

NEW BEDFORD, MASS.

Population, 55,254 (Bristol County, 217,817).

Seventh city in size in the State.

Banking capital, \$27,000,000. 40,000 depositors.

\$13,000,000 paid in wages annually. Immense local trade.

THE STANDARD

One of the greatest afternoon papers in New England. Leads in everything. No paper approaches it in character or circulation in Southern Massachusetts.

THE MERCURY



Only morning paper south of Boston, and one of the cleanest papers in reading matter and typography in the world.

In 1890 the population of New Bedford was 40,733, in 1895, 55,254; gain, 35 $\frac{3}{5}$ per cent.

The growth in population is rapid and constant, and the gain in circulation of the two papers above keeps pace with it.