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... AND ...

Advertisements

ARE the life of a journal, and the best book to keep the name and address of each subscriber for one year or for a series of years (as one entry does for years) is **CHALLEN'S SUBSCRIPTION RECORD**; and to enter terms and other data of each "ad.," that no mistake may be possible, and to systematically preserve the name of every advertiser for future reference is **CHALLEN'S ADVERTISING RECORD**. These Records have been used for years by the publishers of **THE CANADIAN GROCER, THE DRY GOODS REVIEW, THE HARDWARE MERCHANT** and **PRINTER AND PUBLISHER**.

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For Weekly, Semi-Weekly, and Monthly Journals. The left hand page is printed and ruled to register date received, blank spaces for the Subscriber's name and the Post Office, alphabetically arranged.

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