

OVER A MILLION DOLLARS NET PROFITS A YEAR

THE RISE AND DEVELOPMENT OF WHAT IS NOW THE LARGEST PUBLISHING BUSINESS IN THE WORLD

THE SALES EXCEED TWENTY MILLION OF COPIES EVERY WEEK OF
DAILY AND PERIODICAL PUBLICATIONS

The Harmsworth Publications

Reprint from "Profitable Advertising," Boston.

The history of journalism includes no more startling story of rapid progress than that afforded by the rise and development of the gigantic newspaper combination founded and controlled by Lord Northcliffe.

Eighteen years ago—on June 12th, 1888—appeared the first number of a small penny weekly entitled, "Answers to Correspondents." It was managed and published in one small upstairs room at 26 Paternoster Square, London. Alfred Harmsworth was proprietor, manager, editor and publisher, combined in one. His capital was the very modest sum of £1,750, and the circulation of this new venture for the first week was 13,000 copies.

Mammoth Total Circulation.

From this small beginning has grown with unexampled rapidity the business of the Amalgamated Press, Limited, owning forty weekly and monthly papers and magazines, with a circulation which the week before writing amounted to 6,033,320 copies, in spite of the fact that the present season is an exceptionally dull one in the English publishing world.

The net profits of this business have grown by leaps and bounds, from the first annual report in 1890, when they amounted to £1,007, 3s. 1d., until they have reached the gigantic amount of £270,012 8s. 5d., in a single year. It must be borne in mind that these figures do not include any of the daily newspapers controlled by Lord Northcliffe.

Ideas That Won.

"Answers" owed its continual existence to a series of most brilliant journalistic efforts. Free trips to Paris were offered as prizes to its readers, and the English public was startled by a series of original and unprecedented offers culminating in a prize of £14 a week for life, which was won by a soldier. "Answers" was soon placed on a permanent footing, and then the founder began to set in operation the principle of combination which has since been so largely followed and imitated throughout the publishing world.

One of the secrets of the gigantic success of the Amalgamated Press has been that as soon as a periodical is well established it shall nurse a daughter paper. When this has gained its footing the two combine to introduce and carry on a third, and so on. It will be readily seen that this system of co-operation and inter-advertising is capable of almost infinite development, and that the otherwise inevitable enormous cost of "booming" a new publication—which has been the secret of the premature death of so many journalistic ventures—is very largely avoided.

More Harmsworth Papers.

After the establishment of two comic journals, in November, 1891, was published the first number of "Forget-me-Not," the leader of a series of highly successful papers devoted to women's interests, among which are included "Home Chat," "Home Circle," the "Woman's World," the "Girl's Friend," and the recently issued monthly magazine, the "World and His Wife."

In 1892 after two enlargements of premises a large printing works was founded under the name of the Geraldine Press. This was the

first of the seven huge establishments, fitted with the most up-to-date plants, which are now engaged in printing the various Harmsworth publications. The same year saw the commencement of a series of weekly papers for boys.

Religious Papers.

In July, 1894, the firm published the first number of the "Sunday Companion," a religious journal, made interesting to the general body of the people. Its success was immediate, and it is now the largest circulated religious journal in the world. The new department thus founded has subsequently produced the "Sunday Circle," "Sunday Stories," the "Home Companion," "Golden Stories," "Horner's Weekly," "Horner's Pocket Library," and took over an old established weekly, "Horner's Stories."

A Phenomenal Success.

In July, 1898, Lord Northcliffe founded the "London" Magazine, which reached a circulation of 1,100,000 copies with its second number, a success without an equal in the history of magazine production.

A special edition of the "London" Magazine for Canada and the States has been ordered by the Toronto News Co., for all the branches of the American News Company, and will be published here by C. H. Murray.

Other monthly magazines issued by the firm include the "Connoisseur"—the leading illustrated magazine devoted to art and collecting—and the "World and His Wife." This last, which was first issued in November, 1904, was conceived on entirely novel lines, and at once attracted widespread interest.

In October of last year the Harmsworth Self-Educator was published in England, and has already found its way into more than half a million British homes. On December 14th, a special edition for Canada was published here by C. H. Murray, and met with a sensational success. So great has been the demand that arrangements are now being made to supply orders in the States that will reach half a million copies every month.

These are but a selection of the publications of the Amalgamated Press, Limited.

Profitable Mediums.

As advertising mediums the Harmsworth publications stand in the first rank, and it is a recognized fact, both in England and the United States, that no large advertising enterprise which makes its appeal to the Anglo-Saxon races can succeed which does not avail itself of the very powerful help afforded by the newspapers and other publications controlled by Lord Northcliffe. No group of publications shows so gigantic a revenue from advertisements, a fact which points unquestionably to one conclusion.

First Harmsworth Daily.

It was in September, 1894, that Lord Northcliffe embarked upon the enterprise of daily newspaper publication by purchasing the "Evening News," which is now London's chief halfpenny evening paper. It had previously passed through a very chequered

career, at least £190,000 having been sunk in it by its various proprietors. Under the new regime things quickly put on a different aspect, and under the capable management of Kennedy Jones, the circulation has steadily risen from next to nothing until it now stands at over 300,000 copies daily; while the profits have risen from a minus quantity to over £44,000 per annum.

The "Evening News" is recognized as being the best advertising medium among all the British evening newspapers. From May 2nd, 1904, to April 29th, 1905, this being the last six months of last year's financial period, and the first six months of the present financial year, the number of advertisements appearing

The Daily Mail.

Early in 1894 Lord Northcliffe commenced planning "The Daily Mail," which is recognized throughout the world as England's smartest and most go-ahead paper. From the first, it was resolved that the new service of "The Daily Mail" should surpass every existing paper in completeness and efficiency, and the whole face of the earth was so mapped out that nothing could happen anywhere without

coming under the immediate cognizance of a paid representative having facilities for transmitting news direct to the London office. How successfully this was accomplished has been seen in the fact that "The Daily Mail" is generally the first of the London papers to publish important news, being sometimes as much as two days ahead of any of its contemporaries.

Careful Preparations.

More than half a million pounds was sunk in buildings and plant before the first copy was issued, and this was altogether apart from the capital required for daily working expenses. An experimental daily issue was regularly edited and printed for two months before the first copy was sold to the public on May 4th, 1896, over £40,000 being thus spent in paper, labor, salaries, telegrams, payments for contributions, etc., for a paper which was never seen outside the office. The result of this was seen in the fact that at its first issue everything was in perfect working order. So instant was the success of the new venture that the average daily sale for the first month was 171,121 copies. This has steadily increased until at the present time the regular daily sale is only slightly under 1,000,000 copies; while on all special occasions, 1,000,000 is considerably exceeded.

At the Head as a Medium.

"The Daily Mail" stands at the head of the newspapers of the world as an advertising medium, and is able to command from £350 (\$1,750), to £400 (\$2,000) per page for advertisements, about twice the rate of any other London daily.

"Overseas" Edition.

In November, 1904, a weekly "Overseas" edition of "The Daily Mail" was introduced in the special interests of English people in the colonies and abroad. It finds its way not only into the British colonies, but into every other country of the world.

Continental Edition.

A further development of "The Daily Mail" was seen on May 22nd, 1905, in the issue of a

daily Continental edition printed at Paris. By this means the paper has more than quadrupled its circulation in the chief European centres, where it already occupied the premier place in the matter of circulation among English journals going to the Continent. This Continental edition circulates in the entire territory between St. Petersburg on the north and Khartoum on the south, with the exception of Scandinavia, which is served from London. With this exception there is not a single European country where "The Continental Daily Mail" is not on sale. It has an enormous circulation among three classes—English and American tourists travelling for pleasure, English and American business men having commercial relations with foreign countries, and foreign commercial men, having business relations with England and America. It will be obvious that such a medium is unrivaled for the purpose of advertising. "Industries de luxe"—dressmakers, jewellers, wine merchants, liqueur makers, automobile manufacturers, and the like. The American advertiser desiring to reach Continental business men with important commercial connections finds no medium better suited for the purpose than "The Continental Daily Mail," which by the way, gives special attention to American news, being read, probably, by as many Americans as English on the Continent.

A Woman's Daily.

"The Daily Mirror" was founded by Lord Northcliffe, as a penny ladies' daily, in November, 1903, and, after passing through a very stormy time, ultimately became firmly established as an illustrated half-penny daily, and has at the present moment a regular daily circulation of over 350,000 copies.

More Than a Century Old.

Another newspaper controlled by Lord Northcliffe is "The Weekly Dispatch," which was 102 years old when he purchased it in July, 1903, and has now a regular circulation of about half a million.

Other Harmsworth Newspapers.

"The Glasgow Daily Record," "The Leeds Mercury," "The Observer," "Vanity Fair," "The World," and "The Manchester Courier" are also included among the newspapers owned and controlled by the great journalistic genius who in eighteen years has built up from nothing the world's greatest publishing concern.



LORD NORTHCLIFFE

Founder of the Largest Publishing Business in the World

The first two of the Harmsworth Publications to be printed in
Canada for the United States and Canada.

**Harmsworth Self-Educator Magazine
and the "London" Magazine**

**C. H. MURRAY, PUBLISHER, 75 YONGE ST.,
TORONTO.**

BRANCH OFFICE, 224 Fifth Avenue, New York.