

All Yearly Advertisements must be confined to the advertisers regular business. All those, such as Auction Sales, Houses to Let, Dissolution of Partnerships, Ships or Steamers, Legal Notices, &c., are charged separately.

The general charge for inserting Births, Marriages, or Deaths, is 50 cents.

No discount allowed when advertisements are ordered to appear only once, twice, or three times per week, in a daily journal.

All orders for the insertion or discontinuance of advertisements, are required to be in writing. Advertisements ordered for insertion till forbidden, and such as are not accompanied with any specific instructions, are inserted until written orders are received for their discontinuance.

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NAME AND SIZE OF TYPE GENERALLY USED FOR  
ADVERTISEMENTS.

<b>ONE INCH.</b>	Nonpareil Type.	1	Minion Type.	1	Brevier Type.	1	Bourgeois Type.	1	Long Primer Type.	1	Pica Type.	1
		2		2		2		2		2		
		3		3		3		3		3		
		4		4		4		4		4		
		5		5		5		5		5		
		6		6		6		6		6		
	7	7	7	7	7							
	8	8	8	8	8							
	9	9	9	9	9							
	10	10	10	10	10							
	11											
	12											

NOTE.—There are some nineteen different sizes in ordinary Printing, but the above are generally used or counted in measuring Advertisements. When set in Nonpareil, generally 10 words make a line, in a column of usual width; if set in Minion, 9 words; in Brevier, 8 words; in Bourgeois, 7 words; in Long Primer, 6 words; in Pica, 5 words.

EXAMPLE. An Advertisement of 80 words Brevier, makes 10 lines, which at the usual price 7 cents per line, makes 70 cents; to this must be added the number of lines occupied by heading (or other display,) say four lines 7 cents makes 28, which added to the former makes a total cost of 98 cents for first insertion, and each subsequent insertion according to charge per line.