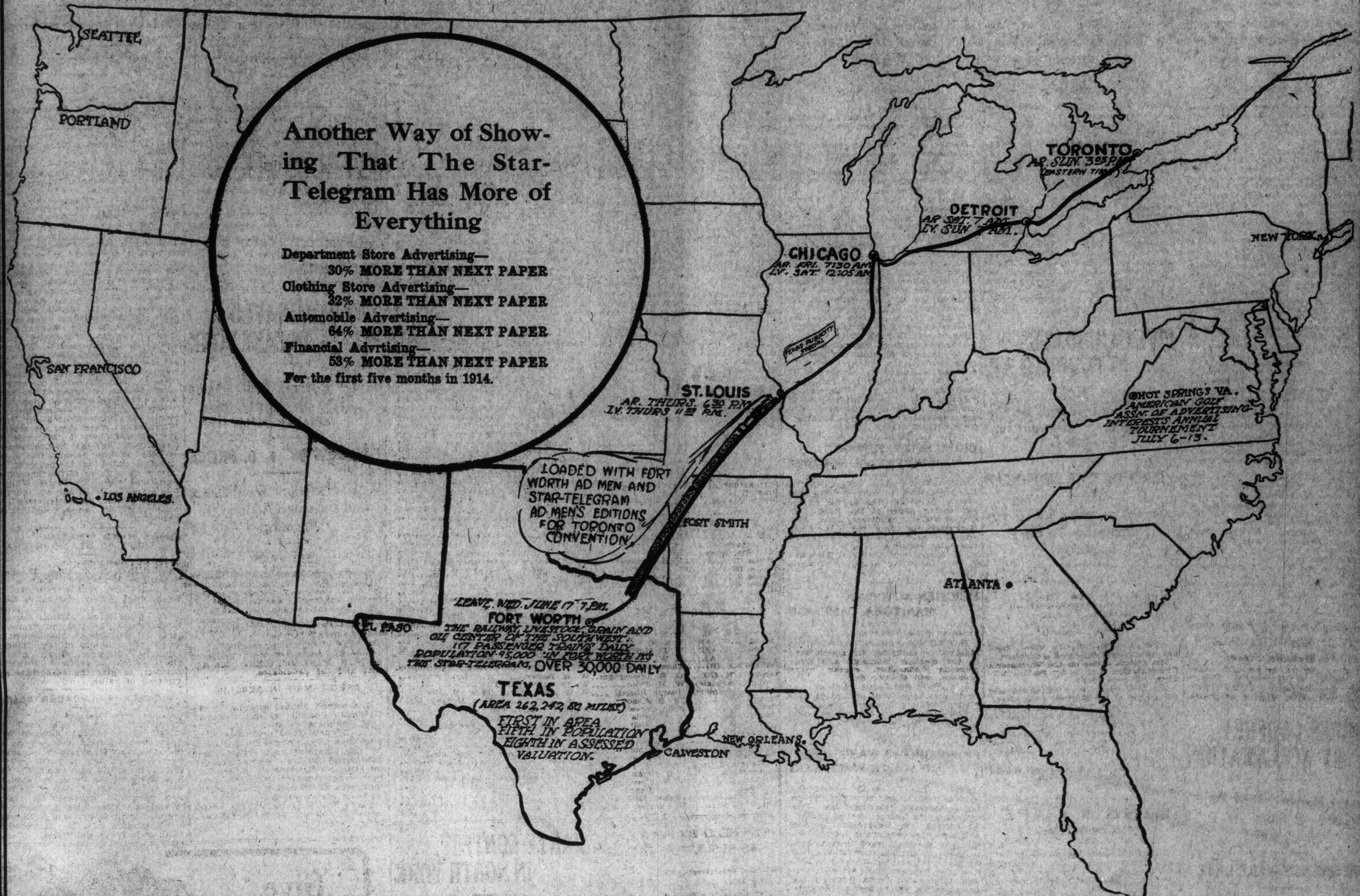


HOWDY, TORONTO!

WE'RE HERE WITH THE BELLS ON, JUST AS WE PROMISED AT BALTIMORE LAST YEAR



IN FORT WORTH, IT'S THE STAR-TELEGRAM, OVER 30,000 DAILY WHY? BECAUSE—

- The Star-Telegram** carries more Local Display, more Foreign Display and more Classified Advertising than any other paper in Fort Worth.
- The Star-Telegram** has the largest bona fide NET PAID Circulation of any paper in Fort Worth.
- The Star-Telegram** has the largest bona fide net paid City Circulation by carrier of any paper in the state of Texas.
- The Star-Telegram** is always in the lead in every public undertaking, looking to the advancement of the interests of its city and state.
- The Star-Telegram** holds the world's record for number of pages in a daily newspaper in one issue—the ANNUAL DEVELOPMENT EDITION of Dec. 15, 1912, which contained 250 pages.
- The Star-Telegram** IS THE ONLY PAPER IN FORT WORTH that has at all times permitted examination of its books and records by authorized examiners.

- The Star-Telegram** ORIGINATED AND ANNOUNCED the first issue of a daily newspaper published by an Advertising Men's Club—the Souvenir Ad Men's Number published June 14, 1914, the proceeds of which were donated to the Fort Worth Advertising Men's Club for the purpose of defraying expenses of delegates in a special train to the Toronto convention.
- The Star-Telegram** carries by far more Department store, Automobile, Clothing, Shoe store, Financial and Railway Advertising, as well as more of all other kinds than any paper in Fort Worth.
- The Star-Telegram** has always published and furnished advertisers sworn detailed circulation statements at regular intervals and always upon request.
- The Star-Telegram** absolutely discontinues its publication to mail subscribers at expiration of time paid for—no deadwood in its circulation.

Star-Telegram Excess in Advertising Over Next Nearest Paper in Fort Worth

	Local Display.	Foreign Display.	Classified.
Year 1913	28 per cent	31 per cent	55 per cent
First five months 1914	42 per cent	72 per cent	36 per cent
May, 1914	29 per cent	92 per cent	18 per cent
First 15 days June, 1914	90 per cent	68 per cent	35 per cent

Total Excess Carried Paid Advertising First Five Months 1914, \$36,400 Agate Lines or 46%

CIRCULATION		GOVERNMENT STATEMENTS	
GROSS for Year 1908	15,057	Six months ending Oct. 1, 1912, NET PAID	24,375
Net Paid for 1909	17,002	Six months ending April 1, 1913, NET PAID	26,893
Net Paid for 1910	18,505	Six months ending Oct. 1, 1913, NET PAID	28,751
Net Paid for 1911	20,264	Six months ending April 1, 1914, NET PAID	29,523
Net Paid for 1912	24,629		
Net Paid for 1913	28,305		
Net Paid for April, 1914	31,321		
Net Paid for May, 1914	32,323		

A Record of Unbroken Gains Since Its Birth

These are Just a Few of the 58 Reasons Why "In Fort Worth Its The Star-Telegram, Over 30,000 Daily"

Star-Telegram Headquarters in Toronto, Prince George Hotel

AMON G. CARTER, Vice President and General Manager **A. L. SHUMAN, Advertising Manager**

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