THE PRINTER'S MISCELLANY.



Many persons suppose this list to be composed of UIEAP, low-priced newspapers. The fact is quite otherwise. The Catalogue states exactly what the papers are. When the name of a paper is printed in FULL FACE TYPE it is in every instance the BEST paper in the place. When printed in CAPITALS it is the ONLY paper in the place. When printed in roman letters it is neither the best nor the only paper, but is usually a very good one, notwithstanding. The list gives the population of every town and the circulation of every paper.' IT IS NOT A CO.OPERATIVE LIST. IT IS NOT A CHEAP LIST. At the foot of the Catalogue for each State the important towns which are not covered by the list are enumerated. IT IS AN HONEST LIST. 'The rates charged for advertising are barely one-fifth the publishers' schedule. The price for one inch four weeks in the entire list is \$635. The regular rates of the papers for the same space and time are \$3,136 35. The list includes 970 newspapers, of which 163 are issued DAILY and 807 WEKLY. They are located in 82B different cities and towns, of which 22 are State Capitals, 328 places of over 5,000 population, and 444 County Stats. LISTS SENT ON APPLICATION. Address GEO. P. ROWELL & CO'S NEWS-PAPER ADVERTISING BUREAU, No. 10 Spruce st. (Printing House Sq.) N. Y. 2-10

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