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This image shows a full-page spread of the first issue of The Standard Advertiser. The layout is dense with text, organized into columns and sections. Key headlines include 'NEW GOOD'S! NEW STYL' at the top left, 'FARMERS ATTENTION!' in the center, and 'COTTON FABRIC' and 'COTTON CLOTHES' further down. There are several illustrations, notably a large one of a building in the middle right and smaller ones of people or objects in various columns. The paper is printed in black ink on aged paper.