PRINCIPAL OFFICE;
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ADVANCE INFORMATION DEPARTMENT

THE BUREAU OF PRESS CLIPPINGS

OF CHICAGO, ILLINOIS

(INCORPORATED.)

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CLIPPINGS.

There is no finer creation of civilized life than the modern newspaper. Every great invention of the world is made to pay tribute to it. Every art and every science help in its production. The best writers of the day and the best artists contribute to its columns. In the newspapers may be found reflections of the old and practiced man of science, fiery utterances of the orator, calculations of the financier, dreamy imaginings of the poet, worldly maxims of the man of business. Read the printed columns and in imagination hear the rush and roar and bustle of the whole living world, hear the despairing shriek of the unhappy woman murdered in some foul London alley, hear the softly modulated tones of the Christian minister as he tells his fashionable congregation the good tidings of "Peace on earth, good will toward From one quarter of the world the muffled men." roar of a hundred thousand voices crying for bread, from another the joyous tones of the wedding march as the titled rake and the millionaire's daughter step proudly down the crowded aisle. Carnage of battlefield and red ruin of blazing towns are seen side by side with brilliant ball-room and merry masquerade. Yet the life of a newspaper is shorter than a butterfly's. Men read and a minute afterward forget. The products of a hundred human brains are by a wonderful process conveyed to the printed sheet which a few hours later will be used to light a fire. There is, however, one conservative-minded institution which is saving some of this matter for the benefit of its clients. The Bureau of Press Clippings which reads 1,500 papers a day, has organized a system whereby any one who wishes to preserve newspaper literature on a given subject, may do so at small cost, and one who wants to know how greatly this system of clipping may be developed should apply to Frank A. Burrelle, General Manager Bureau of Press Clippings, 170 Washington St., Chicago; 39 Nassau St., New York, and 513 15th St., N. W., Washington, D. C.