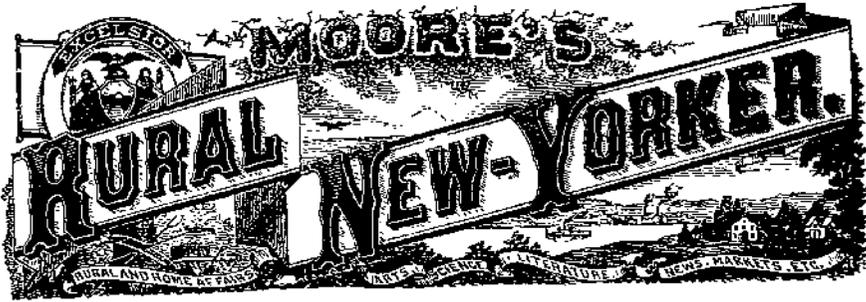


THE BEST ADVERTISING MEDIUM IN ITS SPHERE IS



THE LEADING AND LARGEST-CIRCULATING

RURAL, LITERARY, FAMILY AND BUSINESS WEEKLY.

BY D. D. T. MOORE, 5 BEEKMAN ST., NEW YORK,

SPECIAL NOTICE TO ADVERTISERS.

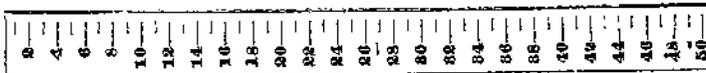
On the 1st of April, 1872, for reasons stated below, MOORE'S RURAL NEW-YORKER established the following

ADVERTISING RATES:

Inside, 14th and 15th pages,	90 cents per line, agate space.
Inside, 5th, 7th and 13th pages,	\$1 00 per line, agate space.
Outside or last page,	1 50 per line, agate space.
Fifty per cent. extra for unusual display.	
Special Notices, headed,	2 00 per line, count.
Business Notices,	2 50 per line, count.
Reading Notices,	3 00 per line, count.

AG- NO ADVERTISEMENT INSERTED FOR LESS THAN \$3.00.

All advertisements charged per line of solid agate space, according to the following Scale of Lines:



THE REASON WHY.

The following article from the RURAL NEW-YORKER of February 3, 1872, contains a cogent reason for the above "New Departure" in regard to our Advertising Rates:

"The RURAL'S circulation has rapidly increased during the past month. Our Chief in the Mailing Department reports that we have already nearly as many subscribers for 1872 as we had at the close of last year. Considering that a great majority of our subscriptions expire with the year, this is remarkable—unprecedented, certainly, in the history of the RURAL NEW-YORKER. It proves that the RURAL'S 'New Departure' is popular, and that our agent friends, all over the continent, are active and influential. Indeed, their efforts and remittances are augmenting rather than diminishing, as is usual at this season. Thanks to all friends, everywhere.

"If our circulation continues to increase in accordance with present facts and indications we shall feel constrained to advance our advertising rates on or before the first of April."