

THE MOST LIBERAL TERMS TO ADVERTISERS.

The Toledo Blade,

NASBY'S PAPER.

TOLEDO, - - - - - OHIO.

THE PUBLISHER WOULD RESPECTFULLY INFORM ADVERTISERS THAT THE **Weekly Blade** has attained the remarkable circulation of **100,000** copies, and is read by the most enterprising, thrifty, well-to-do Farmers, Mechanics, Merchants and Manufacturers in the United States. This of itself makes it an **ADVERTISING MEDIUM** far superior to any other **WEEKLY PAPER** published west of New York city. There is no doubt in the minds of the publishers that not less than **500,000** persons read the **Blade** every week. The shrewd advertiser must easily understand the advantage of advertising in the **Blade**.

RATES OF ADVERTISING:

Ordinary advertisements (Nonpareil, solid),	40 cents per line each insertion.
Special Notices (Nonpareil, leaded),	50 " " " " "
Editorial or Business Notices (Minton, leaded),	70 " " " " "

The average number of words (Nonpareil, solid) in an inch is 30—twenty-two (22) inches make a column.

Double column advertisements same rates as above.

Cuts or stereotypes, on metal bodies, one-third (1/3) additional to regular rates.

Advertising estimates furnished promptly upon application.

The Daily Blade

HAS MORE THAN DOUBLE THE CIRCULATION OF ANY OTHER DAILY PUBLISHED in Toledo. Issued every evening (except Sunday). Has an extensive circulation in Northern Ohio, Southern Michigan, Northern Indiana and Central Illinois.

RATES OF ADVERTISING:

One day,	\$.80	One month,	\$8 00
Two days,	1 50	Three months,	15 00
One week,	3 00	Six months,	24 00
Two weeks,	5 00	One year,	40 00

Special Notices 25 per cent. additional to above rates.

Every other day advertisements one-third less than regular rates.

Local Notices 15 cents per line first insertion, 10 cents per line per day thereafter.

Editorials calling attention to advertisements, or for the benefit of private interests, 20 cents per line.

Twenty-five and one-half (25 1/2) inches make a column in the **Daily Blade**.

No advertisement taken for less than 50 cents.

Double column advertisements taken at regular rates.

Cuts, invariably on metal bodies, 33 1/3 per cent. additional to rates.

We solicit advertisements through any regular Advertising Agent; or for further particulars, if parties desire to deal directly with the Publishers, address

MILLER, LOCKE & CO.,

Publishers and Proprietors, Toledo, Ohio.

TOLEDO, OHIO, April 1, 1879.