

XI.

ADVERTISEMENTS OF NEWSPAPERS.

THE BEST OF THE BEST.

Here are extracts of three letters from some of the largest and most successful advertisers in New York City. See what they say of THE CHRISTIAN UNION as a medium:

"Recently we have condensed our advertising into about twenty-five first-class papers—such as the *Weekly Tribune*, *Harper's Weekly*, *Agriculturist*, *Moore's Rural New Yorker*. CHRISTIAN UNION, and so on. THE CHRISTIAN UNION has been gaining steadily and rapidly. Yesterday, for instance, out of a hundred letters, twenty-three named THE CHRISTIAN UNION—nearly a fourth of the whole. Very truly yours,
B. K. BLISS & SONS."

"In a test of two weeks we find that THE CHRISTIAN UNION has proved the best advertising medium. We advertise in about twenty leading papers, some of them claiming over 100,000 circulation, yet find that more than *one-fifth* of our applications state that our advertisement was seen in THE CHRISTIAN UNION. In the aggregate, these papers combine over a million circulation. * * * Very truly yours,
PETER HENDERSON & Co."

"A few days ago I made a calculation upon the results I have attained, and this is what I find: Of the parties who tell how they came to see my advertisement, *nine out of every eleven* name THE CHRISTIAN UNION. I advertise in over fourteen first-class weekly papers, besides many daily papers. I find that I receive at least three times the benefit from THE CHRISTIAN UNION that all the rest of my list combined gives me. * * * Very respectfully,
A. BURDETTE SMITH"

THE LARGEST CIRCULATION IN THE WORLD,

COMPARED WITH ALL RELIGIOUS JOURNALS OF EVERY COUNTRY IS THAT OF

The Christian Union.

HENRY WARD BEECHER.....Editor.

Considering this fact, and the intelligent character of the class among whom it goes, shrewd advertisers will certainly be impressed by the above statements. The measure of the extraordinary value of this paper as an advertising medium, which they furnish, will be enhanced by our statement that the 135,000 subscribers to Henry Ward Beecher's paper (who are increasing by thousands every week) are, without exception, people who read and think; people of enterprise and intelligence; people who are generally well-to-do in the world; people in all parts of the American Continent, and so of varied wants; people who are alive to what is new and excellent. The readers of the CHRISTIAN UNION are such—and among such it best pays to advertise. Messrs. Harper Brothers, Lee & Shepard, and all the leading publishers; Messrs. JAY COOKE & Co., FISK & HATCH, and all the prominent financial agents; Messrs. A. T. STEWART & Co., LORD & TAYLOR, B. K. BLISS & SONS, ENOCH MORGAN'S SONS, and other well-known houses, are among our regular advertisers, and have proved the value of the paper as a means of reaching their customers.

RATES OF ADVERTISING.

INSIDE, \$1 25 PER LINE.

OUTSIDE, \$1 50 PER LINE.

Discount on Repeated Insertions.

Five per cent. on two; ten per cent. on four; fifteen per cent. on eight; twenty per cent. on thirteen; twenty-five per cent. on six months and upwards.

Agate measure, FOURTEEN LINES TO THE INCH.

Business Department, in Nonpareil, "Reading Matter type," Two Dollars per line; lines by count.

J. E. FORD & CO., Publishers,

27 Park Place, New York.