Reprint from "Profitable Advertising,"
Boston.

The history of journalism includes no

more startling story of rapid progress

than that afforded by the rise and de-

Mammoth Total Circulation.

Ideas that Won. Answers owed its continued existence

to a series of most brilliant journalistic

as prizes to its readers, and the English

public was startled by a series of original and unprecedented offers culminating in a prize of £1 a week for life,

which was won by a soldier. Answers

lished it shall nurse a daughter paper

combine to introduce and carry on a

More Harmsworth Papers.

the Bank

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lapanese Expert Declares Imperfect Building Material Caused Most of Damage.

Sau Francisco, June 19.—"Dishonest tar-a corrupt conglomeration of earl yall of the earthquake damage san Francisco," says Dr. K. T. Naamura, professor of architecture of the rial University of Tokio, and one he most distinguished members of ommittee despatched to this city the Japanese government to investite the effects of trembles and fire.
I find," said Dr. Nakamura yestery, "that much of the damage to San
ancisco from the earthquake was due
poor morter and faulty construction,
d the greater portion of the damage
the class A buildings by fire was
result of misguided use of hollow
lag and so-called fire blocks instead norrete. It is an easy matter, I found, to design a building that not only be earthquake proof, but

actically fireproof.

"There has developed as a result of e earthquake in San Francisco great ejudice against brick buildings. Howwhere earthquakes of greater sety than the one experienced in this are not uncommon. The secret of success, however, lies in the fact good mortar is used. The mortar lid either be composed of one partent to two parts of sand, or of one cement, three of lime, and five of cement, three of lime, and five of The bricks should be thoroly before being laid, and when the been set this way the wall

DIARY OF A LOVER.

Confesses His Ma Opened His Eyes

A lover's diary was head in the King's bench division during the trial of a suit by Miss Grace Sufficial of Upton Park, England, against Mr. Herbert George Moffat, for breach of promise of marriage.

Mr. Moffat is the son of a pawnbroker, it was stated, and in addition to having 1000 invested in his father's business and 6000 in the bank, he practised the diary habit. The progress of his courtship was recorded in his diary, and when his love for Miss Suffield began to cool he kept a record of his emotions. On June 10 last year he made the following entry:

"Wrote letter to Grace, touching her up bit."

bit."

By June 22, however, matters between the lovers had improved, and the following entry appeared in the diary:

"All came well-in the end. Took her home about 10.30."

Eventually Mr. Moffat's mother took a hand in her son's love affairs, and wrote a letter to Miss Suffield, who wrote in turn to Mr. Moffat protesting against the tone of his mother's letter. The diary for that day contained the following entry:

"Wrote to Grace, saying I took ma's mart"

In the letter in which he "took ma's part," he wrote:

"Well, dear, my ma and I are still good friends. She has opened my eyes a bit. I was blind before, but now I see she was right, and I agree with what she has ever said or done. She does not wish to part us, but it is to save you from a very unhappy future that she has taken such a stand. You should tell your ma that I shall never goine and visit you or her again if they teach you to upset my ma."

On July 17 he made the following entry in the diary:

Wrote to Grace, asking her to release me from my engagement."
The hearing was adjourned.

Militia Appointments. Ottawa, June 19.—Militia general orders announce the following appoint-Queen's Own Rifles—Be provisional leutenant, Private Scott. Lieut, G. A.

Kenzie is transferred to the reserve of officers.
The Toronto Light Horse—Provisionlieutenants, Squadron Sergeant-Ma-r Charles Dick Clark, Alfred Wilkes,

Cant. Burton from the 35th Regiment be captain; Lieut, and Capt, S. G. cket, Lieut, E. S. Ryerson, Capt, E C. Dean, A.S.C., retires from the King-ston Company to enter the rermanent

Stock Exchange Officers. At the annual meeting of the Toronto Stock Exchange yesterday the following officers were elected for the ensuing year; A P Burritt, president; G Tower Fergusson vice-president; J O Buchanan, secretary: W H Brouse, treasurer; committee F G Osler, Edward Cronyn and Murray Alexander; auditors, J K Niven and Temple Black-

SUMMER FAG.

Dr. Williams' Pink Pills the Best Tonic for Summer.

The leng, hot summer thins the blood, and leaves you weary, worn and wretched. Nothing can cure that summer fag except Dr. Williams' Pink Pills-because they actually make new blood and thus strengthen every or-gan and every tissue in the body. Every dose fills you with new strength, new energy, new life. Purgative pills weaken you more, Common tonics only stimulate for the moment But Dr. Williams' Pink Pills actually make new blood, and nothing but good, pure, rich, red blood can brace you to stand the summer. That is why you should take Dr. Williams' Pink Pills now. Mr. W. J. Norfolk, White Horse, Yukon Territory, says: "I am thirty-five years of age and have been an athlete who scarcely knew the meaning of illness. Last year, however, my health gave way. I became nervous, did not sleep well and grew as weak as a kitten. It seemed as though I was completely worn out. I tried several so-called tonics, but it was only a waste of money, for they did me no good. Finally I began usput me on my feet again, and gave new health and strength.

Every weak and easily tired man and woman will find new health, new strength and new energy through fair use of Dr. Williams' Pink Pills. ey cure all blood and nervous diseases like anaemia, nervous exhaus-tion, headaches and backaches, indigestion, neuralgia, rneumatism and the special ailments that afflict most growing girls and women of mature Sold by all medicine dealers by mail at 50 cents a box or six boxes for \$2.50 from the Dr. Williams'

ER A MILLION DOLLARS NET FITS 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 PUBLICATION

sued monthly magazine, the World and His Wife. In 1892 after two enlargements of velopment of the gigantic newspaper combination founded and controlled by emises a large printing works was unded under the name of the Geraldine Eighteen years ago—on June 12, 1888—appeared the first number of a small penny weekly entitled Answers to Cor-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 penny weekly entitled Answers to Correspondents. It was managed and published in one small upstair 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

Religious Papers.

In July, 1894, the firm published the new venture for the first week was 13,first number of the Sunday Companion, a religious journal, made interesting to the general body of the people. Its suc-From this small beginning has grown cess was immediate, and it is now the largest circulated religious journal in the world. The new department thus with unexampled rapidity the business of the Amalgamated Press, Limited,

of the Amalgamated Press, Limited, owning forty weekly and monthly papers and magazines with a airculation 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 £1,097 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.

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"

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 efforts. Free trips to Paris were offered 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 iswas soon placed on a permanent footing, and then the founder began to set tion which has since been so largely followed and imitated throughout the publishing world.

Sued in November, 1904, was conceived on entirely novel lines and at once attracted widespread interest.

In October of last year The Harms-One of the secrets of the gigantic sucworth Self-Educator was publis that as soon as a periodical is well estab-England, and has already found its way into more than half a million British When this has gained its footing the two homes. On December 14th, a special third, and so on. It will be readily seen edition for Canada was published here third, and so on. It will be readily seen that this system of co-operation and interadvertising 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. 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



LORD NORTHCLIFFE

Founder of the Largest Publishing Business in the World

akes 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 gi-gantic a revenue from advertisements, a fact which points unquestionably to

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 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 is-

no large advertising enterprise which | ing until it now stands at over 300,000 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 2, 1904, to April 29, 1905, this being the last six months of last year's financial period and the first six months of the present finanfirst six months of the present finan-cial year, the number of advertisements appearing in the Evening News amounted to 65,815, covering 67,487 inches of space. Of these, no fewer than 42,292 were "small" advertisements, a line of business which the paper has largely developed.

The Daily Mail.

Early in 1894 Lord Northcliffe commenced planning The Daily Mail, which is recognized throughout the world as paper. From the first, it was resolved that the news service of The Daily Mail

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 selectory that the success of the new venture that the average daily selectory the success of the new venture that the average daily selectory the success of the new venture that the average daily selectory the success of the new venture that the average daily selectory the success of the new venture that the average daily selectory the success of the new venture that the success of the new ve verage 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 com mand from £350 (\$1,750) to £400 (\$2,000) per page for advertisements—about twice the rate of any other Lon-

don 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 The World, and The Manchester Cour-

circulation in the chief European centres, where it already occupied the 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 generpremier place in the matter of circulato 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 altofirst copy was issued, and this was altofirst copy as issued, and this was altofirst copy was issued, and this was altofirst copy as issued. How successfully from London. With this exception there is not a single European country where is not a single European country where the Continental Daily Mail is not on t 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 4, 1896, over £40,000 being thus spent in paper, labor, salaries, telegrams, payand printed for two months before the first copy was sold to the public on May 4, 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.

manufacturers, and the like. The American advertiser desiring to reach american advertiser desiring to reach american advertiser suited for the purpose which was never seen outside the office.

aper has more than quadrupled its

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 il-lustrated half-penny daily, and has at the present moment a regular daily cir-culation 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

Other Harmsworth Newspapers. The Glasgow Daily Record, The Leeds colonies, but into every other country of the world.

Continental Edition.

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

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

England's smartest and most go-ahead C. H. MURRAY, Publisher, 75 Yonge St., Toronto. BRANCH OFFICE, 224 Fifth Avenue, New York

the British sailor, is slowly and surely being forced to obey the law, and to traffic no longer in disease and filth, by the revela-

no longer in disease and filth, by the revelations made in Mr. Upton Sinclair's novel, "The Jungle."

Packing Town, the district of Chicago where cattle and sheep and pigs are turned into ham and bacon, dressed beef and sensages, lard, potted ham, devilled chicken and peerless fertilizer, it itself a large city. There are 250 miles of railway track within its yards, and every day 10,000 head of cattle, 10,000 hogs, and 5000 sheep are driven within its gates to meet their death. This means that nearly ten million animals are turned into food in Packing Fown every year.

The packers share Shakespeare's belief that there is little in a name. There are no mushrooms in "mushroom ketchum," no chickens in "potted chicken," and the making of imitations, necessarily cheap and often exceedingly nasty, is a most important item of the business.

wonderful Organization.

It is impossible not to feel some admiration for the expert organization and the careful avoidance of waste. Indeed, not a tiny particle of organic matter is left unused. Everything on a pig is used except the grunt.

The horns of entire are made into combs, buttons, hairpins, and imitation ivery; the shin and other large bones are cut into knife and footh-brush handles and mouthpleces for pipes; the hoofs are turned men.

mouthpleces for pipes; the hoofs are turned into hairpins, buttons, and glue; from the feet. knuckles and sinews come gelatine, who work near the open vats frequently

the Girl's Priend, and the recently is In England and the United States, that I has steadily risen from next to note: I clear the news service of the Daily Mail of the temporary that is the work of the states and in the temporary that is the power of the states and in the temporary type of the buses rampant in mid-Victorian England may be the buses rampant in mid-Victorian England more to respect to the states and in the corrupt system of American species of the buses rampant in mid-Victorian England more to remove the buses rampant in mid-Victorian England more to remove the buses rampant in mid-Victorian England more to remove the corrupt system of American species of the buses rampant in mid-Victorian England more to remove the packers and the state of the buses rampant in mid-Victorian England more to remove the packers and the state of the buses rampant in mid-Victorian England the state of the publical market on an end by "Bleak House." Imprisonment of the publication of "Little Dorrit's, and an arm of the Chicago River called Bub. The publication of "Little Dorrity, and an arm of the Chicago River called Bub. The publication of "Little Dorrity, and an arm of the Chicago River called Bub. The publication of "Little Dorrity, and an arm of the Chicago River called Bub. The publication of "Little Dorrity, and an arm of the Chicago River called Bub. Received to form's Cabin's was an Irish democratic boss, of the publication of "Little Dorrity, and an arm of the Chicago River called Bub. Received Bub and the state of the publication of "Little Dorrity, and an arm of the Chicago River called Bub. Received Bub and the state of the publication of "Little Dorrity, and an arm of the Chicago River called Bub. Received Bub and the state of the publication of "Little Dorrity, and the constitution of the case of the publication of the constitution of the case of the constitution of

A man named Zimber in has been arrested in Patis for a series of thefts.
extending over 30 years from the firm
by which he was employed. His "ravings" out of a sa'ary of £200 a year are at least £8000, and he is known to have lived at a rate of more than £400 a

No Education Question Here, There is not a single Dissenter in the Parish of High Roothing. Essex, Englard. which has a population of 400

"Would you go to a doctor if you had a broken, leg?"
"I gan't say. If I trust in the Lord I know I thould not have it. The hones of the righteous shall not be broken."
"What would you do in the case of a person bleeding to death?"
"Well, I know cases—many—where the Lord mas stopped the bleeding and healed the wornd."

Dr. Ludwig Freyberger said that death was due to heart failure while the chi'd was suffering from bronchial pneamonia. The case was one in which medical aid and attention were necessary, and would have done good. Death was materially accelerated by the want of such attention.
"Cotld you or could yes have not saved the chi'd's life?" Cook demanded.
"The child might have had a reasonable chance of recovery if proper medical—"" Dr. Freyberger began, but Cook interruped him.

Nature's Waste.

A German scientist, after reveral vears spert in experiments, has calculated the value of a firsh of lightning in electrical current at f280.

Poetic Plumber,

William Jarman, a plumber, was fined ten shillings of Hithe te England for stifting Harry Gi'adings, an employe whom he had dismissed for writing poetry and nailing it up in the shop.

FAITH CURE TRAGEDIES.

Father to Be Tried for Children's Deagus From Neglect.

For the second time within ten days Jas, Cook or Clapham, England, a memoer or the sect known as the "Peculiar People," has been committed for trial charged with the manuslaughter by neglect or one of his the central criminal court.

Wholesale Rabbit Trap. A new rabbit trap is being used with great success in Australia. One trap has been known to catch as many as 630 live rabbits in a night.

Sensitive Shareholders. The British Tea Tab'e Company has decided to close its shors on Sundays out of deference to the conscientious scruples of some of its shareholders.

SUCCESS COMES FROM ENERGY

SUCCESS is possible in this world to any man who has the energy to strive for he wants. The only way to get we at you want is to work for it, and work energy. A man without energy has no inclination to work. It is proven vital energy of the human body is electricity. Therefore, I believe that electricity foundation of success.

Suppose we take a man who is a failure because he has never felt the ambition or had the energy to hustle that other men have shown. Now, that man is not laz'; he is weak. We can make that man so stong that he will feel capable of overcoming obstacles which formerly would have frightened him. Electricity puts courage into its heart and inspires ambition.

Suppose we take a man who has in one way or another vertaxed his system until he is in a state of abject debilit, all ambition gone, subject to depression and despondency and a disposition to give up the fight.

I can pump a stream of electricity into his nerves, and in a few days he will be in to lose his dejected spirit, will wake up in the morning with fresh courage, will go out and take pleasure in fiding his lungs with the pure air and will find his legs feeling like springs of steel under him. Then his curage will grow, his ambition waken, and he will find himself fee ing like a giant, ready to tackle anything.

To such a man "Electricity is Life" indeed, and it will

thing.

To such a man "Electricity is Life" indeed, and it will make a new man of him.

DR. MCLAUGHLIN'S ELECTR'C BELT

will put new life into a body exhausted and debilitated. It will prepare any man for a battle for success by charging his nerves with the fire of vigorous energy. O. JOHNSON, North Bay, Ont., seys:—"For building up a weakened and run-down constitution, nothing can equal your Belt. I feel like a new man, and consider it worth its money many times."

JAS JOHNSTON, J.P., Ottawa, O: t., says:—"I was cured of heart disease and stomach trouble in August, 1903, and have never experienced a return of it in over three years."

JEROME SCANLON, Ancaster, (nt., writes:—"In one month's use of your Belt I have gained seven pounds. No bladder trouble, constipation, or headache any more, and have developed a lot of muscle and strongth. Thanks for your help," If you are skeptical, all I ask is reasonable security for the price of the Belt, and you can use it and

Pay Only When Cured.

READ WITH CARE. DR. McLAUGHLIN'S ELECTRIC BELT is positively the only Electric Belt offered to the public where you have a regular physician in attendance. You have his advice and consultation FREE OF CHARGE.

If you will come and see me, I'll explain it to you. If you can't call, let me send you my book full of the things a man finds inspiring to strength and courage. Free if you send this ad. DR. M. O. McLAUGHLIN, 112 YONGE STREET, TORONTO, ONT. Office Hours-9 a.m. to 6 p.m. Wednesday and Saturday till 8.30 p.m. 6-14-06