

THE EVENING NEWS

Salem, Massachusetts.

THE ADVERTISING RATES ARE VERY LOW

THE NEWS guarantees a daily circulation exceeding 15,000. It has been published over fifteen years, and circulates in a prosperous community. The people earn good wages, and they always have money to spend, making the district a profitable one for advertisers to cultivate. The NEWS has every modern facility for getting out its five daily editions, including a double Hoe press capable of printing 48,000 copies an hour.



1130 Pine Street, St. Louis,

COVERS THE TERRITORY

Tributary to St. Louis
more **THOROUGHLY** than
all other papers of its class combined.

Advertising Rates are Low for the Service.

WRITE FOR ESTIMATE.

American Gardening

Celebrates its 50th anniversary in January, 1896, by joining the ranks of the Weeklies. This change was found to be necessary, owing to the quantity and quality of available news relating to the garden, the conservatory and the suburban home. It will hereafter be the leading horticultural Weekly in America. The subscription rate will remain unchanged, viz.: \$1.00 per year.

Its value as an advertising medium will be largely increased. Remember, it goes to readers who are actively engaged in gardening or fruit growing. Its subscribers own their own homes and dictate the purchase or buy their supplies themselves.

AMERICAN GARDENING goes directly to cash buyers. It produces immediate and direct returns. We do not ask for any allowance for "general effect." Try it. AMERICAN GARDENING is the best advertising medium in America in proportion to the extent of its circulation. Advertising rates 25 cents per agate line, subject to discount on 1000 line or yearly contracts.

AMERICAN GARDENING, Rhinelander Building, Rose and Duane Streets, New York.

N. W. AYER & SON, Newspaper Advertising Agents, Philadelphia.

The Columbus Evening Press

Only Democratic Daily Published in Central Ohio

The PRESS is to-day the best advertising medium
in the city of Columbus, Ohio, and covers all points
within one hundred miles of the capital city.

THE PRESS-POST PRINTING CO., Columbus, Ohio.

N. W. AYER & SON, Newspaper Advertising Agents, Philadelphia.