

# Lippincott's Magazine

Is one of the best advertising mediums now published. Each number contains a **COMPLETE NOVEL**, as well as miscellaneous matter of interesting and instructive nature. Our special features of a Complete Novel in each number gives us a continual circulation without regard to date, we being different in this respect from other periodicals. We reach the large class of readers who do not like a continued story. Our Advertising Pages are interspersed with humorous illustrations by the most prominent artists. Compare our Rates, in proportion to circulation, with others.



FOR SAMPLE COPIES, ADDRESS

**...Lippincott's Magazine,**  
**PHILADELPHIA, U. S. A.**

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

A MEDIUM THAT ALWAYS PAYS ADVERTISERS.

## THE Metropolitan and Rural Home, ...NEW YORK...

A MONTHLY AGRICULTURAL AND FAMILY JOURNAL.

**CIRCULATION OVER 500,000 COPIES EVERY ISSUE.**  
 (This is not an average circulation, but a regular monthly issue.)

ESTABLISHED 1871.

**NO PROOF, NO PAY.**

This wide circulation is chiefly among the well-to-do farmers, and is distributed in nearly every township of the United States. Profitable for ALL general advertisers.

### The Advertising Rates

BASED ON THE PROVED CIRCULATION ARE EXCEEDINGLY LOW.

**\$2.00 Per Agate Line, monthly.**

**\$2.50 Per Agate Line for Reading Notices.**

**No discounts for time. Special rate for Agricultural and Seed advertising.**

Notices of discontinuance must be received by Seventh of month preceding date of issue. Advertisements can be inserted as late as the Fifteenth for the succeeding month's issue. Correspondence solicited. For further particulars inquire of any reputable advertising agency, or address direct.

**THE RURAL HOME CO., Limited, Publishers,**

P. O. BOX 3045.

45 VESEY STREET, NEW YORK.