

10077

THE CHAUTAUQUAN DAILY

SUPERSEDING

The Assembly Daily Herald

ADVERTISING DEPARTMENT

Chautauqua, New York, July 24, 1906.

Every morning, except Sunday, during July and August.

44 Numbers 44.

Daily telegraphic news summary.

All the local news.

Stenographic reports of all important lectures, addresses, conventions, etc.

A newspaper that is like a magazine.

Necessary at Chautauqua. Invaluable at home.

The first newspaper on the streets each morning.

Total copies sold in 1905, 179,000.

There will be more in 1906.

50,000 visitors at Chautauqua season 1905.

There will be more in 1906.

Average length of stay, six weeks.

Daily average resident population, 10,000.

8 pages.

4 columns to the page.

Length of column, 200 lines agate.

Width of column, 2 1/4 inches.

Mrs. A. W. Tourgee,
MAYVILLE, New York.

Dear Madam:--

Your favor of yesterday, inquiring for rates on your advertisement, received. If set up solid, without display of any kind, it would take about four lines, and would cost twenty cents a day (five cents a line) if run in the regular "For Rent" column. It might go in three lines by cutting out two or three words, in which case the charge would be fifteen cents a day. If set up as follows:

FOR RENT

For Summer occupancy, seven-room, fully furnished apartments, all modern conveniences. Address

THE THORHEIM,

Mayville, New York.

it would require about six lines, and cost thirty cents a day.

We understand that you have but recently opened these apartments, and consequently it is likely that they have not been advertised very extensively and are not yet well-known. We would suggest that it would pay you to take larger spaces than those mentioned above until the place has been pretty well advertised. Our rate per inch for regular display advertising is fifty cents for each insertion. Thus, a two-inch space would cost you \$1.00, and should be used say two or three times a week. The copy could be put in one inch, if desired, but of course could be much better displayed in larger type, by giving it two inches or more.

We shall be pleased to accept your order for whatever space you consider it would pay you to use, and hope to hear in regard to same at as early a time as convenient. We publish only twenty-eight more papers this year, the last issue being on August 25.

If there is anything that is not clear, kindly write us, and we shall gladly reply to your questions.

Very truly yours,

The CHAUTAUQUAN DAILY,

by *Arthur N. Day*