



ESTABLISHED JUNE 1st, 1868.  
 OLDEST NEWSPAPER IN SOUTHERN COLORADO.  
 TWENTY-FIVE YEARS UNDER PRESENT MANAGEMENT.

# THE CHIEFTAIN,

PUEBLO, COLORADO.

\*\*

THE CHIEFTAIN PUBLISHING COMPANY.

J. J. LAMBERT, President and General Manager.

DAILY,  
 SUNDAY  
 AND WEEKLY.

Age, Respectability, Influence and Fol-  
 lowing. A Story of Steady Progress.

**GOOD STEADY CUSTOMERS:** These are the results you want from your advertising. It is people of this sort who read the CHIEFTAIN, read it regularly and read it thoroughly. You can keep in touch with them only by advertising in the CHIEFTAIN columns. Tell them of what you have to sell—they know a good thing when they see it.

\* It enjoys the distinction of having a circulation greater than all the other \*  
 \* papers published in Pueblo, and being the favorite of the best classes of the \*  
 \* population, the CHIEFTAIN offers unequalled advantages to advertisers. \*

THE CHIEFTAIN is the only morning newspaper published in Pueblo. It has an exclusive stockholding membership in the Associated Press and uses the Mergenthaler Linotype machines. Its high character, tone and general worth commends it to, and has obtained for it an entrance to the refined and cultured home circles and made it the most popular family newspaper in Southern Colorado. It is distinguished for its freedom from highly colored sensationalism. It has a long sustained circulation among a prosperous class of readers who have learned to appreciate its special value.

A. FRANK RICHARDSON, Eastern Agent,

TRIBUNE BUILDING.....

.....NEW YORK CITY.

N. W. AYER & SON, Newspaper Advertising Agents, Philadelphia.

...The...  
**Baltimore American,**  
 BALTIMORE, MARYLAND.  
**It Pays Advertisers**  
 ...BECAUSE...

It possesses the cardinal features that make it profitable to advertisers, honesty, purity of tone, circulation, and the confidence of its readers; these are the characteristics that give a newspaper that quality that shrewd advertisers seek. "THE AMERICAN" is such a paper. Its circulation is good and increasing rapidly, and advertisers will find it a paying medium. George Washington was one of the "AMERICAN'S" first and most liberal advertisers. In the first issue published August 23rd, 1773, he offers for lease 20,000 acres of land on the Ohio and great Kanawha Rivers. By following in the footsteps of the "Father of his Country" you cannot make a mistake. He wanted the best medium and that is what we offer you to-day.

<b>CIRCULATION:</b>						
<b>Sunday,</b>	=	-	-	-	=	<b>100,000</b>
<b>Daily,</b>	-	-	-	-	-	<b>40,000</b>
<b>Twice-a-week,</b>	-	-	-	-	-	<b>45,000</b>

Tribune Building, New York.      **A. FRANK RICHARDSON,** Chamber of Commerce, Chicago.  
**D. P. BEVANS,** Assistant Eastern Manager,  
 165 World Building, New York.