL TIMES—Every Saturday. Financial. Established 1912. Montreal Financial Times Publishing Company, publishers. Subscription, \$2. Claimed average circulation for year 1914, 5,782; 16 pages, 6 columns; length of columns, 20½ in.; width, 2¼ in. Can use matrices. Office, 333 Craig Street.

Advertising rates, agate, 15 cts. a line; 1,000 lines on yearly contract, 10 cts.; 3,000 lines, 9 cts.; 5,000 lines or more, 8 cts. a line. Preferred position, top of page, 25% extra.

GAZETTE—Every morning except Sunday. Established 1778. The Gazette Printing Co. (Ltd.), publishers. Subscription, daily, \$6. Claimed average circulation for 1914, 26,563; 16 to 24 pages, 7 columns; length of columns, 21 in.; width, 2¼ in. Can use matrices. Office, 38 St. Antoine Street.

Advertising rates, agate, 15 cts. a line; one month, 6 cts.; three months, 5 cts.; six months, 4½ cts.; one year, 4 cts.; E. O. D., 15 cts. a line first time; two times a week, 15 cts. a line first time; one time a week, 15 cts. a line per time; three months, 8½ cts.; six months, 7 cts.; one year, 6 cts. a line per time. Open space, within one year, 1,000 lines, 6½ cts. a line; 3,000 lines, 5½ cts.; 5,000 lines, 5 cts.; 10,000 lines or more, 4½ cts. a line. Preferred position, extra. Classified, 1c. a word.

HERALD—Every evening except Sunday. Independent-Liberal. Established 1811. Herald Co. (Ltd.), publishers. Subscription, \$3. Sworn average circulation for year 1914, 48,967*; 12 to 40 pages, 7 columns; length of columns, 21 3/7 in.; width, 2½ in. Can

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use matrices. Office, Herald Bldg. 275 Craig Streets.

Advertising rates agate, 15 cts. a line; 500 lines, on yearly contract, 8½ cts.; 1,000 lines, 7½ cts.; 2,000 lines, 6½ cts.; 3,000 lines, 6 cts.; 5,000 lines, 5½ cts.; 10,000 lines or more, 5 cts. a line. Preferred position, 25% extra. Reading notices, treble display rates; special notices, double display. Classified, 1c. per word.

INDEPENDENT CORRIERE DEL CANADA—Every Saturday. Italian. Liberal. Established 1896. Louise Nobile publisher. Subscription, \$2. Claimed average circulation for year ending June, 1915, 9,000; 12 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices.

Advertising rates upon application.
See advertisement on page 492.

JEWISH EAGLE—Every morning except Saturday; Also **CANADIAN JEWISH CHRONICLE**, every Friday. Jewish-Independent. Established 1907. The Eagle Publishing Co. (Ltd.), publishers. Subscription, \$3; weekly, \$1. Claimed average circulation for year 1914, daily, 14,358 net paid; weekly, 4,500 net paid; 8 to 12 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices. Office, 516 St. Lawrence Boulevard.

Advertising rates, agate, daily, 6 cts. a line; 1,000 lines, on yearly contract, 5 cts.; 2,000 lines, 4½ cts.; 5,000 lines, 4 cts.; 10,000 lines, 3½ cts.; 25,000 lines, 3 cts.; 50,000 lines, 2½ cts.; 100,000 lines, 2 cts. a line. Classified, 20 words, 25 cts. WEEKLY, display, 5 cts. a line.

JOURNAL OF AGRICULTURE AND HORTICULTURE—Monthly (1st). French and English. English issue, 1st: French issue, 15th of the month. Established 1879. Le Canada Publishing Co. (Ltd.), publishers. Subscription, \$1. Sworn average circulation for year 1914, French edition, 91,051*; English edition, 9,784*; 32 to 40 pages, 4 columns; length of columns, 12 in.; width, 2½ in. Forms close 20th month preceding. Can use matrices. Office, 73 St. James Street.

Advertising rates, covering both editions, agate, 25 cts. a line. flat: facing first or last page of text or top of column, 30 cts.; along side reading (full column adv.), 50 cts. a line.

JOURNAL OF COMMERCE—Every Evening except Sunday. Commercial and Financial. Established 1875. The Journal of Commerce Publishing Company, publishers. Subscription, \$3. Circulation—not given by publisher; 8 pages, 5 columns, length of columns, 21 in.; width, 3 in. Can use matrices. Office 35-45 St. Alexander Street.

Advertising rates, 15 cts. a line; 500 lines on yearly contract, 12 cts.; 1,000 lines, 11 cts.; 2,000 lines, 10 cts.; 3,000 line, 9 cts.; 5,000 lines, 8 cts.; 10,000 lines, 7 cts. a line.

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Reading matter double display rate. Front page 50% extra. Classified, 2 cts. per word.

MAIL—Every morning except Sunday. Independent. Established 1913. Montreal Daily Mail Pub. Co. (Ltd.), publishers. Subscription, \$3. Claimed average circulation for six months ending December, 1914, 29,224; 12 to 16 pages, 7 columns; length of columns, 22 in.; width, 2½ in. Can use matrices. Office, 4-8 Beaver Hall.

Advertising rates, agate, 4 cts. a line flat; in combination with evening NEWS, 6 cts. flat. Special position, 25% extra. Reading notices, 20 cts. a line. Classified, 1c. per word.

NATIONALISTE—Every Sunday. French. Independent. Established 1903. L'Imprimerie Populaire (Ltd), publishers. Subscription, \$1. Circulation—not given by publisher; 8 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices. Office, 43 St. Vincent Street.

Advertising rates, 5 cts. a line; 1,000 lines, on yearly contract, 3 cts.; 3,000 lines, 2½ cts.; 5,000 lines or more, 2 cts. a line.

NEWS—Every Evening except Sunday. Independent. Established 1914. The Evening News Publishing Co. (Ltd.), publishers. Subscription \$3. Sworn average circulation for last six months 1914, 21,831* net paid; 12 to 16 pages, 8 columns, length of columns, 22 in.; width, 2½ in. Can use matrices. Office, 4 to 8 Beaver Hall Hill.

Advertising rates, agate, 4 cts. a line flat; in combination with morning MAIL 6 cts. flat. Full position, 25% extra. Reading notices, 20 cts. a line. Classified, 1c. per word.

NORTHERN MESSENGER—Every Friday. Undenominational. Established 1865. John Dougall & Son, publishers. Subscription, 40 cts. Sworn average circulation for year 1914, 59,603* net paid; 16 to 24 pages, 3 columns; length of columns, 10 in.; width, 2½ in. Forms close 11 days in advance. Office, Witness Block.

Advertising rates, agate, 25 cts. a line; 500 lines, 20 cts. a line; 1,000 lines or more, 18 cts.; back cover page, 25% extra. Mail order advertising, 25 cts. a line, flat.

PASSE TEMPS—Fortnightly. French. Musical. Established 1895. J. E. Belair, publisher. Subscription, \$1.50; claimed average circulation for 1914, 10,500; 20 pages, 4 columns; length of columns, 12 in.; width, 2½ in. Can use matrices. Office, 16 Rue Craig Street.

Advertising rates, 5 cts. a line; 500 lines, on yearly contract, 4 cts.; 1,000 lines, 3½ cts.; 2,000 lines, 3½ cts.; 3,000 lines, 3 cts. a line. Special position, 25% extra.

QUEBEC

PATRIE—Every evening except Sunday, and WEEKLY, Saturdays. French. Independent. Established 1873. La Patrie Publishing Co. (Ltd.), publishers. Subscription, daily, \$3.50; weekly, \$1. Claimed average circulation for year 1914, daily, 46,523*; Weekly, 22,000; daily, 12 to 48 pages; weekly, 16 to 24 pages, 8 columns; length of columns, 21½ in.; width, 2½ in. Can use matrices. Office, La Patrie Building.

Advertising rates, agate, daily, 12 cts. a line; 500 lines, on yearly contract, 8½ cts. a line; 1,000 lines, 7 cts.; 2,000 lines, 6 cts.; 3,000 lines, 5½ cts.; 5,000 lines, 5 cts.; 10,000 lines, 4½ cts.; 20,000 lines or more, 4 cts. a line. Strictly mail order advertising, daily, 8 cts.; weekly, 5 cts. a line. Preferred position, 15 and 25% extra. Classified, 1c. per word. Reading notices, double display rates. Weekly, display, 5 cts. a line. Translation without extra charge.

PAYS—Every Saturday. French. Liberal. Established 1910. La Soc Anonyme d'Imprimerie, publishers. Subscription, \$1. Claimed average circulation for year 1914, 13,268; 8 to 10 pages, 7 columns; length of columns, 21½ in.; width, 2½ in.

Advertising rates, 3 cts. per line flat.

PRESBYTERIAN RECORD — Monthly. Presbyterian. Established 1876. G. E. Scott, D. D., editor. Subscription, 90 cts. Claimed average circulation for year 1914, 63,620 net paid; 48 pages and cover, 2 columns; length of columns, 7¾ in.; width, 2½ in. Office, Y. M. C. A. Building.

Advertising rates, one inch, one month, \$6; three months, \$25; six months, \$25; one year, \$42.

PRESSE (La.)—Every evening except Sunday. Also **FARMERS WEEKLY PRESSE**, Thursdays. French. Established 1884. La Presse Publishing Co. (Ltd.), publishers. Subscription, daily, \$3.50; weekly, \$1. Sworn average circulation for year 1914, daily, 140,342* net; weekly, 45,266* net; daily, 16 to 48 pages; weekly, 16 to 20 pages, 8 columns; length of columns, 21 3/7 in.; width, 2½ in. Can use matrices. Office, La Presse Building.

Advertising rates, agate, 15 cts. a line; 500 lines, within one year, 12 cts.; 1,000 lines, 11 cts.; 2,000 lines, 10 cts.; 3,000 lines, 9½ cts.; 4,000 lines, 9 cts.; 5,000 lines, 8½ cts.; 10,000 lines, 8 cts.; 15,000 lines, or more, 7½ cts. a line. Preferred position, 15 and 25% extra. Pure reading, 3 times display rate. Classified, 25 cts. for 20 words or less; each additional word, 1½ cts., per word. WEEKLY display, 7 cts.; 1,000 lines, 6½ cts.; 2,500 lines, 6 cts. a line; back page, 25% extra. Special positions, 15, 25 or 50% extra. Classified, same as daily.

REVUE POPULAIRE—Monthly (1st). French-Literary. Established 1907. Poirier,

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Bessette & Co., publishers. Subscription \$1. Sworn average circulation for year 1914, 4,367* net; 148 pages, 2 columns, length of columns, 7½ in.; width, 2¾ in. Can use matrices. Forms close 10th of month preceding. Office, 200 St. Lawrence Blvd.

Advertising rates, full page, \$10; ½, ¼ or ⅓ page pro rata.

SAMEDI—Every Saturday. French. Society. Established 1889. Poirier, Bessette & Co., publishers. Subscription, \$2.50. Sworn average circulation for 1914, 19,991* net; 40 pages, 4 columns; length of columns, 12¼ in.; width, 2½ in. Forms close 10 days in advance. Office, 200 St. Lawrence Boulevard.

Advertising rates, agate, 6 cts. a line; 2,000 lines, 5½ cts.; 3,000 lines, 5 cts.; 4,000 lines, 4½ cts.; 5,000 lines or more, 4 cts. a line. Special position, 25% extra.

STANDARD—Every Saturday. Independent. Established 1905. Montreal Standard Publishing Co. (Ltd.), publishers. Subscription, \$2.50. Claimed average circulation for first three months 1915, 57,697 net; 28 to 44 pages, 8 columns; length of columns, 21¼ in.; width, 2½ in. Can use matrices. Office, 177 St. James Street.

Advertising rates, agate, 6 cts. a line; in illustrated supplement, 12 cts. a line. Preferred position, 25% extra. Reading notices, three times display rates.

STAR—Every evening except Sunday, and **FAMILY HERALD AND WEEKLY STAR**, Wednesdays. Independent. Established 1869. The Montreal Star Publishing Co. (Ltd.), publishers. Subscription, daily, \$3; weekly, \$1. Claimed average circulation for year 1914, daily, 109,429 net; weekly, 160,767 net; daily, 20 to 48 pages; weekly, 28 to 36 pages, 8 columns; length of columns, 21½ in.; width, 2½ in. Can use matrices. Office, Star Building.

Advertising rates, agate, daily, 15 cts. a line; 500 lines, on yearly contract, 12½ cts. a line; 1,000 lines, 10½ cts.; 2,000 lines, 10 cts.; 3,000 lines, 9½ cts.; 5,000 lines, 9 cts.; 10,000 lines, 8½ cts.; 15,000 lines, 8 cts.; 20,000 lines or more, 7½ cts. a line. Special position, 25% extra. Classified, 1c. per word. WEEKLY, display, 25 cts. a line flat. Special position, 25% extra. Classified, 2 cts. per word; agricultural and educational, 1c. per word.

WITNESS AND CANADIAN HOMESTEAD —Every Tuesday. Independent, Home, Agricultural and Poultry. Established 1846. John Dougall & Son, publishers. Subscription, \$1. Sworn average circulation for 1914, 22,808* net; 20 to 24 pages, 7 columns; length of columns, 21½ in.; width, 2½ in.

Advertising rates, agate, 6 cts. a line flat. Readers, 10 cts. a line.

QUEBEC

WORLD WIDE—Every Saturday. Literary. Established 1901. John Dougall & Son, publishers. Subscription, \$1.50. Sworn average circulation for 1914, 6,126* net; 16 pages, 4 columns; length of columns, 11½ in.; width, 2 in. Can use matrices. Office, Witness Block.

Advertising rates, agate, 10 cts. a line; up to 1,000 lines, on contract, 6 cts. a line; 1,000 lines, 5 cts.; 2,000 lines, 4½ cts.; 3,000 lines, 4½ cts.; 4,000 lines, 4½ cts.; 5,000 lines or more, 4 cts. a line. Cover pages, 25% extra.

QUEBEC—Population 90,000. On St. Lawrence River and 8 railways. Most extensive shipping point for lumber, grain, dressed beef and pulp; industries include the manufacture of machinery, iron castings, rifles, cartridges, nails, cutlery, Indian rubber goods, paper, boots, shoes, also tanneries.

ACTION SOCIALE—Every evening except Sunday and WEEKLY, Thursday. French. Independent. L'Action Sociale (Ltd.), publishers. Subscription, daily, \$3; weekly, \$1. Claimed average circulation for year, 1914, daily, 21,000; weekly, 10,616; daily, 8 to 24 pages; weekly, 12 pages, 8 columns; length of columns, 22 in.; width, 2½ in. Can use matrices.

Advertising rates, daily or weekly, 6 cts. a line; 3,000 to 10,000 lines, 5 cts.; further discounts up to 50,000 lines. Special position, ½c. a line extra. Reading notices, 10 cts. a line, with discount for 2,000 lines or more. Classified, 25 words, 25 cts.; each additional word, ½c.; 6 insertions for the price of four. WEEKLY, 2 cts. a line, flat. Translations free.

CHRONICLE—Every morning except Sunday. Independent Conservative. Established 1764. D. Watson, publisher. Subscription \$3. Claimed average circulation for year ending March, 1915, 12,679* net paid; 12 to 24 pages, 7 columns; length of columns, 20½ in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 15 cts. a line; fixed space, at least one time a week, 4 cts. a line; with discount for length of time advertisement is inserted. Open space, 1,000 lines, 5 cts. a line, and further discount for space.

L'ENSEIGNEMENT PRIMAIRE—Monthly, except July and August. French. Educational. Established 1880. C. J. Magnan, publisher. Subscription, \$1.25. Claimed average circulation for year ending April, 1915, 9,000*; 64 pages, 1 column; length of column, 8 in.; width, 5 in.

Advertising rates on application.

L'EVENEMENT—Every evening except Sunday; and WEEKLY, Saturday. French. Conservative. Established, daily, 1867; weekly, 1854. Cie de L'Evenement, pub-

QUEBEC

lishers. Subscription, daily, \$3. weekly, \$1. Sworn average circulation for year 1914, daily, 14,658* net; weekly, 4,074* net; daily, 8 to 24 pages; weekly 8 to 16 pages; either edition, 7 columns; length of columns, 19½ in.; width, 2½ in. Can use matrices.

Advertising rates, 6 cts. a line; 3,000 lines, 5 cts.; 10,000 lines, 4 cts.; 25,000 lines, 3 cts. a line. Special position, ½c. a line extra. Reading notices, 10 cts. a line; 3,000 lines, 8 cts.; 10,000 lines, 5 cts. a line.

SOLEIL—Every evening except Sunday; also WEEKLY, Thursday. French-Liberal. Established 1880. Le Cie de Publication 'Le Soleil (Ltd.)'. Subscription, daily, \$3. weekly, \$1. Claimed average circulation for year 1914, daily 22,305; weekly, 5,000; 10 to 20 pages, daily; 10 pages weekly; 8 columns. length of columns, 21¾ in.; width, 2½ in. Can use matrices. Office, 90-92 Mountain Hill.

Advertising rates, agate, 4 cts. flat a line. Special positions, 10, 15 or 25% extra. WEEKLY, 2 cts. flat a line.

See advertisement on page 474.

TELEGRAPH—Every evening except Sunday. Independent. Established 1874. The Telegraph Printing Co., publishers. Subscription, \$3. Claimed average circulation, daily, for 1914, 12,000; 8 to 20 pages, 7 columns; length of columns, 21 in.; width, 2½ in.

Advertising rates, agate, 15 cts. a line, first time; 10 cts. a line, each subsequent insertion; 1,000 lines used within one year, 3 cts. a line; 1,000 to 2,500 lines, 2½ cts.; 2,500 to 5,000 lines, 2 cts.; 5,000 lines, 1½ cts.; 10,000 lines, 1¼ cts. a line. Position extra. Classified, 30 words, one time, 25 cts.; exceeding 30 words, 1c. a word. Reading notices, double display rates.

ST. JEAN—Population 5,903. On Richelieu River and 3 railways. Has extensive trade in grain, lumber and farm produce; industries include sewing machine, glove, silk, canning, vinegar, drain pipe and cotton factories; tanneries, foundries, grist, saw and planing mills and potteries.

NEWS AND EASTERN TOWNSHIPS ADVOCATE—Every Thursday. Independent. Conservative. Prints seven publications for counties and districts, covering a radius of 75 miles. Established 1848. E. R. Smith Co. (Ltd.), publishers. Subscription, \$1. Claimed average circulation for year 1914, 6,100; 12 pages, 7 columns; length of columns, 22 in.; width, 2½ in.

Advertising rates, all editions, 10 cts. a line, first insertion; 3 cts. a line each subsequent insertion; 1,000 lines, \$35; 2,000 lines, \$60; 5,000 lines, \$125; 10,000 lines, \$200. Reading notices, 15 cts. a line.

SHERBROOKE—Population 19,650 (including Lennoxville, 22,000), on Magog and St

QUEBEC

Francis River, G. T. R., Q. C. R., C. P. R., and B. & M. R., 101 miles N. N. W. of Portland. Chief industries woolen, cotton, carding, carpet, flour, powder, cotton, silk glove, hosiery, and saw mills; iron and brass foundries; clothing and jewelry factories; pork packing plant; structural steel, scales, carriages, mining and pulp mill machinery, boiler and machine shops; agricultural implement works; rubber, shoe, bobbin and spool, sash and door and patent medicine factories, dairying and farming. Sherbrooke is the commercial metropolis of the Eastern Townships. The city has 10,000 h. p. within its limits and 25,000 h. p. within 20 miles. It is the center of a rich farming country, also of asbestos and copper mining and lumber and pulpwood industries.

RECORD—Every evening except Sunday. Independent. Established 1897. Sherbrooke Record Co., publishers. Subscription, \$2. Sworn average circulation for year 1914, 11.-

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137* net; 6 to 16 pages, 7 columns; length of columns; 20% in.; width, 2½ in.

Advertising rates, 5 cts. a line; 250 lines, 4 cts.; 500 lines, 3 cts.; 1,000 lines, 2½ cts.; 2,500 lines, 2½ cts.; 10,000 lines and over, 2¼ cts. a line. Preferred position, 15, 25 or 30% extra. Reading notices (brevier), 15 cts. a line. Classified, 1c. a word; 6 insertions the price of five.

TRIBUNE—Every evening except Sunday. French-Independent. Established 1910. La Tribune Publishing Co. (Ltd.), publishers. Subscription, \$3. Claimed average circulation for year 1914, 7,515 net; 8 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, 5 cts. a line; 100 lines; within one year, 4 cts.; 500 lines, 3 cts.; 1,000 lines, 2 cts.; 3,000 lines, 1¾ cts.; 5,000 lines, 1½ cts.; 10,000 lines, 1¼ cts.; 20,000 lines, 1c. a line. Special positions, 10, 15, 20, 25% extra, or last page, 75% extra.

NEWFOUNDLAND

ST. JOHN'S—Population 27,000. On Atlantic Ocean. Reid-Newfoundland Ry. Calling port for Transatlantic steamers with extensive shipping trade in ores, fish, fish oil; has fine harbor; fishing industry very large; other industries comprise furniture, biscuit, cordage, boot, shoe factories; rope, block, sash and door works; net making factory; tanneries, breweries and oil refineries, foundries.

FISHERMEN'S ADVOCATE—Every Saturday. Labor. Established 1909. Fishermen's Protective Union, publishers. Subscription 50 cts. Claimed average circulation for year 1914, 6,000; 10 pages, 7 columns; length of columns, 19½ in.; width, 2½ in. Can use matrices.

Advertising rates, 10 cts. an inch.

HERALD—Every evening except Sunday. Independent-Liberal. Established 1882. The Evening Herald (Ltd.), publishers. Subscription, \$3. Claimed average circulation for 1914, 4,000; 8 pages, 6 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, 50 cts. an inch, first insertion; and 25 cts. each subsequent insertion. Classified, 25 cts. each, not exceeding one inch.

PEOPLE—Monthly. Non-political. Established 1896. J. W. Withers, publisher. Subscription, 25 cts. Claimed average circulation for year 1914, 5,000; 31 pages, 2 columns; length of columns, 9 in.; width, 3½ in. Can not use matrices.

Advertising rates, 50 cts. an inch, first insertion; and 25 cts. an inch, each subsequent insertion.

TELEGRAM—Every evening except Sunday. Independent. Established 1880. William J. Herder, publisher. Subscription, \$6. Sworn detailed average circulation for year 1914, 6,129* net; 10 pages, 7 columns; length of columns, 19¾ in.; width, 2½ in. Can use matrices.

Advertising rates, 50 cts. an inch; on contract, 20 in., 40 cts.; 50 in., 32 cts.; 100 in., 24 cts.; 250 in., 20 cts.; 500 in., 16 cts.; 1,000 in., 14 cts. an inch.



CUBA

CAMAGUEY—Population, 29,616. Located on Cuba Co., and Northern Railroads, 160 miles northwest of Santiago de Cuba, in a thriving agricultural district. Principle industries are timber products; cattle and cane plantations; licrice, tobacco, perfumery and preserve factories and coffee plants.

CO-OPERACION—Semi-Monthly (15th and last day of month). Spanish-Industrial. Established 1910. Mariano Cíbran, editor and publisher. Subscription, \$1. Claimed average circulation for year 1914, 7,500; 20 pages, 2 columns; length of columns, 10½ in.; width, 3¾ in. Can use matrices. Forms close 11th and 26th.

Advertising rates, full page, 1 month, \$16; on contract 3 months, \$15; 6 months, \$14.16%; one year, \$13.33½; ½, ¼, ⅓, ⅕ or 1/32 page, pro rata.

CIENFUEGOS—Population 40,000. On the coast. Sugar, coffee, tobacco extensively raised; lumbering interests in mahogany, ebony, cedar and other valuable woods extensive.

LA CORRESPONDENCIA—Daily except Sunday. Spanish-Independent. Established 1898. C. Diaz & Company, publishers. Subscription, \$10. Claimed average circulation for 1914, 7,500; 8 to 16 pages, 7 columns; length of columns, 20 in.; width, 2¼ in. Can use matrices. Office, 115 San Carlos Street.

Advertising rates, one insertion, 25 cts. an inch; five insertions and upward, 12 cts. an inch; next to reading, 20 cts.; women's page, 23 cts. an inch. Reading notices, 60 cts. an inch.

GIBARA—Population 6,170. A port on the North coast, with a large export trade.

EL PROGRESO—Every morning. Spanish-Independent. Established 1898. M. Polanco, Editor and Publisher. Subscription, \$9. Claimed average circulation for year 1914, 5,000; 8 pages, 6 columns, length of columns, 20 in.; width, 2½ in. Can not use matrices.

Advertising rates, 50 cts. an inch; two in., 75 cts.; three in., \$1; four in., \$1.50; five in., \$2; six in., \$2.50; eight in., \$3; ten in., \$3.50.

See advertisement on page 568.

HAVANA—Population 350,000. On north coast, distant 90 miles from Key West, Fla. The largest city and most important commercial center in the West India Islands. Direct steamer connection with New York, Philadelphia, Baltimore, Jacksonville

and New Orleans; has excellent harbor and a most extensive export trade in cigars, tobacco, tropical fruits, sugar, coffee and rice.

BOHEMIA—Every Sunday. Spanish-News and Comment. Issues monthly supplements under name of **BOHEMIA MODOS** and **BOHEMIA MUSICA**. Established 1910. Miguel A. Quevado, publisher. Subscription, \$12. Claimed average circulation for year 1914, 11,000; 48 pages, 4 columns; length of columns, 12 in.; width 2¼ in. Office, Frocadero 89-93.

Advertising rates, 50 cts. an inch; between reading, \$1 an inch.

CUBA—Every morning and evening. Spanish-Conservative. Established 1907. Emilio Villaverde, publisher. Subscription \$12. Claimed average circulation for year 1914, 20,000; 10 to 12 pages, 7 columns; length of columns, 22 in.; width, 2½ in.

Advertising rates, 30 cts. an inch.

CUBA ILUSTRADA—Monthly (1st). Spanish-Literary. Established 1899. Emilio Villaverde, publisher. Subscription, \$1. Claimed average circulation for year 1914, 27,000; 36 to 40 pages, 3 columns; length of columns, 10¼ in.; width, 2½ in. Can use matrices. Forms close 20th of month preceding. Office, Empedrado 42.

Advertising rates, full page, \$20; ½ or ¼ page, pro rata, with discounts of 5, 10, 15 or 20% on 3, 6, 9 or 12 months contract.

CUBA Y AMERICA—Monthly (1st). Spanish-Literary. Established 1897. Raimundo Cabrera, publisher. Subscription, \$2. Claimed average circulation for year ending April, 1915, 10,000; 8 to 100 pages, 2 columns; length of columns, 9 in.; width, 3 in. Can use matrices.

Advertising rates, full page, \$16; ½ page, \$10; ¼ or ⅓ page, pro rata.

EL FIGAR—Every Saturday. Spanish Literary and Art. Established 1885. Manuel S. Pichardo and Ramon A. Catala, publishers. Subscription, \$10. Circulation—not given by publisher, 16 pages, 4 columns; length of columns, 12 in.; width, 2 in. Cannot use matrices. Office, O'Reilly 36.

Advertising rates, 50 cts. an inch.

EL MUNDO—Every morning including Sunday. Spanish-Independent. Established 1901. J. M. Govin, publisher. Subscription,

CUBA

\$10. Circulation—not given by publisher; 16 to 20 pages, 8 columns; length of columns, 21½ in.; width, 2½ in. Can use matrices.

Advertising rates, regular, 40 cts. an inch; next to reading, 80 cts. an inch; in red ink, \$1; in red ink on first page, \$5 an inch.

GALICIA—Every Saturday. Spanish-Literary and general news. Established 1902; J. B. Cerdeira, publisher. Subscription, \$6. Claimed average circulation for year 1913, 5,000; 24 to 30 pages, 2 columns; length of columns, 8½ in.; width, 2½ in. Can not use matrices. Office, Obrapia 38.

Advertising rates upon application.

LA DISCUSION—Every evening except Sunday; SUNDAY morning. Spanish-Independent. Established 1888, Manuel M. Coronado publisher. Subscription, \$11. Claimed average circulation for year 1914, 20,000; 16 pages, 7 columns; length of columns, 20½ in.; width, 2¼ in. Can use matrices. Office, San Ignacio 5-7.

Advertising rates, 40 cts. an inch; head of columns (except third or last page) or on third or last page, (except head of column), 50 cts. an inch; third or last page, head of column, 60 cts.; imitation of reading matter or amongst same, 80 cts. an inch; color advertising, \$1; Classified, 20 cts an in.

LA LUCHA—Every morning, including SUNDAY. English and Spanish. Independent. Established 1884. A. San Miguel, publisher. Subscription, \$10. Claimed average circulation for year 1914, 21,879; 6 pages, 6 columns; length of columns, 21½ in.; width, 2¼ in. Can use matrices. Office, Amistad, 82-86.

Advertising rates, 40 cts. an inch; society page, 60 cts.; Women's page, 75 cts.; English page, 80 cts.; next to reading matter, 80 cts.

CUBA

Reading notices, \$2 an inch. Classified, wants, 30 cts. an inch.

LA POLITICA COMICA (Cuban National Weekly)—Every Sunday. Independent. Ricardo De La Torre, publisher. Subscription, \$3. Claimed average circulation for year 1914, 32,000; 24 pages, 3 columns; length of columns, 11¼ in.; width, 2¾ in. Can use matrices.

Advertising rates, \$2 an inch.

LA VIDA—Every evening except Sunday. Spanish-Republican. Established 1889. Juan Miralles Marimon, publisher. Subscription, \$9. Claimed average circulation for year 1914, 8,000; 4 pages, 7 columns; length of columns, 20½ in.; width, 2½ in. Can use matrices. Office, Amargura 54.

Advertising rates, 25 cts. an inch.

POST—Every morning including Sunday. Independent. Established 1897. Geo. M. Bradt, publisher. Subscription, \$7.50. Claimed average circulation for year 1914, 8,500; 8 pages, 7 columns; length of columns, 20½ in.; width, 2½ in. Can use matrices.

Advertising rates, 50 cts. an inch; 30 times, 45 cts.; 90 times, 40 cts.; 180 times, 35 cts.; 365 times, 30 cts. an inch. Reading notices, 10 cts. a line. Classified, 1c. per word.

TIMES OF CUBA—Monthly (1st). Review news, etc. Edward F. O'Brien, publisher. Subscription \$1.50. Claimed average circulation for six months ending April 1915, 6,200; 72 to 100 pages, 1 column; length of column, 6½ in.; width, 4¼ in. Cannot use matrices. Forms close, 20th of month preceding. Office, Malecon and Blanco.

Advertising rates, full page, \$25; opposite reading, \$40; ½ page, \$15 or \$25.

See advertisement on page 471.

PORTO RICO

PONCE—Population 62,444. Commercial metropolis of the southern part of Island; about two miles inland, surrounded by excellent farming region devoted to growing coffee, sugar, tobacco and fruits. Lumber industry quite extensive. Has foundry, machine and railroad repair shops and straw hat manufactory. Irrigation work to reclaim 35,000 acres of land in vicinity progressing rapidly; road construction and educational work also making marked progress.

EL DIA—Every evening except Sunday. Spanish-Unionist. Subscription, \$7.20. Claimed

average circulation for year 1914, 2,000; 12 pages, 6 columns; length of columns, 19 in.; width, 2¼ in.

Advertising rates, 5 cts. an inch.

PUERTO RICO EAGLE—Every evening except Sunday. Spanish-Republican. Established 1902. Subscription, \$6. Claimed average circulation for year 1914, 2,200; 10 pages, 6 columns; length of columns, 20 in.; width, 2½ in.

Advertising rates, 6 cts. an inch.

IT'S the second blow that does the business. It's repetition that tells in advertising.

PORTO RICO

SAN JUAN—Population 48,716. An Island off the north coast connected by bridges to the mainland. The most important commercial center of Porto Rico, whose imports and exports for one year aggregated \$78,705,364, 88% of which trade was with the United States. Sugar, coffee, rice and corn grown extensively; also oranges, pineapples, coconuts and grape fruits. Three piers costing \$1,000,000, now in course of erection, and plans are under way providing for an ample system of streets for warehouse district; deep draft bulkheads along the marginal streets; discharge sheds and up-to-date facilities for quickly and economically loading and unloading cargoes. Has foundry, machine, boot and shoe shops and straw hat factory. Road construction in vicinity and throughout the island has been given much attention since the American occupation, and education shows marked progress.

CORRESPONDENCIA (La)—Every morning except Monday, including SUNDAY. Spanish-Independent. Established 1890. La Correspondencia de Puerto Rico (Inc.), publishers. Subscription, \$6. Claimed average circulation for year ending April, 1915, 10,000; 8 pages, 7 columns; length of columns, 22 in.; width, 2 1/4 in. Can use matrices.

Advertising rates, 12 cts. an inch. Composition, 3 cts. an inch additional.

DEMOCRACIA (La)—Every evening except Sunday. Spanish-Federal. Established 1890. Luis Munoz Rivera, publisher. Subscription, \$9. Circulation—not given by publisher. 12 pages, 6 columns; length of columns, 20 in.; width, 2 1/2 in.

Advertising rates, 10 cts. an inch, with discount for time and space.

PORTO RICO

PUERTO RICO ILUSTRADO—Every Saturday. Literary and Comment. Established 1910. Real Hermanos, publisher. Subscription, 50 cts. Claimed average circulation for year 1914, 9,800; 48 pages, 4 columns; length of columns, 10 1/2 in.; width, 2 1/4 in. Can use matrices. Forms close Wednesday. Office, No. 1 Tanca Street.

Advertising rates \$1 an inch; full page, \$18.75; 1/2 page, \$16; 1/4 page, \$7; 1/8 page, \$6.25; 1/16 page, \$4.25; 1/32 page, \$3.25, with discounts of 5 or 10% on 6 or 12 months' contracts.

PORTO RICO PROGRESS—Every Saturday. Literary. Established 1910. Vernon H. Petre, editor and publisher. Subscription, \$2. Claimed average circulation for year 1914 5,600; 32 pages, 4 columns; length of columns, 11 1/4 in.; width, 2 in. Forms close 7 days in advance.

Advertising rates, 1 page, \$16; 1/2 page, \$9; 1/4 page, \$5; 1/8 page, \$3. Discounts on 4, 13, 26 and 52 times. Next to or opposite reading matter, 12 1/2% extra; front page, facing editorial page or first page following text, 33 1/3% extra; inside cover (one color), 50%. or outside cover (one color), 100% additional.

TIEMPO (El)—“The Times”—Every evening including SUNDAY. Spanish and English-Republican. Established 1906. The Times Publishing Co., publishers. Subscription, \$6. Claimed average circulation for first three months 1915, 5,200; 12 pages, 7 columns; length of columns, 20 in.; width, 2 1/2 in. Can use matrices.

Advertising rates, 12 cts. an inch; on yearly contracts, more than 500 in., 10 cts. an inch. Set matter, 2 cts. an inch additional.

HAWAIIAN ISLANDS

HONOLULU—Population 82,028. Has regular steamer connection with San Francisco, Victoria, B. C., Australia and Asiatic ports. The commercial metropolis of the territory, with most extensive exports of sugar, rice, coffee and pineapples. Cattle and sheep extensively raised. Industries include foundry and machine shops, sugar mill machinery, and commercial fertilizer manufacturing plants. Hawaii imported from the United States goods for year 1914, \$25,571,000. Hawaii's exports to main land during same period, \$25,571,000. Assessed value of real and personal property of Hawaii 1914, \$161,187,226. Tax collections, \$2,898,447. This includes automobiles to the value of \$1,024,238, and accessories \$305,165 additional; breadstuffs, \$2,396,062; cotton and its manufactures, \$2,605,868; iron and steel manufactures, \$5,335,173; leather, boots and shoes, \$568,000; tobacco, \$772,027; paper manufac-

tures, \$665,629; jewelry, \$144,986; meat products, \$1,134,432; wines, spirits and malt liquors, \$801,550; drugs, chemicals and proprietary medicines, \$401,497. The Federal Government maintains a College of Agriculture and Mechanical Arts, which among others includes courses in agriculture, engineering and household economics. Bank deposits Dec. 31, 1914, \$16,647,665.23.

MID-PACIFIC MAGAZINE—Monthly (1st). Historical-Literary. Established 1910. Alexander Hume Ford, publisher. Subscription, \$2. Claimed average circulation for year 1914, 5,000; 30 pages, 2 columns; length of columns, 7 1/4 in.; width, 2 1/2 in. Cannot use matrices. Forms close 25th of month preceding. Office, P. O. Box 649.

Advertising rates, on yearly contract, full page, \$25; 1/2 or 1/4 page, pro rata.

HAWAIIAN ISLANDS

SHINPO—Every morning, including **SUNDAY**. Japanese. Established 1890. Hawaii Shinpo Sha, publishers. Subscription, \$7. Claimed average circulation for year 1914, 3,421; 8 pages, 9 columns; length of columns, 14¼ in.; width, 2¼ in. Cannot use matrices.

Advertising rates, 50 cts. an inch, with liberal discounts on time contracts. Reading notices, 10 cts. a line first insertion; each succeeding insertion up to two weeks, 7 cts., and 5 cts. a line for each insertion for balance of month.

STAR-BULLETIN—Every evening except Sunday, and **SEMI-WEEKLY**. Independent-

HAWAIIAN ISLANDS

Republican. Established 1886. The Honolulu Star-Bulletin. Limited, publishers. Subscription, daily, \$8; Semi-weekly, \$2. Sworn average circulation for six months prior to April, 1915, 4,779* net paid; semi-weekly, 1,700, daily, 16 to 24 pages, 7 columns; length of columns, 20 in.; width, 2¼ in.; semi-weekly, 8 pages, 6 columns; length of columns, 19¼ in.; width, 2¼ in. Can use matrices.

Advertising rates, \$1 an inch; on yearly contract, 50 cts.; 100 in., 40 cts.; 250 in., 30 cts.; 400 in., 20 cts. an inch. Special positions, 10 or 25% extra. Composition, 5 cts. an inch additional. Reading notices, 15 cts. a line; 100 lines, 9 cts.; 250 lines, 8 cts.; 500 lines, 7 cts.; 1,000 lines, 6 cts. a line.

PHILIPPINE ISLANDS

MANILA—Population 245,000. Being a part of Luzon Island and situated on Manila Bay. Chief products, rice, copra, lumber, gold and iron. Other industries are rope, cotton fabric, mat, hemp braid, hat jusi and pens cloth embroidery and cigar factories.

BULLETIN—Every morning except Sunday. Independent. Established 1900. Bulletin Publishing Co., publishers. Subscription, \$20. Claimed average circulation for six months ending May, 1915, 3,100; 16 to 20 pages, 7 columns, length of columns, 20 in.; width, 2¼ in. Can use matrices.

Advertising rates, 35 cts. an inch; 500 in. within one year, 22 cts.; 1,000 in., 21 cts.; 2,000 in., 20 cts.; 3,000 in. or more, 16 cts. an inch.

CABLE NEWS-AMERICAN—Every morning except Monday. Independent. Established 1899. Newspaper Publishing Co., publishers. Subscription, \$10. Claimed average circulation for year 1914, 3,500; 14 to 32 pages, 7 columns; length of columns, 20 in.; width, 2¼ in. Can use matrices.

Advertising rates, \$1 an inch; two times or two in. one time, \$1.50; 500 in., on yearly contract, 28 cts.; 1000 in., 27 cts.; 2000 in., 25 cts.; 3,000 in., 24 cts.; 10,000 in., or more, 21 cts. an inch. Special positions first page, double price; editorial page, 25% extra. Other position charges upon application.

PHILIPPINE EDUCATION—Monthly (1st). Educational. Established 1904. Philippine Educational Co. (Inc.), publishers. Sub-

scription, \$1. Claimed average circulation for year 1914, 4,000; 40 to 50 pages, 2 columns, length of columns, 10 in.; width, 3½ in. Can use matrices. Forms close 20th of month preceding. Office, 34 Escolta.

Advertising rates, \$2.50 an inch; full page, \$30; ½ page, \$18; ¼ page, \$10.

PHILIPPINE FREE PRESS—Every Saturday. English and Spanish—Independent. Established 1906. R. McCulloch Dick publisher. Subscription, \$2. Claimed average circulation for 1914, 4,500; 32 pages, 4 columns, length of columns, 12½ in.; width, 2¼ in. Can not use matrices.

Advertising rates, full page, \$25; ½ page, \$12.50; ¼ page, \$7.50.

TIMES—Every evening except Sunday; **SUNDAY** morning. Independent. Established 1898. Times Company, publishers. Subscription, daily, \$10; Sunday \$2.50. Detailed average circulation for six months ending May, 1915, daily, 4,163*; Sunday, 8,573*: 8 to 12 pages daily; 16 to 32 pages Sunday; either edition, 7 columns; length of columns, 20 in.; width, 2¼ in. Can use matrices. Office, Cosmopolitan Bldg.

Advertising rates, daily, \$1 an inch; Sunday, \$1.50 an inch; 10 in., 75 cts. or \$1; 20 in., 50 cts. or 80 cts.; 50 in., 45 or 70 cts.; 100 in., 40 or 60 cts.; 300 in., 38 or 55 cts.; 500 in., 36 or 50 cts.; 1,000 in., 35 or 45 cts.; 3,000 in., 30 or 40 cts. an inch. Special position, 20% extra. Classified, 1c. per word.

GROUP DIRECTORY

DAILY NEWSPAPERS

A COMPLETE LIST OF THE DAILY PAPERS (INCLUDING WEEKLY, SEMI-WEEKLY AND SUNDAY EDITIONS) HAVING A CIRCULATION OF FIVE THOUSAND OR OVER, OR SPECIALLY DESIRABLE FOR GENERAL ADVERTISING, THE RATES FOR WHICH ARE GIVEN IN THE GENERAL CATALOGUE IN THIS VOLUME.

[D. stands for daily, S. for Sunday, W. for weekly, S. W. for semi-weekly, T. W. for tri-weekly, M. for morning, E. for evening.]

ALABAMA

Birmingham, Age-Herald	M	18,696
Age-Herald	S	26,879
Age-Herald	W	23,000
Ledger	E	30,564
News	E	36,903
News	S	38,615
Gladsden Journal	E	5,462
Times-News	E	5,100
Mobile	E & S	14,776
Register	M	14,585
Register	S	17,917
Montgomery, Advertiser	M	18,005
Advertiser	S	21,854
Journal	E	12,320
Journal	S	11,834
Times	E	8,809

ARIZONA

Phoenix, Ariz. Gazette	E	5,931
Republican	M	6,144
Republican	S	6,619
Tucson, Citizen	E

ARKANSAS

Fort Smith, S. W. American, M & S		10,122
Times-Record	E & S	8,895
Little Rock, Democrat	E	12,398
Gazette	M & S	25,580
Gazette	W	13,160
Texarkana, Four States Press	M	4,164

CALIFORNIA

Bakersfield, Californian	E	4,690
Echo	M & S	4,583
Berkeley, Gazette	E	6,675
Eureka, Standard	E	5,163
Times	M	5,608
Times	S	5,731
Fresno, Herald	E	5,569
Republican	M & S	21,724
Long Beach, Press	E
Telegram	E	4,205
Los Angeles, Examiner	M	74,726
Examiner	S	143,569
Express	E	53,501
Herald	E	108,123
Record	E	40,027
Times	M	58,589
Times	S	97,284
Tribune	M & S	58,785
Oakland, Enquirer	E	23,928
Tribune	E & S	41,433
Pasadena Star	E	9,025
Sacramento, Bee	E	29,213
Bee	Sat.	30,407
Star	E	7,101
Union	M	12,709

Sacramento, Union	S	12,709
San Diego, Sun	E	15,330
Union	M	24,681
Union	S	19,459
San Francisco, Bulletin	E	118,305
Cali. Demokrat	M	6,520
Cali. Sonntags Blatt	S	6,520
Call-Post	E	103,314
Chronicle	M	89,244
Chronicle	S	104,600
Chung Sai Yat Po M & S		5,200
Examiner	M	123,501
Examiner	S	237,379
Italia		13,580
Japanese American	D	12,500
News	E	42,653
Voce del Popolo		7,000
San Jose, Mercury-Herald	M	11,198
Mercury-Herald	S	11,856
Stockton, Mail	E	5,292
Record	E	8,434

COLORADO

Colorado Springs, Gazette, M & S		4,977
Evening Telegraph	E	5,085
Denver, Express	E	18,236
Great Divide		106,805
Post	E	72,457
Herald	W	14,500
Post	E	72,459
Post	S	98,928
Record-Stockman	E	19,880
Record-Stockman	W	28,490
Rocky Mt. News	M	42,707
Rocky Mt. News	S	64,337
Times	E	25,630
Pueblo, Chieftan	M	11,142
Star-Journal	E	10,362
Star-Journal	S	10,718

CONNECTICUT

Ansonia, Sentinel	E	5,272
Bridgeport, Farmer	E	11,223
Post	E	12,138
Post	S	8,956
Standard	E	8,400
Telegram	M	10,038
Danbury, News	E	6,110
News	W	6,782
Hartford, Courant	M	16,234
Post	E	13,000
Times	E	23,346
Meriden, Journal	E	4,722
Record	M	5,963
Middletown Penny Press	E	8,579
New Britain Herald	E	5,810
Record	E	6,245
New Haven Journal and Courier	M	12,727

New Haven, Register	E	18,135
Register	S	15,972
Times-Leader	E	13,138
New Haven, Union	E	15,233
Union	S	9,511
New London Day	E	8,226
Norwich..Bulletin	M	9,139
Stamford Advocate	E	4,925
Waterbury American	E	7,300
Democrat	E	4,432
Republican	M & S	8,060

DELAWARE

Wilmington Every Evening....	E	11,568
Journal	E	14,837
News	M	9,392

DISTRICT OF COLUMBIA

Washington Herald	M & S	29,499
Post	S	34,382
Post	S	53,846
Star	E	67,533
Star	S	49,658
Times	E	43,106
Times	S	39,224

FLORIDA

Jacksonville Metropolis ...	E & S	21,012
Times-Union	M	24,910
Times-Union	M	27,867
Miami, Metropolis	E	5,000
Pensacola Journal	M & S	5,423
News	E & S	5,093
Tampa...Times	E	15,988
Tribune	M & S	17,302

GEORGIA

Atlanta..American	S	73,963
Constitution	M	46,356
Constitution	S	46,453
Constitution	T-W	111,697
Georgian	E	46,556
Journal	S	50,240
Journal	S	57,945
Journal	S-W	97,818
Augusta Chronicle	M & S	9,125
Herald	E	11,698
Herald	S	10,547
Columbus Enquirer-Sun	M & S	6,112
Ledger	E & S	8,227
Macon...News	E	13,569
Telegraph	M	17,368
Telegraph	S	19,018
Savannah News	M	12,365
News	S	19,498
News	S-W	4,500
Press	E	13,062

IDAHO

Boise...Capital News	E & S	11,640
Idaho Statesman..D & S		13,986

ILLINOIS

Alton...Telegraph	E	4,512
Aurora..Beacon-News	E	15,999
Belleville, News Democrat	E	4,085
Bloomington Bulletin	E & S	7,893
Pantagraph	M	16,366
Canton...Ledger	E	5,079
Register	E	4,793
Champaign News	M & E & S	6,408
News	S-W	3,653
Chicago. Abendpost	E	53,723
American	E	357,207
Arbeiter Zeitung	E	15,000

Chicago..Arbeiter Zeitung	S	20,000
Arbeiter Zeitung	W	4,000
Chicagoer Presse	E	47,850
Denni Hlasatel	M & S	34,500
Dziennik Chicagoski	E	33,883
Dziennik Ludowy	M	16,225
Dziennik Ludowy	W	16,500
Dziennik Narodowy	E	26,400
Examiner	M	224,285
Examiner	S	509,184
Farmers' & Drovers' Journal	E	51,375
Herald	D	174,456
Herald	S	217,536
Hlasatel	S-W	43,500
Illinois Staats Zeitung..M		47,850
Illinois Staats Zeitung..S		48,500
Jewish Courier	M & S	36,538
Jewish Press	M
Journal	E	127,386
Katalikas
Live Stock World	D	50,976
Live Stock World	W	60,535
Ludovy Dennik	E
Narodny Slovensky Dennik	M & S	14,200
National Hotel Reporter	D
News	E	385,857
Post	E	64,052
Racing Form	M	12,477
Skandinaven	E	20,000
Skandinaven	S	23,000
Skandinaven	S-W	37,000
Sonntagpost	S	42,184
Spravednost	M & S	13,500
Spravednost	W	6,000
Svornost	E	20,637
Svornost	S	28,790
Svornost (Amerikan)
Svornost	S-W	39,579
Svornost (Duch Casu)W		32,000
Tribune	M	329,897
Tribune	S	534,848
Zgoda	D	51,375
Zgoda	W	109,000
Danville Commercial News....	E	12,653
Press	M & S	10,568
Decatur..Herald	M	13,479
Herald	S	13,319
Review	E	13,562
Review	E	12,563
East St. Louis Journal	E & S	8,101
National Live Stock Reporter	E	22,267
Elgin...Courier	E	6,426
News	E	6,697
Evanston News Index	E	5,600
Freeport Journal Standard....	E	5,851
Galesburg Mail	E
Republican-Register	E	8,318
Granite City Naroden Glas...M	
Joliet...Herald	E & S	14,570
LaSalle..Post	E	6,332
Moline..Dispatch	E	10,279
Peoria...Demokrat	E
Journal	E	19,417
Journal	S	12,500
Sonne	E
Star	E	21,759
Star	E	11,469
Transcript	M & S	13,500
Quincy..Herald	E	9,050
Journal	E	7,811

Quincy..Whig	M & S	6,825
Rockford Register-Gazette	E	13,497
Republic	S	7,485
Star	M & S	9,073
Rock Island Argus	E	6,344
Union	E
Springfield News Record	E	9,136
State Journal	M	14,608
State Journal	S	10,552
State Register	M	20,245
State Register	S	14,000
Sterling Gazette	E	5,172
Standard	D	4,125

INDIANA

Anderson, Bulletin	E	5,942
Herald	M	5,564
Herald	S	5,734
Crawfordsville Journal	E	4,192
Elkhart Truth	E & S	4,549
Evansville Courier	M	17,489
Courier	S	11,875
Demokrat	M & S	5,192
Demokrat	S-W	8,671
Journal-News	E	14,036
Journal-News	S	12,847
Press	E	14,039
Ft. Wayne Journal-Gazette	M & S	25,885
News	E	14,464
Sentinel	E	12,502
Gary...Post	E	4,200
Hammond Lake Co. Times	E	10,566
Huntington Herald	E	4,785
Indianapolis Commercial	M	5,000
Indiana Times	E	51,097
News	E	106,255
Star	M	78,415
Star	S	92,230
Telegraph and Tribune		
(Ger.)	E	10,825
Kokomo, Dispatch	M & S	4,077
Tribune	E	5,770
Lafayette Courier	E	5,789
Journal	M	9,603
Logansport Journal-Tribune	M & S	6,014
Pharos Reporter	E	5,141
Marion..Chronicle	E	5,859
Leader-Tribune	M	8,355
Leader-Tribune	S	8,372
Muncie..Press	E	8,988
Star	M & S	21,137
Richmond Item	E	5,800
Palladium and Sun-		
Telegram	E	8,163
South Bend News-Times	M & S	14,873
Tribune	E	14,026
Terre Haute Post	E	9,474
Star	M	22,193
Star	S	16,429
Tribune	E	7,630
Tribune	S	15,678

IOWA

Burlington Gazette	E	7,465
Hawkeye	M	9,880
Hawkeye	S	11,030
Cedar Rapids Gazette	E	12,606
Republican and Times		
.....	M & E	15,209
Republican	S	13,748
Clinton..Advertiser	M	8,776
Herald	E	7,524
Council Bluffs Nonpareil M&E&S		16,299
Davenport, Democrat and		
Leader	E & S	24,610

Davenport, Demokrat	M & S	4,212
Demokrat	W	12,284
Demokrat	S-W	4,103
Times	E	24,665
Des Moines, Capital	E	44,061
News	E	43,448
News	S	36,559
Register and Leader	S	50,590
Register & Leader	M	
& E		68,887
Dubuque, Telegraph-Herald	M & E	12,028
Telegraph-Herald	S	12,028
Telegraph-Herald	S-W	9,438
Times-Journal	M & E	13,113
Times-Journal	S	14,711
Ft. Dodge, Messenger	E	7,179
Keokuk..Constitution Dem	E	4,241
Gate City	E & S	6,069
Marshalltown, Times-Republican		14,763
Mason City, Globe Gazette	E	5,443
Muscatine, Journal	E	6,780
News Tribune	E	4,108
Ottumwa, Courier	E	9,727
Sioux City, Journal	M & E & S	48,083
Live Stock Record	E
News	E	15,600
Tribune	E	47,028
Waterloo, Courier and Reporter	E	13,945
Times-Tribune	M	6,834
Times-Tribune	S	7,136

KANSAS

Atchison, Champion	E & S	2,855
Globe	E	6,450
Hutchison, Gazette	M & S	9,460
News	E	8,728
Sola...Register	E	4,823
Kansas City, Gazette-Globe	E	4,500
Gazette-Globe	W	54,765
Lawrence Journal-World	E	4,811
Leavenworth Post	E	5,612
Times	M & S	7,618
Times	W	10,000
Pittsburg, Kansas Headlight	E	6,508
Kansas Headlight	W	4,280
Topeka..Capital	M & S	33,971
Capper's Weekly	E	256,615
State Journal	W	20,328
Wichita..Beacon	E	23,154
Eagle	M & S	35,684
Eagle	W	47,670
Live Stock Journal	E	6,500

KENTUCKY

Covington Kentucky Post	E	14,756
Lexington, Herald	M & S	6,922
Blue Grass Farmer	W	9,457
Leader	E & S	7,596
Louisville Anzeiger	M	6,751
Anzeiger	S	12,420
Anzeiger	W	11,260
Courier-Journal	M	27,466
Courier-Journal	S	49,369
Herald	N	44,161
Herald	S	36,575
Post	E	40,469
Times	E	53,145
Owensboro Messenger	M & S	5,086
Paducah News-Democrat	M & S	6,958
Sun	E	6,198

LOUISIANA

New Orleans, Abbeille	M
Abbeille	S
Abbeille	W

New Orleans, American...	M & S	23,178
Item	E & S	52,529
Item	W	26,000
States	E & S	33,796
Times-Picayune	M	49,878
New Orleans, Times-Picayune...	S	64,825
Times-Picayune	S-W	6,576
Shreveport Journal	E	5,911
Times	M & S	11,578
Times	S-W	8,912

MAINE

Augusta Journal	M	11,763
Bangor..Commercial	E	11,573
Commercial	W	23,500
News	M	13,571
News	S-W	4,971
Lewiston Journal	E	10,650
Journal	Sat	14,375
Sun	M	5,505
Portland Eastern Argus	M	7,258
Express	E	20,944
Press	M & S	14,283
Waterville Sentinel	M	6,156

MARYLAND

Baltimore American	M	82,924
American	S	111,005
American	S-W
Deutsche Corresp	M	8,990
Deutsche Corresp	S	11,980
News	E	74,895
News	S	57,717
Star	E	50,557
Sun	M & E	137,093
Sun	E	84,034
Cumberland News	M	8,039
Press	E	5,033
Times	E	9,656
Times (Alleghanian)	W	3,377

MASSACHUSETTS

Attleboro Sun	E	4,780
Boston..Advertiser	M	5,488
American	E	377,419
American	S	325,789
Christian Science Moni- tor	E	63,218
Globe	M & E	226,823
Globe	S	289,437
Herald	M	164,808
Herald	S	91,373
Journal	M	53,816
News Bureau	M & E	9,625
Post	M	425,945
Post	S	301,593
Record	E	27,683
Transcript	E	28,911
Transcript	Sat	40,983
Transcript	W
Traveler-Herald	E
(For circulation see Herald)		
Brockton Enterprise	E	12,653
Times	E	12,431
Fall River Globe	E
Herald	E	8,500
News	E	7,216
Fitchburg Ratvaia	F	10,000
Sentinel	E	5,172
Gloucester Times	E	7,066
Haverhill Gazette	E	10,386
Holyoke Telegram	E	8,826
Transcript	E	10,311
Lawrence, Sun American	E	4,008
Sun	S	9,076

Lawrence, Telegram	E	8,826
Tribune (including Eagle)	E	11,665
Lowell..Courier-Citizen	M & E	16,393
Etoile	E	5,100
Sun	E
Lynn....Item	E	13,002
News	E	8,694
Telegram	E & S	12,500
Malden..News	E	7,522
New Bedford Mercury	M	21,185
(Including Evening Standard)		
Standard	S	15,030
Times	E & S	6,847
Newburyport News	E	5,558
North Adams Transcript	E	5,528
Northampton Gazette	E	5,026
Pittsfield Fagle	E	12,853
Eagle	W	14,041
Salem...News	E	18,424
Springfield News	E	13,221
Republican	M & S	14,785
Republican	W	4,499
Union	M & E	27,370
Union	S	18,366
Taunton Gazette	E	5,913
Herald-News	E	4,470
Worcester Gazette	E	22,004
Opinion Publique	E	5,488
Post	E	12,392
Telegram	M	28,813
Telegram	S	34,148

MICHIGAN

Adrian..Telegram	E	10,089
Ann Arbor Times-News	E	6,974
Battle Creek Enquirer	M & E	6,679
Enquirer	S	7,122
Journal	E & S	5,600
Bay City Times	E	13,006
Tribune	M & S	10,476
Benton Harbor News Palladium	E	4,400
Detroit..Abend Post	E & S
Abend Post (Familien Blaetter)	S-W
Dziennik Polskie	E	13,500
Free Press	M	93,116
Free Press	S	124,448
Journal	E	92,931
Journal	S-W	5,000
News	E	167,473
News-Tribune	E	120,768
Times	E	37,469
Flint...Journal	E	18,313
Grand Rapids Herald	M & S	35,193
News	E	24,064
Press	E	73,782
Hancock Copper Journal	E	4,359
Hillsdale News	E	4,999
Houghton, Mining Gazette	M & S	6,863
Jackson..Citizen-Press	F	13,665
Patriot	M	11,416
Patriot	S	12,856
Kalamazoo Gazette	M	17,162
Gazette	E	17,517
Telegraph-Press	S	12,663
Lansing Press	E & S	9,600
State Journal	E	15,083
Muskegon, Chronicle	E	7,874
Times	M & S	5,520
Pontiac..Press-Gazette	E	9,472
Port Huron, Times-Herald	E	11,889
Saginaw Courier-Herald	S & M	14,849
News	E	18,102

MINNESOTA

Crookston, Times	E	7,082
Duluth..Herald	E	29,842
Herald	W
News-Tribune	M	22,398
News-Tribune	S	24,129
Paivehti	E & S	7,071
Hibbing..Tribune	E	3,847
Mankato..Free Press	E	4,530
Minneapolis, Journal	E	95,458
Journal	S	91,896
News	E	67,941
Tidende	E & S	9,412
Tidende	W	34,322
Tribune	M & E	114,008
Tribune	S	161,154
Tribune	S-W	16,227
St. Paul..Dispatch	E	74,362
Dispatch	W	102,044
News	E & S	74,438
Pioneer Press	M	54,805
Pioneer Press	S	68,593
Volkszeitung	E	21,162
Volkszeitung	W	15,404
So. St. Paul Reporter	E	4,476
Winona..Independent	M & S	4,259
Republican-Herald	E	4,244

MISSISSIPPI

Jackson..Clarion-Ledger	M & S	8,178
News	E	5,844
News	S	5,332
Star	E & S	5,408

MISSOURI

Hannibal Courier-Post	E	4,617
Joplin..Globe	M & S	16,005
News-Herald	E & S	10,000
Kansas City Drovers' Telegram..	E	36,252
Journal	M	76,584
Journal	S	73,479
Journal	W	249,571
Post	E	121,031
Post	S	109,743
Star	E	205,144
Star	S	197,340
Star	W	335,009
Times	M	200,157
St. Joseph Gazette	M	18,852
Gazette	S	16,129
Journal	E	5,000
News-Press	E	40,699
Stock Yards Journal..	E	8,676
St. Louis..Amerika	M & S	19,164
Amerika	S-W
Globe-Democrat	M	134,671
Globe-Democrat	S	178,433
Globe-Democrat	S-W	88,642
Post-Dispatch	E	176,190
Post-Dispatch	S	313,826
Republic	M	109,303
Republic	S	115,337
Republic	S-W	153,288
Star	E	61,552
Times	E	94,610
Westliche Post	M	26,482
Westliche Post	S	25,762
Springfield, Leader	E	11,222
Leader	S	10,772
Republican	M & S	10,056

MONTANA

Anaconda Standard	M & S	10,956
Billings, Gazette	M & S	5,250
Journal Tribune	E	4,500

Butte...Miner	M	11,001
Miner	S	16,539
Post	E	12,456
Great Falls Tribune	M	8,022
Tribune	S	8,184
Helena...Independent	M	5,775
Independent	S	6,185
Montana Record	E	7,877
Montana Record	W	5,500
Missoula..Missoulian	M	4,619
Missoulian	S	5,192
Sentinel	E	2,541

NEBRASKA

Hastings, Tribune	E	5,640
Lincoln..Star	E	25,651
Star	S	12,085
State Journal	M	22,682
News	E	14,350
State Journal	S	15,773
Nebraska City News.....	E	2,162
News	W	5,284
Norfolk..News	E	9,116
Omaha...Bee	M & E	51,622
Bee	S	44,570
Drovers Journal Stock-		
man	E	20,020
News	E	79,069
News	S	44,016
Tribune	D	11,400
Tribune	W	14,600
World-Herald	M	59,844
World-Herald	S	46,681

NEVADA

Reno....Gazette	E	4,089
State Journal	M & S	4,804

NEW HAMPSHIRE

Manchester Mirror & American		
.....	E	4,792
Mirror and Farmer...W		10,000
Union Leader....M & E		26,586
Nashua..Telegraph	E	5,200

NEW JERSEY

Asbury Park Press	E & S	7,465
Atlantic City Evening Union...	E
Press (See Press)	M	15,152
Review	M	7,048
Bridgeton News	E	5,047
Burlington Enterprise	E	4,580
Camden, Courier	E	10,967
Post-Telegram	E	11,011
Elizabeth Journal	E	12,311
Times	E	8,842
Hackensack Record and Bergen		
County Herald	E	5,315
Hoboken..Hudson Observer	E	38,644
Jersey City, Jersey Journal...	E	23,335
Newark..Eagle	M	22,579
Freie Zeitung	M	11,072
Freie Zeitung	S	15,000
News	E	73,618
Star	E	44,253
New Brunswick Home News...	E	7,633
Passaic..Herald	E	8,500
News	E	6,426
Paterson Call	M	11,723
Guardian	E	10,517
News	E	11,209
Press	E	4,102
Press (Chronicle)	S	6,282
Perth Amboy News	E	6,019
Plainfield Courier News	E	5,688

Town of Union, Weehawken P. O.	
Hudson Dispatch . . .	10,000
Trenton State Gazette . . . M	10,626
Times . . . E	23,291
Times Advertiser . . . S	16,105

NEW MEXICO

Albuquerque-Journal . . . M & S	7,589
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NEW YORK

Albany..Argus . . . M & S	14,612
Journal . . . E	16,987
Knickerbocker Press..M	37,318
Knickerbocker Press . . S	32,027
Times-Union . . . E	40,877
Amsterdam Recorder and Democrat . . . E	4,899
Recorder and Democrat . . . S-W	3,316
Auburn..Advertisers Journal..E	5,217
Citizen . . . E	6,755
Batavia..News . . . E	8,239
Binghamton Press and Leader..E	25,815
Republican Herald . . M	16,798
Brooklyn Citizen . . . E & S	32,972
Eagle . . . E & S	44,390
Freie Presse . . . E
Freie Presse . . . S
Standard Union . . . E	61,680
Standard Union . . . S	68,402
Times . . . E	41,419
Buffalo..Commercial . . . E	10,000
Courier . . . M	53,900
Courier . . . S	89,260
Demokrat . . . E	10,815
Dziennik W s z y-K i c h . . . E & S	14,795
Enquirer . . . E	46,081
Express . . . M	39,297
Express . . . S	43,195
News . . . E & S	104,223
Polak W. Ameryce . . . E	7,039
Times . . . E	66,776
Times . . . S	67,815
Volksfreund . . . E	9,291
Corning Leader . . . E	8,333
Cortland Standard . . . E	4,664
Elmira..Advertiser . . . M & E	11,793
Herald . . . E	8,128
Star-Gazette . . . E	19,835
Geneva..Times . . . E	5,253
Glens Falls Post-Star . . M	5,895
Times . . . E	5,223
Gloversville Herald . . . M	6,917
Leader-Rep. . . . E	5,376
Hornell..Tribune-Times . . . E	6,116
Ithaca..Journal . . . E	6,154
News . . . E	4,292
Jamestown Journal . . . E	5,677
Journal . . . T-W	5,723
Post . . . M	7,962
Kingston Freeman . . . E	5,610
Lockport Union Sun . . . E	5,230
Long Island City Star . . . E	12,500
Star . . . W	6,200
Star (Greenpoint) . . W	8,600
Malone..Telegram	4,550
Middletown Argus . . . E	5,172
Times-Press . . . E	5,135
Mount Vernon Argus . . . E	5,453
Newburgh News	8,279
New York American . . . M	285,977
American . . . S	718,029

New York, Amerikai Magyar Neps- zava M	33,600
Araldo Italiano . . M & S	40,000
Atlantis . . . E & S	30,209
Beekwith Inter State List	1,150,000
Bolletino della Sera . . E	51,548
Bolletino della Sera . . S	11,807
Call . . . M & S	22,759
Commercial
Cour. Etats Unis . . . M	20,634
Cour. Etats Unis . . . S	30,325
Cour. Etats Unis . . . W	26,930
Deutsches Journal . . . M	54,969
Deutsches Journal . . . S	68,870
Elore, City Edition . . .	8,500
National Edition . . .	17,000
Giornale Italiano . M & S	40,000
Glas Naroda E	12,500
Globe E	200,685
Herald . . . M & S	107,886
Herold E	138,952
Hrvatski Svijet . . E & S	10,000
Jewish Forward . . E & S	200,267
Jewish Journal . M & S	111,288
Jewish News . . . E & S	69,349
Journal E	779,992
Journal of Commerce..M	17,728
Mail E	146,453
National Herald . M & S
North Side News . . . E	9,000
North Side News . . . S	16,000
Post E	32,481
Press M	104,498
Press S	113,089
Progresso Italo Ameri- cano M	97,811
Russkaye Slovo . . M & S	30,000
Servian Daily . . . E	15,000
Staats Zeitung . . M & E	140,102
Staats Zeitung . . . S	102,111
Staats Zeitung . . . W
Strauss Magazine Theatre Program E	57,142
Sun M	66,746
Sun S	101,472
Sun E	140,203
Telegrafo E	35,000
Telegram E	220,566
Telegram S	223,315
Telegraph M & S	35,424
Times M & S	298,248
Tribune M & S	70,965
Voce Del Popolo . M & S	23,000
Volks Zeitung . . . M
Volks Zeitung . . . S
Volks Zeitung . . . W
Wall St. Journal..M & E	9,402
Wahrheit daily Herald..E	81,877
Womans Wear E	8,759
World M	375,841
World S	491,114
World (each issue)..T-W	73,992
World E	401,227
Niagara Falls Gazette . . E	8,690
Journal E	79,919
Ogdensburg News . . . M & S	4,500
Oneonta Star M	6,149
Oswego..Times E	3,691
Times S-W	3,025
Poughkeepsie Eagle News..M	5,321
Enterprise E	5,551
Star E	6,554
Rochester Abend Post..E	7,302

Rochester, Democrat Chronicle	M & S	68,557
Herald	M & S	30,340
Post-Express	E	22,892
Times	E	26,847
Union & Advertiser	E	37,902
Rome... Sentinel	E	4,871
Saratoga Springs, Saratogian	E	4,873
Schenectady, Gazette	M	19,978
Union-Star	E	13,435
Syracuse Herald	E	38,883
Herald	S	58,159
Journal	E	41,280
Post-Standard	M	53,843
Troy... Record	M & E	22,889
Times	E	17,268
Times	S-W	4,196
Utica... Herald-Dispatch	E	...
Observer	E	19,457
Observer	S-W	...
Press	M	19,585
Press	S-W	5,000
Watertown Standard	E	10,696
Times	E	13,993
Yonkers, Herald	E	...
News	E	5,874
Statesman	E	5,600

NORTH CAROLINA

Asheville Citizen	M & S	10,161
Gazette-News	E	4,569
Charlotte News & Chronicle	E	10,172
News & Chronicle	S	8,048
News (Times-Democrat)	S-W	5,876
Observer	M & S	11,132
Observer	S-W	5,850
Durham, Herald	M	4,976
Sun	E & S	5,387
Greensboro News	M	9,424
News	S	11,718
Raleigh... News and Observer	M & S	19,108
News and Observer	W	12,000
Times	E	5,669
Wilmington Star	M & S	5,118
Journal	M & S	4,868
Winston Salem Sentinel	E	4,935
Western Sentinel	S-W	7,552

NORTH DAKOTA

Bismarck Tribune	M & S	5,600
Fargo... Courier and News	M & S	8,525
Forum and Republican	E	11,300
Forum and Republican	W	5,500
Grand Forks Herald	E & M & S	18,595
Minot... Optic-Reporter	E	2,850
Optic-Reporter	W	1,500

OHIO

Akron... Beacon-Journal	E	22,098
Press	E	15,044
Times	E	17,383
Ashtabula Beacon	E	5,327
Star	E	5,189
Cambridge Jeffersonian	E	5,795
Canton... News	E & S	11,826
Repository	E & S	16,130
Cincinnati Com'l Tribune	M & S	51,054
Enquirer	M	53,639
Enquirer	S	210,928
Enquirer	W	31,746
Freie Press	M	19,407
Freie Presse	E	51,228
Freie Presse	S	49,905
Post	E	193,917
Times-Star	E	148,410
Volksblatt	M	35,375

Cincinnati, Volksblatt	S	62,750
Volksblatt	W	18,200
Cleveland American	E & S	12,257
Leader	M	84,357
Leader	S	100,000
News	E	112,215
Plaindealer	M	134,578
Plaindealer	S	164,391
Press	E	174,471
Svet	M	8,200
Szabadsag	M	30,047
Waechter und Anzeiger	E	34,400
Waechter und Anzeiger	S	21,500
Columbus Citizen	E	65,752
Dispatch	E	73,762
Dispatch	S	68,867
Express and Westbote	E	...
Express	W	...
Express and Westbote	S	...
Express (Westbote)	S-W	...
Ohio State Journal	M	52,292
Ohio State Journal	S	30,170
Reporter	M	9,347
Coshocton Times-Age	E	3,989
Dayton... Herald	E	22,710
Journal	M	23,448
Journal	S	24,488
News	E	33,486
News	S	15,189
East Liverpool Review	E	5,595
Tribune	M	5,474
Elyria Telegram	E	4,378
Findlay... Republican	M	5,543
Hamilton Journal	E	3,792
Republican-News	E	6,071
Lima... News	S-W	9,171
Republican Gazette	M & S	5,312
Times Democrat	E	4,895
Lorain... Times-Herald	E	5,159
Mansfield News	E	7,322
Marion... Star	E	6,819
Martins Ferry Times	E	5,022
Massillon Independent	E	5,391
Middletown, News Signal	E	4,122
Newark, Advocate	E	5,443
American Tribune	E	5,412
Portsmouth Star	M & S	...
Times	E	8,474
Sandusky Register	M & S	4,777
Star-Journal	E	5,333
Springfield News	E & S	11,678
News	S	10,618
Sun	M & S	12,671
Steubenville Herald Star	E	5,320
Toledo... Ameryka Echo	E	32,000
Ameryka Echo	S	160,000
Blade	E	45,415
Blade	W	228,147
Express (Ger.)	E	7,430
Express (Ger.)	W	11,208
News-Bee	E	76,838
Times	M	14,699
Times	S	19,625
Urbana Democrat	E	4,772
Youngstown Telegram	E	14,046
Vindicator	E	18,040
Vindicator	S	15,475
Vindicator	S-W	4,500
Zanesville Signal	E	9,257
Times-Recorder	M	15,663

OKLAHOMA

Ardmore Ardmoreite	E & S	4,450
Enid... Eagle	E & S	3,300

Enid...News	M & S	3,800
Guthrie...Leader	E	12,812
Leader	W	14,132
McAlester News-Capital	E	3,162
Muskogee Phoenix	M	12,184
Phoenix	S	12,817
Times-Democrat	E	12,124
Oklahoma City Live Stock News	E	8,460
News	E	20,699
Oklahoman	M	40,556
Oklahoman	S	42,093
Oklahoma City, Times	E	12,445
Tulsa...Democrat	E & S	11,086
World	M & S	12,149
World	W	68,439

OREGON

Astoria...Torreri	E & S	3,461
Portland News	E	17,411
Oregon Deutsche Zeitung	E
Oregon Journal	E	48,947
Oregon Journal	S	53,141
Oregon Journal	S-W	14,500
Oregonian	M	56,444
Oregonian	S	71,348
Oregonian	W	23,704
Telegram	E	36,741

PENNSYLVANIA

Allentown Call	M	16,753
Chronicle & News	E	7,184
Democrat & Item	M & E	10,374
Leader	E	6,418
Altoona Mirror	E	18,223
Times	M	13,817
Tribune	M	9,500
Beaver Falls Tribune	E	6,032
Bloomsburg, Press	M	4,950
Butler...Citizen	M	4,640
Eagle	E	5,047
Chester...Republican	M	4,326
Times	E	8,951
Connellsville, Courier	E	6,511
Doylestown Intelligencer	E	4,385
Easton...Free Press	E	10,020
Erie...Dispatch	M & S	11,095
Herald	E	8,782
Herald	S	5,550
Times	E	22,617
Greensburg Tribune	E	5,351
Harrisburg, Patriot	M	20,450
Star-Independent	E	15,764
Telegraph	E	23,213
Hazleton Plain Speaker	E	5,525
Standard	M	5,452
Johnstown Democrat	M	13,264
Leader	E	7,064
Tribune	E	17,923
Lancaster Examiner	E	5,210
Examiner	S-W	3,600
Intelligencer	E	7,115
News-Journal	M	8,445
New Era	E	9,144
New Era	S-W	5,493
Lebanon News	E	6,241
News	S-W	3,488
Report	E	5,496
McKeesport News	E	9,356
Times	E & S	6,800
Meadville Tribune-Repub.	M & E	7,440
New Castle Herald	E	6,127
News	E	8,282

Norristown Times	E	6,997
Oil City Derrick	M	6,997
Derrick	S-W	8,000
Philadelphia Bulletin	E	351,577
Demokrat	E	14,000
Evening Ledger	E	92,857
Il Mattino	M	15,000
Inquirer	M	194,716
Inquirer	S	279,934
Morgen Gazette	M & E
Morgen Gazette (Staats Gazette)	W
North American	M	182,632
Philadelphia, North American	S	153,205
Opinione (Ital.)	M & S	49,100
Press	M	65,142
Press	S	160,035
Public Ledger	M	62,555
Public Ledger	S	111,497
Record	M	171,387
Record	S	134,380
Star	E
Tageblatt	M	39,500
Tageblatt	S	35,000
Telegraph	E	110,669
Pittsburgh Chronicle-Telegraph	E	88,244
Dispatch	M	62,873
Dispatch	S	72,547
Dispatch	W	10,000
Gazette-Times	M	75,981
Gazette-Times	S	86,586
Herald	E
Leader	E & S	81,942
Post	M	50,882
Post	S	75,903
Press	E	116,011
Press	S	102,683
Slovensky Dennik	E
Sun	E	49,996
Volsblatt und Freiheits Freund	M
Volsblatt und Freiheits Freund	S
Volsblatt und Freiheits Freund	W
Pottstown News	M	5,143
Pottsville Chronicle	E	6,500
Journal	E	8,850
Republican	E	11,496
Reading Eagle	E	22,207
Eagle	S	17,189
Herald	E	6,016
Telegram	E	22,730
News-Times	M	22,730
Scranton Republican	M	34,540
Times	E	36,473
Sharon...Telegraph	E	4,170
South Bethlehem Globe	E	7,388
Titusville Herald	M	4,768
Uniontown Genius	E	4,374
Herald	M	10,162
News Standard	E	4,417
Record	M	4,831
Washington Observer	M	14,500
Reporter	E
West Chester Local News	E	12,575
Wilkes-Barre News	M	13,627
Record	M	15,104
Times-Leader	E	19,130
Williamsport Gaz. & Bulletin	M	10,778
Sun & News	E	16,618

CHOOSING a good newspaper or magazine is like buying a horse—it's just as important to ascertain its pedigree as it is to look at its teeth.

York...Daily	M	19,502
Dispatch	E	19,502
Gazette	M	6,808

RHODE ISLAND

Newport News	E	4,583
Pawtucket Times	E	22,113
Providence Bulletin	E	49,248
Journal	M	19,995
Journal	S	33,215
News	E
Tribune	E
Tribune	S
Westerly Sun	E	5,658
Woonsocket Call and Reporter..	E	10,606

SOUTH CAROLINA

Charleston News & Courier..M & S	10,162
PostE	9,250
Columbia RecordE & S	9,677
Columbia State.....M & S	20,172
Greenville NewsM	4,755
NewsS-W	2,000
Spartenburg HeraldM & S	5,090
JournalE	3,912

SOUTH DAKOTA

Aberdeen American	M & S	5,712
Sioux Falls Argus-Leader.....	E	9,923
Press	M & S	9,390

TENNESSEE

Chattanooga NewsE	12,136
TimesM & S	23,299
Knoxville Journal-Tribune..	M & S	18,637
Journal-TribuneW	
SentinelE	17,023
Memphis Commercial Appeal..	M	61,204
Commercial Appeal	...S	95,019
Commercial Appeal..	S-W	96,435
News-ScimitarE	47,347
PressE	18,227
Nashville BannerE	47,436
Tennessean and Amer- icanD	32,444
AmericanS	37,678

TEXAS

Austin..	American	M & S	11,239
	Statesman	M & S	8,276
	Statesman	S-W	6,000
	Tribune	E	3,982
Beaumont	Enterprise	M & S	15,036
	Journal	E & S	7,000
Dallas...	Dispatch	E	22,902
	Journal	E	35,965
	News.....	M & S	50,291
	News (Farm News) (also Galveston Farm News)		
	S-W	110,389
	Times-Herald.....	E & S	29,560
El Paso.	Herald	E	20,385
	Times	M	18,204
	Times	S	22,642
	Live Stock Reporter.....	E	3,473
Fort Worth	Record	M & S	32,796
	Record (both issues)		
	S-W	71,540
	Star-Telegram.....	E & S	32,403
	Star (Citizen Star)....	W	15,000
Galveston	News	M & S	16,645
	News	S
	News (Farm News)		
	S-W See	Dallas
	Tribune	E	8,185

Houston..Chronicle	E	33,146
Chronicle	S	41,699
Post	M	28,954
Post	S	33,122
Press	E	12,948
San Antonio Express	M	20,501
Express	S	30,876
Express	S-W	19,000
Light	E	19,034
Light	S	22,537
Temple..Telegram	M & S	5,748
Waco...News	M & S	7,345
Times-Herald	E & S	5,592
Waxahachie Light

UTAH

Ogden...ExaminerM & S	4,169
Salt Lake City Deseret News..	E	17,796
Deseret NewsSat.	23,250
Salt Lake City, Deseret News..	S-W	17,953
Herald-RepublicanM	16,834
Herald-RepublicanS	27,603
TelegramE	16,788
TribuneM	18,569
TribuneS	35,060
TribuneS-W	9,000

VERMONT

Barre...Times	E	6,166
Burlington Free Press.....	M	9,528
News	E	7,154
Rutland Herald	M	5,573

VIRGINIA

Bristol..Herald Courier . . . D & S	4,944
News and Herald Courier W	1,897
Danville Bee E	5,317
Harrisonburg News-Record M	6,437
Lynchburg Advance E	4,502
News M & S	7,725
Newport..News, Press M	4,555
Press S	6,103
Times-Herald M	4,472
Norfolk..Ledger Dispatch E	26,853
Virginian-Pilot M	25,916
Virginian-Pilot S	32,139
Petersburg Index Appeal . . . M & S
Index Appeal W
Richmond Journal E	22,894
News-Leader E	32,137
Times-Dispatch M	23,962
Times-Dispatch S	35,127
Virginian M & S	14,500
Roanske..Times M	17,294
Times S	11,209
World News E
(See Times)
Staunton Leader E	4,751
News M & S	4,708

WASHINGTON

Bellingham American and Reveille	M	9,763
American Reveille	S	11,338
Herald	E	10,178
Everett..Herald	E	8,169
North Yakima Yakima Herald	M & S	3,294
Seattle..Post-Intelligencer	M & S	51,409
Star	E	54,693
Sun	E	40,411
Times	E	72,910
Times	S	87,384

Spokane Chronicle	E	34,669
Press	E	8,413
Spokesman-Review	M	38,603
Spokesman-Review	S	56,749
Spokesman-Review	S-W	32,910
Tacoma	M	22,286
Ledger	M	29,107
News	E	22,576
Times	E	10,533
Tribune	E	15,143
Tribune	S	16,032
Walla Walla Bulletin	E & S	3,600
Union	M & S	3,178

WEST VIRGINIA

Bluefield Telegraph	M & S	4,311
Charleston Gazette	M & S	6,380
Mail	E	5,483
Clarksburg Telegram	E	6,651
Telegram	S	3,575
Huntington Herald Dispatch	M & S	6,494
Herald Dispatch	M & S	6,494
Parkersburg-News	M	4,000
News	S	5,000
Sentinel	E	4,321
Wheeling Intelligencer	M	10,910
News	E	15,800
News	S	18,850
Register	M & S	11,349
Telegraph	E	7,382

WISCONSIN

Beloit...News	E	6,099
Eau Claire Leader	M	8,326
Leader	S	5,501
Telegram	E	8,326
Fon du Lac Commonwealth	E	4,508
Reporter	E	4,097
Green Bay Press Gazette	E	9,000
Janesville Gazette	E	7,235
Wisconsin Daily League	D	125,000
La Crosse Abendstern	E
Abendstern	S-W
Abendstern	W
Leader-Press	E	7,885
Tribune	E	7,552
Madison Democrat	M & S	5,185
News	M
Wis. State Journal...	E	11,378
Wis. State Journal...	S	7,023
Milwaukee Free Press	M	33,540
Free Press	S	15,034
Germania-Herold	M & E	35,865
Germania-Herald	S	33,000
Germania Herold	W	100,000
Journal	E	81,998
Journal	S	61,200
Kuryer Polski	E	25,142
Leader	E & S	28,170
News	E	28,582
Nowiny Polskie	11,707
Sentinel	M & E	44,961
Sentinel	S	53,728
Wisconsin	E	38,598
Oshkosh Northwestern	E	11,953
Racine Journal-News	E	6,594
Times	E	5,443
Superior Telegram	E	13,895
Tyomies	E & S	12,540

WYOMING

Cheyenne State Leader	M	5,490
State Leader	S	5,831
Tribune	E	5,412
Tribune	S-W	4,600

FOREIGN**ALBERTA**

Calgary	Albertan	M	18,000
	Albertan	W	4,500
	Herald	E	21,235
	Herald	W	7,169
	News Telegram	E	17,676
Edmonton Bulletin	M & E	13,000	
	Bulletin	S-W	5,000
	Capital	E	11,057
	Journal	E	17,027
Leithbridge Herald	E	5,682	

BRITISH COLUMBIA

Nelson	News	M	4,977
Vancouver	News-Advertiser	M	16,025
	News-Advertiser	S	25,254
	Province	M	40,922
	Sun	M	22,798
	World	E	18,917
Victoria	Colonist	M
	Times	E	9,081

MANITOBA

Brandon Sun	E	4,432
Winnipeg Free Press	M & E	68,153
Free Press	W	37,700
Telegram	E	52,859
Telegram	W	27,500
Tribune	E	30,064
Tribune	W	17,847

SASKATCHEWAN

Moose Jaw NewsM	6,732
NewsW	3,000
TimesE	5,258
Prince Albert HeraldE	5,739
Regina..LeaderM	16,619
Province and StandardE	13,700
Province and StandardW	7,950
Saskatoon PhoenixM	2,440
StarE	14,102

NEW BRUNSWICK

Fredericton Gleaner	E	5,566
Gleaner	S-W	8,000
Moncton Times	M	4,292
Transcript	E	4,500
St. John Globe	E
Globe	W
Standard	M	11,407
Telegraph and Sun	M	13,010
Telegraph and News S-W	E	4,775
Times and Star	E	13,474

NOVA SCOTIA

Glace Bay Gazette	E	5,904
Halifax..Chronicle	M	13,833
Chronicle	W	20,000
Echo	E	10,254
Herald	M	10,078
Mail	E	14,600
Mail and Homestead	W	15,500
Sydney	Post M & E	7,914
Record	E	4,800

ONTARIO

Brantford Expositor	E	7,546
Cobalt...Nugget	E	5,960
Ft. William Times-Journal	E	5,600
Guelph...Herald	E	2,900
Herald	W	4,900
Mercury & Advertiser. .	E	3,244
Mercury & Advertiser.W		3,058

Hamilton Herald	E	16,285
Spectator	E	28,092
Spectator	S-W	7,419
Times	E	10,700
Times	S-W	7,200
Kingston British Whig	E	4,649
British Whig	S-W	5,433
Standard	E	4,680
London Advertiser	M & E	29,765
Free Press	M & E	41,755
Ottawa Citizen	M & E	20,325
Citizen (Canadian)	S-W	14,675
Free Press	E	15,241
Journal	E	16,982
Journal	S-W	20,983
Temps	E	9,003
Peterborough Times	M
St. Catharines Standard	E	5,949
St. Thomas Times	E	5,554
Toronto Globe	M	82,254
Mail and Empire	M	76,325
Mail and Empire	W	17,500
News	E	51,353
Star	E	99,605
Star	S	37,462
Telegram	E	83,339
World	M	63,717
World	S	97,820
Windsor Record	D	9,000
Record	W	3,000
Woodstock Sentinel-Review	E	5,581
Sentinel-Review	W	3,150

PRINCE EDWARD ISLAND

Charlottetown Guardian	M & E	8,370
Island Patriot	M & E	5,148

QUEBEC

Levis Quotidien (Fr.)	E
Montreal Canada (Fr.)	M	3,650
Devoir (Fr.)	E	20,000
Devoir	W	8,000
Gazette	M	26,563
Herald	E	48,967
Jewish Eagle	E	14,358
Journal of Commerce	E
Mail	M	29,224
News	E	21,831
Patrie (Fr.)	E	46,523
Patrie	W	22,000

Montreal Presse (Fr.)	E	140,342
Presse (Fr.)	W	45,266
Star	E	109,429
Star	W	160,767
Quebec Action-Sociale	E	21,000
Action-Sociale	W	10,616
Chronicle	M	12,679
L'Evenement (Fr.)	E	14,658
L'Evenement	W	4,074
Soleil	E	22,305
Soleil	W	5,000
Telegraph	E	12,000
Sherbrooke Record	E	11,137
Tribune	E	7,515

NEWFOUNDLAND

St. Johns Herald	E	4,000
Telegram	E	6,129

CUBA

Cienfuegos, La Correspondencia	D	7,500
Gibara, El Progreso	M	5,000
Havana, Cuba	M	20,000
El Mundo	M
La Discusion	E & S	20,000
La Lucha	M & S	21,879
La Vida	E	8,000
Post	M & S	8,500

PORTO RICO

Ponce, El Dia	2,000
Puerto Rico Eagle	E	2,200
San Juan, Correspondencia	M & S	10,000
Democracia (La)	D
Tiempo	E & S	5,200

HAWAIIAN ISLANDS

Honolulu Shinpo	M & S	3,421
Star-Bulletin	E	4,779
Star-Bulletin	S-W	1,700

PHILIPPINE ISLANDS

Manila Bulletin	N	3,100
Cable News American	M	3,500
Times	E	4,163
Times	S	8,578

A LIST OF THE MISCELLANEOUS WEEKLY PUBLICATIONS

WEEKLY OR SUNDAY PAPERS CONNECTED WITH DAILIES, AGRICULTURAL OR RELIGIOUS PUBLICATIONS ARE NOT INCLUDED IN THIS LIST, HOWEVER, A COMPLETE TABULATION OF SAME MAY BE FOUND ON PAGES 392, 428 or 432.

Weeklies, except when otherwise noted (Semi-Weekly noted S-W, Tri-Weekly noted T-W).

ALABAMA

Birmingham, Advance	62,742
Montgomery, Alabama Times	68,000

ARKANSAS

Hot Springs, Ark. Thomas Cat
Magnolia, Liberator

CALIFORNIA

Los Angeles, California Outlook ..	4,060
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California, Calif. Social Democrat ..	6,000
California Voice	5,000
Citizen	8,000
Mountain View, Signs of the Times	26,254
Oakland Observer	16,738
World
San Francisco, Argonaut	7,650
Breeder and Sportsman	5,170
Coast Seaman's Journal	8,000
Jadran	9,600

San Francisco, Jewish Times
Labor Clarion	11,000
Leader	25,000
Mining and Scientific Press	7,000
Monitor	22,500
News Letter	26,493
Organized Labor	54,000
Pacific Coast Hotel Gazette	7,500
Pacific Dairy Review	8,674
Referee	5,600
Town Talk	18,600
Wasp	12,600

COLORADO

Denver..Capitale	9,000
Mining Investor
S v. Amerikanska W'n.. . . .	18,900
Pueblo..L'Unione	16,250

CONNECTICUT

Bridgeport, Herald (see Waterbury) Sole	6,900
Hartford, Catholic Transcript	32,919
Globe	15,475
New Britain, Przewodnik Katolicki	5,600
New Haven, Yale Alumni Weekly	8,200
Waterbury Herald	25,249

DELAWARE

Wilmington, Sunday Morning Star	8,891
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DISTRICT OF COLUMBIA

Washington, Arms and The Man.. . . .	25,000
Army and Navy Register	9,421
National Tribune	135,403
Pathfinder	100,000
R. F. D. News	27,000
U. S. Government Adv.. . . .	7,250

FLORIDA

Gainesville, SunS-W	5,600
Lake Worth, Herald	9,800

GEORGIA

Atlanta..Independent	25,500
Thomson, Jeffersonian

ILLINOIS

Chicago..Advance	17,000
American Contractor	1,200
American Field	18,000
American Lumberman.. . . .	13,450
American Socialist	55,000
AmerikanS-W	39,597
Balkan World	17,000
Banker	9,600
Baseball World	20,000
Biez Bozy	16,500
Black Diamond	8,500
Bladet	11,000
Canadian American	15,450
Champion of Fair Play
Chicago Ledger	625,000
Citizen
Civil Service News	10,365
Courrier Franco-Ameri- cain	8,296
Dairy Produce	4,222
Domestic Engineering.. . . .	10,000
Dry Goods Reporter... . .	7,744
Duch Casu	32,000
Eagle

Chicago..Echo, Post und Beobach- ter	10,963
Electrical Review and Western Electrician.. . . .	8,496
Engineering & Contract- ing	12,727
Farm Implement News.. . . .	9,005
Florist's Review	11,540
Gazeta Polska	22,400
Glasilo	12,200
Glas SvobodeS-W	17,860
Greek Star
Grocer's Criterion
Horseman and Spirit of the Times	10,000
Horse Review
Israelite	29,700
ItaliaT-W
Jewish Labor World	13,000
Jewish Times
Journal of the American Medical Ass'n	59,752
Katholisches Wochenblatt Katholische Slovenske Noviny	5,300
Lietuva
Live Stock Report	12,000
Live Stock World	50,000
Live Stock World	60,535
Masonic Chronicle	25,700
Mining and Engineering World	7,400
Missions Wannen	18,496
Modern Grocer	4,500
Motography	18,800
Motor Age	23,193
Movie Pictorial
Movimento	14,576
Musical Leader
Narod Polski	52,000
New World	24,750
Orange Judd Farmer	119,943
Public	20,000
Railway Review	8,516
Reform Advocate	22,540
Revyen	5,100
Rodzina Polska	23,250
Rovnost 'L' Udu	8,875
Sandebudet	7,000
Saturday Blade	625,000
Saturday Eve. Herald.. . . .	5,000
Saturday Eve Telegraph
Scandia	6,000
SlavieS-W	10,000
Standard Opinion
Sunday Polish Echo.. . . .	11,457
Svenska Amerikanaren Hemlandet	60,331
Svenska Kuriren	42,400
Svenska Tribunen-Nyheter	63,604
Telephony	5,500
Tribuna Italiana Trans- Atlantica
Union Leader
Union Servian	16,500
Verdens Gang
Vorbote	4,000
Western British American	21,875
Western Trade Journal.. . . .	20,300
Western Underwriter	8,262
Wochenblatt	15,500
World's Chronicle	50,000
Zajmy LiduS-W	6,000
Zenske Listy	25,000
Elgin...Boys' World	402,230

Elgin....Girl's Companion	396,557
Young People's Weekly	206,692
Englewood, Times	10,200
Evanston, Union Signal.....	25,000
Joliet...Amerikanski Slovenec S-W	5,800
Oakland, Ledger	5,426
Oak Park Events	4,730
Ottawa...Fairdealer	5,945
Peoria...Sonne
Princeton, Republican	5,550
Rockford, Svenska Posten.....	11,657

INDIANA

Delphi...Journal	4,500
Huntington, Our Sunday Visitor	435,200
Indianapolis, Freeman	18,500
Indiana Catholic	14,500
Ledger	22,000
Spottvogel	11,979
Western Horseman	16,620
Richmond, Am. Friend.....	5,200

IOWA

Cedar Rapids, Iowa Staats Zeitung	9,500
Centerville, Iowegian	4,481
Council Bluffs, Frie Presse.....	6,800
Decorah...Posten Og Ved Arnen..	40,562
Des Moines, Iowa Homestead....	140,000
National Democrat	5,200
Posten
Spirit of the West.....	5,000
Staats Anzeiger	5,545
Sioux City Svenska Monitoren ...	8,700
Union Advocate	7,500
Story City, Viserguten	13,000
Vinton...Times	5,050

KANSAS

Girard...Appeal to Reason.....	488,857
St. Paul A. H. T. A. News.....	6,500
Topoka...Capper's Weekly	256,615
Plaindealer	9,500
X-Rays Democrat	8,000

KENTUCKY

Cadiz Informer	5,100
Lexington, Saddle and Show Horse Chronicle	2,896

LOUISIANA

New Orleans, United Labor Journal	25,000
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MAINE

Calais...Advertiser	6,200
Phillips, Maine Woods	5,190
Portland, Sunday Telegram.....	14,130
Rockland Courier Gazette.....	4,526

MARYLAND

Baltimore, Afro American Ledger	8,000
Bayerisches Wochenblatt	9,599
Jednosc Unity	10,000
Manufacturers Record	16,000
Cumberland Alleganian	3,377

MASSACHUSETTS

Boston...American Horse Breeder
American Wool and Cotton Reporter	8,100
Anzeiger	6,850
Banker and Tradesman	10,000

Boston...Boot and Shoe Recorder	8,200
Budget and Beacon
Commercial	36,000
Commercial Bulletin
Current Agairs	5,700
Fibre and Fabric	5,900
Gazeta Bostonska	10,548
Gazetta del Massachusetts	10,500
Harvard Alumni Bulletin	8,171
Jewish American
Journal of Education
Keleivis (Traveler)	18,075
Medical & Surgical Journal	4,443
Mekeel's Stamp News..	7,900
N. E. Socialist	10,000
Shoe and Leather Reporter	4,500
Shoe Retailer	6,700
Times	5,000
Tribuna Del Popolo	5,575
Truth	10,000
Wellspring	106,480
Woman's Journal	20,540
Youth's Companion	447,851
Cambridge, Chronicle	5,761
Greenfield, Gazette and Courier ..	5,000
Haverhill, Record	7,000
Record	13,145
Holyoke, Artisan	5,500
Lowell...Sunday Telegram	17,319
Malden...Free Press & Mirror ...	10,281
Somerville, Journal	7,800
Springfield, Current Events
Homestead	7,900
N. E. Homestead	57,704
Worcester, Messaggero	6,000
Osterns Weckoblad	4,500
Slandinavia	13,200
Svea	20,267

MICHIGAN

Caro....Tuscola Co. Advertiser ..	5,246
Detroit...Courier	10,000
Herald	5,400
Michigan Manufacturer and Financial Record	7,935
Saturday Night
Grand Rapids, Michigan Tradesman	9,300
Hancock, Amerikan Suometar T. W. ..	5,186
Hastings, Banner	5,200
Highland Park Times	5,134
Holland...DeGrondwet	7,000
Ishpeming, Superior Posten	5,370
Ithaca...Gratiot County Herald..
Kalamazoo, Advocate	4,700
Hollandische Amerikan
.....T-W	5,000
Progressive Herald	5,000
Lansing, Moderator-Topics	6,170
Lapeer...Lapeer County Clarion..	4,650
Papeer County Press ...	5,000
Saginaw, Post-Zeitung	4,142

MINNESOTA

Duluth...Posten	17,950
Rattittiuslehti-Siirtolainen
.....S-W	6,900
Skandinav	7,250
Minneapolis, Commercial West...	7,500
Frekeblad	5,114
Folke Presse Herald	10,608
Labor Review	6,200

Minneapolis, Masonic Observer...	5,000
Svenska Amerikanska	
Posten	56,551
Svenska Folkets Tidning	43,659
Twin City Com'l Bulletin	5,000
Ugebladet	18,500
Vechobladet	18,789
Western-American	9,916
Woman's Home Weekly.	156,992
New York Mills, Uusi Kotimaa
Red Wing Svenska Roman Bladet	22,000
St. Cloud, Nordstern	8,600
St. Paul, American Home Weekly.	172,036
A. O. U. W. Guide	11,650
Minnesota Stats Tidning	12,150
Minnesota Union Advo-	
cate	8,864
National Reporter System	38,235
Northwestern Chronicle.	10,164
Rural Weekly	307,071
Tidende	5,000
Wanderer	10,988
Winoua, Westlicher Herold	57,084

MISSISSIPPI

Jackson, Issue	25,000
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MISSOURI

Aurora, Menace	1,326,753
Clayton, Watchman Advocate	14,000
Hunter Southeast Missourian	5,100
Independence Liahona	13,500
Kansas City, Implement Trade	
Journal	8,200
Independent	13,997
Packer (combined circula-	
tion Kansas City, Chi-	
cago, Cincinnati, New	
York and Pacific	
Coast	45,814
Thespian	5,426
St. Joseph Observer	6,750
St. Louis, Abendschule	55,517
Butchers' and Packers'	
Gazette	11,462
Censor	33,200
Dry Goodsman	6,000
Farm Machinery	6,200
Friedensbote	29,953
Front Rank	39,500
Hlas	10,050
Interstate Grocer	9,316
Listy	4,800
Mirror	30,000
Sporting News	75,000
Woman's Nat'l Weekly.	200,450
World	6,317
Warrensburg Star Journal	4,500

NEBRASKA

Lincoln, Freie Presse	133,992
Inter State Newspaper Co.	8,500
Nebraska Echo	5,850
Omaha, Danske Pioneer	37,935
Osveta America	25,721
Pokrok Zapadu	17,311
Pokrok Zapadu with six	
other State Editions..	26,311
Posten	15,000
Rural Weekly	86,935

NEW HAMPSHIRE

Concord, Ind. Statesman...S-W
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NEW JERSEY

Atlantic City, Sunday Gazette ...	5,560
Camden, Outlook	10,000
Dover, Index	4,489
Freehold Transcript	4,862
Jersey City, Chronicle
Glos Narodu	16,720
Labor World	60,000
Svoboda	25,000
Kronika	11,000
Newark, Monitor	10,000
Sunday Call	39,695
Red Bank, Register	5,463
Washington Star	4,826

NEW YORK

Albany, Bastone	6,000
Sunday Telegram	21,879
Arcade, Herald	5,400
Brooklyn, Bedford Record
Post	15,000
Chat	55,233
Finska Amerikanaren...	7,615
Flatbush Observer	12,000
Home Talk	12,000
Item	13,000
Laisve	14,200
Life	37,925
News	20,000
News	15,000
New York'n Uutiset ...	8,338
Nordisk Tidende
Reform	10,400
Buffalo, East Side News	8,248
Echo	9,500
Gazeta Buffaloska	6,550
Horse World	10,000
Truth	12,500
Catskill, Recorder	4,524
Delhi, Delaware Express	5,120
Elmira, Telegram	50,000
Jamestown, Skandia	5,795
New York, All Story
American Banker	12,000
American Economist ...	8,754
American Machinist...	24,868
Amerikaner	27,614
Amerikanische Schweizer	
Zeitung	14,600
Amsterdam News	17,000
Annalist	8,000
Army and Navy Journal.	12,861
Associated Sunday Mags.	800,000
Automobile	19,734
Automobile Topics	9,193
Bakers' Weekly	6,049
Beckwith Interstate List	1,150,000
Big Stick	32,458
Bradstreets
Bronx Home News	100,000
Butchers' Advocate	8,000
Chief	19,000
Chinese Republic News.
Civil Service Chronicle.	10,860
Clipper	24,095
Club Fellow
Coal Age	10,700
Coal Trade Journal	6,800
Collier's	835,451
Com'l & Financial World
Dramatic Mirror	20,200
Dramatic News	20,000

Cleveland, Finance	10,000
Gazette	18,000
Hlas	10,860
Hotel Life
Iron Trade Review	6,000
Jewish Independent....	19,058
Narodowiec	7,490
Polonia W. Ameryce ..	9,875
Town Topics	7,654
Voce del Popolo Italiano	35,000
Volks Freund a n d	
Arbeiter Zeitung	8,500
Columbus, Liberal Advocate	7,253
Times	5,000
Waisenfreund	40,000
Springfield, Implement Age	5,200
Implement Age	5,200
Westerville, American Issue in- cluding Bi. Weekly	
and Monthlies	404,695
New Republic	98,017
Zanesville, Sunday. News	9,672

OKLAHOMA

Enid....Events	4,400
Oklahoma City Oklahoma Journal of Education	5,000

OREGON

Astoria..Toveritar	2,708
Portland, Commercial Review....	4,686
Nachrichten	5,200
Sunday Mercury

PENNSYLVANIA

Allentown, Welt Bote	6,819
Bellefonte, Centre Democrat	5,100
Chambersburg, People's Register.	5,850
Clearfield, Public Spirit
Germantown, Independent Gazette	7,500
Harrisburgh, Courier	6,578
Homestead, Amerikansky Russky Veestnik	41,500
Homesdale, Wayne Independent	
.....T-W	5,150
News	S-W 3,488
Mahoney City, Saule	S-W 6,420
Manayunk, Review	8,000
Media...American	7,645
Middleburg, Post	5,200
Olyphant, Pravada	9,000
Philadelphia, British American
Builders Guide	5,000
Call	S. W. 210,000
Commercial List and	
Price Current	5,000
Eagle	10,875
First and 39th, 26th and	
36th Ward News	11,000
Girl's World	101,000
Gwiazda	5,000
Jewish Exponent	8,900
Kensingtonian	25,000
Keystone	15,500
National Herald	26,333
News	S-W 375,000
Nord Amerika
Northwest Independent..	5,000
North West Record.S-W	175,000
Plaindealer	42,212
Saturday Evening Post.	1,920,129
Sonntags Journal	40,000
Sporting Life	33,126
Sunday Dispatch	20,000

Philadelphia, U. S. Financial and Mercantile Examiner .	7,321
Vereins u n d Logen	
Zeitung
Young Folks	32,000
Young People	203,200
Pittsburg, Bulletin	13,600
Haslo Polskie	8,000
Hill Top Record	7,000
Index	10,174
New Guide	24,000
Slovensky Hlasnik	12,000
Sonntagsbote	23,000
Volksfreund	5,000
Scottdale, Mennonitische Rund- schau	5,900
Scranton, Minator	35,073
Pensylwanski Gornik ..	30,000
Scrantonian	27,359
Waynesboro, Democrat Mes- senger	5,400
Wilkes Barre, Express	6,500
Praca	8,500
Williamsport, Grit	273,599

RHODE ISLAND

Newport, Mercury	7,500
Pawtucket, Jean-Baptiste ..S-W	6,025
Providence, Manufacturing Jeweler Visitor	5,000
	7,300

SOUTH DAKOTA

Aberdeen, Dakota Freie Presse ..	14,000
Neue Deutsche Presse..	13,500
Eureka, Dakota Volkszeitung ..	5,840
Sioux Falls, Fremad	5,280

TENNESSEE

Chattanooga, Dixie Mason	5,100
Greeneville, Searchlight	7,000
Sun	5,750
Knoxville, East Tennessee News.	7,642
Nashville, Southern Lumberman..	7,896

TEXAS

Dallas...Beau Monde	6,000
Cotton & Cotton Oil	
News	6,000
Dallas County Record..	5,000
Express	10,000
Hallettsville, Rebel	22,650
Houston, Bulletin
La Grange, Svoboda	4,600
San Antonio, Freie Presse Fuer Texas	8,760
Imparcial de Texas	13,000
Messaggiero Italiano
Regidor	8,050
Waco....Tribune	S-W 9,817

VERMONT

Brattleboro, Vermont Phoenix ...	4,700
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VIRGINIA

Norfolk, Journal and Guide	11,000
Richmond, Co-Operative Press ..	15,000

WASHINGTON

Seattle..Timber Worker	7,500
Washington Posten	10,000

WEST VIRGINIA

Charleston, Sun-Herald	4,500
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WISCONSIN

Appleton, Montags Blatt	6,500
Volksfreund	6,600
Dodgeville, Chronicle	4,786
Eau Claire, Reform	5,400
Fennimore, Times	5,250
Madison, LaFollette's Magazine ..	35,000
Milwaukee, Acker und Gartenbau Zeitung	45,006
Butter, Cheese and Egg Journal	4,000
Domacnost	8,400
Rundschau	25,000
See-Bote	7,417
Sonntagsbote	8,537
Times	20,000
Stevens Point Gwiazdo Polarna ..	32,000
Rolnik	12,000
Superior, Svenska Amerikanska Tribunen	16,085

WYOMING

Cheyenne, Wyoming Labor Journal ..	11,050
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FOREIGN**ALBERTA**

Calgary, Western Standard	15,000
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BRITISH COLUMBIA

Vancouver, Saturday Sunset	20,354
Western Call	6,000

MANITOBA

Winnipeg, Commercial	5,700
North Ender	5,600
Saturday Post	16,537
Svenska Canada Tid- ningen	6,400
West Canada	9,217

NEW BRUNSWICK

Moncton, Evangeline	4,100
Sussex, Kings County Record....	4,910

NOVA SCOTIA

North Sidney, Herald	4,700
Truro, News	7,061

ONTARIO

Hamilton, Labor News	5,000
Review	12,000

London, Echo	9,000
Toronto, Canadian Courier	20,371
Canadian Forward	18,670
Canadian Grocer	5,100
Canadian Menace	11,700
Financial Post of Canada
Industrial Banner	29,500
Jack Canuck	55,000
Monetary Times	7,400
North-ender	5,950
Pioneer	28,000
Saturday Night	34,294
Sentinel	31,168
Sons of England Record	30,000
Sun	16,927
Welland, People's Press	5,323
Tribune	5,415

PRINCE EDWARD ISLAND

Summerside, Journal	5,200
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QUEBEC

Montmagny, Peuple	5,352
Montreal, Bulletin	9,000
Canard	9,500
Financial Times	5,782
Independent Corriere... ..	9,000
Pays	13,268
Samedi	19,991
Standard	57,697
World Wide	6,126

St. Jean, News and Eastern Town- ships Advocate	6,100
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NEW FOUNDLAND

St. John's, Fishermen's Adv- ocate	6,000
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SASKATCHEWAN

Regina, Courier	19,432
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CUBA

Havana, Bohemia	11,000
El Figar
Galicia	5,000
La Politica Comica	32,000

PORTO RICO

San Juan, Porto Rico Ilustrado..	9,800
Porto Rico Progress....	5,600

PHILIPPINE ISLANDS

Manila, Philippine Free Press ..	4,500
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A COMPLETE LIST OF**SUNDAY NEWSPAPERS****ALABAMA**

Birmingham, Age Herald	26,879
News	38,615
Mobile, Item	14,776
Register	17,917
Montgomery, Advertiser	21,854
Journal	11,834

ARIZONA

Phoenix, Republican	6,619
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ARKANSAS

Fort Smith, Southwest American..	10,122
Times-Record	8,895
Little Rock, Gazette	25,580
Texarkana, Four States Press...	4,164

CALIFORNIA

Bakersfield, Echo	4,583
Eureka, Times	5,731
Fresno, Republican	21,724
Los Angeles, Examiner	143,569

Los Angeles, Times	97,284
Tribune	58,785
Oakland, Tribune	41,483
Sacramento, Union	12,709
San Diego, Union	19,459
San Francisco, Chronicle	104,600
Chung Sai Yat Po	5,200
Examiner	237,379
Italia	13,580
Japanese American	12,500
Sonntagsblatt des Cali	
Dem	6,520
San Jose, Mercury-Herald	11,856

COLORADO

Colorado Springs, Gazette	4,977
Denver...News	64,337
Post	98,923
Pueblo...Chieftain	11,142
Star-Journal	10,718

CONNECTICUT

Bridgeport, Post	8,956
Hartford, Courant	16,234
Globe	15,475
New Haven, Register	15,972
Union	9,511
Waterbury, Herald	23,240
(also Bridgeport)	
Republican	8,060

DELAWARE

Wilmington, Sunday Morning Star	8,891
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DISTRICT OF COLUMBIA

Washington, Herald	29,499
Post	53,846
Star	49,653
Times	39,224

FLORIDA

Jacksonville, Metropolis	21,012
Times Union	27,867
Pensacola, News	5,093
Tampa...Tribune	18,782

GEORGIA

Atlanta...American	73,963
Constitution	46,453
Journal	57,945
Augusta...Chronicle	9,125
Herald	10,547
Columbus, Enquirer Sun	6,112
Ledger	8,227
Macon...Telegraph	19,018
Savannah, News	19,498

IDAHO

Boise...Capital News	11,640
Idaho Statesman	13,936

ILLINOIS

Bloomington, Bulletin	7,893
Champaign News	6,408
Chicago...Biez Bozy	16,500
Denni Hlasatel	34,500
Examiner	509,184
Fackel	20,000
Herald	217,536

Chicago...Illinois Staats Zeitung.	48,500
Italia
Jewish Courier	36,358
Jewish Press
Narodny Slovensky Den- nik	14,200
Racing Form	12,477
Skandinaven	23,000
Sonntagspost	42,184
Sprayedlnost	13,500
Sunday Polish Echo....	11,457
Svornost	28,790
Tribune	534,848
Danville Press	10,568
Decatur, Herald	13,319
Review	12,563
East St. Louis Journal	8,101
Joliet...Herald	14,570
Peoria...Journal	12,500
Journal	12,500
Sonntags Glocke
Star	10,876
Transcript	13,500
Quincy...Whig	6,825
Rockford, Star	9,073
Rock Island Union
State Journal	10,553
State Register	14,000

INDIANA

Anderson, Herald	5,734
Elkhart...Truth	4,549
Evansville, Courier	11,875
Demokrat	5,192
Journal-News	12,847
Fort Wayne, Journal-Gazette....	25,885
Huntington, Our Sunday Visitor....	435,200
Indianapolis, Spottvogel	11,979
Star	92,230
Kokomo, Dispatch	4,077
Logansport, Journal Tribune	6,014
Marion...Leader Tribune	8,983
Muncie...Star	21,137
South Bend, New-Times	14,873
Terre Haute, Star	16,429
Tribune	15,678

IOWA

Burlington, Hawkeye	11,030
Cedar Rapids, Republican	13,748
Council Bluffs, Nonpareil	16,299
Davenport, Democrat and Leader.	24,610
Demokrat	4,212
Des Moines, News	36,559
Register and Leader	50,590
Dubuque, Telegraph-Herald	12,028
Times-Journal	14,711
Keokuk, Gate City	6,069
Sioux City, Journal	48,083
Waterloo, Times-Tribune	7,136

KANSAS

Athchison Champion	2,855
Hutchinson, Gazette	9,460
Leavenworth, Times	7,618
Topeka...Capital	33,971
Wichita...Eagle	35,684

BEN Franklin was wrong when he said, "Have something to say,
say it, stop talking."

The right dope is, "Have something to say, say it, AND SAY IT AGAIN!"

KENTUCKY

Lexington, Herald	6,922
Leader	7,596
Louisville, Anzeiger	12,420
Courier-Journal	49,369
Herald	36,575
Owensboro, Messenger	5,086
Paducah News-Democrat	6,958

LOUISIANA

New Orleans, Abeille
American	23,178
Item	52,529
States	33,796
Times-Picayune	64,825
Shreveport, Times	11,578

MAINE

Portland Press	14,283
Telegram	14,130

MARYLAND

Baltimore, American	111,005
Deutsche Correspondent	11,980
News	57,717
Sun	84,034

MASSACHUSETTS

Boston, American	325,789
Globe	289,437
Herald	91,373
Post	301,593
Haverhill, Record	15,145
Lawrence, Sun	9,076
Lowell, Sunday Telegram	17,319
Lyne, Telegram	12,500
New Bedford, Standard	15,030
Times	6,847
Springfield, Republican	14,785
Union	18,366
Worcester, Telegram	34,148

MICHIGAN

Battle Creek, Enquirer	7,122
Journal	5,600
Bay City, Tribune	10,476
Detroit, Abend Post
Angelus
Free Press	14,448
News-Tribune	120,768
Sonntagsblatt
Grand Rapids, Herald	35,193
Houghton, Mining Gazette	6,863
Jackson, Patriot	12,856
Kalamazoo, Gazette	17,517
Muskegon Times	5,520
Saginaw, Courier-Herald	14,849

MINNESOTA

Duluth, News-Tribune	24,129
Paivaehiti	7,071
Minneapolis, Journal	91,896
Tidende	9,412
Tribune	161,154
St. Paul, News	74,438
Pioneer Press	68,593
Winona, Independent	4,259

MISSISSIPPI

Jackson, Clarion Ledger	8,178
News	5,332
Star	5,408

MISSOURI

Joplin, Globe	16,005
News-Herald	10,000

Kansas City, Journal	73,479
Post	109,743
Star	197,340
St. Joseph, Gazette	16,129
St. Louis, Amerika	19,164
Friedenbote	30,129
Globe-Democrat	178,433
Mississippi Blaetter	25,762
Post-Dispatch	313,826
Republic	115,337
Springfield, Leader	10,772
Republican	10,056

MONTANA

Anaconda, Standard	10,956
Billings, Gazette	5,250
Butte, Miner	16,539
Great Falls, Tribune	8,184
Helena, Independent	6,185
Missoula, Missoulian	5,192

NEBRASKA

Lincoln, Star	12,085
State Journal	15,773
Omaha, Bee	44,570
News	44,016
World-Herald	46,681

NEVADA

Reno, State Journal	4,804
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NEW JERSEY

Asbury Park, Press	7,465
Atlantic City, Sunday Gazette	5,560
Newark, Der Erzaehler	15,000
Sunday Call	39,695
Patterson, Sunday Morning Chronicle	5,000
Trenton, Times-Advertiser	16,105

NEW MEXICO

Albuquerque, Revista	7,589
Las Vegas, Revista Catolica	5,900

NEW YORK

Albany, Argus	14,612
Sunday Press	32,027
Sunday Telegram	21,879
Brooklyn, Brooklyn & Brownsville Post	15,000
Citizen	32,972
Eagle	44,390
Freie Presse
Standard Union	68,402
Buffalo, Courier	89,260
Dziennik dla Wszystkich	14,795
Express	43,195
News	104,223
Times	67,815
Elmira, Telegram	50,000
New York, American	718,029
American Sunday Mag.	2,100,000
Araldo Italiano	40,000
Associated Sunday Magazine	800,000
Atlantis	30,209
Bollettino della Sera	11,807
Call	22,759
Courier des Etats Uni.	30,325
Deutsches Journal	68,870
Folli	27,510
Fun	500,000
Giornale Italiano	40,000
Herald	107,886

New York, Home News	60,000
Hrvatski Svijet . . . E & S	10,000
Illustrated Sunday Magazine	1,300,000
Jewish Forward	200,267
Jewish Journal	111,288
Jewish News	69,349
Mail Order Assn.	2,100,000
National Herald
North Side News	16,000
Press	46,853
Progresso Italo Americano	87,777
Revue	66,725
Russkoye Slovo	30,000
Staats-Zeitung	102,111
Sun	101,472
Sunday Companion	70,006
Telegrafo	35,000
Telegram	223,315
Telegraph	36,088
Times	298,248
Tribune	70,965
United Sun Newspapers..	2,100,000
Voce Del Popolo	23,000
Volks-Zeitung
World	491,114
Ogdenburg, News	4,500
Poughkeepsie, Sunday Courier ..	11,729
Rochester, Democrat and Chronicle	68,557
Herald	30,840
Syracuse Herald	58,159
Troy.... Northern Budget	30,468
Observer	8,700

NORTH CAROLINA

Asheville, Citizen	10,161
Charlotte, News	8,048
Observer	11,132
Durham, Sun	5,387
Herald	4,976
Greensboro, News	11,718
Raleigh, News and Observer	19,108
Wilmington, Star	5,118
Winston-Salem Journal	4,868

NORTH DAKOTA

Bismark, Tribune	5,600
Fargo... Courier-News	8,525
Grand Forks, Herald	18,595

OHIO

Canton, News Democrat	11,826
Repository	16,130
Cincinnati, Boy-Life	74,000
Commercial Tribune	51,054
Enquirer	210,928
Girlhood Days	90,000
Sonntagsblatt	49,550
Westliche Blaetter	62,750
Cleveland, American	12,257
Leader	100,000
Plain Dealer	164,391
Waechter und Anzeiger	21,500
Columbus, Dispatch	68,867
Ohio State Journal	30,170
Ohio Sonntagsrast
Dayton.. Journal	24,488
News	15,224
Lima, News	9,777
Republican Gazette	5,312
Portsmouth Star	M & S
Sandusky, Register	4,777
Springfield, News	1,678

Springfield, Sun	12,671
Ameryka Echo	E 32,000
Ameryka Echo	S 160,000
Toledo..Times	19,625
Youngstown, Vindicator	15,000
Zanesville Sunday News	9,672

OKLAHOMA

Ardmore, Ardmoreite	4,450
Enid, Eagle	3,300
News	3,800
Muskogee, Phoenix	12,817
Oklahoma City, Oklahoman	42,093
World	10,840

OREGON

Astoria Toveri	3,461
Portland Oregon Journal	53,141
Oregonian	71,348

PENNSYLVANIA

Erie.... Dispatch	11,095
Herald	8,782
Harrisburg, Courier	6,578
McKeesport, Times	6,800
Philadelphia, Il Mattino	15,000
Inquirer	279,934
Item
North American	153,205
Opinione	49,100
Press	160,035
Public Ledger	111,479
Record	134,386
Sonntagsblatt	35,000
Sonntags Journal	40,000
Sunday Dispatch	20,006
Pittsburgh Dispatch	72,547
Gazette-Times	86,586
Leader	81,942
Post	75,903
Press	102,688
Volksblatt und Freiheits Freund
Reading Eagle	17,189
Scranton, Scrantonian (The)....	27,359
Williamsport, Grit	273,599

RHODE ISLAND

Providence, Journal	33,215
Tribune
Westerly Sun	5,658

SOUTH CAROLINA

Charleston, News and Courier...	10,162
Columbia Record	9,677
State	20,172
Greenville, News	4,755
Spartanburg, Herald	5,090

SOUTH DAKOTA

Aberdeen, American	5,712
Sioux Falls, Press	9,390

TENNESSEE

Chattanooga, Times	23,299
Knoxville, Journal-Tribune	18,637
Memphis, Commercial-Appeal	95,019
Nashville Tennessean and American	37,678
Visitor	152,065

TEXAS

American	11,239
Austin..Statesman	8,276
Tribune	3,982

Beaumont, Enterprise	15,036
Journal	7,000
Dallas...News	50,291
Times Herald	29,560
El Paso, Times	22,642
Fort Worth Record	32,796
Star-Telegram	32,403
Sunday News	3,569
Galveston, News	16,645
Houston Bulletin
Chronicle	41,699
Post	33,122
San Antonio, Express	30,876
Light	22,537
Temple, Telegram	5,743
Waco...News	7,345
Times-Herald	5,592

UTAH

Ogden...Examiner	4,169
Salt Lake City, Herald-Republican	27,603
Tribune	35,060

VIRGINIA

Bristol, Herald-Courier	4,944
Lynchburg, News	7,725
Newport News, Press	6,103
Norfolk, Virginian Pilot	32,139
Petersburg, Index-Appeal
Richmond, Times-Dispatch	35,127
Virginian	14,500
Roanoke, Times	11,209
Staunton, News	4,708

WASHINGTON

Bellingham, American Revenue ..	11,333
North Yakima, Yakima Herald...	3,294
Seattle...Post-Intelligencer	51,409
Times	87,884
Spokane...Spokesman-Review ..	56,749
Tacoma...Ledger	29,107
Tribune	16,032
Walla Walla, Bulletin	3,600
Union	3,178

WEST VIRGINIA

Bluefield, Telegraph	4,311
Charleston, Gazette	6,380
Huntington, Herald-Dispatch ..	6,494
Parkersburg, News	5,000
Wheeling, News	18,850
Register	11,349

WISCONSIN

Eau Claire, Leader	5,501
Madison, Democrat	5,185

Madison, Wisconsin State Journal ..	7,023
Milwaukee, Free Press	15,034
Germania Sonntags Post	33,000
Journal	61,200
Kuryer Polski	28,170
Sentinel	53,728
Sonntagsbote	8,537
Young Churchman	44,703
Superior Tyomies	12,540

WYOMING

Cheyenne, State Leader	5,831
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FOREIGN**ALBERTA**

Calgary, Western Standard	15,000
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BRITISH COLUMBIA

Vancouver, News-Advertiser	25,254
Victoria...Colonist

ONTARIO

Toronto...Star	37,462
World	97,820

QUEBEC

Montreal, Bulletin	9,000
Canard	9,500
Jewish Eagle	14,358
Nationaliste

CUBA

Gibara, El Progreso	5,000
Havana, Bohemia	10,000
Cuba	32,500
Cuba Ilustrada	27,000
El Mundo
La Discusion	20,000
La Lucha	21,879
La Politica Comica	32,000
Post	8,500

PORTO RICO

Mayaguez, La Bandera Americana ..	2,500
San Juan Correspondencia	10,000
Tiempo	5,200

HAWAIIAN ISLANDS

Honolulu, Shimpo	3,421
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PHILIPPINE ISLANDS

Manila...Cablenews	3,500
Times	8,573

A COMPLETE LIST OF**MONTHLY AND SEMI-MONTHLY PUBLICATIONS**

Semi-Monthlies are designated thus—S-M, all others being issued monthly.

ALABAMA

Birmingham, Dixie Home	45,000
Mobile...Southern Medical Journal ..	5,000

ARIZONA

Phoenix...Arizona	4,500
Progressive Farmer and
Home Builder

ARKANSAS

Ft. Smith, Ark. Fruit & Farms..	30,000
Little Rock, Ark. Farmer and
Homestead	S-M 35,000

CALIFORNIA

Lordsburg, Victory
Los Angeles, American Globe ...	10,000
Efficiency

Los Angeles, Everyman	6,000
Grizzly Bear	12,600
Motor WestS-M	7,150
Out WestS-M	44,106
Pacific Poultry Craft ..	10,387
West Coast Magazine...	13,000
Western Empire	44,490
Mountain View, Signs of the Times Magazine	36,732
Sacramento, Live Stock and Dairy Journal	17,234
San Francisco, Architect and En- gineer of California...	10,500
Army & Navy News.....	5,300
British Californian	8,000
Camera Craft	12,500
Coast Banker
Newshot Magazine	36,000
Orchard and Farm	12,208
Our Navy	76,134
Overland Monthly
Pacific Coast Architect..
Pacific Motor	24,425
Pacific Telephone Mag..	6,500
Sierra... Educational News	10,296
Sunset Magazine	125,000
Western Motor Record ..	73,684

COLORADO

Colorado Springs, Intermountain Poultry Advocate	9,500
Denver... Harpoon	12,133
Outdoor Life	50,000
Philosophy of Health...	7,500
Rocky Mountain Mag...	40,000
Western Farm Life....	51,350

DISTRICT OF COLUMBIA

Washington, Am. Federationist ..	129,000
American Forestry	11,500
American Motorist	49,324
American Standard	50,000
Public Service Magazine & Medical Record B-M	14,900
Cath. Educational Re- view	4,000
Fleet Review	7,075
Health & Temperance ..	31,324
Journal of the Knights of Labor
Machinists' Monthly Journal	76,962
Missionary	43,890
National Geographic Mag.	286,500
National Hibernian	207,954
Navy	5,800
Postal Record	32,550
Postmaster's Advocate ..	25,000

FLORIDA

St. Augustine, Florida Farmer & Homeseeker	8,247
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GEORGIA

Athens... Woman's Work
Atlanta... Cotton	5,000
Electrical Engineering..	9,000
Iron Tradesman	7,625
New South Baker	4,000
Soda Dispenser	10,000
Southern Cultivator and Dixie FarmerS-M	45,017
Southern Engineer	20,016
Southern Fancier-Farmer	25,000

Atlanta... Southern Golf Mag.....
Southern Ruralist ..S-M	252,434
Southern Telephone News	13,000
Swetts	4,562
Watts Official Ry. Guide.	6,325
Westminster Magazine..	10,000
Thompson, Watson's Magazine...	50,000

IDAHO

Boise... Idaho FarmerS-M	10,000
Caldwell, Gem State Rural and Live Stock Journal

ILLINOIS

Area... Business Philosopher
Bloomington, School and Home Education
Carlinville, Ottwell's Farmer Boy.	40,000
Chicago... Agents & Mail Order Magazine	10,000
American Business	5,500
American Carpenter and Builder	41,000
American Co-operative Journal	8,750
American Educational Review
American Farming	160,000
American Food Journal.	10,000
American Jeweler	5,000
American Journal of Clinical Medicine....	25,000
American Journal of Ve- terinary Medicine ...	7,022
American Poultry Journal	65,000
American Sheep-Breeder.
American Swineherd ...	32,500
American Tourist	6,000
Banner of Gold.....B-M	19,291
Bell Telephone News...	35,000
Berkshire World & Corn Belt Stockman	12,000
Better Farming	327,342
Biblical World
Big Four Successful Poultry Journal	40,000
Blue Book Magazine
Boys' Companion	20,000
Breeders' Guide	11,500
Brewer and Maltster
Brick and Clay RecordS-M	5,000
Buildings and Building Management
Business Equipment Journal	5,000
Cement & Engineering News	7,625
Cement World	16,784
Chef & Steward	4,600
Christian Workers' Magazine	13,207
Commercial Telegraphers' Journal
Contractor	6,000
Dahelm	11,000
Detective	7,500
Duroc Bulletin.....S-M	17,500
Earth	35,000
Electric City Magazine..	60,000
Electricity & Engineering	20,000
Electric Traction	5,400
Electric Vehicles	7,690
Embalmers' Monthly ...	6,296

Indianapolis, Journal Barber...	30,000
Lycium World	22,000
Municipal Engineering..	6,982
People's Post	47,000
Stenotypist	16,666
Typographical Journal..	52,892
Up-to-date Farming..S-M	209,000
Wood Worker	10,025
Marion, Teacher's Journal ..	7,000
Rochester White Breeders' Com-	
panion	6,000
South Bend, Eagle Magazine ..	383,751
Western Undertaker	5,200
Spencer, Farm Life & Agricultural	
Epitomist	350,000
Vegetable Grower	140,000
Whiting, Lake County Labor Ad-	
vocate	4,000
Suburban	5,000

IOWA

Cedar Rapids, Community Bul-	
letin	41,500
Kvinden O g Hjemmet	
Qvinnan Och Hemmet.	60,000
Modern Brotherhood...	140,000
Railway Conductor	49,836
Russell's Railway Guide	10,000
Western Poultry Journal	36,551
Des Moines, Iowa Farmer ...S-M	65,000
Loyal Workman	17,000
Merchants' Trade	
Journal	56,850
Midwestern
People's Popular Month-	
ly	762,860
Producer & Consumer ..	65,000
Road Maker	20,000
Successful Farming	700,000
Yeoman's Shield	200,000
Marshalltown, Am. Municipalities	5,706
Mount Vernon, Fruitman and Gar-	
dener	34,200
Sioux City Farmer & Breeder..S-M	69,545
National Protestant..S-M	25,000
Traer, Farm and R. E. Journal ..	5,500
Waterloo, Corn	85,000
Creamery Journal ..S-M	5,384
Egg Reporter	5,782
Kimball's Dairy Farmer	
.....S-M	152,500
Milk Trade Journal	5,694

KANSAS

Atchison, Midwest Moose Review
Kansas City, Boiler Makers	
Journal	16,750
Coopers Int. Journal ..	9,000
Topeka, Household	777,083
Missouri Valley Farmer	484,626
Poultry Culture	23,083
Rural Autoist	4,012
Western Odd Fellow	5,000
Western School Journal.	5,000

KENTUCKY

Covington, Union Journal	106,744
Louisville, Baby
Farm & Family	17,910
Home and Farm ..S-M	101,124
Industrious Hen	25,000
Island Farmer ..S-M	125,677
Kentucky Elk

Louisville, Kentucky Farming....	35,000
Market Growers Journal	
.....S-M	17,838
Masonic Home Journal	
.....S-M	47,000
North and South	10,000
Trade Outlook	6,276

LOUISIANA

Crowley, Rice Journal and South-	
ern Farmer	4,000
New Orleans, Gulf State Farmer..	30,000
Lumber Trade Journal	
.....S-M	5,600
Modern Farming ..S-M	20,489
Southern Buck	5,200

MAINE

Augusta, American Woman.....	625,310
Comfort	1,269,500
Vickery & Hill's List..	
Good Stories	
Happy Hours	
Hearth and Home	
Bangor, Rural Life ..S-M
Waterville, Civic League Record..	4,500

MARYLAND

Baltimore, Atlantic Educational JI.	14,500
Baltimore & Ohio Em-	
ployes' Magazine	40,500
Farmers and Planters	
Guide	19,769
Journal of Educational	
Psychology	5,600
Merchants & Manufac-	
turers Journal	6,200

MASSACHUSETTS

Athol, Healthy Home	22,045
Beverly, American Benefit Journal	9,000
Boston, American Agency Bul-	
letin	7,275
American Cookery	33,177
American Photography..	12,498
Atlantic Monthly	40,000
Christian	5,100
Christian Safeguard	5,000
Church Militant	5,000
Home Needlework	100,000
Knights of Honor Repor-	
ter
Mass. Medical Journal..	10,448
Missionary Herald	13,000
Missions	53,000
Moderne Priscilla	41,232
Musician	27,000
National Magazine
National Sportsman	67,410
New England Magazine..
Our Dumb Animals	58,429
Photo-Era	9,000
Pilgrim Teacher and Sun-	
day School Outlook..
Poetry Journal	1,500
Popular Educator	29,000
Popular Photography ..	8,033
Primary Education	84,000
Profitable Poultry	10,086
Royal Arcanum Bulletin	25,000
St. Andrew's Cross.....
School Arts Magazine..	12,000
Shoeman ..S-M	6,000
Something-To-Do	60,000

Boston..	Temperance Cause	6,600
	Textile World Record....	5,236
	Where-to-go, Bureau....	2,500,000
	Woman's Missionary	
	Friend	51,153
Cambridge, Printing Art.....		5,650
East Northfield Record of Chr.		
	Work	30,000
Holyoke, Nautilus		41,500
Salem...Black Cat		45,000
	Little Folks	113,348
Springfield, Farm and Home..S-M		604,368
	Eastern	
	Western Division	
	Kindergarten Review	
	Patriotism	105,000
Westfield, National Grange		

MICHIGAN

Adrian..	Michigan Patron	10,000
Ann Arbor, Michigan Alumnus...		6,855
Battle Creek, Dog Fancier.....		5,500
	Good Health	10,000
	Mich. Poultry Breeder..	23,561
Detroit..	Advance Advocate	20,281
	American Boy	211,666
	American Elk	S-M
	Bay View Magazine	16,650
	Bee Hive	282,362
	Brownells Dairy Farmer	
S-M	10,400
	Business	
	Business Service	
	Concrete Cement Age ...	8,429
	Fraternal Index	17,000
	Gateway	27,570
	Gleaner	96,783
	Horse Shoer's Journal..	
	Modern Methods	52,021
	Motorman and Conductor	68,400
	Pemberty Engineer and	
	Fireman	15,000
	Pere Marquette Magazine	20,000
	Therapeutic Gazette	15,000
Grand Rapids	Am. Cheesemaker..	7,000
	Fruit Belt	40,000
	Furniture Record	4,769
	Hollandsche Farmer	25,000
	Huysvriend	15,000
	Ideal Magazine	12,000
	Mechanical Digest	35,000
	Unity	10,000
Kalamazoo, Poultry & Suburban		
	Farmer	25,000
	Vegetarian Mag.	16,000
Lansing, M. O. Business Builder..		8,000
Owosso..	American Keystone Tyler	5,100
Port Huron, Ladies' Review.....		185,000
	- Lady Maccabee	50,000
St. Clair Postmaster Everywhere..		29,715
St. Joseph Gas Power.....		20,000
	Threshermen's Review &	
	Power Farming	40,000
Union City, Natl. Barred Rock Jl.		16,800
Williamston	American Odd Fellow..	5,486

MINNESOTA

Minneapolis, Crowbar		9,951
	Fancy Work Magazine..	252,339
	Farm Implements	4,397
	Farm, Stock and Home..	117,401
	Keith's Magazine	15,000
	Kvindins Magasin	14,500
	Nordiska Hem	8,200
	School Education	8,400

Minneapolis, Skan, Good Templaren		12,500
	Skordemannen	S-M
	Ungdommens Ven	S-M
	Western Architect	5,044
Northfield, Northwest Dairyman..		12,000
St. Paul, Crescent		12,000
	Cupids Columns	B-M
	Deutsche Farmer	S-M
	Farmer's Wife	758,805
	Jolly Elk	4,300
	Odd Fellow's Review...	23,500
	Poultry Herald	25,000
Stillwater	Hermann's Sohn	S-M
Winona, National Farmer		S-M

MISSOURI

Columbia, Missouri Farmer...	S-M	50,000
Hendrickson, Flatwood Farm Jl...		10,000
Joplin...Southwestern Automobile		5,300
Kansas City, American Breeder		
S-M	45,000
	American Hereford Jl.	
S-M	5,800
	Freight Payer & Con-	
	sumer	5,000
	Home Friend	543,000
	Illustrated World	
	Medical Herald	9,300
	Missouri & Kansas Far-	
	mer	S-M
	Railway Carmen's Jour-	
	nal	33,191
	Railway Clerk	9,200
	Railway Mail	5,500
	Useful Poultry Journal..	15,000
	Western Dental Journal..	5,000
Moberly, Missouri Triple Link...		7,300
St. Joseph, Commercial Journal...		5,230
	Fruit Grower FarmerS-M	125,000
	Profitable Farming	60,472
St. Louis, Altruist.....		10,000
	Am. Paint & Oil Dealer..	10,000
	Am. Woman's Review...	26,000
	Auto Review	13,608
	Bargain Counter News...	5,000
	Bulletin of Commerce	
S-M	14,750
	Ceska Zena	6,800
	Christian Philanthropist.	12,252
	Com'l News & Labor	
	Gazette	S-M
	Commercial Review.S-M	12,200
	Farm Progress	S-M
	Force	10,000
	Front Rank Journal....	15,000
	Home	23,000
	Humorist	22,000
	International Musician...	68,000
	Interstate Medical J'l....	10,000
	Journal of Agriculture	
S-M	152,019
	Medical Brief	
	Medical Fortnightly....	10,400
	Medical Review	6,500
	Melting Pot	
	Mercantile Adjuster	6,250
	Missouri A. O. U. W.	
	Overseer	7,000
	M. K. & T. Employes'	
	Mag.	20,000
	Missouri Mule	10,000
	Missouri Ruralist	84,154
	Modern Hospital	7,000
	National Elks Horn....	51,000

St. Louis, Nat'l Farmer & Stock Grower	121,922
National Good Roadster	20,000
National Rip Saw	231,008
Philatelic Journal of Am.	10,878
Queen's Work	21,000
Railroad Telegrapher ..	42,000
Sporting Goods Dealer ..	12,006
Tex. & Okla. Official Ry. & Hotel Guide.....	10,000
T. P. A. Magazine.....	48,715
Urologic & Cutaneous Review	18,650
Word and Works	27,000
Sedalia..Garden & Farm News..	60,000
Perry's Musical Maga- zine	5,000
Springfield, Ozark Countryman ..	14,316
Ozark Magazine	5,000

MONTANA

Billings..Campbells Scientific Farmer	33,165
Helena..N. W. Stockman & Far- mer	25,000

NEBRASKA

Lincoln..American Homestead ..	35,000
American Poultryman ..	30,000
Commoner	100,000
Nebraska Teacher
Nebraska Worker	11,391
Poultry Topics	27,000
Omaha..Cesko-Americky VenkorS-M	17,654
Every Child's Magazine.
Hospodar	31,029
Motorist	14,588
Neb. Farm Journal. S-M	100,666
Sovereign Visitor.....	786,000
Tidings	175,000
Woodman News	5,000
Superior. Philatelic West	5,000
University Place, Union Worker..	6,500

NEW JERSEY

Butler...Hausdokter	15,006
Camden..Musical Enterprise.....	8,000
Hoboken.Columbiad	350,000
Newark..N. J. Baptist Bulletin..	9,550
Railroad Employee	11,093
New Egypt Parcel Post Journal..	5,000
Ridgewood, Editor	8,000

NEW MEXICO

Santa Fe Revista Ilustrado.....	6,000
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NEW YORK

Albany..Motordom	11,500
Brooklyn, American Hairdresser ..	4,100
Motion Picture Mag.	212,080
Motion Picture Supple- ment	100,000
Buffalo..American Blacksmith ..	20,548
American Poultry World ..	45,000
C. M. B. A. Advocate... ..	65,301
Hacienda	23,086
National Monthly	300,000
Cooperstown, American Motherhood Table Talk	102,000
Dansville, Normal Instructor— Primary Plans	140,000
East Aurora, Fra (The)	130,000

Elmira..Poultry Review
Florida..Stamp Journal	9,700
Garden City Country Life in Am. Garden Magazine & Farming	30,301
Short Stories	31,449
World's Works	100,000
Garrison Lamp	124,569
Jamestown, Nurse	35,000
Lisle...Feathered Warrior	13,211
Milford..Teacher's Gazette
New York, Adventure	10,000
Advertising and Selling Aeronautics
Ainslee's Magazine	S-M
Air Craft	225,355
All Outdoors	11,000
American City	33,000
American Club Woman..	11,416
American Cultivator ...	150,000
American Exporter	12,132
American Furrier	21,468
American Gentlemen
American Golfer
American Hammer	5,000
American Homes & Gard- ens	12,507
American Industries ..	15,000
American JI. of Nursing ..	11,000
American JI. of Surgery ..	23,000
American Ladies' Tailor
American Medicine	20,500
American Messenger
American Missionary ...	33,250
American Penman	18,262
American Printer	6,000
American Sun. Monthly Mag.	2,252,474
American Tailor and Cutter
American Youth .. Bi-M	8,500
Amerikanischer B o t- schafter	16,310
Architectural Record... ..	11,250
Architecture	5,437
Architecture & Building ..	6,639
Archives of Pediatrics ..	7,000
Argosy
Arts and Decoration.....	15,000
Art de la Mode.....
Association Men	30,000
Automobile Dealer and Repairer	32,809
Baker's Review	6,611
Bankers' Home Mag.	5,100
Banking Law Journal..	9,000
Barber's Journal	4,250
Baseball Magazine	75,000
Benziger's Magazine	94,389
Blacksmith & Wheel- wright	12,010
Bon Ton
Bookman
Book Seller, News Dealer and Stationer...S-M	7,372
Boys' Life Magazine..	65,740
Brickbuilder	5,800
Building Age	18,005
Business Journal	5,000
Butterick Trio	1,400,000
Calcedonian
Cassier's Engineering. Monthly
Caterer	17,650

New York, Catholic World		New York, Jewish Farmer	5,000
Caxton Magazine	21,145	Jitney Bus	7,000
Central Station	7,500	John Martins Book....	13,000
Century Magazine	102,367	Journal of the Outdoor	
Childrens Blue Bird		Life	6,210
Mag.		Ladies World & House-	
Church Bulletin	81,000	keeper	1,000,000
Circle and Success Mag.	100,000	Leader (The)
Clothier and Furnisher.	6,500	Life Insurance Inde-	
Club Journal	4,000	pendent	10,000
Comercio	10,500	Lumberman's Review
Confectioners Gazette..	McBride's Magazine ..	70,000
Cosmopolitan	1,000,000	McCall's Magazine	1,274,148
Costume Royal	50,000	McClure's Magazine....	69,810
Countryside Magazine.	27,902	Machinery	24,991
Craftsman	23,000	Magazine of Wall Street	10,000
Cuba Review	4,000	Masses	15,000
Current Opinion	94,213	May Manton Fashion	
Decorative Furnisher ...	5,000	Book	200,000
Delineator	May Manton Fashion...	3,011,895
Dental Digest	15,000	Medical Times	5,500
Designer	Men's Wear	5,000
Dry Goods	6,760	Merchant Plumber & Fit-	
Dry Goods Guide	7,500	ter	8,250
Dun's Review	25,602	Messenger of the Sacred	
Electrical Record	10,000	Heart	280,124
Elegance Parisienne ...	6,000	Metal Industry	8,425
Elite Styles	80,000	Metronome	22,174
Elks' Antler	Metropolitan Magazine..	350,000
Engineering & Mining		Millinery Trade Review.	10,030
Journal	7,800	Missionary Review of the	
Engineering Magazine..	11,250	World	6,000
Erie R. R. Employ		Moody's Magazine	12,000
Magazine	40,000	Motor	25,000
Everybody's Magazine..	500,000	Motor Boat	27,317
Export Am. Industries	40,000	Motor Boating	25,000
Family Journal	38,450	Motorcycle Illustrated ..	14,125
Field and Stream	50,000	Munsey's Magazine
Field Illustrated	10,000	Musical Observer	13,250
Film Fun	50,000	National Advocate	5,000
Forest and Stream	24,017	National Bottlers Gazette	5,000
Gas Energy	7,000	National Food Magazine.	20,000
General Federation Maga-		National Sunday Mag.	
zine	20,761 S-M	2,072,025
Gentlewoman	2,000,000	Naturopath & Herald of	
Golf	Health	25,000
Golf Illustrated and Out-		Needlecraft	816,014
door America	5,000	New Story Magazine..	133,669
Good Housekeeping	377,481	N. Y. State JI. of Medi-	
Gospel of The Kingdom	7,000	cine	7,644
Haberdasher	6,000	North American Review.	26,071
Hardware Dealer's Mag.	18,000	Notions & Fancy Goods.	5,750
Hardware Review	14,000	Open Window	5,000
Harper's Bazar	100,000	Outing Magazine	65,000
Harper's Magazine	101,084	Parisienne	150,000
Health Culture	30,000	Pearson's Magazine ...	150,000
Hearst's Magazine	250,000	Pediatrics	10,500
Hints	158,410	Peerless Fashion Guide.	600,000
Homiletic Monthly	Peerless Fashion (Qu'tly)	30,000
Homiletic Review	20,000	People's Home Journal.	900,000
House and Garden	26,000	People's Magazine	175,447
House Beautiful	50,000	Pharmaceutical Era	20,658
House Furnishing Review	Photographic News	5,000
Housewife	600,000	Physical Culture	120,000
Housewives League	30,000	Pictorial Review	1,000,000
Illustrated Companion ...	285,000	Playground
Illustrated Milliner	8,733	Plumbers' Trade JI. S-M
International	15,000	Polo & Club Man Mag..	6,000
International Confe c-		Popular Magazine . S-M	379,588
tioner	7,500	Popular Science Monthly
International JI. of Sur-		Proceedings American In-	
gery	stitute of Electrical	
International Studio ...	10,000	Engineering	9,008

New York, Railway Age Gazette (Mechanical Edition)	4,123	Utica... Daughters of Isabella Herald
Railway and Locomotive Engineering	Watertown, I. O. F. Lodge Record	75,000
Recreation	NORTH CAROLINA	
Retail Baker	5,245	Fork... Hornet S-M	12,000
Review of Reviews	200,000	Lexington, Southern Good Roads	9,893
Revista Universal	25,000	Moravian Falls, Fool Killer	28,000
Rudder	Yellow Jacket S-M	250,000
St. Nicholas Magazine	Winston-Salem, Our Rural Home and Carriers Messenger	24,000
Sartorial Art Journal	Piedmont Industries	5,300
Scribner's Magazine	107,284	NORTH DAKOTA	
Sentinel of the Blessed Sacrament	57,639	Bismarck, Northern Farmer . . S-M	60,000
Smart Set	53,000	Fargo... National Grain Grower . .	30,064
Smart Styles	Lisbon... North Dakota Farmer . .	8,883
Smith's Magazine	130,681	Rotary	8,300
Snappy Stories	250,000	OHIO	
Soda Fountain	20,725	Canton... Roller Monthly	12,000
Spirit of Missions	40,256	Carey... Poultry Record	18,000
Steam	5,000	Cincinnati, Adult Bible Class . . .	70,000
Strand Magazine	73,260	American Building Association News
Sunday School Lesson Illustrator	22,000	Am. Chauffeur	27,162
Sunshine Bulletin	13,500	Am. Home Missionary
Tea & Coffee Trade J.	4,583	Am. Machine & Tool Record	23,000
Teachers' Magazine	Blue Bird	15,000
Telegraph & Telephone Age	8,000	Club Woman's Magazine
Theatre Magazine	46,178	Express Gazette	17,500
To-Days Magazine	800,000	5 & 10 cent Store Mag.	5,000
Top Notch Magazine. S-M	225,647	Furniture Worker	10,130
Town & Country . . . T-M	20,000	Gas Engine	8,000
Trained Nurse and Hos- pital Review	14,786	Haus und Herd
Travel	30,000	Home and Country
Typewriter Topics	10,000	International Molder's Journal	29,135
Trust Companies Maga- zine	5,300	Saxby's Magazine
Truth	77,219	Signs of the Times
Universal Engineer	17,300	Spokesman	5,000
Vanity Fair	30,000	Starch Room	5,393
Violin World	40,000	Sunday School Journal	175,000
Vogue S-M	80,000	Cleveland, Club Notes
Voice of Missions	4,500	Dollars and Sense
Volunteers' Gazette	15,000	Dongo S-M	13,800
Western Union Tele. Co. Tariff Circular	37,000	Evangelical Herald. S-M	8,750
Wide World Magazine	91,288	Evangelical S. S. Teacher	8,600
Winged Foot	5,000	Evangelische Magazin	11,000
Woman's Home Missions Woman's Magazine	49,000	Evangelischer Missions- bote	4,500
World Outlook	15,000	Expositor and Current Anecdotes	13,750
World's Advance	101,000	Foundry	9,000
Writers Bulletin	10,000	Hotel Life
Yachting	10,000	Lather	6,000
Young's Magazine	131,200	Locomotive Engineer's Journal	75,191
Zukunft	81,475	Missionary Messenger	7,600
Northport, Law Notes	10,000	Motor Knowledge	12,000
Rochester, Case and Comment . . .	15,952	Ohio Architect, Engineer and Builder	3,850
Green's Fruit Grower	140,000	Ohio Motorist	10,898
Rural Life	59,516	Power Boating	25,080
Syracuse, Am. Poultry Advocate . .	51,000	Railroad Trainman	127,500
Good Health Clinic	16,746	Railway Post Office	13,500
Keramic Studio	4,579	Columbus, Business Educator . . .	12,792
School Bulletin	Catholic Forester
Sporting Goods Gazette	5,200	Feeder S-M
Troy... Carriage Dealers Journal		
Home Budget	125,000		

THE greatest force in advertising is CUMULATIVE, which, if sustained, is never lost, but grows and grows and grows.

Columbus, Hunter-Trader Trapper	86,258	Millmont, Poultry-Fruit-Vegetables	31,000
Medical Journal	7,500	Philadelphia, Adult Class	10,850
National Guard Magazine	37,000	Am. Church Sunday	
Ohio Educational Month-		School Magazine	6,352
ly	5,800	Am. Open Air School J.L.	16,000
Ohio Endeavorer	5,432	Am. Review of Shoes &	
Ohio Journal Commerce		Leather	5,235
.....S-M	5,600	Annals Am. Academy of	
Ohio Teacher	14,000	Political & Social	
Rural Educator	10,000	Science	6,500
Sample Case	44,759	Annals of Surgery	4,694
Dayton, Better Roads	10,000	Assembly Herald	56,092
Biff		Augsburg Sunday School	
Choir Herald		Teacher	23,750
Choir Leader	49,738	Automobile Trade J.L.	25,699
Otterbein Teacher	12,290	Baptist Superintendent ..	5,100
Young Cath. Messenger		Baptist Teacher	63,600
.....S-M	52,104	Book News Monthly....	18,000
Grover Hill, Tri State Farmer.S-M	6,245	Camera	9,200
Medina, Gleanings in Bee Culture		Commercial America ..	15,000
.....S-M	22,500	Commercial Car Journal	7,888
St. Marys, Creamery Patron	3,500	Confectioners' Journal..	6,014
Springfield, American Magazine ..	454,517	Dental Cosmos	20,000
Family	600,000	Ecclesiastical Review ..	15,000
Farm and Fireside..S-M	535,000	Etude	226,774
Farm News	400,000	Farm Journal	890,728
Household J.L. & Floral		Fashions	
Life	316,000	Heidelberg Teacher	16,600
Poultry Success	55,171	Home and School	16,200
Woman's Home Com-		Hotel and Club News..	6,750
ppanion	831,605	Keystone Mag. of Optom-	
Toledo, Am. Medical Compend..	10,000	etry	12,000
Dental Summary	8,000	Ladies Home Journal ..	1,587,657
Family Grocer	4,500	Magazine Press Associa-	
Westerville, American Patriot....	25,271	tion	15,000
OKLAHOMA			
Mounds, O. K. Poultry Journal..	9,500	Master Printer	5,660
Muskogee, Interstate Farmer....	31,887	Medical Council	30,100
Oklahoma City, Okla. Farmer....	32,123	Medical Summary	10,000
Okla. Farmer & Stock-		Medical World	23,947
man	S-M	Motor Print	45,863
Okla. Farm Journal S-M	96,805	New Ideas	156,362
Weatherford, Practical Poultry	52,593	Painter & Decorator ...	70,000
Pointers	7,500	Pennsylvania Herald ..	10,000
OREGON			
Hood River, Better Fruit	12,880	Practical Farmer ..S-M	70,000
Lents, Pacific Grange Bulletin		Railroad Wire and Sig-	
Mount Angel, Armen Seelen		nal	5,000
Freund	13,950	School Progress	14,000
Mount Angel Magazine..	13,550	Searchlight Magazine ..	7,000
Angora Journal	5,000	Socialist	35,000
Portland, Oregon Country	25,500	Sunday School World ...	9,600
Oregon Farmer	S-M	Tobacco World	5,000
Pacific Northwest	15,946	Traveling Elk	5,950
Salem, N. W. Poultry Journal..	17,001	Twentieth Century	
Oregon Teachers' Monthly	14,800	Pastor	12,160
	4,500	Westminster Teacher ..	52,500
PENNSYLVANIA			
Allentown, Spare Moments	500,000	World Wide	11,600
Athens, Penna. Medical Journal..	7,320	Youth's World (in	
Chambersburg, Penna. Grange		weekly parts)	96,300
News	36,120	Pittsburgh, Automobile Journal ..	7,800
Erie, Pennsylvania Merchant ..	7,500	Bible Teacher	7,000
Greenville, Young Lutheran	23,178	Coal Trade Bulletin.S-M	5,500
Hanover Everybody's Poultry		Electric Journal	12,183
Mag.	43,145	In the Open	5,000
Harrisburg, Evangelical Bible		Men's Record and Mis-	
Teacher	9,300	sionary Mo.	4,500
Lancaster, Penn. School Journal..	6,000	Oral Hygiene	44,192
La Park, Park's Floral Magazine	467,853	Poultry & Farm Review	10,000
Millmont, Brotherhood	21,000	Transfer & Storage	5,000
Redmen's Review	27,000	Seranton, Colliery Engineer	11,813
		Equipment & Merch-	
		dise	16,205
		Sellersville, Poultry Item	38,039
		Smethport, Boy's Magazine	100,300

RHODE ISLAND

Pawtucket, Accessory & Garage Jl.	25,000
Automobile Journal..S-M	19,454
Motor Truck	8,421
Providence, Dealer	10,000
Woonsocket, Union	25,000

SOUTH DAKOTA

Aberdeen Dakota FarmerS-M	60,760
Mitchell Progressive Poultry Journal	7,800
Sioux Falls, National Alfalfa Journal	53,358

TENNESSEE

Chattanooga, Southern Fruit Grower	15,000
Fayetteville, Southern Farm News	5,000
Story News	5,000
Memphis, Elkdom	7,000
Eye Opener	80,000
Nashville, Adult Student	106,204
Confederate Veteran	18,666
Convention Teacher
Epworth Era	17,133
Farmers Magazine	10,000
Merchant & Manufacturer	4,943
National Negro Mag....	150,000
Progressive Teacher	20,000
Southern Agriculturist
.....S-M	130,946
Southern Automobile & Garage	5,752
Southern Woman's Mag.	33,012
Sunday School Mag....	114,125
Watchman	50,000
Rogersville, American Pressman..	30,000

TEXAS

Austin..K. Lamity's Harpoon ..	20,000
Belton...Poultry Life of America.
Bryan...Southern Farm & Dairy	5,325
Dallas...Holland's Magazine	134,458
Home & StateS-M	38,650
Implement & Vehicle Journal	7,500
Industrial Record ..S-M	10,000
Pitchfork
Southern Poultryman..	6,000
S. Wn. Retailer
Texas Railway Journal.	5,000
Fort Worth, Murray's Swine Breeder	15,000
Southwest Mag. of Texas	30,000
Texas Railway Journal....	5,000
La Porte, Southland Farmer...	51,500
San Antonio, Hermann's Sohn in Texas	18,000
S. W. Farmer and Investor	14,500
Texas Stockman & Farmer	35,500
Temple..Texas Pythian Banner Knight	4,500
Waxahachie, Texas Odd Fellows ..	9,000

UTAH

Salt Lake City, Juvenile Instructor	13,428
Young Woman's Journal	15,000

VERMONT

Barre...Quarry Workers Journal	5,000
Brattleboro, Holstein Friesian Register	10,117

VIRGINIA

Emporia, Virginia Farmer
Richmond, Earnest Worker	58,500
Foreign Mission Journal	30,000
Guardian	10,000
Merchants' Jl. & Commerce	6,850
Missionary Survey	24,000
Southern Planter	55,000

WASHINGTON

Earlington, Westerner	89,721
North Yakima, Freemans Farmer.	38,725
Olympia, Agricultural Grange News	9,750
Seattle, Bungalow Magazine	30,100
Pacific Fisherman	9,000
Pacific Motor Boat	18,713
Pacific Poultryman	13,370
Washington Farmer..S-M	22,000
Western Motor Car....	6,333
Spokane, N. W. Farm and Orchard	23,420
Western Farmer ..S-M	60,000
Tacoma..N. W. Horticulturist and Dairyman	12,800
See America First ..B-M	12,000
Walla Walla, Feathered World..	4,000

WEST VIRGINIA

Charleston, West Virginia Educator	5,000
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WISCONSIN

Fond Du Lac, Trade Extension..	13,957
Hamburg, Gefuegel Zuechter....	6,760
La Crosse Light	26,666
Open Exhaust	8,530
Madison, American Thresherman.	53,333
Equity NewsS-M	12,000
Gas Review	28,368
Wisconsin Jl. of Education	5,000
Menominee Falls, Wis. Sugar Beet	12,600
Milton...Profitable Poultry	4,897
Milwaukee, Am. Journal of Education
Am. School Board Journal	10,500
Brooms, Brushes & Handles	3,000
Catholic School Journal.	6,500
Deutsche Hausfrau	55,000
Excavating Engineer....
Industrial—Arts Magazine
Masonic Tidings	7,000
Milk Dealer	6,000
Our Young People	11,500
Progressive	19,260
Western Teacher
Wisconsin Motorist	5,000
Wisconsin Motorist	5,000
Neenah..Friend and Guide	28,592
Racine..Norden	14,196
Watertown, Farmer's Veterinary Advisor	12,000
West Salem, Wisconsin Poultryman	10,800

WYOMING

Cheyenne, Wyoming Stockman-Farmer	37,472
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A LIST OF PUBLICATIONS DEVOTED TO MOTORING AND GOOD ROADS

(Monthlies designated thus: M; Semi-Monthly, S-M; Weeklies, W; Semi-Weeklies, S-W).

CALIFORNIA			New York, Good RoadsW	6,000
Los Angeles, Motor WestS-M	7,150		Horseless AgeW	11,400
San Francisco, Pacific Motor . .M	24,425		MotorM	25,000
Western Motor Record M	73,684		Motor PrintM	38,168
DISTRICT OF COLUMBIA			Motor Cycle Illustrated.W	13,235
Washington, American Motorist.M	49,324		Motor WorldW	12,372
ILLINOIS			NORTH CAROLINA	
Chicago..Electric Vehicles	7,690		Lexington, Southern Good Roads.M	9,893
Motor AgeW	23,198		OHIO	
Power WagonM	8,000		Cleveland, Motor Knowledge . .M	12,000
IOWA			Ohio MotoristM	10,898
Des Moines, Road MakerM	20,000		Dayton..Better Roads & Streets.M	10,000
KANSAS			PENNSYLVANIA	
Topeka..Rural AutoistM	4,012		Philadelphia, Automobile Trade	
MISSOURI			JournalM	25,699
Joplin..Southwestern Automobile	5,300		Motor PrintM	41,370
St. Louis, Auto ReviewM	13,608		Pittsburgh, Automobile Journal.M	7,800
National Good Roadster.M	20,000		RHODE ISLAND	
NEBRASKA			Pawtucket, Automobile Journal.S-M	19,454
Omaha..MotoristM	14,588		Motor TruckM	8,421
NEW YORK			TENNESSEE	
Albany..MotordomM	11,500		Nashville So. AutomobileM	5,752
New York, AutomobileW	19,734		WASHINGTON	
Automobile Dealer and			Seattle..Western Motor Car. . .M	6,333
RepairerM	32,809		ONTARIO	
Automobile Topics . . .W	9,193		Toronto..MotoringM	6,060
			Motor MagazineM	7,047

A COMPLETE LIST OF FOREIGN LANGUAGE PUBLICATIONS

The various editions are designated as follows: M, morning; E, evening; S, Sunday;
W, weekly; S-W, semi-weekly; Mo, monthly; S-M, semi-monthly.

GERMAN

CALIFORNIA			Chicago..Chicagoer Presse	47,850
San Francisco, DemokratM	6,520		DaheimW	11,000
Sonntagsblatt Des Cali.			Fackel (Arbeiter Zeit-	
Dem.S	6,520		ung)	20,000
COLORADO			Illinois Staats Zeitung.M	47,850
Denver..HeroldW	14,500		Illinois Staats Zeitung.S	48,500
HeroldE	8,200		Katholisches Wochenblatt	
ILLINOIS		W	5,300
Chicago..AbendpostE	53,723		Sonntagspost	42,184
Arbeiter ZeitungE	15,000		Vorbote (Arbeiter Zeit-	
Echo Beobachter and			ung)W	4,000
PostW	10,963		WochenblattW	15,500
			Evanston, Katholischer Jugend-	
			freundMo	23,000
			Peoria..DemokratE
			SonneW
			Sonntags GlockeS

Techny..Amerikanisches Familien-
blattMo 15,000

INDIANA

Evansville, DemokratS & M 5,192
DemokratS-W 8,671
Indianapolis, SpottvogelS 11,978
Telegraph and Tribune.E 10,825

IOWA

Breda..Ostfriessische Nachrichten
.....T-M 7,500
Cedar Rapids, Iowa Staats Zeit-
ungW 9,500
Council Bluffs, Freie Presse...W 6,800
Davenport, DemokratM & S 4,212
DemokratW 12,284
DemokratS-W 4,103
Des Moines, Staats Anzeiger..W 5,545
Dubuque, Catholic Tribune} 39,614
Katholischer Westen..W }
Luxemberger Gazette..W }

KANSAS

Kansas City, Coopers' International
JournalMo 9,000

KENTUCKY

Louisville, AnzeigerM 6,751
AnzeigerS 12,420
AnzeigerW 11,260
Katholischer Glaubensbote
.....W 10,350

MARYLAND

Baltimore, Bayerisches Wochen-
blattW 9,599
Deutsche CorrespondentM 8,990
Deutsche CorrespondentS 11,980
Katholische Volkszeit-
ungW 7,000

MASSACHUSETTS

Boston...AnzeigerW 6,850

MICHIGAN

Detroit..Abend PostE & S
Familien Blaetter ..S-W
HeroldW 5,400
Saginaw.Post ZeitungW 4,142

MINNESOTA

Minneapolis, Freie Presse Herold
.....W 10,603
St. Cloud, NordsternW 8,600
St. Paul, Deutsche Farmer...S-M 42,890
VolkszeitungE 21,162
VolkszeitungW 15,404
WandererW 10,988
Stillwater, Hermann's Sohn..S-M 5,800
National Farmer...S-M 46,704
Westlicher Herold...W 57,084

MISSOURI

Kansas City, PresseE 4,500
PresseW 7,300
St. Louis, AbendschuleS-M 55,517
AmerikaM & S 19,164
AmerikaS-W
FriedensboteS 29,953
Herold Des Glaubens..W 43,404
Westliche PostM 26,482
Westliche PostS 25,762

NEBRASKA

Lincoln..Deutscher Amerikan
FarmerW 133,869
Freie PresseW 133,992
Nebraska EchoW 5,850
Omaha..Tribuene (D'y) 11,400
TribueneW 14,600

NEW JERSEY

Butler..HausdoktorMo 15,000
Newark..Freie ZeitungM 11,072
ErzählerS 15,000

NEW YORK

Brooklyn, Freie Presse...E & S
ReformW 10,400
Buffalo..Aurora Christliche Woche
.....W 8,650
DemokratM 10,815
EchoW 9,500
Freie Presse...E & W
VolksfreundE 9,291
New York, Amerikanischer Bot-
schafterMo 16,310
Amerikanische Schweizer
ZeitungW 14,600
Deutsches Journal...M 54,969
Deutsches Journal...S 68,870
Handels Zeitung...W 8,000
Herold (Zeitung) M & E 138,952
Herold (Zeitung) ...S 66,725
Hessen - Darmstader Zeit-
tungW
NaturopathMo 25,000
Retail BakerMo 5,245
Revue (Zeitung) 66,725
Staats-ZeitungM 70,051
AbendblattE 70,051
Sonntags BlattS 102,111
WochenblattW
VolkszeitungM
VolkszeitungS
VorwaertsW
Rochester, Abend PostE 7,302

NORTH DAKOTA

Bismarck, Staats-Anzeiger ...W 6,669

OHIO

Akron...GermaniaS-W 7,300
Cincinnati, Christliche Apologete.W 15,000
Deutsche - Ungarischer
BoteW 9,260
Freie PresseM 19,407
Abend PresseE 51,228
Freie Presse (Sonntags-
blatt)S 49,905
Hauss und Herd ...Mo 8,000
VolksblattM 35,375
VolksblattW 18,200
Westliche-BlaetterS 62,750
Cleveland, Christliche Botschaf-
terW 16,000
Deutsch Ungarisches
VolksblattW 8,000
Evangelische Magazin.Mo 11,000
Evangelischer Missions-
boteMo 4,500
SendboteW 7,630
Volksfreund und Arbeiter-
ZeitungW 8,800
Waechter und Anzeiger.E 34,400
Waechter und Anzeiger.S 21,500
Columbus, ExpressW

Columbus, Express and Westbote.E
Ohio Sonntagsgast (Ex- press and Westbote)...
Waisenfreund	W 40,000
Westbote	S
Toledo..Express	D 7,480
Express	W 11,208

OREGON

Mt. Angel, Armen Seelen Freund.M	13,950
St. Joseph BlattW	32,143
Portland, Nachrichten	W 5,200
Oregon Deutsche Zeitung E

PENNSYLVANIA

Allentown, Welt-Bote	W 6,819
Philadelphia, Demokrat	E 14,000
Morgen Gazette ..M & E
Nord Amerika	W
Sonntags Journal	S 40,000
Staats-Gazette	W
Tageblatt	M 39,500
Tageblatt (Sonntagsblatt)
.....S	35,000
Vereins und Logen Zei- tung	W
Pittsburg, Beobachter	W 12,926
Sonntagsbote	W 23,600
Volksblatt und Freiheits- Freund	M & S
Volksblatt und Freiheits- freund	W
Scottdale, Mennonitische Rund- schau	W 5,900
Wilkes Barre, Express	W 6,500

SOUTH DAKOTA

Aberdeen, Dakota Freie Presse..W	14,000
Neue Deutsche Presse.W	13,500
Eureka..Volkszeitung	W 5,840

TEXAS

San Antonio, Freie Presse	W 8,760
Hermann's Sohn in Texas
.....Mo	18,000

WISCONSIN

Appleton, Gegenwart	S-W
Montags Blatt	W 6,500
Volksfreund	W 6,600
Hamburg, Geflügel-Zuechter ..Mo	6,760
La Crosse, Abendstern	E
Nordstern	S-W
Volkspost	W
Milwaukee, Acker und Garten- bau Zeitung	W 45,000
Columbia	W 8,795
Deutsche Hausfrau (Die)
.....Mo	55,000
Excelsior	W 6,950
Germania Herold.M & E	35,865
Germania (Sonntagspost)
.....S	33,000
Germania	W 100,000
Haus und Bauern- freund	W 100,000
Landmann	W 10,800
Rundschau	W 25,000
See-Bote	W 7,417
Sonntags-Bote	S 8,537
Vorwärts	W

ALBERTA (CAN.)

Edmonton, Herold	W 5,193
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MANITOBA (CAN.)

Winnipeg, Nordwestern	W 22,296
West Canada	W 9,217

SASKATCHEWAN (CAN.)

Regina..Courier	W 19,432
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NORWEGIAN DANISH**ILLINOIS**

Chicago..Evangelisten	8,000
Revyer	W 5,100
Scandia	W 6,000
Skandinaven	E 20,000
Skandinaven	S-W 37,000
Skandinaven	S 23,000
Verdens Gang	W

IOWA

Cedar Rapids, Kvinden og Hjem- met and Quinnan Och Hemmet	60,000
Decorah..Evangelische Lutheriske Kirketidende	W
Posten og Ved Armen.W	40,562
Story City, Visergutten	W 13,000

MINNESOTA

Duluth..Skandinav	W 7,250
Minneapolis, Folkebladet	W 5,114
Kvindens Magasin ..Mo	14,500
Lutheraneren	W 17,172
Tidende	E & S 9,412
Tidende	W 34,322
Ugebladet	W 8,500
Ungdommens Ven...S-M	15,000
St. Paul.Tidende	W 5,000

NEBRASKA

Omaha...Danske Pioneer	W 37,935
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NEW YORK

Brooklyn, Nordisk Tidende
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NORTH DAKOTA

Fargo...Fram	W 5,860
Grand Forks, Normanden	W 8,091

SOUTH DAKOTA

Sioux Falls, Fremad	W 5,280
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WASHINGTON

Seattle..Washington Posten ..W	10,000
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WISCONSIN

Eau Claire, Reform	W 5,400
Madison..Amerika	W
Racine...Norden	Mo 14,196

MANITOBA (CAN.)

Winnipeg, Norrona	W 6,800
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SWEDISH**COLORADO**

Denver...Svensk Amerikanska Western	W 18,900
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ILLINOIS

Chicago..Bladet	W 11,000
Missions-Wannen	W 4,817
Nya Wecko Posten	W 11,381
Sandebudet	W 7,000

Chicago..Svenska Amerikaneren	60,331
Hemlandet	W 42,400
Svenska Kuriren	W 63,604
Sv. Tribunen-Nyheter..	W
Evanston, Svenska - Amerikanska	
Familj-Journalet ..	Mo 15,000
Rockford, Svenska Posten	W 11,657
Rock Island, Augustana	W 21,580
Ungdomsvannen	Mo 13,200

IOWA

Des Moines, Posten	W
Sioux City, Svenska Monitoren..	W 8,700

MASSACHUSETTS

Worcester, Osterns Veckoblad..	W 4,500
Skandinavia	W 13,200
Svea	W 20,267

MICHIGAN

Ishpeming, Superior Posten	W 5,370
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MINNESOTA

Duluth...Posten	W 17,950
Minneapolis, Nordiska Hem....	Mo 8,200
Skandinav Good Tem-	
plaren	12,500
Skordemannen	S-M
Svenska Amerikanska	
Posten	W 56,551
Svenska Folkets Tidning..	W 43,659
Veckobladet	W 18,789
Western-American	W 8,916
Red Wing, Svenska Roman Bladet	
.....	W 22,000
St. Paul, Minn. Stats. Tidning..	W 12,150

NEBRASKA

Omaha Posten	W 15,000
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NEW YORK

Brooklyn, Finska Amerikanaren..	W 7,615
Jamestown, Skandia	W 5,795
New York, Nordstjerman	S-W

WASHINGTON

Seattle..Svenska Pacific Tribune..	W
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WISCONSIN

Superior, Svenska Amer. Tribunen	
.....	W 16,085

MANITOBA (CAN.)

Winnipeg, Svenska Canada Tidn-	
igen	W 6,400

BOHEMIAN**ILLINOIS**

Chicago..Amerikan	S-W 39,597
Denni Hlasatel	34,500
Duch Casu	W 32,000
Hlasatel	43,500
Hospodarske Listy	4,706
Katolik	S-W 9,644
Slavie	S-W 10,000
Spravedlnost	M & S 13,500
Svornost	E 20,637
Svornost	S 28,790
Zajmy Lidu	S-W 6,000
Zenske Listy	W 25,000

MISSOURI

St. Louis, Ceska Zena	S-M 6,800
Hlas	S-W 10,050
Listy	W 4,800

NEBRASKA

Omaha..Ceska-Americky Venkov	
.....	S-M 17,654
Hospodar	S-M 31,029
Osveta Americka	W 25,721
Pokrok Zapadu	W 17,311
Pokrok Zapadu with six	
other State Editions..	26,311

OHIO

Cleveland, American	E & S 12,257
Dennice, Novoveku	W 4,500
Svet	M 8,200

TEXAS

La Grange, Svoboda	W 4,600
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WISCONSIN

Milwaukee, Domacnost	W 8,400
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CROATIAN**CALIFORNIA**

San Francisco, Jardran	W 9,600
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ILLINOIS

Chicago..Balkan World	W 17,000
United Servian	16,500

NEW YORK

New York, Hrvatski Svijet..E & S	10,000
Servian Daily	E 15,000

FRENCH**LOUISIANA**

New Orleans, Abeille (L')	M & S
Abeille (L')	W

MASSACHUSETTS

Lowell, Etoile	E 5,100
Worcester, Opinione Publique..	E 5,488

NEW HAMPSHIRE

Manchester, Canado Americain..	W 12,000
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NEW YORK

New York, American Exporter..	M 21,468
American Furrier	Mo
Courrier des Etats Unis M	20,634
Courrier des Etats Unis W	30,325
Courrier des Etats Unis S	26,930

RHODE ISLAND

Woonsocket, Union	Mo 25,000
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MANITOBA (CAN.)

Winnipeg, Ami Du Foyer	Mo 6,500
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NEW BRUNSWICK (CAN.)

Moncton, Evangeline	W 4,100
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ONTARIO (CAN.)

Kingston, Canadian	Mo 24,833
Ottawa, Temps	E 9,003

QUEBEC (CAN.)

Levis....	Quotidien	E
Montmagny, Peuple	W	5,352	
Montreal, Bulletin	S	9,000	
Canada	M	13,650	
Canard	S	9,500	
Journal d' Agriculture	Mo	91,051	
Le Devoir	E	20,000	
Le Devoir	W	8,000	
Messenger Canadien	M	60,417	
Nationaliste	S	
Passe Temps	S-M	10,500	
Patrie	E	46,523	
Patrie	W	22,000	
Pays	W	13,268	
Presse	E	140,342	
Presse	Mo	45,266	
Revue Populaire	W	4,367	
Samedi	W	19,991	
Quebec, Action Sociale	E	21,000	
Action Sociale	W	10,616	
Enseignement Primaire	Mo	9,000	
Evenement	E	14,658	
Evenement	W	4,074	
Soleil	E	22,305	
Soleil	W	5,000	

ITALIAN**CALIFORNIA**

San Francisco, Italia	M & S	13,580	
Voce del Popolo	M	7,000	

COLORADO

Denver...La Capitale	W	9,000	
Pueblo...L'Unione	W	16,250	

ILLINOIS

Chicago, Italia	T-W	
Movimento	W	14,756	
Tribuna Italiana Transatlantica	W	

MASSACHUSETTS

Boston...Gazetta del Massachusetts	W	10,500	
Tribune Del Popolo	W	5,575	
Worcester, Messaggiero Di Worcester	W	6,000	

NEW YORK

Albany...Bastone	W	6,000	
New York, America	S	11,807	
Araldo Italiano	M & S	40,000	
Bollettino della Sera	E	51,548	
Eco d' Italia	W	5,000	
Follia	W	27,800	
Giornale Italiano	M & S	40,000	
Progresso Italio Americano	M	97,811	
Telegrafo	E & S	35,000	
Voce Del Popolo	M & S	23,000	

OHIO

Cincinnati, Corriere Dell' Ohio	W	13,000	
Cleveland, Voce Del Popolo Italiano	W	35,000	

PENNSYLVANIA

Philadelphia, Il Mattino	M & S	15,000	
Opinione	M & S	49,100	
Seranton, Minatore	W	35,073	

TEXAS

San Antonio, Messaggiero Italiano	W	
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QUEBEC (CAN.)

Montreal, Independent Corriere	W	9,000	
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POLISH**CONNECTICUT**

New Britain, Przewodnik Katolicki	W	5,600	
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ILLINOIS

Chicago, Biz Bozy	W	16,500	
Dziennik Chicagoski	D	33,883	
Dziennik Ludowy	D	16,225	
Dziennik Nardowy	26,400	
Gazeta Katolicka	W	7,900	
Gazeta Polska	22,400	
Narod Polski	W	52,000	
Rodzina Polska	W	23,250	
Sunday Polish Echo	W	11,457	
Zgoda	D	51,375	
Zgoda	W	109,000	

MARYLAND

Baltimore, Jednosc Unity	W	10,000	
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MASSACHUSETTS

Boston...Gazeta Bostonska	W	10,548	
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MICHIGAN

Detroit...Dziennik Polskie	E	13,500	
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NEW JERSEY

Jersey City, Glos Narodu	W	16,720	
Newark, Kronika	W	11,000	

NEW YORK

Buffalo...Dziennik Da Wszystkich	D & S	14,795	
Gazeta Buffaloska	W	6,550	
Polak W. Ameryce	E	7,039	

OHIO

Cleveland, Naradowiec	W	7,490	
Polonia W. Ameryce	W	9,875	
Toledo...Ameryka-Echo	E	3,200	
Ameryka-Echo	W	160,000	

PENNSYLVANIA

Philadelphia, Gwiazda	W	5,000	
Pittsburgh, Haslo Polski	W	8,000	
Wielkopolanin	
Seranton, Pensylwanski Gornik	W	30,000	
Wilkesbarre, Praca	8,500	

WISCONSIN

Milwaukee, Kuryer Polski	E	25,142	
Kuryer Polski	S	28,170	
Nowiny Polskie	E	11,700	
Tygodnik Polskie	W	2,100	
Stevens Point, Gwiazda Polarna	W	32,000	
Rolnik	W	12,000	

MANITOBA (CAN.)

Winnipeg, Gazeta Katolicka	
Canadzie	W	9,103	

LITHUANIAN**ILLINOIS**

Chicago, Katalikas	E
Lietuva	W	12,000

MASSACHUSETTS

Boston, Keleivis	W	18,075
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NEW YORK

Brooklyn, Laisve	S-W	14,200
New York, Tevyne	W	7,000

PENNSYLVANIA

Mahanoy City, Saule	S-W	6,420
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FINNISH**MASSACHUSETTS**

Fitchburg, Raivaaja	E	10,000
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MICHIGAN

Hancock, American Soumetar. T-W		5,186
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MINNESOTA

Duluth, Paivahti	E & S	7,071
Raittiuslehti Sirtolainen	W	6,900
New York Mills, Uusi Katimaa. W

NEW YORK

Brooklyn, New Yorkin Uutiset. S-W		8,338
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OREGON

Astoria, Toveri	E & S	3,461
Toveritar	W	2,708

WISCONSIN

Superior, Tyomies	E & S	12,540
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HOLLANDISH**MICHIGAN**

Grand Rapids, Hollandische Farmer	Mo	25,000
Huisvriend	Mo	15,000
Ideaal Magazine	Mo	12,000
Holland, Grondwet	W	7,000
Kalamazoo, Hollandische Amerikan	T-W	5,000

HEBREW—(YIDDISH)**CALIFORNIA**

San Francisco, Jewish Times.	W
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ILLINOIS

Chicago, Israelite	W	25,700
Jewish Courier, D & S		36,358
Jewish Labor World. W		13,000
Jewish Press	M
Jewish Progress	W
Jewish Times	W
Reform Advocate	W	22,540

LOUISIANA

New Orleans, Jewish Ledger.	W	5,347
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MASSACHUSETTS

Boston, Jewish American.	W
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MISSOURI

St. Louis, Jewish Voice	W	13,500
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NEW YORK

Brooklyn, Brooklyn - Brownsville Post	S	15,000
New York, American, Hebrew and Jewish Messenger. W	
Amerikaner	W	27,614
Big Stick	W	32,458
Day	E & S	73,169
Freie Arbeiter Stimme. W	
Hebrew Standard	W
Jewish Farmer. Mo		5,000
Jewish Forward. E & S		200,267
Jewish Gazette	W	18,000
Jewish Morning Journal	M & S	111,288
Jewish News. E & S		69,349
Wahrheit Daily Herald. E		81,877
Yiddish Folk	W	12,000
Zukunft	Mo	81,475

OHIO

Cincinnati, American Israelite. W	
Cleveland, Jewish Independent. W		19,058

OREGON

Portland, Jewish Tribune	W	10,374
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PENNSYLVANIA

Philadelphia, Jewish Exponent. W		8,900
Pittsburg, Jewish Criterion. W		16,000
Volksfreund	W	5,000

TENNESSEE

Memphis, Jewish Spectator. W		16,644
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QUEBEC (CAN.)

Montreal, Canadian Jewish Chronicle	W	4,500
Jewish Eagle	M	14,358

HUNGARIAN**NEW YORK**

New York, Amerikai Megyar Nepszava	M	38,600
Elore	M	17,000

OHIO

Cleveland, Dongo	S-M	13,800
Szabadsag	M	30,047

SLOVAK**ILLINOIS**

Chicago, Glasilo		12,200
Glas Svobode	S-W	17,860
Katoliche Slovenske Noviny	W
Ludovy Dennik	E
Narodny Slovensky Denik	M	14,200
Rovnost L'Udu	W	8,875
Joliet, Amerikanskai Slovence. S-W		5,800

NEW JERSEY

Jersey City, SvobodaT-W 25,000

NEW YORKNew York, Glas NarodaE 12,500
Slovak V Amerika...S-W 35,000**OHIO**

Cleveland, HlasW 10,860

PENNSYLVANIAHomestead, Amerikansky Rusky
ViestnikW 41,500
Pittsburgh, Amerikansko Slovenske
NovinyW
Slovensky DennikE
Slovensky Hlasnik ...W 12,000**SPANISH****NEW MEXICO**Las Vegas, Revista Catolica....S 5,900
Santa Fe, Revista Ilustrada ..Mo 6,000**NEW YORK**Buffalo..HaciendaMo 23,086
New York, AmericanW 25,000
American Exporter ..Mo 21,468
ComericoMo 10,500
America E. Industrios
AmericanosW 25,000
NovedadesW
Revista Universal ...Mo 25,000**PENNSYLVANIA**Philadelphia, Commercial America
.....Mo 15,000**TEXAS**San Antonio, Imperial de TexasW 13,000
RegidorW 8,059**CUBA**Camaguey, Co-operacionS-M 7,500
Cienfuegos, La Correspondencia.. 7,500
Gibrrara, El ProgresoM & S 5,000
Havana..BohemiaS 11,000
CubaM E & S 20,000
Cuba IlustradaMo 27,000
Cuba Y AmericaMo 10,000
El FigarW
El MundoM & S
GaliciaW 5,000
La DiscusionE & S 20,000
La LuchaM & S 21,879**PORTO RICO**

Ponce...El DiaE 2,000

Ponce...Puerto Rico EagleE 2,200
San Juan, Correspondencia.M & S 10,000
DemocraciaE
Tiempo (El).....E & S 5,200**PHILIPPINE ISLANDS**

Manila, Philippine Free Press..W 4,500

GREEK**ILLINOIS**Chicago, Greek StarE
.....**NEW YORK**New York, AtlantisE & S 30,209
AtlantisMo 25,000**JAPANESE****CALIFORNIA**San Francisco, Japanese American
.....D & S 12,000**NEW YORK**New York, Japanese American Com-
mercial WeeklyE
.....**PHILIPPINE ISLANDS**Honolulu, Japanese Chronicle 2,000
ShimpoW 3,421**RUSSIAN****NEW YORK**New York, Russkoye Slovo.M & S 30,000
SvitW 8,000**PENNSYLVANIA**Homestead, Amerikansky Rusky
ViestnikW 41,500
Olyphant, PravdaW 9,000**WELSH****NEW YORK**

Utica....DrychW 11,000

BULGARIAN**ILLINOIS.**Granite City, Narodn Glas ...M
.....

A COMPLETE LIST OF RELIGIOUS PUBLICATIONS

Weeklies are designated thus, W; Semi-Weeklies, S-W; Monthlies, M; and Semi-Monthlies, S-M.

ALABAMA

Birmingham, Alabama Baptist..W	7,533
Alab. Christian Advocate	9,373

ARKANSAS

Little Rock, Arkansas Baptist ..W	7,000
Baptist AdvanceW	6,010
Western Methodist ..W	15,000

CALIFORNIA

Mountain View, Signs of the Times	26,254
Signs of the Times Magazine	36,732
San Francisco, California Christian Advocate	9,500
Leader	20,000
Monitor	22,500

COLORADO

Denver..Catholic RegisterW	4,568
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CONNECTICUT

Hartford Catholic Transcript ..W	32,919
New Britain, Przewodnik Katoliki	5,600

DISTRICT OF COLUMBIA

Washington, Cath. Educational Review	4,000
Missionary	59,581

FLORIDA

Lakeland, Fla. Christian Advocate	5,263
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GEORGIA

Atlanta..Christian IndexW	12,567
Golden Age	11,641
Wesleyan Chr. Advo. ..W	10,528
Westminster Magazine..M	10,000
Columbus, Southern Christian Recorder

ILLINOIS

Chicago..Advance	17,000
Biblical World
Bladet	11,000
Christian Century
Christian Witness
Christian Workers Mag.M	13,207
Columbian and Western Catholic	25,000
Continent	37,835
Epworth Herald	100,000
Exangelisten	8,000
Extension Magazine..M	178,398
Gazeta Katolicka	7,900
Katalikas
Katholisches Wochenblatt	5,300

Chicago..Katoliche Slovenske Noviny
Katolik	S-W 9,644
Living Church	W 11,473
Ludovy Dennik	E
Mission Studies	M 4,817
Missions Wannen	W 18,496
New World	W 24,750
N. W. Christian Advocate	50,000
Nya Wecko Posten..W	11,381
Reform Advocate	W 22,540
Sandebudet	W 7,000
Standard	W 15,000
Elgin...New Century S. S. Teachers' Monthly ..	50,778
Evanston, Katholischer Jugendfreund	23,000
Joliet...Amerikanski Slovence	S-W 5,800
Marion..Baptist	W 4,688
Rock Island, Augustana	W 21,580
Lutheran Companion..W	7,386
Ungdomsvannen	M 13,200
Techny..Amerikanisches Familienblatt	M 15,000
Christian Family	M 15,000

INDIANA

Brazil...Y. M. I. Monthly	15,152
Huntington, Our Sunday Visitor..W	435,200
Indianapolis, Indiana Catholic & Record	W 14,500
Notre Dame, Ave Maria	W 27,311
Richmond, American Friend	W 5,200

IOWA

Breda, Ostfriessische Nachrichten
.....T-M	7,500
Davenport, Catholic Messenger..W	6,941
Decorah, Evangelische Lutherisk Kirkeidentente
Des Moines, Western World	W
Dubuque, Catholic Tribune	W 39,614
Lamoni..Saints-Herald	W 5,500
Pella...Baptist Record	W 5,000

KENTUCKY

Fulton..Baptist Flag	W 12,563
Lexington, Central Meth. Advocate	W 8,650
Louisville, Baptist World	W 7,300
Christian Observer	W 27,515
Katholischer Glaubensbote	W 10,350
Pentecostal Herald	W 24,520
Western Recorder..W	12,000

LOUISIANA

Alexandria, Baptist Chronicle..W	4,500
New Orleans, Catholic Churchman	W 22,500

EFFICIENCY in Advertising, reduced to its simplest terms, means getting the most for your money. Trusting your Advertising appropriation to our judgment means the highest point of efficiency.

New Orleans, Christian Advocate. W	7,695
Jewish Ledger W	5,347
Morning Star W	11,000
South Western Christian Advocate W	7,600

MARYLAND

Baltimore, Southern Methodist. W	7,100
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MASSACHUSETTS

Boston. . Christian M	5,100
Christian Endeavor World	76,527
Christian Register . . . W	7,200
Christian Safeguard . . M	5,000
Church Militant . . . M	5,000
Congregationalist . . . W	23,700
Missionary Herald . . . M	13,000
Missions M	53,000
Pilgrim Teacher and S. S. Outlook M	90,000
Pilot W	90,000
Republic W	40,230
Sacred Heart Review. W	40,230
St. Andrew's Cross . . . M	106,480
Universalist Leader . . . W	51,153
Wellspring W	5,400
Woman's Missionary Friend	13,300
World's Crisis W	30,000
Zion's Herald W	4,800
East Northfield, Record of Christian Work M	
Worcester, Catholic Messenger. W	

MICHIGAN

Detroit. . Angelus W	18,981
Mich. Christian Advocate W	

MINNESOTA

Minneapolis, Folkebladet . . . W	5,114
Lutheraneren W	17,172
St. Paul, Catholic Bulletin . . . W	13,126
Northwestern Chronicle W	10,164
Wanderer W	10,988

MISSISSIPPI

Jackson, Baptist Record W	7,641
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MISSOURI

Independence, Liahona, The Elders JI. W	13,500
Zion Ensign W	6,300
Kansas City, Catholic Register. W	5,640
Central Chr. Advocate. W	34,461
Word and Way W	21,500
St. Louis, Christian Advocate . . W	15,000
Christian Evangelist. . W	37,500
Chr. Philanthropist . . M	12,252
Church Progress W	9,725
Friedensbote W	29,953
Front Rank W	39,500
Front Rank Journal . . M	15,000
Herold Des Glaubens. . W	43,400
Hlas S-W	10,050
Jewish Voice W	13,500
Queen's Work M	20,000
Round Table W	41,000
Western and Sunday Watchman W	8,500

NEW JERSEY

Newark. . Monitor W	10,000
N. J. Baptist Bulletin. . .	9,550

NEW MEXICO

Las Vegas, Revista Catholica . . W	5,900
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NEW YORK

Brooklyn, Tablet W	23,000
Buffalo. . Aurora Christliche Woche	8,650
Catholic Union and Times	27,000
C. M. B. A. Advocate. M	65,301
Echo W	9,500
New York City, America W
American Hebrew and Jewish Messenger. . W
American Messenger . . M
American Missionary . . M	33,250
Amerikaner W	27,614
Amerikanischer Bot-schafter	16,310
Association Men . . . Mo	30,000
Benziger's Magazine. Mo	94,389
Catholic News W	65,000
Catholic World Mo
Christian Advocate . . . W	40,000
Christian Herald W	304,120
Christian Intelligencer. W	6,000
Christian Nation W
Christian Work and Evangelist W	29,150
Church Bulletin Mo	81,000
Churchman W
Freeman's Journal and Catholic Register . . W
Hebrew Standard . . . W
Homiletic Monthly & Catechist Mo
Homiletic Review . . . Mo.	20,000
Irish World W
Leader Mo
Messenger of the Sacred Heart Mo	80,124
Missionary Review of The World Mo	6,000
Sabbath Reading . . . W	100,000
Sentinel of Blessed Sacrament Mo	57,639
Spirit of the Missions Mo	40,250
Sunday Companion . . W	70,000
Sunday School Lesson Illustrator Mo	22,000
Svit W	8,000
Truth Mo	77,219
Voice of Missions . . Mo	4,500
Volunteers' Gazette. S-M	15,000
Watchman Examiner. . W	15,250
Woman's Home Missions World Outlook . . . Mo	15,000
Syracuse, Catholic Sun W	6,000
Northern Chr. Advocate. W	11,900
Wesleyan Methodist . . W	5,500

NORTH CAROLINA

Charlotte, Presbyterian Standard W	5,145
Greensboro, Christian Advocate. W	7,108
Raleigh. . Biblical Recorder . . . W	13,725
Christian Advocate . . W	8,000
Thomasville, Charity and Children W	17,652

OHIO

Cincinnati, Adult Bible Class. Mo	70,000
Am. Home Missionary. Mo
American Israelite . . . W

Cincinnati, Boy LifeW	74,000
Catholic Telegraph . . .W	23,700
Christian Leader . . .W	12,400
Christian Standard . . .W	42,000
Christliche Apologete . .W	15,000
Classmate
Girlhood DaysW	90,000
Herald and Presbyterian.W	22,500
Home and Country . . .Mo
Journal and Messenger.W
LookoutW	130,000
Sun. School Journal . . .Mo	175,000
Western Chr. Advocate . .	28,600
Cleveland, Catholic Universe . .W	36,000
Christliche Botschafter . .W	16,000
Christian WorldW	5,708
Evangelical Herald . . .S-M	8,750
Evangelical Messenger.W	13,000
Evangelical Sunday School	
TeacherMo	8,600
Evangelische Magazin.Mo	11,000
Evangelische Missionsbote	
.Mo	4,500
Expositor and Current	
AnecdotesMo	13,750
Jewish Independent . . .W	19,058
Missionary Messenger.Mo	7,600
SendboteW	7,630
Columbus, Catholic Columbian .W	21,194
Catholic ForesterMo
Ohio Waisenfreund . . .W	40,000
Dayton, Choir HeraldMo	49,738
Choir LeaderMo	
Herald of Gospel	
LibertyW	5,516
Otterbein Teacher . . .Mo	12,290
Religious Telescope . . .W	26,500
WatchwordW	42,500
Young Cath. Messenger .	52,104

OREGON

McMinnville, Pacific Baptist . .W	6,025
Mt. Angel, Armen Seelen Freund	
.Mo	13,950
Mt. Angel Magazine . . .Mo	13,550
St. Joseph BlattW	26,000
Portland, Jewish Tribune . . .W	10,374
Pacific Chr. Advocate . . .W	9,878

PENNSYLVANIA

Erie . . . Catholic Chronicle . . .W
Greenville, Young Lutheran . . .Mo	23,178
Harrisburg, EvangelicalW	10,500
Evangelical Bible Teacher	9,300
Homestead, Amerikansky Russy	
ViestnikW	41,500
Philadelphia, Adult Class . . .Mo	10,850
American Church S. S.	
MagazineMo	6,352
Assembly HeraldMo	56,092
Augsburg Sunday School	
TeacherMo	23,750
Baptist Commonwealth.W	9,500
Baptist Superintendent	
.Mo	5,100
Baptist TeacherMo	63,600
Catholic Standard &	
TimesMo	21,755
Christian Recorder . . .W	5,500
Ecclesiastical Review.Mo	15,000
Episcopal Recorder . . .W
ForwardW	320,000

Philadelphia, Girls' World . . .W	101,000
Heidelberg Teacher . . .Mo	15,400
Home and SchoolMo	16,200
Jewish ExponentW	8,900
LutheranW	10,000
Lutheran Church Work.W	11,000
Lutheran Observer . . .W	14,500
Luth. Young People . . .W	23,000
Methodist TimesW	10,000
Nord AmerikaW
Pennsylvania Herald . . .Mo	10,000
PresbyterianW	14,000
Reformed Church Messen-	
gerW . .	9,850
ServiceMo	9,500
Sunday School Times . . .W	103,860
Sunday School World.Mo	9,600
Twentieth Century Pas-	
tor	12,160
WayW	24,700
Westminster Teacher.Mo	52,500
World WideMo	11,600
Young FolksW	32,000
Young Folk's Catholic	
Weekly	18,500
Young PeopleW	203,200
Youths' WorldMo	96,300
Pittsburgh, Bible TeacherMo	7,000
CatholicW	17,000
Christian Advocate . . .W	48,000
Chr. Union Herald . . .W	39,000
Jewish CriterionW	16,000
Men's Record & Mission-	
ary Monthly	4,500
Methodist Recorder . . .W	10,000
New GuideW	24,000
Presbyterian Banner . . .W	13,700
Slovensky Hlasnik . . .W	12,000
United Presbyterian . . .W	17,000
VolksfreundW	5,000
WielkopolaninW
Reading, Reformed Church Rec-	
ordW	5,522

RHODE ISLAND

Providence, VisitorW	7,300
Woonsocket, UnionMo	25,000

SOUTH CAROLINA

Anderson, Southern Chr. Advo-	
cateW	7,629
Columbia, Lutheran Church Vis-	
itorW	6,316
Greenville, Baptist Courier . . .W	7,000

TENNESSEE

Athens . . . Methodist Advocate J.L.	3,724
Martin . . . Primitive Baptist . . .W	10,145
Memphis, Jewish Spectator . . .W	16,644
Nashville, Adult StudentW	106,204
Baptist and Reflector . . .W	6,138
Christian Advocate . . .W	15,631
Convention Teacher
Cumb. Presbyterian . . .W	7,500
Epworth EraW	17,133
Gospel AdvocateW	14,000
Midland Methodist . . .W	11,050
National Baptist Union	
ReviewW	50,000
Presbyterian Advance.W	9,081
Sunday School Magazine	114,125
VisitorW	154,364
Watchman	50,000

Tallahoma, Cumberland Presbyterian Banner W	10,250
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TEXAS

Austin..Firm Foundation W	16,000
Dallas..Baptist Standard W	21,000
Christian Courier W	6,300
Texas Christian Advocate W
Texas Presbyterian
San Antonio, Southern Messenger W	6,750

UTAH

Salt Lake City, Juvenile Instructor Mo	13,428
Young Woman's JI.	15,000

VIRGINIA

Richmond, Christian Advocate..W	6,500
Earnest Worker	58,500
Foreign Mission Journal	30,000
Guardian	10,000
Missionary Survey	24,000
Onward W	36,000
Presbyterian of the South W	10,000
Religious Herald W	7,480
Southern Churchman.W	20,000

WASHINGTON

Seattle..Catholic Northwest Progress
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WEST VIRGINIA

Parkersburg, Baptist Banner . . W	5,000
Sutton, Methodist Laymen's Herald W	5,125

WISCONSIN

Milwaukee, Catholic Citizen..W	27,160
Catholic School Journal..	65,000
Columbia W	8,795

Milwaukee, Excelsior W	6,950
Our Young People	11,500
Young Churchman W	35,500

CANADA**MANITOBA**

Winnipeg, Ami-Du-Foyer	6,500
Gazeta Katelicka Canadzie W	9,103
Northwest Review W	9,314
West Canada W	9,217

NEW BRUNSWICK

St. John, Maritime Baptist . . . W	5,600
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NOVA SCOTIA

Antigonish, Casket W	5,000
Halifax..Presbyterian Witness.W	6,724
Truro...Wesleyan W	4,263

ONTARIO

London..Catholic Record W	29,200
Toronto..Canadian Baptist...W	6,406
Canadian Churchman.W
Canadian Epworth Era..	6,084
Catholic Register and Canadian Extension . . W	16,980
Christian Guardian . . W	21,856
Church Life W	8,332
Presbyterian W	11,000
Sentiuel and Orange and Protestant Advocate.W	31,168
Sunday School Banner..	20,354
Teachers' Monthly	16,000
Westminster	10,000

QUEBEC

Montreal, Canadian Messenger...W	65,004
Northern Messenger . . W	59,603
Presbyterian Record . . M	63,620

AGRICULTURAL OR FARM PUBLICATIONS

Of general interest to the Farmer, Fruit Grower, Stock Raiser and Breeder, Poultry Keeper and Beekeeper.

Monthly, except where otherwise noted. D, Daily; W, Weekly; S-W, Semi-Weekly; S-M, Semi-Monthly.

ALABAMA

Birmingham, Advance W	62,742
Progressive Farmer..W	80,819

ARKANSAS

Ft. Smith, Ark. Fruit and Farms..	30,000
Little Rock, Arkansas Farmer and Homestead S-M	50,000

CALIFORNIA

Los Angeles, Calif. Cultivator..W	16,731
Pac. Poultrycraft	10,387
Western Empire	44,490

Petaluma, Poultry Journal . . . W	8,585
Sacramento, Live Stock and Dairy Journal	17,234
Breeder & Sportsman W	5,170
San Francisco, Orchard and Farm
Pacific Dairy Review.W	8,674
Pacific Rural Press . . W	19,676

COLORADO

Colorado Springs, Intermountain Poultry Advocate...W	9,500
Denver..Field and Farm W	31,775

HENS advertise their business every time they lay an egg. Do you advertise your business?

Denver..Record StockmanW	28,490
Record StockmanD	19,880
Western Farm Life..S-M	51,350

CONNECTICUT

New Haven, Connecticut Farmer and New England Farms W	5,000
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FLORIDA

St. Augustine, Florida Farmer and Homeseeker	8,247
Tampa...Florida GrowerW	15,000

GEORGIA

Athens..Home and Farmstead S-M	5,700
Atlanta..National FieldW	85,458
Southern Cultivator and Dixie Farmer ...S-M	45,017
Southern Fancier Farmer	25,000
Southern FarmingW	75,028
Southern Ruralist...S-M	262,467

IDAH0

Boise...Idaho FarmerS-M	10,000
Wn. Farmer's Review W	6,804

ILLINOIS

Carlville, Otwell's Farmer Boy..	40,000
Chicago..American Farming	160,000
American Poultry Journal	85,000
American Swineherd ...	32,500
Berkshire World	12,000
Better Farming	327,342
Big Four Successful Poultry JI.	40,000
Breeder's GazetteW	98,296
Breeder's Guide	11,500
Earth	35,000
Farm Engineering	122,144
Farmers & Drovers Journal	E 51,375
Farmer's Review	98,577
Farming BusinessW	100,000
Hospodarske Listy...S-M	4,706
Illinois Farm and Farm- er's Call	S-M 55,684
Irrigation Age	M 32,522
Live Stock Journal	25,000
Live Stock Report...W	50,000
Live Stock World ...D	50,976
Live Stock WorldW	60,535
Orange Judd Farmer..W	119,943
Prairie FarmerS-M	99,731
Swine WorldS-M	32,000

East St. Louis, National Live Stock Reporter	E 10,551
Hamilton, American Bee Journal.	6,938
Mount Morris, Poultry Tribune..	46,000
Quincy..Poultry Keeper	31,183
Reliable Poultry Journal	60,416
Springfield, Farm Home	75,150

INDIANA

Goshen..Poultry Post	40,000
Huntington, Farmer's Guide ...W	81,363
Indianapolis, Indiana Farmer..W	57,101
Inland Poultry Journal.	26,831
Jersey Bulletin and Dairy World	W 13,284
Up-to-Date Farming..S-M	209,000
Spencer, Farm Life	350,000
Vegetable Grower	140,000

IOWA

Cedar Rapids, Western Poultry Journal	36,551
Des Moines, Iowa Farmer ...S-M	65,000
Iowa HomesteadW	140,000

Des Moines, Producer and Con- sumer	65,000
Spirit of the West ...W	5,000
Successful Farming	700,000
Wallace's Farmer ...W	80,447
Mount Vernon, Fruitman & Gar- dener	34,200
Sioux City, Farmer and Breeder..W	69,545
Traer...Farm and Real Estate Journal	15,500
Waterloo, Corn	85,000
Creamery Journal...S-M	5,384
Egg Reporter	5,782
Kimball's Dairy FarmerS-M	152,500
Milk Trade Journal....	5,694

KANSAS

Topeka..Capper's Weekly	256,615
Farmer's Mail and Breeze	108,521
Kansas FarmerW	62,627
Missouri Valley Farmer	484,626
Poultry Culture	23,083
Wichita..Live Stock Journal..E	6,000
Southwest Farmer ...W	8,000
Stockman	E 5,500

KENTUCKY

Louisville, Farm & Family	17,910
Farmer's Home JI.W	15,275
Home and Farm ...S-M	101,124
Industrious Hen	25,000
Inland FarmerS-M	125,677
Kentucky Farming	35,000
Market Grower's Journal	17,838

LOUISIANA

Crowley..Rice Journal and South- ern Farmer	4,000
New Orleans, Gulf States Farmer..	30,000
Modern Farming...S-M	20,489

MAINE

Augusta, Maine Farmer	W 9,225
Bangor..Commercial Farmer and Villager	W 23,500

MARYLAND

Baltimore, Farmers and Planters Guide	19,769
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MASSACHUSETTS

Boston..American Fancier & Stock- Keeper	W 7,000
Profitable Poultry	10,086
Springfield, Farm and Home..S-M	604,368
N. E. HomesteadW	57,704

MICHIGAN

Adrian..Michigan PatronM	10,000
Battle Creek, Dog Fancier	5,500
Mich. Poultry Breeder..	23,561
Bay City, National Farmer ...W	37,000
Detroit..Brownell's Dairy Farm- er	10,400
Michigan Farmer...W	81,952
Michigan Gleaner...S-M	96,783
Grand Rapids, Fruit Belt	40,000
Hollandsche Farmer ...	25,000
Kalamazoo, Poultry & Suburban Farmer	25,000
St. Joseph, Threshermen's Re- view	40,000
Union City, National Barred Rock Journal	16,800

MINNESOTA

Minneapolis, Farmer's Tribune	16,227
Farm, Stock and Home	117,401
Northwest Farmstead	105,088
Northfield, Northwest Dairyman	12,000
St. Paul, Deutsche Farmer ..S-M	42,890
Farmer	141,370
Farmer's Dispatch ..S-W	102,044
Farmer's Wife	758,805
Poultry Herald	25,000
Rural Weekly	307,071
Wanderer	10,988
Winona ..National Farmer ..S-M	46,704

MISSOURI

Columbia, Missouri Farmer	50,000
Hendrickson, Flat Woods Farm JI	10,000
Kansas City, Am. Breeder ..S-M	45,000
American Hereford JI	5,800
Drovers Telegram ...E	36,252
Farmer and Stockman ..W	100,000
Mo. & Kansas Farmer ..S-M	105,400
Star	335,009
Stock Yards Nugget ..W	91,455
Useful Poultry Journal	15,000
St. Joseph, Fruit Grower and Farmer	125,000
Profitable Farming ..S-M	60,472
Stock Yards Daily Journal	8,676
St. Louis, Colman's Rural World ..W	70,465
Farm Progress ...S-M	138,294
Jl. of Agriculture ...S-M	152,275
Missouri Ruralist ..S-M	84,154
National Farmer and Stock Grower	121,922
Sedalia ..Garden and Farm News	60,000
Springfield, Ozark Countrymen	14,316
Ozark Magazine	5,000

MONTANA

Billings, Campbell's Scientific Farmer	33,165
Great Falls, Montana Farmer ..W	10,937
Rocky Mtn. Husbandman	6,200
Helena ..N. W. Stockman & Farmer	25,000

NEBRASKA

Hemingford, Prairie Farmer Guide	7,000
Lincoln ..American Homestead	35,000
American Poultryman	30,000
Commoner	100,000
Deutsch Amerikaner Farmer	133,869
Independent Farmer ..W	50,000
Nebraska Farmer ..W	50,000
Poultry Topics	27,000
Omaha ..Cesko Americky Venkov	17,654
Drover's Journal-Stockman	20,020
Hospodar	31,072
Nebraska Farm JI ..S-M	100,666
Rural Weekly	86,935
Twentieth Century Farmer	108,456

NEW HAMPSHIRE

Manchester, Mirror and Farm ..W	10,000
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NEW JERSEY

Red Bank, Farmer's Success ..W	30,000
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NEW YORK

Buffalo ..American Poultry World	45,000
Garden City, Country Life in Am.	30,301
Garden Mag. and Farming	31,449
Lisle Feathered Warrior
New York City, Am. Agriculturist	127,841
American Cultivator	12,132
Countryside Magazine	27,902
Field Illustrated	10,000
Jewish Farmer	5,000
Witness	15,000
Port Jervis, New York Farmer ..W	24,450
Rochester, Green's Fruit Grower	140,000
Rural Life	59,516
Syracuse, Am. Poultry Advocate	51,000

NORTH CAROLINA

Raleigh ..Farmer and Mechanic ..W	13,000
Winston-Salem, Our Rural Home	24,000

NORTH DAKOTA

Bismarck, Northern Farmer ..S-M	60,000
Fargo ...Co-Operators Herald ..W	11,225
National Grain Grower	30,064
Lisbon ...North Dakota Farmer	8,883

OHIO

Carey ...Poultry Record	18,000
Cleveland, Ohio Farmer	127,886
Grover Hill, Tri-State Farmer ..S-M	6,245
Medina ..Gleanings in Bee Culture	22,500
St. Marys, Creamery Patron	3,500
Springfield, Farm and Fireside ..S-M	535,000
Farm News	400,000
Poultry Success	55,171

OKLAHOMA

Mounds, O. K. Poultry Journal	9,500
Muskogee, Interstate Farmer ..S-M	32,123
Oklahoma City, Okla. Farmer ..S-M	49,630
Okla. Farmer & Stockman	95,313
Okla. Farm Journal ..S-M	52,593
Weatherford, Practical Poultry Pointers	7,500

OREGON

Hood River, Better Fruit	12,880
Portland, Northwest Pacific Farmer	20,247
Oregon Farmer ..S-M	15,946
Pacific Northwest	17,000
Rural Spirit	18,000
Salem ...N. W. Poultry Journal	14,800
Pacific Homestead ..W	17,847

PENNSYLVANIA

Chambersburg, Penn. Grange News	36,120
Hanover, Everybody's Poultry Mag.	43,145
La Park, Park's Floral Magazine	467,853
Millmont, Poultry-Fruit-Vegetables	31,000
Philadelphia, Country Gentleman	272,460
Farm Journal	890,728
Pennsylvania Farmer ..W	50,000
Practical Farmer ..S-M	70,000

Pittsburgh, National Stockman and Farmer	W	132,064
Poultry and Farm Review		10,000
Sellersville, Poultry Item		38,939

SOUTH DAKOTA

Aberdeen, Dakota Farmer ...	S-M	60,760
Mitchell, Progressive Poultry Journal		7,800
Sioux Falls, South Dakota Farmer	W	20,700

TENNESSEE

Chattanooga, Southern Fruit Grower		15,000
Fayetteville, Farm News		5,000
Nashville, Farmers Magazine		110,000
Son. Agriculturist	S-M	130,946

TEXAS

Arlington, Farmer's Fireside Bulletin	W	15,702
Austin...Statesman and Diversified Farmer	S-W	6,000
Bryan, Southern Farm & Dairy		5,325
Dallas...Farm and Ranch	W	99,250
Farm News (including Galveston)	S-W	110,389
Southern Poultryman		5,100
Fort Worth, Live Stock Reporter	E	3,473
Murray's Swine Breeder		15,000
Galveston, Farm News (see Dallas)		51,500
La Porte, Southland Farmer		5,200
Paris...North Texas Farmer	W	5,200
San Antonio, S. W. Farmer and Investor		14,500
Texas Stockman & Farmer	S-M	35,500

UTAH

Lehi...Utah Farmer	W	18,627
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VERMONT

Brattleboro, Holstein Friesian Register	S-M	10,117
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VIRGINIA

Emporia, Virginia Farmer
Richmond, Southern Planter		55,000

WASHINGTON

Earlington, Westerner		89,721
North Yakima, Freeman's Farmer Olympia, Agricultural Grange News		38,725
Seattle...Pacific Poultryman		9,750
Washington Farmer	S-M	13,370
Spokane...N. W. Farm and Orchard		22,000
Western Farmer	S-M	23,420
Tacoma...N. W. Horticulturist		61,429
		12,800

WISCONSIN

Fond du Lac, Trade Extension		13,957
Ft. Atkinson, Hoard's Dairyman	W	66,000
Hamburg, Gefuegel-Zuechter		6,760
Madison, American Thresherman		5,333
Equity News	S-M	12,000
Wisconsin Farmer	W	80,308
Menominee Falls, Wis. Sugar Beet		8,160
Milton...Profitable Poultry		4,897

Milwaukee, Acker und Gartenbau Zeitung	W	45,000
Butter, Cheese & Egg J'l.	W	4,000
Haus und Bauernfreund	W	100,000
Landmann	W	10,800
Racine...Wisconsin Agriculturist	W	67,169
Watertown, Farmers Veterinary Advisor		14,248
West Salem, Wis. Poultryman		10,800

WYOMING

Cheyenne, Wy. Stockman-Farmer		37,472
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CANADA**ALBERTA**

Calgary...Farm & Ranch Review	S-M	21,000
Edmonton, Alberta Herald	W	5,198

BRITISH COLUMBIA

Vancouver, Fruit & Farm Magazine		5,000
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MANITOBA

Winnipeg, Farmer's Advocate and Home Journal	W	33,444
Grain Growers' Guide	W	34,335
Northwestern	W	22,296
Norrona	W	6,800
Nor'-West Farmer	S-M	31,358

NEW BRUNSWICK

Sackville, Eastern Farm & Home	S-M	10,000
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Sussex...Maritime Farmer and Co-operative Dairyman	S-M	10,644
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SASKATCHEWAN

Regina...Prairie Farm & Home	W	15,996
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ONTARIO

Grimsby, Fruit Grower & Farmer	W	3,300
London...Farmer's Advocate and Home Magazine	W	32,712
Peterborough, Canadian Horticulturist	W	13,720
Farm and Dairy	W	18,728
Toronto...Canadian Countryman	W	37,063
Canadian Farm	W	20,987
Canadian Poultry Review		15,000
Farmers' Magazine		20,312
Poultry Advocate		5,000
Sun	W	16,927
Threshermen's Review		7,800

P. E. ISLAND

Summerside, P. E. I. Agriculturist	W	5,600
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QUEBEC

Montreal, Jn'l of Agriculture	S-M	9,784
Jn'l D'Agriculture	S-M	91,051
Witness and Canadian Homestead		22,808

A SELECT LIST OF MAIL ORDER PUBLICATIONS

(The various editions are designated as follows: D, Daily; S-W, Semi-Weekly; W, Weekly; S-M, Semi-Monthly; M, Monthly).

ALABAMA		MINNESOTA	
Birmingham, Dixie Home	45,000	Minneapolis Woman's Home Weekly	156,992
COLORADO		St. Paul. American Home Weekly.	172,036
Denver.. Rocky Mountain Magazine	40,000	Farmer's Wife	758,805
Western Farm Life S-M	51,360	Rural Weekly	307,071
DISTRICT OF COLUMBIA		MISSOURI	
Washington, Pathfinder	100,000	Kansas City Home Friend	543,000
GEORGIA		St. Louis. Abendschule	55,517
Atlanta.. Watts Official Ry. Guide	6,325	Farm Progress	138,294
ILLINOIS		Nat'l Farmer and Stock	
Chicago.. Agents & Mail Order		Grower	121,922
Dealer Magazine Bi-M	15,000	National Rip Saw	231,008
Every Day Life	750,000	NEBRASKA	
Home Life	904,507	Omaha.. Rural Weekly	86,935
Household Guest	803,907	NEW YORK	
Mail Order Journal ..		Buffalo.. National Monthly and	
Novelty News	10,358	Literary Magazine Sec-	
Popular Mechanics.....	350,000	tion	300,000
Saturday Blade & Ledger		Dansville, Normal Instructor....	140,000
..... W	1,250,000	East Aurora, Fra	130,000
Woman's World	2,048,659	Garden City, Country Life in	
INDIANA		America	37,000
Indianapolis, Up To Date Farming		New York, Beckwith List.....	1,150,000
..... S-M	209,000	Butterick Trio	1,400,000
Spencer.. Farm Life	350,000	Countryside Magazine ..	27,902
IOWA		Gentlewoman	2,000,000
Cedar Rapids, Modern Brother-		Good Housekeeping ..	377,481
hood	140,000	Housewife	600,000
Des Moines, Iowa Farmer ...	65,000	Ill. Companion	285,000
People's Popular Monthly	762,860	Ladies' World	1,000,000
Successful Farming	700,000	McCall's Magazine	1,274,148
KANSAS		Metropolitan	350,000
Topeka.. Capper's Weekly	256,615	Physical Culture	120,000
Farmers Mail & Breeze W	108,521	Pictorial Review	1,000,000
Household	777,083	To-Day's Magazine ..	800,000
Missouri Valley Far-		Rochester, Green's Fruit Grower..	140,000
mer	484,626	Troy... Home Budget	125,000
KENTUCKY		Northern Budget	30,468
Louisville, Home and Farm ..	101,124	NORTH DAKOTA	
Inland Farmer	125,677	Bismarck, Northern Farmer ..	60,000
MAINE		OHIO	
Augusta. American Woman	625,310	Springfield, Family	600,000
Comfort	1,269,500	Farm & Fireside ..	535,759
Vickery & Hill List ..	1,799,452	Farm New	400,000
MASSACHUSETTS		Household Journal ..	274,575
Boston.. Matthews (Julius) List ..	332,779	Woman's Home Com-	
Modern Priscilla	444,232	ppanion	831,605
National Sportsman ..	67,410	PENNSYLVANIA	
Salem... Black Cat	45,000	Allentown, Spare Moments	500,000
Springfield, Farm and Home..	604,368	La Park, Park's Floral Mag..	467,853
MICHIGAN		Philadelphia, Farm Journal ..	890,728
Detroit.. American Boy	211,666	Ladies' Home Journal..	1,587,657
Gleaner	96,783	New Ideas	156,362
Lansing.. M. O. Business Builder M	8,000	TEXAS	
		Dallas... Holland's Magazine ..	134,458

THE advertisements making up the following pages of this book represent a fund of information which no advertiser can afford to ignore.

A SUBSCRIBER WRITES US: "THIS IS MY HUSBAND'S OUTFIT"



ARE YOU INTERESTED IN REACHING PEOPLE LIKE THIS?

Office of W. H. GANNETT, Pub., Inc.

Augusta, Maine,

Mr. Advertiser:

The war poured \$200,000,000 into the pocketbooks of Middle Western Farmers last year—and is still pouring. This is "velvet".

Naturally you can use good circulation among these people.

We figured you could. So COMFORT has been making a special drive, for a long time now, to get new circulation in the wheat and corn belts. This drive has been highly successful.

You can reach PROSPEROUS people through COMFORT.

The picture shown on the letter head gives a hint as to COMFORT subscribers and their buying power.

That you can reach people like that through COMFORT is shown pretty conclusively by the figures on the next page.

Why not have your order for the forthcoming issue sent in today?

Very truly,

W. H. GANNETT, Pub., Inc.

NEW YORK OFFICE,
1105 Flatiron Bldg.,

Walter R. Jenkins, Jr.,
Representative
In The East.

COMFORT

CHICAGO OFFICE,
Marquette Building,

Frank H. Thomas,
Representative,
In The West.

Do you want to know what sort of folks you can reach through COMFORT?

We do—and we investigate constantly.

The other day we picked a county at random up in the wheat country—Turner county, South Dakota.

We sent a list of questions to our subscribers there. Here are some of the facts we learned:

First as to the occupations of the heads of the families. They are: Farmers 94.2%. Miscellaneous 5.8%.

The average size of the farms owned by COMFORT subscribers is 193 acres, 148 acres under cultivation.

We asked our people what they considered their places worth—land, stock, equipment. The average they gave was \$33,331.00.

81% of our subscribers owned their homes.

78% of our people kept an average of six horses, 79% kept an average of 16 cattle, 79% kept an average of 152 chickens, 8% kept an average of 3 mules, 71% kept an average of 31 pigs.

38% of our subscribers there owned automobiles.

Perhaps you consider this an exceptional showing. If so, why not pick some county YOU know about and let us send you a list of our subscribers there. Then investigate it for yourself.

W. H. GANNETT, Pub., Inc.

New York Office: 1105 Flatiron Bldg.
WALTER R. JENKINS, Jr., Representative

AUGUSTA, MAINE

Chicago Office: 1635 Marquette Bldg.
FRANK H. THOMAS, Representative

Inquiries That Average Well in SALES

Because 95% of Our Subscribers are Union Farmers.

BECAUSE all UNION farmers are WHITE Farmers.
BECAUSE each subscriber to THIS paper pays \$1.00
per year for the paper.

BECAUSE no subscription is carried in arrears on
our books longer than 30 days.

*Because the paper is owned and operated by
THE NATIONAL FARMERS' UNION*

BECAUSE our columns are conducted by UNION
farmers and NOT outside writers, there is human
interest and strong personal contact.

BECAUSE each Union member is partially respon-
sible for the welfare and prosperity of the paper.

BECAUSE the National President of the Farmers'
Union is editor of the paper.

*Because this paper can COMMAND the co-operation of
its Readers in PATRONIZING ADVERTISERS.*

BECAUSE our Readers farm their own acres in the richest agri-
cultural sections of the United States.

BECAUSE we have at our disposal, and can place in the hands of
any legitimate advertiser, certain effective means of co-operation
and direct personal work upon officials and individual members
which cannot be obtained outside of the Farmers' Union or outside
of this paper.

If you are interested in securing the business and
co-operation of the 2,500,000 White Farmers compris-
ing the Farmers' Union of America, tell us something
about your product and your method of distribution,
and we will give valuable information how this big
market may be brought to demand your product and
your service, FREE.

The National Field—of America

FRED C. POLEY, Advertising Manager
Inman Building . . . Atlanta, Ga.

WESTERN OFFICE:
McFarlane & Kerr,
Heyworth Bldg., Chicago

EASTERN OFFICE:
Geo. B. David Co., Inc.
171 Madison Ave., New York

ATLANTIC CITY, N. J.

The Largest Circulation in the World's Greatest
ALL-THE-YEAR RESORT

is the enviable and undisputed record of the

Atlantic City Daily Press and The Evening Union

They are read daily by thousands of visitors in addition to reaching a permanent population of over 50,000.

Atlantic City and surrounding territory can be covered completely by their exclusive use. The shrewdest advertisers who keep the closest records of results are their constant patrons. Advertising rates upon request.

MILWAUKEE

A POWERFUL GERMAN LIST

GERMANIA-HEROLD

(Morning and Evening) Only German Daily Paper in Milwaukee.

SONNTAGS-POST *(Only German Sunday Paper in Milwaukee)*

GERMANIA-HEROLD ASSOCIATION

Weekly Germania

(Mail Order)

Weekly Haus-u, Bauernfreund

(German Farm Journal)

Weekly Die Rundschau

(Mail Order)

German Kalender

(Year Book)

GERMANIA PUBLISHING COMPANY

Above well-known papers practically cover the most desirable German territory in the Union. Advertisers who wish to cover Milwaukee, and mail order and agricultural advertisers who are after the German Trade of the United States, particularly of the great northwest, can do so profitably with this great German list. Sample copies and lowest advertising rates promptly furnished by

THE GERMANIA PUBLISHING CO.

MILWAUKEE, WISCONSIN

LOUIS KLEBAHN,

Eastern Representative
 Century Building, 1 W. 34th St., New York

HENRY DE CLERQUE

Chicago Representative
 Mallers Building, Madison and Wabash Ave.



A man's mail will reach
 him where no mortal can



Mailing Lists

99% Guaranteed

ROSS-GOULD, 810 Olive St., ST. LOUIS

Covering all classes of business, professions, trades or individuals. Send for our complete catalogue showing national count on 7,000 classifications.

The Local Man Knows!

*That THE ST. LOUIS STAR is St. Louis'
Fastest Growing Newspaper*

DURING the first six months of 1915 The St. Louis Star has gained more than 300,000 lines of clean, paid advertising. During this period every other St. Louis newspaper has shown persistent losses.

Most of this 300,000-line gain has been in the local field, where advertisers are in close touch with the local newspaper situation, and are therefore competent to buy space wisely—to buy it upon the present merits of the medium rather than upon past reputation.

However, a gain of more than 55% in foreign advertising indicates that The Star is not being overlooked by national advertisers.

In its own home territory The St. Louis Star is recognized by *thinking* people as a newspaper that can be depended upon to present the news fairly, fully, interestingly and concisely, without appeal to religious, racial or political prejudice.

THE ST. LOUIS STAR

Member Audit Bureau of Circulations

"A PAPER WITH A PURPOSE"

Twelfth and Olive

STAR SQUARE

St. Louis, Mo.

JOHN C. ROBERTS
Publisher

LEON J. VAN LAEYS
Manager

EDWARD S. LEWIS
Editor

Foreign Advertising Representative

JOHN M. BRANHAM COMPANY
New York Chicago St. Louis

NATIONAL MONTHLY- LITERARY MAGAZINE

—COMBINATION—

Combined Circulation Over 300,000

NATIONAL MONTHLY COMPANY

Publishers, 193 Main St., Buffalo, N. Y.

Advertising Manager,
JAMES W. REILLY,
No. 193 Main St., Buffalo, N. Y.

Western Representative,
PIONEER SPECIAL AGENCY
Boyce Building, Chicago, Ill.

Eastern Representative, A. H. GREENER, 140 Nassau St., New York City

FARMERS' MAGAZINE

NASHVILLE, TENN.

Guaranteed Circulation Exceeding 120,000 Each Issue
PROVED AS DESIRED BY CLIENT.

DISPLAY—40c per agate line flat.

READING—65c per count line.

CLASSIFIED—25c per line, cash with order. No advertisement of less than four lines accepted. (Seven words to the line.)

BREEDERS—\$3.50 per inch (14 agate lines), when placed direct by advertiser.

ALL display advertising is based on agate measurement, fourteen lines to the inch.

700 lines to the page; four columns, 13 picas wide, and 12½ inches deep.

FORMS CLOSE—First forms close on the 10th and the last forms on the 20th of month preceding date of issue.

ISSUED MONTHLY, on first of each month.

Cancellations, change of copy, etc. to be effective, must reach home office by the 10th of month preceding the date for which the copy is scheduled. Early delivery of cuts and copy to home office is assurance of better service to advertisers.

For further information address:

**FARMERS' MAGAZINE PUBLISHING
COMPANY**
Nashville, Tennessee

CASH RESULTS

And plenty of them if you place your advertisement in the Parcel Post Journal.

It reaches thousands of mail dealers, advertisers, parcel post merchants and business men everywhere. Rates: Display 20c per line. Classified 2c word.

Send Your Order Now.

Adv. Dept. Parcel Post Journal

New Egypt, N. J.

Talk to 5000 Progressive Business Men.

87 Replies from a \$2.00 Advertisement

That's the report from a Parcel Post Journal Advertiser.

When replies cost you less than 3c each you ought to make money. You might do as well if you send your copy NOW for a generous space in the next issue of the Parcel Post Journal. Rates, 20c a line Display, or 2c a word classified. Address

Parcel Post Journal, New Egypt, N.J.

ESTABLISHED 1871

J. N. VITCHESTAIN, President

M. S. VITCHESTAIN, Treasurer

EDWARD M. JONES, Editor

Pittsburgh's Industrial Champion

The
National Labor Tribune

The Oldest and Largest
Labor Paper in the United States

Circulating among the iron, steel, tin, sheet mill, armor
plate workers and miners.

For nearly a half century the TRIBUNE has been the
leading trade paper of the greatest industrial centre of the
world.

The highest paid workmen of America are reached
through it and if you have anything to sell let us take it to
the greatest buying public in this country.

Forms close Friday for the following week.

NATIONAL LABOR TRIBUNE
PITTSBURGH, PA.

THE PAPER TO USE IN WESTERN NORTH CAROLINA.

Asheville Gazette=News

ASHEVILLE, N. C.—POPULATION, 30,000

INDEPENDENT — PROGRESSIVE — GROWING.

Afternoon Daily Except Sunday, with Associated Press Service.

Member Audit Bureau Circulations and Southern Newspaper Publishers' Association.

ASHEVILLE IS AN ALL-YEAR-ROUND RESORT, the Play Ground of the South, the Hub of Western North Carolina, distributing point for 17 counties, \$1,000,000 pay roll, entertains half million health seekers and tourists annually. Everybody reads the Gazette-News in "The Land of the Sky" because they get "TODAY'S NEWS TODAY."

The Seattle Times

Seattle, Washington

If you advertise in The Times, you reach the largest number of readers possessed by any newspaper in the Pacific Northwest.

The Times has 200,000 readers every evening of the week, and 350,000 every Sunday, and you can reach these hundreds of thousands of readers at a lower cost for each one thousand copies than in any other Seattle newspaper—a vital point for your consideration in making contracts.

U. S. Census, 1910, credits Seattle with population of 241,000.

CIRCULATION OF TIMES FOR FIRST 6 MONTHS, 1915:

DAILY AVERAGE	70,000	{ 52,000 }	IN SEATTLE
SUNDAY	"	{ 87,000 }	AND SUBURBS

The Times has not offered a circulation "scheme," or prize, or discount in years.

The Times has the Gold Marks (⊙ ⊙), which are the symbols of quality, and the "Star" (★), which is the symbol of guaranteed circulation.

Times Printing Co. of Seattle

Eastern Offices, The S. C. Beckwith Special Agency

NEW YORK

ST. LOUIS

CHICAGO

Established 1872

Every Morning Except Sunday

Atlantic City Review

PIONEER DAILY PAPER OF ATLANTIC CITY

THE ATLANTIC CITY REVIEW reaches not only the better residential population, but is also read by hotel guests. First thing in the morning, at the breakfast table, "mine host" of The Strand, Brighton, Chalfonte, Shelburne, Haddon Hall, St. Charles, Dennis, Marlborough-Blenheim, Traymore and other representative hotels present their guests with the REVIEW, and they read it. The Boardwalk section, with its list of daily arrivals and its "Telegrams from Home" feature, makes the REVIEW of vital interest to the visitor.

ATLANTIC REVIEW COMPANY,

Atlantic City, New Jersey

The St. Louis Times

THE YOUNGEST NEWSPAPER IN ST. LOUIS

Continues its healthful, steady growth, gathering added prestige month by month, year by year.

The St. Louis Times

"THE PAPER THAT GOES HOME"

Is read by a discerning clientele who are fortunately able to purchase the commodities advertised in its columns.

The St. Louis Times

THE BIGGEST PAPER OF ITS AGE IN THE WORLD

1867

1915

THE Sunday Mercury

—
Leading
Sensational
Publication

of the
Pacific Coast

—
W. P. SWOPE

Publisher

Portland, Oregon

YELLOW JACKET

MORAVIAN FALLS, N. C.

One of the liveliest Mail Order papers published and having the largest circulation of any bi-weekly in the South. Circulation over 200,000 copies paid, issued every other week.

Flat Rate, 50c Per Agate Line

If you want paying results from your advertising, do not fail to include the YELLOW JACKET on your list.

WM. E. HERMAN

In Charge of All Advertising
30 N. Dearborn St., Chicago, Ill.

NATIONAL advertisers desiring to cover Chicago must take into consideration its immense German population and the actual purchasing power of these people. Reached by Chicago's great German newspapers, the

Abendpost

(Evening) Circulation 58,644

and the

Sonntagpost

(Sunday) Circulation 45,731

MEMBERS AUDIT BUREAU OF CIRCULATIONS

Eastern Representatives, RIDDER & SCHARTON, 182 William St., N. Y. City

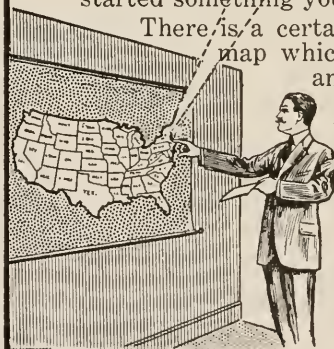
The "SIGN of the CIRCLE" in the 10,000,000 ZONE



Few concerns are without their "daily map" of business in this era of ultra-systematized business promotion. Mr. Manufacturer, it is assumed you have such a map hanging on the wall of your office or salesroom. The map is bisected into various territories. Numerous colored wax markers dot the surface, denoting business outposts—conquered strongholds with their guard of sales agent sentinels or platoons of salesmen soldiers.

Some parts of the map bristle more thickly with markers than others. Your best business grows there. Other spots are quite bare and deserted. It is safe to say these barren spots represent just so many "blanks" in your business success. You either have left these desert spaces untouched or you broke ground to find you had "started something you couldn't finish."

There is a certain area or zone on your map which is at once the despair and goal of every manufacturer of ready-to-eat, wear, smoke, drink articles. In square miles no larger than Rhode Island, but in trade territory proven equal in profit to other trade zones embracing a dozen States. Mr. Manufacturer, if this zone means waste space



SEE FOLLOWING PAGES

to you on your map, you have missed the richest and most fertile selling field in the world. This is the 10,000,000 BUYING ZONE of Greater New York and vicinity.



The vast cosmopolitan masses living in it constitute the greatest body of steady consumers of ready-to-wear, use, eat, drink articles in the United States. An urban population is always the Mecca of such articles. The 10,000,000 BUYING ZONE is Mecca of the Meccas. Its people are thoroughly educated in the "3 Bs;" that is, to "Buy by the brand." The fortunate manufacturers whose brands are steady sellers find themselves millionaires today from the 10,000,000 BUYING ZONE alone.

Does the 10,000,000 BUYING ZONE know your brand or brands, Mr. Manufacturer? If standardized, they are just as meritorious as those which have made the millions. Your great merchandising problem is to get them on the shelves of the 10,000,000 BUYING ZONE, if unknown there, without having to pay the enormous price these successful brands have paid to successfully educate the 10,000,000 BUYING ZONE to buy by their brand. And they had to pay. That is why your map is a desert around Greater New York. You either have not dared to tackle this greatest of local merchandising problems or there is a crepe-hung debit account on your books marked "New York Campaign."



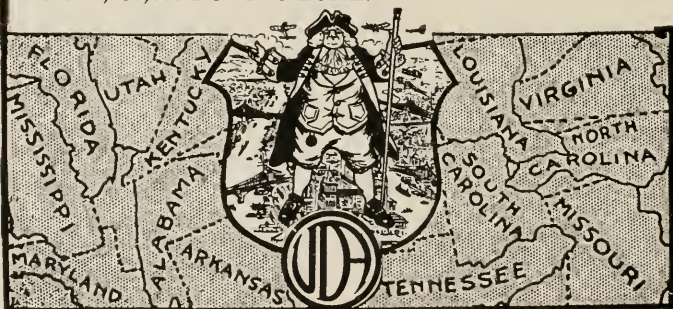
But think what a triumph it would be to capture this incomparable selling space. It is growing faster than London. Its growth in the past ten years equals the combined growth of Missouri, Kentucky, Tennessee, North Carolina, South Carolina, Virginia, Mississippi, Maryland, Florida, Utah, Alabama, Louisiana, Arkansas. If your goods are "right" and have pleasing, easily remembered brands, if you could put them on the shelves of the 10,000,000 BUYING ZONE, where they would be properly pushed, wouldn't they sell in the 10,000,000 BUYING ZONE just as fast as any other part of your map?

They would, a hundred—yea, even a thousand fold!

"Honest Brands + Selling Stunts + a Pot of Money." Such was the old winning formula for successfully covering the 10,000,000 BUYING ZONE. The manufacturer who stormed Greater New York and vicinity spent his money in wads on the theory it took money to create markets. Conditions were such that he had to be made of gold to win.

If this was true the smaller man of average capital had no show at all. In order to effectively move goods on the shelves of the 10,000,000 BUYING ZONE and more than scratch its immense business surface, more than create a ripple, more than raise a figurative blister, it cost an immense sum of money. The big man could do it alone with an even chance of success if his methods had some selling originality. The small man could not do it alone then, nor can he today. The small manufacturer is rated as a fit subject for the business "bughouse" if he tries to beat against the walls of this trade Jericho ALONE.

But a revolution in methods has taken place, and it has moulded a new instrument by which both the big and the little fellow can shortcut right into the ripe golden heart of the 10,000,000 BUYING ZONE.



SEE PRECEDING AND FOLLOWING PAGES

This new revolutionary instrument is known as the "SIGN OF THE CIRCLE." It has shortened the successful formula to "Honest Brands."

means UNITED DEALERS' ASSOCIATION, which is the sign of the circle. Associate your honest brand with the and successfully sell the 10,000,000 BUYING ZONE.

The UNITED DEALERS' ASSOCIATION is the most splendidly planned merchandising organization of its kind. The is a 4,500 "cycle" selling machine, consisting of over 4,500 well appointed stores—the pick of Greater New York and vicinity. The will guarantee you its best efforts to familiarize its customers with your goods. In other words to educate the tremendous public of the 10,000,000 Zone to "Buy by your brand" through 4,500 "Circle Stores."

Do you make Toilet Soaps, Shoes, Canned Goods, Razors, Hosiery, Tobacco, Cosmetics, Watches, Tooth Brushes, Candy, Corsets, Toilet Articles, Window Screens, Sporting Goods, Trunks and Bags, Leather Goods, Condensed Milk, Canned Beans, Optical Goods, Perfumery, Cutlery, Jewelry, Furs, Collars, Jellies, Smoked Meats, Talcums, Tooth Powders, Grape Juice, Chewing Gum, Fountain Pens, Coffee, Teas, Vacuum Cleaners, Bottled Waters, Breakfast Foods, etc.

If you've "got the goods" the United Dealers' Association has the Colossus of all markets waiting to absorb them. It will overflow them through its "CIRCLE STORES" into those fat pastures—the goal of every manufacturer, the trade land of milk and honey, that land of "repeat orders"—"over and over and over again." For that spot is verily the 10,000,000 BUYING ZONE.

The United Dealers' Association— is founded on rock-ribbed experience, and its success has been already successfully demonstrated in many lines and brands of goods. Write the United Dealers' Association, 901-902 World Building, New York City. Let it explain how it can make the desert on your business map blossom into golden bloom. It is "good business"—perhaps the best business move you ever made, to cultivate further acquaintance with the "Sign of the Circle."



SEE PRECEDING PAGES

TRUTH

A monthly magazine for the dissemination of the Truth concerning the doctrines, history and practices of the Catholic Church.

Guaranteed circulation during the year 1915 70,000 paid in advance subscribers at two dollars each.

Average circulation January 1, 1915, to July 1, 1915, 77,219 paid in advance subscribers at two dollars each.

Copy for current month closes on the 15th.

Post Office receipts of circulation will be supplied on request.

JOHN J. O'KEEFFE, President
412 Eighth Ave., = NEW YORK, N. Y.

FRANK TOUSEY'S PUBLICATIONS.

They consist of

"Moving Picture Stories"

A Weekly Magazine Devoted to Photoplays and Players. Circulation exceeds 100,000 weekly and Wild West Weekly—Fame and Fortune—Liberty Boys of '76—Pluck and Luck—Secret Service—and Work and Win. Combined circulation exceeds 200,000 weekly.

Any article advertised in "Moving Picture Stories" pulls bigger returns than it would from any other medium on the news stands.

Your ad for our boys weeklies goes in all six out the same date, for the price of one. You thus get the benefit of our big combined circulation. Premiums or articles for boys pull tremendous returns.

ALL OUR PUBLICATIONS CIRCULATE OVER THE ENTIRE WORLD.

Special Notice—No other magazines charge so low a rate per line, in proportion to their circulation, and none show better business than our advertisers report.

Rate, 50c per agate line.

In either "Moving Picture Stories" or the Boys Weeklies.

13 per cent discount to recognized advertising agencies—3 per cent discount for cash with order. Try an inch—\$7.00.

FRANK TOUSEY, PUBLISHER,
168 West 23rd St., New York City.

The Modern Advertiser

wants his data regarding mediums
right-up-to-now.

YOU can't expect anything other than generalities from even a splendid publication like this rate-book, because it is published annually. That's why newspapers are the most logical mediums for advertising.

If you are ready to cover TEXAS just write and say that you want THE POST'S story of facts since this annual was issued.

A safe generality for your consideration in the meantime is—that THE HOUSTON POST is the greatest home paper of Houston and South Texas and can safely be placed **first** on the list when that territory is under consideration.

THE HOUSTON POST

G. J. PALMER, V.-P. & Gen'l Mgr.

Represented by:

The Benjamin & Kentnor Co.,
New York.

The S. C. Beckwith Special Agency,
Chicago, Ill.

PEARSON'S MAGAZINE

Is a *different* magazine than you have ever read before. It treats great subjects fearlessly and fairly that other magazines are afraid to tackle. Therefore, PEARSON'S has attracted a following that is all its very own—people who believe in PEARSON'S and support PEARSON'S loyally.

Its advertising rate is eighty (80) cents per thousand, based on the net paid guaranteed circulation which is 150,000 copies.

Forms close in New York on the twenty-fourth of the second preceding month.

PEARSON'S PUBLISHING COMPANY

425 East 24th Street, New York City

Western Office:

COLE & FREER, Western Managers
1328 Peoples Gas Bldg., Chicago, Illinois

FREEMAN'S FARMER

Now 69 Years Old

Substantially all paid subscribers reside in Washington, Oregon, Idaho and Northern California. Our canvassers are using strong efforts to increase our circulation to 50,000. The magazine is closely read in town and country and it has more intensely interested readers than have many other farm papers that print more copies.

The first farm paper in the field, the best known and the highest authority on irrigation.

For further information and rates, address

FREEMAN'S FARMER

Successor to

NORTHWEST FARM AND HOME

NORTH YAKIMA, WASH.

The Largest German Weekly Published In THE WEST

Our biggest circulation is in the prosperous agricultural states of the Middle West: Minnesota, North Dakota, South Dakota, Iowa, Wisconsin, Nebraska, Kansas, Texas, etc., ranking in the order named. In these states we go to nearly every Post Office and cover the rural German settlement thoroughly.

Average Circulation, 1914—58,721
FLAT RATE 11 CENTS PER LINE

Westlicher Herold Pub.
Company

WINONA,

MINNESOTA

HAVE FOREIGNERS ANY MONEY, MR. ADVERTISER?

The population of the North-West is mostly foreign and the only way to reach them is through their own language newspapers. The Finns are the thriftiest class of foreigners in the North-West, and their buying power is immense.

HOW CAN THEY BE REACHED?

They can be reached through the columns of PAIVALEHTI, the oldest and largest Finnish daily in America, and the RAITTIUS-LEHTI-SIIRTOLA-INEN, the oldest Finnish Agricultural Newspapers on this Continent. They are both money-makers for the advertiser.

Address:

FINNISH PRESS COMPANY,
31 EAST MICHIGAN STREET, DULUTH, MINN.

50 Years Ago

The Kellogg and Western Lists

were established to supply service to country town newspapers. Today we can place your advertising in

5866 Newspapers

covering the entire country east of the Sierra Mountains. Saves money, time and trouble to wide awake advertisers.

Let us send catalogue and tell you all about it.

Western Newspaper Union

CHICAGO

or

NEW YORK

The Saturday Blade and Chicago Ledger

1,250,000 COPIES
WEEKLY GUARANTEED

\$2.50 a Line

This circulation covers the small towns and rural sections of the entire country. If you have anything to advertise in the small town field, start with this enormous circulation of proven value.

The Farming Business

OVER 100,000 COPIES
WEEKLY GUARANTEED

35 Cents a Line

When making up your agricultural list, use this 100,000 high-class circulation as a standard and buy as much of it as you can get. It's the kind that makes agricultural advertising pay big.

This publication handles the business side of farming in a big way. It appeals only to progressive, up-to-date business farmers, who buy it for what help it contains. It is not forced circulation. One issue is enough to convert a business farmer into a subscriber.

W. D. Boyce Company

500-514 N. Dearborn St.
CHICAGO

Eastern Office: 205 Metropolitan Tower
NEW YORK CITY

Publisher Indiana Daily Times, Indianapolis



The Traveling Elk

(In Its 11th Year)

Official Organ

Elks' Pennsylvania State Association
New Jersey State Association B. P. O. Elks.

PUBLISHED MONTHLY
And Devoted to Elkdom

Circulation, 5,800
MONTHLY

Subscription, \$1.00 Per Year

OFFICE:

1024 Race St., Philadelphia, Pa.

A. L. WEINSTOCK,
Editor and Publisher

Advertising Rates:

Classified Ads, per inch, per month . . \$2.00
20c a line agate measure, minimum 7 lines
Display \$60.00 a page
Display 35.00 1/2 page
Display 20.00 1/4 page
Page length, 10 in. Column length, 10 in.
Page width, 7 1/4 in. Column width, 2 1/4 in.
Inside cover pages, 25 per cent in excess of display rate.
Outside back cover Double rate
3 months' advance notice required.
No contract for outside cover accepted for longer than 3 months running.

**Discounts According to Length
of Contract**

BASEBALL MAGAZINE

Circulation:

400,000 { *Primary
and
Secondary* } ***All Men***

Cost 56c per Line

F. S. KELLY CO., Chicago,
Western Representatives

Baseball Magazine Co.,
Publishers,
New York

Are You Reaching Timestown Folks?

"Timestown" means this large constituency to which THE TIMES is the real family newspaper. This includes over one half of all the English speaking families in the City of Buffalo, and proportionately so throughout the entire territory in which Buffalo newspapers circulate.

It has been proven by accurate canvass that four-fifths of the TIMES readers—the housewives and buyers—really *read* no other Buffalo Newspaper. The TIMES, an evening paper, goes into the homes and stays there.

What Local Merchants Do

Local Merchants value "Timestown" trade so highly that they use more space in THE TIMES than in any other Buffalo newspaper. If it's so important to them it is equally so to you. They are after the same thing you are after—results, business—and, knowing local conditions as only men right on the ground can know them, they spend their Advertising appropriations accordingly.

THE BUFFALO TIMES

Every Evening and Sunday

Norman E. Mack, Editor and Proprietor

Foreign Representative, VERREE & CONKLIN, Inc.

New York, Brunswick Building

Chicago, Steger Building

THE NEW YORK

Deutsches Journal

America's Greatest German
Newspaper

The Deutsches (German) Journal has the largest net paid Daily and Sunday circulation of any German newspaper in America.

The German Journal's *net paid* circulation, as per statement made under oath to the United States Government, is recorded in the text pages of this book. A fac-simile of this statement will be mailed to any advertiser upon request.

"PALLADIUM"

Richmond, Indiana

Charter Member
of

Audit Bureau of Circulations

85% Of "Eastern Indiana"
read the "Palladium"

9200 circulation for the
month of Aug., 1915.

SPECIAL REPRESENTATIVE

G. LOGAN PAYNE CO.,

CHICAGO - NEW YORK - BOSTON

Die Deutsche Hausfrau

The German Woman's Home Journal

AS ITS NAME IMPLIES—a magazine for the German housewife, whose thrift, intelligence and home-making qualities are well known.

YOU REACH THE BUYERS OF THE GERMAN HOMES THROUGH

DIE DEUTSCHE HAUSFRAU

MILWAUKEE, WIS.

New-Yorker Staats-Zeitung

"The National German Daily"

Largest German daily circulation in America. Leads all others in quality, prestige and advertising

5,000,000 Lines of Advertising Published Yearly.

THIS IS MORE THAN THAT PUBLISHED BY ALL THE OTHER
-- GERMAN NEWSPAPERS OF NEW YORK COMBINED --

THE basis of this leadership is the *entire confidence* of the German-reading public, the *superior* news and editorial service of the Staats-Zeitung, and its *sympathy* and *understanding* of the German problems.

MEMBERS OF THE AUDIT BUREAU OF CIRCULATION

HERMAN RIDDER, Publisher

182 WILLIAM ST.

NEW YORK, N. Y.

PROVINCE AND STANDARD

REGINA, CANADA

Besides having a large following throughout Saskatchewan, is the home paper of Regina, with the largest city and largest evening circulation. Local and National advertisers all use the PROVINCE AND STANDARD because they get results.

WM. VAN, ADVERTISING MANAGER

U. S. Representatives: STOCKWELL SPECIAL AGENCY,

Tribune Building, NEW YORK

Peoples Gas Building, CHICAGO

SOUTHERN FARM AND DAIRY

"The Quality Paper for the Southern Farmer Who Keeps Live Stock."

It is the Only Dairy Paper published in the South. It is generally conceded that people who live on stock farms are the most progressive and the best buyers of advertised goods. That is the class we reach in the South. We have a fast growing circulation. For definite statement of circulation and advertising rates,

Address **C. M. EVANS, Managing Editor,**
BRYAN, TEXAS

60

COLUMNS OF COPY

REPRESENTING 209 ADVERTISERS
WAS CARRIED IN THE FEB., 1915, ISSUE OF

60

HOUSEHOLD JOURNAL and FLORAL LIFE

A 49 Per Cent. Gain Over February, 1914, Issue.

War, Hard Times, High Cost of Living, and all other National complaints didn't affect the avalanche of Advertising Orders—a great many of which we couldn't get in, notwithstanding 48 pages were printed.

THERE MUST BE A REASON. THERE IS!

Our readers are above the average class. We give circulation greatly in excess of the guaranteed amount. We do all any publication can do in Circulation as Circulation

BUT

our co-operative plan makes this circulation pay the advertiser **BETTER**. After the advertiser tells his story in his copy we have something to say to our readers in his behalf.

Can we explain our plan?
Become posted on this feature.
Consult nearest office.

Circulation over 275,000. Rate \$1.00.

HOUSEHOLD JOURNAL PUBLISHING COMPANY,

New York City.
A. H. GREENER,
140 Nassau St.,

Springfield, Ohio.
Chicago, Ill.
RHODES & LEISENRING CO.,
Harris Trust Bldg.,

St. Louis, Mo.
R. M. SAYLOR,
New Bank of Com. Bldg.

"America's Real Estate Authority"

REAL ESTATE NEWS

☐ The oldest realty journal in America. It is read throughout the country by owners of large properties, managers of estates, buyers and sellers of city and country property.
☐ It is the business guide of realty brokers, abstracters of title, traders, sub-dividers and developers everywhere. ☐ Many builders and architects find it invaluable. Two dollars a year—sample copies 20 cents.

REAL ESTATE NEWS COMPANY

155 North Clark St. Chicago, Illinois

Have You Something to Sell? **Investing for Profit**

will sell it for you

Every advertising campaign should include **INVESTING FOR PROFIT**, a monthly guide to money-making. Established 1905. It is especially effective in selling stocks, bonds, all securities, real estate, farms, patents, business chances, securing partners—everything financial as well as *agents* wanted and *mail orders*. As such it stands in a class by itself.

Send for proof, including numerous letters from enthusiastic customers, advertising rates and sample copy. It **has the largest exclusively financial circulation in America.**

Its mission is to "Introduce Cash to Opportunity."

Try
Investing for Profit

ADVERTISING MANAGER,
20 (FF) W. Jackson Blvd., Chicago.

The Beaumont Daily Journal

"The Live Wire Paper of Beaumont"

The JOURNAL guarantees over 5,000 net paid, Evening and Sunday Morning.

The JOURNAL has a concentrated circulation covering Beaumont and a radius of 40 miles.

The JOURNAL is regarded as the paper which is doing things for Beaumont.

The JOURNAL is the choice of the local advertiser and the foreign advertiser who wants the best run for his money.

The JOURNAL is a member of the A. B. C., and its books are always open for examination at any time by any one.

For rates and other information apply to

LA COSTE & MAXWELL, 45 W. 34th St.

LA COSTE & MAXWELL, Marquette Bldg.

NEW YORK

CHICAGO, ILL.

Muncie Evening Press

The only Evening paper in an Industrial city of 35,000, County of 60,000 and Trade territory of 100,000:

AN EVENING PAPER IN AN EVENING FIELD.

The Circulation of the Press

Has grown from 1,500 to 10,000 in five years, and is still rapidly growing.

RATES BASED UPON CIRCULATION AND SERVICE.

ARE YOU INTERESTED

In reaching a most prosperous, intelligent class of farmers who are making a business of breeding and selling pure-bred swine, either for profit or pleasure?

IF SO, THE

WHITE BREEDERS' COMPANION

Is one of the greatest swine specialty papers reaching this class. It is the only official journal for the Chester White breed in the U. S. As a breed paper it is appreciated by all its readers, every one of whom is interested in high-grade swine appliances and accessories, and thus a prospective customer that can be reached by a maximum space at a minimum cost only through their special breed paper.

Advertising rates and sample issue sent on request.

WHITE BREEDERS' COMPANION
ROCHESTER, IND.

The Shaffer Group for national advertisers

IF YOU are contemplating a national advertising campaign you naturally desire all the information you can secure regarding the trade and business conditions in the territory you wish to cover. Very often, in fact, such information is necessary before you can decide in which territory to place your campaign.

The Promotion Department of the Shaffer Group will gladly assist you in getting this data. It will willingly give you any such information you desire without placing you under obligation. A letter to this Department describing your plans and your problems, will enlist its services for you.

The Shaffer Group is comprised of seven strong result-getting newspapers. They cover a vast trade territory and offer their space at a low cost per thousand circulation.

Following is a list of the papers and a few of the many reasons why they are valuable to advertisers:

CHICAGO EVENING POST

Chicago's best evening paper from a journalistic standpoint. It is delivered into the homes of the Chicago people who can afford to buy what they see advertised.

ROCKY MOUNTAIN NEWS DENVER TIMES

The **News** is the only morning newspaper in Denver. If it is used in combination with its strong running-mate, **The Evening Times**, you can reach the entire buying element in Denver and Colorado.

INDIANAPOLIS STAR MUNCIE MORNING STAR TERRE HAUTE STAR

known as **The Star League**, cover the entire State of Indiana. Each is the only morning paper in its city.

LOUISVILLE HERALD

is Louisville's strongest newspaper and it has the largest home delivery circulation of any newspaper in Louisville. It sells its space at a lower cost per inch per thousand circulation than any other Louisville paper.

All of the above papers are members of the Audit Bureau of Circulation.

THE SHAFFER GROUP 12 S. Market St.
Chicago, Illinois

Every Evening

Wilmington, - Delaware

The oldest newspaper in the city—conservative, influential—and circulating in the homes of the better classes.

Carries a much greater volume of paid advertising of all kinds—and more EXCLUSIVE accounts—than any other newspaper in the State.

RATES ON APPLICATION

BRYANT, GRIFFITH & FREDRICKS, Inc.,
Foreign Representatives
NEW YORK CHICAGO BOSTON

The Constitution

is Atlanta's Only
Morning Paper

Average daily net paid circulation, one year to October 1st, 1914.....46,356
Average Sunday net paid circulation, one year to October 1st, 1914.....46,453

The price—5c a copy on the streets—forces nearly all of the circulation into the home.

Practically no “extras.” No “pre-dates.”

Entire circulation nearer 100% efficient than that of any other Atlanta paper.

Clientele has greater buying ability than any other.

The Tri-Weekly Constitution

Is the South's only E. O. D. paper. It is a “Farmers' Daily” and no campaign in the Southern States is complete without it.

Average net paid circulation, one year to October 1st, 1914.....111,697

J. R. HOLLIDAY . Adv. Manager . ATLANTA, GA.

Established 1881

Semi-Monthly

Texas Stockman and Farmer

SAN ANTONIO, TEXAS

A TEXAS FARM AND STOCK PAPER OF

QUALITY CIRCULATION

Rate Card and other information upon application.

Lincoln Freie Presse

Bona Fide
Paid Circulation.

All subscriptions to the Lincoln Freie Presse are paid in advance. No names are entered on our list until the subscription price has been paid a year in advance. At expiration, unless renewed, they are promptly discontinued. Our list is all wheat and

Of Real Value
To The Advertiser.

Everywhere in the United States

Everywhere there are Germans, and everywhere you will find the Lincoln Freie Presse. Our biggest circulation is in the prosperous agricultural states of the Middle West: Iowa, Wisconsin, Minnesota, Nebraska, Texas, Illinois, Kansas, etc., ranking in the order named. In these states we go to nearly every post-office and cover the rural German settlements thoroughly.

Guaranteed Circulation 125,000

Actual Average for last year 133,992

No special preparation is needed to communicate with our Germans. We translate your advertisements, mortise your electros, retaining the illustration, and re-set the reading matter free of charge. No special German printed matter is required. Our Germans can read and write English sufficiently for business purposes.

Flat Rate 35 Cents per Line

**Write for Tabulation showing
the Circulation in each State**

LINCOLN FREIE PRESSE, Lincoln, Nebraska.

THE COURIER

is by far the largest and most widely circulated German paper in Canada.

The German population of Western Canada is 25% of the total. Most of these German speaking people are well-to-do farmers. They possess an enormous purchasing power. Do you want this trade?

Then you have to speak to these people in their own tongue.

You reach them by advertising in the "Courier."

Sworn circulation of 14,672 paying subscribers. Lists open for inspection. An adv. in the "Courier" will reach 30,000 people. Try it!

Rates quoted from all advertising agencies or directly from our offices.

THE SASKATCHEWAN COURIER PUBLISHING CO., Ltd.

Box 505,

Regina, Saskatchewan, Canada.

An adv. in our Calendar "*Der Deutsch-Canadische Hausfreund*" will give you splendid results.

**"Net" means NET
with at least one
Brooklyn paper.**

(Sworn Gov. statement for 6 mos. to Mar. 31, 1915)

Daily Average 61,390 net

Sunday Average 65,551 net

No other Brooklyn paper even claims so large a circulation.

"Quantity" is thus proved.

And about "Quality"? Well, Mr. John Wanamaker has renewed his "full copy" contract with the STANDARD UNION for another five year term.



A man's mail will reach
him where no mortal can



Mailing Lists

99% Guaranteed

ROSS-GOULD, 810 Olive St., ST. LOUIS

Covering all classes of business, professions, trades or individuals. Send for our complete catalogue showing national count on 7,000 classifications.

ADVERTISING EXPERTS are agreed that the best advertising mediums are those publications which cater to certain well-defined wants or serious needs on the part of the public.

Physical Culture

is a leader among this class of magazines.

It has for its purpose the saving of human life.

It accomplishes this purpose by pointing out the right road to health and strength.

Can you imagine a stronger, more forceful editorial appeal or one that will bring a magazine into greater intimacy with its readers?

Advertising Rates

1 page	-	-	-	-	-	\$160.00
$\frac{1}{2}$ page	-	-	-	-	-	80.00
$\frac{1}{4}$ page	-	-	-	-	-	40.00

Less than quarter page—\$1.00 per line

Circulation 120,000, Net Paid

We are members of
The Audit Bureau of Circulation

Physical Culture Publishing Co.

4013 Metropolitan Bldg., New York City

O. J. ELDER, Adv. Mgr.

Western Office: People's Gas Bldg., Chicago, Ill.

W. J. MacDONALD, Mgr.



H.P. SAMPERS COMPANY, EDITORS & PROPRIETORS
195 & 197 FULTON STREET, NEW YORK CITY.

OLDEST FRENCH NEWSPAPER

in America representing

French, Swiss, Belgian, Canadian

and all other French Speaking People

AN EDUCATED AND PROSPEROUS FIELD

Unreached by Any Other Medium

CEDAR RAPIDS, IOWA

Republican Times

Morning Evening

With advertising rates based on combined circulation, these papers go into 45 counties of the richest section of the great Hawkeye State. Detailed information always cheerfully furnished on application.

Members of Audit Bureau of Circulations

Foreign Representatives

La COSTE & MAXWELL

Monolith Bldg.
NEW YORK CITY

Marquette Bldg.
CHICAGO, ILL.

Florida Times-Union

Jacksonville, Florida

Published Every Morning in the Year,
Including Sunday.

Indisputably the Leader in its Field

Circulation verified by the A B C, and guaranteed largest of any newspaper in Florida.

Largest CITY CIRCULATION; Largest OUT-OF-CITY CIRCULATION; Largest TOTAL CIRCULATION—*proven* or no pay.

Leads all other Florida media in volume of advertising carried—more local display, more foreign display, more classified.

FLAT RATE 5c AGATE LINE.

Represented in the foreign field by
BENJAMIN & KENTNOR COMPANY,
Peoples Gas Bldg., 225 Fifth Ave.,
Chicago, Ill. New York City.

Wanted—Keyed Advertisements

If you have a consumer proposition which can be keyed so as to make or help make your sales—and also to show what mediums bring you your sales—put your advertising in Leslie's.

Four out of five advertisements in Leslie's are keyed advertisements; and most of them have been in Leslie's many times before. They wouldn't be there but for Leslie's rather remarkable "ability to produce more—per dollar of advertising cost—than the majority of good publications on almost any list."

Automobiles, billiard tables, bonds, books, clothing, cutlery, correspondence schools, food products, furniture, insurance, jewelry, motors, motorboats and motorcycles, office supplies, pianos, schools, sporting goods, stocks, tobacco, toilet articles, travel, typewriters, watches—these and many more, are being successfully advertised (keyed) in Leslie's.

When advertisers key their advertising in Leslie's they automatically become permanent advertisers.

350,000 (at least 95% net paid) guaranteed, with Audit Bureau proof. Actual editions are now 425,000

LUTHER D. FERNALD, ADVERTISING MANAGER
P. F. BUCKLEY, WESTERN MANAGER

Leslie's
Illustrated Weekly Newspaper

Boston

New York

Chicago

THE SEVEN
ROCKY MOUNTAIN STATES
^{are}
COVERED MOST EFFECTIVELY
_{by the}
ROCKY MOUNTAIN MAGAZINE

Under new management May, 1915. Better than ever before. Making big gains
in circulation. 100,000 paid subscribers by October, '15 practically assured.

Brock-Haffner Bldg.

DENVER, COLO.

Forty-Five Years For almost a half century now the old reliable Northwest Pacific Farmer, of Portland, Oregon, has been helping the farmers of the Pacific Coast build up this section of the country. This pioneering work has been hard and many men lost all they possessed carrying it through.

FOR TWENTY-FIVE YEARS

the present management has been the owner and has seen on an average of one farm paper start and die in the territory each year during that time. He has also seen the ones now living change management from one to a dozen times. He has seen and is constantly seeing great mushroom circulations of 100-per-cent-to-agents, of bank-and-business-house give aways, and other kinds catch the advertising agent and advertiser. He has seen these circulations go down as rapidly as they were put on the books.

— MEAN WHILE —

the Northwest Pacific Farmer has been going along building up as the country built up, until it has become known to the farming people. It has helped thousands in their advertising campaigns. Do you want this kind of service? If you do, order that in your present and future campaigns the list contains

The Northwest Pacific Farmer
PORTLAND, OREGON

A HOME PAPER READ BY THE CLASS OF PEOPLE WHO CAN AFFORD TO BUY
WHAT YOU HAVE TO SELL

The New Orleans American

Only Two Cents Morning Paper in New Orleans.

YOUR ANNOUNCEMENTS WILL BE IN GOOD COMPANY.

For Rates
Address, Advertising Manager

714 Poydras Street

NEW ORLEANS, LA.

SUCCESSFUL FARMING

700,000
Circulation



Guaranteed
Or No Pay

What Is Your Standard?

How Do You Measure the Value of a Farm Paper?

By appearance?

Compare Successful Farming with any farm paper in the country. It looks right.

By value of editorial matter?

Compare it article by article with your choice of other publications.

By volume of circulation?

Successful Farming reaches more farmers in its territory than are reached by any other publication of any kind.

By the price per copy?

There are very few if any farm papers in this country that get a higher price per copy from subscribers. Most farm papers get a lower price per copy.

By the farm wealth of its territory?
Two-thirds of all the grain and live

stock in the United States is produced in Successful Farming's territory, occupying less than one-third of the land area of the United States.

By the volume of advertising?

Compare the current issue of Successful Farming with the current issue of any other farm paper or magazine.

By quality of advertising?

Successful Farming will not print an advertisement that we cannot absolutely guarantee to our readers.

By returns to advertisers?

Ask any advertiser in Successful Farming why he continues year after year.

If you haven't a copy handy, we will honor a request for one.

Get the Successful Habit **SUCCESSFUL FARMING**

E. T. MEREDITH, Publisher
DES MOINES, IOWA

New York Office
1 Madison Ave.
A. H. Billingslea

St. Louis Office
Third National Bank Bldg.
A. D. McKinney

Chicago Office
Advertising Bldg.
J. C. Billingslea

THE MIDDLE CLASSES

NO PUBLICATIONS in the world stand in closer bonds to the public they represent than do mail order journals today. The public is the great middle class of the entire country—numerically, three-fourths of our population. The best public from which to obtain money results in advertising is the middle classes. The cream for the advertiser is the country folk. These people read every line of the various periodicals to which they may be attached. For them these publications are gospel. Every member of each household fairly revels in the columns of every monthly which comes to the farm or homestead—reads and re-reads every word and every advertisement. They do not idly lose faith in the paper which they are accustomed to read. And scanning the ads, as they do, the advertiser, the judicious one who has the proper goods and prices, reaps golden harvests.—*Printers Ink.*

Spare Moments

reaches each and every month more than

500,000 Homes

of the middle classes, the clientele that has been educated to supply their wants through the medium of the U. S. mails.

Spare Moments supplies its readers with a superior quality of reading matter, and in this way has built up a solid and substantial subscription list throughout the rural districts.

Include Spare Moments in your list of mediums to be used if you want to sell to the middle classes.

Rate, \$2.00 Per Line

Send orders through any responsible Advertising Agency,
or direct to

THE SPARE MOMENTS PUB. CO.

ALLENTOWN, PA.

NEW YORK OFFICE
140 Nassau Street,
A. H. Greener, Mgr.

CHICAGO OFFICE
30 N. Dearborn Street
W. T. Diehl, Mgr.

America's Greatest Mail Order Medium

THE MENACE

AURORA, MISSOURI.

1,600,000 WEEKLY CIRCULATION
RATES:—Display, \$3.00 per agate line.
No Classified Advertisements Taken.

No promises are made that these rates will remain in effect for more than ninety (90) days.

Within the next few months we are going to have 2,000,000 real live subscribers and every Monday morning we get a Post-Office receipt to prove every circulation statement we make.

C. F. WADDELL CO.
Advertising Managers

Send all copy and Electros to C. F. WADDELL CO.,
105-109 N. Dearborn St., Chicago, Ill.
Phone, Central 2152.

ST. LOUIS OFFICE, R. M. Saylor, in charge,
503 New Bank of Commerce Bldg.,
Bell Phone, Olive 531.

Established 1837

Daily Clarion-Ledger

Jackson, Mississippi

The only paper in Jackson taking
a Full Associated Press Report.

For three-quarters of a Century the LEADING PAPER
of Mississippi.

Advertising in the morning CLARION-
LEDGER reaches the purchasing public.

FOREIGN REPRESENTATIVES:

LACOSTE & MAXWELL

Marquette Bldg.,
CHICAGO

Monolith Bldg.,
NEW YORK

The Morning Star

OLDEST DAILY NEWSPAPER
IN NORTH CAROLINA

THE ONLY MORNING DAILY IN
WILMINGTON.

The circulation of the Star is in the City
of Wilmington and surrounding counties in
Eastern North Carolina and upper South
Carolina, embracing the largest and finest
trucking area north of Florida.

It is the only morning daily news-
paper in Wilmington, carries full
leased wire report of the Associated
Press and a very comprehensive
State and local news service.

PUBLISHED BY

WILMINGTON STAR CO.

Wilmington, North Carolina

TELL IT TO THE FARMER IN THE
—SOUTH—

The Virginia Farmer

Emporia, Va.

Has the largest circulation of any
farm paper in the South and further-
more—the large subscription list is
made up of the most prosperous
land owning farmers and stock
raisers in this prosperous country.

The fact that it enjoys, in a high
degree, the

RESPECT AND CONFIDENCE

of its readers is another advantage
which it offers advertisers.

Farm, Stock & Home

Minneapolis, Minn.

in the most prosperous section of the United States is the most carefully read and closely followed farm paper in its territory.

A paid staff of forty-five writers gives its editorial contents an authority and standing unsurpassed.

Circulation **115,000** Guaranteed

Actual Circulation 122,000

REPRESENTATIVES

Chicago

J. C. BILLINGSLEA,
1119 Advertising Building.

New York

A. H. BILLINGSLEA,
No. 1 Madison Ave.

St. Louis, Mo.

A. D. McKinney,
Third National Bank Building.



In Davenport, Iowa, I'ts

The Democrat and Leader

An Afternoon and Sunday
Morning Newspaper with
a circulation of QUALITY

Guaranteed Circulation 24,000 Per Issue

Advertising Rate 4 cents per Agate line.

Classified 1 cent a word.

JOHN G. CARY, Manager

Davenport, Iowa

The Youngstown Vindicator

Daily, Sunday
Semi-Weekly

Members of the A. B. C.

Sworn Circulation to
Post Office Department
April 1st, 1915:

Daily 17,760

Sunday 15,440

We maintain a promotion department for the benefit of advertisers and agencies.

NEARLY FOUR HUNDRED THOUSAND METHODISTS

In

TEXAS and OKLAHOMA

Owe Allegiance to the

Texas

Christian Advocate

Official Organ of the Methodist Episcopal Church South in Texas, Oklahoma and New Mexico.

National Advertisers recognize its influence in publicity campaigns in its territory and use it.

You will demonstrate wisdom if you include it in yours.

Address for Sample Copy and Rates,

**TEXAS CHRISTIAN ADVOCATE,
DALLAS, TEXAS**

Farm Engineering

"The Art and Science of Engineering Applied to Agriculture"

The Farm Paper

with the

Real Purpose

Prestige

Purchasing Power

and

Phenomenal Growth

ASK ANYBODY

Get the Facts---

A. H. Ludwig,
Advertising Manager

Most Exclusive Medium

for the

Legitimate and Discriminating Advertiser

Member of
Audit Bureau of Circulation

Farm Engineering

Ellsworth Building

CHICAGO



A man's mail will reach
him where no mortal can



Mailing Lists

99% Guaranteed

ROSS-GOULD, 810 Olive St., ST. LOUIS

Covering all classes of business, professions, trades or individuals. Send for our complete catalogue showing national count on 7,000 classifications.

THE PATHFINDER Issued Every Saturday WASHINGTON, D. C. WHAT IT IS

When a paper has been going and growing for 21 years, as the Pathfinder has, there is some good reason for its continued existence and success. The Pathfinder is not the biggest, the most "enterprising," the most sensational, the prettiest or the most bumptious paper in the country. All it is is a little weekly, in which is carefully condensed about all that the average common-sense man or woman needs to know about what the world is doing. It caters neither to the idle rich nor the envious poor, but appeals to people of the great, solid middle class mostly in the rural districts—people who want what they want, and have the wherewithal to pay for it—people who swear by the Pathfinder and who read every word there is in it—teachers, farmers, business and professional men, mothers of families—busy, earnest, intelligent people of every class.

ADVERTISING RATE, 40 CENTS PER AGATE LINE, FLAT

Back Cover, 441 Lines, When Granted, \$180.00.

People's Ad-Viser—Classified—5c per Word per issue

These rates based on 100,000 Circulation and Subject to Withdrawal Without Notice.

JANUARY, 1916

125,000

AND GROWING

14 Lines One Inch; 147 Lines One Column; 441 Lines One Page.

Column Width, 2 1-3 in. Type Page, 7 1-3x10 1-2 in.

No discounts.

Forms close 10 days in advance.

The right is reserved to edit or reject any advertisement.

PATHFINDER PUBLISHING COMPANY

Washington, D. C.

ADVERTISING OFFICES:

W. E. HERMAN

Phone, Central 6964.

Boyce Building, Chicago.

H. G. WOOD

No. 1 Madison Ave., New York.

Phone, 6468 Gramercy

To reach the people of North Louisiana, East Texas and Southern Arkansas you must place your business in the

SHREVEPORT TIMES

Published Daily, Sunday and Semi-weekly

The only paper that covers the Rich Oil Fields, Natural Gas Section and the Agricultural Territory of the Great Red River Valley. Where the people have money to spend.

PRESENT CIRCULATION, DAILY, 12,500; SUNDAY, 18,500; SEMI-WEEKLY, 9,500.

Shreveport, Louisiana, Population—40,000.

JOHN M. BRANHAM CO.

Representatives

—NEW YORK—

CHICAGO

ST. LOUIS

The Kansas City Star Continues to Grow

Following is a record of **The Kansas City Star's** circulation according to its six statements to the United States Government since the passage of the Newspaper Act, August 24, 1912:

	Morning	Evening and Sunday	Weekly
Oct. 1, 1912—	176,191	179,772	274,452
Apr. 1, 1913—	177,117	179,065	287,734
Oct. 1, 1913—	174,849	178,679	291,442
Apr. 1, 1914—	181,801	184,170	308,292
Oct. 1, 1914—	194,037	198,080	326,901
Apr. 1, 1915—	198,910	202,715	331,931

No other newspaper anywhere covers the city and community in which it is published so thoroughly. **The Kansas City Star** offers advertisers a lower rate per thousand copies than any other newspaper in the United States.

There Are 50,000 Swedish Baptists in the United States.

Aya Wecko = Posten

(Established 1877)

Is the only newspaper through which you can reach all the Swedish Baptists.

Aya Wecko = Posten is thoroughly circulated among these people and will give you service in reaching them that cannot be procured through any other newspaper, with the least effort and expense, and with the greatest results.

Aya Wecko = Posten

PUBLISHED WEEKLY

1142 Wells Street, - - Chicago, Ill.

Have You a Proposition

That you want to get before

**The Leading Baptist Ministers
and Laymen all over the South?**

You Can Reach Them
Through

The Baptist World

32-page illustrated weekly
\$2.00 per year.

For Rates, Sample copy or other information address

Baptist World Pub. Co., Incorp.
Louisville, Ky.

The Columbus Ledger

Columbus, Georgia.

Published every afternoon
except Saturday.

Sunday morning edition.

You can't cover Georgia
without the **LEDGER---A
Money Maker** for the Ad-
vertiser.

Member Associated Press
and A. B. C.

Eastern Representative

C. A. MENET,

23 W. 31st St., New York, N. Y.

WHY YOU SHOULD ADVERTISE IN THE TIMES OF CUBA

BECAUSE it has a much larger circulation (reaching over 25,000 readers) than any other English or Spanish-English publication in Cuba or the Isle of Pines.

BECAUSE every number is filed in leading Legations, Consulates, Hotels, Clubs, Libraries and Chambers of Commerce in Cuba, the Isle of Pines, Florida, Nassau, Jamaica, Porto Rico and other West Indian and Central American countries as well as a limited number in other parts of the world.

BECAUSE it is filed every month in every stateroom of every steamer of the Peninsular and Occidental Steamship Company (the only line plying between Florida ports and Cuba), in every stateroom of the Isle of Pines Steamship Company (the only passenger line between Cuba and the Isle of Pines), and in every public room of every passenger steamer of the New York and Cuba Mail Steamship Company, the United Fruit Company, the Southern Pacific Company, the Hamburg-American Line (when in operation) and the Royal Mail Steam Packet Company (when in operation) plying between Cuban ports and the outside world.

BECAUSE every issue goes to every owner and manager of every Sugar Central in Cuba and to many other persons interested in Cuba's leading industry (sugar constitutes over 70 per cent of her entire exports). Each Cuban Sugar Central is a small and thriving community in itself with a high buying power, affording an excellent market for a wide variety of goods. **THE TIMES OF CUBA** contains the only regularly published and up-to-date list of Cuban Sugar Centrals with their owners, managers, Cuban and foreign addresses and comparative production statistics and estimates. This list is compiled and corrected monthly. **THE TIMES OF CUBA** also features a specially written and exclusive sugar report furnished by Willett & Gray, of New York, printed in English and Spanish.

BECAUSE every issue goes in numbers to every agricultural colony in Cuba and the Isle of Pines, which are served by more than a score of special correspondents and business agents. **THE TIMES OF CUBA** is an excellent medium for fruit and vegetable commission houses, dealers in agricultural and irrigation machinery and supplies and fertilizers.

BECAUSE it has the approval and support of the President and leading men and interests of Cuba in its announced policy of portraying the best there is in Cuba and counteracting false and misleading reports about Cuba. It is read by the better class of Cubans, the majority of whom read, if not speak, the English language. It is the favorite medium of banks and insurance companies for the publication of their annual and semi-annual financial statements.

BECAUSE it occupies the place of a trade paper in a territory without trade papers of its own and only inadequately supplied from the outside; it is beautifully illustrated and artistically printed; it fills the local field for a society and personal magazine, is favorably known for its humorous and satirical features, and because it is valued highly in Cuba and abroad for its concise and authentic review of Cuban news and politics. It is as eagerly read by the woman in the home as by the man in the office, factory or field. It is as clean editorially as it is typographically. **THE TIMES OF CUBA** is mailed (without folding) in specially made envelopes, is accorded the free postal franchise by the Cuban government and is admitted to the United States mails as second-class matter.

BECAUSE when quality and quantity of circulation are considered, its rates are the cheapest in the Republic. Virtually every advertisement is a position advertisement, opposite covers or live reading matter.

E. F. O'BRIEN, Publisher, MALECON AND BLANCO, HAVANA

SATURDAY EVENING HERALD

CHICAGO, ILL.

Circulation, 5,000 Weekly

A Paper for the Home. Full of Miscellaneous Reading
for the Family Circle.

A GOOD ADVERTISING MEDIUM.

THE BREEDERS' GUIDE

CHICAGO, ILL.

For the Farmer and Breeder

Circulates among the Buying Farmers of the Middle West to
the extent of 10,000 monthly.

A CHOICE ADVERTISING MEDIUM.

OUTING

The Magazine of Action--with
PROVED Advertising FORCE.

OUTING is an *Unusually* effective and
economical medium through which to further
sales and prestige of merchandise that men
wear or use.

OUTING has *Exceptional Influence* with
dealers in hardware, sporting and men's fur-
nishing goods

OUTING is *Different* from any other mag-
azine. There is an intimate tie-up between its
editorial and advertising pages. They are
related. This insures maximum reader inter-
est--the one thing most sought by all adver-
tisers.

Frederick G. Peck, Advertising Man.,
141 West 36th Street, New York
Archer A. King, Western Manager,
122 S. Michigan Avenue, Chicago.

TWO-THIRDS OF ALL VETERINARIANS

In the United States
and Canada read the

AMERICAN JOURNAL OF VETERINARY MEDICINE

This publication has more
subscribers and carries more
advertising than all other
Veterinary publications in
America combined. Its sub-
scription books are open to
the representative of any
prospective advertiser.

Amer. Journal of Veterinary Medicine
445 Plymouth Court, Chicago

BENZIGER'S

A Literary and Educational Magazine of the Highest Class

HERE is a publication with influence and ability to produce results for most advertisers. Recognized as the Standard Catholic Publication of the United States, Benziger's Magazine has by "making good" earned the support and recommendation of leading advertisers of the day. Circulation like that of Benziger's Magazine, backed by the influence of relations with its readers so close they amount to sentiment, is a certainty—a tangible something upon which to base advertising expenditure.

Average Monthly
Circulation **100,000 Copies**

† Valuable Influence at 50c the Line

You may not be acquainted with the publication because you have not seen it on the news-stand. Tell us to send you sample copy, same as *all* of our readers get it, *direct by mail*; there are never any returned copies of Benziger's. At the same time we shall send a booklet of facts and the complete rate card.

BENZIGER BROTHERS

CINCINNATI

NEW YORK
(36 Barclay Street)

CHICAGO

J. C. STARKS

Western Representative

763 People's Gas Building, Chicago, Ill.

Phone Harrison 2453

BENZIGER'S

"LE SOLEIL"**QUEBEC****27,000 DAILY**

Circulation Exclusive. Reaches 150,000 out of 2,000,000 French Canadians.

LOW ADVERTISING RATEGEO. B. DAVID, Inc.
171 Madison Ave.
NEW YORK

U. S. REPRESENTATIVES

GEO. B. DAVID, Inc.
601 Hartford Bldg.
CHICAGO**IN EVERY CITY** there is one paper which is distinctively
THE HOME-CIRCLE PAPER**IN FRESNO, CALIFORNIA**

(Population 50,000)

THE HERALD is distinctively
the Home-Circle Paper.The Herald's 90 per cent mass of home-circle readers
*are the shoppers of tomorrow*No other paper is read so extensively
IN FRESNO as**THE HERALD****THE SOUTHWEST FARMER**

WICHITA, KANSAS

Reaches more Farmers in Southwest Kansas than any
Farm Journal PublishedAdvertising Rates, Sample Copy and Circulation Statement Gladly Furnished Upon Request
Subscription price, \$1.00 per year in advance**THE SOUTHWEST FARMER****WICHITA, KANSAS**

The Evening Post Saturday Magazine

A HIGH CLASS illustrated magazine of current events and entertainment, issued every Saturday as a regular section of The New York Evening Post, and equal to the standard weeklies in paper, printing and text.

Its circulation is among all the members of New York's best families.

The Saturday Magazine is New York's best advertising medium for the advertiser with a high grade product.

20 VESEY STREET

NEW YORK

The Best Buy for Financial Advertisers

THE MAGAZINE OF WALL STREET

FORTNIGHTLY

A constructive periodical of Finance
and Investment for the layman.

Covers all departments, stocks,
bonds, public utilities, cotton, grain,
mining. :: :: ::

FIFTEEN CENTS THE COPY -- THREE DOLLARS YEARLY

Lowest Rate per Thousand of Live Circulation

The Magazine of Wall Street

42 Broadway
NEW YORK

The Oil City Derrick OIL CITY, PA.

Daily \$7.00 Per Year Semi-Weekly \$1.00 Per Year

Territory Covered. In the center of the oil and gas fields of Pennsylvania, prosperous manufacturing city, rich oil, gas and agricultural territory surrounds Oil City. Population 19,000, Venango County, 56,000.

Circulation, Daily Derrick. More than 7,000; over double the circulation of any other paper in Venango Co. Reaches over 95 per cent. of the Oil City homes, has a large circulation in the city of Franklin, Pa., R. D. Routes and throughout the oil regions. The **Semi-Weekly** Circulation 8,000 throughout the Oil regions of Pennsylvania, New York, W. Va., Illinois, Indiana, Oklahoma, Texas and the foreign fields.

Industries. Principal oil market in the petroleum regions, with numerous oil refineries and oil wells in surrounding district. The National Transit Shops, The Oil City Boiler Works, Jos. Reid Gas Engine Works and Oil Well Supply Co. works, among the largest oil well supply manufacturers in the world employing nearly 4,000 men are located here.

Eastern Office
Frank R. Northrup
225 Fifth Ave.
New York

Western Office
Frank R. Northrup
Advertising Bldg.
Chicago

P. C. BOYLE, Editor and Publisher

Detroit Saturday Night

Q A personal power in the homes of the intelligent and discriminating people of Detroit and nearly two hundred cities and towns in Michigan.

Q This distinctive illustrated weekly guarantees and stands back of every advertisement it publishes in its columns. This gives the reader confidence in the paper.

Q Detroit Saturday Night represents a purchasing power indispensable to advertisers. Let us tell you more about this magnificent proposition.

G. LOGAN PAYNE COMPANY

Representatives

New York Chicago Boston Detroit

THE *Star-Capitol* PUBLICATIONS

TOPEKA, KANSAS

The Topeka Daily Capital, Guaranteed circulation 32,000 net—paid daily. The only morning paper and the only Sunday paper in Topeka. The only paper in Kansas published seven days in the week. Guarantees advertisers the largest circulation in Topeka and a larger circulation in Kansas than any other daily newspaper published in the state. Prints two and a half times as many want ads as the second Topeka daily. Rate 5 cents an agate line, flat, for display, and 1 cent a word for classified.

Missouri Valley Farmer, Guaranteed circulation 500,000 monthly, net paid. 80% of this is in the states of the Mississippi Valley. But it also reaches one-third of the farmers of such states as Washington and Utah and one-fourth of those in Oregon and Colorado. It is an uniquely practical farm monthly with a loyal constituency of the real farmers who produce the bread and meat of the Nation. Rate, \$2.00 an agate line, flat. Forms close on the fourth Thursday of preceding month.

Farmers Mail and Breeze, Guaranteed circulation, 105,000, net paid, weekly, principally in Kansas. Has double the rural route circulation of any other Kansas farm paper, and covers Kansas more thoroughly than any other farm paper covers a single state. It is one of the uniquely strong farm weeklies of the United States, and carries more classified advertising from the farmers themselves than any other farm paper in the country. Rate, 50 cents an agate line, flat. Forms close Monday.

Nebraska Farm Journal, OMAHA, NEB., Guaranteed circulation 100,000 net paid, semi-monthly, in Nebraska and territory contiguous to Omaha. The big farm paper of the fourth state of the Union in farm wealth. Has a greater circulation in Nebraska than any other farm paper. It is edited by Nebraska men and women. No paper is closer to its readers or brings better results in its field. Rate 40 cents an agate line, flat. Forms close 10th and 25th of month.

Missouri Ruralist, ST. LOUIS, MO., Guaranteed circulation 85,000 net paid semi-monthly. It has a greater circulation than any other farm paper in Missouri, the fifth state of the Union in farm wealth. Its editors are Missourians who are popular with Missouri farm people, and it is more quoted by the country weeklies of the state than any other publication. Rate, 35 cents an agate line, flat. Forms close 1st and 15th of each month.

Oklahoma Farmer, OKLAHOMA CITY, OKLA., Guaranteed circulation 50,000, net paid, semi-monthly in Oklahoma, Western Arkansas and Northern Texas, the bulk of its circulation being in Oklahoma. It is the oldest, strongest and most practical farm paper of the state. Its editors are leaders in Oklahoma agricultural affairs. Rate 25 cents an agate line, flat. Forms close 5th and 20th of each month.

Household, Guaranteed circulation 760,000 monthly, net paid—largest circulation of any family magazine west of Chicago. Circulation methods classed by an official of one of the largest mail order concerns as "best of them all." It spends more money for attractive features that appeal strongly to its readers than other papers of its class. Rate, \$3.00 an agate line, flat. Forms close third Thursday of preceding month.

Capper's Weekly, The great weekly review of the Southwest. It caters to the intelligent people of the small towns and rural routes of Kansas, Missouri, Oklahoma, Texas, Colorado and Nebraska, and is unique in its appeal to their interest and appreciation. It carries a review of the week's events by Tom McNeal, the most popular writer of the Southwest, and other high class features. Circulation guaranteed 250,000 weekly net paid. Rate, 50 cents an agate line, flat. Forms close Monday.

Four-State Paper Combination, A special combination rate, representing a discount of 10% (Page copy discount 5%) is made on display space used simultaneously in all four or any three of the following papers: FARMERS MAIL AND BREEZE, NEBRASKA FARM JOURNAL, MISSOURI RURALIST and OKLAHOMA FARMER. In the four great states, Kansas, Nebraska, Missouri, and Oklahoma, the four Capper State Farm Papers give a concentrated, non-duplicating, net paid circulation of over 340,000 farm families. Each of these papers excels in editorial strength, in standing with the best farmers and in results-getting power for advertisers. They afford a means for covering this splendid territory effectively, and at a saving of one dollar on each ten. Write to nearest office for detailed information.

Members of the Audit Bureau of Circulations

Topeka, Kansas.

Arthur Capper.

Publisher.

MARCO MORROW, Director of Advertising.

CHICAGO, 1800 Mallers Bldg.....J. C. Feeley
 NEW YORK, 716 Flatiron Bldg.....W. T. Laing
 KANSAS CITY, 1512 Waldheim Bldg.....T. D. Costello
 ST. LOUIS, 1106 Chemical Bldg.....C. H. Eldredge
 OMAHA, 203 First National Bank Bldg.....J. T. Dunlap
 OKLAHOMA CITY, 1005 Colcord Bldg.....M. L. Crowther

A List of Newspapers

EACH ONE BEST IN ITS FIELD

Sioux City (Ia.) Journal—

Rate 5c, 2000 lines or more; 6c flat beginning July 1, 1916.
Circulation 49,015 (A. B. C.)

Duluth (Minn.) News Tribune—

Rate 3½c, 2000 lines or more; 4c flat beginning January 1, 1916. Circulation A. B. C. statement, 20,887 Daily, 23,107 Sunday; Publisher's statement, net paid for June, 1915—21,461 Daily, 23,218 Sunday.

Harrisburg (Pa.) Patriot—

Rate 2½c, 2000 lines or more. Circulation A. B. C. statement 18,929; Publisher's statement, April to June, 1915—19,780 net paid.

Tacoma (Wash.) Tribune—

Rate 3c flat. Circulation 15,771 Sunday; 15,383 Daily (A. B. C.)

Springfield (Mo.) Leader—

Rate 2c 2000 lines or more. Circulation 10,457 Daily; 10,065 Sunday (A. B. C.)

Vancouver (B. C.) Sun—

Rate 4c flat. Circulation 18,252, average for first three months 1915, as audited by Crehan, Martin & Co., Chartered Accountants.

NOTE:—The A. B. C. Statements referred to above are for the quarter ending March 31, 1915

THE GEORGIAN HAS MORE

Circulation in Atlanta
than any other Atlanta
paper, and more total
circulation.

GUARANTEED OVER 50,000

HEARST'S SUNDAY AMERICAN IS THE SOUTH'S GREATEST
NEWSPAPER—CIRCULATION OVER 83,000.



MEMBER

ATLANTA, GEORGIA

A. B. C.

SUPREME IN THE SOUTHEAST

THE TROY TIMES

A Newspaper of Character,
Influence and Standing

The TIMES is known to advertisers from the Atlantic to the Pacific.

Its business is everywhere.

Its circulation list embraces Troy, N. Y., and its suburbs, continuing north on both sides of historic Lake Champlain, into thickly populated towns and villages with Troy as the shopping center.

Come to Troy, the "Collar city" of the United States—if not individually, at least be represented in the advertising columns of Troy's big and influential newspaper—THE TIMES.

RATES ON APPLICATION

Est. of Charles S. Francis, Publisher
TROY, N. Y.

Advertise In Indiana

Indiana people have money to spend because they live in a rich country; and consequently, advertising which reaches them brings big results.

You can cover the whole state of Indiana by using the three papers of The Star League.

The Indianapolis Star
The Muncie Star
The Terre Haute Star

Each is the only morning paper in its city. You can buy space in them at a combination rate which is a considerable reduction from their individual rates.

SPECIAL REPRESENTATIVES

Kelly-Smith Co.
220 Fifth Ave.
New York

John Glass
Peoples Gas Bldg.
Chicago

The Chef and Steward

Published by
The Epicurean Printing and Publishing Co.
(Incorporated)

A Journal published in the interests
of and on all matters pertaining
to the Catering Professions

PUBLISHED MONTHLY

Office: Room 401 Isabella Building,
21 East Van Buren Street, Chicago

SUBSCRIPTION RATES—In the United
States \$1.00 per annum. To foreign Countries,
50 cents additional for postage. Payments must
accompany the orders. :: :: ::

ADVERTISING RATES ON APPLICATION
—When a change of address is desired, both the
old and new address should be given. Orders
for discontinuances must be given in writing.

Address all communications to

The Chef and Steward
Room 401 Isabella Bldg., 21 E. Van Buren St., Telephone Harrison 6636
CHICAGO

JACOB MILLER, President and Manager

Entered as second-class matter June 26, 1911, at the post office at Chicago, Illinois,
under the Act of March 3, 1879.

The Gaelic American

The Leading Irish Weekly

IT HAS the largest guaranteed circulation of any publication of its kind and is read by the best element of the Irish race everywhere.

It is positively the best advertising medium through which to reach the Irish people.

It is a publication with a consistent policy and has the confidence of its readers—a circumstance which enhances its value to advertisers.

Advertising Rates on Application

Subscription Rates: \$2.00 Per Year \$1.00 Half Year

Published by

The Gaelic American Publishing Company

165-167 William Street

New York City

COVER
ALBANY
TROY AND
SCHENECTADY
WITH ONE PAPER

The Sunday Telegram
ALBANY, N. Y.

C. A. MENET

Foreign Representative

23 West 31st St., New York

DAILY CIRCULATION

of the

New Yorker
German Herold

MORNING HEROLD	56,437
EVENING HEROLD	90,933
SUNDAY EDITION	66,725

OFFICE

German Herold Building
22-24 North William St., NEW YORK

A BARGAIN FOR AGRICULTURAL AND MAIL ORDER ADVERTISERS

The Wichita

Weekly Eagle

Circulation 50,000

Rate 10c Per Line

To reach the Farming and Rural communities of Kansas and Oklahoma there is none better. The WEEKLY EAGLE circulates on *every* Rural Route in Kansas. It is recognized as one of the best producers in its field.

For information address

The Weekly Eagle, Wichita, Kan.,

Or

The S. C. Beckwith Special Agency,

NEW YORK

CHICAGO

ST. LOUIS

The Poetry Journal

A monthly magazine which reaches 7500 authors, teachers, students and readers of poetry.

On file at public, college, and school libraries; used as prescribed reading in university courses and special schools; and goes to many individual subscribers who are vitally enough interested in such a magazine to pay us \$1.50 a year for it.

Such a periodical obviously reaches persons interested in books and kindred merchandise. There is no better medium to advertise books of poetry—and people who read poetry always read other books. Likewise, such people always have a certain amount of leisure and a certain amount of money.

The most distinguished poets and essayists in the world contribute to THE POETRY JOURNAL. That is why our list of subscribers (meaning only those who have paid the full cash price) includes the president of New York's greatest bank; three American Ambassadors; half a dozen actors and actresses of the first rank; and novelists, story writers, and poets galore whom Mr. Hearst and Mr. McClure and their competitors put on the cover page every month. Among our advertisers are all the leading publishers; manufacturers of typewriters, pencils, inks, and other articles that appeal to writers; and various mail-order merchants.

The rates are cheap: \$10.00 a page flat, and pro rata, *subject to advance without notice*. Ask your agency.

EDITORS

Edmund R. Brown Edward J. O'Brien Blanche Shoemaker Wagstaff

Publishers:

THE FOUR SEAS COMPANY

68 Pemberton Square, Boston

**TO KNOW COLORADO
AND HER SISTER
STATES IS AN INCENTIVE
TO COVER THEM WITH
YOUR ADVERTISING**

Their One Agricultural Medium, *Western Farm Life*, with its **51,350 circulation** enables you to reach almost one in three of the 180,000 farm homes in the Denver trade territory at a cost of only one-half cent per thousand circulation. Send for sample copy and data regarding this fertile field.

Western Farm Life
DENVER, COLORADO

The Bulletin

SAN FRANCISCO

AN EVENING PAPER GOING
INTO THE HOMES, THE
PAPER USED BY SAN
FRANCISCO'S MERCHANTS

CIRCULATION GUARANTEED

MEMBERS A. B. C.

CHICAGO OFFICE
TRIBUNE BLDG.
GUY S. OSBORN, MGR.

ESTABLISHED 1880



F. B. WARNER CO. (Inc.), Publishers, 96 Chambers St., New York City

Rates based on a Circulation of 275,000 Guaranteed Copies each issue

Display, per agate line (4 lines minimum)....	\$ 1.00
One-quarter page, 194 lines, 87½c.....	169.75
One-half page, 388 lines, 83⅓c.....	323.33
One page, 776 lines, 75c.....	582.00
Reading notices, per agate line.....	1.25
(7 line minimum)	

These rates are subject to change without notice.

THE ILLUSTRATED COMPANION is the one publication among the class known as "Mail Order Papers" which carries from month to month a very large proportion of the best of National Mail Order Advertising.

It Is A Safe Place To Put Your Own Advertisement

This is especially true when your commodity is such as appeals to the families and homes in the smaller towns of the country, who are close students of mail order bargains, and advertisements.

No one publication has a more enviable reputation for producing returns at small cost, either for **tryout** copy or for standard goods. Wonderful improvements have been made during the past year, both in literary matter, illustrations and character of advertising admitted. An examination of late issues will prove instructive.

Forms close promptly on the 17th of the month preceding date of issue, and all copies are mailed previous to the sixth of month of issue.

Orders from advertisers direct must be accompanied with a check or money order to cover cost of insertion, less 5 per cent for advance payment.

Address all correspondence to

THE ILLUSTRATED COMPANION

J. FRANK HACKSTAFF, Advertising Mgr.,

96 Chambers Street, New York City

W. E. HERMAN, 30 North Dearborn Street, Chicago

The Official Catholic Paper of the Pittsburgh Diocese.

The Pittsburgh Catholic

ESTABLISHED IN 1844

By Bishop Michael D'Connor, Pittsburgh's First Bishop

An Advertising

Medium which reaches over 500,000 Catholics.

PUBLISHED EVERY THURSDAY

By

THE CATHOLIC PUBLISHING CO.

14 Wood St.

Pittsburgh, Pa.

THE EAGLE

*Philadelphia's
Home Paper*

2034 GERMANTOWN AVE.

Published
Every Friday

Special Features for Women, Men
and Children

The Beaumont Enterprise

Over 15,000 Daily		Over 18,000 Sunday
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A. B. C.—Members—A. N. P. A.

The only Newspaper that completely and thoroughly covers that wonderfully rich and prosperous territory in southeast Texas and west Louisiana, known as the "Land of Fulfilment."

Rich in Rice, Oil, Lumber and Natural Advantages.

S. C. BECKWITH SPECIAL AGENCY

Foreign Representatives
St. Louis Chicago New York

For Beauty

no other general magazine excels the Metropolitan. Our beautiful Penrhyn Stanlaws covers printed in 6 color rubber offset, the handsome eight pages in the new rotary-gravure printing, big illustrations by the best artists, the clean cut make-up and typography, constitute an essay on good taste.

For Display

the big poster size pages and next-to-reading positions offer the advertiser attention value of the most compelling kind. To be lost in the pages of the Metropolitan, an advertisement must drop out of the form.

For Editorial Excellence

the following names—a fraction of the entire list—illustrate the exceptional quality of our stories and articles for 1915. Theodore Roosevelt, exclusively for three years, Booth Tarkington, Richard Harding Davis' fiction exclusively, W. W. Jacobs, Edwin Balmer and a host of others.

For Responsiveness

note the number of advertisers who renew their contracts in Metropolitan, making possible a 129% average monthly gain in advertising revenue for the 26 consecutive months beginning January 1912. That this gain will be maintained is shown by an increase of 5,000 lines in January, 1915, over January, 1914. 1915 is Metropolitan's year.

The METROPOLITAN

J. MITCHEL THORSEN, ADVERTISING MANAGER
432 FOURTH AVENUE : : : NEW YORK CITY

The Pacific Northwest

FARM MONTHLY

Portland, Oregon

Paid in Advance Circulation in Oregon, Washington and Idaho

17,000

RATE .09 PER LINE.

Every subscription secured direct.

No bulk sales to Banks, Dairy Supply Houses or otherwise.

The cleanest list of any farm paper in Oregon, Washington and Idaho. All papers stop at expiration.

PHILIP S. BATES,
Publisher The Pacific Northwest
PORTLAND, OREGON

WHY EXPERIMENT?

GET THE BEST

THE WESTERN HORSEMAN

Devoted to the interests of farmers, breeders and horsemen everywhere.

THE WESTERN HORSEMAN has a general circulation throughout the United States and Canada.

No weekly published has a higher class circulation. The wealthiest farmers and breeders constitute the majority of its readers.

It carries more advertising than any publication in its class.

THE REASON: It covers the field and gets results for its patrons. Published weekly on Wednesday.

THE WESTERN HORSEMAN COMPANY,
 Indianapolis, Indiana

Audited and verified A. B. C. net
 paid circulation of the

Birmingham Ledger

for 12 months April 1st, 1914, to April 1st, 1915

30,270

DIVIDED AS FOLLOWS:

CITY AND SUBURBAN	24,142
COUNTRY	4,993
Correspondents, service, etc.,	1,135

Total 30,270

The last quarter examined showed a larger circulation than the first quarter.

The Ledger is a 2-cent paper.

Send for full statement showing map of territory covered, names of towns and other statistics about Birmingham and contiguous territory.

THE BIRMINGHAM LEDGER
 Is MORE than a Newspaper—
 IT IS AN INSTITUTION



Polish Weekly Zgoda

Is the official organ of the
Polish National Alliance,

One of the largest and most
influential organizations in
the world.

It has a Guaranteed Circulation of

—110,000—


National in its Distribution.

The Polish Daily Zgoda, circulation of 50,000, brings big returns for advertisers. The Weekly Zgoda is one of the best pullers for mail order advertisers in the country.

J. C. STARKS, Western Representative

763 Peoples Gas Building, Chicago, Ill.

PHONE: HARRISON 2453



Green's Fruit Grower

The Oldest Fruit Journal in America

The only paper covering the whole fruit field

CHARLES A. GREEN, Editor

Subscription price 50c per year, monthly

Advertising Rates

140,000 paid subscribers guaranteed.

60 Cents per Agate Line Flat.

ONE INCH, \$8.40 FULL PAGE, \$325.00

Page, 9 $\frac{3}{4}$ x12 $\frac{1}{4}$ inches. Column 2 $\frac{1}{4}$ inches.

172 lines to column. 4 columns, 688 lines

to page. Screen 100 best for half tones.

Size center double page 12 $\frac{1}{2}$ x20 inches.

First Forms close 10th of Preceding Month.

Last Forms close 20th of Preceding Month.

Classified Rate

TEN CENTS per word for each insertion.
Terms: Cash with order.

No Discounts of any kind to advertisers or agencies on classified advertising.

Discontinue orders and changes of copy must be received on or before the 10th of preceding month. No reading notices; please do not ask it.

"Till Forbid" Orders are considered as one-time orders. They do not hold a rate, and may be cancelled by the advertiser or by us at any time.

THE PUBLISHERS RESERVE THE RIGHT TO DECLINE OR DISCONTINUE ANY
Advertisement for Reasons That May Appear Satisfactory to Themselves.

Green's Fruit Grower Company, Publishers
Rochester, New York

The Butte Miner

Is Montana's greatest
and best Newspaper.

It guarantees its patrons the largest daily and Sunday circulation in Montana—on a forfeit the money proposition.

Frank R. Northrup

Association Bldg., Chicago
and 225 Fifth Ave., New York
EASTERN REPRESENTATIVE



Chas. A. Drach Electrotyping Co. Operate
the Largest and Most Complete Electrotyping Plant in the West

We are now located at the corner of Locust and Fourth Streets, occupying a full floor of over 8,500 square feet with a strictly modern, up-to-date equipment for turning out perfect work. We make a special feature of prompt service—No "waits"!

**Electrotypes, Nickletypes,
Stereotypes and Steeltypes**

A Single Trial Will Convince You
That Our Work Merits Your Approval

Chas. A. Drach Electrotyping Co.,
ST. LOUIS, MO.

CHARLOTTE, N. C.

City Directory Population, 50,425

The CHARLOTTE OBSERVER closes the most prosperous year in its history. Its circulation shows over 11,000 daily and 16,000 Sundays. Observer readers are prosperous people. They pay \$8.00 per year for their paper. Fifty per cent. of our receipts for the past year were from subscriptions.

The CHARLOTTE OBSERVER is a member of the A. B. C. We believe in a square deal for the Agency and Advertisers. We have only circulation and service for sale. The people who pay for the Charlotte Observer are one hundred per cent. prospects for the Advertiser. It is not a paper with a street sale circulation, but a HOME-delivered newspaper.

Charlotte is the trading center of the wonderful PIEDMONT territory---a wonderfully prosperous manufacturing territory, covering the foothills of the Carolinas. Charlotte is the electrical center of the South; and the Observer is the HOME paper of all this section.

The OBSERVER carries almost every important foreign advertising account. Local advertisers pay the same rate as the foreign advertiser, and we run from 25,000 to 30,000 inches per month.

If you have anything to place in this territory, or if you want any information about the Carolinas, we will take great pleasure in serving you. Co-operation and service is our motto.

The Charlotte Daily Observer

J. V. SIMMS, General Manager

MacQuoid-Miller Company, Representative

23-25 East Twenty-sixth Street, NEW YORK, N. Y.

607 Security Building, CHICAGO, ILL.

Established 1877

Chicago Bladet

THE SWEDISH WEEKLY

Read by over 30,000 every week.

ALL ADVERTISING COPY subject to our approval. We reserve the right to refuse insertion of any advertisement.

HALF TONES should be 65 line screen. Last forms close Saturday noon.

PUBLICATION DAY EVERY TUESDAY

AMERICAN REVIEW OF SHOES AND LEATHER

(An International Journal)

Seeks to promote the interests of tradesmen in shoes, leather and hides.

Readable and distinct departments for manufacturer, wholesaler and retailer of shoes.

Educational for their employees. Once a subscriber always a subscriber.

AMERICAN REVIEW OF SHOES AND LEATHER
PHILADELPHIA, PA.

1836 THE 1915 Cincinnati Volksblatt

Daily, Sunday, Weekly
CINCINNATI, OHIO

**The Leading German Morning Paper
in Cincinnati.**

Founded in 1836, it has achieved a reputation second to none. Possessing the confidence and patronage of the public for eighty years, it has earned its well-merited reputation of being the leading German newspaper in the West.

Publicity is today the largest factor in business success. This is admitted by all, and a live town is the home of a live newspaper, heralding to the world the interests of the town wherein it is published. The town's interests are the newspaper's interests, and it is a poor rule that will not work both ways.

**NEARLY EVERY GERMAN IN
CINCINNATI READS THE
VOKLSBLATT**

American Club Woman Magazine

UNIQUE and EXCLUSIVE ORGAN
for the CLUB WOMEN of THIS
COUNTRY. As an advertising medium it is a Standard in more than one hundred and fifty thousand Homes.

***The American Club Woman Magazine
Reaches More Than
1,000,000 Club Women Every Month.***

If your product is of superior quality
you can sell it by advertising through
the columns of this magazine.

Low Rate of \$1.00 per Line.

Home Office, 35 West 39th Street, New York City.

***J. C. STARKS, Western Representative,
763 Peoples Gas Building, Chicago, Ill.***

PHONE: Harrison 2453

The Fort Wayne Journal Gazette

Is a member of the Audit Bureau of Circulations,
Anti-Substitution League, Associated Press, Etc.

—WE LEAD IN—

City Circulation,
Total Circulation,
Foreign Advertising,
Local Advertising,
Automobile Advertising,
Classified Advertising.

For information regarding rates, field and co-operation, write

C. J. SUEDHOFF, Adv. Mgr., Fort Wayne, Ind.

—Or—

John M. Branham Company,

CHICAGO

ST. LOUIS

NEW YORK

L'Indipendente Corriere Del Canada, P. I.

WEEKLY NEWSPAPER

Published at Montreal, 1832 De
Chateaubriand Montreal, Que-
bec, Montreal, Canada, January
first, since 1896—every Saturday.

CIRCULATION ABOUT 9,000 EVERY ISSUE.

**The Best Medium for Ad-
vertisers.**

PROVIDENCE (R.I.) TRIBUNE

One of the greatest
papers published in
the richest section
of New England.

☪ Absolutely essen-
tial in covering won-
derful Rhode Is-
land.

N. S. DWYER, Bus. Mgr.

G. LOGAN PAYNE CO.,

Foreign Representatives

CHICAGO NEW YORK BOSTON
Marquette Bldg. 5th Ave. Bldg. 8 Winter St.
DETROIT, Kresge Bldg.

DO YOU know that New Jersey, New York, Massachusetts, Pennsylvania, North Dakota, Iowa and West Virginia *vote on woman suffrage* before the next president is elected?

The first four within a few days after this rate book comes to you, the last three *and perhaps many others* in 1916.

FOR forty-five years the Woman's Journal and Suffrage News has kept pace with woman's appeal for political and economic justice. Every suffrage worker and every suffrage headquarters, not only is a subscriber, but files the paper for reference. 795 libraries are paid subscribers. Its subscribers are stickers—each year they pay their dollar, not for a vacuum cleaner or set of du Barry, but because they want to read it.

In 1910 the year's average circulation was 3,989; the sworn net-paid for the first half of 1915 was 20,546, *and it is still growing.*

A LETTER BRINGS A BOOKLET
TO YOU WHICH ANALYZES
JUST HOW THE WOMAN'S
JOURNAL CAN SERVE. IF
YOUR GOODS ARE BOUGHT
BY WOMEN YOU ARE INTER-
ESTED. WRITE

**The Woman's Journal
and Suffrage News**
585 Boylston Street, Boston

16 Words

*Tell the
Whole Story*

Read them!

Count them!

*Advertising in
GATES' LIST
is equivalent to a
personal introduc-
tion into the homes
of railroad men.*

May we serve you?

The W. N. Gates Co.
MANAGERS,

Garfield Bldg., Cleveland, Ohio.

*New York Office, 1 Madison Ave.
A. H. VanDuzer, Eastern Manager.*

*Chicago Office, 110 So. Dearborn
E. D. Wheeler, Western Manager.*

THE DAILY AND WEEKLY TIMES-HERALD

WACO, TEXAS

AVERAGE CIRCULATION

Daily, 6,000

Sunday, 6,500

Weekly, 4,000

The population of Waco is 32,000 and the average number of TIMES-HERALDS sold each day during 1914 in the city was approximately 4,200 or on an average of one paper to every seven persons, which means, practically, that there are but few families in Waco who do not see the the TIMES-HERALD every day.

The above facts show the value of the TIMES-HERALD as an advertising medium, and particularly these advertisers that do not care to use but one newspaper in the city cannot afford to be without it.

The field covered by the Daily and Weekly is distinctively a field in which the readers are buyers in the stores of Waco, as the city is sufficiently far away from any large city to keep the surrounding towns, on account of its railway connections with the entire county.

The TIMES-HERALD takes the only full Wire News Report in Central Texas.

THE S. C. BECKWITH SPECIAL AGENCY

Sole Agents Foreign Advertising

NEW YORK

ST. LOUIS

CHICAGO

Tribune Bldg.

3rd National Bank Bldg.

Tribune Bldg.

C If you want to cover Augusta, Richmond County, Georgia, and the rich Savannah River Valley effectually, you should use

THE Augusta Chronicle

"Established 1785, 130 Years Old"

WHEN a local merchant wants results, he uses the Chronicle—he is on the ground, and from observation and experience knows what he is doing. When a foreign advertiser tests results in this territory, the Chronicle keeps the business. Results count—that's where the Chronicle is strong, been tried and proven a result-producer for its advertisers. One Hundred and Thirty Years it has been a free, progressive, enterprising, newsy, reliable newspaper, always the leader and never more so than today. Circulation, Daily 9,000; Sunday, 10,600. Rates and any information on application to

C. B. HANSON, Advertising Manager. T. W. LOYLESS, Editor and Manager

AUGUSTA, GEORGIA

The S. C. Beckwith Special Agency, Sole Agents Foreign Advertising

NEW YORK

ST. LOUIS

CHICAGO

Tribune Building

3rd National Bank Building

Tribune Building

BIRMINGHAM, ALA.

THE MOST PROGRESSIVE CITY IN THE SOUTH

The Age Herald

The Only morning paper
in this Industrial Center

A. B. C. Audit for year ending March 31, 1915:

18,477
Daily

Circulation

26,211
Sunday

The Age Herald's circulation is among the best classes of Birmingham and Alabama---the people who have money and to whom advertising appeals. A territory comprising three-quarters of a million people.

Member of Audit Bureau of Circulation.

Represented by

The S. C. Beckwith Special Agency,

NEW YORK,

CHICAGO

ST. LOUIS

Come to Iowa!

No State produces what Iowa does.
It leads in grain and it leads in live stock.
All our readers are Iowa farmers.
They have the money to buy goods you
have to sell.

Why not put your advertisement in the Iowa Farmer,
where you can reach the best class
of readers in America.

Rates and other information given on application.

Member of the Audit Bureau of Circulations.

Address all correspondence to

The Iowa Farmer
DES MOINES, IOWA

TENNESSEAN & AMERICAN

Morning and Sunday
Nashville, Tennessee

**Circulation Guaranteed
Exceeding 38,000**

Only morning and Sunday
paper---no other morning
paper closer than 150 miles.
Nashville's great home news-
paper---accepts no liquor ad-
vertising. Leads in volume
of advertising carried by
Nashville papers.

John M. Branham Company, Pub. Reps.
CHICAGO ST. LOUIS NEW YORK

WESTERN STANDARD

CALGARY, ALBERTA, Canada.

**The Only Sunday Paper in
Western Canada**

Containing all the features of
the metropolitan newspapers
---Colored Comics, Fashions,
Sports and Press Despatches
up to the minute.

**Guaranteed Circulation
15,000**

62,000 Increase in Circulation

No Advance in Rate

Southern Ruralist

THE SOUTH'S FOREMOST FARM PAPER

OFFERS its advertising clients **262,000** *Guaranteed Circulation* at no increase in the present rate of \$1.00 per line.

Our gain of 62,000 means a saving of 31 cents an agate line to Southern Farm Paper Advertisers

State and Foreign Classification of SOUTHERN RURALIST ATLANTA, GA.

Georgia	45,599	Louisiana	14,030
Alabama	35,888	Virginia	10,531
Texas	28,957	Arkansas	8,757
North Carolina	33,147	Kentucky	2,487
South Carolina	21,317	Oklahoma	4,445
Mississippi	28,296	Miscellaneous	3,000
Florida	16,366	Foreign	969
Tennessee	8,728	Total Net Paid	262,467

Address

SOUTHERN RURALIST CO.

Audited by the A. B. C.

Southern Ruralist Building, Atlanta, Ga.

CHICAGO OFFICE	NEW YORK OFFICE	DETROIT OFFICE	ST. LOUIS OFFICE
J. C. Billingslea	A. H. Billingslea	Chas. H. Anthony	A. D. McKinney
Advertisers' Bldg.	1 Madison Ave.	Free Press Bldg.	3d Nat. B'k Bldg.

— TEACHERS —

(more than most classes of people) must maintain their position before the public. This necessitates careful buying. They must get as much value as possible for their money. HENCE—They read the advertisements.

17,000 Teachers—(drawing \$20,000,000
in salaries) will read the advertisements in

School and Home Education and in The Illinois Teacher

HAVE YOU ANYTHING FOR THEM?

If so, address **School and Home Education**
BLOOMINGTON, ILLINOIS

The Times - Journal

DUBUQUE, IOWA

The family paper of Dubuque and vicinity.

54 carriers deliver Daily 5000 in the 8000 homes in Dubuque.

7000 Daily on the rural routes and in the small towns within a radius of 50 miles.

This circulation is guaranteed and is verified by the Audit Bureau of Circulation.

Appeal to Reason

GIRARD, KANSAS

The big Socialist weekly pays advertisers because it is read by earnest men and women—yes, and after being read, is, in many cases, passed on to others.

For circulation data, advertising rates and facts and figures of interest, refer to the text pages of this book, or address

EUGENE C. HOWE

Advertising Mgr.

8 S. Dearborn St., Chicago, Ill.

Benjamin & Kentnor

NEW YORK

COMPANY

CHICAGO

REPRESENTING LEADING NEWSPAPERS

ALBANY, N. Y.,

EVENING JOURNAL

A. B. C. Report 1st Quarter 1915
18,197

The Albany Evening Journal is the one newspaper in the Capital City that is recognized by all the merchants and advertisers as the HOME PAPER in the city.

AUSTIN AMERICAN,

THE TEXAS PAPER

Daily Sunday Semi-Weekly

A. B. C. Report 1st Quarter 1915

Daily, 11,844 Net Paid

Sunday, 13,390 Net Paid

The American has the largest net paid circulation of any Austin newspaper, and is recording larger gains in both circulation and advertising space than any other daily paper in the state of Texas.

Books open to all.

HARRISBURG, PA.,

STAR INDEPENDENT

A. B. C. Report 1st Quarter 1915

15,442

Carries more lines of PAID commercial advertising than any Harrisburg paper. The cheapest BUY per inch per thousand of circulation in Harrisburg.

CHARLESTON, S. C.,

NEWS AND COURIER

A. B. C. Report 1st Quarter 1915

10,437

The largest total circulation of any paper in Charleston. Our city circulation runs 98% white people, and is all paid in advance.

SIOUX FALLS, S. D.,

DAILY ARGUS-LEADER

"South Dakota's Leading Newspaper"

A. B. C. CIRCULATION
(Net Paid Daily Average)

Quarter ending December 31, 1914 . . . 9,837

Quarter ending March 31, 1915 10,009

Quarter ending June 30, 1915 10,167

Thousands greater than that of any other state daily, guaranteed.

The Argus-Leader will gladly furnish, on call, copies of A.B.C. audit and quarterly statements, and Government reports.



A man's mail will reach
him where no mortal can



Mailing Lists

99% Guaranteed

Covering all classes of business, professions, trades or individuals. Send for our complete catalogue showing national count on 7,000 classifications.

ROSS-GOULD, 810 Olive St., ST. LOUIS

The Argus

Found in all the

BEST HOMES

In

ALBANY, N. Y.

Advertising rates furnished on application.

No Other Situation Anywhere

McAlester, Oklahoma, is a city of 15,000 inhabitants and has but one daily and one weekly newspaper, barring a class publication. The county of which McAlester is the county seat, has a population of 60,000 and there is no daily paper published in the county outside the city of McAlester. The daily and weekly News-Capital have been published continuously for seven years and is a prosperous business. Its conservative business methods have put all its competitors out of business. Correspondence solicited.

News-Capital Company,
McAlester, Oklahoma.



The Great Central Market The Great Central Medium

AS a market for the sale of worthy merchandise, Chicago and its tributary trade territory dominates the world.

As the center of the richest buying-power-area in the United States and the hub of a population of more than 22,000,000 people in a 250-mile radius, Chicago commands the attention of forward-looking manufacturers.

As the newspaper of the home—the best paper for the best families—The Chicago Examiner, morning and Sunday, places the key to the Chicago situation in its advertisers' hands. Over 200,000 circulation daily. More than 500,000 Sunday.

The Examiner's family of subscribers spend \$420,000,000 each year. What are you doing to reach this responsive multitude?

Chicago Examiner

The Newspaper of the Home

Eastern Office:
220 Fifth Avenue, New York City

Western Office:
Hearst Building, Chicago, Illinois

There are 7,000 Power Laundry Plants in the U. S. A.

The owners are prosperous, and there are constant requirements for machinery, soaps, motors, generators, steam appliances, etc.

The circulation of

The Starchroom Laundry Journal

Effectively Covers This Field.

THE STARCHROOM PUBLISHING CO.,

415 Pioneer Street, Cincinnati, Ohio

**The Foremost Italian Daily and Sunday Newspaper
In the United States**

L'OPINIONE

1011 So. Eighth Street
PHILADELPHIA

Up-to-date News Service covering both local and national happenings. Direct wire from Italy furnishing the latest news of interest to Italian readers.

L'Opinione prints more American advertisements than any other Italian journal in the country without exception, and close observation confirms our impression that the Italian consumer is now, more than ever, seeking the American Market for his supplies.

C. D. NARDI, Manager.

Tampa (Florida) Tribune

ONLY MORNING AND SUNDAY PAPER ON WESTERN COAST, FLORIDA.

Reaches all of central part of State early on day of publication, going to East Coast as well. The TAMPA TRIBUNE has only one rival in Florida, and no superior in the State. Full Associated Press Dispatches. Excellent State News Service. Equipment modern and up-to-date.

Circulation Guaranteed by P. O. Statement, April 1, 1915
DAILY and SUNDAY, 15,653

THE S. C. BECKWITH SPECIAL AGENCY, Sole Agents Foreign Advertising
NEW YORK ST. LOUIS CHICAGO

The Gentlewoman

2,000,000 PAID
CIRCULATION

which means two million copies
printed and mailed to *paid*
in advance subscribers.

2,000,000 HOMES
in the small towns and rural communities are
reached every month through
the columns of

The Gentlewoman

W. J. THOMPSON COMPANY, Inc.

Publishers

New York City

THE KENNEDY-HUTTON COMPANY
ADVERTISING MANAGERS

7084-86 Metropolitan Bldg.
NEW YORK, N. Y.

1004-5 Marquette Bldg.
CHICAGO, ILL.

(OVER)

Circulation— A REAL COMMODITY

Its Two Principles

In order to get circulation—so as to sell advertising space as an honest commodity to the advertiser—the following principles must be carried out :

First—The publication must contain the kind of reading matter which appeals to its clientele.

Second—There must be a thorough business organization.

The Gentlewoman has Two Million Circulation (2,000,000 Copies)

in the small towns and rural communities for the above reasons.

The Gentlewoman

has an organization which has been steadily and carefully perfected since its beginning in 1871.

The organization is our own—it consists of several hundred thousand of the best class of women in America, who attend to our renewals and add new readers each year, as well.

The Gentlewoman

spends over \$75,000 a year advertising in other publications. This amount has been spent annually for several years past, which makes us, as publishers, the largest buyers of advertising space in the world, with a single exception. This means new blood.

As a buyer of advertising space—a spender of money—you know that this could not be done year after year if we did not have a perfect organization.

Our subscription list is a live one—subscribers pay the full subscription price. We do not carry expirations.

We offer you an honest commodity—just as real a commodity as the shoe manufacturer sells the shoe dealer.

The Gentlewoman

W. J. THOMPSON CO., Inc., Publishers
NEW YORK

THE KENNEDY-HUTTON Co., Advertising Managers.

1 Madison Ave., New York City

1004-5 Marquette Bldg., Chicago, Ill.

(OVER)

Mr. Advertiser—

HOW are you spending your advertising appropriation? Are you putting it in the newspaper that can deliver the goods?

In Evansville, Indiana, **THE JOURNAL-NEWS IS ABSOLUTELY SUPREME IN THE AFTERNOON NEWSPAPER FIELD.**

The Journal-News has a larger and more productive city circulation than any other Evansville afternoon newspaper.

The Journal-News has twice the small-town circulation, including traction cities, of any Evansville afternoon newspaper.

The Journal-News has ten times the circulation of any other Evansville afternoon newspaper delivered upon the rural routes by mail to the farmers in this vicinity.

The Journal-News sells three times more newspapers on Main Street every afternoon than any other Evansville afternoon newspaper and can prove it.

A. B. C. The Sunday Morning Journal-News, quarter ending Dec. 31 . 13,132
The Sunday Morning Courier, quarter ending Dec. 31 . 12,201

Why do you pay more money for 900 less circulation?

The Journal-News is a member of the A. B. of C., consequently has nothing to hide. All facts regarding their subscribers are open to everybody.

Why waste your money?

WHY NOT SPEND YOUR ADVERTISING APPROPRIATION IN A NEWSPAPER THAT HAS THE READERS AND CAN DELIVER THE GOODS. If you are not using The Journal-News, Mr. Advertiser, start doing so at once.



Buy
Certified
Circulation
Only

Eastern Representative—E. Katz Special Advertising Agency
15-19 Madison Square North, New York, N. Y.

Western Representative—The E. Katz Special Advertising Agency, Room 409, The Harris Trust Bldg., Chicago, Ill.

Evansville Journal-News Company
EVANSVILLE, INDIANA

ESTABLISHED 1858

Kansas City Presse

German Daily
and Weekly

A FAMILY NEWSPAPER

circulated through-
out Missouri, Kansas
and Oklahoma. Read
by thousands of Ger-
man families.

DAILY, \$4.00 PER YEAR.

WEEKLY, 50c PER YEAR

Buffalo Sunday Courier

Circulation, 109,000

Buffalo Morning Courier

Circulation, 70,000

The Buffalo Enquirer

(EVENING)

Circulation, 60,000

Member Audit Bureau of Circulations.

Rates on Contract **12c** Per Agate line,

Sunday or Daily Combination.

BEST BUY IN U. S.

W. J. CONNER, Prop., Buffalo, N. Y.

CONE, LORENZEN & WOODMAN,

Publishers' Representative,

New York Chicago Detroit Kansas City



THE SAN ANTONIO EXPRESS

San Antonio is the largest city in Texas in point of population. It is the wholesale and jobbing center of a rich, prosperous and rapidly developing district, greater in area than the whole state of Ohio.

San Antonio's manufacturing industries represent an aggregate investment of over fifteen millions of dollars, and they do an annual business of nearly twenty millions of dollars.

The value of the agricultural products in the territory tributary to San Antonio is increasing by millions each year, and the people of the whole section are money makers and liberal spenders for the necessities and many of the luxuries of life.

That fact makes the great newspaper which circulates all over this district the newspaper of quality, the possessor of confidence and influence and power—THE SAN ANTONIO EXPRESS an almost incomparable publicity medium. Reaching as it does practically every newspaper-reading home in this splendid field of sales-opportunity, believed in and respected, it affords you an introduction, not only thorough and complete, but favorable and resultful.

During 1914 the EXPRESS carried a total of 7,703,500 agate lines of advertising.

The Express Publishing Co. San Antonio, Texas

The John Budd Company, Advertising Representatives
Burrell Building Tribune Building
New York Chicago
Chemical Building, St. Louis

J. P. MCKINNEY & SON

Representing Daily Newspapers

334 Fifth Avenue, New York, N. Y.

123 South Michigan Avenue, Chicago, Ill.

* Indicates A. B. C. Membership.

ARIZONA

* Phoenix Gazette E. 5,931

CALIFORNIA

Eureka—Times M. D. and S. 5,265

COLORADO

* Colorado Springs—Telegraph E. 4,862

* Pueblo—Star-Journal E. 9,862
S. 10,000

DELAWARE

* Wilmington—Journal E. 15,097

Wilmington—Star S. 9,000

MASSACHUSETTS

* Springfield—Union M. and E. 27,370
S. 19,000

MISSOURI

* St. Joseph—Gazette M. 19,358

S. 21,000

Springfield—Republican M. 10,056

S. 11,200

MONTANA

Helena—Record E. 7,877

* Butte—Post E. 11,511

NEW YORK

Buffalo—Commercial E. 10,000

* Elmira—Star-Gazette E. 20,092

* Glens Falls—Times E. 5,518

* Gloversville—Herald M. 6,774

* Ithaca—Journal E. 6,150

Watertown—Standard E. 10,770

* Rochester—Union and Advertiser E. 42,000

OHIO

Columbus—Ohio State Journal M. 52,811

S. 37,902

* Youngstown—Telegram E. 14,046

ONTARIO

Toronto—Mail and Empire M. 86,255

PENNSYLVANIA

* Williamsport—Sun and News E. 17,028

Tri-Weekly 4,000

UTAH

* Salt Lake City—Deseret News E. 17,796

Saturday 23,250

Semi-Weekly 17,953

A Magazine With a New Idea
==THE==
Community-Bulletin

Advocate of Better Communities—Better Schools—Better Roads—Better Rural Conditions—Agriculture in the School—New Methods. Devoted to Unity of City, Farm and Town—Community Buildings and Co-operation.

A Conclusive Endorsement

Over 40,000 Circulation in 18 Months.

NO PREMIUMS OR CUT RATES.

The Community Bulletin circulates in the richest agricultural district in the only Billion Dollar State in the Union. Nearly Every article of national repute is handled therein. One-third of all Automobiles owned in the U. S. are found here.

*This is a Choice Field in Which
To Popularize Your Products.*

We Allow Only 50% of Our Space for Advertising.

OUR ADVERTISING RATE IS LOW.

FOR FURTHER INFORMATION WRITE

The Community Bulletin
Cedar Rapids, Iowa.

THE NEW YORK FAMILY STORY PAPER

PUBLISHED WEEKLY

Guaranteed Circulation, 50,000

And It's a Circulation That Brings
RESULTS TO ADVERTISERS

For Rates, etc., consult page 213 of this book or address

The New York Family Story Paper
24-26 Vandewater Street, New York City

The Northern Farmer

A JOURNAL OF AGRICULTURE
AND STOCKMAN'S GAZETTE

Published every two weeks—Circulating in 75,000 Rural Homes throughout

NORTH DAKOTA,
SOUTH DAKOTA,
MONTANA,
MINNESOTA,
WASHINGTON
and OREGON

For Rates, etc., refer to page 254 of this book or address

**THE NORTHERN FARMER
PUBLISHING CO.**

Bismarck, North Dakota

Double Circulation in Alabama

Reaching 68,000 prosperous country homes of this fertile, wealth-producing Southern State. The ALABAMA WEEKLY TIMES keeps its old friends and finds new ones, not because of its 25-cent subscription price, but because of its worth, its editorial integrity and efficiency, its reliability. Its advertisements are viewed with entire confidence because of the paper's reputation and character, and advertisers know it as a result producer.

THE MONTGOMERY DAILY TIMES

Is Alabama's only Penny Daily. This paper's quality circulation of 8,500 guaranteed are ready buyers of good goods. Our records show that we keep old advertisers, and are annually securing new ones, who come to stay. Publishes more local advertising than any other Montgomery paper.

Write for rates and details to

The Montgomery Daily Times
Montgomery, Ala.

Facts!—

About Washington and Its Pocketbook:

WASHINGTON HAS A POPULATION OF

331,069

On the basis of an average of 5 to the family, this means there are over 60,000 Families in the the National Capital.

There are 40,000 taxpayers in Washington; Two-thirds of these Families own property.

There are over 30,000 automobiles owned by Washingtonians; Half of these families own their own cars.

The Government disburses \$2,000,000.00 every two weeks to Uncle Sam's employees in Washington; No industrial disturbances affect the prosperity of the Capital City.

Washington people have the money to buy your goods. The way to reach them is through



"SUPREME IN THE MORNING FIELD"

The Washington Herald has the largest Morning Circulation by almost two for one.

The Washington Herald is sold on a non-returnable basis—every paper printed is sold (except such few free copies as go to advertisers for checking purposes.) This assures the nettest kind of net circulation. It is the only paper in Washington giving this kind of assurance.

The Washington Herald gives more thousands of circulation per cent a line than any other Washington Newspaper.

MEMBERS OF THE AUDIT BUREAU OF CIRCULATIONS.

THE S. C. BECKWITH SPECIAL AGENCY.

Tribune Bldg.,
New York.

Tribune Bldg.,
Chicago

Third Nat'l Bank Bldg.
St. Louis

Chicago Herald's First Year Record

UNDER THE OWNERSHIP OF JAMES KEELEY

CIRCULATION

	DAILY	SUNDAY
Sworn Statement March 31, 1915.....	189,673	★223,881
Sworn Statement March 31, 1914.....	146,998	211,012
GAIN.....	42,675	12,869

★Average, July 1915, Daily over 200,000; Sunday, over 250,000

ADVERTISING

An Unbroken Record of Gains for Twelve Months

	Cols.		Cols.
May, 1914.....	354.77	November, 1914.....	578.66
June, 1914.....	83.98	December, 1914.....	710.35
July, 1914.....	433.07	January, 1915.....	462.19
August, 1914.....	296.95	February, 1915.....	395.16
September, 1914.....	257.24	March, 1915.....	318.77
October, 1914.....	328.43	April, 1915.....	474.71

HERALD GAINS

For 12 Months

4,694.28

COLUMNS

or 1,408,284 Lines

During the same period the advertising losses of the two other morning papers amounted to

N. B.—Above figures from Daily News Audit Bureau.

In Chicago the Paper that is Making Gains is the CHICAGO HERALD

Established 1850

65 Years Old

St. Louis Christian Advocate

Circulating in 15,000 Methodist Homes in
Missouri, Illinois, Kansas, Oklahoma
and the Middle West.

IT HAS ALWAYS BEEN A LEADER
IN POINT OF CIRCULATION AND
INFLUENCE, AND A POPULAR
MEDIUM FOR ADVERTISERS OF THE
ENTIRE COUNTRY.

Facts Show That It Brings Satisfactory
Results to Its Advertising Patrons.

For further information see page 161 of this
book, or address

St. Louis Christian Advocate Co.,
W. STAFFORD, Adv. Mgr., St. Louis, Mo.

Mr. ADVERTISER:

While there are several Jewish Weeklies
published in the United States, do you
know that the **BIG STICK** is the only
one of its kind published in the world?

Do you know that the reader must be in
good humor before he looks at an adver-
tisement?

It is for this reason that we call your
attention to the **BIG STICK** which is
famous for its original cartoons with a
punch and a snap. Unrivalled for its
apt, mirthful sketches and paragraphs.
The Best Jewish Medium for big, world
wide advertisers.

Ask us to send you our sworn statement
of circulation. Sample copy and adver-
tising rates on request.

The Big Stick

Established January, 1907

200 E. Broadway
New York, N. Y.

The South's Most Prosperous Section Covered By

ADVANCE

THE SOUTH'S GREATEST WEEKLY

Average Circulation 1914.....53,134

Average Circulation to June 30, 1915....54,820

Reaching with Prestige

The Home

The Farmer

The Merchant

The Manufacturer

Throughout Alabama.

PUBLISHED WEEKLY BY

ADVANCE COMPANY, Inc.

BIRMINGHAM, ALABAMA

The Evening Democrat

*Is The Best Advertising Medium in
Waterbury, Conn.*

CARRIES MORE UNSOLICITED LOCAL ADVERTISING
THAN ANY OTHER WATERBURY PAPER

WE invite you to write any big advertiser in Waterbury and inquire as to the value of Evening Democrat advertising.

If you want to reach the people in Waterbury, we have the medium, we have the paper which goes into the homes from where the best results are to be obtained.

Sample copies of paper and rate card will be sent on request.

Waterbury Evening Democrat
WATERBURY, CONN.

School Progress

(M O N T H L Y)

Established 1909

Edited by W. W. Roach, A. M., M. D.

"A magazine devoted to the interests of teachers, parents and pupils, fostering a closer relation between the home and the school."
"A monthly report of the best work school organizations are doing all over the country."

Number of pages, 64 :: \$1.50 per Year

Circulation, 15,000

A professional journal for teachers, principals and superintendents.

School Progress League, Inc.
Publishers

612 - 614 CHESTNUT STREET
Philadelphia, Pa.

IL SOLE

The only Italian Daily
Newspaper in New
England



For circulation figures, advertising rates or other information see page 26 of this book, or address

Il Sole Publishing Co.
Inc.

629 E. Washington Ave.
Bridgeport, Conn.

“Victory” “The Issue”

LORDSBURG, CALIFORNIA

Circulation National—Prohibition

ADVERTISING RATES

40 Cents Per Agate Line Flat

GUARANTEED PAID CIRCULATION

200,000 Monthly

No misleading or questionable advertising accepted. All copy subject to approval.

Length of column, 182 agate lines (13 ems).

Width of column, $2\frac{1}{8}$ inches (13 ems).

Four columns to page.

Page, 728 lines ($8\frac{1}{2}$ in. x 13 in.)

Forms close 15th of month preceding.

TERMS

Five per cent. cash discount if paid within 10 days after billing; 30 days net.

One-quarter page, 182 lines	\$ 72.80
One-half page, 364 lines	145.60
One page, 728 lines	291.20

Advertising Department in charge of

CHAS. L. EMRICH

58 Washington Street,

Chicago, Illinois

THE ATLANTA JOURNAL

Atlanta, Ga.

Daily—Sunday—Semi-Weekly

Always ahead in enterprise;
never astride the fence; ever
ready to do advertisers a
legitimate good turn.

The Journal covers Dixie like the dew.

To Reach Polish People

Advertise in

Dziennik Ludowy

(The People's Daily)

and

(The God's Whip) *Bicz Bozy* (A Weekly)

Reasonable Rates and Good Results.

PUBLISHED BY

Polish Peoples Publishing Co.

959 Milwaukee Ave.

Chicago, Ill.

The three great cities of California are:
SAN FRANCISCO, LOS ANGELES and SAN DIEGO

**In San Francisco—The San Francisco Call and Post is the
 Leading Evening Newspaper**

The official report of The Audit Bureau of Circulations for nine months ending December 31, 1914, gives the Call and Post 15,347 more circulation each day in San Francisco than any other evening paper published, and 10,527 more circulation each day in San Francisco and suburbs than any other evening newspaper published. The Call's total paid circulation now exceeds One Hundred Thousand copies daily.

**In Los Angeles—The Los Angeles Evening Herald is the
 Leading Evening Newspaper**

The official report of The Audit Bureau of Circulations for nine months ending December 31, 1914, gives the Los Angeles Herald 50,998 more circulation each day in Los Angeles than any other evening paper published, and 58,480 more circulation each day in Los Angeles and suburbs than any other evening paper published. The Herald's total paid circulation now exceeds One Hundred and Ten Thousand copies daily.

**In San Diego—The San Diego Union and Tribune are
 San Diego's Leading Daily Newspapers**

The San Diego Union and Tribune have a daily paid circulation exceeding 24,000 daily, and the Sunday Union has a paid circulation exceeding 19,000. The Union and Tribune are members of The Audit Bureau of Circulations, but no official audit has yet been made by the Bureau in San Diego.

**The San Francisco Call and Post, the Los Angeles Herald,
 and the San Diego Union and Tribune**

are represented in Chicago and New York by

THE PACIFIC COAST BUREAU

G. LOGAN PAYNE, Manager Chicago Office
 748 Marquette Building

E. C. TROWBRIDGE, Manager New York Office
 347 Fifth Avenue

The Evening Journal

DALLAS, TEXAS

Youngest and Most Progressive

Afternoon newspaper in Texas offers advertisers the
largest afternoon circulation in the state.

Over 36,000 Daily

To reach the buyers of Dallas and its immediate trade
territory, THE EVENING JOURNAL must be used.

A. H. BELO & CO., Publishers

Also Publishers of

The Galveston Daily News

: :

The Dallas Morning News

NEW YORK OFFICE
728 Tribune Building

J. D. LORENTZ, Mgr. Eastern Office

CHICAGO OFFICE
927 Marquette Building

W. J. SCOTT, Rep.

TOWN TALK

The Pacific Weekly an
instructive Journal of
news and comment.

Its Leading Articles are
always timely. It keeps
you informed about
People in the Public Eye.

Guaranteed 18,000 Weekly

88 FIRST ST
SAN FRANCISCO

Atlanta Independent

The South's Leading Negro Journal

Published Every Saturday

Established 1903

CIRCULATION, 26,500
Copies Guaranteed Each Issue

Advertising Rates in Effect Jan. 1, 1912 :

Rate per Agate Line.....4c

Rate per Inch.....56c

Reading Notices and Locals \$1.00
per in. each Insertion.

No discount for time or space. Columns 13 ems pica wide, 20 inches deep; 6 columns to page; 14 lines to the inch. Forms close Thursday noon of each week. Copy and cuts must be received three days in advance of publication. All bills payable monthly as rendered. The right is reserved to advance advertising rates at any time.

SUBSCRIPTION

One Year.....\$1.50
Six Months..... 1.00
Three Months..... .50

Independent Publishing Company

Rooms 413-14 Odd Fellows Building
ATLANTA, GA.

B. J. DAVIS, Editor
OLA M. WALKER, Business Manager

DISTRIBUTION PLUS DEALER CO-OPERATION

✂ ✂ EQUALS RESULTS

Eighty per cent of the progressive Hardware Dealers in Florida with credit listings are giving preference to advertised goods.

To the manufacturer of standard quality goods, sold through regular channels, FLORIDA GROWER Co-operative Dealer Service offers an exceptional opportunity.

It means better distribution and the enthusiastic support of every live dealer in the state.

For one manufacturer it sold two gross of knives, and secured the services of a progressive wide-awake jobber and fifteen dealers, before a line of advertising had been run.

Let us prove what it will do for you.

The Florida Grower

CIRCULATION—15,000, reaching over 85 per cent of the prosperous growers and truckers in Florida.

ADVERTISING—Carried more paid advertising during the months of May, June, July and August, 1915, than a very excellent and well-known national farm paper.

EDITORIAL—Devoted to Agricultural interests. Special articles on General Farming, Citrus Culture, Trucking, Marketing and Ornamentals. 24 to 72 pages.

RATE—\$1.40 per column inch. 300 inches or over, \$1.12 per column inch. Line rate, 10c. Classified, 2½c per word.

THE FLORIDA GROWER

KAY BUILDING

::

TAMPA, FLORIDA

San Francisco
NEWS LETTER
 California Advertiser

PUBLISHED EVERY SATURDAY

Average Circulation Exceeding 26,000

F. MARRIOTT, Publisher, 21 Sutter St., San Francisco, Cal.

Overland Monthly

The Illustrated Magazine of the West

Circulation Exceeding

75,000

Overland Monthly Company, Publishers

21 SUTTER ST., SAN FRANCISCO, CAL.

Audited and verified A. B. C. net
 paid circulation of the

Birmingham Ledger

for 12 months April 1st, 1914, to April 1st, 1915

30,270

DIVIDED AS FOLLOWS:

CITY AND SUBURBAN	24,142
COUNTRY	4,993
Correspondents, service, etc.	1,135

Total . . . 30,270

The last quarter examined showed a larger circulation than the first quarter.

The Ledger is a 2-cent paper.

Send for full statement showing map of territory covered, names of towns and other statistics about Birmingham and contiguous territory.

THE BIRMINGHAM LEDGER
 Is MORE than a Newspaper—
 IT IS AN INSTITUTION

Pueblo (MORNING) Chieftain
 Estab'd 1868

**Gives the Best News
 Service**

**Thruout Southern and
 Western Colorado.**

PRESS HOURS: 11:15 P. M. to 4 A. M.

TRAIN SERVICE:

SOUTH	NORTH
12:10 a. m., D.R. & G.	2:35 a. m., D. & R. G.
3:15 a. m., C. & S.	2:35 a. m., C. & S.
	5:30 a. m., A. T. & S. F.

EAST	WEST
11:50 p. m., A. T. & S. F.	12:10 a. m. D. & R. G.

These mail trains bound east, south and west LEFT DENVER four hours before they left Pueblo. They carry yesterday Denver and Pueblo afternoon papers; they cannot carry Denver's papers of today.

**ABSOLUTELY THE BEST ADVERTISING
 MEDIUM IN SOUTHERN OR
 WESTERN COLORADO.**

THE HOME MAGAZINE

prints, circulates, mails and proves
over 300,000 rural and small town
circulation every month.

Display rate, \$1.25 per line.

Classified, 15c per Word.

The Kennon School, 148 W.
Ontario St., Chicago, writes us
August 13th: "We use 30 publica-
tions. The Home Magazine is
one of the best in our list. Results
have been splendid, and we will
increase our space soon."

Further information on request.

GEO. H. CURRIER, Pres., Chicago

Currier's papers have paid mail order advertisers for 15 years.

K. LAMITY'S HARPOON

Widest Read Journal in the Southwest.

Quoted by the Press more than any publication in Texas.

Published at the Capital of the State of Texas.

Largest sworn circulation of any monthly magazine in Texas.

If you are an advertiser, can you afford to pass this up?

We reach the people that want your story.

Tell it to them through

K. Lamity's Harpoon, Austin, Texas

FARM LIFE

(Combined with Agricultural Epitomist)
Established 1881

The Big Monthly Farm Paper of the Middle West

Published at Spencer, Indiana.

400,000 CIRCULATION

93% Farmers—Balance Small Towns

86% in the Following States:

70% Own their own Farms

ILLINOIS
MICHIGAN
NEW YORK
OHIO
PENNSYLVANIA
INDIANA
WISCONSIN

THESE STATES

Contain two-thirds of the
Agricultural Wealth of the
UNITED STATES

MINNESOTA
IOWA
MISSOURI
NORTH DAKOTA
SOUTH DAKOTA
NEBRASKA
KANSAS

BEST EDITED AND MOST QUOTED OF FARM PUBLICATIONS.

C. A. TAYLOR, Publisher

Advertising Representatives:

LOUIS GILMAN,
World Building,
NEW YORK CITY

RYAN & INMAN,
McCormick Building
CHICAGO

Farmers' Fireside Bulletin

(Only Three Years Old)

Is Texas Greatest Weekly Farm Home-Paper, considering age.

15,702 Sworn net paid-in-advance subscribers for the year ending June 1st, 1915. Proven by Postal receipts.

Carries MORE Classified and Poultry Advertising than any other Southwestern Farm Paper.

TRUTH OF ALL ADVERTISING GUARANTEED.

Write for rates and map showing sworn circulation by counties.

Farmers' Fireside Bulletin, Arlington, Texas

OVER
1,000,000

Socialists in the United States, and Their Leading Magazine Is

THE INTERNATIONAL SOCIALIST REVIEW

Socialist publications have come and Socialist publications have gone, but the International Socialist Review goes on forever.

THE OLDEST AND BEST

The International Socialist Review is the Oldest Illustrated Socialist Magazine in the World.

FOR OVER 15 YEARS

in every issue it has carried news illustrated with the best obtainable photographs of the latest inventions that are transforming industry and making industrial history; articles on popular science and news from the political and economic fields which are important to the worker, whether he works with pen or shovel. This is why it has the confidence of its readers—some advertisers can have the benefit of this confidence. The Socialists read the International Socialist Review

THROUGHOUT THE SPRING, SUMMER, AUTUMN AND WINTER

because they are constantly on the alert to better the working and living conditions.

IT PAYS ITS ADVERTISERS

not all, but most of them. However, the advertising carried in the last six issues will suggest that the International Socialist Review is well worthy of a "tryout."

INCLUDE THE INTERNATIONAL SOCIALIST REVIEW IN YOUR NEXT LIST

WRITE FOR RATES AND RESERVE SPACE FOR CAMPAIGN YEAR (1916)

ALL ADVERTISING NEXT TO PURE READING MATTER

Published Monthly

by

Chas. H. Kerr & Company

Chicago

Regarding Advertising

Address

Harry Coan,

Advertising Manager

Hartford Building

Chicago

Subscription

\$1.00 For 12 Months



THE

HIGHEST GRADE
SOCIALIST MAGAZINE
PUBLISHED

SIZE OF MAGAZINE

Type Page - 8x5½ in.
224 Lines

Two Columns to Page

Length of Columns - 8 in.
112 Lines

Width of Columns - 22 3 in.
16 Picas

The "Amerika"

Established January 12, 1872
CAPITAL, \$146,670

Published by
German Literary Society
Jas. Gummersbach, President

German Daily, Sunday and Semi-Weekly. Independent Democratic General Newspaper

During its existence of over 42 years The Amerika has steadily increased its standing—and is generally recognized as one of the best edited newspapers in the country.

Democratic in politics, it has wielded for years a powerful influence among German Democrats.

It reaches the best class of German residents in St. Louis and surrounding territory. Aside from its political character (the only German Democratic daily in St. Louis) it is the established and only acknowledged daily organ of the German Catholic population of St. Louis, comprising 23 parishes with over 25,000 families. It is the only daily bringing direct all news pertaining to these, and of their numerous affiliated societies, sodalities, schools, entertainments, etc.

The Amerika is the acknowledged organ of the Deutsch Romish Katholischer Central-Verein (German Catholic Central Union), with 15 branches in St. Louis, and also of the Catholic Knights of America, with 16 German branches in St. Louis and other sister organizations.

The semi-weekly edition (Tuesdays and Fridays) follows the same principles and is one of the best known German weeklies in the United States with large circulation in Missouri, Kansas, Nebraska, Iowa, Illinois—in fact has readers in nearly every state in the Union—being considered an authority in matters pertaining to the Catholic church and its many organizations in every city and state. Its editorial management is well known in all German circles, the editorials being of striking originality and comprehensiveness on all questions of the day.

The Amerika thus has a field of readers covered by no other German newspaper in St. Louis—and being a political and religious paper, giving advertisers the double advantage attached to this circumstance.

GERMAN LITERARY SOCIETY, Publishers, Amerika Bldg., 18 S. 6th St., St. Louis, Mo.

The Leavenworth TIMES

D. R. ANTHONY, Jr., Mgr.

CLAIMS to be the best daily newspaper, and to have the largest daily circulation of any daily paper in the United States, printed in a city of the population of Leavenworth—25,000. Aside from the city proper there is located adjoining Leavenworth on Military Reservations, Fort Leavenworth, the largest Military Post in the United States, where the government is spending \$5,000,000 constructing a Brigade Fort; and also the National Soldiers' Home, containing 4,000 veterans, all of whom draw pensions, and who, local druggists state, are on account of physical ailments, great buyers of Patent Medicines. Practically every home in Leavenworth City and nearly every farm home on the rural routes of Leavenworth County take the DAILY TIMES as the family newspaper.

THE NAVY

Is the Coming National
Magazine

20c per Copy, \$2.00 per Year

Free sample copy sent on receipt of
five cents in stamps.

In the United States

Its subscribers and readers are not confined to any one class of people or one section of the country; the whole country, as well as the colonial possessions, is represented on its paid subscription list.

In Foreign Countries

It offers a market for advertisers, for it is read (since it has actual paid subscriptions) in practically every foreign Admiralty and country—in England, Germany, France, Russia, Brazil, Peru, Turkey, Canada, Italy, Austria, Chile, Argentina, Central American States, West Indies, Australia, New Zealand, and Spain.

The Navy Publishing Co.

518 Southern Building, Washington, D. C.

The Mathews List

Leading local daily newspapers in more than thirty prosperous cities in New England.

332,779 Circulation (NET DAILY)

CONNECTICUT

Bridgeport Telegram
Hartford Post
Meriden Journal
New Haven Register
New London Day
Waterbury Republican

MAINE

Augusta Journal
Bangor Commercial
Bath Times
Biddeford Journal
Lewiston Sun
Portland Express

NEW HAMPSHIRE

Manchester Union-Leader
Dover Democrat

VERMONT

Barre Times
Bennington Banner
Burlington Free Press
Montpelier Argus
Rutland News
St. Albans Messenger

MASSACHUSETTS

Attleboro Sun
Fall River Herald
Fitchburg Sentinel
Haverhill Gazette
Holyoke Transcript
Lawrence Telegram
Lowell Sun
Lynn Item
North Adams Transcript
Northampton Gazette
Salem News
Springfield Union
Worcester Gazette

The Mathews System

The Mathews System is a method of introducing really worthy goods through daily newspaper advertising

The Mathews System means that you obtain adequate dealer distribution linked up with consumer demand

The Mathews System is operated in more than thirty cities in New England and is the key to the trade of two million people and thousands of dealers.

The Mathews System works in close harmony with leading advertising agencies.

The manufacturer whose goods merit more sales in New England may get in touch with the Mathews System through Nelson Chesman & Co. or any leading advertising agency.

THE JULIUS MATHEWS SPECIAL AGENCY

Home Office 1 Beacon St., Boston

BRANCH OFFICES:

171 Madison Ave., New York

601 Hartford Bldg., Chicago

ADVERTISERS' GUIDE TO THE RICHEST SECTION OF THE SOUTHWEST

The Enid Morning News

Northwestern Oklahoma's Leading Daily

Growing Every Day and Will Make Your Business Grow

GUARANTEED CIRCULATION, 3,800—"WE PUBLISH MORE"

ELAM & DUNLAP, Publishers,

Enid, Oklahoma

Special Representative, WALTER U. CLARK AGENCY, Advertising Bldg., Chicago, Ill.

The Columbiad

THE NATIONAL CATHOLIC MONTHLY

350,000 Circulation Guaranteed

75 CENTS PER AGATE LINE

Devoted to Current Topics From a Catholic Viewpoint

The Magazine that has the Confidence of the 20,000,000

Catholics in the United States

Columbiad Publishing Company

SECOND NATIONAL BANK BUILDING, HOBOKEN, N. J.

D. P. TOOMEY, Publisher

WESTERN OFFICE:

Chas. L. Emrich,
58 W. Washington St., Chicago, Ill.

NEW ENGLAND OFFICE

L. J. Watson,
100 Boylston St., Boston, Mass.

The Hartford Courant

Established 1764—Daily 1837—Sunday 1913

Oldest in Years—Youngest in Activity

THE HARTFORD COURANT spares no effort or expense in maintaining its position at the head of the newspaper press of Connecticut, a position which it has held for 151 years.

THE COURANT, while never sensational, is always newsy and fearless. It is reliable and clean—a paper for the home.

THE COURANT is the only morning paper in Hartford, and altogether the leading morning paper of Connecticut.

The Hartford Courant Co., Hartford, Conn.

Foreign Advertising Representatives:

CHAS. H. EDDY & CO., R. J. Virtue, Manager
Peoples Gas Bldg., Chicago

CHAS. H. EDDY & CO.
Fifth Avenue Bldg., New York

The Mother's Magazine

has all the characteristics, features and important departments appropriate to any woman's publication.

BUT its value is sharply intensified, its scope impressively broadened, its field clearly defined, and its appeal more intimate because it is a *Class Magazine for Women*—THE MOTHERS—with 100% class circulation.

YOUR sales message in a woman's publication, that goes directly into the hands of the Mother—the family buyer—in 575,000 real, comfortable, representative homes, is *decidedly worth while*.

TIME and again its worth has been proven as the logical medium to reach the Housewife and Mother—the most desirable and continuous buyer of all consumers.

The Mother's Magazine

"HER" Trade Journal

ELGIN, - ILLINOIS

NEW YORK

CHICAGO

ST. LOUIS

(Member A. B. C.)

Paducah - Kentucky - Sun

Publisher's statements, reports to the government mean little. A. B. C. audits are the sterling marks on a publication's distribution. The Sun is the ONLY member of the A. B. C. in Paducah, and it guarantees Twice the City distribution, three times the county distribution any other publication affords in its field.

A CLEAN, conservative, aggressive newspaper.

A newspaper that commands the respect of the most intelligent Jewish people.

A newspaper whose success has been phenomenal.

A newspaper whose editorials are frequently quoted and commented on by the American press.

A newspaper recognized as the best advertising medium in the Jewish language.

— THE DAY —

THE NATIONAL JEWISH DAILY

183 East Broadway

New York City

PRE-EMINENTLY A PAPER FOR THE DOMESTIC CIRCLE.

The Brooklyn Citizen

The Great Democratic Newspaper of Brooklyn.

90 per cent of the circulation of The Brooklyn Citizen goes directly into the homes of thrifty and well conditioned people.

It is not a newspaper that is merely read in the street cars and then thrown away.

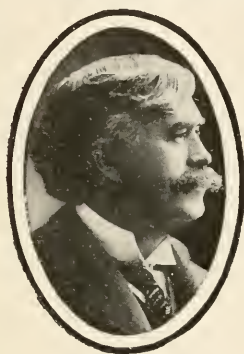
Daily, 1c

Sunday, 3c

THE BROOKLYN CITIZEN, Brooklyn, N. Y.

Special Representative, HENRY DeCLERQUE, 5 So. Wabash Ave.

A Tremendous Influence in the Richest Farm States



JAMES M. PIERCE
Publisher

PIERCE'S FARM WEEKLIES include local publications at Des Moines, Iowa, Kansas City, Missouri, and Madison, Wisconsin.

Circulation is concentrated in the rich farming areas surrounding these chief trade centers, and editorial matter is prepared especially for residents of this territory and by men thoroughly acquainted in the separate fields.

Every week in the year more than 320,000 farm homes receive PIERCE'S FARM WEEKLIES. Each paper bears a distinct message to farmers in its field. The editorial matter is not "time copy" but alive with current local interest.

Iowa, Missouri, Kansas, Nebraska, Illinois, Wisconsin, Minnesota, Oklahoma and the Dakotas are included in "The Grain Belt" which comprises the PIERCE'S FARM WEEKLIES Field. In this field the farmers are better able to make substantial purchases than any other class of citizens. These farmers of the Grain Belt average up better, under the prosperity measuring rule, than any equal number of people in the world today.

PIERCE'S FARM WEEKLIES

Iowa Homestead, Des Moines, Iowa.....	140,000
Farmer and Stockman Kansas City, Mo.	100,000
Wisconsin Farmer, Madison, Wis.	80,000
Total Guaranteed Circulation.....	320,000

Member Audit Bureau of Circulations



FLORIDA METROPOLIS *Florida's Greatest Newspaper* JACKSONVILLE, FLA.

Guarantees to all advertisers more daily net paid, home-delivered circulation in Jacksonville and within a radius of 100 miles in Florida than any other paper.

GEORGE A. McCLELLAN, President

—Representatives—

CHICAGO—

THE E. KATZ SPECIAL AGENCY

—NEW YORK

American Globe-Protective Financier

**OLDEST FINANCIAL MAGAZINE IN SOUTHERN CALIFORNIA
REFUSES TO ACCEPT STOCK SELLING ADVERTISEMENTS.**

Has averaged 10,000 Bonafide Stockholders Circulation. It Goes Monthly Into Twenty-eight States of the United States and Several Foreign Countries. Subscription 10c per Copy; \$1 a Year. Now in its 12th Year. Bonafide Financial Advertising or Mercantile Accepted at \$2.00 per Inch per Month, Next to Pure News.

**SEND 10c FOR COPY OF INVESTORS' GUIDE AND PROBE
CORPORATIONS IN WHICH YOU OWN STOCK.**

International Bank Building, Los Angeles, California

Best In Its Territory.

Since we purchased the Evening Chronicle and consolidated it with the Charlotte News

THE NEWS-CHRONICLE

is by long odds the leading Evening and Sunday paper in the two Carolinas.

THE TIMES-DEMOCRAT

is the leading Semi-Weekly in this territory. If you want the best service for the money investigate these claims.

THE NEWS PUBLISHING CO., CHARLOTTE, N. C.

The Household Guest

(PUBLISHED MONTHLY)

\$3.00 Per Agate Line

Guaranteed Circulation, 750,000 Copies

THIS CIRCULATION is absolutely guaranteed for every issue. All orders accepted subject to the proof of 750,000 circulation in the shape of receipts.

Every copy mailed direct to a subscriber.

Home circulation. Read by people who are dependent upon the magazine to supply their wants.

If you want the patronage of those who live in the small towns and R. F. D. districts, it will pay you to get in touch with us for further data and information.

We know that it will be well worth while for you to get acquainted with us.

Western Advertising Office
Boyce Building
Chicago, Ill.

R. B. LEFFINGWELL
Representative

Eastern Advertising Office
1182 Broadway
New York

H. B. RAYMOND
Representative

Household Guest Circulation

Alabama	17,764
Arizona	1,333
Arkansas	17,328
California	25,328
Colorado	6,798
Connecticut	10,309
Delaware	2,861
Florida	9,931
Georgia	18,921
Idaho	5,577
Illinois	46,333
Indiana	31,758
Iowa	31,276
Kansas	15,990
Kentucky	14,075
Louisiana	11,064
Maine	5,994
Maryland	7,629
Massachusetts	16,837
Michigan	41,869
Minnesota	18,414
Mississippi	13,567
Missouri	26,895
Montana	6,471
Nebraska	11,698
Nevada	716
New Hampshire	3,260
New Jersey	13,839
New York	46,841
New Mexico	1,939
North Carolina	20,364
North Dakota	7,271
Ohio	43,858
Oklahoma	18,634
Oregon	7,094
Pennsylvania	39,063
Rhode Island	2,460
South Carolina	12,322
South Dakota	4,716
Tennessee	15,017
Texas	28,484
Utah	4,836
Vermont	5,313
Virginia	14,600
Washington	10,555
Washington, D. C.	219
West Virginia	12,225
Wisconsin	27,103
Wyoming	2,300
Singles and Unassorted	37,827
Chicago and Foreign under Postage	3,300
Total	800,176

GARY-Indiana-POST

The POST has reached its present circulation of

4,200 Net Paid

by *steady, natural* growth. Absolutely covers Gary and immediate vicinity. The home paper of the steel city. Anxious to co-operate with responsible advertisers. Rate, 14c per inch flat.

National Herald

The only National Weekly Publication reaching the general wine, spirit and beer trade.

Read every week by the largest distillers, brewers, importers and wholesale dealers, hotel men and saloon proprietors.

**THE PEOPLE AND THE BUSINESS PAY
THE MONEY TO RUN THE GOVERNMENT.**

DO YOU WANT THEIR TRADE?

THE NATIONAL HERALD is the open door to this large class of buyers.

Specimen copies and advertising rates upon application.

NATIONAL HERALD, Inc.

BOURSE BUILDING

PHILADELPHIA

**IT PAYS TO ADVERTISE
IN THE**

“Louisville Anzeiger”

LOUISVILLE, KY.

The Only German Daily Published South of the Ohio River.

The John Budd Company



Representing Newspapers of Known Circulation



Tribune Bldg., Chicago

Burrell Bldg., New York

Chemical Bldg., St. Louis

MEMPHIS COMMERCIAL APPEAL—Guaranteed circulation over 60,000 copies daily and 90,000 copies Sunday. Ninety-five per cent of the reading population of Memphis and Memphis territory read the Commercial Appeal. Ninety-seven per cent of its city circulation is delivered into the homes.

NEW ORLEANS ITEM—Guaranteed circulation over 51,000 copies daily and Sunday. New plant, growing every month; a phenomenal success. Best proposition in New Orleans and no complete success is attained there without using it. Largest circulation—fairest rate—makes the Item pay.

BINGHAMTON PRESS—Guaranteed circulation over 25,000 copies daily. Over double the circulation of its nearest competitor (guaranteed) and is supreme in its field as a result-producing proposition. One of the country's most notable newspapers.

COLUMBIA STATE—Guaranteed circulation over 20,000 daily and Sunday. Ranks high in return-producing value. No South Carolina advertising campaign successful and no Southern list complete without it.

SAN ANTONIO EXPRESS—Guaranteed circulation over 20,000 copies daily and 30,000 copies Sunday. Leads all other Texas newspapers in volume of advertising carried, and completely dominates its field. A powerful and influential newspaper.

EL PASO HERALD—Guaranteed circulation over 18,000 copies daily. A magnificent, metropolitan-like newspaper that leads, three to one, in a prosperous, rapidly developing territory of vast trade possibilities.

CHATTANOOGA TIMES—Guaranteed circulation over 22,000 daily and Sunday. Delivered into 11,000 homes in Chattanooga every day—more than double that of the other Chattanooga paper.

EVANSVILLE COURIER—Guaranteed circulation over 17,000 daily and Sunday. Largest circulation by thousands and only Evansville paper that will prove circulation. Absolutely essential to any successful Indiana campaign.

LITTLE ROCK GAZETTE—Guaranteed circulation over 23,000 daily and 35,000 Sunday. Only morning newspaper in the Capital of the State and Arkansas can be covered splendidly by the Gazette. Only Little Rock newspaper proving its circulation. Seventy-five per cent more circulation guaranteed.

SYRACUSE EVENING JOURNAL—Guaranteed circulation over 40,000 daily. Only one-cent paper in Syracuse, and has a larger local (Syracuse and environs) circulation than any other Syracuse paper. Ask your Syracuse connection.

NORFOLK LEDGER-DISPATCH—Guaranteed circulation over 24,000 daily. The only afternoon paper in Norfolk and dominates that splendid field completely. Leads in local, foreign and classified advertising.

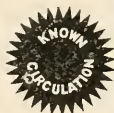
NEWPORT NEWS TIMES HERALD—NEWPORT NEWS DAILY PRESS—Guaranteed combined circulation of over 10,000. Only newspapers published in this section of over 55,000 population.



We offer exact and complete information regarding these publications. We can supply carefully compiled statistics concerning trade and business conditions in the sections they cover and among the people they reach.



SEE PAGE FOLLOWING



We are prepared to render expert assistance in the line of co-operative work leading to the development of your business in their respective sections, in conjunction with publicity in their columns.



BIRMINGHAM LEDGER—Guaranteed circulation over 29,000 daily—more local and suburban than that of any other Birmingham paper. Recognized generally as the best advertising medium in Alabama. Has taken the lead in Birmingham.

SAVANNAH PRESS—Guaranteed circulation over 12,000 copies daily. To thoroughly cover Savannah. The Press must be used, and with its reasonable rate it is not only the cheapest, but the best. Ask anybody in Savannah.

RICHMOND EVENING JOURNAL—Guaranteed circulation over 20,000 copies daily. The paper that gets the local business. Gives splendid results at a fair rate. Has forged rapidly to the front. No strings to the Journal. No enemies to punish. No axes to grind.

THE RALEIGH TIMES—"\$5.00 a year and worth it." Guaranteed circulation over 5,000 and double the paid circulation in the city of Raleigh of any other newspaper distributed there.

TAMPA TIMES—Guaranteed circulation over 15,000, circulating in the richest section of Florida. Leads in advertising and prestige. Keeping pace with the rapid growth of Tampa.

WEEKLIES

GRIT—Guaranteed circulation over 250,000 copies weekly. Goes into more than 14,000 of the smaller cities, towns and villages of the country. Read by prosperous people, wage earners, tradespeople and farmers. Ask anybody about "Grit"—America's greatest family weekly.

UTICA SATURDAY GLOBE—Guaranteed circulation over 100,000 copies weekly. Beautifully printed and carefully edited to the likes of a purchasing clientele throughout New York, Pennsylvania and New England. To reach the right sort, don't omit the Globe.

NATIONAL TRIBUNE—Guaranteed circulation over 150,000 copies weekly. Published at Washington, and a publication of absorbing interest to all Civil, Spanish and Philippine war veterans. One of the best known "pullers" on "keyed" advertisements. Full of copy every issue because it "pulls."

WEEKLY COMMERCIAL APPEAL—Guaranteed circulation over 100,000 copies weekly. Thoroughly covers the most prosperous section of the rich South and Southwest. One of the best known leaders on numbers of "keyed" propositions. Try out the Commercial Appeal's rich territory on your agricultural copy.

ELMIRA TELEGRAM—Guaranteed circulation over 48,000 copies weekly. Unapproached in a rich field as a medium to cover majority of the territory of Southern New York and Northern and Northeastern Pennsylvania. At the rate a sure result producer.

THE SEMI-WEEKLY SAN ANTONIO EXPRESS—Guaranteed circulation over 19,000 copies each issue. Covers a rich agricultural section whose products run annually into the millions. Also a splendid mail order medium.

NEW ORLEANS ITEM FARMER—Guaranteed circulation over 25,000, circulating in that rich section of Louisiana and Mississippi—the territory with wonderful possibilities for the agricultural and mail order advertisers.

The John Budd Company

Representing Newspapers
of Known Circulation



Tribune Bldg., Chicago

Burrell Bldg., New York

Chemical Bldg., St. Louis



The Buying Power of the German Farmer

Good Crops and Better Methods have enriched the German Farmer. He has Improved Machinery and a Fin: Home with all modern conveniences—Automobiles, Pianos, Water Systems, Heating Plants, Electric or Acetylene Lighting Outfits, so common as to excite no comment. The modern educated German Farmer has money to buy anything he wants—a magnificent field for the Advertiser who uses space in the NATIONAL FARMER, the largest German farm paper in the West.

Average Circulation 1914, 49,431. Rate 15c per agate line.

**NATIONAL FARMER PUBLISHING CO.,
WINONA, MINN.**

"OUR SUNDAY VISITOR"

Publication Office,

- -

HUNTINGTON, INDIANA

ADVERTISING RATES:

\$1.00 Per **Flat** Guaranteed Paid Circulation March 25, 1915 **449,200**

NATURE OF PUBLICATION—OUR SUNDAY VISITOR is a National Weekly for both Catholics and Protestants and reaches its subscribers on or before the Sunday whose date it bears.
COPY—No medical, liquor, misleading or other objectionable advertisements accepted. *All Copy Subject to Approval.*

Length of Column—295 agate lines (14 lines to an inch), seven columns to the page.

Width of Column—Single column—13 ems or 2 1/6 inches; double column 26 1/2 ems.

FORMS—Forms close thirteen (13) days previous to date of distribution. To insure satisfactory insertion of advertisement, copy should be in our office at least 15 days before said date.

TERMS—All bills are payable only to the home office, on or before the 10th of the month following publication. 2% cash discount 10 days from date of bill only.

IF POSITION IS DEMANDED ADD 33 1/3% TO REGULAR RATE.

Western Office in charge of

FRANK W. CORNWALL

1535 First National Bank Building, Chicago

Telephone Randolph 1036

Campbell's Scientific Farmer, Billings, Montana

CAMPBELL'S SCIENTIFIC FARMER has the largest circulation of any farm paper in the Northwest. It has double the circulation of any other FARM PAPER published in Montana. It is not an ordinary farm paper but a high class journal devoted to soil tillage and crop growing—an agricultural authority. It goes to only the most up-to-date farmers. If you want to reach this class of farmers, if you want to reach the people who are building the State of Montana, you can do so through Campbell's Scientific Farmer more effectively than through any other medium.

We Guarantee Thirty-Five Thousand Circulation, of this fifteen thousand is in the State of Montana where the greatest development of the century is going on, where the largest yields of farm products are being secured and where the greatest demand for farm improvements and farm machinery is to be found. **Advertising Rate, 20 Cents Per Line.** Address

CAMPBELL'S SCIENTIFIC FARMER, Masonic Temple, Billings, Mont.

The Terre Haute Tribune

Is the big evening home newspaper, entering over 9,000 of the 11,000 homes in the city, over 15,000 in the city and suburbs and over 18,000 total homes daily. The Tribune leads all dailies in Indiana, except the Indianapolis News, in volume of advertising carried in week-day issues.

In charge of foreign advertising...

G. LOGAN PAYNE COMPANY

New York

Boston

Chicago

Detroit

The Telegraph-Herald

DUBUQUE, IOWA

Morning

Evening

Sunday Morning

Semi-Weekly

Circulation Daily, 12,028 net paid

Member Audit Bureau of Circulation, A. N. P. A., Associated Press and Iowa Press

Represented by **ALCORN & HENKEL**

Peoples Gas Bldg., Chicago, Ill. Marbridge Bldg., New York, N. Y.

"You are not casting pearls before swine"

When advertising in

The Stock Yards Nugget

KANSAS CITY, MISSOURI

The Stockman's paper, reaches the men who have money to buy what they want.

Guaranteed Circulation, 90,000

Distributed through the livestock raising and feeding territory of Central Southwest. Reaches more of this class than can be reached in any other way

Advertising rates reasonable

THE STOCK YARDS NUGGET

712 Oak St., Kansas City, Mo.



REACHING SOUTHERN TRADE

To develop a preference for your goods among the substantial white element, the tax-payers in the South, the people who own the property and regulate and control the business, social and religious life in the South—is not a difficult proposition IF YOU USE THE PROPER MEDIA.

THE SOUTH'S POPULATION IS 83% RURAL.

That is, 83% of the population of the South is distributed in the open country and in towns of less than 5,000 population.

THE SOUTHERN PEOPLE ARE INTENSELY RELIGIOUS

because church development reaches its best in small towns and open country, where it furnishes to the country and small townspeople entertainment, opportunity for public gatherings, social intercourse, etc., which is not offered through any other avenue to anything like so great a degree, and the South is 83% rural.

Thus, in order to reach the substantial white people in the South completely and most effectively, you must reach them through publications that have their circulation in the country and small towns.

The best media of general circulation for reaching these people in a general advertising campaign is the

JACOBS SOUTHERN RELIGIOUS LIST

with a circulation which is read by approximately 61.2% of the entire population of seven million substantial white tax-payers in the South, and wastes no circulation on the negroes and poorer class of whites.

If you wish a quality proposition, here it is.

If your goods are bought by the substantial element of the South, here is your opportunity.

**The Jacobs Religious List has a duplication of only 4%,
and yet covers practically the entire South.**

Should you advertise in the Jacobs List, you will be given a sworn circulation statement from the editor of each publication as regards the quantity, distribution and quality of the particular publication, and your advertisement will command the confidence of the readers of the publication because they know it goes in with the approval of the editor, whom they personally know and in whom they have confidence.

SEE FOLLOWING PAGES



JACOBS RELIGIOUS LIST

Name of Publication	Address	Circulation	Inch Rate
ALABAMA 16,906			
Alabama Baptist	Birmingham	7,533	\$0.75
Alabama Christian Advocate	Birmingham	9,373	.94
ARKANSAS 6,010			
Baptist Advance	Little Rock	*6,010	.60
GEORGIA 23,095			
Christian Index	Atlanta	12,567	1.26
Wesleyan Christian Advocate	Atlanta	10,528	1.05
ILLINOIS 4,688			
Illinois Baptist	Marion	4,688	.47
FLORIDA 7,863			
Florida Christian Advocate	Lakeland	*5,263	.53
Present Truth Messenger	Live Oak	2,600	.26
INDIANA 17,389			
Indiana Catholic and Record	Indianapolis	*14,850	1.49
General Baptist Messenger	Owensville	2,539	.25
KENTUCKY 57,733			
Western Recorder	Louisville	12,000	1.20
Baptist Flag	Fulton	12,563	1.26
Pentecostal Herald	Louisville	*24,520	2.45
Central Methodist Advocate	Lexington	*8,650	.87
LOUISIANA 13,042			
New Orleans Christian Advocate	New Orleans	7,695	.77
Jewish Ledger	New Orleans	5,347	.53
MARYLAND 7,100			
Baltimore Southern Methodist	Baltimore	*7,100	.71
MISSISSIPPI 9,641			
Baptist Record	Jackson	7,641	.76
Mississippi Baptist	Newton	2,000	.20
MISSOURI 18,225			
Church Progress	St. Louis	*9,725	.97
Western and Sunday Watchman	St. Louis	8,500	.85
NORTH CAROLINA 46,286			
Presbyterian Standard	Charlotte	*5,145	.51
Charity and Children	Thomasville	*17,652	1.77
N. C. Christian Advocate	Greensboro	*7,108	.71
Biblical Recorder	Raleigh	13,725	1.37
Christian Sun	Elon College	*2,656	.27
OHIO 35,194			
Catholic Columbian	Columbus	*21,194	2.12
Christian Leader	Cincinnati	14,000	1.40
OKLAHOMA 4,005			
Baptist Messenger	Oklahoma City	4,005	.40
SOUTH CAROLINA 35,320			
Associate Reformed Presbyterian	Due West	*2,800	.28
Baptist Courier	Greenville	7,000	.70
Lutheran Church Visitor	Columbia	*6,316	.63
Southern Christian Advocate	Anderson	8,098	.81
Thornwell Messenger	Clinton	*4,173	.42
Way of Faith	Columbia	*6,933	.69

SEE PRECEDING AND FOLLOWING PAGES



JACOBS RELIGIOUS LIST—Continued

Name of Publication	Address	Circulation	Inch Rate
TENNESSEE 66,258			
Primitive Baptist	Martin	10,145	\$1.01
Baptist and Reflector	Nashville	6,138	.61
Gospel Advocate	Nashville	14,000	1.40
Cumberland Presbyterian Banner	Tullahoma	10,250	1.03
Presbyterian Advance	Nashville	9,081	.91
Jewish Spectator	Memphis	16,644	1.66
TEXAS 28,471			
Firm Foundation	Austin	22,000	2.22
Christian Courier	Dallas	6,300	.63
VIRGINIA 13,980			
Religious Herald	Richmond	7,480	.75
Richmond Christian Advocate	Richmond	*6,500	.65
WEST VIRGINIA 10,125			
Baptist Banner	Parkersburg	5,000	.50
Methodist Laymen's Herald	Sutton	5,125	.51
		421,331	\$42.13

Forms close Monday of week preceding date of issue.

SEMI-MONTHLY PUBLICATIONS

NORTH CAROLINA

Zion's Landmark	Wilson	4,000	\$0.40
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Forms close Monday of week preceding date of issue.

MONTHLY PUBLICATIONS

GEORGIA

Westminster Magazine	Atlanta	*10,000	\$1.00
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OHIO

Choir Leader; Choir Herald	Dayton	*50,458	5.04
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SOUTH CAROLINA

Our Monthly	Clinton	*4,173	0.42
S. C. Pythian	Abbeville	10,370	1.04
		75,001	\$7.50

Forms close Monday of week preceding date of issue.

SPACE DISCOUNTS: 10 inches, 5%; 50 inches, 10%; 200 inches, 15%;
500 inches, 20%.

Should Your Advertising Campaign Be a Complete One?

It can never be complete until you have used the publications which have a local interest—the country weeklies and the small dailies.

Do you wish to have your ad appear in a publication which commands the greatest local interest? Do you wish your ad to appear alongside the local news, which is of more vital interest to the local reader than the news of the entire outside world? If so, use the country weeklies and the small dailies.

SEE PRECEDING AND FOLLOWING PAGES



THE JACOBS SELECT SECULAR LIST

includes the cream of the country weeklies and small dailies in North Carolina, South Carolina and Georgia. It includes only publications whose circulations have been thoroughly investigated, and the quantity, distribution and quality of which are given completely in sworn circulation statements.

THE JACOBS SECULAR LIST DAILY LIST

Name of Publication	Address	Circulation	Inch Rate
GEORGIA			
Courier Herald	Dublin	2,000	\$0.18
The Banner	Brunswick	1,524	.14
Total		3,524	\$0.32

SEMI-WEEKLY LIST

NORTH CAROLINA			
State Dispatch	Burlington	2,750	\$0.27
Journal	Monroe	3,900	.39
Highlander	Shelby	4,500	.45
Total		11,150	\$1.11
SOUTH CAROLINA			
Watchman & Southron	Sumter	1,847	.18
News	Lancaster	2,250	.23
Total		4,097	\$0.41

WEEKLY LIST

NORTH CAROLINA			
Record	Goldsboro	1,500	\$0.15
Bulletin	Asheboro	2,100	.21
Eagle	Cherryville	1,175	.12
Guide	Dunn	3,000	.30
Index	Fayetteville	4,000	.40
Home	Marshville	2,000	.20
Enquirer	Monroe	4,500	.45
Post	Rockingham	3,000	.30
Times	Thomasville	2,000	.20
Journal	Jonesboro	2,250	.23
Messenger & Intelligencer	Wadesboro	3,400	.34
Progress	Washington	2,000	.20
Total		30,925	\$3.10

SEE PRECEDING AND FOLLOWING PAGES



THE JACOBS SELECT SECULAR LIST—Continued

Name of Publication	Address	Circulation	Inch Rate
GEORGIA			
News	Commerce	1,300	\$0.13
Times	Carrollton	2,550	.25
Standard	Cedartown	2,500	.25
Courier-Herald	Dublin	4,600	.46
News	Summerville	1,650	.17
Total		12,600	\$1.26
SOUTH CAROLINA			
Sentinel Valley News	Aiken	1,500	.15
Chronicle	Camden	*1,950	.20
Advertiser	Chesterfield	2,000	.20
Field	Conway	3,200	.32
Commonwealth	Florence	3,000	.30
Guardian	Hampton	3,325	.33
Messenger	Hartsville	2,150	.22
Eagle	St. George	1,800	.18
Press and Standard	Waterboro	3,275	.33
		22,200	\$2.23

SPACE DISCOUNTS: 10 inches, 5%; 25 inches, 10%; 50 inches, 15%;
 100 inches, 20%; 200 inches, 25%; 500 inches, 30%;
 1,000 inches, 33½%.

If You Wish to Reach Southern People, Advertise in Publications Published in the South and Read By Southern People

If you desire information about the South, consult a Southern Agency which has had 17 years of advertising experience in the South and which KNOWS SOUTHERN CONDITIONS.

A 1-cent post card will bring you an estimate on any of the publications in the above lists, and, if you desire it, information as regards trade conditions in the South, selling plans, ad writing, designing, advertising advice, and, in fact, all information necessary in conducting a successful advertising campaign.

JACOBS & COMPANY

CLINTON, S. C.

ADVERTISING—DESIGNING—ELECTROTYPING—ENGRAVING—PRINTING

(Largest Special Advertising Agency in America)

SEE PRECEDING PAGES



OUR MOTTO
BLIND AS A BAT TO EVERYTHING BUT RIGHT.

ST. LOUIS

Circulation Statement In Detail

STATE	Total Circulation	In towns of 10,000 population and over	In towns of less than 10,000 and rural	STATE	Total Circulation	In towns of 10,000 population and over	In towns of less than 10,000 and rural
Alabama.....	3,103	218	93%	New Jersey....	1,402	1,108	31%
Alaska.....	165	100%	New Mexico....	1,266	56	96%
Arizona.....	875	61	93%	New York.....	4,401	2,461	44%
Arkansas.....	7,629	438	94%	No. Carolina...	1,012	323	68%
California.....	4,978	993	78%	No. Dakota....	2,598	29	99%
Canal Zone....	61	Ohio.....	17,527	6,387	63%
Colorado.....	3,056	503	83%	Oklahoma.....	24,542	646	98%
Connecticut....	219	189	15%	Oregon.....	3,610	378	89%
Cuba.....	14	Philippine Isl..	5
Delaware.....	28	26	10%	Pennsylvania..	13,676	3,154	77%
Dist. of Col....	24	24	Rhode Island...	150	38	75%
Florida.....	3,564	484	86%	So. Carolina....	1,254	391	69%
Georgia.....	2,356	652	72%	So. Dakota.....	1,509	32	98%
Hawaii.....	1	Tennessee.....	1,870	296	84%
Idaho.....	2,239	71	97%	Texas.....	20,781	2,093	90%
Illinois.....	9,772	2,582	73%	Utah.....	614	197	66%
Indiana.....	10,964	4,188	62%	Vermont.....	113	59	47%
Iowa.....	6,065	1,153	81%	Virginia.....	824	226	72%
Kansas.....	6,236	741	88%	Washington....	5,000	1,056	79%
Kentucky.....	3,497	343	90%	West Virginia..	5,653	426	93%
Louisiana.....	5,457	453	92%	Wisconsin.....	1,403	678	52%
Maine.....	310	56	82%	Wyoming.....	372	9	98%
Maryland.....	464	154	66%	Scattering.....	1,210	100%
Massachusetts..	383	265	30%	St. Louis.....	997	997
Michigan.....	5,656	2,649	53%	Totals.....	213,075	41,747	80.4%
Minnesota.....	4,860	1,458	70%	Newsdealers...	13,601
Mississippi....	2,572	261	90%	Mexico.....	7
Missouri.....	10,730	1,621	85%	Foreign.....	71
Montana.....	2,834	791	72%	Advertisers and
Nebraska.....	2,455	228	91%	Agents.....	981
Nevada.....	604	26	96%	Exchanges.....	741
New Hampshire..	115	79	34%	Canada.....	510

Grand Total..... 228,986

80.4 per cent in Small Towns and in the Country—Advertising Rates, \$1.00 per Agate Line

National Rip-Saw Publishing Co., Pontiac Bldg., St. Louis, Mo.

The Illustrated Sunday Magazine Is the LEADING Sunday Magazine.

Nearly every one of the sixteen important Sunday newspapers which circulate the *Illustrated Sunday Magazine* is the dominating and leading newspaper and advertising medium in its territory.

Sunday magazines have proved their worth and the *Illustrated Sunday Magazine* is the *leading* Sunday Magazine.

Pittsburgh Gazette-Times
Minneapolis Tribune
Rochester Democrat
and Chronicle
Memphis Com. Appeal
Columbus Dispatch

Philadelphia Record
Detroit Free Press
Boston Herald
Louisville Courier-Journal
Milwaukee Sentinel
Worcester Telegram

Omaha World-Herald
Buffalo Times
Des Moines Register
and Leader
Dayton News
Providence Tribune

PAUL BLOCK, Inc.

New York

Chicago

Boston

Detroit

THE BALTIMORE AMERICAN (MORNING)

THE BALTIMORE STAR (EVENING)

Are the Leading Newspapers in Baltimore.

THEY go into the homes of the best people in the city and state to a greater extent than the other papers combined. The AMERICAN and STAR are the leading family any financial papers in Baltimore. They are ably edited, and appeal to the financier, banker and business man because of the reliability of the information printed in the news and advertising columns.

PROVED CIRCULATION.

American and Star combined . . 135,000

American (Sunday) 115,000

The American and Star Are Read
by Everyone Worth While.

Members of the Audit Bureau of Circulations.

Cincinnati, Ohio

If you wish to reach the very large class of wealthy German people in Cincinnati and suburbs, you must
USE

The Daily Freie Presse (Every Morning)

The Daily Abend-Press (Every Evening)

The Sonntagsblatt (Sunday Issue of the Freie Presse)

These papers belong to the best and most influential German papers in the U. S. They are read in almost every German home in Cincinnati and 150 miles around it.

The Cincinnati Freie Presse Co., Publisher
905 VINE STREET, CINCINNATI, O.

When you are placing an advertisement,
there are three things to remember—

Illinois—

Peoria—

THE TRANSCRIPT

THE TRANSCRIPT

Is the only morning paper in Peoria, a city of 75,000

THE TRANSCRIPT

Has the largest carrier delivery, reaching the worth-
while homes.

THE TRANSCRIPT

Is a member of Audit Bureau of Circulations.

Knill - Chamberlain - Hunter, Inc.

Publishers' Representatives

CHICAGO, ILL.

122 S. Michigan Blvd.

NEW YORK, N. Y.

225 Fifth Avenue

For

Missouri and Southern Illinois USE Journal of Agriculture

Sixty cents per Agate line. 150,000 Guaranteed
Circulation.

Reaching the best Farmers.

Members A. B. C.

Address Journal of Agriculture

716 Lucas Ave.,

- -

St. Louis, Mo.

Or Our Representatives,
John M. Branham & Co.,

Chicago
Mallers Bldg.

New York
Brunswick Bldg.

St. Louis
Chemical Bldg.

EL PASO (TEXAS) Morning Times

Full Associated Press Service, augmented by 400 special correspondents throughout the Southwest.

P. O. Statement Circulation April 1, 1915
18,204 Daily. 22,642 Sunday alone

Advertising Patronage, August, 1915:

Times . . 35,701 inches.

Herald . . 22,235 inches.

Lead of Times 13,466 inches.

Buy the Times for your El Paso publicity!
It possesses better productive power! Cost
is reasonable—results almost certain.

The S. C. Beckwith Special Agency

Sole Representatives

New York
N. Y.

St. Louis
Mo.

Chicago
Ill.

Published Monthly — Established 1864

The Farmers and Planters Guide

DETAILED AVERAGE CIRCULATION:

Alabama.....	190	Delaware....	2,010
Florida.....	364	Georgia.....	150
Iowa.....	431	Kentucky....	164
Louisiana....	184	Maryland....	11,625
New York....	440	N. Carolina..	612
New Jersey..	170	Ohio.....	586
Pennsylvania	910	S. Carolina..	280
Virginia....	2,502	W. Virginia..	401
Total			21,019

FOR RATES OR OTHER INFORMATION
SEE PAGE 113 OF THIS BOOK
OR ADDRESS

GEO. O. GOVER, Publisher

110 So. Charles St. Baltimore, Md.

Western Representative Eastern Representative
Rodenbaugh & Morris Co., Inc. Cook & Apgar
Chicago, Ill. 100 W. 32d St., New York

New York COURIER

And International Topics

PUBLISHED EVERY SATURDAY

**The War of Today—Illustrated—Authentic European Reports.
Men of Today. Literary Topics. Society—Local and International.
Club Topics. Dramatic and Musical Topics.**

"I approve of vacations for young and old. I believe that young men and women should earn their vacations, and that there can be no true vacation unless the summer months follow nine months of hard work."—President Shurman, Cornell University.

TO serve the interests of our readers as well as those of our advertisers, we have decided to conduct a Travel Department during the months of summer travel. Readers will find in our columns valuable information, and advertisers in our medium an excellent opportunity to bring their transportation facilities and resorts to the proper notice of our readers.

Arrangements have been made to answer through the Travel Department all questions that pertain to American and European travel, and suitable literature will be kept on file at our offices for the benefit of applicants. The prominent transportation lines and resort managers have agreed to avail themselves of our service, and have assured us of their hearty co-operation in our undertaking. Interesting illustrations pertaining to travel, resorts and their guests are always welcome, and will be reproduced so far as space permits. The service is free of charge to our readers and advertisers.

Further information on page 226 of this book or will be furnished upon application

LOWE PUBLISHING COMPANY, INC.

150 Nassau Street, New York, N. Y.

European Representative: A. C. Wilkie, Heilbronner Strasse 19, Berlin

IN MASSACHUSETTS

If you wish to advertise in an **ITALIAN NEWSPAPER** of
Reputation and Circulation, use

La Tribuna del Popolo

The Paper of the Masses and dedicated to the Brotherhood of
Humanity and Universal Peace

We are also publishers of

Il Messaggero di Worcester

(The Italian Medium of Worcester, Mass.)

We control at present two out of three Italian Newspapers in
Massachusetts; sold at one cent a copy.

213 Hanover Street, Boston.

ZION'S Boston, Mass. HERALD

To the advertiser who has a meritorious
article to sell, either thru the jobber or
by mail, this paper is a necessity if he
wishes to include among his customers

THE METHODISTS OF NEW ENGLAND

HERE IS A CONSTITUENCY OF 700,000

Remember, *Zion's Herald*, the only
Methodist paper published in New Eng-
land, as a result of 92 years of existence
and push has built up a dependent and
reliable constituency.

Rates and Samples on Request.
GEO. E. WHITAKER,
Publisher

Marion Leader-Tribune

Daily Except Monday

(Member A. B. C. Official Audit on Request.)

MARION, IND.

The Great Morning Daily of the Eleventh
Congressional District of Indiana.

GUARANTEES 8,000 CIRCULATION

In addition to the largest Carrier
Circulation in the city, it covers the
prosperous farming territory of Grant
and adjoining counties by means of
Rural Free Delivery, 45 carriers de-
parting daily on routes starting from
Marion and towns of Grant County; it
also enjoys a large distribution through
the post offices and by individual car-
riers in the 22 towns tributary to
Marion as a trading center.

RATE CARD ON REQUEST.

In Time of War Prepare for Peace

Canadian Newspapers never had such big circulation as they have right at the present time.

Advertisers never had such 'golden opportunities to do effective advertising as they have now.

The Canadians who go to the defense of the Empire can be relied upon to do their duty. Canadians who stay at home must do their part.

This will not be done by becoming hysterical, closing down factories, cutting off advertising appropriations and reducing expenses beyond all reason.

The nearer normal business at home is kept, the better for Canada and the Empire.

With foreign competition eliminated, there must necessarily be increased trade for Canadian and American manufacturers.

The wise advertiser who is not subject to attacks of cold feet, but who makes the best of things even under strange conditions, will be sure to benefit, and that as never before.

Then, too, it must be remembered that the business that suffers in war time will necessarily not be in as good condition when the war is over, so that in time of war it is well to prepare for peace.

The normal circulation of the Daily and Sunday World exceeds 145,000.

The war circulation of the Daily and Sunday World exceeds 230,000.

NO ADVANCE IN ADVERTISING RATES.

Now is the Time to Advertise

World Pub. Co., Ltd.
TORONTO, CANADA

CHICAGO
Harry R. Fisher
Boyce Bldg.

KANSAS CITY
Oscar G. Davies
Gumbel Bldg.

NEW YORK
Jno. F. Lyons
Brunswick Bldg.

"The World is Turning to the Pacific Northwest Today"

Northwest Farm and Orchard

A Monthly Publication Devoted to the Interests of the

Dairyman, Poultryman, Stockman, Dry Farmer
Fruitgrower and Gardener

FARM AND ORCHARD PUBLISHING CO., SPOKANE, WASHINGTON

REACH 225,000 HOMES

Of Well-to-do, Intelligent, Progressive
People Through

THE ETUDE

Presser's Musical Magazine

Subscription, \$1.50 a Year.

Founded in 1883 and Growing Steadily
Ever Since.

\$600,000,000 A YEAR

Six Hundred Million Dollars a year is the estimate of what is spent to bring music to the American Home. Over 225,000 enthusiastic, progressive people **BUY THE ETUDE** for inspiration and home study. They read it eagerly from cover to cover.

The ADVERTISER in **THE ETUDE** cuts out the illiterate, ambitionless class just as he cuts out those who have not the means to spend at least \$400.00 for a piano for self-improvement or to satisfy a need for good music.

THE ETUDE leads all the Musical Journals of the world in this profitable home field, which gives out fortunes annually in developing one of the greatest delights of modern life.

EIGHTY CENTS AN AGATE LINE

Page (672 lines) \$500.00.

Forms close on the first of the previous month.

THEO. PRESSER & CO., Publishers,
1712 Chestnut St., Philadelphia.

Special Advertising Representatives:

Ervin Belding	Cole & Freer	Edward P. Guild
70 Fifth Avenue	Peoples Gas Bldg.	6 Beacon St.
New York City	Chicago, Ill.	Boston, Mass.

Farmers Home Journal

PUBLISHED WEEKLY
AT LOUISVILLE, KENTUCKY

Contains More Saddle Horse News

Than any other publication in the country. Reports of sales and transfers of registered saddle horses; also has departments devoted to **CATTLE, SHEEP, SWINE, POULTRY, AGRICULTURE, TOBACCO, Etc.** It is the practical business paper for the breeder and farmer, and is the best live stock advertising medium in the South. Sample copy will be mailed free on application to any address, which will prove to you that it is

**Different from any other Farm
and Stock Publication
in America.**

Subscription Price, \$1.00 Per Year.

For Sample Copy and Advertising Rates
Address

Farmers Home Journal,
Louisville, Ky.

NO VIRGINIA or TENNESSEE CAMPAIGN is COMPLETE unless it includes

THE BRISTOL HERALD-COURIER

The only daily published in Bristol, Virginia-Tennessee, a city of 18,000, located on the border line midway between Roanoke, Va., and Knoxville, Tenn., and with more than double the circulation of any paper published between these cities.

Covers thoroughly the most prosperous sections of these States.

Sworn circulation NET PAID for
the year ending June 30th, 1915 **4,944**

MEMBERS AUDIT BUREAU OF CIRCULATIONS

A paper with **QUALITY** circulation, clean and forceful, and one which produces results for its advertisers.
S. G. HARRISS, Manager, Bristol, Virginia-Tennessee

THE INLAND FARMER

LOUISVILLE, KY.

The Foremost Farm Paper of the South Central States.

Offers a rich field and a responsive audience to advertisers. For the past five years the "Inland Farmer" has carried more and better advertising than any farm paper in this section. Its increase in circulation has been greater than that of any farm paper in this field. It stands at the front.

Here's Our Territory in a Nutshell:



Farm Products in Above Eight South Central States.

LIVE STOCK value is \$850,000,000, or one-seventh of the total raised in U. S. (Kentucky the leading state in the group).

DAIRY CATTLE, value about \$100,000,000, nearly one-seventh of total in U. S. (Kentucky stands first in group).

MULES, value \$255,000,000, or over half the total value of mules in America.

CORN CROP of \$320,000,000, nearly one-fifth of U. S. corn production (Kentucky leads the group, ranking eighth among the corn states of the Union).

TOBACCO crop exceeds 720,000,000 pounds, or four-fifths of total crop of America—largest tobacco section in the world (Kentucky leading state in group).

POULTRY, value of fowls alone exceeds \$37,000,000, or one-fifth of the total value of fowls in U. S. (Kentucky the leading state in group).

POTATOES, crop \$19,000,000, about one-ninth of total value of U. S. (Kentucky second state in group).

SWEET POTATOES, crop value \$25,000,000, over three-fourths of the total American crop.

Immense Trucking and Fruit Growing Interests. Finest Horses and Jacks in the world. There are more registered Jersey Cattle in Kentucky than in any other state in the Union.

A THREE BILLION DOLLAR CROP SECTION.

Circulation Over 125,000 Copies Each Issue.

Published Semi-monthly—Dating 1st and 15th each month.

EVERY ADVERTISER ASKS

WHEN MAKING UP HIS LISTS

How much circulation? What kind of circulation? Where is this circulation?

THE CLEVELAND PLAIN DEALER'S CIRCULATION

In Quantity is by far the largest net paid morning and Sunday newspaper circulation between New York and Chicago and in Cleveland and the retail trading area immediately tributary to Cleveland—a radius of 35 to 40 miles, including the counties of Cuyahoga, Lorain, Medina, Geauga, Summit, Portage and Lake—the Plain Dealer's net paid Circulation is double the net paid circulation of any other Cleveland Morning or Sunday Newspaper.

In Quality includes the great salaried and skilled wage earning element, without whose support no advertising campaign can succeed.

In Locality lies more than 98% within a radius of 100 miles, 91% within a radius of 65 miles and 75% within a radius of 35 miles of Cleveland—Sixth City and growing.

Federal Statement, April 1, 1915 to October 1, 1915

DAILY 134,578 SUNDAY 164,391

NOTE: As a factor of safety to advertisers it has for years been the custom of the Plain Dealer to understate in the published figures appearing on the editorial page each day its monthly circulation. For this reason the above figures, which were taken from the last Federal Statement showing the actual number of paid-for-in-cash copies, are in excess of those published month for month on the last page of this folder. Every record bearing directly or indirectly upon the figures above published or upon any other detail of Plain Dealer Circulation or Advertising is open to the most complete and searching investigation to anyone at any time, and without further notice.

Net Paid Circulation Guaranteed in Every Advertising Contract

Office of Publication

523-529 Superior Ave. N.E.

CLEVELAND

Sixth City—and growing

Telephones

BELL, MAIN 4500

INDEPENDENT, ERIE 9

Representatives

J. C. WILBERDING

BRUNSWICK BLDG.

NEW YORK

JOHN GLASS

PEOPLES GAS BLDG.

CHICAGO

The Metropolitan Population of Akron is 120,000
Within the city Limits is - - - 100,097
Increase of Population during past 5 years 45%

Circulation Statement of the AKRON TIMES

For Six Months

From JANUARY 1, 1915 to JULY 1, 1915

New Dealers.....	1,080
Home delivery and street sales	10,650
Office Sales.....	160
Total in City.....	11,890
Total outside of City.....	5,493
TOTAL PAID CIRCULATION...	17,383

On this 12th day of July, 1915, personally appeared before me Leslie H. Sowers, known to be the Circulation Manager of the Akron Times, who after being duly sworn upon oath says that the above and foregoing is a true and correct copy of the report of the Akron Times.

LESLIE H. SOWERS.

Subscribed and sworn to before me this 12th day of July, 1915. C. M. McKNIGHT. (Seal)

The circulation books, pressroom and all data pertaining to the circulation of the "Times" are open to advertisers or their authorized representatives.
THE AKRON TIMES

Freie Presse Publishing Company

Publishers of

The Freie Presse

512 So. Main St., Council Bluffs, Ia.

The only German Newspaper in
Southwestern Iowa.

Established 1874.

Published every Friday.

PHILIP ANDRES, Editor & M'g'r.

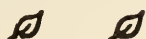
Rates furnished upon Application.

The Freie Presse

circulates in the richest territory of
the State of Iowa and reaches
the homes of the wealthiest
farmers and business men.

Put Kimball's Dairy Farmer *On Your List*

when you want to reach the prosperous farmer. The dairy farmer is a man of regular income. He has been well-to-do for a long while. He appreciates a quality argument. He has the money to buy the things he needs.



You Can Reach More Than 150,000

dairy farmers by using our columns. Circulation is proven by Audit Bureau of Circulations audit. Our paper is practical, authoritative and aggressive. It carries a prestige that will make your advertising count.

Kimball's Dairy Farmer
WATERLOO, IOWA

Real Service to Subscribers

We believe the dollars received, and not mere bushels, pounds, bales and tons produced, is the measure of success in farming. Up-to-Date Farming teaches marketing as well as producing.

Splendid Returns to Advertisers

Readers of Up-to-Date Farming are more prosperous than the average farmer because they receive more money for what they produce

200,000 copies twice a month :- 75c a line makes it pay

Up-to-Date Farming

The Farm Paper With a Mission

INDIANAPOLIS, INDIANA

New York

Chicago

St. Louis

Pictorial Review

CIRCULATION DATA

THE A. B. C. statement for the year 1914 shows that an average of 111,643 excess circulation above the monthly guarantee was given for each issue during that year.

At the present time our excess circulation for each issue is about 150,000 above the monthly guarantee.

Between now and July, 1916, when the old rates expire, the average excess circulation above the regular guarantee will, no doubt, be over 200,000 copies average for each issue. Total circulation is now close to 1,200,000 per month.

Paul Block, Inc.

Managers of Advertising

New York Chicago Boston Detroit

THE

Syracuse Post-Standard

Shows by its government reports and by A. B. C. audits and reports that it has

TOTAL circulation over 52,000 net
LOCAL " " 30,000 "

The circulation figures of all three Syracuse newspapers, when analyzed and compared, show that the **Post-Standard** has about 33½% more circulation than the second paper and over 50% more than the third paper.

Advertisers can blanket Central and Northern New York with its two-cent home-delivered circulation.

Paul Block, Inc.

Managers Foreign Advertising

New York Chicago Boston Detroit

Women Folks

control the buying for the household. Women folks are the genuine mail-order buyers. Consequently advertising in

HOME INSTRUCTOR

will pay big on any article that interests the average American woman—for Home Instructor goes to women. Fashions is the *dominant* feature. Home Instructor fashions are famous. Don't you want to get acquainted with the women folks in these *200,000 homes?*

A. OTIS ARNOLD, PUBLISHER
QUINCY, ILLINOIS

HARRY R. FISHER, CHICAGO

DIVERSIFICATION AND THE NEW SOUTH

Already the call from the SOUTH is great.

More wheat, more corn, more tobacco, more hay, more fruits, more vegetables, more poultry, more cattle, more livestock of all kinds and more dairy products will henceforth mark the trend of agricultural operations in the GREAT SOUTH.

New implements, new machinery and more implements and more machinery of every type—these are the things the SOUTH now needs and will buy to successfully carry on these operations.

DIVERSIFICATION will be the principle and policy from now on among the progressive farmers of the SOUTH. The cotton planter will diversify. The tenant farmer will diversify. The rich farmer will diversify. The poor farmer will diversify. New lands will be opened and old lands will be made richer through the plan of diversification and the policy of crop rotation.

This determination is fixed and strong, as hundreds of letters coming to HOME AND FARM, Louisville, Ky., from every section of the SOUTH will attest.

Get ready for the great prosperity that will follow in the SOUTH.

Let your message be forceful, regular and strong to the farmers who want to buy what you have to sell.

Cultivate the SOUTH now by advertising in

HOME and FARM Louisville, Ky.

The SOUTH'S favorite agricultural journal for the past 40 years. The only great farm paper in the SOUTH covering the *whole* SOUTH.

Lowest rate in the SOUTH for the greatest paid-in-advance circulation.

Circulation guaranteed always exceeding 100,000. Papers published the 1st and 15th of each month.

Rate, 45 cents a line FLAT. Page rate, \$350.00 FLAT (860 agate lines).

The SERVICE BUREAU of HOME AND FARM places advertisers in direct touch with actual buying prospects. It starts sales and closes sales that have been started. Write us about it.

Ask any question about the agricultural SOUTH and we will tell you what you want to know.

Sample copies on application.

Eastern Office
J. C. Wilberding
Brunswick Bldg., New York

HOME AND FARM
LOUISVILLE, KY.

Western Office
L. H. Mitchell
Mallers Bldg., Chicago

THE News-Democrat

Guarantees to advertisers
a circulation larger than
any other newspaper in
West Kentucky.

Established 1871

Published every morning
except Monday.

For circulation figures,
rates, etc., see page 105 or
address

**The Democrat Publishing
Company, Inc.**
PADUCAH, KENTUCKY

The Maritime Farmer

**THE RECOGNIZED FARM
PAPER OF EASTERN
CANADA.**

**No Campaign Complete
without
The Maritime Farmer**

**PUBLISHED AT
SUSSEX, NEW BRUNSWICK
Canada**

EVERYDAY LIFE

CHICAGO, ILLINOIS

750,000 Circulation

\$3.00 PER AGATE LINE

IS a publication whose circulation has been built up by mail-order methods that pay the publisher, and therefore cannot help but pay the advertiser. No give-away circulation obtained by house-to-house canvassers, but every subscriber representing to us a cash sale of 25 cents.

WE PUBLISH A PAPER OF INTEREST to the people we reach—our stories, special departments, humor, etc., are adapted to the needs of the people in the small towns and villages and on the farms. Our paper is read each month by our subscribers because it is the kind of paper THEY want.

WE SELL SPACE to advertisers on a business basis, maintaining our rate card and enter into no special deals with an advertiser or agency. If you buy space in EVERYDAY LIFE, you are guaranteed that you are not paying more than any other advertisers for the same service. Maintaining this policy, we can afford to and do give the

Full Circulation, 750,000

claimed and over. If your advertisement pays ANYWHERE, it will pay big in

EVERYDAY LIFE

RATE, \$3.00 PER AGATE LINE

Be sure your advertisement is scheduled for our next issue.

THE KENNEDY-HUTTON COMPANY

ADVERTISING MANAGERS

1004-5 MARQUETTE BLDG.,
CHICAGO, ILL.

7084-6 METROPOLITAN BLDG.,
NEW YORK, N. Y.

(See other side)

TO CLASSIFIED ADVERTISERS

EVERYDAY LIFE reaches men and women in the small towns and villages and on the rural routes.

Less than 10% of our circulation is in towns over 25,000. We have the greatest rural and small town circulation in the country—among the class of people you are trying to interest in your ads.

A Classified Ad In Everyday Life

lives for a whole month and even longer. The replies pull and pull. The chances of doing business with the replies received from **EVERYDAY LIFE** are vastly better than with those received from newspaper advertising. You do not get so much of the "rubber neck" class, as people in the small towns and on the farms do not respond to advertisements out of mere curiosity, but because they mean business. If you have a good proposition, your classified advertising in **EVERYDAY LIFE** is bound to pay you.

40c A Word For 750,000 Circulation

guaranteed is very low-priced advertising when you consider that every copy of **EVERYDAY LIFE** is bought and paid for and goes into the home of a regular subscriber. Our classified advertising department is eagerly read each month by this vast army of subscribers. If you can't get results here, you can't get them anywhere.

Try a classified ad in the next issue of **EVERYDAY LIFE**. Send copy on or before the 15th of the month preceding date of issue.

The Kennedy-Hutton Company

ADVERTISING MANAGERS

1004-5 Marquette Bldg.
CHICAGO

7084-6 Metropolitan Bldg.
NEW YORK CITY

The Baltimore
Morning,
Evening,
Sunday,
SUN

Total net paid daily circulation over

147,000

The largest circulation in Baltimore.

You can cover Baltimore with the SUN paper.

Members of A. B. C.

Chicago Office

Tribune Building

GUY S. OSBORN, Mgr.

The Greensboro Daily News

Is the Home Paper of Greensboro, Guilford County, and the great farming and manufacturing section of Piedmont, North Carolina. Excellent railway schedules put the Daily News into the homes of this section by daylight.

The Daily News is necessary for any campaign in North Carolina. Guaranteed Circulation, Daily, more than 10,000; Sunday, more than 12,500. Member Audit Bureau of Circulations. All advertising handled direct. Write for rates and information.

ONE OF THE LEADING ONE-PAPER CITIES IS

Albany, New York

One of the leading papers in any of the one-paper cities is

THE TIMES UNION

Practically every home in Albany
subscribes for the TIMES UNION

For results, with a 50% saving in your advertising appropriation,
use THE TIMES UNION exclusively

MARTIN H. GLYNN, Editor and Publisher
TIMES UNION BUILDING, ALBANY, N. Y.

Verree & Conklin, Foreign Representatives

Brunswick Bldg., New York, N. Y.

Steger Bldg., Chicago, Ill.

Shreveport Journal

Published every afternoon except Sunday,
in the richest section of the Southwest

Largest city circulation of any paper in Shreveport

Member of Audit Bureau of Circulations

Published by Journal Publishing Company, Shreveport, La.

In Detroit



IN DETROIT there is one publication that is peculiar in one most singular respect—namely, that it has the largest guaranteed circulation in the most productive region of its territory.

¶ That circulation is guaranteed to be 100,000. It is itself a member of the Audit Bureau of Circulations. That circulation is in the fertile counties of Michigan, and in them it circulates more thoroughly than any other paper published for farmers—there or anywhere else.

¶ Subscribers to this paper pay for it. Even those who come in on the club price pay the full club price without any premium or alternative inducement. And, what is more, they renew.

¶ All Gleaners live on farms; 90% of them are farm-owners. This publication is issued twice a month, on the 1st and 15th. It is good advertising soil for good advertiser seed. The name of it is

Gleaner and Business Farmer

The Foremost Farm Paper of Michigan.

Der Hermanns-Sohn in Texas

Offizielles Organ der Groß-Loge des Ordens der Hermanns-Söhne im Staate Texas

Published Monthly—Circulation as large as all other German
Newspapers in Texas combined

Paid Subscriptions, 18,000

For rates and other information see page 332 of this book or address

HERMANNS-SOHN IN TEXAS, San Antonio, Tex.

Advertisers get results
in the

Kurjer Polski

(Daily, Sunday)

MILWAUKEE, WIS.

The Oldest Polish Daily
in America

GROWING ALL THE TIME

Circulation Daily Average

25,142

Net paid

Guaranteed by the Audit Bureau
of Circulations

THE SENTINEL

Afternoon Daily and Semi-Weekly

ON THE JOB

For the advertiser's interest



Winston-Salem has the largest
pay roll of any city between
Richmond, Va., and
Atlanta, Ga.

For data relative to the great
Piedmont section and Sentinel
publications, write or
wire

Sentinel Publishing Co.
WINSTON-SALEM, N. C.

An Illustrated Weekly Newspaper
Devoted Exclusively to Fine Horses and Allied Interests

Published in the "Blue Grass"
The Horse Capital of the World

The Saddle and Show Horse Chronicle

(INCORPORATED)

For advertising rates, circulation, etc., refer to page 103 of this book or address

Chronicle Publishing Co. (Inc.), Lexington, Kentucky

Forest and Stream

opens its books to you in order that agent and principal may know why it shows a high percentage of returns at a low cost—for Men's Goods.

SUBSCRIPTION LIST OF FOREST AND STREAM BY STATES

States		States	
Alabama	25	No. Dakota	21
Arizona	17	No. Carolina	58
Arkansas	39	New Mexico	11
California	538	Ohio	1274
Colorado	39	Oklahoma	3
Connecticut	1267	Oregon	43
Delaware	75	Pennsylvania	1466
D. C.	138	Rhode Island	242
Florida	86	So. Dakota	30
Idaho	16	So. Carolina	25
Georgia	34	Tennessee	96
Illinois	1319	Texas	764
Indiana	461	Utah	10
Iowa	922	Vermont	254
Kansas	40	Virginia	540
Kentucky	36	Washington	563
Louisiana	21	W. Virginia	135
Montana	42	Wisconsin	89
Missouri	94	Wyoming	15
Mississippi	23		
Minnesota	92	Foreign	
Michigan	172	Alaska	14
Massachusetts	2385	Cuba	3
Maryland	251	Panama	3
Maine	580	P. I.	14
Mexico	16	H. I.	10
New Jersey	1117	Canada	391
New York	3247	Newfoundland	9
New Hampshire	466	London	26
Nevada	10		
Nebraska	62	Total	19767
American News Co.			3500
New York Subway			750

This list does not include agency and advertisers' copies.

Of this List 4100 are
Gun, Fishing and Country Clubs.

Advertising Rate, 20 cents a Line

The Oldest Outdoor Magazine in America

Forest and Stream Publishing Co.

W. G. BEECROFT, Adv. Mgr.

128 Broadway

New York City

The Moon-Journal

THE LEADING NEWSPAPER

OF

Battle Creek, Michigan

Consolidation of

EVENING JOURNAL

Established 1872

EVENING MOON

Established 1879

Published every evening
except Sunday by

Moon-Journal
Publishing Co.

KNILL-CHAMBERLIN-HUNTER
Inc.

Foreign Representatives

CHICAGO

NEW YORK

MINNEAPOLIS

Freie Presse=Herold

WEEKLY

Guaranteed Circulation Exceeding
10,500

The Freie Presse-Herold is the only German paper in Minneapolis. It is, too, with only one exception, the oldest German paper in the Northwest, having been published continuously since 1869. It reaches the German farmers and village people of the Northwest, the richest and most prosperous section of the country.

Published on Fridays of each week. Last forms for advertising close on Wednesdays.

For further information address

Minneapolis Freie Press=Herold

207 6th St., South,
MINNEAPOLIS, MINN.

The Rochester Democrat and Chronicle

Has more circulation, more influence, more prestige, more local display, more foreign display and more classified advertising than any two other papers in Rochester combined.

—

Circulation over 72,000 net

—

PAUL BLOCK, INC.
Managers Foreign Advertising
New York Chicago Boston
Detroit

ROANOKE (VIRGINIA)

The Roanoke Times (Morning)	The World-News (Afternoon)
---	--

Full Associated Press Service, augmented by special correspondents and an experienced corps of editors and reporters.

**Member of Audit Bureau of
Circulations**

NET PAID CIRCULATION

The Roanoke Times, Daily, -	9,500
The Roanoke Times, Sunday, -	11,500
The World-News, -	8,000

The combination of these two papers covers, thoroughly, all Western Virginia, and they are the best mediums in the State for general advertising.

The N. M. Sheffield Special Agency
Representatives
New York City Chicago

Three successful publications of real merit worthy of consideration by any advertiser desiring trade from the territory covered

The Kansas City Weekly Journal

The circulation exceeds 250,000 copies each issue and can be verified by any audit.

The Weekly Journal is an agricultural newspaper, also containing live telegraphic and local news of general interest. Every issue contains a large amount of high grade agricultural, mail order, miscellaneous, classified and real estate advertising. Detailed circulation statement showing total distribution furnished upon request. Flat rate, 50c per line. *"It pulls like a Missouri mule."*

The Missouri and Kansas Farmer

The circulation exceeds 100,000 copies each issue, published twice a month. This publication is purely agricultural. The bulk of circulation is in Arkansas, Kansas, Missouri, Oklahoma and Texas, five great agricultural states. An excellent producing medium for anything that is needed by the farmer and his family. Mail order advertisers also receive satisfactory results.

The Kansas City ^{Daily and Sunday} Journal

Circulation guaranteed in excess of 70,000 copies net paid. An ideal medium for reaching the always-able-to-buy element in Kansas City and suburban towns. A progressive newspaper, strong editorially, and wielding great influence among its clientele.

A. B. C. Audit for twelve months ending March 31, 1915, 71,409 Daily, 67,041 Sunday, net paid.

THE S. C. BECKWITH SPECIAL AGENCY

Sole and Exclusive Foreign Representatives

Tribune Bldg.
NEW YORK, N. Y.

3d Natl. Bank Bldg.
ST. LOUIS, MO.

Tribune Bldg.
CHICAGO, ILL.

The News Scimitar

MEMPHIS, TENN.

*Supreme in
its field*

That's why the NEWS-SCIMITAR carries more local advertising 6 days a week than any other paper in Memphis. Place the News-Scimitar at the head of your list. Trade investigations and reports gladly made for manufacturers and advertisers.
The Leading Afternoon Newspaper South of St. Louis

Svenska Amerikanska Posten

MINNEAPOLIS, MINN.

Prompt ! ————— Bright ! ————— Newsy !

The LARGEST in SIZE and CIRCULATION of any Swedish paper published in America

Svenska Amerikanska Posten

SWAN J. TURNBLAD, Publisher

Posten Building, 500 South 7th Street, : : Minneapolis, Minn.

Excellent Advertising Mediums

TOVERI

Only Finnish Daily Newspaper
in the Western States

Published Every Day Except Monday



TOVERITAR

Only Finnish Weekly Magazine
For Women in America

Published Every Tuesday

By

WESTERN WORKMEN'S PUBLISHING CO.

Publishers, Printers, Binders and Booksellers

Box 99

Astoria, Oregon

THE TOLEDO BLADE

Carries a larger volume of local display, foreign display and classified advertising than any other Toledo newspaper because it is a two-cent paper—has no street sales—no sporting extras—does not resort to sensations of any kind.

IT IS A CLEAR, RELIABLE, HOME NEWSPAPER.

Circulation, Nearly 50,000 Daily

THE TOLEDO WEEKLY BLADE

Is circulated through over 20,000 post offices. It goes into the homes, on the farms and in little villages. It is "law and gospel" for its readers, thousands of whom have taken it for generations. It produces results because its readers believe it. *Circulation, 250,000 weekly.*

PAUL BLOCK, Inc.

Manager of Advertising

New York — Chicago — Boston — Detroit

The Brooklyn Daily Times

A Supreme Court Justice once said: "A true Long Islander always reads the Brooklyn Daily Times." East of Jamaica The Times stands supreme as the home newspaper, having more than twice the circulation of its nearest competitor. East of Jamaica, Long Island has more concentrated wealth than any other territory of its size. You need this field. The Brooklyn Daily Times covers it. Let us get together.

The Brooklyn Daily Times

ATLANTIC AND FOURTH AVENUES,

BROOKLYN, NEW YORK

General Advertiser!

The Germans have cut a big figure in the populating and upbuilding of America. There are over twelve million of them in this country. They are thinkers and workers, a home-loving, home-making people. That is why they have cut so big a figure in America. Nearly everybody who speaks the German language in, around or about Philadelphia reads

The Morgen Gazette

The Sunday Sonntags Gazette

The Evening Demokrat or

The Staats Gazette (Weekly)

For rates or other information consult the text portion of this book, or address

German Daily Gazette Pub. Co.

Philadelphia, Pa.

The Gas Engine MAGAZINE

A Manufacturer's, Dealer's and
User's Magazine

A high-class, semi-technical publication, devoted to Internal-Combustion Engineering in its broadest sense.

There are other publications devoted to specific branches of the subject, such as Farm Engines, Motor Boats, Automobiles, Etc., but there is

Only One Gas Engine Magazine

Which gives the latest and best information on all branches of the trade.

Guaranteed Circulation

Over 10,000 Copies Monthly

Including 90% of the Gas Engine builders in the United States and Canada.
Write for further information.

**The Gas Engine Publishing
Company**

C I N C I N N A T I



The National Farmer and Stock Grower

Is a Monthly High-Class Farm and Stock Raiser's Paper Issued in St. Louis

*It is the Neatest
Most Instructive
Most Comprehensive*

*THE GUARANTEED
CIRCULATION IS*

125,000

Copies Each Edition

*Most Readable
Most Entertaining
Most Popular of All*

P. H. HALE, Editor and Mgr., 3550 to 3560 Vista Ave.
ST. LOUIS, MO.

GET THE TRENTON SURVEY

A Loose-Leaf Folder Telling in Detail the

COMPLETE STORY ABOUT TRENTON

AND THE TIMES—N. J. LEADING FOOD MEDIUM

(Only Evening, 2 Cents—500,000 Lines Food Advt.)

220 Fifth Ave., N. Y.—KELLY SMITH CO.—Lytton Bldg., Chicago.

THE MISSOULIAN

Every Morning

THE SENTINEL

Evening Except Sunday

MISSOULA, MONTANA

COVERS WESTERN MONTANA AT ONE COST

Guarantee that we circulate four times as many papers in Missoula, Granite, Power, Ravalli and Sanders counties as combined circulation of all other newspapers printed in those counties, including both dailies and weeklies.

G. LOGAN PAYNE COMPANY, REPRESENTATIVES

CHICAGO

NEW YORK

BOSTON

DETROIT

DO YOU KNOW ALL ABOUT THE ITALIANS IN AMERICA?

DO YOU KNOW there are over 2 million of them in America—400,000 families of sturdy, home-loving, successful Italians?

DO YOU KNOW that they all read Italian newspapers—that their opinions are formed largely by what they read in their favorite Italian paper?

DO YOU KNOW they look to their Italian paper for news of what to buy and where to buy it?

DO YOU KNOW there is no other way to reach the Italian families so closely, so intimately, so confidentially as with the Italian papers?

DO YOU KNOW that the

BOLLETTINO DELLA SERA

Italian Evening Bulletin

Has a Home Circulation Greater than Any Other Italian Newspaper Printed in America?

You want this big buying power to know about your goods that you have to sell. Tell them, then, in words they can understand, in their own language—tell them through the

BOLLETTINO DELLA SERA

WRITE FOR RATE CARD TO THE OFFICE

178 PARK ROW, NEW YORK. Telephone 1693 Worth.

51,546 copies, daily, were printed from October 1, 1914, to March 31, 1915. Now the NET PAID circulation is about 60,000 per day. BEST WANT MEDIUM.

Frugone, Balletto & Pollogatti Printing & Publishing Co., Publishers

FRANK FERGONE, Business Manager

Remember this:—

AMONG weeklies of national circulation Every Week and the Associated are second highest in total circulation. Among weeklies of national circulation Every Week and the Associated—in rate—are lowest. And the growth of Every Week has just begun. *“The Wise Man Buys a Rising Circulation.”*

Here are the Weeklies of Largest National Circulation :

	National Circulation	Line Rate	Per 100,000	Page Rate	Per 100,000
Associated Sunday Magazines and EVERY WEEK }	1,100,000	\$3.00	\$.27	\$1900	\$.23
Largest Weekly . . .	2,000,000	8.00	.40	5000	.36
Third Weekly . . .	856,000	3.50	.40	2200	.33

EVERY WEEK *and* ASSOCIATED SUNDAY MAGAZINES

WALTER P. WHEELER
Advertising Manager
95 Madison Avenue
New York

GUY C. PIERCE
Western Advertising Manager
109 North Wabash Avenue
Chicago

IRVING J. FRENCH
Eastern Representative
24 Milk Street
Boston

Don't Neglect the Jewish Field....

Over Two Million Jews in the United States

Jewish Daily Forward

NEW YORK, N. Y.

Circulation, 200,267 Daily

Guaranteed by the
Association of American Advertisers

Christian Advocate

Is the official organ of the Methodist Episcopal Church, South, *the oldest, largest, strongest and most influential* Protestant denomination in the entire country south of Pennsylvania, Ohio, and the Ohio River, and south of the Missouri River, including the lower half of Illinois, all of Missouri, a part of Kansas, and all of Colorado, New Mexico, and Texas—a territory recognized by all as *one of the richest* in our country. The people are frugal and progressive, and *are amply able* to provide for themselves any article they may desire in the line of either luxuries or necessities.

THE VISITOR

An Illustrated Weekly Paper
for the Young People

Circulating throughout the above described territory.

J. Arthur Johnson

Advertising Manager

810 Broadway, Nashville, Tenn.

The Evening

JOURNAL

ALBANY, N. Y.

Is the one newspaper in the capital city that is recognized by all the merchants and advertisers as the HOME newspaper in the city. Its circulation books, press room, and records are, and always have been, open to the public.

Government Report

March 31, 1915, 16,987

These figures represent only the NET PAID sales, with all exchange or advertisers' copies excluded.

The JOURNAL does not issue any edition reduced in size or reduced in price for country readers or to swell its circulation. Every copy belongs to its regular edition and is sold on its merits as a newspaper. During the past six months it has used no circulation schemes of any kind. Its circulation is not the largest in Albany, but it is the circulation with the BUYING POWER.

The Leading Colored Newspaper

The Amsterdam News, Inc.

Published every Friday

Has a National Circulation of 17,000

Also circulates in Canada, Great Britain, West Indies and other Foreign Countries

The Amsterdam News, Inc., 17 West 135th St.

NEW YORK CITY

Two Magazines **THAT PAY**

The Strand *and*
Wide World

We bank on this fact:
that we can keep our
advertisers when we
get them!

52 out of 62 advertisers, 84 per cent,
in October, 1913, are with us today.
Can you beat that record?

Two Magazines
THAT PAY

Consult your agent or write

The Advertising Department

83-85 Duane Street, New York

James A. Young,

1211 Hartford Building, Chicago

THE NATIONAL FARMER

DEVOTED TO

Diversified Farming, Horticulture, Sugar Beet Culture and Dairying

THE NATIONAL FARMER covers the lower peninsula of Michigan thoroughly, and has a larger circulation than any paper published in this territory. Its circulation is compact and its readers are high class. For circulation figures, advertising rates, etc., refer to the text pages of this book, or address

THE NATIONAL FARMER, Bay City, Michigan.

THE WORLD

VANCOUVER, B. C.

(Every Evening Except Sunday)

In the Van in Vancouver—The World. Only independent newspaper. Carries more local display and classified advertising than any other paper. Largest city and carrier circulation. Vancouver is a territory of wonderful productiveness for advertisers. The World will produce best results. Member of the A. B. C.

KNILL—CHAMBERLAIN—HUNTER, Inc.
Publishers' Representatives

Peoples Gas Building
CHICAGO

Brunswick Building
NEW YORK

THE SPORTSMEN'S REVIEW

Issued Weekly

THE GIANT OF ALL SPORTSMEN'S PAPERS

THE SPORTSMEN'S REVIEW PUBLISHING CO.

Chicago Cincinnati, Ohio New York City

NORTHWEST WASHINGTON

Can Be Reached ONLY By the Use of the

BELLINGHAM, WASH.
AMERICAN REVEILLE HERALD

Morning and Sunday

Evening Except Sunday

THE ONLY DAILY PAPER COVERING
Skagit, Jan Juan and Whatcom Counties
POPULATION, 85,000

Anacortes, population, 6,000; Mount Vernon, population, 4,500; Burlington, population, 4,000; Blaine, population, 2,500; Sumas, population, 2,500, and Lynden, population, 2,500, have no daily paper. People in these cities are reached by the Bellingham papers an hour after they are published.

Bellingham is an exceptionally good field, as the average family income is way above most cities.

KNILL—CHAMBERLAIN—HUNTER, Inc.
PUBLISHERS' REPRESENTATIVES

CHICAGO
122 S. Michigan Blvd.

NEW YORK
225 Fifth Avenue

IN "MOST OF TEXAS" AND IN "ALL OF HOUSTON"—IT'S
THE HOUSTON CHRONICLE

Greatest volume of Advertising of all classifications because the Chronicle is Supreme in Circulation and Service in its field. Advertisers are respectfully referred to A. B. C. reports.

37,000 Copies Daily

47,000 Copies Sunday

Western Representatives

JOHN M. BRANHAM COMPANY M. E. FOSTER

918 Mallers Bldg.
 Chicago

President

Eastern Representatives

LaCOSTE & MAXWELL

Monolith Bldg.
 New York

The Friend and Guide

ESTABLISHED 18 YEARS

NEENAH, WIS.

Rate 15 cents per Agate
 Line.

CIRCULATION, 30,000

Centered in
 WISCONSIN

MINNESOTA
 MICHIGAN

Small Cities, Towns, Villages
 and Rural Communities well covered.

**The
 Daily
 News**

**Philadelphia,
 Penn.**

Mondays and Thursdays

Circulation Guaranteed
350,000 Copies

"El Progreso"

A Spanish Newspaper.

Independent and of information.

PUBLISHED EVERY EVENING INCLUDING SUNDAY

For further information see page 388 of this book or address

**M. Polance, Publisher.
 GIBARA, CUBA**

Here's What You Get When You Buy Space in Needlecraft—

- 1—Guaranteed **net, paid-in-advance** circulation of 750,000.
- 2—90% in towns under 15,000 population.
- 3—60% in Middle Western States—the most prosperous section of any country on the face of the earth.
- 4—Entree into **one** out of every **five** of the better class of the small-town homes.
- 5—A circulation consisting altogether of bright, neat, energetic women who will readily grasp your selling points and promptly obey the impulse to buy which your copy creates.

Each NEEDLECRAFT circulation unit contains 100% advertising value because every subscription was paid for at the full subscription price. **We club with no other publication, give no premiums to subscribers, deal with no subscription agencies and employ no canvassers.**

Circulation by states on application. Rate \$3.00 per line. Forms close 15th of second month.

NEEDLECRAFT PUBLISHING CO.

1 MADISON AVENUE, NEW YORK CITY

Will C. Izor, Adv. Mgr.

1 Madison Ave., New York City

Robt. B. Johnston, West. Mgr.

Peoples Gas Bldg., Chicago, Ill.

Member of Audit Bureau of Circulations

The Waco Morning News

WACO, TEXAS
(Daily and Sunday)

*The NEWS Guarantees the Largest Circulation of
Any Daily Newspaper in Waco*

The NEWS is a Member of the A. B. C.
The NEWS Carries its Territory Completely
The NEWS Leads in Advertising

KNILL — CHAMBERLAIN — HUNTER, Inc.
Publishers' Representatives

Peoples Gas Building
CHICAGO

Brunswick Building
NEW YORK

THE ZUKUNFT (The Future)

THE ZUKUNFT is read almost universally by a class of thrifty, progressive Yiddish families residing in this country. Every family has a wage-earner's income. Hence it offers a splendid field for the mail-order advertiser, maker of foods, clothes, home furnishings, etc.

LARGEST YIDDISH MAGAZINE IN THE WORLD

Offers the advertiser a large field of selected circulation. Living conditions and incomes almost uniform. No extremes, hence almost no waste circulation.

MONTHLY CIRCULATION 81,475

No free circulation. All subscriptions paid in advance. High percentage of renewals. Most of the subscribers have read the magazine for years. Read by the whole family. Refer to the text pages of this book or write for rate card and further particulars. Address

THE ZUKUNFT :: 173-175 East Broadway, New York City

THE DISPATCH

PUBLISHED EVERY WEDNESDAY AT LEXINGTON, N. C.
"THE NEW ENGLAND OF THE SOUTH"

The European war is not affecting the wonderful prosperity of this section of the South. The farmers, wage earners and business men were never in better condition.

There is no question that THE DISPATCH is the best family newspaper in the State. It has the largest circulation of any paper of its kind in the United States, going to people in Davidson and surrounding counties, folks who have money to buy what they want.

HENRY BRANSON VARNER, EDITOR AND PROPRIETOR
LEXINGTON - - - - - NORTH CAROLINA



T H E M E M P H I S Commercial-Appeal

Acknowledged the "South's Greatest Newspaper." Ninety-five per cent. of the newspaper readers of Memphis read the Commercial-Appeal. Ninety-five per cent. of its city circulation is delivered directly into the home. That means 19 out of every 20 prospective Memphis buyers at home read The Memphis Commercial-Appeal. Leads whole South in quantity and quality circulation. A remarkable newspaper.

THE MEMPHIS Weekly Commercial-Appeal

The news and farm paper of this section. Circulation over 100,000. Over 69,000 in Tennessee, Mississippi and Arkansas; has 40% more circulation in these three states than any other farm paper.

Crops are diversified in this section, with big crop increase.

94% of our readers are farmers; 64% are land owners; 95% raise cotton; 100% raise corn; 92% raise diversified crops and 95% raise poultry.

Advertisers with agricultural copy are getting splendid results from the Weekly Commercial-Appeal, as it is devoted entirely to the needs of farmers in this community.

Member Audit Bureau of Circulations

The Commercial Publishing Co.

MEMPHIS, TENN.

THE JOHN BUDD COMPANY

Advertising Representatives

Burrell Building, New York

Tribune Building, Chicago

Chemical Building, St. Louis

Are you **Advertising** to the
Third Largest Industry in the Country?

The Motion Picture Industry

Government statistics show \$172,000,000
spent in this industry during the past year

There is a Big Market in the Motion Picture Industry for Brass Goods, Building Material, Disinfectants, Electrical Goods, Escalators, Fire Extinguishers, Floral Decorators, Gas Engines, Interior Lighting Fixtures, Interior Telephones, Musical Instruments, Premiums, Seats and Seat Covering, Signs, Uniforms, Vacuum Cleaners and innumerable other articles used in the modern picture theater.

Information compiled from reliable statistics and co-operation
to the fullest in laying out a campaign will gladly be given by

MOTION PICTURE NEWS

"Has the Quality Circulation of the Trade"

220 West 42nd Street, : : : : New York City

OPEN AIR SCHOOLS

PROVIDE an environment in which growing children have perfect hygienic surroundings; where physical development reaches its highest efficiency during the all-important formative years of childhood.

With increasing knowledge of the dependence of intellectual vigor on physical health, the movement toward Open Air Schools for normally healthy children has spread from the Atlantic to the Pacific under the leadership of the American Open Air School Association—a National Health Organization with members in every State of the Union.

The Open Air School Journal is the leading authority in America. It presents the best experience and the best thinking on the subject of improving the health of children in school and at home. It appeals to all teachers and intelligent mothers, health officials and school authorities. Published monthly. Beautifully illustrated. \$1.00 a year.

Entered at Philadelphia, Pa., P. O. as second-class mail matter. W. W. ROACH, Editor

Get into the homes of Harrisburg, Pa., and its thriving suburbs
through the

Harrisburg Telegraph

PUBLISHED EVENINGS--SUNDAYS EXCEPTED

Net Circulation First Six Months of 1915, 21,529

A Circulation of Quantity, Quality and Concentration Supremacy



GRIT

GRIT PUBLISHING COMPANY

WILLIAMSPORT, PA.

The Average Weekly Circulation of GRIT for the year 1914 was

273,599 COPIES

circulating in 14,000 small towns and villages in which GRIT is sold by its boy agents direct to the reader for 5c per copy.

More than 80% of GRIT'S readers live in towns of less than 5,000 population; 57% of them in less than 1,000.

GRIT has long been a well-known and highly-appreciated medium for direct return advertisers. It is said to have given the start to more mail order advertisers than any other medium. Each year it "pulls" better. All the big, wise fellows are regularly represented.

To the national advertiser, GRIT is a very essential medium, covering a field not generally reached through other mediums. GRIT covers the small towns like the daily covers the city. A small part of your appropriation will do big work through GRIT.

GRIT has made a sworn, detailed annual circulation statement for 33 years. A copy of the last one and any other specific information you may desire will cheerfully be sent to you for the asking.

GRIT PUBLISHING CO.

WILLIAMSPORT, PA.

THE JOHN BUDD COMPANY

Advertising Representatives

Burrell Building, New York

Tribune Building, Chicago

Chemical Building, St. Louis

The Wheeling Telegraph

WHEELING, W. VA.

Published Every Evening Except Sunday

¶ The Telegraph is Wheeling's only penny paper, but, despite the merely nominal price at which it sells, it is a bright, newsy and clean home paper, neat and attractive typographically, paying more attention to house-to-house delivery than to street sales. Its editorial influence is unpurchaseable, and its advertising columns are for sale only to legitimate enterprises having goods of merit to sell.

THE WESTERNER

A Magazine for All Its People

SEATTLE, WASH.

Address all correspondence regarding
advertising to

WALTER U. CLARK

ADVERTISING REPRESENTATIVE

Advertising Building, Chicago, Illinois

Notice!

New capital, a new organization now own **The Western Magazine**. The publishers will spare no expense in making it editorially and typographically the best publication of its kind on the Pacific Coast, where climatic and other conditions are different from the rest of the country. **The Westerner** goes to the truck grower, fruit grower, gentleman farmer, stockman and those whose income depends upon agriculture, and to the home on the fifty-foot lot as well as to the home on the ranch.

IN THE CLASS FIELD SINCE 1846

Town & Country

Edited for people interested in Society
and Country Life, Art, Literature,
Recreation and Travel.

TOWN & COUNTRY has the distinctive charm, human interest and quality that characterize the English illustrated weeklies, such as *The Sketch*, *The Tatler* and *Black and White*, which are everywhere recognized by people of culture for their pictorial value and wide range of interest.

Town & Country's field is altogether unique. It is regarded as the one journal of society in America in the national sense. It has grown into his position over a period of many years, through a policy of its own, of dealing in a clean, interesting way with news about interesting people. It has satisfied the exacting requirements of discriminating readers and advertisers by its policy of presenting intimate personal news with refinement. In the quality of the publication and of its clientele it has no competitor in its field.

NEW YORK
389 Fifth Avenue

CHICAGO
Westminster Bldg.

Advertisers Who Use

The Westliche Post

ST. LOUIS, MO.

Are reaching thousands of substantial readers who have
money to spend for good goods.

¶ The big European war has increased the interest in German affairs among German readers.

The **FAMILY**

SPRINGFIELD, OHIO

A monthly magazine with nation-wide influence in the homes of the plain people living in small towns and rural communities.

Broad enough to appeal to the entire family from grandmother to the youngest member.

Practical enough to be of real help in solving the more serious problems of country-home and village life.

And with enough high-class fiction to make it the most entertaining twenty-five-cent magazine published.

GUARANTEED CIRCULATION 600,000 MONTHLY

Advertising Rates:

\$2 an Agate line; Full Page (420 lines), \$840

For further information refer to page 675
or address

THE SIMMONS PUBLISHING CO.
SPRINGFIELD, OHIO

AS GOOD AS GOLD

Advertise to the man who has the money—and the power to get more—that's the great American farmer. He's never out of work. Never requires charity. Never goes bankrupt, seldom fails and always pays his bills. His business is sound. His methods are sound. His character is sound. He's close to nature and he likes the truth.

FARM NEWS

Farm News is one of the best mediums through which to reach 400,000 good, honest, substantial, well-to-do farmers—mostly in the Middle-West, where farmers are richest and most progressive. Farm News pays and produces good results because our subscribers like it, and read it. Put it on your list. "Buy it now."

THE SIMMONS PUBLISHING CO.

SPRINGFIELD, OHIO

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ST. LOUIS OFFICE
Third National Bank Bldg.
A. D. McKinney, Mgr.

NEW YORK OFFICE
23 E. 26th Street
W. Roy Barnhill, Mgr.

Put A Drive Wheel On Your Advertising

Make it a *power* machine. That's what we do by lending our prestige to back your campaign for distribution and dealer co-operation. Read, for instance, what Armour & Co. say:

"Out of 286 papers used, your paper led in gaining distribution and dealer co-operation."

That's the talk that counts—that's putting the *power* to your printed word.

We will help *you* in this territory. Only afternoon paper in Chattanooga—leads the field. Member Audit Bureau Circulations.

The Chattanooga News Chattanooga, Tennessee

JOHN M. BRANHAM CO.

Publisher's Representative

New York Chicago St. Louis
Brunswick Bldg. Mallers Bldg. Chemical Bldg.



The Times - Herald

EVENING EXCEPT SUNDAY

The Daily Press

MORNING EXCEPT MONDAY

Newport News, Virginia

These two papers have been combined, and advertising is accepted only for the combination.

Member of A. B. C.

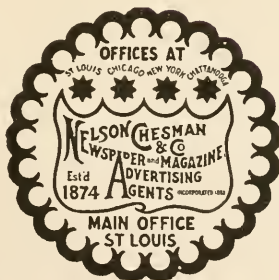
The Daily Press, Inc., Publishers

Newport News, Virginia

THE JOHN BUDD COMPANY

Advertising Representatives

Tribune Bldg. Burrell Bldg. Chemical Bldg.
Chicago New York St. Louis



Don't be a "One-Crop" Advertiser?

Don't stake all your chances of success on the crops of one locality? Protect your advertising from adverse local crop conditions by using

THE VICKERY & HILL LIST **(1,300,000 Copies Monthly)**

which is read in the corn belt, the wheat belt, the cotton belt—wherever mother earth produces.

The failure of any one big crop affects the pulling power of The Vickery & Hill List very little because it draws upon the resources of the remaining crops all over the United States.

This balanced condition, due to even distribution of circulation, is chiefly responsible for the uniformly good results which our advertisers obtain year after year.

Instead of staking your results on a few papers of local character, use The Vickery & Hill List and get the benefits of its nation-wide, steady pull.

Send today for rates and closing dates

THE VICKERY & HILL PUB. CO. **AUGUSTA, MAINE**

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30 N. Dearborn St.
CHICAGO

THOS. H. CHILD
Flat Iron Building
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People's Popular Monthly

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PAID IN ADVANCE MAIL-ORDER CIRCULATION

40 Per Cent on Rural Routes

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13 Per Cent Cities and Foreign

Home Friend Magazine



500,000

At \$2.00 a Line That Pays Advertisers

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