

LARGEST CIRCULATION, AND THE BEST ADVERTISING MEDIUM:

Moore's Rural New-Yorker,

THE GREAT NATIONAL ILLUSTRATED

RURAL, LITERARY, FAMILY AND BUSINESS WEEKLY.

D. D. T. MOORE, EDITOR AND PROPRIETOR,

5 Beekman Street, New York City, and Rochester, N. Y.

CIRCULAR TO ADVERTISERS.

Moore's Rural New-Yorker is not only the Largest, Best and Cheapest Illustrated Rural, Literary, Family and Business Weekly, but has a circulation aggregating MORE THAN DOUBLE that of any other Journal of its class in the World! Having a Metropolitan Position and an immense Continental Circulation, it is taken by the best classes in both Town and Country—by people of intelligence and wealth in every State and Territory in the Union, Canada, etc.

As an Advertising Medium, the **Rural New-Yorker** is unquestionably THE BEST in its sphere of Journalism, presenting great advantages to all who wish to advertise widely and profitably—for through its pages they can reach, at once, scores of thousands of wealthy, enterprising and progressive Farmers, Horticulturists, Stock Breeders, etc., etc., and thousands of City and Village Capitalists, Merchants, Manufacturers, Professional Men, etc., throughout the Country. That the **Rural** is such a Medium as is claimed can be attested by many prominent Business Men who have advertised extensively in its pages.

Our Advertising Rates are very low, considering extent and character of circulation. The fact that pains are taken to keep the **Rural's** Advertising Department free from humbug and deception renders it far more valuable to legitimate business men; and its announcements are so new, and of such a reliable character, as to be read and heeded by all interested.

EMPHATIC TESTIMONY OF ADVERTISERS.

MACEDON, N. Y., March 28, 1870.
 D. D. T. MOORE, ESQ.—*Dear Sir:* Inclosed I send P. O. order for \$18 to balance my last advertising bill. I cheerfully add my testimony to that of others as to the value of your paper as an advertising medium, having proved this in the most conclusive manner last year, when, by mistake, you printed my name M. L. (instead of M. N.,) so that all correspondence elicited by my advertisement in the RURAL NEW-YORKER was known from that coming from advertisements in other papers; and although I advertised at the same time in other Journals, East and West, claiming an aggregate circulation of over 500,000, I received more orders through your Journal than all others combined.
 Respectfully,
 M. N. WILSON.

OFFICE OF WALTER A. WOOD MOWING AND REAPING MACHINE CO., New York, Jan. 19, 1870.
 D. D. T. MOORE, ESQ.—*Dear Sir:* We are glad of an opportunity to testify to our high appreciation of the real value of the RURAL NEW-YORKER as an advertising medium. During the year 1869 we advertised in a large number of the best newspapers in the country, and have found, upon examination, that by far the greater part of our inquiries and applications for circulars and agencies are traceable directly to our advertisement inserted in your columns.
 Yours, very respectfully,
 WALTER A. WOOD, Pres't W. A. W. M. & R. M. Co.
 (By C. R. SKINNER, Attorney.)

WIDOWS' AND ORPHANS' BENEFIT LIFE INSURANCE CO., }
 No. 132 Broadway, New York, Jan. 21, 1870. }
 PROPRIETOR RURAL NEW-YORKER—*Dear Sir:* I cheerfully say over my signature what I have already voluntarily told you verbally, that I have been more than usually satisfied with the results of advertising in your paper, and regard it as one of the best mediums for advertising among intelligent readers in this country. Yours, respectfully, CHARLES H. RAYMOND, President.

OFFICE MACEDON AGRICULTURAL WORKS, Macedon, N. Y., April 16, 1869.
 D. D. T. MOORE: Inclosed find a draft for \$91 13, in full of your bill of advertising, which has proved to us the most profitable investment we ever made for the amount. Please acknowledge receipt and oblige,
 Yours truly,
 BICKFORD & HUFFMAN.

OFFICE OF J. H. PARSONS & CO., REAL ESTATE AGENTS, AND AGENTS HOME INS. CO. }
 OF NEW YORK, ST. LOUIS, MO., January 14, 1870. }
 D. D. T. MOORE, ESQ.—*Dear Sir:* Inclosed find our advertisement for RURAL. We found our last advertisement in your paper paid us better than one in the *Weekly Tribune*—best for the price. We hope this will have no effect towards raising your price, as we want to advertise often—we only want to acknowledge benefits.
 Very respectfully,
 J. H. PARSONS & CO., Real Estate Agents.

ADVERTISING RATES:

Inside, Agate space, 75 cents per line; Outside, Agate space, \$1 per line; Extra Display and Cuts, price and a half; Special Notices, \$1 50 per line; Business Notices, \$2 per line.

SUBSCRIPTION, \$2 A YEAR.