

ALL THE WORLD IS NOW YOUR NEIGHBOR

# The Home Newspaper

*"I see b' th' papers!"—Mr. Dooley*

**H**OW the world has been merged into one great neighborhood by quick communication and the daily newspaper was here outlined yesterday.

In this new and neighborly understanding your local Home Newspaper is naturally the leading factor—for the neighborhood is but the magnified composite of the home.

In this respect the difference between the local **Home** Newspaper and any other newspaper or periodical is the difference between the friend and the acquaintance.

We believe the friend; we listen to the acquaintance—until he becomes the friend.

We need, read and heed the **Home** Newspaper with an open and ready mind. Other papers must earn this friendly footing and some of them do. For friendship is merely acquaintance developed—**tried and tested.**

The local Home Paper alone is intimate from the very start—other papers must win your confidence.

The big, unique, vital **power** of the local Home Paper is in its

**HOME NEWS**—in its singular capacity to interpret the **home** life, hopes and achievements of the community of which it is the pulsing heart.

Fine buildings, good roads, inviting homes, modern schools and busy churches—these are all impressive evidences of any town's material prosperity, but

The Wise Wayfarer invariably adds:

"If you want to 'show me' the kind of people that live in this town give me the **LOCAL PAPER** every time!"

This seasoned traveler probably first looks at the Local Paper's advertising columns. In no other or quicker way can the **live** town be differentiated from the "dead one," for it costs money to advertise, while "talk is cheap."

Read your own Local Home Paper—**first.**

Advertise in your own Local Home Paper—**first.**

No other paper ever can be as essential to you in either of these

capacities as your **Local Home Paper.** However, as

**All the World is Now Your Neighbor—**

there may be room in your home and plans for **another** Home Paper—for The Chicago Daily News.

Having frankly conceded the greater importance to you of your own local Home Paper, The Chicago Daily News—**CHICAGO'S HOME PAPER**—will endeavor to substantiate its claims for **acquaintance** in your family, for second place, as it were, until acquaintance shall have ripened into intimacy and friendship into confidence.

This appeal will be made through another page advertisement, "Why you need **THE METROPOLITAN PAPER** in Your Home"—published here to-morrow.

Make a point of reading to-morrow's page. Remember—you cannot be too fully informed—for

**All the World is Now Your Neighbor—through**

## THE CHICAGO DAILY NEWS

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