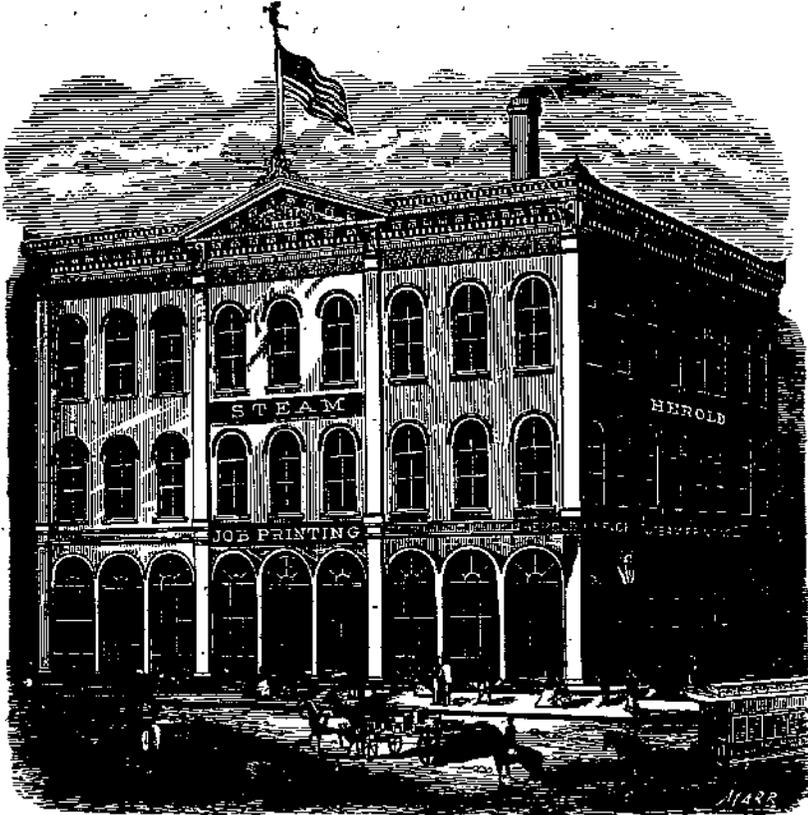


AN ALMOST UNPARALLELED SUCCESS.

THE NEW HEROLD BUILDING.



431, 433 and 435 Broadway, Cor. Mason Street,

MILWAUKEE,

WISCONSIN.

The HEROLD was established in the Fall of 1861 by W. W. COLEMAN, ESQ., its present owner, who with but limited means, but with a determination to achieve success if personal application to business, energy, and perseverance would accomplish it, entered upon his work.

Seldom ever has a newspaper publisher studied and worked up the problem of "How to secure circulation" more thoroughly, systematically, and successfully than the publisher of the HEROLD. To this object his every nerve was bent. Believing in a liberal policy, the bread by him cast upon the waters has returned manifold, until now, although much the junior of the influential newspapers of Wisconsin, the HEROLD, it is acknowledged, outranks them all in point of circulation, the weekly editions being larger than those of any German paper published west of New York—at date of writing—by pressman's actual count, 19,200.

The new building was purchased in the Fall of 1875. It is fitted up with all the modern improvements and appointments, and has ample accommodations for the steadily increasing business of the HEROLD.

It is centrally located, within two blocks of the Post-office, Chamber of Commerce, the principal Banks and Hotels and the Courts of the city.