

There is said to be but one place in the United States where almost all the newspapers of the United States are read, the Exchange Bureau of The Ladies' Home Journal. It is the rule to read each one within a day after it is received, so a large staff of trained readers is kept employed constantly. By this plan it is possible for the editors to keep in close touch with the reading public, and accurately informed as to the topics that are uppermost in the public mind in every section of the country. In this reading, such selections are made as may be of special immediate interest, as well as matter for future reference and notes that may serve as memoranda or suggest articles. Moreover, everything relating to the Journal is clipped and filed. Thousands of dollars a year are spent in this work alone, but Editor Bok regards it as a very profitable investment, as invaluable information is thus supplied that could be obtained in no other way.