

IMPORTANT ANNOUNCEMENT THE NEW VOLUME OF

The Public

INCREASE OF SIZE AND IMPROVEMENT OF FORM

The eighth year of THE PUBLIC ends with the issue of March 31, 1906. It has been a year of marked progress. The issue of April 7 is the first of Volume IX. With the beginning of this new volume the size of THE PUBLIC is increased to 32 pages each week. The size of page is slightly reduced to make a more convenient form, with two columns to the page.

Volume IX will end with the issue of December 29, 1906, thus covering the nine months from April to December, both inclusive. Thereafter the volumes will begin with the first issue of January and close with the last issue of December. Volume IX and subsequent ones will have title pages, for binding, and more comprehensive indexes than before.

The advertising rates for a full, half, or quarter page remain the same. The rates for columns, lines, and inches are readjusted to conform to the change in the size of the column. This change makes for the better display of advertisements, to the advantage of all advertisers. The table of rates in force is given regularly on the cartoon page.

THE PUBLIC is now widely recognized as the best journal of the forward movement of democracy, which is making rapid progress. The circulation is steadily increasing and has now reached 7,400. The reduction of the subscription price to \$1.00 yearly was a very popular move. The paper has been called "the best dollar's worth among periodicals." Friends who actively work to advance our principles obtain new subscriptions very readily. The increased size and improved form of the new volume will further such efforts. THE PUBLIC permanently holds practically all its readers, old and new, and our object is to get the paper into the hands of every one who can be brought to favor thorough-going honesty and fairness and fundamental democracy in all political and economic affairs. **We appeal to all our readers to co-operate in this work in every way they can. Everyone can help in one or more of the following ways:**

- (a) **By taking as many subscriptions as possible and encouraging others to do likewise.**
- (b) **By advertising regularly in THE PUBLIC, if the reader's business or profession at all permits.** The rates are very favorable. It will be necessary to advance them, as the circulation approaches 10,000. By making contracts now, advertisers gain a decided advantage.
- (c) **By sending us addresses of acquaintances and others likely to be interested in THE PUBLIC, to whom sample copies can be sent, and by sending accurate lists of men and women who wish to help the forward movement of American democracy and are especially interested to promote direct legislation, proportional representation, the recall, and direct nominations for office, equitable assessments and just taxation, the single tax, free trade, municipal ownership of public utilities, public ownership of railroads and telegraphs, universal suffrage, anti-imperialism, etc.—also lists of public spirited Republicans who are opposed to the plutocratic domination of their party. Also by sending to others copies of THE PUBLIC after reading, calling attention to the paper.**
- (d) **By buying as many books as possible from us and encouraging others to do likewise,** bearing in mind the advantages of giving our books as presents—for birthdays, weddings and commemorative and other occasions. Our book catalogue should be in the hands of every reader and is sent free anywhere on request. **We supply any book published**—as well as those listed in the catalogue. Books rare or not well known will be searched for and supplied as promptly as possible. Prompt, accurate and thoughtful service characterizes our book business. As the business increases, we shall be able to bring out many new books of great interest and importance to real democracy.

THE PUBLIC PUBLISHING COMPANY
FIRST NATIONAL BANK BUILDING, CHICAGO