

HORSE SENSE.

You have goods to sell and you want to sell them. If the goods are used by farmers you naturally expect to interest intending purchasers through farm papers. When selecting your papers why not use the same horse sense exercised in other business matters? You read yourself. You select a paper for what it contains, not for chromos or gilded premiums. The intelligent business farmer does the same thing. You can't fool him with old theories or with stereotyped matter of "hack" writers. The paper he wants must give him reliable information in plain, common sense language. It must be practical and right up-to-date—a little in advance of himself. He will pay for such a paper, and an advertisement in it will sell him your goods.

The Rural New-Yorker

is typical of this class. Its readers get no chromos, no premiums, no free subscriptions. Every number is paid for in advance. The subscriber wants it because he can get the reliable information it contains nowhere else. He doesn't want it for pleasure or pastime, but for business. He finds both editorial and advertising columns reliable and trustworthy, and patronizes both with unquestioned confidence. This is the kind of paper that popularizes goods and nationalizes trade.

A copy of The Rural as a standard, and a little horse sense in making comparisons, will aid you in making up a list that will sell goods.

Do you want a sample copy and our rate card?

The Rural New-Yorker,

NEW YORK.