| CAMDEN COMMITTEE NAMED To PROVIDE RELIEF Funds | lowing: F. Whyland Ayer, B. M. Medrick. Charles A. Reynolds, Nidridge B. Johnson. , Howard M. Cooper. An |  D. Coliling Rov, J. R. Read, James Lomion, Watter W. Crate, Elmer E Lons and David | HETTY GREEN SERIOUSLY HLL Trained Nurses Disguised to Keep |
| :---: | :---: | :---: | :---: |
| Buainoss Men Will Work in Connection With Councils |  Hurley, Fithinn \& Simionin. Frodertck | Baird, jr $\qquad$ <br> Would-Be Suieide Recovering | From Worrying Patient NRW Yopk. June $26 .-$ Mrra. Hetty Green |
| ure of Camden has announced a |  | Would-Be Suieide Recoverins Samuel Delman, 31 yeara old, of |  |
| tion with e committeo fho will nath Coun- | Fr |  | (tay drink pempte her criteal condition, |
|  | 9eo | 15 th dintret pollec ntatuon. in belleved to |  |
| This committee to compoosed of the fot- | Price. Rev, Gieorge | no out of ford Hos | Colonel Edward R. Green, her son, when |


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## The Primary Lesson

in Advertising is to learn that quality of circulation is the great thing to be studied. Quantity lends itself to schoolboy mathematics; rates per line per thousand are easily compared by the most mediocre intelligence.
YOUR ADVERTISEMENT, if it could be placed in a sheet of which a million copies were to be given away, would
have but trivial value to your trade. Men and women do not preserve, commonly do not even read what is given away. Placed in the cheaper medium the advertisement would be more likely to be glanced at; just as unlikely to be preserved; Newspapers like THE BROOKLYN DAILY EAGLE, the New York Evening Post, Boston Transcript, Philadelphia Ledger, or in smaller cities, the Hartford Times, the
Springfield Republican, the Providence Journal, are not thrown away. They are sold at a price that divides between reader and advertiser the expense of making the white paper tell what is worth telling. They go to the HOME. They are read by every member of the family. What that means the merest neophyte in advertising knows.

In Brooklyn, which has $2.000,000$ popula-

as the news which every Brooklynite knows he can
THE BROOKLYN DAILY EAGLE Brooklyn, N. Y.
 OMARA \& ORMSBEE
Special Repreentatives

Low round trip fares now in et

ROYAL
ELECTROT TPES for Color Work and Fine Halftone Printing

$耳$ isiting advertising men are cordially invited to visit and inspect the home of the Royal Electrotype Company -
the place where Royal Electrotypes are the place where Royal Electrotypes are
made. In the Curtis Building. Entrance made. In the Curtis Building. Entrance
620 Sansom Street. 620 Sansom Street.
ROYAL ELECTROTYPE CO. GOO SANSOM STREET, PHILADELPHIA, PA.

