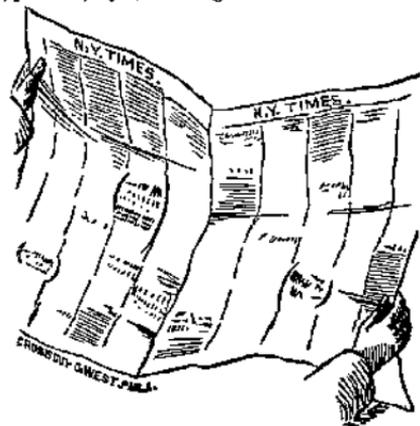


The checking books are arranged to show the actual number of insertions which every advertisement is to receive. Special marks are used to designate special things, and the checking clerk, guided by instructions, produces a page which will show the advertiser at a glance whether his



insertions have been truly and correctly rendered, or otherwise.

By the accompanying diagram the plan is made plain, as in use for a weekly paper. The name of the advertiser, the space, position, style, and length of time an advertisement



must appear are all indicated. The various marks have their meanings—all easily understood and not readily mistaken.

If a paper fails to come to hand, the checking book reveals the fact, and it is sent for. It may not be of much importance, but the clerk in charge is instructed not to consider that, but to **GET THE PAPER and keep files complete.**

- K** first insertion.
- 7** correct insertion.
- W** wrong position.
- S** short space.
- X** omission.

If an advertisement is materially wrong, is out of position, has important typographical errors, or for any reason is not what the advertiser is entitled to expect, notice is dispatched to the publisher at once, and the error is made good by another insertion or a reduction from the bill.



This system is carried to great perfection.

The checking books are kept permanently for inspection by advertisers. The papers themselves are kept three months from date of issue, after that time the Agency does not guarantee to exhibit them.

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Chicago (N.Y.) Daily Times									
ORDER NO.	ADVERTISER'S NAME	SPACE	POSITION	TIME	DATE OF	START	END	MONTH	DAY
100	Gen. Electric Co.	3 L	Under	1907	Jan 10	7	7	JANUARY	7
101	W. H. B. Co.	3 L	"	"	Jan 10	7	7	JANUARY	7
102	W. H. B. Co.	3 L	"	"	Jan 10	7	7	JANUARY	7
103	W. H. B. Co.	3 L	"	"	Jan 10	7	7	JANUARY	7
104	W. H. B. Co.	3 L	"	"	Jan 10	7	7	JANUARY	7
105	W. H. B. Co.	3 L	"	"	Jan 10	7	7	JANUARY	7
106	W. H. B. Co.	3 L	"	"	Jan 10	7	7	JANUARY	7
107	W. H. B. Co.	3 L	"	"	Jan 10	7	7	JANUARY	7
108	W. H. B. Co.	3 L	"	"	Jan 10	7	7	JANUARY	7
109	W. H. B. Co.	3 L	"	"	Jan 10	7	7	JANUARY	7
110	W. H. B. Co.	3 L	"	"	Jan 10	7	7	JANUARY	7
111	W. H. B. Co.	3 L	"	"	Jan 10	7	7	JANUARY	7
112	W. H. B. Co.	3 L	"	"	Jan 10	7	7	JANUARY	7
113	W. H. B. Co.	3 L	"	"	Jan 10	7	7	JANUARY	7
114	W. H. B. Co.	3 L	"	"	Jan 10	7	7	JANUARY	7
115	W. H. B. Co.	3 L	"	"	Jan 10	7	7	JANUARY	7
116	W. H. B. Co.	3 L	"	"	Jan 10	7	7	JANUARY	7
117	W. H. B. Co.	3 L	"	"	Jan 10	7	7	JANUARY	7
118	W. H. B. Co.	3 L	"	"	Jan 10	7	7	JANUARY	7
119	W. H. B. Co.	3 L	"	"	Jan 10	7	7	JANUARY	7
120	W. H. B. Co.	3 L	"	"	Jan 10	7	7	JANUARY	7