

SECOND EDITION

SCOTTISH
NEWSPAPER DIRECTORY
AND
GUIDE TO ADVERTISERS

1855

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SCOTTISH
Newspaper Directory;

AND

GUIDE TO ADVERTISERS.

A COMPLETE

MANUAL OF THE NEWSPAPER PRESS.

SECOND EDITION.

WITH AN APPENDIX CONTAINING THE CIRCULATION OF
NEWSPAPERS ACCORDING TO THE GOVERNMENT
STAMP RETURN FOR 1854.

EDINBURGH:

THOMAS C. JACK, 92 PRINCES STREET.

GLASGOW: JAMES R. MACNAIR, 157 INGRAM STREET.

LONDON: J. BLACKWOOD, PATERNOSTER ROW.

1855.



PREFACE TO SECOND EDITION.

THE publication of the Government Return of Stamps issued to Newspapers during 1854, has rendered a New Edition of the SCOTTISH NEWSPAPER DIRECTORY necessary. That the appearance of this edition might not be unduly delayed, the New Stamp Return, with the average circulation of each newspaper calculated therefrom, has been printed in an Appendix, and an opportunity of advertising has again been given to journals which neglected to take advantage of the first edition for that purpose. It will be observed, that what is called the average circulation of newspapers in the body of the work, is computed from the Government Stamp Return for 1853, so that it will be necessary to refer to the Appendix for the present circulation.

There seems little doubt that the measure now before Parliament for the abolition of the compulsory newspaper stamp will pass the third reading, and it will undoubtedly

be accompanied by a complete revolution in the established order of things with regard to the Fourth Estate. According to a paper just printed by the House of Lords (No. 59), the number of Stamps issued to Newspapers in 1835, before the former reduction of the Newspaper Stamp, was 32,973,400, and the number issued in 1854 was 111,977,408, showing an increase in twenty years of 79,004,008, or 239 per cent. A still greater increase in newspaper circulation may be anticipated in the ensuing twenty years.

Many newspapers expected that the opposition raised by the Press would have thrown out the measure at the second reading, and are now taken by surprise at the decision of the majority of the House of Commons. Thus, whilst some old-established journals are prepared to enter at once upon new arrangements, others will postpone making any alteration for a few months—till they have time to look about them. In this city, and in Glasgow, a number of speculators are ready to start daily newspapers at an hour's notice. Most of this may be expected to disappear in the course of a few weeks or months; and as few of these sanguine projectors are prepared to meet the heavy pecuniary loss which almost always attends the publication of a newspaper for the first few years of its existence, it is

not likely that more than one or two of the projected daily papers will survive the initiatory scramble for public favour.

The importance of the Stamp Return for 1854 is greatly enhanced by the fact, that it will probably be the last issued by Government. In future, advertisers will have no means of comparing the circulation of different newspapers, and for many years hence will naturally refer to their circulation previous to the abolition of the Stamp, as shown in the Appendix to this Directory. As advertising media, there is little doubt that the existing newspapers will maintain their position for years to come; and certainly they will not at once lose their subscribers, whatever circulation cheap newspapers may acquire amongst the poorer classes and casual purchasers.

EDINBURGH, *16th April*, 1855.

ALTERATIONS AND ERRATA.

Page 70, line 24, for $4\frac{1}{2}$ d, *read* 2d.

" 73, " 11, for Saturday, *read* Thursday.

" 82, " 23, for universal, *read* extended.

" 82, " 39, for Crescent Court, *read* Concert Court.

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APPENDIX, containing the GOVERNMENT STAMP RETURN for 1854, with the Average Circulation of each Journal deduced therefrom, and ADDITIONAL ADVERTISEMENTS..180

SCOTTISH NEWSPAPER DIRECTORY,

AND

GUIDE TO ADVERTISERS.

IN introducing this little work to the Scottish public, the author deems it hardly necessary to expatiate upon the advantages of such a publication. Every one, whatever be his trade or profession, is directly or indirectly interested in the newspaper press, and it is the object of the author to render the SCOTTISH NEWSPAPER DIRECTORY useful and interesting to all. Considerable pains have been taken to define the character and standing of the several newspapers without partiality, and solely for the promotion of the interests of the public.

One of the principal objects of this publication, is to enable parties unacquainted with the several journals to determine their respective merits, and to assist them in what is often the perplexing task of deciding what paper or papers they are likely to find most suited to their peculiar wants or circumstances. Such information, however distasteful it may prove to the proprietors of inferior journals, cannot fail to benefit the public at large, and the proprietors of newspapers deserving support. Most persons intend

to patronise the journal whose opinions most nearly coincide with their own; and it is the conviction of the author, that many individuals are in the habit of regularly taking in newspapers which not only represent their opinions very imperfectly, but are conducted in a style unworthy of the party they profess to represent, entirely from ignorance of the existence of any other journal holding the same opinions with themselves. Few private individuals are aware of the names, much less of the sentiments, of the major part of our local newspapers; and most persons are dependent for the information they may possess concerning any particular paper, more upon the energy or importunity of the proprietor in pressing his claims upon their attention, than upon personal examination or impartial evidence.

If such information as this little work professes to supply is necessary to the general public, to the ADVERTISER it is still more indispensable. When an advertiser wishes to make his announcement known in a distant town, he must resort to a news-agent who is acquainted with the standing of the several papers of the district. This course renders him liable to imposition, unless he is either acquainted with the parties with whom he deals, or has at least some satisfactory proof of their integrity. The author means to cast no imputation on the many highly respectable gentlemen in this line of business, but would at the same time caution both advertisers and newspaper proprietors against trusting unknown individuals. In London especially, there are swindlers in this as in other trades, as both advertisers and newspaper proprietors know to their cost. But how few advertisers, public companies excepted, think of resorting to an advertising agent! For a short and inexpensive

announcement, comparatively few think it worth while to adopt this more circuitous mode, or perhaps they prefer managing their own expenditure in all its details. Such parties often spend money in advertising to little purpose, merely from want of the necessary information.

But it is not only to those who require to advertise in a different town from that in which they reside, that this information will prove necessary. True it is, that in a small town, where there is only one local newspaper, a shopkeeper desiring to intimate a fresh arrival of new goods *must* advertise in the local paper, in order that it may be known in the same town and neighbourhood. Here he has no choice. But in a large city the case is very different. The advertiser probably fixes upon the newspaper he is most in the habit of seeing, as the one in which to insert his advertisement in the first place, but no sooner does the advertisement make its appearance than he is besieged by applications from almost every journal in the city, requesting permission to insert the advertisement; and unless he is well acquainted with the standing and circulation of each, it is most likely that he may be induced to throw away his money by advertising in journals with insignificant circulations, or what is still worse, in journals circulated only amongst a class who would never become purchasers, however well they might be informed of all that he desires to communicate. A guide such as this has become a still greater desideratum since the repeal of the advertisement tax; for, although the charge for a single insertion of an advertisement is not so great as formerly, this only superinduces a less degree of caution in the selection of journals, and renders the adver-

tiser more lavish with his orders, especially as most of the canvassers employed by the inferior journals now offer what, to inexperienced advertisers, is the delusive inducement of an extremely low charge.

This publication is designed to furnish information as to what journals exist—their politics and general standing—and the character and amount of their respective circulations,—information absolutely necessary to those who would advertise efficiently. This information is not to be had except in these pages. The author is aware that various directories, guides, and lists, professing to supply information as to the newspapers of Great Britain, have been published in London within the last few years, but of these not one states even the names of the Scottish newspapers correctly. Most of them are founded upon the Government Stamp Returns, and include the names of magazines and private circulars in the catalogue of newspapers, under the supposition that they are such; at the same time omitting many newspapers, under the supposition that they are magazines or circulars. The politics of a newspaper appear to be frequently guessed from the name, whilst the days upon which it is published are either left to the imagination of the reader, or supplied by an authority which proves itself almost equally fallible. One veracious “hand-book” informs us that a weekly newspaper, called the “*Free Church*,” is published in Edinburgh, with an average circulation of 721; whilst another Cockney exhibits his knowledge of geography, by classing the *Brechin Advertiser* amongst the Welsh newspapers. Almost all these publications entirely omit a large proportion of the journals published in Scotland, making

amends by inserting the names of defunct periodicals, or periodicals which never existed at all; at least this is the case at present, but the author has no means of knowing what use they may make of his labours in emending future editions. We may add, that none of these miscalled "guides" or erroneous "lists" attempt to describe the class of readers to whom each newspaper finds access, and the advertiser who trusts to their information in other respects, will soon discover how far his confidence has been misplaced.

The author flatters himself that he has succeeded in depicting the favourable and unfavourable qualities of the newspaper press of Scotland, regardless alike of the favour or frown of interested parties; and should the reader think that the criticisms are on the whole too favourable to warrant such a statement, he is requested to ascribe it to the general high character of the Scottish newspapers. To secure impartiality, the author has kept himself entirely aloof from the influence of newspaper proprietors; and although he will be happy to receive their statements for consideration previous to the publication of a second edition (should such be required), and will do his utmost to facilitate the correction of any inadvertent errors which may have crept in, in spite of the utmost precaution and the greatest care to secure accuracy, yet he assures his readers that he cannot, and will not surrender his own independent judgment on the merits of any newspaper, although it is possible that he may in some cases see proper to modify his opinions, in consequence of information received from the proprietor. But whilst he will on no account admit into his descriptions of the journals the opinions of the proprietors as to their

own publications, the pages devoted to advertisements at the end of this Directory are open to any statements journalists choose to make, as to their standing, influence, or comparative circulation. The reader is requested to refer to these advertisements, which contain minutiae and statements unsuited to our descriptive pages, such, for instance, as the rate of discount allowed on continued advertisements, &c., and such reference is more especially necessary, as many newspapers may have increased in circulation subsequent to the publication of the latest Government returns of newspaper stamps, from which return it is that the average circulation of each journal has been calculated. As newspapers do not always purchase stamps for immediate use, but usually procure at one time as many as will last several weeks, these averages do not represent the precise circulation of each newspaper, but they will be found accurate enough for all practical purposes.

The towns in which newspapers are published have been arranged in alphabetical order; but as Edinburgh is the capital, and Glasgow the great centre of trade in Scotland, the public journals of these cities first claim our attention.

POSITION & CHARACTER OF THE NEWSPAPER PRESS.

FOR centuries after the invention of printing, books and pamphlets were the only means of conveying information, or demonstrating opinions to the world. Previous to the invention of this art, which has since done so much towards the civilisation of mankind, the communication of ideas to the public was attended with still greater difficulty. Writing was too slow and laborious a process to be of very extensive use, and the best and most expeditious mode of making known opinions, was by the use of the labial organs. The news of the day was handed from mouth to mouth, a species of communication which enveloped everything in uncertainty; yet these rumours were the only means by which the nation at large could become aware of the progress of current events. In numerous works of the present day, instances of the uncertainty of intelligence before the introduction of newspapers have been multiplied to infinity, but the reproduction of these would be foreign to the purpose of this publication. In England, it was common for the wealthy to employ correspondents in London to supply them at stated intervals with the news which could be picked up in the metropolis. The writing of these newsletters became through time a regular business; they were in fact written newspapers. It is astonishing how long it was before the art of printing was applied to the production of these ephemeral publications, but this may be partly explained by the prevalent idea (after printed newspapers

had become realities) that printed news must necessarily be apocryphal; and indeed so strong was the popular prejudice in favour of written news, that the earlier newspapers were in the habit of authenticating their intelligence by proclaiming that it was copied from the "London Written Newsletter." In 1474 the first book printed in Britain was issued from the press, but it was not till 1622 that "The Weekly Newes," the first English newspaper, was published. It was merely a weekly newsletter, printed instead of being written, and it appears to have met with but little success. But the prejudice which disparaged printed news began to disappear, the taste for newspapers increased, and with the demand came also the supply. At the present day the newspapers of Great Britain number upwards of six hundred, exclusive of magazines and literary periodicals. Although the newspaper press of the British Isles has not yet attained the universality which it possesses on the other side of the Atlantic—where even to the labourer the newspaper is one of the necessaries of life—still its importance is unquestionable, and its influence too powerful to be disregarded. The multiplicity of newspapers in the present day contrasts strangely with their position two centuries back. Now, every sect or party has one, if not several, journals for the propagation of its peculiar principles, and much of the literary talent of the present generation is absorbed by our periodical press.

Although the primary and declared object of most journals is to communicate information, still in many cases the vehicle of information is also made the medium for promoting the interests or expressing the sentiments of a party. There is no doubt that the great majority of our journals are

conducted for the sake of profit, and as such, their prevailing tendency is to cater for the public taste more than is consistent with that independence of action which is the most ennobling characteristic of some of our best conducted papers. This certainly renders the press a better thermometer of the state of public feeling; and there is indeed a great deal of truth in the saying, that the press leads public opinion much in the same way as the ship leads the wind that wafts it along. Still, most newspaper proprietors find it their interest to throw themselves upon the support of a party, with the view of rendering their journals the leading organs of such as hold the opinions they advocate. The few journals that attempt to pursue the independent course of treating every subject upon its own merits, often offend all parties, without conciliating any. It is true, that the talent and impartial spirit which characterise some of our professedly neutral journals have made them exceptions to this rule, and such exceptions generally stand foremost in circulation and influence.

The value of newspapers as vehicles of information, or purveyors of amusement, is beyond question. In the words of F. Knight Hunt, "All men, now-a-days, who read at all, read newspapers. Go where you will, you see the broadsheet that tells the passing history of the world we live in, and that reflects the real life—the feelings, the actions, the aspirations and the prejudices—the glory and the shame of the men of to-day." "It is a great mental camera, which throws a picture of the whole world upon a single sheet of paper." "The same varied page shows how the world goes on its way—now rejoicing and now grieving; how war kills its thousands in one place, whilst

commerce and industry are winning nobler victories in another. The types that to-day tell how a king abdicated, or a good man died, tell to-morrow the price of logwood or of tallow. As they stand side by side, those tall columns of words show us the hopes of the sanguine, and the sufferings of the unfortunate; they hang out the lure of the trader who would sell his wares, and of the manager who would fill his theatre; shoulder by shoulder are the reports of regal and noble festivities and lists of bankrupts and insolvents; and, in as many paragraphs, we find linked the three great steps of a generation—the births, the marriages, and the deaths. No wonder, then, that whilst the world grows tired of orators, and weary of the mimic stage, it should be more and more faithful in its reference to the intellectual familiar that drops, as De Tocqueville says, ‘the same thought into ten thousand minds at the same moment,’ or more attached to the friendly broadsheet that reflects truly and promptly the ever-changing, but ever-exciting, scenes of the great drama of real life.” Crabbe, in his poem entitled, “The Newspaper,” says:—

“Add next, the amusement which the motley page
Affords to either sex and every age.
Lo! where it comes before the cheerful fire,
Damps from the press in smoky curls aspire.
Then, eager every eye surveys the part
That brings its favourite subject to the heart;
Grave politicians look for facts alone,
And gravely add conjectures of their own;
The sprightly nymph, who never broke her rest
For tottering crowns or mighty lands opprest,
Finds broils and battles, but neglects them all
For songs and suits, a birthday, or a ball;
The keen warm man o'erlooks each idle tale,
For ‘Money’s Wanted,’ or ‘Estates on Sale;’
While some with equal minds to all attend,
Pleased with each part, and grieved to find an end.”

The newspaper press occupies a most important position in the domestic government of a nation. It is the organ of public opinion, the censurer or approver of the actions of statesmen, individuals, and nations, and the communicator or withholder of information. It is the instructor of the people, the redresser of grievances, the scourge of vice, the upholder of right, and the safeguard of liberty. It is not only one of the main instruments in the formation of public opinion, but even those self-sufficient individuals who profess to disregard the sentiments of others, *must* rely on the press for the facts from which to judge of the propriety of the actions of public men, and for the data on which to form their opinions. As B. Constant remarks, "the press is mistress of intelligence, and intelligence is mistress of the world." The newspaper press of Great Britain still retains what that of the United States has in some measure lost—the confidence of the public; and the British nation generally looks to the press for an exposition of the principles which are to direct its thoughts and actions. The opinion of the press guides the public in its support or opposition to measures affecting the welfare, not only of the nation, but of the world. "The great engine—she never sleeps: she has her ambassadors in every quarter of the world, her couriers upon every road." The meaning of this sentence from Pendennis is more amply expressed by the novelist Bulwer, who writes:—"It is the newspaper which gives to liberty practical life—its perpetual vigilance, its unrelaxing activity; the newspaper is a daily and sleepless watchman that reports to you every danger which menaces the institutions of your country, and its interests at home and abroad. The newspaper informs legislation

of the public opinion, and it informs people of the acts of legislation: thus keeping up that constant sympathy—that good understanding between people and legislators, which conduces to the maintenance of order, and prevents the stern necessity for revolution.” Again, we have the following notable testimony of Canning:—“He who, speculating on the British Constitution, should omit from his enumeration the mighty power of public opinion, embodied in a free press, which pervades and checks, and perhaps in the last resort, nearly governs the whole, would give but an imperfect view of the government of England.” “The pen is the true lever of Archimedes,” remarked Judge Thomas, of Massachusetts, “and in the newspaper press has been found the place for a fulcrum.”

The press of Britain is now the Magna Charta of our liberties, and the liberty of the press is essential to the proper government of the kingdom. It is the newspaper that secures the publicity to the administration of our laws, which is the main source of their purity and wisdom. An old political toast, which was at one time very popular in England, runs thus—“The liberty of the press—it is as the air we breathe; if we have it not, we die.” Despots tremble before the force of public opinion, which it is in the power of the press to concentrate; their only alternative is to gag the journals—to prohibit them from propagating any opinions but those of the government. Abuses shrink back and disappear before the flood of light which the press throws upon their shadiest sides, and the voice of an enlightened and indignant public scares away the relics of barbarism. Thiers says—“The freedom of the press affords a channel through which the injured may challenge his

oppressor at the bar of the nation; it is the means by which public men may, in case of misconduct, be arraigned before their own and succeeding ages; it is the only mode in which bold and undisguised truth can press its way into the cabinets of monarchs; and it is the privilege by means of which he who vainly lifts his voice against the corruptions or prejudices of his own time may leave his counsels upon record as a legacy to impartial posterity. The cruelty which would deafen the ear, and extinguish the sight of an individual, resembles in some degree his guilt also, who, by restricting the freedom of the press, would reduce a nation to the deafness of prejudice, and the blindness of ignorance. The downfall of this kind of freedom, as it is the first symptom of the decay of national liberty, has been in all ages followed by its total destruction, and it may justly be pronounced that they cannot exist separately." If we look around us we shall see that in all countries the freedom of the press is in proportion to the freedom of the people, and that the number and influence of the newspapers of a nation is likewise in proportion to its civilisation. In Britain, America, and France, newspapers are both numerous and influential, whilst despotic Russia can boast but few public journals; and Italy, Spain, Austria, and other down-trodden kingdoms are situated in a similarly deplorable, though less desperate, condition. If we desire, therefore, to hand down to posterity that rich legacy which we have ourselves inherited from our ancestors, it behoves us to watch with a jealous eye all deviations from the strict path of honour and integrity in the conduct of our public journals; for, with an honest, free, and independent press, we may defy the intrigues of the most des-

potic ambition or unscrupulous avarice. "Give me but the liberty of the press," said Sheridan, "and I will give to the Minister a venal House of Peers—I will give him a corrupt and servile House of Commons—I will give him the full sway of the patronage of office—I will give him the whole host of Ministerial influence—I will give him all the power that place can confer upon him, to purchase up submission and overawe resistance—and yet, armed with the liberty of the press, I will go forth to meet him undismayed—I will attack the mighty fabric he has reared with that mightier engine—I will shake down from its height corruption, and bury it amidst the ruins of the abuses it was meant to shelter."

The liberty of the press, as synonymous with the liberty of the people, has called forth the talents of the most eminent men in its defence. Hume distinctly tells us, "The liberties of the press and the liberties of the people must stand or fall together." "Men are never," says Macaulay, "so likely to settle a question rightly, as when they discuss it freely. A government can interfere in discussion only by making it less free than it would otherwise be. . . . It carries on controversy, not with reasons, but with threats and bribes. . . . Thus, instead of a contest between argument and argument, we have a contest between argument and force—instead of a contest in which truth, from the natural constitution of the human mind, has a decided advantage over falsehood, we have a contest in which truth can be victorious only by accident." Hallam, in his Constitutional History, writes—"For almost all that keeps up in us, permanently and effectually, the spirit of regard to liberty and the public good, we must look to the unshackled

and independent energies of the press." And again, Erskine, in his brilliant defence of Thomas Paine, says—"Government, in its own estimation, has been *at all times* a system of perfection, but a free press has examined and detected its errors, and the people have from time to time reformed them. This freedom has alone made our Government what it is, this freedom alone can preserve it. . . . Other liberties are held under governments, but the liberty of opinion keeps governments themselves in due subjection to their duties." But whilst we rejoice in our existing privileges, we ought at the same time to remember that nothing is so much calculated to endanger the liberty of the press, as the licentious abuse of that liberty; and the liberty to lie and slander for the mere purpose of feeding a diseased appetite for high-seasoned "news," is one on which we are happy to believe few Scottish journals would be willing to thrive.

If any nation on the face of the earth has reason to be satisfied with the character of its public journals, that nation is Scotland. The newspaper press of Scotland spurns the cringing servility which characterises many of the English provincial journals; it expresses its honest opinion on subjects of importance either to the nation or to individuals, free from the outrageous violence of language and coarseness of expression peculiar to the majority of Irish newspapers; and there are few of the scurrilously personal and hyperbolic American papers which would not be flattered by being put upon a par, in point of veracity or gentlemanliness of tone, with the most obscure of our country newspapers. The staple of both American and French journalists is declamation and exciting anecdotes—their

authenticity is often a secondary matter. The press of Russia, Italy, Spain, and most other Continental nations represents the sentiments of the people in so far only as they are consonant with those of the authorities; the newspapers of these countries lack the vitality, the energy, the manliness, and, consequently, the influence, which they possess under more enlightened rulers.

LAW OF NEWSPAPERS.

By the law of Great Britain, newspapers are subject to a tax of one penny per sheet, in addition to the excise duty on paper. In Ireland, however, this tax is modified to the extent of twenty-five per cent., which makes newspapers somewhat cheaper in that country. A newspaper is a periodical containing "public news, intelligence, or occurrences," or consisting chiefly of advertisements, published at intervals not exceeding twenty-six days; and every journal answering to this description (with the exception of mercantile or class publications), is liable to a stamp duty of one penny for every sheet containing not more than 2295 square inches of printed matter, and one half-penny for each additional sheet containing not more than 1148 inches. A newspaper supplement may be issued, free of stamp duty, when the newspaper and supplement together do not contain more than 2295 square inches of printing, *i.e.* exclusive of the margin of the letterpress. Literary, commercial, and class journals, and monthly publications of every description are exempt from stamp duty. Unstamped periodicals may now contain comments upon news, without rendering them liable to the newspaper stamp. There is a penalty in force against the publishers of unstamped newspapers, but if, from any unavoidable cause, it is necessary to print some copies of a newspaper upon unstamped paper, if notice is immediately sent to the stamp office, and the duty on the unstamped copies paid, the penalty is not exacted.

The proprietors of newspapers, or of publications printing part of their impression on unstamped paper, require to declare their names to the stamp office; but where the proprietors are numerous, it is only necessary that the names of the two largest shareholders should be declared. Newspaper proprietors require also to enter into a bond and find security for costs and damages, in case of being prosecuted for a seditious libel. Publishers of newspapers are liable to a penalty of £50 for advertising any foreign lottery, or lottery not authorised by Act of Parliament; sale of places in public offices; rewards for the recovery of property stolen or lost, with the stipulation that no questions will be asked, or promising to return to pawnbrokers or others any money that may have been lent on such property. A penalty of one penny per sheet is imposed upon all papers containing reports of any lecture, if the lecturer has given two days' notice to two justices, living within five miles of the place of delivery, of his desire not to have it published; but as this law is never put into practice, it may be considered obsolete.

Advertisements in newspapers are now free of government duty. Previous to 1833 there was a tax on each advertisement of 3s 6d in Scotland and England, and 2s 6d in Ireland, in which year it was reduced to 1s 6d in Britain and 1s in Ireland. In 1832, the last year of the high duty, the total number of advertisements in newspapers published in the United Kingdom was 921,943, viz.:—787,649 in England; 108,914 in Scotland; and 125,380 in Ireland. The total amount of duty paid in 1832 was £172,570. In 1841 the number of advertisements had increased to 1,778,957, viz.:—1,386,625 for England; 188,189 for Scot-

land; and 204,143 for Ireland; and the total duty paid in that year amounted to £128,318. In 1851 the amount of duty paid had risen to £175,094 10s 8d; being £142,365 3s 6d for England; £19,940 11s for Scotland; and for Ireland, £12,788 16s 2d. In 1853 this oppressive and impolitic tax was entirely abolished, and since that date the number of short advertisements has greatly increased, especially in Scotland and England, where the eighteenpence duty was severely felt. It is not to be expected that advertisements, now free of duty, should become as numerous in this country as they are in America, for it must be remembered that brother Jonathan's restlessness, or locomotive propensities, render advertising much more necessary there than in this country; indeed, it is absolutely necessary in order to support even a very small custom, and not only to establish a business. The abolition of the advertisement duty is now generally approved of. Advertisers have derived more benefit from it, as yet, than journalists, for, although the number of advertisements has greatly increased, competition has very much reduced the charges. Most newspapers are now receiving about the same gross amount of money for advertisements as they did whilst the duty was in force, so that they have been gainers in one sense to the extent of the duty; but it must be remembered that the advertisements occupy a much larger space than they did formerly. We may state here, that advertisers cannot judge of the popularity of a paper by the number of its advertisements as formerly, as very inferior journals are enabled to make a good show of advertisements by taking some of them at a cheap rate—a species of craft which could scarcely be practised when there was a tax of eighteenpence upon each advertisement.

The tendency of the age is certainly to diminish the restrictions and lighten the taxes upon newspapers. The unfettered and untaxed literature of America is cited as a practical realisation of the benefits to be derived from the abolition of "taxes on knowledge." In 1850, according to the census returns, the United States possessed no fewer than 2800 public journals, the combined average circulation of which amounted to 5,000,000 copies each publication. Of these, 350 were daily newspapers, the combined average circulation of which was 750,000 each day; and 2000 weekly, whose combined weekly circulation approached three millions. The entire number of copies printed by all the U. S. newspapers in one year was 422,000,000! Were the newspaper stamp abolished, there can be little doubt that many of the bi-weekly newspapers in Scotland would become daily—indeed, it is said that some have already resolved upon that step as soon as their expectations, or rather their fears, on this subject are realised. It is argued, that the diffusion of information through an unrestrained and untaxed press, would be more effectual in elevating the masses, than the most perfect system of national education yet invented. The loss to the revenue by the abolition of the newspaper stamp could easily be made up by the imposition of a trifling postage upon newspapers. On the other side, the taxes on knowledge are defended—the paper duty upon financial grounds—it yields too large a revenue to be readily given up, and the more important question of the newspaper stamp from other and higher considerations. Were the penny stamp abolished, it is contended newspapers would represent the property of the country to too small an extent;

they would be the organs, not of the wealthy and educated, but of the populace; it would only be a quiet way of proclaiming universal suffrage. Newspapers, it is alleged, would lose their respectability; they would degenerate till they approached the level of the American press, at least in England and Ireland, where the operatives are less educated, and have, consequently, a less refined literary taste than the working men of Scotland. A more powerful reason than any of these is, the injustice it would entail upon the proprietors of established newspapers, who would have to run the race of competition anew with a fresh and more numerous race of journals, which would spring up, mushroom-like, on the announcement of free trade in literature. This last argument is the secret of the opposition which the project for abolishing the newspaper stamp has received from the most influential journals. Of course, it would be out of our place to attempt to decide on a question such as this—the author has merely noticed the arguments on both sides.

ADVERTISEMENTS.

IN former days, the kirk and the market-cross were resorted to as advertising media. In rural districts, where the inhabitants were scattered over a large tract of country, and the bellman consequently could not be brought into requisition, these were the only means of reaching the ears of the people. The pulpit, especially, was not only the vehicle of announcements, but frequently the scene also of political disputations, which now find vent in the more appropriate channel of the newspaper press. Of course, announcements in these days were comparatively few—they consisted chiefly of Government notices and sales by auction. Tradesmen prosecuted their business amongst neighbours and acquaintances as the majority do to this day, and the only semblance of advertising of which they took advantage consisted of a rude signboard, and perhaps an occasional announcement by the town-crier when they were enabled to present their customers with anything unusual. An unknown individual, setting up business for himself, had no opportunity of making himself known to any but such as were in the habit of passing his door, and, to this day, tradesmen and retail dealers who do not take advantage of the peculiar means which the progress of the age presents, keep themselves in the same position. Sensitiveness to having their names brought so prominently before the public may be the cause of this backwardness in some, but, in the majority of cases, it is a “penny wise and

pound foolish" economy, and nothing more, which prevents them from informing the public of the fact of their existence.

Printed announcements have this advantage over verbal intimations, that whereas the particulars of the latter are liable to be forgotten, the reader has it in his power to refer to a printed advertisement whenever he may have occasion to make use of the information it contains. Crabbe says of the newspaper, alluding to the custom of advertising:—

“So here, compressed within a single sheet,
Great things and small, the mean and mighty meet;
’Tis this which makes all Europe’s business known,
Yet here a private man may place his own;
And where he reads of Lords and Commons, he
May tell their honours that he sells rappee.”

But at the present day, when newspapers are in the hands not only of “Lords and Commons,” but also of tradesmen and artisans, the public journals form a still more potent and eligible means of making one’s business known. “Do not hide your light under a bushel,” says P. T. Barnum, the showman millionaire, in his rules for success in business. “Whatever your occupation or calling may be, if it needs support from the public, advertise it thoroughly and efficiently, in some shape or other, that will arrest public attention. I freely confess,” he continues, “that whatever success I have had in life, may fairly be attributed more to the public press than to nearly all other causes combined. There *may* possibly be occupations that do not require advertising, but I cannot well conceive what they are. Men in business will sometimes tell you that they have tried advertising, and that it did not pay. This is only when advertising is done sparingly and grudgingly. Homœopathic doses of advertising

will not pay perhaps—it is like half a potion of physic, making the patient sick, but effecting nothing. Administer liberally, and the cure will be sure and permanent. Some say ‘they cannot afford to advertise;’ they mistake—they cannot afford *not* to advertise. In this country, where everybody reads the newspapers, the man must have a thick skull who does not see that these are the cheapest and best mediums through which he can speak to the public, where he is to find his customers. Put on the appearance of business, and generally the reality will follow. The farmer plants his seed, and, while he is sleeping, his corn and potatoes are growing. So with advertising. While you are sleeping, or eating, or conversing with one set of customers, your advertisement is being read by hundreds and thousands of persons who never saw you, nor heard of your business, and never would, had it not been for your advertisement appearing in the newspapers. The business-men of this country do not, as a general thing, begin to appreciate the advantages of advertising thoroughly. Occasionally the public are aroused at witnessing the success of a Swaim, a Brandreth, a Townsend, a Genin, or a Root, and express astonishment at the rapidity with which these gentlemen acquire fortunes, not reflecting that the same path is open to all who *dare* pursue it. But it needs *nerve* and *faith*—the former, to enable you to launch out thousands on the uncertain waters of the future; the latter, to teach you that after many days it shall surely return, bringing a hundred or a thousandfold to him who appreciates the advantages of printers’ ink properly applied.”

FORM OF ADVERTISEMENTS.

Most of the advertisements which appear in the papers are in a style not the best fitted to attract or fix the attention of the reader. In some cases so little attention is paid to the form of an advertisement, that even should one be searching the paper for the purpose of discovering such an announcement, it might be passed over as irrelevant to the matter in hand. Other advertisers indulge in so much unnecessary verbage, as to double or treble the cost, without any other effect than that of obscuring their meaning. It is easy to distinguish between the announcement of a skilful and experienced advertiser and that of a novice. The experienced advertiser begins his advertisement with something likely to attract the attention of those whom he addresses. Concise and pointed—he esteems every line of value; and should he now and then indulge in more unoccupied space than readers may deem necessary, it is for the purpose, and with the effect, of rendering his announcement conspicuous, and causing readers to examine it with a—"What's this?"

As it is our desire to render every reader an experienced advertiser, without the necessity of ruining himself in the process, a few words on the writing of advertisements will not be out of place. It is our object to put the experience of others at the disposal of the reader, although, of course, we do not profess to supply the skill necessary to the proper use of it.

To give at once the conclusions that experience teaches, will be a form simpler and more easily understood than any other. As we do not profess to embody *all* experience in these pages, advertisers must not be implicitly guided in every case by the rules here laid down; but the author flatters himself that, whilst he will not go far wrong by so doing in any case, there are but few exceptional instances, if indeed there are any, where the advertiser will find it to consist better with his interest to depart from them.

As a general rule, every advertisement ought to begin with something calculated to arrest the attention of those to whom it is addressed.

In the case of a PROPERTY or SHIP FOR SALE, all that is necessary to insure the attention of parties likely to become purchasers, is to make the nature of the advertisement plain; but in most newspapers the advertisements are so classified as to prevent the possibility of a mistake upon that point. Where a public sale is intended, it is necessary that the exposor should so word his advertisement as to render the fact patent to every one who glances at it. No one can doubt that an announcement which appears to require immediate attention will find thrice as many readers as one the perusal of which may be delayed indefinitely. Few newspapers in Scotland place so effective a distinction between sales by auction and by private bargain, as to relieve the advertiser from the necessity of making the fact as apparent as possible.

In the case of PUBLIC SALES of Merchandise, Furniture, &c., the preferable way is to begin the announcement with the day of sale, thus:—

ON WEDNESDAY, the 16th instant, at Two o'clock P.M., the Subscriber will Sell, by Auction, within his Sale-room, 14 Cochran Street,
500 Barrels ARCHANGEL TAR.

PRIVATE SALES OF MERCHANDISE are best advertised in the following style:—

TAR.—500 BARRELS, *ex* GEORGIANA from ARCHANGEL, on Sale by WILLIAM STEVENSON, 14 Cochran Street.

The ordinary style of advertising VESSELS FOR FREIGHT is perhaps the best which could be adopted:—

AT GLASGOW for HAVANA.—The A 1 fast-sailing British-built Barque NORTHMAN, 400 tons register, Captain BROWN, is now loading, and will have immediate despatch.

If passengers are wanted, it is usual to put the words, “Has room for a limited number of passengers;” or, “Has excellent accommodation for passengers,” in a line above the advertisement.

Considerable attention is paid by publishers to the form of BOOK ADVERTISEMENTS, but some improvement is possible even in this class. The great object is to express the meaning of the advertiser in as few words as possible. There are so many cheap works now in course of publication, which will not afford any great expense in advertising, that it is of the utmost consequence that the advertisements be condensed into as few words as possible. Many a talented author has never emerged from obscurity, solely in consequence of the expense which the advertisement duty entailed. By the repeal of this tax, the expense will in many cases be reduced nearly one-half.

Book Advertisements usually begin with, “This day is published,” “Jnst published,” or some such phrase. In short advertisements this is unnecessary, merely occupying

a line where two words may suffice. A new publication may be advertised very economically thus :—

SKETCHES IN CALIFORNIA.—By CHARLES WHITE. 3s. Just Out. Brown & Jack, Edinburgh.

If it is intended to add the notices of the press, it may be done in a longer advertisement, thus :—

Just Published, 2 vols., cloth boards, Price 12s.,

HISTORY OF GREECE, from the Earliest Ages to the Present Time.—By A. L. MACKINLAY.—With a Preface by DANIEL MUNRO, Esq.—Evans & Co., Aberdeen.

“A valuable addition to our literature.” *Blackwood's Magazine*.—“Able written.” *Aberdeen Journal*.—“Interesting and authentic.” *Edinburgh Guardian*.—“Lively and graphic.” *Scotsman*.—“Contains a vast amount of valuable information.” *Glasgow Herald*.

The public expect only to find the most favourable words and passages quoted in an advertisement. We do not require to tender any advice as to what part of a criticism to quote; publishers are usually adepts at selecting the most favourable sentences. It is common to quote only an isolated word from each review, without any connection, and sometimes in such a manner as to mislead the reader as to the opinions of the journals respecting the merits of the work advertised. Frequently, however, the reverse is the case—the advertiser quotes too much from the notice of each journal, and swells out his announcement to unnecessary dimensions.

A judicious advertiser will sometimes attract attention to his announcement by the introduction of some popular subject as a heading, thus :—

JUSTICE TO SCOTLAND.—SIX LETTERS ON THE DEFENCES OF THE CLYDE, by a Glasgow Merchant. One Shilling.—Rivers & Co., Glasgow.

Perhaps no class of public companies has occasion to advertise to such an extent as INSURANCE COMPANIES. The length of Insurance advertisements ought to depend

very much on whether the journals in which they are inserted contain the advertisements of opposition companies or otherwise. If the advertisement is likely to stand alone, a very short announcement or memorandum may often prove nearly as effective as a long exposition of the advantages of the company. As thus :—

FIRE INSURANCES effected on moderate terms, by the
SALAMANDER INSURANCE Co., 14 Princes Street.

Sometimes it will be advisable to subjoin a list of agents, even to a short announcement like this. As solicitors and accountants are prohibited by custom, and by the opinion of the profession, from advertising for clients, the advantage of having their names brought so frequently before the public is often their principal reason for accepting an insurance agency. In a country town, insurance companies may advertise in the local paper or papers thus :—

EUROPEAN FIRE AND LIFE INSURANCE COMPANY.—
 Agent for Campbeltown, Joseph Burns, Writer.

Where the paper is likely to be consulted by intending insurers, or where there are several advertisements of the same nature, the advantages of the company ought to be urged at full length, and no particular of importance omitted.

In most cases it would be too expensive to insert a long advertisement in every number of a paper throughout the year, but where the company is unwilling to incur this expense, it does very well to insert a short advertisement, similar to the examples given above, each week, reserving the longer and more expensive advertisements for a monthly or quarterly insertion. A few pounds laid out in judicious advertising may be of more real service to an insurance company than tons of prospectuses scattered broadcast.

Few think of preserving all the prospectuses sent them, for the purpose of comparing the merits of the several offices, when they can refer at once to the advertising columns of a newspaper, or perhaps a directory such as this.

SHOPKEEPERS generally would find it their interest to advertise more than they do. The mere card will often suffice—it keeps the name before the public eye, and this is perhaps all that is required. As thus:—

DAVID WILSON, BOOT AND SHOEMAKER, 31 Cleland Street.

Or it would perhaps be more effective to prefix the name of the article dealt in, thus:—

BOOTS AND SHOES.—DAVID WILSON, Maker, 31 Cleland Street.

In advertising in papers that print the head-line in conspicuous black letters, it would be advisable to accommodate the advertisement to this peculiarity by placing the words “boots and shoes” in a line above the name.

When a draper, for instance, desires to draw attention to one article in particular, it is best done in a style similar to the above. As thus:—

LADIES' BONNETS.—NEW SPRING SHAPES.—WILLIAMSON & KING, 117 Argyll Street.

When it is intended to call attention to more than one article, this can be best effected by inserting a different advertisement for each article. The repeal of the advertisement-tax has removed the greatest objection to this plan. Advertisers only injure themselves by slumping a dozen different articles, having no relation whatever to each other, into one advertisement. But although no way can be so effective as that of giving each article a separate adver-

tisement, yet when the articles advertised are all likely to be purchased by the same class of persons, the expense of a number of advertisements may be saved by putting them in the form of a list—a form which takes a position in point of prominence and expense midway between the system of distinct advertisements and the more economical but less effective way of printing the different articles into a sentence. This cannot be accomplished effectually where the articles are totally dissimilar; such, for instance, as ploughs, garden tools, and hyacinths, a combination not unfrequently to be met with in seedmen's advertisements. To attempt to advertise farm implements, garden implements, and mantel-piece ornaments in one advertisement, is an ineffectual mode, because the advertisement is addressed to no class in particular, and is consequently attended to by none. But groceries, for instance, might be very well advertised thus:—

JAMES M'GREGOR, FAMILY GROCER, 1 Frazer Street, Edinburgh, and 73 Constitution Street, Leith.
 Teas, 3s 6d to 5s 6d, | Sugar, Brown and Loaf, | Westphalia Hams,
 Mocha Coffee, | New British Honey, | Preserved Fruits,
 Apsley's Cocoa, | New Cork Butter, | Spices, &c.

Shopkeepers have often difficulty in attracting attention to their announcements, and ingenious ruses to attract the eye of the reader are sometimes tried; but a great deal depends upon the delicacy with which the advertisement is worded, and eccentric announcements are sometimes more effectual in deterring customers than in attracting them. An advertisement such as the following is not unusual:—

THE DESTRUCTION OF SEBASTOPOL BY THE BRITISH AND FRENCH ARMIES has not yet been accomplished; but, in place of that, British and French civilians are engaged in accomplishing the destruction of their health by wearing non-ventilating hats. The new ventilating hat, sold at 231 Shuttle Street, is healthful, comfortable, fashionable, and economical.

The advertisements of shopkeepers, especially clothiers and hatters, are usually printed in a somewhat disadvantageous style. They frequently consist of an almost unreadable mixture of capital letters, small capitals, and italics, each word carefully planted in as isolated a position as possible. Would not an announcement more in the ordinary style of printing have a much better chance of a perusal? The fewer difficulties in the way of the reader the better; and although the advertisements to which we refer are perfectly intelligible to those who take the trouble to spell them through, the general reader in most cases passes them over. The original intention of white spaces was evidently to attract attention amongst a mass of densely packed advertisements; but as almost every shopkeeper now adopts this style of advertising, a closely-printed advertisement is rather an exception to the general rule, and is consequently not only more economical, but also more advantageous than the usual style.

The only important class of advertisements not yet touched upon is a class upon which the advertisement duty fell more heavily, and did more to check than almost any other, viz., WANTS. As yet, the advantage of advertising wants is not sufficiently appreciated by the public, and it will be years, perhaps ages, before the benefits of this mode of communication are realised by the British nation. Servants wanting places, masters wishing servants, parties having for sale chandeliers or tables, harps or paintings, may suit themselves by an expenditure of a sum almost nominal. The majority of such announcements may be condensed into very few words, thus:—

SITUATION WANTED, by a lad of 16, as JUNIOR CLERK in a Writer's Office.—Address A. B., Office of this paper.

Or thus :—

PIER MIRROR for Sale, Price £2. Address H. R., Office of this paper.

The cost of such would be a mere trifle even in the most widely circulated journals.

It is not necessary to adduce more examples. It is plain that advertisements may be condensed so as very materially to reduce their cost, at the same time that they are rendered more attractive and intelligible. In practice, it is often difficult to express one's meaning in few words. Most advertisers think it necessary so to word their announcements as to make them not only plain and perspicuous, but also euphonious. This is a mistake. If the reader understands the meaning of the announcement that is all that is requisite. It is not necessary that a shopkeeper should prove himself master of the graces of composition when he enlightens the world as to the nature of his business. In place of a simple card, which would cost less than a fourth of the money, whilst it would answer the purpose quite as well, a shopkeeper sometimes announces that he "has much pleasure in returning his sincere thanks to the public for the kind patronage they have hitherto bestowed on him, and hopes to merit a continuance of their favours," "begs to intimate that he still continues to carry on his business in the premises which he has now occupied nearly five years," and concludes by stating that he is a tinsmith at 15 Green Street, a fact which certainly did not require so many words to announce.

SELECTION OF JOURNALS.

UNLESS an advertiser resolves to advertise in every newspaper indiscriminately, it is evident he must make a SELECTION; and the importance of a judicious selection cannot be overestimated. One advertisement in a good medium may be worth twenty in a bad one.

In selecting the journals in which to insert an announcement, look first to its nature. If it is an advertisement which is likely to be looked for by the persons addressed, such as property for sale, vessels for freight, situations vacant, &c., the papers which contain the largest number of such advertisements are the best, because they are most generally consulted by those who wish to see these announcements. But if, on the other hand, it is an advertisement designed to catch the reader's eye, the case is different. No one thinks of looking for a shopkeeper's advertisement. In a paper where advertisements are numerous, a general announcement is perused only by a small proportion of the readers of the paper; and the fewer advertisements there are, the larger the proportion of readers who peruse any one of them. A paper with a small circulation may be a better medium for a shopkeeper or publisher's announcement than one circulating double the number of copies, and containing treble the number of advertisements. With respect to class publications again; of the former, that is the looked-for descriptions of advertisements, only those are suitable which are

addressed specially to the class by which the periodical is read; whilst general advertisements, or such as no one cares much whether he sees or not, possess peculiar advantages in such publications, inasmuch as the readers must look over all the advertisements in the way of their business, and will see the general announcement among the rest. Of course, the class of people amongst whom the paper circulates is of paramount importance—it would be useless to tell artisans or labourers about carriages or phaetons for sale. The amount of the circulation of a paper is also to be considered, but this ought always to be subordinate to the character of its circulation. The selection ought not to be biassed by political prejudices—whether customers be Whigs or Tories, Free Traders or Protectionists, Churchmen or Dissenters, makes no difference in a mercantile point of view.

In applying these rules, we shall suppose an ESTATE is to be advertised for sale. The best papers in which to insert it are of course such as are most generally referred to for such announcements, and afterwards, if it is desired to advertise more extensively, such newspapers as are most read by the wealthy. We should recommend the *North British Advertiser* as being most consulted by intending purchasers in Edinburgh and the east of Scotland; the *Glasgow Herald* and the *Mercantile Advertiser* (formerly *National Property List*) for Glasgow and the west of Scotland; and the *Aberdeen Journal* for the northern counties. These newspapers are more consulted for advertisements of lands and houses than any others, and without being advertised in these, no estate could have a fair chance of a purchaser; but as the money spent for advertising is a mere bagatelle when put in comparison with the purchase-money

of an estate, such an advertisement might be inserted with advantage in all the upper class journals; even very extensive advertising would more than pay itself, were it to cause the estate to bring a trifling sum more in the market. If it is a HOUSE for sale, the local newspapers and one or more of the four mentioned above are the most suitable to advertise in, as parties are not likely to invest money in house property in a remote town. In the case of HOUSES TO LET, the advertisement ought to be inserted in the local paper most read by those likely to become tenants. It were folly to advertise a house rented at £5 to let in any but a working man's paper, and it were equally foolish to insert in a paper read only by operatives a house to let at £50. Yet this error is as frequent as it is absurd. This, of course, applies only to large cities; in small towns there is no room for mistake—the same newspaper is read by all ranks.

In London and Liverpool, VESSELS FOR SALE, or wanting FREIGHT, are inserted only in shipping and mercantile papers; but as Scotland possesses few journals of this description, they are also looked for, and consequently appear, in the leading general newspapers. This class of advertisements is evidently more suited to a counting-house paper than to one read chiefly in families; but in present circumstances they ought to appear in the best media for general announcements. Vessels for sale and vessels for freight are in the same position—it is only a certain class of persons who will turn the advertisement to any account; and it is useless to insert such advertisements in papers of low standing, for the sake of a chance reader who may be in a position to purchase a vessel or to ship goods, when that same party is probably searching the more direct advertising media for similar announcements.

PASSENGER SHIPS are in a different position. Although they generally carry a proportion of goods, and ought therefore to be brought before the eyes of shippers, the money spent in advertising in journals not usually looked at for shipping advertisements is not thrown away. If emigrants of the poorer class are expected, the Saturday papers, which often possess large circulations, but which are useless for the purposes of many advertisers, will be the most direct means through which to reach them. The ship-agent must judge in what journals to advertise, according to the class of passengers he expects. In no case, even when the vessel sails without goods, can the standard journals for shipping advertisements be dispensed with, as they are invariably searched for such announcements by the more anxious or energetic of intending emigrants.

SALES OF MERCHANDISE, and mercantile announcements of every description, find their appropriate place in the journals which are most referred to for shipping advertisements. Further advertising is unnecessary, except in small towns, where they will, of course, be inserted in the local papers also.

AUCTION SALES OF FURNITURE ought to be advertised in all the papers of the district; but if these are very numerous, it is unnecessary to publish a detailed catalogue in any but the leading newspapers, unless the value of the articles enumerated warrants that expense.

NEW PUBLICATIONS of general interest ought to be advertised in every journal, however insignificant its pretensions. We do not mean to say that an expensive encyclopædia ought to be advertised in a working man's paper; but those cheap publications with which the press is

now teeming, might be advertised with advantage in every journal in the kingdom. Even those works which are only within the reach of the wealthy ought to be advertised in every country newspaper, for there are thousands of wealthy families in Scotland that never read any other newspaper than the one printed in the nearest market-town. The lower class papers of our large cities are the only journals from which the advertisements of expensive works ought to be withheld. It is a great mistake to suppose that it is only necessary to advertise new works in the leading journals—if they are confined to these, nine-tenths of the public never hear of them. The advantage of extensive advertising is proved by the fact, that £3000 was spent in advertising the seventh edition of one of our popular encyclopædias with such success that the publishers are advertising the eighth edition still more largely. If the work has the elements of popularity in itself, the money spent in advertising will return to the publisher doubled, quadrupled, or even ten or an hundred-fold.

Class publications should be advertised in journals circulating amongst the class addressed. Religious works are most advantageously advertised in religious journals, but they ought also to be advertised even in purely secular papers.

INSURANCE COMPANIES ought to advertise everywhere. Upper and middle class journals are most suitable for the majority of insurance companies, as their policy holders are chiefly amongst these ranks; but there are others whose claims are also addressed to operatives, and newspapers are consequently valuable to insurance companies according to the number of readers they have amongst a class likely to

insure. Insurance companies ought to neglect no opportunity of pressing their claims upon public attention. All descriptions of periodicals, whether newspapers or not, will answer their purpose. A publication such as this, likely to be preserved for constant reference by a large portion of the community, is well adapted for the purposes of insurance companies, as they may thus keep their claims constantly before the eyes of all our readers at a trifling charge. This cannot, however, do away with the necessity of advertising in the newspapers of the day.

FOR SHOPKEEPERS' ADVERTISEMENTS no positive rule can be given as to where they should be inserted. The advertiser must exercise his own judgment; but, in making his selection, he must be guided by the class of customers he desires to address, rather than by the comparative circulation of the journals. If his customers are gentlemen, they are best reached through a business paper—if ladies, through a family paper; if they are working men, a Saturday paper is the most likely medium; if they belong to the middle ranks, he must choose the most respectable of the weekly papers, or perhaps a bi-weekly newspaper; if to the upper classes, a twice or thrice a-week or daily newspaper will best answer his purpose. Where there is only one local newspaper, it is usually read by all classes, and the absence of alternatives relieves the advertiser of the trouble of selection. Shopkeepers' advertisements are usually more read in class journals than in general newspapers. Gratis newspapers are not generally effective media for such advertisements, being seldom thoroughly perused, and, indeed, often looked at only by those who are interested in a particular class of announcements to be found regularly in their

columns. As a general rule, papers which are to be had for nothing are considered by the public to be worth nothing; and many parties to whom such advertising sheets are regularly delivered, do not take the trouble to unfold them.

INNS, HOTELS, and CONVEYANCES, are most advantageously advertised in time-tables and guide-books, also in such newspapers as are most extensively read in places of public resort.

SITUATIONS VACANT ought to be advertised in such newspapers as contain the greatest number of similar announcements. To advertise in any other journals, however extensive their circulation may be, is of little use, as such advertisements are not looked for there. We would mention the *North British Advertiser* and the *Glasgow Herald* as the best media for this class of advertisements, and, to a smaller extent, the *Aberdeen Journal*. SITUATIONS VACANT, however, may be advertised in other newspapers often more effectually than in these. No positive rule can be given as to where miscellaneous WANTS should be advertised; the discretion of the advertiser is the best guide, where circumstances vary so much.

COST OF ADVERTISING.

THE charge for a single insertion of an advertisement is altogether a minor consideration. It is in reality cheaper to pay three shillings for an advertisement in a newspaper which circulates four thousand copies, than to pay one shilling for the same advertisement in a newspaper (equally advantageous in other respects) which circulates only four hundred; although, as widely circulated journals have usually a lower class of readers, such an extreme case is entirely supposititious. It is not to be expected that the former should charge only the same price for general advertisements as the latter. A newspaper of high standing can always procure plenty of advertisements without lowering its prices, and the fact of a journal taking advertisements at a lower rate than its neighbours, is usually a sign of conscious inferiority.

In selecting journals, therefore, the charge should be the last thing to be considered; but where a shopkeeper, for instance, resolves to keep his name before the public by a course of indiscriminate advertising, he may lessen the expense by previously asking the inferior journals what will be the charge for a series of insertions, as many of them are willing to make considerable deductions from the regular rates, rather than run the risk of losing the order. Excepting shopkeepers, there are few advertisers who have it in their power to "screw down" even the inferior journals to any extent. Property for sale, ships for freight,

&c., are in a certain sense advertised by necessity; and even journals where such advertisements are almost useless, follow the example of their contemporaries in refusing to make deductions. In large cities Shipping houses may get newspapers which are useless for their purpose to lower their charges, but in small towns this is impracticable, as competition does not place the country journals in so dependent a position with respect to local advertisers, although some of them may be willing to take ship advertisements from a distance much cheaper. Most advertisers will find it consists with their interests not to coquette with the newspapers for the sake of driving them from the published rates; and shopkeepers who exercise the power of withholding advertisements from such newspapers as refuse to take them at a low rate, usually overlook their own interest, and patronise only inferior journals on account of their cheapness.

Canvassers, in their anxiety to obtain orders, are often willing to insert advertisements at a lower rate than what would be charged were they sent direct to the newspaper office; but as the system is utterly subversive of systematic advertising, causing the orders given to each paper to depend more upon the energy of the canvassers than upon the standing of the newspapers which they represent, and is besides calculated to exclude the best journals altogether, judicious advertisers usually prefer sending their announcements to the different journals without the intervention of canvassers; and this method, by facilitating a judicious selection, generally proves most economical in the end. To canvassing we owe the existence of many of our best-conducted papers, and whilst there would be something

unfair in refusing to listen to the arguments of a canvasser, the prevalence of the custom ought not to be made a reason for not sending advertisements to such journals as do not apply for them.

Extensive and indiscriminate advertising has often been represented as the grand road to riches, but the capital in hand which it requires to pursue it is sufficient to deter the majority of advertisers from making the attempt. We have often heard it stated that a proprietor of quack medicines is certain to realise a princely fortune if he has the courage to expend £20,000 in advertising his drugs. But although the money spent in advertising returns fourfold in most cases, it would be inconsistent with prudence, and indeed dishonest, for any one to contract debts for advertising which it was out of his power to pay, on the hazard of the money returning to him. But by reducing the number of selected journals, it is in the power of the advertiser to curtail the expense to any extent—although it must be remembered, that to diminish the expense is only to reap less of the benefits of advertising, more especially with relation to articles in general demand. The same amount of money may be much more effectually employed when the journals are judiciously selected—a labour in which it is hoped the Scottish Newspaper Directory will be found a valuable assistant.

FRAUDS UPON ADVERTISERS.

WE have already cautioned advertisers against mistakes which they themselves are daily making, it is now our duty to expose the frauds which unprincipled newspaper proprietors and news-agents practice.

We are ashamed to have to confess, that there are proprietors of public journals in Scotland who do not scruple to deceive advertisers, by inserting their advertisements only in part of the impression, whilst they charge the regular rate. Of course, the advertiser has no idea but that his announcement has the benefit of the entire circulation of the journal in which he inserts it. Many of the newspapers published in the city of Glasgow, which print two editions, insert the late advertisements only in the town edition, without informing the advertiser. We believe that the same practice is common amongst the London weekly papers, and indeed throughout the United Kingdom, even in towns where they cannot blame the Post-office for untimely despatches, as the Glasgow newspapers do. Were these newspapers honest enough to avow to the advertiser that his announcement was not in the first edition, no one would find fault with them,—advertisers would merely send in their advertisements a little sooner, or, at worst, if they continued to send them in late, it would be their own fault when they did not appear in all the editions—the fraud lies in the concealment of the fact. Some of the Saturday newspapers will even take in adver-

tisements after the second edition is printed, and insert them in a third or evening edition, circulating amongst those operatives who purchase their newspaper late on Saturday night. Previous to the repeal of the duty on advertisements, newspapers were enabled to practise this deception on the public by a secret compact with the Stamp-office, by which they sent a copy of each edition to the Stamp-office, with the words "Folio 2," "Fol. 2," or "F. 2," printed in the corner of such advertisements as did not appear in all the editions, in order to prevent loss to the revenue. The public did not understand what the mark "F. 2" meant, and whilst forty or fifty advertisements thus marked might be counted in the second edition of a single newspaper, it was passed by, the public supposing "F. 2" to be some private mark of the printer. Since the abolition of the advertisement duty, however, even those advertisers who take credit to themselves for "knowing a thing or two," find themselves quite in the dark as to whether their advertisements are getting justice or not. The only way to secure fair play, is to send in all advertisements a clear day before publication, when no respectable newspaper will exclude them from any part of its issue. We believe that most of the Glasgow newspapers insert such advertisements as come to hand before four o'clock in the afternoon of the previous day in the entire impression, but newspapers in some other parts of the country do not insert them in the first edition when they arrive so late.

Some time ago, a newspaper (published, we believe, on this side of the Tweed) made a practice of receiving and being paid for whole columns of quack medical and other

advertisements, which were only printed in the first edition (including, of course, the copies sent to the advertisers themselves), and omitted in the second or town edition to make room for late advertisements, which, in their turn, had not appeared in the country edition. As Government thus only received duty for one set of advertisements, it was found necessary to distinguish advertisements which only appeared in one edition by some such mark as "F. 2." Since the repeal of the advertisement duty, even this slight check has been removed; but, from the general respectable character of Scottish newspapers, we have no suspicion that such discreditable practices have been resumed. But whilst full confidence may be placed in most of the public journals of Scotland, it is possible—we can scarcely venture to say probable—that unscrupulous parties may still carry on similar reprehensible practices with impunity.

The risk which is run by an inexperienced advertiser in making his own selection of journals is more than counter-balanced by the risks which he runs in employing an unknown advertising agent. A dishonest agent may charge for advertisements in papers in which they never appeared; but as such barefaced swindling could not be long practised with impunity, it is not likely that a cunning rogue would attempt it. We are informed that a common plan in England is, for persons calling themselves news-agents, to make arrangements with the proprietors of those journals which stand lowest as advertising media, to insert their advertisements at a very low figure, while the so-called news-agents charge a very high price to their constituents. In selecting journals in which to insert any advertisement, they consult their own interest, and not that of the advertiser. We are not aware that this fraud has ever been practised in Scot-

land, except by the lowest class of auctioneers, and certainly not by the respectable members of that or any other profession.

In London advertising agents are constantly starting up who endeavour to impose upon newspaper proprietors, by getting them to insert advertisements for which they never intend to pay. The leading newspapers are suspicious of unknown advertising agents, and will not take advertisements from them without prepayment; but as this does not suit the agent, the consequence is that the advertisement does not appear in the best advertising media, even although the agent be in reality honest enough. Nor will the standing of the advertiser himself make any difference, as it is only the news-agent who is responsible to the newspaper proprietor.

Companies and individuals who employ agents have their advertising usually better managed than those who do not; but this is not invariably the case. News-agents have more opportunities for becoming acquainted with the characters of the journals than any other individuals, but they do not always make the most of their opportunities. Perhaps it is scarcely proper to introduce this under the title "frauds," for we are speaking of respectable advertising agents. *N'importe*, before employing an agent, the advertiser ought to be satisfied not only of his integrity, but also of his ability and discernment.

SCOTTISH NEWSPAPERS.

EDINBURGH.

EDINBURGH ADVERTISER.

CONSERVATIVE—*Tuesday and Friday*—Price 4½*d.*

Established 1764.—A highly respectable bi-weekly newspaper, and one of the best conducted of the Conservative journals. Aims at the gradual perfection of our existing institutions, social, political, and ecclesiastical. Is warmly attached to the Established Church of Scotland; and has proved an able advocate of the interests of religion and Christian education. Is a firm supporter of the British Constitution, Church Establishments, and generally of the thorough-paced Conservatism of the day. The editorial articles are well written, and are often characterised by acuteness, originality and vigour. As a general newspaper it is very well conducted. Agriculture, naval and military intelligence, law reports, &c., are carefully attended to. Criticises with freedom and ability anything of an interesting character, which may be exhibited in Edinburgh, connected with the fine arts or the drama. Some space is occupied with notices of literary subjects, and its reviews are intelligent and discriminating. Rather less than one-fourth of the paper consists of advertisements. Circulates chiefly amongst the higher classes, including members of the aristocracy, landed proprietors, professional gentlemen, &c. Average circulation, 1433. Advertising charges, eleven lines, 3s; each two lines thereafter, 6d: when prepaid, four lines, 1s; and 6d for every two lines additional.

Published by Claud Muirhead, 13 Hanover Street, Edinburgh.

CALEDONIAN MERCURY.

WHIG—*Monday and Thursday*—Price 4½*d.*

Established 1660, and is the oldest general newspaper now existing in Scotland. For some time this journal was

very indifferently conducted, and its circulation, suffered in consequence; but the present editor is apparently striving to regain any ground which may have been lost. It is essentially a political paper, and a consistent supporter of the Liberal party. It is a moderate supporter of Church Establishments. The leading articles are generally very fair expositions of the party to which it is attached, well written, but seldom characterised by striking or original ideas. Lately this newspaper has done much in the way of showing the injustice to which Scotland has been subjected by the Imperial Government, and its forcible appeals on this subject have done much towards bringing it under extensive notice. It devotes little space generally to matters of a religious character, and is chiefly engaged in reporting and criticising the various political topics of the day. Commerce and agriculture also obtain a share of notice and support. Parliamentary debates, legal decisions, proceedings of public meetings, local news, &c., are fully and carefully reported. Literary subjects are not excluded from its columns. Nearly one-third of its space contains advertisements. Its politics not being extreme, the *Mercury* is read by all parties, and is a favourite family paper with the better class of shopkeepers. Popular amongst the higher and middle classes in Edinburgh and the East of Scotland. Average circulation, 1145. Advertising charges, four lines, 1s 6d; each two lines after, about 6d: when prepaid 6d less.

Published by Thomas Allan, 265 High Street, Edinburgh.

EDINBURGH EVENING COURANT.

NEUTRAL.—*Tuesday, Thursday, and Saturday*—Price 4½d.

Established 1718.—Neutral on political and religious questions, but the friend and advocate of order, morality, religion, and social reform. Its leanings are evidently, though not avowedly, Conservative. The leading articles are just and moderate, written in an elegant and gentlemanly style, but greatly lacking vigour and originality. Its evident timidity upon political topics arises, no doubt, from a fear of belying its principles of neutrality. One of its chief characteristics is the transcription into its columns of articles upon all the popular topics of the day from the leading London Journals, some of which partisans of any shade may read with relish. It is careful in reporting the substance of lectures delivered in town, the proceedings of public meetings, anything interesting regarding the drama

or the fine arts, &c.; and, indeed, is more occupied with metropolitan matters than any of the other newspapers. It does not devote much space to literary criticism; but when it does notice new books, it is generally sound and impartial. Fully one-fourth of the paper contains advertisements. Circulates amongst the aristocracy, and generally amongst the upper classes. Average circulation, 1776. Advertising charges, six lines, 2s 6d, and 6d per two lines up to 57: when prepaid, three lines 1s, and 3d per line after.

Published by the Trustees of P. R. Ramsay, 88 High Street, Edinburgh.

EDINBURGH EVENING POST, AND SCOTTISH RECORD.

CONSERVATIVE—*Wednesday and Saturday*—Price 4½d.

Established 1827.—With this paper have been incorporated the *Scottish Standard*, the *Scottish Literary Gazette*, and the *Scottish Record*. A respectable bi-weekly newspaper, a consistent supporter of the Conservative party in State politics, the organ of the Church of Scotland, and the firm advocate of Church Establishments generally. It supports the Established Church with vigour and unflinching zeal, and is an uncompromising opponent of Dissent and Radicalism. Notwithstanding the dogmatism of its principles, the leading articles perceptibly lack force and originality. Considerable space is devoted to ecclesiastical intelligence and church matters. During the sitting of the General Assembly, a supplement is published, containing a full report of the proceedings of the reverend body. Literature receives attention, and new books are seemingly criticised with justice. The amount of space occupied by advertisements varies from one-fifth to one-fourth of the paper. Circulates amongst the upper and middle classes in Edinburgh and throughout Scotland, including numerous ministers of the Established Church. Average circulation, 837. Advertising charges, six lines, 1s; each line additional, 2d.

Published by Christopher Torrop, 30 South Hanover Street, Edinburgh.

EDINBURGH GUARDIAN.

LIBERAL—*Saturday*—Price 4½d.

Established 1853.—A respectable weekly newspaper, somewhat similar to the London *Examiner* in size and

shape. Its politics are liberal and progressive, but it is not tied to the opinions of any party. As a literary newspaper it occupies the first rank. The leading articles are able and aente — considered merely as literary productions, many of them possess high merit. Its *feuilletons* are lively and piquant. The general news is both well-selected and well-arranged. Original tales, by first-rate writers, aid in giving a permanent interest to its columns. It partakes largely of the character of a magazine, and professes to hope that, “after its purpose as a newspaper is served, it may retain a permanent value as a literary chronicle and review,” but this does not prevent its being thrown aside after perusal like any other newspaper, although its shape is particularly well adapted for binding. One feature of this publication is its occasional illustrated supplements, the engravings being executed after the manner of the *Illustrated London News*. New publications are criticised with talent and care, and literary gossip claims a share of attention. About one-fourth of the paper contains advertisements. Popular amongst the middle classes in Edinburgh and the East of Scotland. Average circulation —. Advertising charges, three lines, 1s; each line additional 4d.

Published by Joseph E. Cupples, 279 High Street, Edinburgh.

EDINBURGH GAZETTE—(*By Authority*).

NEUTRAL—*Tuesday and Friday*—Price varies according to size, 3d per sheet.

Established A.D. 1600.—The Government Gazette for Scotland, containing the official announcements for this part of the United Kingdom, bankruptcies, dissolutions of partnership, &c. Contains only such advertisements as are required by law to be inserted. Circulates amongst members of the legal profession and proprietors of newspapers. Average circulation, 164.

Kept and published by William Alexander Laurie, Writer to the Signet.

LADIES' OWN JOURNAL AND MISCELLANY.

NEUTRAL—*Saturday*—Price 2½d.

Established 1837.—A weekly journal containing scraps of all descriptions of “light reading”—scraps of news, anecdotes, literature, poetry, Americanisms, facetiæ, and gossip-scraps of anything which may while away a few

leisure moments—"a thing of shreds and patches, intended to afford amusement to many, to give offence to none." It contains little or no original writing. It was formerly published as a supplement to the *North British Advertiser*, but is now issued as a distinct publication. Advertisements occupy about one-eighth of the paper, more or less. Circulates amongst all classes in Edinburgh and the East of Scotland; being popular with ladies and leisurely young gentlemen. The average circulation in 1853 was 2199. Advertising charges, two lines, 1s; each line thereafter, 3d.

Published by J. & J. Gray, 8 Melbourne Place, High Street, Edinburgh.

EDINBURGH NEWS,
AND LITERARY CHRONICLE.

LIBERAL—*Saturday*—Price 4½d.

Established in 1808 as the *Edinburgh Weekly Chronicle*, and under its present designation in 1848. A well-conducted weekly newspaper, advocating political and financial reform, extension of the franchise, and liberal measures generally, and opposing too great clerical influence, and what it terms priestly domination, in matters connected with religion. The leading articles are spirited, and written in a popular style. The general news is ample, and well-arranged. The fine arts, music, the drama, and other local topics, are fairly reported and commented on. Trade receives some attention. Literature and literary matters are noticed, but the reviews of new publications are inferior to those of many of its contemporaries. Advertisements occupy somewhat less than one-third of the paper. Popular amongst the middle and working classes. The circulation in 1853 averaged 4096; for present circulation, see Appendix. Advertising charges, four lines, 1s; each additional line, 3d.

Published by Ebenezer Forsyth, 41 North Bridge, Edinburgh.

NORTH BRITISH ADVERTISER.

NEUTRAL—*Saturday*—*Gratis*.

Established 1826.—Exclusively devoted to advertisements. Circulated gratuitously, the papers being delivered in Edinburgh, Leith, and Glasgow, recovered again on Monday, and despatched to the country. In Edinburgh, and throughout the East country, it is considered the best adver-

tising medium; but the paper possesses comparatively little interest for readers in the West of Scotland, and advertisers in Glasgow avail themselves of its extensive distribution to a comparatively small extent. The entire paper is occupied with advertisements. Circulated amongst all classes. Average circulation, 14,750; for circulation in 1854, see Appendix. Advertising charges, two lines, 2s; each additional line, 9d.

Published by J. & J. Gray, 8 Melbourne Place, High Street, Edinburgh.

NORTH BRITISH AGRICULTURIST.

NEUTRAL—*Wednesday Evening*—*Price 6d.*

Established 1843.—Neutral in politics, and takes no part in polemics. The leading articles are usually upon agricultural topics. It is the organ of the Highland and Agricultural Society, and of several other agricultural associations throughout Scotland. The state of the corn and cattle markets throughout the kingdom and abroad, quarterly reports of agricultural societies, lists of exhibitors at markets and shows, with prizes awarded, are fully reported. The leading features of general news are also noticed, but this department does not occupy the important position accorded to it in general newspapers. About one-sixth of the paper consists of advertisements, the greater portion of which have reference to agricultural matters. Circulated chiefly amongst farmers and landed proprietors. The average circulation in 1853 was 2212; for circulation in 1854, see Appendix. Advertising charges, three lines, 1s 6d; every two lines thereafter, 6d.

Published by David Guthrie, 13 South Hanover Street, Edinburgh.

THE ROCK.

INDEPENDENT—*Saturday*—*Price 5d.*

Established 3rd February, 1855, for the purpose of opposing the Church of Rome, particularly in its political aspect, and of counteracting the influence of Romish and Romanising newspapers. This quaintly-named journal may be considered an indirect result of the Conference of Scottish Protestants held in March, 1854. Its claims for support are founded on energetic and uncompromising hostility to Romanism, and to everything having the slightest tendency to further the objects of the agents of the Roman

Pontiff. Political measures are discussed principally with regard to their bearings on this topic, the *Rock* (or "Salisbury Crags," as it is now nicknamed by some individuals, in allusion to the vignette on the title) conceiving neutrality on other subjects to consist best with an unswerving resistance to Romanism. On religious topics it is thoroughly catholic and unsectarian, and is a warm advocate of union amongst Protestants. A very large portion of its space is occupied with original writing of a decidedly superior class, and though a perusal of the paper is accompanied by a feeling that the editor has but one string to his harp, there can be no doubt that the articles are well adapted to the object of the publication. Its columns are varied to some extent by occasional articles on social and sanitary reform, the commercial relations of Britain with foreign countries, and other topics upon which there is little party feeling, alternating with disquisitions on Tractarianism, modern infidelity, &c. In addition to its more prominent feature, it embraces in its subordinate departments the usual characteristics of a general newspaper—parliamentary debates, war news, market intelligence, and other matters of local or general interest, the selection and arrangement of which does credit to the sub-editor. Publications bearing on the Popish controversy are ably and often minutely reviewed, the subject matter rather than the execution of the work being made the theme of remark; but the literary department, which is well-conducted throughout, is not exclusively confined to this class of publications. Obtains advertisements to the extent of fully one-eighth of its space. Circulates amongst the more zealous Protestants in the higher and middle ranks throughout an extensive district, and is said to have obtained a considerable influence amongst Freechurchmen, though it is still a problem whether a journal devoting so much of its energy exclusively to one subject will be able to compete successfully with general newspapers.

Published by Mitchell & Lindsay, 39 South Bridge Street, Edinburgh; and by W. Dawson & Sons, news-agents, 74 Cannon Street, City, London.

SCOTSMAN.

WHIG—*Wednesday and Saturday*—Price 4½d.

Established 1817.—A standard newspaper, organ of the extreme Whig party in politics, and strongly opposed to

all State endowments for religious purposes. It *claims* to be the leading newspaper in Scotland. The leading articles are vigorous, pungent, and one-sided, the thorough-going Whig principles of the paper being constantly displayed. The general news is well arranged and selected. Notices of new books are usually concise, and on the whole very fair. A supplement, price one halfpenny extra, containing news reprinted from Wednesday's publication, is regularly issued with the Saturday's paper, as an inducement to those who cannot afford the price of a bi-weekly newspaper. Advertisements occupy about one-third of its space. Circulates amongst all ranks of Whigs and Radicals in Edinburgh, and is popular in reading-rooms, hotels, and other places of public resort. Average circulation (in 1853), 2924. Advertising charges, three lines, 1s 6d; each two lines additional, 6d: less 6d when prepaid.

Published by John Ritchie, 257 High Street, Edinburgh.

SCOTTISH PRESS.

LIBERAL—*Tuesday and Friday*—Price 4½d.

Established 1847.—Disclaims connection with every party and every sect, "its motto being the utmost liberty consistent with safety, and the application of those great principles upon which our commercial policy is founded, to every institution in Church and State." In politics it advocates extreme liberal opinions; in church matters it is equally extreme in its advocacy of Voluntary principles. Church Establishments, endowments for religious and educational purposes, and national fasts appointed by the civil authorities, are zealously and perseveringly opposed. The leading articles are able and effective, unsparing, and sometimes even violent. The alteration of the days of publication from Wednesday and Saturday to days upon which it is not so much exposed to competition with other Liberal newspapers, combined with a recent increase in the size of the paper, has been productive of an important augmentation in its circulation during the past year, as will readily be seen by comparing the circulation as stated in the Appendix with the figures given below. Ample space is devoted to general news. The criticisms of new books are cleverly written, but frequently very superficial. Fully one-third of the paper consists of advertisements. Popular with Dissenters and radical reformers, circulating amongst all

classes in Edinburgh, the Lothians, and generally throughout Scotland. Average circulation, 1271. Advertising charges, four lines, 1s 6d; each two lines to eight, 6d; every three lines thereafter, 1s.

Published by William Bryson, 251 High Street, Edinburgh.

SCOTTISH RAILWAY GAZETTE,

AND JOURNAL OF BANKING, INSURANCE, STEAM NAVIGATION, MINING, CANALS, &c.

NEUTRAL—*Saturday*—Price 4½*d.*

Established 1845.—A small weekly newspaper, eschewing politics, and advocating the general interests of railway shareholders. The leading articles are neither energetic nor brilliant. It notices meetings of shareholders, &c., and contains reprints of the daily share lists for the week, thus rendering itself valuable for reference. Paragraphs having any connection with railways, and, failing these, ordinary newspaper paragraphs occupy a considerable portion of the paper. Advertisements occupy about one-fifth of its space. Circulates amongst the more extensive shareholders and sharebrokers throughout Scotland. Average circulation, 174. Advertising charges, six lines, 1s; each additional line, 2d.

Published by Joseph Henderson, 30 South Hanover Street, Edinburgh.

WITNESS.

LIBERAL—*Wednesday and Saturday*—Price 4½*d.*

Established 1840.—Generally Liberal in politics, but quite independent of political parties. It is the leading organ of the Free Church of Scotland, and is more a religious and literary, than a political newspaper. The commercial interests occasionally come within the scope of its able advocacy. The leading articles are powerful and closely reasoned, although generally moderate in expression, and written in a chaste and gentlemanly style. Being attached to no particular party, the *Witness* commends or censures as occasion requires, or judgment indicates. It numbers amongst its contributors some of the most talented writers in Scotland, the best known of these being the editor, Hugh Miller, whose vigorous and elegant pen has done so much not only for the *Witness*, but generally for the cause of liberal science and enlightened Christianity. One feature of this paper is the admirable articles it contains on the various

scientific subjects which have more or less direct reference to theology or religion. The letters of its London correspondent are much valued. During the sitting of the General Assemblies the *Witness* is published daily, which enables it to report the proceedings of these bodies at great length. It is understood that its circulation is much increased during the Assembly season on account of these lengthy reports. The general news is carefully attended to, whilst its high moral tone renders it popular as a family newspaper. New books are reviewed with fairness and discrimination, and often at considerable length. Advertisements occupy from one-fourth to one-third of its space. Popular amongst ministers and the upper and middle classes of Free Churchmen throughout Scotland, but more particularly in Edinburgh and the neighbourhood. Average circulation (108 publications per annum), 2657. Advertising charges, four lines, 1s 6d; each two lines after, about 6d: when prepaid, 6d less.

Published by Miller & Fairly, 297 High Street, Edinburgh.

GLASGOW.

GLASGOW ADVERTISER

AND RAILWAY AND SHIPPING JOURNAL.

WHIG-NEUTRAL—Thursday—Price 4½d.

Established in 1845 as the *North British Railway Journal*, by the present proprietor, who in 1851 changed the name to *Glasgow Advertiser*. Advocates no decided line of politics, being professedly neutral, yet betraying a leaning towards Whig sentiments. The editorials contain the news of the week in a readable form. Contains occasional articles upon railway subjects. A large portion of the general contents of the paper is reprinted from the *Constitutional* of the previous day. The prices of railway stock are regularly quoted. "Light reading for the Rail," and quaint literary jokes peculiar to the writer are the leading features of this paper, which is now in the form of a large broadsheet. Since the abolition of the advertisement tax, about one-fourth of its space has been occupied with railway and other advertisements. Circulates amongst the

upper and middle ranks. Average circulation, 270. Advertising charges, four lines, 1s 6d; each two lines thereafter, 6d.

Published by George Mills, 21 Argyll Street, Glasgow.

CHRISTIAN NEWS.

LIBERAL—*Saturday*—Price 4½d.

Established 1846.—The organ of the "Morisonians;" exclusively read in families. It is quite a religious newspaper, seldom interfering with politics, and devoting its entire energies to the propagation of the peculiar views of the body it represents. Disapproves of Church Establishments, and advocates the Maine Liquor Law as the most urgent and necessary measure for the proper legislation of Britain. Supports the Peace Society. Its general character partakes more of the magazine than of the newspaper, for although it contains the most important, as well as many unimportant items of general news, the greater portion of its space is occupied by religious discussions and temperance extracts. From one-eighth to one-sixth of its space is occupied with advertisements. Popular amongst all classes of Morisonians throughout Great Britain. A large portion of the impression is despatched to England, and a portion to Edinburgh, its circulation in Glasgow being comparatively small. Average circulation, 1559. Advertising charges, five lines, 1s; eight lines, 1s 6d; and 3d per line thereafter: special agreements being made for long advertisements at a lower rate.

Published by Robert Simpson & Co., 142 Trongate, Glasgow.

GLASGOW CHRONICLE.

WHIG—*Wednesday*—Price 4½d.

Established 1806.—A weekly family newspaper, devoted to the Whig interest, and Voluntary in Church politics. The leading articles carry out these views, being a shade more Conservative in opinion than the *Saturday Post*, which is printed and published at the same office. The rest of its contents are very much the same as those of the *Post*. The *Chronicle* was the first Glasgow newspaper which published theatrical criticisms, which were at that time very distasteful to the actors. It was originally started as a thrice-a-week paper, in opposition to the *Courier*, but the support it received was not sufficient to warrant such frequent publication. Rather less than one-fourth of the paper is occupied with advertisements. Popular in private families

amongst the middle classes in Glasgow and the West of Scotland. Average circulation, 1500. Advertising charges, six lines 2s 6d; every three lines thereafter, 1s: when pre-paid, three lines, 1s 6d; six lines, 2s; and 1s for every three lines additional.

Published by J. H. Kippen, 15 Turner's Court, Glasgow.

GLASGOW CITIZEN,

AND WEST OF SCOTLAND JOURNAL AND ADVERTISER.

LIBERAL—*Saturday*—Price 4½d.

Established 1842.—A thriving Saturday newspaper, in the hands of a pushing and enterprising proprietary. In politics it is considered one of the organs of the Whig party; its opinions on ecclesiastical subjects are those of the Voluntaries; it advocates a purely secular system of national education; and the opinions of the spirit-dealers with reference to the recent acts restricting Sunday-drinking are enforced. Any attention paid to religion is an occasional sidethrust at bigotry or sectarian jealousy. Its sentiments on disputed points are often difficult to discover, as in the leading articles the editor argues, or rather opines, upon both sides, and an impartial reader is puzzled to distinguish between what the writer intends for irony, and what is to be accepted as his honest opinion. The purpose of ambiguity is well served by the constant introduction of jokes and witticisms, tending to cover or conceal such half-expressed opinions as might otherwise prove unacceptable to a portion of its readers. One can scarcely read a dozen lines of original matter in any part of the paper, without stumbling over a pun or joke of some kind or other; and, as might be expected in such a plethora of wit, much that is flat and stale constantly offends the finer perceptions of the reader. It is chiefly recommended by its superior compilation of the week's news. A considerable portion of its attention is devoted to literature, the fine arts, and the drama, which are criticised in a superior manner. Some attention is also paid to trade and shipping. The *feuilletons* of its London correspondent, though lacking the piquancy to be found in the most brilliant productions of this class, are pervaded by an agreeable playfulness and careless *bonhomie*, which is a peculiarly pleasing characteristic of such light reading. The form of the paper is that of an unusually large broadsheet, somewhat unwieldy from its size, presenting anything but an insignificant appearance. This shape, perhaps, assists in rendering it more popular with some classes of advertisers, about one-third of its

space being occupied with advertisements, a large proportion of which are those of shopkeepers. Popular amongst the middle classes in the city of Glasgow, and throughout the West of Scotland. Average circulation, 2875. Advertising charges, six lines, 2s; each two lines additional, 6d: when prepaid, three lines, 1s; six lines, 1s 6d; and 6d per two lines thereafter.

Published by James Hedderwick & Sons, 22 St Enoch Square, Glasgow.

COMMONWEALTH.

INDEPENDENT—*Saturday*—*Price 4½d.*

Established 1853.—This comparatively youthful journal bids fair to outstrip many of its more experienced contemporaries, and although the ardour and vigour it displayed at starting have considerably abated, it already occupies no mean position amongst its rivals. Professedly independent of party, it conceals, rather than accommodates, its views on political and ecclesiastical subjects, at least on such points as are liable to dispute; but its spirited and sensible remarks upon those parts of the subject which can stand more handling, take away any feeling of want of confidence which might be produced by its reserve upon other points. Its opinions generally are of a liberal tendency. On such topics as temperance, social reform, &c., it speaks out boldly and firmly. Advocates the introduction of the Maine Liquor Law into Great Britain, as the only effectual means of putting a stop to drunkenness. As a newspaper, it partakes largely of a literary character, and a large portion of its available space is occupied by original articles, characterised by spirit and independent feeling, and written in a refined and classical style. We regret, however, to observe that the talent and ability displayed in the leading articles have recently been decreasing. The various departments are admirably arranged. The foreign news is very much condensed, but the home news is as complete as is desirable. Literature is one leading feature of the paper—books and magazines are reviewed with care and talent, and the more elaborate criticisms are often in a style worthy of the first writers of the day. From one-fourth to one-third of the paper contains advertisements. It is chiefly supported by the friends of the temperance movement, having been established upon that footing; it is perhaps most popular amongst the middle ranks of society. Circulation, ——. Advertising charges, four lines 1s; each

two lines additional, 6d; displayed advertisements, 2s per inch.

Published by Robert Rae, 24 St Enoch Square, Glasgow.

GLASGOW CONSTITUTIONAL.

CONSERVATIVE—*Wednesday and Saturday*—Price 4½d.

Established 1835.—A respectable family newspaper, in the interest of the Established Church. On ecclesiastical questions, it is a steadfast supporter of the Church of Scotland; advocates a national system of religious, moral, and intellectual education; and in politics advocates the views of the Conservative party. Its tone is thoroughly Protestant, national, and patriotic, and the National Association for the Vindication of Scottish Rights has few more ardent supporters amongst members of the "fourth estate" than the *Constitutional*. The vehement opposition it displayed towards the Free Church had probably the effect of diminishing its circulation at the time; but it has recently brought itself more into notice by its advocacy of the Rights of Scotland, and by certain strong anti-popery articles, in which it assumed the position of the champion of Protestantism against the attacks and insinuations of its Romanist contemporary, the *Free Press*. The *Constitutional* is edited with vigour and ability, whilst it reports the proceedings in the Church Courts and at public meetings with a fulness and accuracy unusual amongst the Glasgow newspapers. The general news is pretty complete, and usually well selected and arranged. Some attention is paid to literature. It was at one time a violent radical newspaper, called the *Free Press*; but the copyright was purchased by a knot of individuals on the opposite side of politics, who changed the name to make it consist with its altered principles, from whom the copyright has since been transferred to the present proprietor. About one-third of the paper is occupied with advertisements. Circulates amongst the upper and middle classes in the West of Scotland. Average circulation, 621. Advertising charges, two lines 6d, and 2d per line thereafter.

Published by John Finlay Neilson, Dixon Street, Glasgow.

GLASGOW COURIER.

HIGH-TORY—*Tuesday, Thursday, and Saturday*—Price 4½d.

Established 1791.—This old-established and well-conducted newspaper has maintained a consistent political

character through all the vicissitudes and changes of later years. It was once on competing terms with the *Herald*, but the spread of liberal opinions has long since thrown the *Courier* into the background in point of circulation. Its opinions may be designated as Ultra-Tory, Protectionist, and High Church. Has been strongly supported by the West India interest, on account of its tenacious advocacy of the system of slavery in these colonies. The leading articles are elegantly written, possess great power and perspicuity, and although advocating extreme opinions, are penned in a gentlemanly spirit, and are admired even by parties professing opposite political sentiments. Contains the general intelligence expected to be found in a newspaper. New publications are carefully reviewed, and its columns are enlivened by occasional literary and poetical extracts. About one-fifth of its comparatively circumscribed space contains advertisements. Enjoys a select circulation amongst the upper classes in Conservative circles. Average circulation, 704. Advertising charges, six lines, 2s 6d; and 6d per two lines thereafter: when prepaid, two lines, 1s; three lines, 1s 6d; six lines, 2s; each two lines additional, 6d.

Published by J. Alexander, 75 Argyll Street, Glasgow.

GLASGOW EXAMINER.

LIBERAL—Saturday—Price 4½d.

Established 1844.—This is one of the numerous class of weekly newspapers which caters for the public taste on Saturday. This day appears to be preferred by newspaper proprietors wherever there is a considerable operative population of sufficient intelligence to appreciate, and with high enough wages to afford, a weekly newspaper; in large cities it is also the day on which a large portion of the community have most leisure to peruse a newspaper. The *Examiner's* politics are Liberal, but its views are occasionally somewhat dubious. The leading articles are written with an evident desire to please the taste of readers. The news of the week is reported very fully. The movements of the Glasgow Town Council are criticised in humorous articles, entitled the "Chronicles of Gotham," and in commenting upon the proceedings of that body, the writer appears to take pleasure in irritating the more irascible members. Sketches of clergymen of various denominations, occasionally accompanied by lithographed portraits, aid in increasing the sale of the paper; but as every minister gets

a very large share of praise, without even a seasoning of the censure so liberally meted out to the Town Council, these glowing descriptions of "Our Scottish Clergy" are of little permanent value. The *Examiner* has acquired the character of a semi-religious newspaper by the publication of these sketches, but its ecclesiastical views are so undefined, that no one could tell from reading the paper whether the editor is a Churchman or a Dissenter. New books are usually reviewed in a brief and superficial manner. Rather more than one-third of the paper consists of advertisements. Popular amongst the middle and operative classes in Clydesdale and throughout the West of Scotland. Average circulation, 2866. Advertising charges, four lines, 1s 6d; each two lines after, 6d: less 6d when prepaid.

Published by John Smith, M.A., 7 Argyll Street, Glasgow.

GLASGOW FREE PRESS.

ROMAN CATHOLIC—*Saturday*—Price 4½d.

Established 1851 as the *Free Press*, since suspended for a short time, and resumed as the *Glasgow Free Press*. The organ of the Roman Catholics. Its energies are entirely devoted to the support of Romanism. The leading articles are sometimes cleverly written, although on the whole they display little literary talent. Considerable space is occupied with extracts from the articles of the London papers. The general news is somewhat partial. One leading feature of the paper is the ample reports it contains of addresses at meetings on behalf of conventual and other Romish establishments. Religious books are occasionally reviewed. Some space is devoted to literary and miscellaneous extracts. Advertisements occupy about one-fourth of its space. It is popular with the Irish part of the population. Average circulation, 1222. Advertising charges, three lines, 1s; each line additional, 3d.

Published by Jas. Donnelly, jun., 164 Trongate, Glasgow.

GLASGOW GAZETTE.

LIBERAL-INDEPENDENT—*Saturday*—Price 4½d.

Established 1837 as the *Scotch Reformers' Gazette*, having existed previously as the *Loyal Reformers' Gazette*, the title being again changed in 1854 to *Glasgow Gazette*. A weekly newspaper, generally Liberal in politics, and a warm supporter of the Established Church. A considerable portion of its space is occupied with original articles, chiefly upon local subjects, written in a bold and fearless style. The *Gazette*

appears to make it its especial business to ferret out and expose frauds, impositions, and abuses of all kinds, and generally puts the exposure of public grievances before any considerations of the private feelings of the parties concerned. In many instances this paper has been instrumental in exposing flagrant public abuses and fraudulent public companies, for which the editor is justly entitled to the thanks of the community. Contains ample reports of the general news. Advertisements occupy about one-fourth of the paper. Read by all classes, and popular amongst operatives. Average circulation, 2000. Advertising charges, three lines, 1s; every two lines thereafter, 6d.

Published by Peter Mackenzie & Co., 24 Howard Street, Glasgow.

SCOTTISH GUARDIAN.

CONSERVATIVE—*Tuesday and Friday*—Price 4½d.

Established 1832.—A very respectable family newspaper, and the organ of the Free Church in the West of Scotland. Its political principles appear to be moderate Conservative, but it is seldom that any decided opinion is expressed on political topics; it is more particularly a religious newspaper, a steady advocate of the principles of the Free Church, a warm supporter of Sabbath schools, of the movement for a national system of intellectual, moral, and religious education for the masses, and other means of social reform, and an untiring opponent of Popery, Infidelity, and Erastianism. It maintains a high tone of morality, and the strictness of its religious principles renders it unacceptable to a portion of the community. The leading articles are earnestly and vigorously written. It contains a compilation of news from all quarters, peculiar prominence being given to ecclesiastical intelligence. During the sittings of the General Assemblies, the *Guardian* is published thrice-a-week, to make room for the reports, making 106 publications in the year. Religious and other publications are carefully reviewed, and although its criticisms are not always to be implicitly followed, they are on the whole very fair and candid, and usually bear evidence that the critic has at least read the book. About one-fourth of its space is occupied with advertisements. Popular with all classes of Free Churchmen, chiefly depending for subscribers on the higher and middle ranks, and a favourite newspaper with ladies. Average circulation, 1057. Advertising charges, three lines, 1s; each two lines thereafter, 6d.

Published by Robert Munsie, 98 Miller Street, Glasgow.

GLASGOW HERALD.

CONSERVATIVE—*Monday and Friday*—Price 4½d.

Established in 1783 as the *Glasgow Advertiser*, and in 1803 as the *Herald*. Has long been esteemed a substantial family paper in the West of Scotland, on account of its careful collation and judicious selection of news, and temperately expressed political opinions. Its politics are those of the moderate Conservative party, and it is attached to the Established Church of Scotland, but endeavours to conciliate all parties. Supports the present system of parochial education. The rights of Scotland, social reform, and other topics upon which there is little difference of opinion, are almost the only subjects upon which it takes a decided stand, or which it advocates with vigour and confidence. Was long edited by the acute and vigorous mind of Samuel Hunter, who brought the paper into great repute—so much so, that at one period the influence of the *Herald* was as great in Glasgow as that of the *Times* now is in London. The present leading articles are deficient in vigour and spirit, usually consisting more of facts than opinions, aiming indeed at a semi-neutrality of sentiment, and pervaded with a constant fear of giving offence. The editorials thus only partially fulfil their object as a guide to public opinion, but this want is endeavoured to be supplied, although still with but partial success, by copious extracts from the leading articles of the principal London newspapers. The foreign news is copious and complete, the domestic intelligence is judiciously selected, whilst for local news the *Herald* is generally allowed to be a good authority. Contains reports of the leading markets, and commerce and agriculture generally receive a share of attention. New works are criticised with justice and ability, and often at considerable length. Enjoys a larger share of advertisements than any other Glasgow newspaper, without being under the necessity of reducing its prices, the space occupied by advertisers extending usually to one-half of the paper, and frequently exceeding it. Retains an extensive general circulation in Glasgow and the West of Scotland, and is popular with the upper and middle classes. Average circulation, 4505. Advertising charges, six lines, 2s 6d; each three lines additional, 1s: when prepaid, three lines, 1s 6d; six lines, 2s; and 1s per three lines thereafter.

Published by George Outram & Co., 182 Trongate, Glasgow.

MERCANTILE ADVERTISER,
CLYDE SHIPPING GAZETTE, & NATIONAL PROPERTY LIST.

NEUTRAL—Tuesday—Price 5d, or 6d stamped.

Established 1849, and incorporated in 1853 with *The National Property List*, established 1848. A thriving commercial and shipping journal, containing no politics, but representing the interests of the mercantile public, and of the proprietors of lands and houses. Such topics as customs' reform, harbour accommodation, bank interest, &c., receive special attention. The leading articles are fairly written, and distinguished for brevity and perspicuity. Contains the Clyde imports and exports, shipping news, full reports of the Glasgow, London, and Liverpool markets, railway and steamboat time-tables, and a large amount of information interesting to merchants. Its incorporation with *The National Property List* has added to its previous circulation amongst merchants, an extensive influence with the legal profession, accountants, builders, and landlords. *The National Property List* consisted merely of advertisements of lands, houses, and loans of money, which, by this amalgamation, have now the advantage of a much wider circulation. But as corn and cotton, tea and tobacco, pig-iron and indigo, money and merchandise, however interesting they may prove to the trader, are apt to be considered rather dry by the general reader, we would suggest to the enterprising proprietor that a little variety—a little miscellaneous news—would not detract from the faithfulness of the *Mercantile Advertiser's* Commercial Report, or interfere with the accuracy of the Prices Current. Advertisements occupy from one-third to one-half of the paper. Circulates very extensively as an unstamped paper in places of business in Glasgow; also in Edinburgh, Leith, Greenock, Aberdeen, Liverpool, and other towns and sea-ports. Circulation unknown—the average number of stamps used in 1853 for copies sent by post was 241; which, at the usual estimate of ten unstamped copies for each copy stamped, would make a circulation amounting to 2651. Advertising charges, four lines, 1s 6d; each two lines additional, 6d.

Published by Andrew Moody, 19 Royal Exchange Square, Glasgow.

NORTH BRITISH DAILY MAIL.

LIBERAL—Daily—Price 4½d.

Established in 1846.—A thriving daily newspaper. Has supplied a great desideratum in the city of Glasgow—the

want of a daily local newspaper having been greatly felt previous to the establishment of the *Mail*. For eight years Glasgow has had the distinction of possessing a daily newspaper, an advantage of which even the Scottish capital could not boast until very recently. Its most important feature is the Telegraphic News, supplied every morning and afternoon. Its political principles are very undecided, sometimes Whig, sometimes Radical, sometimes neither. Notwithstanding such occasional vacillations, it is usually considered the organ of the Whig party. The ambiguous position it assumed on the subject of Scottish Rights is said to have had a prejudicial effect on its circulation at the time, but the interest excited by the war with Russia has since, in most cases, more than counterbalanced any dislike felt to the sentiments of the paper. Its religious sentiments are not usually expressed, but a national secular system of education is advocated. The editorial articles are fairly written, although containing little that is striking or original, being often a mere echo of the sentiments of the Whig portion of the London press. In addition to the news by telegraph, it contains full and particular reports of the debates in both Houses of Parliament, of decisions in the law courts, and of such public meetings as are likely to interest its readers. Local news, including reports of the proceedings at the police courts, forms a prominent feature in the *Mail*, although it has not yet acquired a position to enable it to be always first in publishing accounts of local occurrences. Some space is devoted to the criticism of local fine art exhibitions, the drama, &c. Previous to the war it appeared occasionally to suffer from a dearth of information, as paragraphs and short anecdotes, which were far from repaying the attention of the reader, occupied too large a portion of its columns. Its commercial information is rather of a diffused character; in this, as in other departments, condensation would undoubtedly be an improvement. We are happy, however, to observe, that steps have already been taken in this direction, and that since the breaking out of the war the paper has in every respect been much improved. New publications are sometimes reviewed, although literature generally occupies but a small portion of its columns. Until lately it was the only daily newspaper in Great Britain out of London, and this consideration bespeaks the support of the commercial public. As the only daily newspaper, it is necessarily resorted to by advertisers

in cases where an immediate announcement is required. The proportion of space occupied by advertisements approaches one-third, being greatest upon Wednesday—the market day in Glasgow. Circulates amongst the upper and middle classes—the interest now felt in the progress of the war having greatly extended its circulation. On Saturday a supplement, containing a medley of information reprinted from the week's previous numbers, attracts several hundred additional purchasers. Its stronghold is in the reading-rooms, where it is generally looked at for the latest intelligence. Average circulation, 1253. Advertising charges, three lines, 1s 6d; each two lines additional, 6d: when prepaid, 6d less.

Published by Robt. Gunn, 102 to 114 Union St., Glasgow.

GLASGOW SATURDAY POST,
AND RENFREWSHIRE REFORMER.

WHIG-RADICAL—*Saturday*—*Price 4½d.*

Established 1830.—Emphatically the “working man's paper.” Was formerly published in Paisley, but as it did not receive sufficient support in that town, the publishing-office was removed to Glasgow. It still retains an extensive influence in Paisley, although its circulation in that town must have been somewhat enervated upon by the establishment of two local newspapers. It is neither properly Whig nor Radical; it supports the Whig party, but goes so much further in its ideas of reform, as almost to entitle it to be called Radical. On Church questions it is decidedly Voluntary. The leading articles are often able and spirited, and are written in a style suited to the popular taste. Contains the news of the week in a popular form. Reports the speeches at operatives' meetings, and usually takes the part of the workmen on questions between them and their employers. In addition to its copious supply of news, it makes numerous extracts from the London papers. The shipping report is very full and complete, particular attention being paid to emigrant vessels. Advertisements occupy fully one-fourth of its space. Is very popular amongst the working classes in Glasgow, and in the towns and villages of Lanarkshire, Renfrewshire, Ayrshire, Dumbartonshire, and over Scotland as far as Fifeshire and Forfarshire. Average circulation, 10,500. Advertising charges, six lines, 2s 6d; every three lines additional, 1s: when prepaid, three lines, 1s 6d; six lines, 2s; and 1s for every three lines thereafter.

Published by George M. Darley, 15 Turner's Court, 87 Argyll Street, Glasgow.

GLASGOW SENTINEL.

RADICAL—*Saturday*—Price 4½*d.*

Established 1850.—A neatly printed weekly newspaper, Radical (formerly Chartist) in its political opinions, uncommitted to any religious principles. Advocates Sunday travelling, abolition of capital punishment, and democratic institutions. Opposes what it considers undue clerical influence. Contains the week's news arranged in a popular form, and publishes full reports of operatives' strikes, &c., usually taking the part of the working classes. Advertisements occupy about one-fourth of its space. Is very popular amongst the operative classes. Average circulation, 3270. Advertising charges, two lines, 1s; every two lines additional, 6d.

Published by Robert Buchanan, Antigua Place, Nelson Street, Glasgow.

A B E R D E E N .

ABERDEEN FREE PRESS,
AND NORTH OF SCOTLAND GAZETTE.

LIBERAL—*Friday*—Price 4½*d.*

Established 1853.—An enterprising but comparatively youthful newspaper. Advocates measures of political reform, approves of the principle of universal suffrage, and of a secular system of national education, and disapproves of Church Establishments. The leading articles are written with spirit and ability. The local news is ample, but the foreign intelligence is less complete. Considerable space is devoted to agriculture and market reports. New publications are regularly noticed, and able and lengthy criticisms often appear in its columns. Although this paper has scarcely as yet attained a standing as an advertising medium, it obtains advertisements to the extent of about one-fourth of its space. Circulates amongst the middle and operative classes in the North of Scotland, an agricultural, trading and manufacturing district. Average circulation, 616. Advertising charges, each two lines to six, 6d; ten lines, 2s; fifteen lines, 2s 6d; and 1s per five lines thereafter.

Published by Arthur King, Crescent Court, Broad Street, Aberdeen.

ABERDEEN HERALD,
AND GENERAL ADVERTISER FOR THE COUNTIES OF
ABERDEEN, BANFF, AND KINCARDINE.

LIBERAL—*Saturday*—*Price 4½d.*

Established 1832.—A Liberal political newspaper, advocating no particular form of Church government. The leading articles are written in what may be called a "free and independent" style—vindicate to the full extent the right of private judgment and action, so far as is consistent with the law of the land—and frequently contain severe strictures upon the clergymen of all denominations, for their love of domination, bigotry, and intolerance. *Vox populi* is evidently its motto. The right of the civil courts to overrule the decrees of the ecclesiastical courts is defended; and the opinion is put forward, that laymen are more competent to decide upon religious and educational questions than clergymen, the training and prejudices of the latter being too apt to bias their judgment. A national system of education, including religious and moral instruction, is advocated as a better reformatory power than prisons or gaols. Minor differences are recommended to be cast aside in all cases where a measure manifestly for the good of the nation is proposed, and the motto "Union is strength," is urged upon the attention of disputing parties. A tone of dry, but often telling sarcasm, runs through many of the "leaders," and opinions are frequently condemned without any substitutes being offered, or improvements suggested. Whilst local occurrences are attended to, what is called domestic intelligence, or the home news of Great Britain, occupies considerable space, and the foreign department is unusually complete. Trade receives a large amount of attention. Contains also the ordinary grain and cattle markets. New publications, of which copies have been sent to the editor, are criticised with spirit, and praise or censure is awarded with little reference to the standing of the author, or the influence of the publisher. About one-third of the paper is usually occupied with advertisements. Popular amongst the middle and operative classes in Aberdeen, and throughout the North-east of Scotland—a mercantile, manufacturing, and agricultural district. Average circulation, 2577. Advertising charges, three lines, 1s; each two lines thereafter, 6d.

Published by George Farquhar, 7 Queen Street, Aberdeen.

ABERDEEN JOURNAL,

AND GENERAL ADVERTISER FOR THE NORTH OF SCOTLAND.

LIBERAL-CONSERVATIVE—*Wednesday*—Price 4½*d.*

Established 1748.—The oldest and most extensively circulated newspaper in the city and county. Aberdeen is the third city in Scotland, and is justly styled the capital of the North. The proverbial frugality, amounting almost to parsimony, of the inhabitants of this part of the kingdom, prevents any newspaper, published more frequently than once a week, from obtaining a circulation of any considerable extent. The general appearance of the *Aberdeen Journal* is that of an overgrown country newspaper—ruddy and robust, and presenting a similar contrast to its metropolitan contemporaries, as a country gentleman does to one who has lived all his days in the city. In principles it is professedly Conservative, and attached to the Established Church of Scotland; but, in the expression of its opinions, it is careful not to give offence, and advocates measures for the public good, without reference to party. The leading articles are ably and temperately written. The *Journal* is deservedly popular as a family newspaper, even amongst parties of opposite political opinions. It is in itself an admirable epitome of the news of the week, and it is as such that most of its subscribers take it. The mercantile and shipping intelligence is pretty complete, but some parts of it are too much mixed up with political news, which is rather a disadvantage. Great attention is paid to the markets. New publications are fairly, and usually favourably reviewed, without much of what may be called criticism. It commands a larger share of all kinds of advertisements than any other newspaper in the North, usually amounting to about three-eighths of its space. Read by all classes throughout the North of Scotland. Average circulation, 3520. Advertising charges, six lines, 2s 6d; every three lines thereafter, 1s: when prepaid, 6d less.

Published by James Chalmers, 28 and 29 Adelphi Court, Union Street, Aberdeen.

ALLOA.

ALLOA (FORTNIGHTLY) ADVERTISER,
AND CLACKMANNANSHIRE JOURNAL OF NEWS, POLITICS,
LITERATURE, AND LOCAL OCCURRENCES.

NEUTRAL—*Every alternate Saturday*—Price 3*d.*

Established in 1840 as a monthly journal, and as a fort-

nightly newspaper in 1850. Professedly neutral in politics, although Liberal views and sentiments are evident throughout its columns. In church matters it is decidedly Voluntary, but does not represent any religious body in particular. The leading articles are fairly written, although not remarkable for talent or brilliancy. Contains the occurrences in the district, and any important items of general intelligence which may have transpired during the week, the publication of the *Clackmannanshire Advertiser* on the intervening Saturday rendering it unnecessary to go over a longer period. Its sources of general news appear to be limited. Agriculture and the markets receive attention. Fully one-fourth of the paper consists of advertisements. Circulates amongst all ranks. The district is chiefly manufacturing, but interested also in commerce and agriculture. Average circulation, 897. Advertising charges, four lines, 1s; each two lines thereafter, 6d.

Published by James Lothian, Candle Street, Alloa.

CLACKMANNANSHIRE (FORTNIGHTLY) ADVERTISER,

AND ALLOA JOURNAL OF NEWS, POLITICS, LITERATURE,
AND LOCAL OCCURRENCES.

LIBERAL—*Every alternate Saturday—Price 3d.*

Established 1850.—A fortnightly newspaper, containing the most prominent features of general news, local occurrences, miscellaneous scraps, and occasional extracts from the contemporaneous press. Advocates reform in Church and State, free trade, &c. The few original articles are fairly written. The most important grain and cattle markets are reported. Nearly one-third of its space is occupied with advertisements. Circulates amongst all classes in Clackmannanshire, and is popular amongst operatives employed in the woollen manufactories, breweries, and distilleries in Alloa and the neighbourhood. Average circulation, 808. Advertising charges, four lines, 1s; and 6d per two lines thereafter.

Published by Stephen Nicol Morison, Mill Street, Alloa.

ARBROATH.

A R B R O A T H G U I D E .

LIBERAL—*Saturday—Price 4½d.*

Established 1842.—A general newspaper of Liberal politi-

cal principles, but not professing the views of any religious body in particular. The leading articles display good feeling towards political opponents, but contain little that is original or striking; upon general subjects the editor rather makes a selection of the ideas of others than ventures upon an originality which might diminish the value of his comments. The local news is particularly complete. Devotes some space to interesting literary extracts. The grain and cattle markets are reported at considerable length, and attention is paid to the local shipping. New publications are reviewed from time to time. Fully one-fourth of the paper consists of advertisements. Circulates amongst all classes in the surrounding agricultural district. Average circulation, 404. Advertising charges, one to twenty lines, 3d per line; twenty-one lines and above, 2d per line.

Published by Kennedy & Buncle, Market Place, Arbroath.

A Y R.

AYR ADVERTISER:
OR, WEST COUNTY OF GALLOWAY CHRONICLE.

LIBERAL—*Thursday*—Price 4½d.

Established 1803.—A newspaper in the Liberal interest, of neutral religious principles. The leading articles are not devoid of spirit, but deficient in literary polish and facility of expression. Any important points in the foreign intelligence are noticed. The home news receives a full share of attention. The local intelligence is also fairly given. Articles selected from contemporaries occupy considerable space in its columns. It is very much an agricultural newspaper, and the grain, provision, sheep, cattle, and wool markets are very fully reported. A portion of the paper answers the purpose of a general miscellany. New publications are reviewed once a month. Advertisements occupy about one-fourth of the paper. Circulates amongst all classes in Ayr, Kilmarnock, Irvine, Stewarton, Beith, Saltcoats, Maybole, Girvan, and other towns in the county of Ayr; also in Wigtown, Stranraer, and Kirkcubright. Average circulation, 2116. Advertising charges, four lines, 1s 6d; six lines, 2s 6d; each four lines to thirty-four, 1s; every three lines thereafter, about 1s; when prepaid, 6d less.

Published by Thomas M. Gemmell, 108 High Street, Ayr.

AYR OBSERVER,
AND GALLOWAY CHRONICLE.

CONSERVATIVE—*Tuesday*—*Price 4½d.*

Established 1832.—A weekly Conservative and Established Church newspaper. Advocates the preservation of the Treaty of Union in our legislation, and a more equitable adjustment of the expenditure of the public money with regard to Scotland. The editorial articles are temperate, and usually well written. Both foreign and home news is fairly reported, and the local intelligence given at length. The shipping news receives an ample share of attention. The markets, both local and in other parts of the country, are fully reported. New publications are seldom noticed. Advertisements occupy fully one-fourth of the paper. Circulates amongst the upper and middle classes throughout Ayrshire, including Ayr, Kilmarnock, Irvine, Stewarton, Beith, Ardrossan, Saltcoats, Mauchline, Cumnock, Catrine, Troon, Kilwinning, &c., and to some extent in Galloway—the district throughout which it is read being chiefly agricultural. Average circulation, 1077. Advertising charges, four lines, 1s; each two lines to thirty-seven, 6d; and about 1s for every three lines thereafter.

Published by John Dick, 28 New Bridge Street, Ayr.

ARDROSSAN.

ARDROSSAN AND SALTCOATS (MONTHLY) HERALD,
AND AYRSHIRE MONTHLY RECORD.

CONSERVATIVE-NEUTRAL—*Every Fourth Saturday*—
Price 1d; Stamped, 2d.

Established 1853.—An admirably got up monthly newspaper, of moderate Conservative principles, but taking no very active part in political or ecclesiastical disputes. Contains an epitome of important occurrences during the month, but pays most attention to the latest news. A considerable portion of the paper is devoted to local matters, although general news is not neglected. Forms a local advertiser, a record of current events, and a medium for the publication of the productions of the literary geni of the neighbourhood. About one-third of the paper is occupied with a respectable class of advertisements. Circulates amongst all classes in Ardrossan, Saltcoats, &c. Circulation supposed

to average about 1500. Advertising charges, 3d per line for short advertisements, and 2d per line for long ones.

Published by Arthur Guthrie, Princes Street, Ardrossan, and Saltcoats.

BANFF.

BANFFSHIRE JOURNAL,
AND GENERAL ADVERTISER FOR THE COUNTIES OF BANFF,
ABERDEEN, MORAY, AND INVERNESS.

LIBERAL—*Tuesday*—Price 4½*d.*

Established 1845. The only newspaper published in the county of Banff. Advocates progressive reform, and is edited with temperance and ability. The news of the district occupies a large portion of the paper. Contains also the general intelligence looked for in a newspaper. Pays great attention to agriculture, notices the prospects of the fisheries, and regularly reports the condition of the rivers and moors during the season. Contains reports of the local and also of the leading cattle and grain markets. The shipping intelligence includes the sailings and arrivals at Banff, Macduff, Fraserburgh, Peterhead, Newburgh, Portsoy, Port-Gordon, and Lossiemouth. New publications are occasionally noticed. Advertisements occupy at times nearly one-third of the paper, but the amount is variable. Circulates amongst all classes in Banffshire, and in the northmost part of the county of Aberdeen—a district almost entirely agricultural, but dependent to a smaller extent on the fisheries. Average circulation, 847. Advertising charges, four lines, 1s 6d; each two lines to twenty, 6d; each three lines to sixty-four, 6d; and 1s per five lines thereafter: less 6d when prepaid.

Published by Alexander Ramsay, Banff.

BERWICK.

BERWICK ADVERTISER.

LIBERAL—*Saturday*—Price 4½*d.*

Established 1808.—A well-conducted weekly newspaper, of Liberal political principles, but taking no very active part in polemics. Such topics as social and sanitary reform are occasionally commented on with ability. The leading

articles are temperate and judicious. The news of the week is as ample as can be expected, particular prominence being given to local intelligence. It is very much a farmer's newspaper, and consequently devotes a large share of attention to agriculture. The grain and cattle markets are very fully reported. Advertisements occupy rather less than one-fourth of the paper. Read by all classes on the Borders, the bulk of its circulation being in the agricultural district surrounding the ancient Scottish town of Berwick-upon-Tweed. Average circulation, 904. Advertising charges, three lines, 1s; every two lines thereafter, 6d.

Published by Andrew Robson, Western Lane, Berwick-upon-Tweed.

BERWICK AND KELSO WARDER.

CONSERVATIVE—*Friday*—Price 4½d.

Established 1835.—Conservative in politics, and favourable to the Established Church of Scotland, although taking no part in ecclesiastical discussions. Supports the National Association for the Vindication of Scottish Rights. The original articles occupy but little space, and usually consist of a mere summary of news. The columns of the *Warder* afford ample space not only for news, local and general, but also for literary and political extracts and scraps of various descriptions. Being circulated chiefly amongst farmers, agriculture receives an amount of attention rarely accorded to that department by either metropolitan or provincial newspapers. The reports of the grain and cattle markets are ample, and, indeed, all that is interesting to farmers finds a ready place in its columns. About one-seventh of the paper consists of advertisements. Circulates amongst all classes in Berwickshire and Roxburghshire, and in the Border counties generally—a district depending chiefly upon its agricultural resources. Average circulation, 500. Advertising charges, three lines, 1s; each two lines additional, 6d.

Published by George Macaskie, 57 High Street, Berwick-upon-Tweed.

BRECHIN.

BRECHIN ADVERTISER,
AND ANGUS AND MEARN'S INTELLIGENCER.

LIBERAL—*Tuesday*—Price 4d.

Established 1848.—A well-conducted newspaper, Liberal

in politics, and warmly attached to the principles of the Free Church. Its political opinions are not by any means brought prominently forward, and in discussing religious and educational questions its language is always temperate and judicious. The leading articles are chiefly on the latter class of subjects, politics being left to the province of the London correspondent. The local news is ample, and the foreign intelligence, though less complete, is not scanty. A selection of political articles from the London daily papers aids in supplying the blank which editorial silence upon such subjects creates. It appears to be very much a farmer's newspaper, an unusually large amount of space being devoted to agricultural intelligence, which department is conducted in a very superior manner. Its notices of new publications, though generally brief, are usually sufficient to convey a pretty correct idea of the character of the work reviewed. The space occupied with advertisements somewhat exceeds one-fourth. Circulates amongst all classes in Brechin, and throughout the agricultural district of Angus and Mearns. Average circulation, 270. Advertising charges, four lines, 1s; each two lines to twenty, 6d; every three lines thereafter, 6d.

Published by David Burns, Swan Street, Brechin.

CAMPBELTOWN.

CAMPBELTOWN JOURNAL.

NEUTRAL—Saturday—Price 4½d.

Established 1851.—A weekly newspaper, containing general news in a somewhat confused form, and occasional articles upon local topics. Takes no part in polemics. Owing to the secluded position of the town in which it is published, the news is not always so fresh as readers might desire, and is very much the same as that which appears in the *Rothesay Mail*. The leading articles are not peculiar, and do not usually touch upon general news. The grain and cattle markets are noticed. Extracts from contemporary newspapers occupy some space. New publications are not usually noticed. Nearly one-sixth of the paper contains advertisements. Circulates amongst various classes in Argyllshire—an agricultural, grazing, and fishing district. Average circulation (including a portion of the *Rothesay Mail's* issue), 317. Advertising charges, four lines, 1s; and 3d per line thereafter.

Published by William Clark & Son, Campbeltown.

CUPAR.

FIFE HERALD,

KINROSS, STRATHEARN, AND CLACKMANNAN ADVERTISER.

LIBERAL—*Thursday*—Price 4½*d.*

Established 1822.—A weekly newspaper, advocating progressive reform and free trade, and although not expressing any opinion of its own as to church government, its opinions on religious and educational questions usually coincide with those of the Free Church. The leading articles often display great talent, both in spirit and composition. The foreign news is pretty complete, and the domestic intelligence is as ample as is necessary. The local news is understood to be complete. The markets are carefully attended to, and the number reported every week is comparatively large. New publications are occasionally noticed. An illustrated supplement is occasionally published along with the *Fife Herald*, price 1½*d.* extra. Rather more than one-fourth of the paper is occupied with advertisements. Circulates amongst all classes in Cupar, and generally throughout the county of Fife—a manufacturing and mercantile, but chiefly an agricultural district. Average circulation, 1010. Advertising charges, four lines, 1*s* 6*d.*; each two lines to twelve, 6*d.*; for every three lines thereafter, 6*d.*: less 6*d.* when prepaid.

Published by Whitehead & Burns, Bonnygate, Cupar-Fife.

FIFESHIRE JOURNAL.

A notice of this journal had been prepared, but for reasons known to the publisher, the author refrains from inserting it:

STRATHEDEN (MONTHLY) ADVERTISER.

NEUTRAL—*First Saturday of each Month*—Price 1½*d.*—*Stamped, 2d.*

Established 1853.—A well-conducted periodical, containing an epitome of the month's news, original articles on subjects of interest—general and local—reviews of new publications, local news, and reports of a few of the leading grain and cattle markets. Its remarks on political subjects are somewhat insipid. On disputed points, the editor usually steers a middle course, endeavouring to reconcile parties by making their differences appear as trivial as possible, except in cases where the task would be hopeless. On

religious and educational questions the articles are strictly impartial, putting forward the views of all parties in such a manner as to give offence to none, but perhaps betraying a leaning towards the views of the United Presbyterian body. A mild spirit of evangelical religion pervades its columns, and the literary character of many of the articles gives the paper a permanent value. The local intelligence is more ample than might be expected in a monthly publication. The reviews of new publications are well written, and rendered interesting by quotations—the very small number noticed enabling the reviewer to do the authors justice in this respect. About one-fifth of the paper is occupied with a respectable class of advertisements. Popular amongst the middle and working classes in Cupar-Fife, and the neighbouring towns and villages. Circulation not known—supposed to be about 2000.

Published by Alexander Westwood, Cupar-Fife.

HAWICK.

HAWICK MONTHLY ADVERTISER.

NEUTRAL—*First Saturday of each Month—Price 1½d, Stamped, 2½d.*

Established 1854.—A monthly miscellany, containing a digest of the news of the district, reports of local meetings, reviews of new books, miscellaneous extracts, selections, &c., partly reprinted from the *Border Advertiser*. The relaxation of the stamp law, which allowed the publication of unstamped monthly papers, appears to have been taken advantage of chiefly in the manufacturing districts, in towns and villages where there was a large operative population, eager to possess themselves of the news, but unable to support a regular stamped newspaper. Of this class of papers the *Hawick Monthly Advertiser* presents a fair specimen. Fully one-fourth of its space consists of advertisements. Read by all classes, chiefly operatives, in the woollen manufacturing town of Hawick. Circulation unknown; average consumption of stamps for post (in 1853), none; (for stamps used for post in 1854, see Appendix). Advertising charges, six lines, 1s; each additional line, 2d.

Published by James Haining, bookseller, 11 High Street, Hawick.

DUMBARTON.

DUMBARTON HERALD,
AND COUNTY ADVERTISER.

NEUTRAL—*Thursday*—Price 4½*d.*

Established 1851.—The organ of no political or religious party, but Liberal in general tone, seeking to represent the interests of the district, and sedulously avoiding disputes which might lessen its influence with any portion of its readers. Contains but little original writing, with the exception of correspondence upon local subjects. Local occurrences are fairly reported, and it contains a judicious selection of paragraphs of domestic intelligence from the different Scottish and English journals. Like most country newspapers, it pays a smaller degree of attention to foreign news. The different corn and cattle markets are noticed. Contains an occasional review, but, on the whole, general literature receives but little attention. About one-fourth of the paper consists of advertisements, a considerable proportion of which are the announcements of Glasgow shopkeepers. Circulates amongst all classes in the town and county of Dumbarton—an agricultural and manufacturing district. Average circulation, 616. Advertising charges, four lines, 1s; every two lines additional, 6d.

Published by Samuel Bennett, High Street, Dumbarton.

DUMFRIES.

DUMFRIES AND GALLOWAY COURIER.

LIBERAL—*Tuesday*—Price 4½*d.*

Established 1809.—A weekly newspaper professedly Liberal in politics, and taking no decided part in ecclesiastical or educational controversies. The leading articles are ably written, and at the same time marked by moderation. Contains the local news, and the usual general intelligence looked for in a newspaper. Pays some attention to agriculture, and reports the state of the markets at Dumfries, in addition to the usual notices of the Glasgow, Edinburgh, London, and Liverpool markets. Newly published books are reviewed with talent and impartiality, and sometimes at considerable length. Advertisements occupy rather more than one-third of the paper. Circulates amongst all classes in the counties of Dumfries and Kirkcudbright, and

partly in Wigtown, a district almost exclusively agricultural. Average circulation, 2106. Advertising charges, six lines, 2s 6d, and 6d per two lines thereafter: when prepaid, ten lines, 2s.

Published by W. R. M'Diarmid & Co., Assembly Street, Dumfries.

DUMFRIESSHIRE AND GALLOWAY HERALD AND REGISTER.

CONSERVATIVE—*Friday*—Price 4½*d.*

Established 1835.—A weekly newspaper, advocating the preservation of our national institutions, and the Dumfries organ of the Established Church. The leading articles, which are usually short, unequivocally express the opinions of the paper, but are not remarkable as literary productions. Contains the usual political, ecclesiastical, social, and local news, and reports the state of the different cattle and grain markets. Contains usually a few paragraphs of "Literary Chit-chat," including brief original notices of new publications. Advertisements occupy rather less than one-fifth of its space. Circulates chiefly amongst the upper and middle classes in Dumfriesshire and Galloway—a district almost entirely agricultural. Average circulation, 539. Advertising charges, ten lines, 2s 6d; each two lines to eighteen, 6d; and 1s per five lines thereafter.

Published by W. C. Craw, 32 High Street, Dumfries.

DUMFRIES AND GALLOWAY STANDARD AND ADVERTISER.

LIBERAL—*Wednesday*—Price 4½*d.*

Established 1843.—Supports the present Government, advocates free trade, extension of the suffrage, and reform generally, and is opposed to endowments for religious purposes. Its political opinions are for the most part expressed in the "Letter from London." The proper leading articles of the paper are confined chiefly to local subjects, which are handled in a creditable manner. In addition to the usual amount of local and general news, it publishes, in common with the other Dumfries papers, the latest intelligence by electric telegraph. Contains also the usual grain and cattle markets. New publications are occasionally noticed. Fully one-fourth of the paper is occupied with advertisements. Circulates amongst all classes in the two counties of Dumfries and Kirkcudbright, containing a population almost

entirely depending upon agriculture. Average circulation, 770. Advertising charges, four lines, 1s 6d; and about 1s for every five lines thereafter: when prepaid, four lines, 1s; twelve lines, 2s; every three lines thereafter, 6d.

Published by William Burgess, 153 High Street, Dnm-fries.

DUNDEE.

DUNDEE, PERTH, AND CUPAR ADVERTISER.

LIBERAL—*Tuesday and Friday*—Price 4d.

Established 1801.—An ably conducted bi-weekly newspaper, advocating free trade, civil and religious liberty, and the interests of the locality. It is not the organ of any religious party, refraining as much as possible from disputes as to church matters, but taking a general view of the state of affairs in an open way. The leading articles are spirited, and at the same time dispassionate and judicious. The principal object of the paper is to supply its readers with the general news, and this object it accomplishes in the most satisfactory manner, the local, domestic, and foreign departments commanding each a fair share of attention. Great attention is paid to the state of trade in London and the principal markets throughout the kingdom. The grain and cattle markets are also reported. New publications are noticed, but press of news often occasions the postponement of such notices for a considerable time. Advertisements occupy about one-fourth of the paper. Circulates amongst the upper and middle classes in Dundee, and throughout the counties of Forfar and Fife, and to some extent in the large towns of Perth and Cupar, being the only bi-weekly newspaper in this district—containing a manufacturing, commercial and agricultural population—Dundee itself depending chiefly on the manufacture of hemp, flax, jute, &c. Average circulation, 1263. Advertising charges, three lines, 1s; each two lines thereafter, 6d.

Published by John Leng, Argyll Close, Overgate, Dundee.

DUNDEE COURIER.

CONSERVATIVE—*Wednesday*—Price 4½d.

Established 1816.—A weekly Conservative newspaper, warmly attached to the Established Church of Scotland,

and opposed to the Free Church. Supports the Scottish Rights movement, advocating a more equitable appointment of parliamentary representation to Scotland, the maintenance of our public buildings, the increase of postal facilities and accommodation, the advertising of Government tenders and official notices in the Scottish newspapers as well as in those published in England and Ireland, &c. The leading articles are written with spirit, and in a decidedly superior style. The news of the district is, perhaps, not so ample as in some of the other local newspapers, but no intelligence of importance is omitted; and although it scarcely contains what may be called a complete compendium of the week's news, exertions are made to procure the latest intelligence. Contains a price current of Dundee manufactures, as also a local trade report, which is generally considered authentic. Local exhibitions, lectures, &c., are regularly noticed, and often minutely criticised. New publications are reviewed with care and discernment, and frequently at great length. About one-third of the paper consists of advertisements. Read chiefly by the upper and middle classes, landed proprietors, agriculturists, merchants, and manufacturers, including many of the most influential inhabitants of the district. Average circulation, 520. Advertising charges, three lines, 1s; and 6d per two lines thereafter.

Published by Hill & Alexander, Key's Close, Nethergate, Dundee.

DUNDEE (MONTHLY) MERCANTILE ADVERTISER.

NEUTRAL—*First Thursday of each Month—Gratis.*

Established 1854.—A monthly advertising sheet, consisting only of advertisements, chiefly those of Dundee shopkeepers. Distributed to the extent of 2000 copies in places of business in Dundee, and of 3000 copies in dwelling-houses, making a total monthly issue of 5000. Advertising charges, three lines, 1s; each line additional, 3d.

Published by A. L. Groundwater, 61 Reform Street, Dundee.

NORTHERN WARDER.

LIBERAL—*Thursday—Price 4½d.*

Established 1841 as the *Dundee Warder*, and incorporated with the *Fife Sentinel*, 1845. An enterprising newspaper, of Liberal politics, and thoroughly Protestant principles. Supports the views of the United Presbyterians on

matters of church government. The leading articles are ably written, and display extensive information. The general news is ample, and although the foreign intelligence is scarcely so complete as the other departments, being confined to that part of the news which possesses the greatest interest for the general reader, no event of importance is allowed to escape notice. The local news of the counties of Forfar, Perth, and Fife is given at great length, and this department is conducted in the most satisfactory manner. Trade receives a share of attention, and agriculture is not neglected. New publications are occasionally noticed, apparently by the same pen from which the leading articles proceed; but it is evident, from the style of these reviews, that the editor prefers writing a political article to a literary criticism. Advertisements occupy nearly one-third of its space. For the convenience of the working classes, whose wages are paid upon Saturday, an edition of the *Northern Warder* is published at half-past two o'clock on that afternoon, giving the news up to the hour of publication—the advertisements which appear in Thursday's paper being also inserted in the Saturday edition. Popular with the middle and operative classes in the counties of Forfar and Fife, and to some extent in Perthshire—an agricultural, trading, and manufacturing district. Average circulation, 1519. Advertising charges, three lines, 1s; and 6d per two lines additional.

Published by Robert Park, 62 High Street, Dundee.

DUNFERMLINE.

DUNFERMLINE (MONTHLY) ADVERTISER.

NEUTRAL—*Every fourth Friday—Price 1d.*

Established 1835.—A monthly periodical, advocating total abstinence from intoxicating liquors, and taking no decided part in politics or disputes about ecclesiastical government. Contains a brief summary of the most important news, pays some attention to local matters, and is to some extent occupied by literary extracts. On most general subjects the facts alone are published, the editor refraining from giving any opinion of his own. Popular amongst the middle and working classes in Dunfermline and the neighbourhood—a mining and manufacturing district. Advertisements occupy about one-half of the paper. Circulation supposed to be

about 2500. Advertising charges, six lines, 1s; twelve lines, 2s; and about 6d for every four lines thereafter.

Published by J. Miller & Son, Dunfermline.

DUNFERMLINE (MONTHLY) CHRONICLE.

LIBERAL—Every fourth Friday—Price 1d.

Established 1853.—A monthly newspaper, containing a summary of the latest political, general, and local intelligence. Contains no proper leading article beyond a summary of the news, and takes no part in religious discussions. New publications are not usually noticed. Advertisements occupy about one-fourth of the paper. Popular amongst operatives in Dunfermline and the neighbourhood. Circulation not known. Advertising charges, 1s per inch.

Published by John Henderson, 51 High Street, Dunfermline.

DUNFERMLINE (MONTHLY) NEWS.

LIBERAL—Every fourth Friday—Price 1d.

Established 1847.—A monthly political newspaper, advocating radical reform in Church and State, the Voluntary principle in ecclesiastical government, and the doctrine of non-predestination in religion. Devoted chiefly to general news, but notices also local occurrences. The leading articles are occasionally rather violent. The news only extends over one week, but the existence of other Dunfermline monthly papers renders any other arrangement unnecessary. Popular amongst working men in Dunfermline and the neighbourhood. About one-sixth of the paper contains advertisements. Circulation unknown. Advertising charges, 1s per inch.

Published by Mrs Marshall, 2 High Street, Dunfermline.

DUNFERMLINE (MONTHLY) JOURNAL.

LIBERAL—Every fourth Friday—Price 1d; Stamped, 2d.

Established 1840.—A small well-conducted monthly newspaper, containing the local news and remarks on local occurrences, together with an epitome of general news, in which prominence is given to the latest and most important intelligence. Advocates progressive reform, favours a Protestant system of legislation, and is not opposed to the temperance movement; its opinions on these, and other subjects, being expressed in occasional incidental remarks. Nearly one-half of its space is occupied with advertisements.

Popular amongst operatives in Dunfermline and neighbourhood. Circulation not known; average consumption of stamps for post, 440. Advertising charges, six lines, 1s; next twenty lines, 2d per line; next fifty, 1½d; next fifty, 1¼d; thereafter, 1d per line.

Published by William Clark, High Street, Dunfermline.

ELGIN.

ELGIN COURANT, AND MORAYSHIRE ADVERTISER.

CONSERVATIVE-NEUTRAL—*Friday*—*Price 4½d.*

Established 1834.—A weekly newspaper, advocating social reform, but taking no very decided part in political or ecclesiastical disputes. The leading articles are creditably written. It is essentially a farmer's newspaper, and great attention is paid to the local agricultural intelligence. The foreign summary, although not containing details, presents a very fair digest of that department of the news. The most important grain and cattle markets are reported, although this department does not occupy so much space as in most country newspapers. New publications are regularly, and almost always favourably, noticed, and sometimes reviewed at considerable length. Nearly two-fifths of its space is occupied with advertisements. Circulates amongst all classes in Morayshire, and partly in the county of Banff—a district exclusively agricultural. Average circulation, 597. Advertising charges, four lines, 1s; each two lines to fourteen, 6d; every three lines to fifty-three, 6d; and for every four lines thereafter, 6d.

Published by Alexander Russell, High Street, Elgin.

ELGIN AND MORAYSHIRE COURIER.

LIBERAL—*Friday*—*Price 4½d.*

Established 1845.—Advocates progressive reform, free trade, and the agricultural interest, and supports the Free Church in matters of ecclesiastical and educational polity. Its views upon political and religious subjects are very temperately expressed, and the tone of the leading articles shows that it is by no means tied to a party, but endeavours, after a manner, to represent the general views of the more moderate on both sides of politics. The local and general intelligence receives a fair amount of attention. Agricultural subjects usually occupy considerable space in its columns. The grain, cattle, wool, and potato markets are

regularly noticed. New publications are occasionally noticed. About one-third of the paper contains advertisements. Circulates amongst all classes in Morayshire, and to a smaller extent in Banffshire—a district interested almost exclusively in agriculture. Average circulation, 433. Advertising charges, four lines 1s 6d, each two lines additional, 6d: when prepaid, 6d less.

Published by Robert Jeans, 103 High Street, Elgin.

FALKIRK.

FALKIRK HERALD.

INDEPENDENT—*Thursday*—*Price 4½d.*

Established 1850.—“A weekly journal for the counties of Stirling, Linlithgow, and the Falkirk District of Burghs.” Considers measures upon their own merits, without reference to political parties, and pursues a similar independent, or rather intermediate course with reference to religious questions. Aims at raising the character, views, and tastes of the people, by an improved system of education, discountenancing all attempts to effect that object by restrictions upon public-house keepers, or any other means inconsistent with perfect freedom of action. The leading articles, whether upon local or general subjects, possess more spirit than one would expect in a neutral newspaper. In addition to the local and district news, contains a moderate amount of general intelligence, and the usual grain and cattle markets. Attention is paid to the peculiar interests of agriculture. It reviews new publications with ability, and sometimes at considerable length; and the extracts which it makes from its contemporaries are usually well chosen. Advertisements occupy nearly one-third of the paper. Circulates amongst all classes in the town of Falkirk, and generally throughout the surrounding agricultural district. Average circulation, 654. Advertising charges, three lines, 1s; each additional line to fifty-four, 3d; and 1s per five lines thereafter.

Published by Archd. Johnston, 115 High Street, Falkirk.

FORRES.

FORRES, ELGIN, AND NAIRN (FORTNIGHTLY) GAZETTE,

NORTHERN REVIEW, AND ADVERTISER.

LIBERAL—*Every alternate Wednesday*—*Price 4½d.*

Established 1837.—A fortnightly newspaper, seldom

taking any side on political questions, although favourable to progressive reform. Upon church questions the opinions of all parties, Established Church, Free Church, and Voluntary, are fairly stated, but the editor expresses no opinion of his own. The leading articles are usually well written, although consisting merely of a summary of the news. The local news receives a large amount of attention, but the general intelligence is very scanty, as may be expected in a fortnightly newspaper. The principal grain and cattle markets are briefly reported. New books are carefully and ably reviewed, sometimes at considerable length, although in the latter case quotations from the work itself form the bulk of the article. Advertisements occupy about three-eighths of the paper. Circulates amongst all classes throughout the counties of Nairn and Moray, and partly in Inverness—a district almost entirely agricultural. Average circulation, 568. Advertising charges, three lines, 2s; and 6d per two lines thereafter: less 1s when prepaid: long advertisements, first three hundred lines, 25s per hundred; thereafter, 15s per hundred.

Published by John Miller, 23 Caroline Street, Forres.

GALASHIELS.

BORDER ADVERTISER.

LIBERAL—Friday—Price 4½d.

Established 1848.—A weekly newspaper of Liberal political sentiments. Neutral on religious subjects. The leading articles are temperately written. The improvement of workmens' houses, the sanitary condition of Selkirk and the neighbouring towns, &c., occupy a prominent position as subjects for discussion in the columns of this journal. Care is taken to have the local news as complete as possible. The foreign news is also pretty complete. It is very much an agricultural journal, and all the markets interesting to farmers in the district are reported. New publications are noticed occasionally, although the *Border Advertiser* is not very enterprising in this department; but this is a minor feature in a country paper. Nearly one-fourth of its space is occupied with advertisements. Circulates amongst all ranks in the woollen manufacturing town of Galashiels, and in the surrounding agricultural district; also in the towns of Melrose, Selkirk, St Boswells, Dunse, Jedburgh, Hawick,

&c. Average circulation, 539. Advertising charges, six lines, 1s; every three lines thereafter, 6d.

Published by James Brown, Market Place, Galashiels.

GREENOCK.

GREENOCK ADVERTISER,
AND CLYDE COMMERCIAL JOURNAL.

LIBERAL—*Tuesday and Friday*—Price 4½d.

Established 1799.—A well-conducted bi-weekly newspaper, advocating measures of moderate reform. It is by no means a violent political or religious journal, its opinions being always temperately expressed, and questions of public interest considered upon their own merits. The leading articles are fairly written, and marked by moderation throughout. The local intelligence is as complete as possible, without interfering with the general news. Events of interest abroad are regularly chronicled, though, perhaps, with too little detail. It is very much a commercial and shipping newspaper, and its trade reports occupy considerable space. Literature receives a large share of attention, and its reviews of new publications, whilst candidly expressing the opinions of the writer as to their merits, are carefully and ably written. Great attention is apparently paid to accuracy in every department. Fully one-third of the paper consists of advertisements, a considerable proportion of which are from Glasgow. Circulates amongst the upper and middle ranks in Greenock, Port-Glasgow, and the neighbourhood—a district depending chiefly upon commerce, sugar-refining, and ship-building, and to a minor extent upon agriculture. Average circulation, 573. Advertising charges, three lines, 1s 6d; every two additional lines, 6d: when prepaid, 6d less.

Published by Alexander Mackenzie & Co., 2 Bank Street, Greenock.

GREENOCK HERALD.

LIBERAL—*Thursday*—Price 4½d.

Established 1852.—A family and commercial newspaper, Liberal in politics, and agreeing with the sentiments of the Free Church, but apparently taking little interest in ecclesiastical disputes. Although admitting that the Scottish nation has been unjustly treated ever since the Union, and entirely agreeing with the National Association in this respect, its opinions on this subject are greatly modified

by sympathy with the Government. The leading articles are fairly written, and while consisting chiefly of facts and articles of news, express decided approval of measures of reform, movements to extend the franchise, &c., making no attempt at concealment of its opinions, which, on general and commercial subjects, usually coincide with those of the thinking majority. Only a small portion of the local news it contains is in reality original, as its Glasgow contemporaries and the other Greenock paper leave little additional to be published in a weekly newspaper, which indeed is usually taken more for its resumé of the news than anything else. Little even of the general news appears to come from original sources, the greater portion being derived from the statements of its contemporaries, and the telegraphic reports. The reviews of new publications are well-written, readable criticisms, seldom dwindling down to mere notices. Advertisements, a large portion of which are the announcements of Glasgow shopkeepers, occupy about one-third of its space. Read by all classes in Greenock and the neighborhood. Average circulation, 500. Advertising charges, 3 lines, 1s; each succeeding line, 3d.

Published by Joseph Blair, 40 Cathcart Street, Greenock.

HADDINGTON.

ALLAN'S EAST-LOTHIAN MONTHLY ADVERTISER.

NEUTRAL—*Second Friday of each Month—Gratis.*

Established 1835.—*Allan's Original East-Lothian and Berwickshire Monthly Advertiser* is a small paper, consisting exclusively of advertisements, and distributed amongst the upper and middle classes in the town of Haddington and the surrounding agricultural district, to the extent of about 2000 copies monthly. Advertising charges, two lines, 1s; four lines, 1s 6d; six lines, 2s; each additional line, 2d.

Published by James Allan, bookseller, Market Street, Haddington.

INVERNESS.

INVERNESS ADVERTISER,

ROSS-SHIRE CHRONICLE, AND GENERAL GAZETTE FOR THE COUNTIES OF ELGIN, NAIRN, CROMARTY, SUTHERLAND, CAITHNESS, AND THE ISLES.

LIBERAL—*Tuesday—Price 4½d.*

Established 1849.—The advocate of reform in our national

system of administration, extension of the franchise, and of an improved national system of education, including religious instruction. It is not the organ of any religious party, but is liberal in ecclesiastical as well as in political opinions. The style and spirit of the leading articles is highly creditable. Local occurrences are reported and commented on, and general news, both foreign and domestic, receives a fair amount of attention. The grain, cattle, and wool markets are reported at considerable length. It is not only a political and agricultural newspaper, but also a literary journal. Its reviews of new publications are frequently lengthy, and varied by well-selected extracts. Advertisements occupy about three-tenths of the paper. Circulates, in common with other newspapers published in the North of Scotland, amongst all classes throughout a large extent of country, embracing, partially, at least, all the counties north and west of Aberdeen—a highland district, chiefly pastoral—but depending also to a considerable extent on the fisheries, both on the coasts and in the streams of the interior. Average circulation, 1077. Advertising charges, three lines, 1s; each two lines to twenty-five, 6d; and for every three lines additional, 6d.

Published by George France, 78 Church Street, Inverness.

INVERNESS COURIER,

AND GENERAL ADVERTISER FOR THE COUNTIES OF INVERNESS, ROSS, MORAY, NAIRN, CROMARTY, SUTHERLAND, AND CAITHNESS.

WHIG—*Thursday Evening*—Price 4½d.

Established 1817.—An admirably conducted weekly newspaper, supporting the Whig Government, favourable to progressive reform, advocating the interests of the Established Church of Scotland, and generally expressing the opinions of that body in church matters. Original articles occupy a considerable amount of the space of the paper. The leading articles display great talent, and evidently proceed from a practised pen. They are written in a gentlemanly style, and are but seldom calculated to offend even those who differ from the opinions of the writer, a feature not always popular, on account of the insipidity or tameness which it almost invariably superinduces. Not only the district intelligence, but also the foreign and domestic news is ample, and includes every event which may prove interesting or important to its readers. Agriculture com-

mands a considerable amount of attention, and the herring and salmon fishings are noticed during the season. Inverness being the rendezvous of sportsmen from the South during the summer months, a paragraph regularly exhibits the prospects of sport in the moors and rivers, for the benefit of such visitors. Those who interest themselves in the gossip of the English metropolis, including not only casual visitors, but also a proportion of the resident aristocracy, cannot fail to be highly gratified by the chit-chat or fashionable intelligence conveyed in the weekly letter of its London Correspondent, which, at the same time, is by no means uninteresting to the general reader—politics, parliamentary proceedings, foreign news, and other topics of conversation, being freely discussed. New publications are reviewed with ability and candour, and in these notices the writer displays an impartiality not always to be found in the more elaborate productions of professed critics. Advertisements occupy about one-fourth of the paper. Circulates amongst all classes in the North, the district in which it is read extending partially through the counties of Inverness, Ross, Moray, Nairn, Cromarty, Sutherland, and Caithness—a district depending chiefly upon grazing and agriculture. Average circulation, 1968. Advertising charges, three lines, 1s; and 6d for each two lines thereafter.

Published by Robert Carruthers, Inverness.

KELSO.

KELSO CHRONICLE.

LIBERAL—*Friday*—*Price 4½d.*

Established 1832.—A weekly newspaper, advocating a thorough reform in Church and State, Free Trade, and the Voluntary principle in religion, being violently opposed to all endowments for religious purposes, but approving of a national secular system of education. It is completely identified with the popular cause; and the opinions of the Voluntary party in church politics are on all occasions warmly advocated. The leading articles are spirited; and, excepting so far as they merely present a digest of the news, are very much of a polemical nature. The news, local, domestic, and foreign, is reported fully. The most important grain, provision, cattle, and wool markets

are noticed. New publications are reviewed with spirit and ability. Popular amongst the middle and working classes in Kelso, and throughout the rich and extensive agricultural district in which that town is situated. Nearly one-third of the paper is occupied with advertisements. Average circulation, 616. Advertising charges, four lines, 1s 6d; every two lines up to twenty, 6d; and 6d per three lines thereafter: when prepaid, 6d less.

Published by Andrew Johnston, Bowmont Street, Kelso.

KELSO MAIL,

AND GAZETTE FOR THE COUNTIES OF ROXBURGH, SELKIRK,
BERWICK, AND NORTHUMBERLAND.

CONSERVATIVE—*Wednesday and Saturday Evenings—*
Price 4½d.

Established 1797.—A bi-weekly newspaper, on the Tory side of politics, and a warm supporter of the Established Church. Proceeding upon the maxim, "let well alone," it views any attempt at change in our national institutions as unnecessary, imprudent, and dangerous, although by no means opposing movements for the sanitary improvement of towns, or other measures for the social welfare of the community. The *Mail* has recently rendered itself very obnoxious to the populace by defending the interests of the Kelso Bridge Trustees against those of the town. The leading articles are spirited, and sometimes display considerable talent. The foreign, domestic, and local news is reported as amply as can be expected, whilst agricultural and sporting intelligence receive a large amount of attention. The grain and cattle markets occupy a larger amount of space than is usual in a bi-weekly newspaper. New publications are reviewed with great ability, and this department of the *Mail* is conducted in a highly creditable manner, notwithstanding that the political opinions of the reviewer are permitted to bias his criticisms to an unwarrantable extent. Advertisements occupy rather more than two-sevenths of the paper. Circulates amongst the upper classes, chiefly landlords and wealthy farmers, in the rich agricultural district in which the town of Kelso is situated, embracing the counties of Roxburgh, Berwick, Selkirk, and Northumberland. Average circulation, 375. Advertising charges, four lines, 1s 6d; each two lines to twenty, 6d; each three lines thereafter, 6d: less 6d when prepaid.

Published by Alexander Elliot, Bridge Street, Kelso.

KILMARNOCK.

KILMARNOCK CHRONICLE.

LIBERAL—*Saturday*—Price 4½*d.*

Established 1853.—A weekly newspaper, advocating extension of the franchise, free trade, and generally, measures beneficial to the many, even although it should be at the expense of the few. On church questions it is “unsectarian,” favours the cause of religious liberty generally, and is not particularly friendly to the clergy of the Established Church. The leading articles are able and spirited, and suited to the popular taste. Local and general news receives a fair share of attention. Literary scraps and extracts occupy some space in its columns. Contains also reports of the leading grain and cattle markets. Rather more than one-fourth of the paper is occupied with advertisements. Popular amongst operatives in Kilmarnock and other towns and villages in Ayrshire—a mining, manufacturing, and agricultural district. Circulation not known; supposed to be about 800. Advertising charges, two lines, 1s; each line to twenty, 3d; each additional line, 2d: less 6d when prepaid.

Published by James Millar, 47 King Street, Kilmarnock.

KILMARNOCK JOURNAL,

AYRSHIRE AND SOUTH-WESTERN ADVERTISER.

CONSERVATIVE—*Thursday*—Price 4½*d.*

Established 1834.—A weekly family and political newspaper, professing Conservative principles, and attached to the Established Church. The paper is considered the organ of the Established Church in Kilmarnock, and the opinions it expresses upon ecclesiastical subjects, although, of course, consonant with its religious principles, are scarcely calculated to give offence to adherents of other Protestant denominations. The editorial articles are temperately written, and display a fair amount of literary talent. The local and general intelligence is the principal feature of the *Journal*; but room is also found for reports of the grain and cattle markets, literary scraps, and spirited reviews of new books, usually accompanied by illustrative extracts. Advertisements occupy about one-sixth of the paper. Circulates amongst all classes in Kilmarnock and the surrounding country—a mining, coal, and manufacturing, and also partly an agricultural district. Average circulation, 337. Adver-

tising charges, four lines, 1s 6d; each two lines to twenty, 6d; each line thereafter, 2d: when prepaid, 6d less.

Published by Matthew Wilson, bookseller, 6 King Street, Kilmarnock.

KINROSS.

KINROSS-SHIRE (MONTHLY) ADVERTISER,
AND GENERAL MISCELLANY.

NEUTRAL—*Last Saturday of each Month—Price 1d,
Stamped, 2d*

Established 1847.—A literary, political, and general miscellany, containing a brief *resume* of general news, literary articles, reviews of new publications, and the local intelligence. No feature calls for special notice. The articles are very tame, owing, probably, to the preservation of a strict neutrality upon all questions. Advertisements occupy about one-third of the paper. Circulates amongst all classes in the county of Kinross, a woollen manufacturing and agricultural district. Circulation not known; average consumption of stamps for post, 400 monthly. Advertising charges, four lines, 1s; every two lines additional, 6d.

Published by George Barnet, Kinross.

KIRKCALDY.

FIFESHIRE ADVERTISER,
AND SCOTTISH MIDLAND-COUNTIES WEEKLY TELEGRAPH.

LIBERAL—*Saturday—Price 4½d.*

Established 1839 as a fortnightly periodical, and established 1852 as a weekly newspaper.—Advocates Liberal political opinions, but abstains from anything like discussion upon church matters. Advocates an improved national system of education, to include non-sectarian religions instruction. In the leading articles, the editor expresses his opinion with decision only when he feels that he treads on safe ground. The tameness of the original articles is to some extent counterbalanced by the transcription in its columns of spirited articles from other newspapers. Neither the domestic nor the foreign intelligence receives too large a share of attention, although these departments are by no means neglected. The local news occupies a considerable

space. The state of trade is attended to, and the grain, provision, and cattle markets are fully reported. The ship news includes the sailings and arrivals at Kirkcaldy, Leven, Pettycur, Burntisland, Inverkeithing, and St Davids. New publications are not usually noticed. From one-sixth to one-fifth part of the paper is occupied with advertisements. Circulates amongst all classes in Kirkcaldy, and also to some extent in the smaller towns in Fife and the adjoining counties—a district chiefly agricultural, but also extensively interested in trade, mining, and manufactures. Average circulation, 581. Advertising charges, four lines, 1s; every two lines to twenty, 6d; thereafter 6d per three lines.

Published by John Jeffers Wilson, 33 High Street, Kirkcaldy.

LANARK.

LANARKSHIRE MONTHLY ADVERTISER, AND CLYDESDALE JOURNAL.

NEUTRAL—*First Tuesday of each Month—Price 1½d,
Stamped, 2½d.*

Established 1849.—Expresses no opinions. Contains articles upon local subjects, local intelligence, a little general news, railway time-tables, and copious literary extracts. Rather more than one-third of the paper contains advertisements. Circulates amongst all classes in the agricultural district surrounding the small town of Lanark. Circulation not known; average number of stamps used for postage, 131.

Published by Andrew Murray, 269 High Street, Edinburgh; and D. C. Budge, Lanark.

LANGHOLM.

ESKDALE AND LIDDLESDALE (MONTHLY) ADVERTISER, MONTHLY JOURNAL, AND RAILWAY GUIDE.

LIBERAL—*First Wednesday of each Month—Price 1d,
Stamped, 2d.*

Established 1852.—A small monthly newspaper, Liberal in political opinions, supporting the Free Church of Scotland, and a warm advocate of Scottish Rights, a national system of religious and intellectual education, temperance,

savings' banks, and other means for the promotion of social reform and the elevation of the masses. Contains local news, a brief summary of general intelligence, railway timetables, and literary varieties. About one-third of the paper consists of advertisements. Circulates amongst all classes in the neighbourhood of Langholm, and on the Borders—a district almost exclusively agricultural. Circulation supposed to be about 1700, the average number of stamps used in 1853 (for post only) being 260. Advertising charges, four lines, 1s; each three lines to ten, 6d; and 1½d for each additional line.

Published by Thomas Laidlaw Rome, High Street, Langholm.

LEITH.

LEITH (MONTHLY) HERALD, AND COMMERCIAL ADVERTISER.

LIBERAL—*First Saturday of each Month—Price 1½d,
Stamped, 2½d.*

Established 1851 as a periodical, and 1853 as a monthly newspaper.—Consists principally of original articles upon local subjects. Contains also a little political intelligence, with occasional remarks upon subjects of general interest. Leith subjects are all-absorbing—commerce and literature are not even noticed. About one-half of the paper is occupied with advertisements, a considerable number of which are the cards of Leith shopkeepers. Read by all classes in the town of Leith, and is popular amongst working men. Circulation not known; average consumption of stamps for post, 16. Advertising charges, four lines, 1s; every additional line, 2d.

Published by Charles Drummond, 133 Kirkgate, Leith.

MONTROSE.

MONTROSE, ARBROATH, AND BRECHIN REVIEW, AND FORFAR AND KINCARDINESHIRE ADVERTISER.

LIBERAL—*Friday—Price 4½d.*

Established 1811.—A political and general newspaper, advocating extension of the franchise and readjustment of electoral districts, unrestricted commerce, and the principle

of an Established Church, free from the control or interference of the civil power. The leading articles are ably and temperately written. Attention is, of course, paid to the occurrences of the week throughout the district, which usually occupy a considerable amount of space. The foreign intelligence appears to be unusually complete, and the home news, although not what one would call ample, includes such information as is likely to be interesting or useful to the inhabitants of the district. The state of trade is briefly noticed, and the sailings and arrivals at Montrose and Arbroath, and movements of vessels belonging to or trading with these ports, are reported in the shipping intelligence. The reports of the various markets are very complete. Advertisements occupy fully one-fifth of the paper. Circulates amongst all classes in Montrose, partly in Arbroath and Brechin, and throughout the counties of Forfar and Kincardine—a district partly agricultural, partly commercial, and partly manufacturing. Average circulation, 1250. Advertising charges, three lines, 1s; per two lines thereafter, 6d; per three lines to fifty-six, 6d; and for every four lines thereafter, 6d.

Published by John Mitchell, High Street, Montrose.

**MONTROSE STANDARD,
AND ANGUS AND MEARNS REGISTER.
CONSERVATIVE—Friday—Price 4½d.**

Established 1837.—A well-conducted newspaper, Conservative in politics, a staunch supporter of the Established Church of Scotland, and a zealous defender of our time-honoured institutions. The leading articles are able and effective. Local intelligence occupies a large portion of its ample columns, notwithstanding which the foreign and domestic news receives a due share of attention. The reports of the grain, cattle, and hop markets are unusually complete, and occupy a considerable portion of the paper. The shipping news includes the arrivals and sailings at Montrose, Arbroath, and Dundee, and the movements of trading vessels at foreign ports. Advertisements occupy nearly one-fifth of the paper. Circulates amongst all classes in Montrose, likewise in Arbroath, Brechin, Forfar, Laurencekirk, Auchinblae, Stonehaven, &c., and amongst farmers throughout the counties of Forfar and Kincardine—a commercial, agricultural, and partly a manufacturing district. Average circulation, 1241. Advertising scale, four lines,

1s 6d; each two lines to the twentieth, 6d; thereafter, 6d per three lines.

Published by Jas. Smith Lawson, 20 High Street, Montrose.

N A I R N .

NAIRNSHIRE TELEGRAPH,

AND GENERAL ADVERTISER,

WITH WHICH IS INCORPORATED THE NAIRNSHIRE MIRROR.

NEUTRAL—*Thursday*—Price 4½d.

Established 1853, and incorporated 1854 with the *Nairnshire Mirror*, a fortnightly journal, established 1841.—A weekly newspaper, neutral on political and religious questions. The leading articles are usually mere summaries of news, and no opinion is expressed upon disputed subjects. The foreign and domestic summaries contain the most important items of general news in a compact form. The leading feature of the paper is the local news, the *Telegraph* being now the only newspaper in the town and county of Nairn. Notices the leading grain and cattle markets, and reports the births, marriages, and deaths in the locality. Some space is occupied by literary and political extracts, varieties, and miscellaneous scraps. New publications are not often criticised. Rather more than one-fourth of its limited space is occupied with advertisements. Circulates amongst all classes in Nairnshire, also partly in the counties of Moray and Inverness—a district chiefly agricultural, but interested also in the fisheries, the town of Nairn being a small seaport and watering place. Circulation of the *Telegraph* not known; the average circulation of the *Nairnshire Mirror*, in 1853, previous to the incorporation of these two newspapers, was 250. Advertising charges, first three lines, 6d; thereafter, 2d per line: advertisements continued for a length of time, as per agreement.

Published by James Wilson, 15 Douglas Street, Nairn.

P A I S L E Y .

PAISLEY HERALD,

AND RENFREWSHIRE ADVERTISER.

LIBERAL-INDEPENDENT—*Saturday*—Price 4½d.

Established 1853.—The advocate of free trade, financial

reform, extension of the franchise, and generally of measures which promise to be conducive to the public good. Although the tone and spirit of the paper is decidedly Liberal, it is not in any way tied to a party. The leading articles are calmly and dispassionately written, and frequently display considerable talent, although the semi-neutrality sought to be preserved throughout the paper may occasionally hamper it in the expression of its opinions upon certain topics. The foreign news is pretty complete, and the local and domestic departments receive a fair share of attention. Contains also occasional political and literary extracts from the leading newspapers and periodicals. Reports the state of a few of the principal grain and cattle markets. Nearly one-sixth of the paper contains advertisements. Circulates amongst the upper and middle classes in Paisley, and partly throughout Renfrewshire—a district almost entirely manufacturing. Circulation not known; supposed to average about 400. Advertising charges, four lines, 1s; each two lines additional, 6d.

Published by Richard Watson, 2 Waterloo Place, Gilmour Street, Paisley.

P A I S L E Y J O U R N A L,
AND RENFREWSHIRE GAZETTE.

RADICAL—*Saturday*—*Price 4½d.*

Established 1853.—A weekly newspaper, the friend of thorough-going reform, extension of the franchise, involuntary registration, unrestricted commerce, and in general of measures which coincide with the interests of the public. The leading articles are fairly written, but are by no means either powerful or brilliant. The editorial articles occupy but a small portion of the paper, but clever and elaborate expositions of public sentiment often appear in the form of letters to the editor, tending to supply any want of original matter which might otherwise be felt. The news of the week is amply reported, particular attention being paid to murders and other daring crimes. The local news, and remarks on local subjects, form perhaps the most important feature of the paper. Extracts from contemporary newspapers, books, and periodicals, and miscellaneous scraps, occupy a considerable portion of its space. The fluctuations of the grain and cattle markets are noticed, and some attention is paid to the Clyde shipping. New publications are very seldom noticed. About one-seventh of its space contains advertisements. Read by the middle and operative

classes in the manufacturing town of Paisley, and partly throughout the county of Renfrew. Circulation not known; supposed to average 700. Advertising charges, four lines, 1s; each two lines additional, 6d.

Published by John Dunlop, St Mirren Court, St Mirren Street, and 3 County Place, Paisley.

PEEBLES.

PEEBLESHIRE (MONTHLY) ADVERTISER.

NEUTRAL.—*First of each Month—Price 1½d, Stamped 2½d.*

Established 1844.—A monthly journal, containing local intelligence and remarks on subjects of local interest, literary scraps, and advertisements. Incidentally, it is the warm advocate of social progress, total abstinence from intoxicating liquors, and of the Maine Liquor Law. The original articles exhibit a fair amount of literary talent. Advertisements occupy rather less than one-half of its space. Circulates amongst all classes in the county of Peebles, the small town of that name being the county town, and centre of an important agricultural district. Circulation not known,—average number of stamps used for copies sent by post, 569. Advertising charges, each two lines to six, 6d; each line to twelve, 2d; to thirty, 1½d; each line above the thirtieth line, 1d.

Published by Robert Stirling, High Street, Peebles.

PERTH.

PERTHSHIRE ADVERTISER, AND STRATHMORE JOURNAL.

LIBERAL—*Thursday—Price 4½d.*

Established 1829.—A weekly newspaper, professing Liberal opinions, the advocate of unrestricted commerce, parliamentary reform, &c, but taking no decided part in ecclesiastical discussions. The leading articles display an amount of acuteness and literary talent highly creditable to the management of the paper. The news, local, domestic, and foreign, it is the main object of this journal to supply, and with reference at least to the two first, this object is satisfactorily accomplished. The reports of the grain and cattle markets are as complete as most farmers desire. New pub-

lications are noticed when the pressure of general news admits. Advertisements occupy about one-fourth of its space. Circulates amongst all classes in Perthshire, and also to a smaller extent in the neighbouring counties of Forfar, Fife, and Kinross—agriculture being the staple business of the district. Average circulation, 1507. Advertising charges, four lines, 1s; each two lines to twenty, 6d; each five lines to one hundred, 1s; every six lines thereafter, 1s.

Published by William Belford, Kirk Close, 80 High Street, Perth.

PERTSHIRE CONSTITUTIONAL,
AND AGRICULTURAL AND GENERAL ADVERTISER.

CONSERVATIVE—*Wednesday*—Price 4½d.

Established 1835.—A staunch supporter of established institutions, civil and ecclesiastical. Its principles are thoroughly Conservative, and deprecatory of change in Church or State. The editorial articles are ably written. As a newspaper, the *Constitutional* contains a fair resumé of the week's intelligence. From the ephemeral productions of this literary age, it selects such paragraphs as possess the greatest amount of general interest. The state of the grain and cattle markets is regularly reported. New publications are welcomed by occasional brief notices. About one-fifth of its space is occupied with advertisements. Enjoys a somewhat select circulation amongst the upper and middle classes, including many lauded proprietors, in the county of Perth—a district almost entirely depending upon agriculture. Average circulation, 347. Advertising charges, four lines, 1s; each two lines to twenty, 6d; and 6d per three lines thereafter.

Published by John Proudfoot, 28 Kirkside, Perth.

PERTSHIRE COURIER,
FARMERS' JOURNAL, AND SCOTTISH CENTRAL ADVERTISER.

CONSERVATIVE—*Thursday*—Price 4½d.

Established 1809.—A weekly newspaper of Conservative principles, supporting the British Constitution in its entirety, and decidedly Protestant in its tone, but taking no part in church questions. The leading articles are written with vigour and ability. *Pro Rege, Lege, et Grege* is its motto—but whether this motto is faithfully followed or otherwise, the reader must be left to judge according to his own political

opinions or prejudices. The week's news is given much after the usual manner, the local and domestic intelligence being particularly complete. Agriculture is particularly attended to, and the markets connected with that interest are fairly reported. When the press of public intelligence permits, literature comes in for a share of attention, and its criticisms of new publications are decidedly superior to the ordinary run of newspaper notices. Fully one-fourth of the paper contains advertisements. Circulates amongst the upper and middle classes in Perthshire and the neighbouring counties—a district chiefly agricultural. Average circulation, 404. Advertising charges, four lines, 1s; every two lines thereafter, 6d.

Published by James Dewar, Jun., 14 High Street, and 23 George Street, Perth.

R O T H E S A Y.

ROTHERSAY MAIL,

AND ARGYLL, BUTE, AND DUMBERTONSHIRE ADVERTISER.

NEUTRAL—*Saturday*—Price 4½d.

Established in 1852 as the *Rothersay Journal*, the name being afterwards changed to *Rothersay Mail*. Takes no part in discussion, but leaves its columns open to the polemical effusions of correspondents. The original articles are not usually very brilliant, and are chiefly upon local topics. Contains a summary of general news. The leading feature of the paper is the local intelligence. Agriculture receives attention. Literature is not usually noticed. The paper has the character of being carelessly printed. Circulates amongst all classes in Buteshire—an agricultural, manufacturing, and fishing district. Average circulation of the *Rothersay Journal*, 42. Advertising charges, four lines, 1s; each line thereafter, 3d, except when an agreement is made.

Published by William Clark & Son, Campbeltown.

S T I R L I N G.

STIRLING JOURNAL AND ADVERTISER,

AND GENERAL INTELLIGENCER FOR THE COUNTIES OF
STIRLING, PERTH, CLACKMANNAN, AND KINROSS.

CONSERVATIVE—*Friday*—Price 4½d.

Established 1820.—This newspaper is Conservative in its

principles, a moderate though steady supporter of the Established Church of Scotland, and of our national institutions generally. It is thoroughly Protestant in its tone, and warmly insists on the necessity of the moral and intellectual education of the masses without delay. Although the editorial articles are seldom of a polemical cast, and the unnecessary use of strong language is avoided, much talent is frequently displayed in the use of pointed remarks and forcible arguments. The usual political, domestic, local, and general intelligence is not neglected, and literary varieties occupy a spare corner. A list of the visitors at Bridge-of-Allan obtains for it a circulation amongst the fashionable visitors of the place, and their friends in other parts of the country. As the greater part of its readers are either directly or indirectly interested in agriculture, the grain, cattle, and wool markets form not the least important feature in the paper. Advertisements occupy more than one-fourth of its space, but of course the proportion varies. Circulates amongst all classes in Stirling, Clackmannanshire, and the neighbouring counties—a district chiefly dependent upon agriculture, but likewise interested in commerce and manufactures. Average circulation, 722. Advertising charges, four lines, 1s; every two lines up to twenty, 6d; every two and three lines alternately to fifty, 6d; each three lines thereafter, 6d.

Published by James Watson Lyall, King Street, Stirling.

STIRLING OBSERVER.

LIBERAL—Thursday—Price 4½d.

Established 1836.—Advocates free trade, parliamentary and financial reform, the admission of Jews into Parliament, separation of Church and State, national education, &c. The leading articles are able and effective, and form an important feature in the paper. Local improvements, and measures of local benefit, are warmly advocated. The news and miscellaneous departments are also well edited. The leading grain and cattle markets are regularly noticed. Advertisements occupy nearly one-fourth of its space. Circulates amongst all classes in Stirling, and throughout the rich agricultural, commercial, and manufacturing district of which that town is the centre, and is popular amongst operatives in the woollen factories at Alva, Tillicoultry, &c. Average circulation, 529. Advertising charges, four lines,

1s; each line thereafter to twelve, 3d; and 6d per three lines additional.

Published by Ebenezer Johnstone, Murray Place, Stirling.

STONEHAVEN.

STONEHAVEN JOURNAL,
AND KINCARDINESHIRE ADVERTISER.

NEUTRAL—*Thursday*—*Price 3d.*

Established 1845.—A weekly journal, neutral on political and religious subjects. The leading article is merely a brief summary of news. The size of the paper would not in any case admit of the news being made very complete, and only a portion of it is devoted to public intelligence. The leading grain and cattle markets are duly reported. Literary extracts, anecdotes, and varieties, occupy a large proportion of the space. Advertisements occupy rather less than one-fourth of the paper. Read by all ranks in Stonehaven and its vicinity—a district depending chiefly upon agriculture and fishing. Average circulation, 116. Advertising charges, six lines, 1s; thereafter, 4d per three lines.

Published by William Rodgers, Market Square, Stonehaven.

STRANRAER.

GALLOWAY ADVERTISER AND WIGTONSHIRE
FREE PRESS.

LIBERAL—*Thursday Evening*—*Price 4½d.*

Established 1843.—A weekly newspaper, professedly Liberal in politics, but taking very little part in polemics. Neutral in church matters. Contains very little original matter, the leading articles being usually mere summaries of the news. Contains a fair resumé of public intelligence, although the isolated position of Stranraer precludes the publication of what can be called early information. Being to a great extent a farmers' newspaper, agriculture commands a large measure of attention, and the markets relating to that interest are regularly reported. New publications are occasionally noticed. Advertisements occupy about one-fifth of the paper. Circulates amongst all classes in Wigtonshire, and partly in the adjoining county of

Kirkcudbright — a district depending chiefly upon agriculture, although Stranraer possesses also fisheries, and a considerable coasting trade. Average circulation, 654. Advertising charges, five lines, 1s 6d; every three lines to twenty-nine, 6d; forty-nine lines, 9s 6d; and for every four lines thereafter, 1s : when prepaid, 6d less.

Published by James Smith, Castle Street, Stranraer.

WICK.

JOHN O'GROAT JOURNAL, AND WEEKLY ADVERTISER,

FOR THE COUNTIES OF CAITHNESS, SUTHERLAND, ROSS,
CROMARTY, ORKNEY, AND ZETLAND.

LIBERAL—*Friday*—*Price 4½d.*

Established 1836.—Advocates political, religious, and social reform, supports the Whig interest, and takes the part of the Voluntaries on church questions. The leading articles are well written, and occupy considerable space. The local and district news commands a considerable amount of attention. Contains also the most interesting items from the foreign and domestic intelligence of the week. A limited space is devoted to extracts from contemporaries. The leading grain, cattle, and fish markets are reported in its columns. The local trade and shipping is also attended to. The literary notices, although not usually lengthy, are able and impartial. Advertisements occupy somewhat less than one-third of the paper. Circulates amongst all classes in the extreme North of Scotland—a district interested to a large extent in the fisheries, agriculture, and grazing. Average circulation, 750. Advertising charges, three lines, 1s (cash); six lines, 2s; each four lines thereafter, 1s.

Published by Peter Reid, Bridge-end, Wick.

NORTHERN ENSIGN, AND WEEKLY GAZETTE,

FOR THE COUNTIES OF CAITHNESS, ROSS, SUTHERLAND,
ORKNEY, AND ZETLAND.

INDEPENDENT—*Thursday Afternoon*—*Price 4½d.*

Established 1850.—A professedly neutral newspaper, extremely cautious in the expression of opinion, but betraying Liberal political and religious leanings. Measures of public interest are considered on their own merits, the political

predilections of the paper being very slight—so slight, indeed, that notwithstanding the unmistakably liberal tone of the paper, it is patronised to a considerable extent by the Conservative portion of the community, its views being more nearly allied to Conservatism than those of the other local newspaper. Although apparently favourably inclined to the principles of the Free Church, and upon ecclesiastical questions generally coinciding with the opinions of that body, the *Ensign* is also considered by Voluntaries to represent their views to some extent. The leading articles are fairly written, and embody the principle features of the current news. Articles or paragraphs of local interest occupy a large amount of space in its columns. In the summary, or “notabilia of the week,” attention is paid to foreign news. The grain, cattle, fish, and provision markets are regularly noticed, and the shipping intelligence includes the sailings and arrivals at Wick and Longhope, and the vessels which have passed through the Caledonian Canal and Pentland Frith during the week. Literature is scarcely noticed. About one-fourth of the paper consists of advertisements. Read by all classes in the extreme North, including the towns of Thurso, Watten, Lybster, Helmsdale, Golspie, Tain, Invergordon, Kirkwall, Stromness, Dornoch, and Lerwick—an agricultural and fishing district. Average circulation, 875. Advertising charges, three lines, 1s 6d; every two lines after, 6d: when prepaid, 6d less.

Published by William Rac, High Street, Wick.

The average circulations given in the preceding pages have been calculated from the GOVERNMENT RETURN OF NEWSPAPER STAMPS for the year 1853. As newspapers do not always purchase stamps for immediate use, but generally procure several weeks' supply at once, these figures do not represent the precise circulation of each journal; but they will be found accurate enough for all practical purposes. The fact of fifty-three Saturdays occurring in the year does not, in the author's opinion, render it necessary to divide the number of stamps issued to the Saturday

newspapers by that number, for it is evident that the stamps used on the first day of 1853 must have been purchased during the previous year, consequently stamps for fifty-two weeks only are included in the return. The most exact method of calculating the average weekly circulation of any journal would be to divide by fifty-two and one-seventh, an exactitude which would still be useless if intended to show the precise circulation of any newspaper.

The Stamp Return for 1854, which is given in the Appendix at the end of the Directory, shows a marked increase in the circulation of almost every newspaper. This increase is, to a large extent, attributable to the excitement occasioned by the war in the Crimea; but as this excitement has now greatly subsided, the return of the stamps issued to newspapers in 1853 will, in many cases, show the present circulation more exactly than the return for 1854. Of course, the increase observable will also be to a considerable extent permanent, more especially in the case of newspapers circulating chiefly or exclusively amongst subscribers in the higher and middle ranks; but it is not to be imagined that these papers which depend chiefly upon casual purchasers should have maintained the augmentation so suddenly acquired. The following shows the increased circulation of some of the Edinburgh newspapers—the reader will easily distinguish between those which are supported chiefly by subscribers, and those which depend on casual purchasers:—

| | 1853. | 1854. | Increase. |
|---------------------------|-------|-------|-----------|
| Caledonian Mercury | 1,145 | 1,409 | 264 |
| Courant | 1,776 | 1,904 | 128 |
| Ladies' Own Journal | 2,199 | 4,193 | 1,994 |
| Edinburgh News | 4,096 | 5,058 | 962 |

| | 1853. | | 1854. | | Increase. |
|-----------------------------------|-------|-----|-------|-----|-----------|
| North British Agriculturist | 2,212 | ... | 3,261 | ... | 1,049 |
| Scotsman | 2,924 | ... | 3,454 | ... | 530 |
| Scottish Press | 1,271 | ... | 1,736 | ... | 465 |
| Witness | 2,657 | ... | 2,755 | ... | 98 |

In Glasgow, where the operative population alone supports several newspapers, and where the additional demand for news was not interfered with by unstamped local war papers as it was in Edinburgh, the effect of the war excitement is more marked.

| | 1853. | | 1854. | | Increase. |
|--------------------------------|--------|-----|--------|-----|-----------|
| Glasgow Chronicle | 1,500 | ... | 1,847 | ... | 347 |
| Glasgow Citizen | 2,875 | ... | 2,991 | ... | 116 |
| Glasgow Examiner | 2,866 | ... | 3,135 | ... | 269 |
| Glasgow Gazette | 2,000 | ... | 2,462 | ... | 462 |
| Scottish Guardian | 1,057 | ... | 1,085 | ... | 28 |
| Glasgow Herald | 4,505 | ... | 5,207 | ... | 702 |
| North British Daily Mail | 1,253 | ... | 1,806 | ... | 553 |
| Glasgow Saturday Post | 10,500 | ... | 13,981 | ... | 3,481 |
| Glasgow Sentinel..... | 3,270 | ... | 4,529 | ... | 1,259 |

It will be observed that a very considerable increase has taken place upon the circulation of many newspapers which depend almost entirely for support upon regular subscribers, and whilst the greatly increased issue of such papers as the *Edinburgh News*, the *Glasgow Saturday Post*, or the *Glasgow Sentinel*, may be justly ascribed to the excitement caused by the war, this reason does not in the least account for papers in whose arrangements war news occupies so insignificant a place as in the *North British Agriculturist* and the *Glasgow Mercantile Advertiser*, both of which appear to have increased nearly fifty per cent. in circulation during the year. There is, therefore, little doubt that the increased circulation of journals such as the *Courant*, the *Witness*, the *Ladies' Journal*, the *Glasgow Herald*, and a very large number of country newspapers, is not of a temporary, but of entirely a permanent character.

The increased circulation of some of the London news

papers, which was not absorbed by unstamped war papers to the same extent as in the Scottish metropolis, is very remarkable.

| | 1853. | | 1854. | | Increase. |
|-------------------------|--------|-----|---------|-----|-----------|
| Times | 44,440 | ... | 51,041 | ... | 6,601 |
| Daily News. | 3,723 | ... | 4,745 | ... | 1,022 |
| Morning Advertiser..... | 7,326 | ... | 7,645 | ... | 319 |
| Morning Chronicle. | 1,996 | ... | 2,791 | ... | 795 |
| Illustrated News..... | 79,166 | ... | 108,229 | ... | 29,063 |

The newspapers which are read chiefly by the lower classes show a still more surprising increase in circulation during the year.

| | 1853. | | 1854. | | Increase. |
|------------------------------|--------|-----|---------|-----|-----------|
| Lloyd's Weekly Newspaper.... | 89,386 | ... | 107,172 | ... | 17,786 |
| News of the World | 66,631 | ... | 109,107 | ... | 42,476 |
| Reynolds' Weekly Newspaper.. | 28,880 | ... | 48,005 | ... | 19,125 |
| Weekly Dispatch..... | 34,059 | ... | 38,134 | .. | 4,075 |
| Weekly Times..... | 61,943 | ... | 75,042 | ... | 13,099 |

The alteration in the circulation of the other newspapers may be ascertained by reference to the Stamp Return for 1854, as given in the Appendix at the end of the Directory.

SCOTTISH MAGAZINES AND PERIODICALS.

EDINBURGH.

BLACKWOOD'S EDINBURGH MAGAZINE.—*First day of each month; price 2s 6d.*—Established 1817.

A POLITICAL, scientific, and literary magazine, which has long maintained its character as a vigorous and consistent supporter of Conservatism, and occupied a place in the first rank of periodical publications. In principles it is Ultra-Tory and Protectionist. It numbers amongst its contributors some of the most talented men in the kingdom. Its political articles are distinguished by great ability, solidity, and penetration. The pen of the talented author of the "History of Europe" is conspicuous in almost every number. Contains from 30 to 50 pages of advertisements stitched up along with the magazine. Circulates amongst the aristocracy, landed proprietors, and country gentlemen throughout Great Britain. Circulation not known—supposed to be about 7500. Published by William Blackwood & Sons, Edinburgh.

BRITISH AND FOREIGN EVANGELICAL REVIEW.—*Quarterly; price 3s 6d.*—Established 1851.

A QUARTERLY review containing, besides original articles, various judiciously selected religious and theological papers from leading reviews at home and abroad—particular attention being paid to the religious literature of America. Contains several pages of advertisements. Read by the upper and middle classes. Circulation not known. Published by Johnstone & Hunter, 104 High Street, Edinburgh.

BRYDONE'S RAILWAY DIRECTORY.—*First day of each month; price 1½d.*—Established 1852.

A USEFUL monthly guide, containing the hours of departure and arrival of trains, coaches, and steam-boats throughout Scotland, and short descriptions of the various towns. Several pages of advertisements are stitched up with the time-tables. Circulates amongst travellers and tourists.

Circulation unknown; average consumption of stamps for post, 50. Published by James Brydone, 17 Hanover Street and 29 Princes Street, Edinburgh; and 20 St Enoch Square, Glasgow.

BUILDING CHRONICLE.—*Every twenty-sixth day; price 6d stamped 7d.*—Established 1854.

A MONTHLY illustrated journal of architecture and the arts, established for the dissemination of information calculated to advance the art and science of building, the infusion of zeal and reciprocity of feeling amongst the profession, and the discussion of architectural and engineering subjects. The projectors of this periodical have so far supplied what was evidently a desideratum in Scotland. The increasing attention paid to architectural improvement, and the remarkable increase of new buildings in the suburbs of our large cities, certainly indicate an auspicious period for the commencement of such a periodical. As a class publication it is well got up. Besides twenty-four pages of letter-press, each number contains two lithographic plates illustrating new buildings in progress or in contemplation. It contains, also, original articles on architecture and kindred subjects, reports of architectural societies, notices of new buildings, inventions, &c. The original articles are the production of a mind well matured in the principles of the art, whilst the quoted matter is judiciously selected and arranged. New works upon building, engineering, and the mechanical arts are carefully reviewed. About one-eighth of its space is occupied with advertisements. Read by builders and architects throughout Scotland. Circulation understood to be about 800. Published by John Greig & Son, 2 Melbourne Place, Edinburgh.

BULWARK, OR REFORMATION JOURNAL.—*First day of each month; price 2½d, stamped 3½d.*—Established 1850.

AN illustrated monthly journal, published "in defence of the true interests of man and of society, especially in reference to the religious, social, and political bearings of Popery." Contains intelligence relating to the anti-Popery crusade, and polemical articles proving the falsehood and absurdity of the peculiar tenets of Romanism. The short-sighted policy of our rulers in encouraging the politico-religious system of Popery is convincingly pointed out and strongly condemned, and its denunciations of the folly and guilt of Government in endowing Romish colleges are as fearless as they are powerful and vehement. New works upon

Popery are briefly reviewed. Contains some advertisements on the cover. Circulates extensively amongst all classes throughout Scotland, England, and Ireland. Circulation not known; average number of stamps used for copies posted, 1439. Published by James Nichol, Edinburgh.

CHAMBERS'S JOURNAL OF POPULAR LITERATURE, SCIENCE AND ART.—*Weekly and Monthly; weekly nos. price 1½d., monthly parts price 7d.*—New Series, Established 1853.

A WELL-CONDUCTED miscellany, combining instruction with amusement. The lively articles and interesting tales which it contains, have rendered this periodical extremely popular amongst all classes and parties throughout Great Britain. Contains from 16 to 20 pages of advertisements in the monthly parts. Circulation of the monthly parts (containing advertising sheet), 35,000; weekly numbers (containing no advertisements), 23,000; total, 58,000: average consumption of stamps for post, 680. Published by William & Robert Chambers, 339 High Street, Edinburgh. (Advertisements require to be sent through Mr Maxwell, 31 Nicholas Lane, Lombard Street, London.)

CHILDREN'S MISSIONARY NEWSPAPER.—*First day of each month; price ½d., or 3s 6d per 100.*

A SMALL monthly periodical containing missionary histories and anecdotes, and an account of the missionary operations of all evangelical churches and societies. Contains no advertisements. Circulates amongst Sunday school children, &c. Circulation unknown. Published by Gall & Inglis, 38 North Bridge, Edinburgh.

CHILDREN'S MISSIONARY RECORD OF THE FREE CHURCH OF SCOTLAND.—*First day of each month; price ½d., stamped 1½d.*—Established 1843.

A SMALL monthly illustrated periodical, containing religious and missionary stories, and reports of the missionary enterprises of the Free Church, written in a style suited to the comprehension of children. Occasionally contains one or more advertisements on the wrapper. Circulates amongst the children of Free Church parents of all ranks, being extensively distributed at Sabbath schools. Circulation supposed to be about 40,000; average consumption of stamps for post, 167. Published by James Nichol, 9 North Bank Street, Edinburgh.

CHRISTIAN FAMILY ADVOCATE.—*First day of each month; price 6d., stamped 7d.*—Established 1852.

A MONTHLY religious publication, well conducted, and already possessing considerable influence. Contains seven-

ral pages of advertisements. Read by the upper and middle classes. Circulation unknown; average consumption of stamps for post, 103. Published by Murray & Stewart, 28 South Hanover Street, Edinburgh.

CHRISTIAN TREASURY.—*Weekly and Monthly; weekly nos. price 1d, monthly parts 5d, stamped 6d.*—Established 1845.

A RELIGIOUS publication, containing contributions from ministers and members of various evangelical denominations, but chiefly occupied with select extracts from religious works and periodicals, the original matter being of minor importance. The utmost care is exercised to exclude everything not having a direct bearing upon evangelical religion. Its tone is thoroughly catholic—it is read by the adherents of all bodies of Protestant Christians. Contains several pages of advertisements stitched up with the monthly parts, which advertisements are likewise delivered monthly to subscribers for the weekly numbers. Circulates extensively amongst all classes throughout the kingdom. Circulation understood to be upwards of 20,000; average number of stamps used for copies posted, 1209. Published by Johnstone & Hunter, 104 High Street, Edinburgh.

CHURCH OF SCOTLAND MAGAZINE AND REVIEW.—*First day of each month; price 1s.*—Established 1853.

A WELL-CONDUCTED magazine of religious literature, and the organ of the Established Church. Although but recently started, it already enjoys a respectable circulation amongst ministers and members of the Establishment. Contains fifty or sixty pages of literary and other advertisements stitched within the wrapper. Upper and middle class circulation—supposed to average about 1200. Published by Alexander C. Moodie, Edinburgh.

EDINBURGH CHRISTIAN MAGAZINE.—*First day of each month; price 3d, stamped 4d.*—Established 1848.

A MONTHLY periodical, devoted to religious, theological, and ecclesiastical matters. Supports the Established Church. Contains from six to twelve pages of advertisements. Upper and middle class circulation, principally amongst the adherents of the Church of Scotland. Circulation supposed to average about 3500; the average number of stamps consumed in 1853, for copies sent by post, was 322. Published by Paton & Ritchie, 3 South Hanover Street, Edinburgh.

EDINBURGH PHILOSOPHICAL JOURNAL.—*Quarterly; price 6s.*—Established 1825.

A MAGAZINE devoted to scientific research. Contains

several pages of advertisements. Read by the upper and middle classes, scientific men in particular. Circulation not known. Published by A. & C. Black, Edinburgh.

EDINBURGH MEDICAL JOURNAL.—*Quarterly; price 4s 6d.*

ONE of the journals of the medical profession in Scotland. Contains several pages of advertisements. Read by the profession. Circulation not known. Published by A. & C. Black, Edinburgh.

HARTHILL'S RAILWAY, COACH, AND STEAM-BOAT GUIDE.—*First day of each month; price 1d.*—Estab. 1844.

A CHEAP time-table, embracing every information as to the hours of departure of public conveyances in Scotland, with a table of fares between principal places. Contains a few pages of advertisements. Read by travellers of all ranks. Circulation not known. Published by John Harthill, 23 Waterloo Place, Edinburgh.

HOGG'S INSTRUCTOR.—*First day of each month; Price 1s.*

THIS admirably-conducted periodical was at one time published in weekly numbers, but has recently been transformed into a monthly journal. It aims at a high tone of morality; and, whether in biographical sketches or other instructive articles, no opportunity is omitted of furthering the interests of religion. Contains from 30 to 50 pages of advertisements. Read by the middle classes throughout Great Britain. Circulation not known—supposed to be from 5000 to 6000. Published by James Hogg, Edinburgh.

HOME AND FOREIGN MISSIONARY RECORD OF THE FREE CHURCH OF SCOTLAND.—*First day of each month; price 2d, stamped 3d.*—Established 1843.

A "RECORD" of the proceedings of the Free Church, reporting the state of the missionary enterprises, and containing authorised reports of the state of the funds and the month's subscriptions to the schemes of that body. A new feature has recently been added to this periodical by the introduction of articles upon religious and educational subjects, written evidently by clergymen. As most of its subscribers take the *Record* for its ecclesiastical news, such articles are viewed by some readers as rather out of place, although, when it is considered that a very large number of its readers have not the opportunity of perusing the regular magazines, to which these parties would have such articles confined, the judiciousness of the alteration appears in a

better light. Contains a few advertisements on the cover. Circulates extensively amongst members of the Free Church in Scotland, and indeed partially throughout the world. Circulation supposed to be about 21,000; the average number of stamps used during 1853 for copies posted was 3125. Published by James Nichol, 9 North Bank Street, Edinburgh.

JUVENILE MISSIONARY MAGAZINE OF THE UNITED PRESBYTERIAN CHURCH.—*First day of each month; price ½d, stamped 1½d.*—Established 1843.

A SMALL monthly religious periodical, containing missionary stories, letters, &c., in a style suited to children. Contains no advertisements. Read chiefly by children attending U. P. Sabbath schools. Circulation about 31,000; average number of stamps used for copies posted, 259. Published by William Oliphant & Sons, 7 South Bridge Street, Edinburgh.

JUVENILE MISSIONARY RECORD OF THE CHURCH OF SCOTLAND.—*First day of each month; price ½d, stamped 1½d.*—New Series, Established 1852.

A SMALL monthly periodical, intended for the children of parents belonging to the Established Church. Contains religious anecdotes, missionary news, &c. No advertisements excepting those of the publishers. Read by Sabbath school children and others. Circulation not known; average consumption of stamps for copies posted, 79. Published by Paton & Ritchie, South Hanover Street, Edinburgh.

MACPHAIL'S ECCLESIASTICAL JOURNAL AND LITERARY REVIEW.—*First day of each month; price 1s.*—Established 1846.

A MONTHLY magazine devoted to the interests of the Established Church of Scotland. It is conducted in a satisfactory manner, but some of the articles lack depth of thought and erudition, a want which may perhaps be excused in a newspaper, but certainly not in a review. Contains about 26 pages of advertisements. Read by ministers and adherents of the Established Church of Scotland; upper and middle class circulation—conjectured at 1700. Published by Myles MacPhail, 11 South St David Street, Edinburgh.

MISSIONARY RECORD OF THE CHURCH OF SCOTLAND.—*First day of each month; price 1d, stamped 2d.*

A MONTHLY periodical in connection with the Established Church, containing reports of the progress of missions in connection with the Establishment, church news, &c. Con-

tains a few advertisements. Read by adherents of the Established Church of all ranks. Circulation not known; average consumption of stamps for post, 2582. Published by Paton & Ritchie, 3 South Hanover Street, Edinburgh.

MONTHLY JOURNAL OF MEDICINE.—*First day of each month; price 2s.*—Established 1840.

ONE of the leading journals of the medical profession. Contains some advertisements. Read chiefly by the profession. Circulation not known. Published by Sutherland & Knox, Edinburgh.

NEWS OF THE CHURCHES, AND JOURNAL OF MISSIONS.—*On the 25th of each month; price 6d.*—Established 1854.

A RELIGIOUS and ecclesiastical newspaper, aiming at supplying, in the ecclesiastical and religious field, the place occupied by the ordinary newspaper in the department of social and political intelligence, and furnishing a monthly record of the movements of the Christian churches throughout the world. It professes to be conducted on the broad principle of evangelical Protestantism, free from all denominational bias or antipathies, and recognising no enemies but Romanism, infidelity, and heathenism. The Home, Foreign, and Missionary departments, consist more of facts than opinions, but breathe an excellent spirit throughout. It occasionally contains brief articles on subjects connected with the propagation of vital Christianity. It contains also short analytical notices of new religious publications. The two outer leaves are devoted to advertisements. Circulates amongst the more wealthy and zealous church-members throughout the country. Average circulation unknown. Published by Johnstone & Hunter, 104 High Street, Edinburgh.

NORTH BRITISH REVIEW.—*Quarterly; price 6s.*—Established 1817.

AN ably-conducted magazine of literature, science, biography, and politics. The articles display a power and depth of thought which place the *North British Review* in the first rank of periodical publications, whilst their solidity and value as literary productions give the volumes a permanent interest, and ensure them a place on the book-shelf or in the library. Some of the most talented men of the age are amongst the contributors to this review—the pen of Sir David Brewster has done much towards raising it to its present influential position with men of science. Contains 30 or 40 pages of advertisements stitched inside of the

wrapper. Read throughout Great Britain by the upper classes. Circulation not known. Published by W. P. Kennedy, Edinburgh.

NOTES TO TEACHERS.—*Quarterly; price 2d.*

CONTAINS no advertisements. Read by Sabbath school teachers and others. Circulation about 8000 quarterly. Published by Gall & Inglis, 38 North Bridge, Edinburgh.

RAILWAY BELL.—*First day of each month; price 1d.*—Established 1854.

A RAILWAY time-table, containing anecdotes and jokes, in addition to information as to the hours of arrival and departure of trains. Contains a few advertisements. Read by travellers and tourists. Circulation not known. Published by Hugh Paton, 10 Princes Street, Edinburgh.

SCOTTISH ECCLESIASTICAL JOURNAL.—*Third Thursday of each month; price 6d, stamped 7d.*—Established 1851, and united in 1853 with the *Scottish Magazine and Churchman's Review*.

THE organ of the Scottish Episcopal Church. A monthly periodical, containing theological articles, literary reviews, ecclesiastical intelligence, &c. A zealous advocate of the "Reformed Catholic Church," considering the Church of Rome as the "elder sister" of the church universal, and the Pope or Bishop of Rome as the visible head of Christ's Church, although, at the same time, opining that both Romanism and the Greek Church have introduced many heresies into the Christian religion, notwithstanding which these two churches are orthodox, inasmuch as they do not deny the Bible as forming part of their rule of faith. Defends Prelacy as the hereditary Church of Scotland, and appears to consider Presbyterianism inconsistent with catholicity. Reports the proceedings of the bishops and priests of "the church." Supplied gratuitously to the clergy and schoolmasters of this denomination. Contains a few advertisements. Read by Scottish Episcopalians—upper and middle class circulation; extent unknown: average consumption of stamps for post, 1150. Published by R. Grant & Son, 82 Princes Street, Edinburgh.

SCOTTISH EDUCATIONAL AND LITERARY JOURNAL.—*First day of each month; price 4d, stamped 5d.*—Established 1852.

A MONTHLY periodical, containing reviews of new publications, but chiefly devoted to educational matters. Advertisements occupy a portion of this journal. Circulates

amongst teachers and others interested in the progress of superior education. Circulation about 1300; average number of stamps used for copies posted, 366. Published by Sutherland & Knox, Edinburgh.

SCOTTISH GARDENER.—*First day of each month; price 5d, stamped 6d.*—Established 1852.

A MONTHLY horticultural journal, valuable alike to amateur and professional gardeners. Contains a few advertisements. Read by gardeners and country gentlemen throughout Scotland. Circulation unknown; average consumption of stamps for post, 732. Published by David Guthrie, *N. B. Agriculturist Office, 377 High Street, Edinburgh.*

SCOTTISH JURIST.—*Weekly.*—Established 1828.

A LEGAL publication, containing the decisions of the supreme courts in Edinburgh, reports of the appeal cases in the House of Lords, &c. The reports are generally considered accurate. Read by the legal profession throughout Scotland. Circulation not known; average consumption of stamps for copies posted, 135. Published by Michael Anderson, 7 Gaig Street, Edinburgh.

SCOTTISH PRESBYTERIAN MAGAZINE.—*First day of each month; price 4d.*

THE organ of the Reformed Presbyterians in Scotland. Conducted by several ministers of this denomination. Each number contains several able articles on religious topics, and furnishes a general review of the missionary enterprises and other proceedings of this branch of the Christian Church. Contains a few pages of advertisements. Circulates chiefly amongst Reformed Presbyterians in the west and south of Scotland, having been at one time published in Ayr. Circulation unknown. Published by Johnstone & Hunter, 104 High Street, Edinburgh.

SCOTTISH SABBATH SCHOOL TEACHERS' MAGAZINE.—*Quarterly; price 6d.*—Established 1844.

A QUARTERLY magazine, conducted by a Committee of the Edinburgh Sabbath School Teachers' Union. Contains original articles on Sabbath school teaching and kindred subjects, and notes on Bible lessons, evidently calculated greatly to facilitate the labours of Sabbath school teachers. Contains a few advertisements on the wrapper. Read by Sunday school teachers throughout Scotland. Circulation understood to be 1500. Published by Gall & Inglis, 38 North Bridge, Edinburgh.

TAIT'S MAGAZINE.—*First day of each month; price 1s.*—Established 1833.

A WELL-CONDUCTED monthly magazine of literature, science, and politics, enjoying a large and respectable circulation. Contains twelve or fourteen pages of advertisements. Read by the upper and middle classes. Circulation not known. Published by Sutherland & Knox, Edinburgh.

UNITED PRESBYTERIAN MAGAZINE.—*First day of each month; price 4d, or 5d when stamped.*—Established in 1847 under its present name, being formed by the amalgamation of the magazines of the United Secession and Relief Churches, which bodies were at that time united.

A RELIGIOUS publication, the organ of the United Presbyterians, and conducted in a manner befitting its position in this respect. Contains a few pages of advertisements. Read by all ranks belonging to the denomination it represents. Circulation understood to be 4000; average consumption of stamps for post, 175. Published by Wm. Oliphant & Sons, 7 South Bridge Street, Edinburgh.

UNITED PRESBYTERIAN MISSIONARY RECORD.—*First day of each month; price 1d, stamped 2d.*—Estab. 1845.

A RECORD of missionary enterprise at home and abroad in connection with the United Presbyterian Church. Its contents are for the most part the production of clergymen of that denomination, to each of whom (500 in number) a stamped copy is posted monthly. Contains a few advertisements on the cover. Read by members and adherents of the United Presbyterian Church throughout Scotland, also in the colonies to the extent of several hundred copies. Circulation believed to be upwards of 40,000; average number of stamps used for copies posted, 1194. Published by William Oliphant & Sons, 7 South Bridge Street, Edinburgh.

GLASGOW.

ABSTAINERS' JOURNAL.—*First day of each month; price 2d.*—Established 1853.

THE organ of the Scottish Temperance League, advocating total abstinence from intoxicating liquors. The articles are admirably written; and there is no doubt that the *Abstainers' Journal* has already done much in advancing the temperance cause. Contains twelve pages of advertisements. Read by teetotalers throughout Scotland. Circulation above 4000; average number of stamps used for copies

posted, 360. Published by John S. Marr, secretary to the Scottish Temperance League, 52 Queen Street, Glasgow.

BRITISH FRIEND.—*First day of each month; price 6d.*—Established 1843.

A WELL-CONDUCTED monthly periodical, the organ of the Society of Friends. Advocates the opinions of this body, the abolition of the existing connection between Church and State; the abolition of capital punishments, and of American slavery; the promotion of peace and good-will towards other nations, instead of what is called the war spirit; the propagation of vital practical religion, and the extension of Christ's kingdom. Contains a few advertisements. Read by Friends throughout the United Kingdom, especially in Glasgow, London, and the large towns of England. Circulation not known; the average number of stamps used for copies posted in 1853 was 1500. Published by William & Robert Smcal, Glasgow.

CLYDE BILL OF ENTRY AND SHIPPING LIST, INCLUDING GRANGEMOUTH.—*Tuesday, Thursday, and Saturday; price £1 11s 6d per annum.*

A CIRCULAR containing the imports, exports, and duties paid, copied from the Custom-house books; also, a list of vessels loading at Glasgow, Greenock, Port-Glasgow, and Grangemouth, and of arrivals and sailings at these ports. As certain newspapers also furnish this information, the Bill of Entry is subscribed for chiefly on account of the frequency of its publication. Contains no advertisements. Circulates amongst mercantile and shipping houses in Glasgow and Greenock. Circulation not known; supposed to be about 300. Published by James Harper, Custom-house, Glasgow.

CHRISTIAN JOURNAL OF THE UNITED PRESBYTERIAN CHURCH.—*First day of each month; price 4d, stamped 5d.*—Established 1850.

A MONTHLY publication, devoted to the interests of religion. The articles are usually well written. Contains about twelve pages of advertisements. Read by all ranks throughout Scotland, the circulation being chiefly amongst United Presbyterians. Circulation not known; average consumption of stamps for post, 26. Published by Robert Jackson, 5 St Enoch Square, Glasgow.

DAY-STAR.—*First day of each month; price 1d, stamped 2d.*

A MONTHLY religious periodical, devoted to the propagation of the doctrines of the "Evangelical Union." Contains

advertisements on the cover. Read by all classes of Morisonians throughout Great Britain. Circulation unknown; average consumption of stamps for post, 360. Published at the *Christian News Office*, 142 Trongate, Glasgow.

DEW-DROP.—*First day of each month; price ½d.*

A SMALL monthly religious periodical for children. Advocates the principles of the sect commonly called "Morisonians." The anecdotes are sometimes illustrated by wood-cuts. Contains occasionally one or two book advertisements on the cover. Read throughout Great Britain by children whose parents or teachers are Morisonians. Circulation not known. Published at the *Christian News Office*, 142 Trongate, Glasgow.

EVANGELICAL REPOSITORY.—*Quarterly; price 1s.*—Established 1854.

A QUARTERLY journal of theological literature. A youthful and (as yet) vigorous publication. Pays attention to the religious and social questions of the day. Advocates the opinions of the "Morisonians." Under the editorial superintendence of Mr Morison, the originator of the sect. Contains a few pages of advertisements. Read by all ranks. Circulation about 1500. Published by Lang, Adamson, & Co., 28 Queen Street, Glasgow.

FAMILY ILLUSTRATED TIMES, AND GLASGOW LOCAL ADVERTISER.—*Monthly; price 1½d.*—Established 1854.

A SMALL monthly periodical, containing usually part of an American tale, descriptive extracts, miscellanies, a little political news, and *piquant* local paragraphs. It is intended to be published *weekly* in 1855. Contains a few advertisements. Circulates amongst all ranks in the city of Glasgow. Circulation unknown. Published by James Frazer, 136 Queen Street, Glasgow.

FRIEND OF ISRAEL.—*First day of each month; price 1d., stamped 2d.*—Established 1853.

A MONTHLY periodical, containing information as to the progress of missions to the Jews. Contains some advertisements on the cover. Read by all classes. Circulation about 2000. Published by the Scottish Society for the Conversion of Israel, 44 George Square, Glasgow.

GLASGOW SABBATH SCHOOL UNION MAGAZINE.—*First day of each month; price 1d.*—Established 1849.

A SMALL monthly periodical, containing short religious articles, notices of religious books, Sunday school intelli-

gence, schemes of lessons, &c. Contains a few advertisements on the cover. Read by Sabbath school teachers, and others interested in the religious training of the young. Circulation understood to be 3000 monthly. Published by Glass & Duncan, 78 Argyll Street, Glasgow.

HENDERSON'S CONVEYANCE GUIDE.—*First day of each month; price 3d.*—Established 1854.

A NEW and improved time-table, containing the hours of starting and arrival of trains and steam-boats in Scotland and the North of England and Ireland, in a simple and comprehensive form. Contains a few advertisements on the cover. Read by tourists and others having occasion to travel. Circulation not known. Published by James Henderson, Waiting Rooms, Steam-boat Wharf, Glasgow; and 24 Princes Street, Edinburgh.

M'PHUN'S AUSTRALIAN NEWS, AND RECORD OF COMMERCIAL PROGRESS IN AUSTRALIA.—*First day of each month; Price 3d, stamped 4d.*—Established 1853.

A MONTHLY periodical containing a digest of Australian intelligence, and occasional articles written in a popular style upon subjects connected with emigration to Australia. Advertisements occupy about one-eighth of its space. Circulates throughout Scotland amongst intending emigrants and those who have friends in Australia. Circulation not known. The average number of stamps used in 1853 for copies posted was 249. Published by W. R. M'Phun, 84 Argyll Street, Glasgow.

MURRAY'S TIME-TABLES.—*First day of each month; price 3d, stamped 4d.*—Established 1843.

A STANDARD railway guide, containing the hours of departure and arrival of conveyances throughout Scotland. Contains several pages of advertisements of hotels, &c., stitched inside of the wrapper. Circulates generally amongst tourists, travellers, and others to whom such information is valuable. Circulation averages 6000 monthly; average number of stamps used for copies posted, 187. Published by Thos. Murray & Son, 8 Argyll Street, and 16 St Enoch Squarc, Glasgow.

PRACTICAL MECHANICS' JOURNAL.—*First day of each month; price 1s.*—Established 1848.

A WELL-CONDUCTED periodical, containing articles on engineering, notices of new inventions, list of patents, &c. Considered an authority on subjects connected with mechanics. Contains several pages of advertisements. Read

by mechanics, engineers, inventors, &c. Circulation stated at 6000; average consumption of stamps for copies posted, 160. Published by Wm. J. & H. Johnson, 166 Buchanan Street, Glasgow.

SCOTTISH REVIEW.—*Quarterly; price 1s.*—Established 1853. A QUARTERLY journal of social progress and general literature, specially devoted to the advocacy of temperance, education, and sanitary reform. It contains 96 pages 8vo, occupied with literary and scientific articles, in addition to 20 or 30 pages of advertisements. Circulates amongst all classes—the bulk of its readers probably belong to the middle ranks. Circulation upwards of 5000. Published by the Scottish Temperance League, 52 Queen Street, Glasgow.

WEST OF SCOTLAND MAGAZINE.—*First day of each month; price 4d.*—Established 1854.

A MONTHLY journal of literature and politics. In politics it is Liberal-Conservative, and its tone is national and patriotic. New publications are freely and ably criticised. Contains advertisements on the wrapper. Read by the upper and middle classes in the West of Scotland. Circulation unknown. Published by Thomas Murray & Son, 8 Argyll Street, Glasgow.

YOUNG MEN'S MAGAZINE.—*First day of each month; price 2d.*—Established 1854.

A NEW monthly periodical, devoted to literature and philosophy, and specially intended for young men. Most of the articles are of a semi-religious character, well-written, but sometimes rather lengthy. Contains a few advertisements on the cover. Circulates amongst young men throughout Scotland, but chiefly in Glasgow. Circulation not known. Published by Stark & Rome, Glassford Street, Glasgow.

BURNTISLAND.

GOSPEL MESSENGER.—*Middle of each month; price 3d stamped.*—Established 1853.

A MONTHLY magazine, containing sermons or articles on religious subjects, literary reviews, essays on religious and social questions, and the proceedings of clergymen in the different Episcopal dioceses in Scotland. Supports the Episcopal form of government, being the organ of the Scotch Episcopalians, and circulated almost exclusively amongst

adherents of that body. Contains a few advertisements on the wrapper. Circulation understood to average about 800. Conducted and published by the Rev. G. H. Forbes, 12 Craigholm Crescent, Burntisland.

GREENOCK.

GREENOCK STANDARD, AND PROTESTANT PROTECTORATE.

—*First day of each month; price 2d.*—Established 1854, but existed previously as the *Greenock Protestant*.

A "MONTHLY journal for the defence of Protestantism, the subversion of Popery, and the advocacy of personal, social, and political improvement." Contains occasional well-written polemical articles, and a large amount of information as to the workings of Romanism on the Continent, in the British colonies, in America, in Ireland, and in our own country. Advocates, also, evangelical religion and temperance. Advertisements occupy about one-twelfth of its space. Circulates amongst all classes in Greenock, Port-Glasgow, &c., and to some extent throughout Scotland. Circulation not known. Published by W. Campbell, 1 Bank Street, Greenock.

LEITH.

LEITH COMMERCIAL LIST.—*Tuesday and Friday; price*

£1 11s 6d per annum, exclusive of postage to parties out of Leith.

—Established 1813.

A BI-WEEKLY paper, containing the Leith imports and exports, shipping intelligence, and prices current. Occasionally contains one or two advertisements of a mercantile nature. Circulates amongst merchants in the town of Leith and in Edinburgh. Circulation not known—supposed to average about 200. Published by Reid & Son, Leith.

PAISLEY.

THE CENSOR.—*First day of each month; price 1½d*—Estab. 1854.

A LOCAL monthly periodical of literature and politics, with a title and motto decidedly more spirited than its contents. Liberal in political views. Was started with a view to en-

courage the young *literati* of Paisley to publish an occasional paper on subjects of interest. The political strictures are chiefly confined to what may be termed "village politics." Contains no advertisements. Read by the middle and working classes in Paisley. Circulation unknown. Published by J. & J. Reid, 18 High Street, Paisley.

ROTHESAY.

SPIRITUAL WATCHMAN.—*First day of each month; price 2d, stamped 3d.*—Established 1854.

A MONTHLY periodical, containing numerous original articles on religious and theological topics. Admits advertisements on the wrapper. Read by all classes. Circulation unknown. Published by John Wilson, bookseller, Rothesay.

STIRLING.

BRITISH MESSENGER.—*First day of each month; price 1½d, stamped 2½d.*—Established 1853, in connection with the "Stirling Tract Enterprise."

A MONTHLY periodical for the promotion of practical religion, temperance, &c. It is the unflinching and untiringly zealous opponent of the vices of our age—Sabbath-breaking, drunkenness, profane swearing, and similar sins. Its tone throughout is thoroughly catholic and unsectarian, and its contributors embrace members of almost every religious denomination. The larger portion of this broadsheet consists of original contributions, but such extracts as it does contain are judiciously chosen. Contains no advertisements except those of the publisher. Circulates amongst all ranks in Scotland, and partially in the north of England. Circulation understood to be about 37,000. Published by Peter Drummond, High Street, Stirling.

ENGLISH NEWSPAPERS.

NEWSPAPERS marked *a*, print part or all of their impression on unstamped paper. Any figures opposite such publications represent only the number of copies stamped for transmission by post.

Newspapers marked *b*, were not a year in existence at the date of the Government Stamp Returns.

Newspapers marked *c*, are published only during the summer months.

| Name and Place of Publication. | Circ. | Polit. | Est. | DaysPub. |
|---|----------------|---------|------|----------|
| LONDON (<i>Middlesex</i>). | | | | |
| Daily Commercial Gazette <i>b</i> | <i>a</i> — | Neut. | 1853 | Dy. Mor. |
| Daily News | 3723 | Lib. | 1846 | Dy. Mor. |
| Morning Advertiser | 7326 | Lib. | 1794 | Dy. Mor. |
| Morning Chronicle | 1996 | Cons. | 1770 | Dy. Mor. |
| Morning Herald..... | 4037 | Cons. | 1781 | Dy. Mor. |
| Morning Post..... | 2649 | Cons. | 1772 | Dy. Mor. |
| Public Ledger | <i>a</i> 432 | Neut. | 1759 | Dy. Mor. |
| Times | 44,440 | L. Ind. | 1788 | Dy. Mor. |
| Express | 2096 | Lib. | 1846 | Dy. Evn. |
| Globe | 2029 | Lib. | 1803 | Dy. Evn. |
| Lloyd's List | <i>a</i> 151 | Neut. | 1726 | Dy. Evn. |
| Shipping Advertiser | <i>a</i> — | Neut. | 1845 | Dy. Evn. |
| Shipping and Mercantile Gazette.. | 1745 | Cons. | 1836 | Dy. Evn. |
| Standard..... | 1355 | Cons. | 1827 | Dy. Evn. |
| Sun | 2147 | Lib. | 1792 | Dy. Evn. |
| Association Medical Journal | <i>a</i> 2287 | Neut. | 1853 | Friday. |
| Athenæum | <i>a</i> 2827 | Neut. | 1828 | Satur. |
| Atlas | 1472 | Lib. | 1826 | Satur. |
| Australian Gazette | 1419 | Neut. | 1850 | Satur. |
| Bankers' Circular | 229 | Inde. | 1828 | Satur. |
| Bell's Weekly Messenger..... | 11,962 | Cons. | 1796 | Satur. |
| Bell's Life in London | 26,154 | Lib. | 1820 | Satur. |
| Bell's New Weekly Messenger... | 270 | Lib. | 1828 | Sunday. |
| Bent's Literary Advertiser..... | <i>a</i> 1,167 | Neut. | 1802 | Monthly |
| Britannia | 2029 | Cons. | 1839 | Satur. |
| British Army Dispatch | 471 | Neut. | 1848 | Friday. |
| British Banner | 3889 | Lib. | 1848 | Wednes. |
| Builder | <i>a</i> 1492 | Neut. | 1843 | Satur. |
| Catholic Standard | 1339 | Ro. Ca. | 1849 | Satur. |

| Name and Place of Publication. | Circ. | Polit. | Est. | DaysPub. |
|------------------------------------|--------|---------|------|-----------|
| Chemical Gazette | a 46 | Neut. | 1842 | Fortly. |
| Christian Times..... | 1338 | Lib. | 1848 | Satur. |
| Church and State Gazette | 577 | Cons. | 1842 | Friday. |
| Civil Service Gazette | 1140 | Neut. | 1853 | Satur. |
| County Chronicle | 1356 | Lib. | 1792 | Tuesday. |
| County Herald | 452 | Neut. | 1792 | Satur. |
| Courier <i>b</i> | — | Inde. | 1854 | Thurs. |
| Courrier de l'Europe (French)... | 1539 | Inde. | 1840 | Satur. |
| Court Journal | 526 | Neut. | 1829 | Satur. |
| Critic | a 5628 | Neut. | 1843 | Fortly. |
| Diogenes... .. | a 279 | Lib. | 1853 | Satur. |
| Economist | 4106 | Whig. | 1843 | Satur. |
| Empire <i>b</i> | — | L. Ind. | 1853 | Satur. |
| English Churchman | 1337 | Cons. | 1843 | Thurs. |
| Era | 5336 | Cons. | 1837 | Satur. |
| Evening Journal | 424 | Cons. | 1851 | M.W.&F |
| Evening Mail..... | 4808 | L. Ind. | 1789 | M.W.&F |
| Examiner | 4645 | Whig. | 1808 | Satur. |
| Expositor | a 217 | Neut. | 1850 | Satur. |
| Field | 4409 | Neut. | 1853 | Satur. |
| Gardeners' Chronicle | 6270 | Neut. | 1841 | Satur. |
| Gardeners' and Farmers' Journal.. | 491 | Neut. | 1845 | Satur. |
| Guardian..... | 3847 | Cons. | 1846 | Wednes. |
| Hebrew Observer <i>b</i> | a — | Cons. | 1853 | Friday. |
| Herapath's Railway Journal | 1581 | Neut. | 1835 | Satur. |
| Illustrated London News | 79,166 | L. Ind. | 1842 | Satur. |
| Inquirer | 770 | Lib. | 1842 | Satur. |
| Jewish Chronicle | a 240 | Neut. | 1845 | Friday. |
| John Bull | 1827 | Cons. | 1820 | Satur. |
| Journal of Auctions <i>b</i> | a — | Neut. | 1853 | Fortly. |
| Journal of Commerce | 529 | Neut. | 1839 | Satur. |
| Jurist | 1601 | Neut. | 1837 | Satur. |
| Justice of the Peace | 1785 | Neut. | 1837 | Satur. |
| Labour List <i>b</i> | a — | Neut. | 1854 | Tue & Fri |
| Lady's Newspaper..... | 3418 | Neut. | 1847 | Satur. |
| Lancet..... | a 1577 | Neut. | 1823 | Satur. |
| Law Times..... | a 3206 | Neut. | 1843 | Satur. |
| Leader..... | 2322 | Lib. | 1850 | Satur. |
| Legal Observer | a 135 | Neut. | 1830 | Satur. |
| Literary Gazette | a 499 | Neut. | 1817 | Satur. |
| Lloyd's Weekly London Newspap. | 89,386 | Rad. | 1842 | Sunday. |
| London Commercial Record | 794 | Neut. | 1844 | Friday. |
| London Gazette (by Authority)... | 2164 | Neut. | 1665 | Tu. & Fr. |
| Magnet | 4905 | Cons. | 1837 | Monday. |
| Mark Lane Express | 4731 | Cons. | 1832 | Monday. |
| Medical Circular | a 2049 | Neut. | 1852 | Wednes. |
| Medical Times and Gazette..... | a 1251 | Neut. | 1850 | Satur. |

| Name and Place of Publication. | Circ. | Polit. | Est. | DaysPub. |
|--|---------------|--------|------|-----------|
| Mercantile Journal | 299 | Neut. | 1830 | Tuesday. |
| Merchants' Magazine <i>b</i> | — | Neut. | 1853 | Satur. |
| Mining Journal | 3847 | Neut. | 1835 | Satur. |
| Musical Times | <i>a</i> 646 | Neut. | 1844 | Fortly. |
| Musical Transcript <i>b</i> | <i>a</i> — | Neut. | 1853 | Satur. |
| Musical World | <i>a</i> 269 | Neut. | 1825 | Satur. |
| Naval and Military Gazette..... | 1246 | Neut. | 1833 | Satur. |
| News of the World | 66,631 | Rad. | 1843 | Satur. |
| Nonconformist | 3212 | Lib. | 1841 | Wednes. |
| Notes and Queries..... | <i>a</i> 366 | Neut. | 1849 | Satur. |
| Observer..... | 6385 | Lib. | 1792 | Sunday. |
| Patriot..... | 1270 | Lib. | 1832 | Mo.&Th. |
| Pawnbrokers' Gazette | 735 | Neut. | 1839 | Monday. |
| Press <i>b</i> | — | Cons. | 1853 | Satur. |
| Publishers' Circular | <i>a</i> 2730 | Neut. | 1837 | Fortly. |
| Punch | <i>a</i> 7568 | Lib. | 1841 | Satur. |
| Racing Calendar | <i>a</i> — | Neut. | 1773 | Irregular |
| Racing Times..... | <i>a</i> 1120 | Neut. | 1851 | Tuesday. |
| Railway Gazette | 87 | Neut. | 1845 | Satur. |
| Railway Record..... | 375 | Neut. | 1844 | Satur. |
| Railway Times | 1699 | Neut. | 1837 | Satur. |
| Record | 3640 | Cons. | 1828 | Mo.&Th. |
| Reynold's Weekly Newspaper..... | 28,880 | Rad. | 1850 | Sunday. |
| Spectator | 2818 | Lib. | 1828 | Satur. |
| St James' Evening Chronicle..... | 2750 | Cons. | 1761 | Tu.T.&S. |
| Sunday Times | 8154 | Lib. | 1822 | Sunday. |
| United Service Gazette..... | 1781 | Neut. | 1833 | Satur. |
| Watchman..... | 3274 | Cons. | 1835 | Wednes. |
| Weekly Dispatch | 34,059 | Rad. | 1801 | Sunday. |
| Weekly News and Chronicle..... | 1269 | Lib. | 1836 | Satur. |
| Weekly Reporter (Legal) <i>b</i> | <i>a</i> — | Neut. | 1853 | Satur. |
| Weekly Times | 6943 | Lib. | 1847 | Satur. |
| Wesleyan Times | 3539 | Lib. | 1849 | Monday. |
| AYLESBURY (<i>Buckinghamshire</i>). | | | | |
| Bucks Advertiser | 804 | Lib. | 1836 | Satur. |
| Bucks Chronicle and Gazette..... | 462 | Lib. | 1848 | Satur. |
| Bucks Herald..... | 404 | Cons. | 1832 | Satur. |
| BANBURY (<i>Oxfordshire</i>). | | | | |
| Banbury Guardian | 799 | Neut. | 1843 | Thurs. |
| BARNSTAPLE (<i>Devonshire</i>). | | | | |
| North Devon Journal..... | 1058 | Lib. | 1824 | Thurs. |
| BATH (<i>Somersetshire</i>). | | | | |
| Bath Chronicle | 1375 | Cons. | 1757 | Thurs. |

| Name and Place of Publication. | Circ. | Polit. | Est. | DaysPub. |
|--|-------|--------|------|----------|
| Bath and Cheltenham Gazette..... | 826 | Cons. | 1812 | Wednes. |
| Bath Herald | 500 | Cons. | 1792 | Satur. |
| Bath Journal (Keene's) | 1097 | Lib. | 1742 | Satur. |
| BEDFORD (<i>Bedfordshire</i>). | | | | |
| Bedford Mercury | 289 | Lib. | 1837 | Satur. |
| Bedford Times | 539 | Neut. | 1845 | Satur. |
| BIRKENHEAD (<i>Cheshire</i>). | | | | |
| Birkenhead Advertiser <i>b</i> | — | Lib. | 1853 | Satur. |
| BIRMINGHAM (<i>Warwickshire</i>). | | | | |
| Birmingham Gazette (Aris's) | 2318 | Neut. | 1741 | Monday. |
| Birmingham Journal | 9981 | Lib. | 1825 | Satur. |
| Birmingham Mercury | 4452 | Lib. | 1848 | Satur. |
| Midland Counties Herald (Gratis).. | 5770 | Neut. | 1836 | Thurs. |
| BLACKBURN (<i>Lancashire</i>). | | | | |
| Blackburn Standard..... | 558 | Cons. | 1830 | Wednes. |
| BOLTON (<i>Lancashire</i>). | | | | |
| Bolton Chronicle | 1618 | Cons. | 1824 | Satur. |
| Bolton Mercury <i>b</i> | — | Lib. | 1853 | Satur. |
| BOSTON (<i>Lincolnshire</i>). | | | | |
| Boston Guardian <i>b</i> | — | Inde. | 1854 | Wednes. |
| Boston and Lincoln Herald..... | 439 | Cons. | 1820 | Tuesday. |
| BRADFORD (<i>Yorkshire</i>). | | | | |
| Bradford Observer | 1260 | Lib. | 1834 | Thurs. |
| BRIGHTON (<i>Sussex</i>). | | | | |
| Brighton Examiner <i>b</i> | — | Lib. | 1853 | Tuesday. |
| Brighton Gazette | 1386 | Cons. | 1821 | Thurs. |
| Brighton Guardian | 1193 | Lib. | 1827 | Wednes. |
| Brighton Herald | 1174 | Lib. | 1806 | Satur. |
| BRIDGEWATER (<i>Somersetshire</i>). | | | | |
| Bridgewater Times | 313 | Neut. | 1846 | Thurs. |
| BRISTOL (<i>Gloucestershire</i>). | | | | |
| Bristol Gazette | 577 | Lib. | 1767 | Thurs. |
| Bristol Mercury..... | 5577 | Lib. | 1790 | Satur. |
| Bristol Mirror | 3078 | Cons. | 1773 | Satur. |
| Bristol Times and Journal | 2424 | Cons. | 1839 | Satur. |
| BURY ST EDMUNDS (<i>Suffolk</i>). | | | | |
| Bury and Norwich Post | 1991 | Lib. | 1782 | Tu. Evn. |

| Name and Place of Publication. | Circ. | Polit. | Est. | DaysPub. |
|---|-------|--------|------|----------|
| BUXTON (<i>Derbyshire</i>). | | | | |
| Buxton Herald | 216 | Neut. | 1842 | c Satur. |
| CAMBRIDGE (<i>Cambridgeshire</i>). | | | | |
| Cambridge Chronicle | 2356 | Cons. | 1748 | Satur. |
| Cambridge Independent Press..... | 1808 | Lib. | 1807 | Satur. |
| CANTERBURY (<i>Kent</i>). | | | | |
| Canterbury Weekly Journal | 164 | Cons. | 1836 | Satur. |
| Kent Herald | 885 | Lib. | 1801 | Thurs. |
| Kentish Gazette..... | 1053 | Cons. | 1768 | Tuesday. |
| Kentish Observer | 299 | Cons. | 1832 | Thurs. |
| CARLISLE (<i>Cumberland</i>). | | | | |
| Carlisle Journal..... | 3443 | Lib. | 1798 | Friday. |
| Carlisle Patriot | 1625 | Cons. | 1815 | Friday |
| CHELMSFORD (<i>Essex</i>). | | | | |
| Chelmsford Chronicle | 2097 | Neut. | 1730 | Friday. |
| Essex Herald..... | 1491 | Neut. | 1800 | Tuesday. |
| CHELTENHAM (<i>Gloucestershire</i>). | | | | |
| Cheltenham Chronicle..... | 424 | Cons. | 1809 | Thurs. |
| Cheltenham Examiner..... | 972 | Lib. | 1839 | Wednes. |
| Cheltenham Free Press..... | 654 | Lib. | 1834 | Satur. |
| Cheltenham Looker-on | 497 | Cons. | 1833 | Satur. |
| Cheltenham Journal..... | 577 | Cons. | 1824 | Satur. |
| CHESTER (<i>Cheshire</i>). | | | | |
| Chester Chronicle | 1654 | Lib. | 1773 | Satur. |
| Chester Courant | 1270 | Cons. | 1730 | Wednes. |
| CHESTERFIELD (<i>Derbyshire</i>). | | | | |
| Derbyshire Courier | 943 | Cons. | 1828 | Satur. |
| Derbyshire Times b | — | Lib. | 1854 | Satur. |
| CIRENCESTER (<i>Gloucestershire</i>). | | | | |
| Wilts and Glo'ster Standard, and Cirencester and Swindon Express | 920 | Neut. | 1837 | Satur. |
| CLIFTON (<i>Gloucestershire</i>). | | | | |
| Clifton Chronicle | 404 | Neut. | 1850 | Wednes. |
| COLCHESTER (<i>Essex</i>). | | | | |
| Essex Gazette | 933 | Cons. | 1852 | Friday. |
| Essex Standard | 647 | Cons. | 1831 | Wed&Fri |

| Name and Place of Publication. | Circ. | Polit. | Est. | DaysPub. |
|---|-------|--------|------|-----------|
| COVENTRY (<i>Warwickshire</i>). | | | | |
| Coventry Herald | 1068 | Lib. | 1808 | Friday. |
| Coventry Standard | 760 | Cons. | 1836 | Friday. |
| CROYDON (<i>Surrey</i>). | | | | |
| Snrrey News | — | Lib. | 1844 | Tuesday. |
| DARLINGTON (<i>Durham</i>). | | | | |
| Darlington and Stockton Times... | 520 | Lib. | 1847 | Satur. |
| DERBY (<i>Derbyshire</i>). | | | | |
| Derbyshire Advertiser | 866 | Cons. | 1846 | Friday. |
| Derby Mercury | 1462 | Cons. | 1732 | Wednes. |
| Derby Reporter..... | 2250 | Lib. | 1821 | Friday. |
| DEVIZES (<i>Wiltshire</i>). | | | | |
| Devizes and Wilts Gazette | 1058 | Cons. | 1816 | Thurs. |
| Wiltshire Independent | 523 | Lib. | 1836 | Thurs. |
| DEVONPORT (<i>Devonshire</i>). | | | | |
| Devonport Independent | 510 | Lib. | 1833 | Satur. |
| Devonport & Plymouth Telegraph | 385 | Lib. | 1808 | Satur. |
| Western Courier | 731 | Cons. | 1852 | Wednes. |
| DONCASTER (<i>Yorkshire</i>). | | | | |
| Doncaster Chronicle..... | 1087 | Cons. | 1836 | Friday. |
| Doncaster Gazette | 2347 | Lib. | 1794 | Friday. |
| DORCHESTER (<i>Dorsetshire</i>). | | | | |
| Dorset County Chronicle..... | 1039 | Cons. | 1821 | Thurs. |
| DOVER (<i>Kent</i>). | | | | |
| Dover Chronicle | 539 | Lib. | 1837 | Satur. |
| Dover Telegraph | 606 | Cons. | 1833 | Satur. |
| DURHAM (<i>Durham</i>). | | | | |
| Dnrham Advertiser | 814 | Cons. | 1814 | Friday. |
| Durham Chronicle | 1087 | Lib. | 1820 | Friday. |
| EXETER (<i>Devonshire</i> .) | | | | |
| Exeter Flying Post (Trewman's).. | 2116 | Cons. | 1763 | Thurs. |
| Exeter and Plymouth Gazette | 2259 | Cons. | 1790 | Satur. |
| Western Luminary | 404 | Cons. | 1813 | Tuesday. |
| Western Times | 3286 | Lib. | 1828 | Friday. |
| FLEETWOOD (<i>Lancashire</i>). | | | | |
| Fleetwood Chronicle..... | 327 | Neut. | 1843 | c Friday. |

| Name and Place of Publication. | Circ. | Polit. | Est. | DaysPub. |
|---|-------|--------|------|-----------------|
| GATESHEAD (<i>Durham</i>). | | | | |
| Gateshead Observer | 1500 | Lib. | 1837 | Satur. |
| GLOUCESTER (<i>Gloucestershire</i>). | | | | |
| Gloucestershire Chronicle | 1087 | Cons. | 1833 | Satur. |
| Gloucester Journal | 2433 | Lib. | 1722 | Satur. |
| GREENWICH (<i>Kent</i>). | | | | |
| Greenwich Observer <i>b</i> | — | Neut. | 1853 | Satur. |
| Kentish Mercury | 773 | Neut. | 1832 | Satur. |
| West Kent Guardian | 98 | Cons. | 1834 | Satur. |
| GUILDFORD (<i>Surrey</i>). | | | | |
| Surrey Mercury..... | — | Cons. | 1845 | Satur. |
| HALIFAX (<i>Yorkshire</i>). | | | | |
| Halifax Courier..... | 1443 | Lib. | 1853 | Satur. |
| Halifax Guardian..... | 2212 | Cons. | 1832 | Satur. |
| HARROGATE (<i>Yorkshire</i>). | | | | |
| Harrogate Advertiser | 827 | Neut. | 1836 | <i>c</i> Satur. |
| Harrogate Herald..... | 327 | Cons. | 1847 | <i>c</i> Wed. |
| HASTINGS (<i>Sussex</i>). | | | | |
| Hastings Fashionable Express <i>b</i> ... | — | Cons. | 1853 | Satur. |
| Hastings and St Leonards News... | 654 | Neut. | 1848 | Friday. |
| HEREFORD (<i>Herefordshire</i>). | | | | |
| Herefordshire Journal | 962 | Cons. | 1739 | Wednes. |
| Hereford Times..... | 4385 | Lib. | 1832 | Satur. |
| HERTFORD (<i>Hertfordshire</i>). | | | | |
| Herts County Press | 231 | Neut. | 1830 | Tuesday. |
| Herts Guardian | 251 | Cons. | 1852 | Tu. & Sat. |
| Hertford Mercury | — | Lib. | 1834 | Satur. |
| Herts Reformer | 404 | Lib. | 1851 | Satur. |
| HUDDERSFIELD (<i>Yorkshire</i>). | | | | |
| Huddersfield Chronicle | 962 | Lib. | 1850 | Satur. |
| Huddersfield Examiner | 1280 | Lib. | 1851 | Satur. |
| HULL (<i>Yorkshire</i>). | | | | |
| Eastern Counties Herald | 1331 | Lib. | 1838 | Thurs. |
| Hull Advertiser and Gazette | 1847 | Lib. | 1794 | Friday. |
| Hull News | 3289 | Lib. | 1852 | Satur. |
| Hull Packet..... | 1539 | Cons. | 1787 | Friday. |
| IPSWICH (<i>Suffolk</i>). | | | | |
| Ipswich Express | 847 | Lib. | 1839 | Tuesday. |

| Name and Place of Publication. | Circ. | Polit. | Est. | DaysPub. |
|--|--------|--------|-------|------------|
| Ipswich Journal | 2154 | Cons. | 17. 9 | Satur. |
| Suffolk Chronicle | 1827 | Lib. | 1810 | Satur. |
| KENDAL (<i>Westmoreland</i>). | | | | |
| Kendal Mercury | 943 | Lib. | 1811 | Satur. |
| Westmoreland Gazette..... | 1000 | Cons. | 1818 | Satur. |
| LANCASTER (<i>Lancashire</i>). | | | | |
| Lancaster Gazette..... | 683 | Cons. | 1801 | Satur. |
| Lancaster Guardian..... | 847 | Lib. | 1837 | Satur. |
| LEAMINGTON (<i>Warwickshire</i>). | | | | |
| Leamington Spa Courier..... | 1039 | Cons. | 1828 | Satur. |
| LEEDS (<i>Yorkshire</i>). | | | | |
| Leeds Intelligencer | 3463 | Cons. | 1754 | Satur. |
| Leeds Mercury | 11,039 | Lib. | 1767 | Satur. |
| Leeds Times | 6804 | Lib. | 1833 | Satur. |
| LEICESTER (<i>Leicestershire</i>). | | | | |
| Leicester Advertiser (Payne's)... | 1433 | Neut. | 1842 | Satur. |
| Leicester Chronicle | 520 | Lib. | 1810 | Satur. |
| Leicester Journal | 1279 | Cons. | 1751 | Friday. |
| Leicestershire Mercury..... | 1395 | Lib. | 1836 | Satur. |
| LEWES (<i>Sussex</i>). | | | | |
| Sussex Advertiser..... | 1135 | Lib. | 1745 | Tuesday. |
| Sussex Agricultural Express | 4241 | Cons. | 1837 | Satur. |
| LINCOLN (<i>Lincolnshire</i>). | | | | |
| Lincolnshire Times | 347 | Lib. | 1847 | Tuesday. |
| LIVERPOOL (<i>Lancashire</i>). | | | | |
| Liverpool Albion | 3789 | Lib. | 1825 | Monday. |
| Liverpool Chronicle & Eur. Times | 3154 | Lib. | 1826 | Satur. |
| Liverpool Courier..... | 2712 | Cons. | 1808 | Wednes. |
| Gore's General Advertiser | 1154 | Neut. | 1765 | Thurs. |
| Liverpool Journal..... | 4558 | Lib. | 1830 | Satur. |
| Liverpool Mail | 3060 | Cons. | 1836 | Satur. |
| Mercantile Gazette (Myers') | 779 | Neut. | 1817 | Monday. |
| Liverpool Mercury | 6049 | Lib. | 1811 | Tu. & Fri. |
| Northern Daily Times <i>b</i> | — | Neut. | 1853 | Daily. |
| Liverpool Standard | 1587 | Cons. | 1826 | Tuesday. |
| Liverpool Telegraph (Shipping)... ^a | 26 | Neut. | 1826 | Daily. |
| Liverpool Times | 1789 | Lib. | 1756 | Thurs. |
| Yr Amserau (Welsh—'The Times') | 2072 | Lib. | 1843 | Wednes. |
| LYNN (<i>Norfolk</i>). | | | | |
| Lynn Advertiser | 1058 | Cons. | 1842 | Satnr. |

| Name and Place of Publication. | Circ. | Polit. | Est. | DaysPub. |
|---|-------|--------|------|----------|
| MACCLESFIELD (<i>Cheshire</i>). Macclesfield Courier and Herald .. | 1327 | Cons. | 1811 | Satur. |
| MAIDSTONE (<i>Kent</i>). Maidstone Journal | 1231 | Cons. | 1786 | Satur. |
| South-Eastern Gazette..... | 2770 | Lib. | 1815 | Tuesday. |
| MANCHESTER (<i>Lancashire</i>). Manchester Courier | 5058 | Cons. | 1825 | Satur. |
| Manchester Examiner and Times | 4699 | Lib. | 1846 | Wed&Sa |
| Manchester Express <i>b</i> | — | Inde. | 1854 | Daily. |
| Manchester Guardian | 9517 | Lib. | 1821 | Wed&Sa |
| Manchester Weekly Advertiser <i>b</i> | — | Inde. | 1853 | Satur. |
| Manchester Weekly News <i>b</i> | — | Lib. | 1853 | Satur. |
| MONMOUTH (<i>Monmouthshire</i>). Monmouthshire Beacon | 654 | Cons. | 1837 | Satur. |
| NEWCASTLE (<i>Northumberland</i>). Newcastle Chronicle..... | 2759 | Lib. | 1764 | Friday. |
| Newcastle Courant | 4974 | Neut. | 1711 | Friday. |
| Newcastle Guardian..... | 2991 | Lib. | 1846 | Satur. |
| Newcastle Journal | 2443 | Cons. | 1832 | Satur. |
| NEWPORT (<i>Monmouthshire</i>). Monmouthshire Merlin | 1885 | Lib. | 1829 | Satur. |
| Star of Gwent | — | Lib. | 1852 | Friday. |
| NEWTON ABBOT (<i>Devonshire</i>). South Devon Advertiser <i>b</i> | — | Inde. | 1854 | Wednes. |
| NORTHAMPTON (<i>Northamptonshire</i>). Northampton Herald | 1750 | Cons. | 1831 | Satur. |
| Northampton Mercury..... | 1539 | Lib. | 1720 | Satur. |
| NORWICH (<i>Norfolk</i>). Norfolk Chronicle..... | 3039 | Cons. | 1761 | Satur. |
| Norwich Mercury | 2105 | Lib. | 1720 | Tu.&Sat. |
| Norfolk News | 2933 | Lib. | 1845 | Satur. |
| NOTTINGHAM (<i>Nottinghamshire</i>). Midland Sporting Chronicle | 520 | Neut. | 1852 | Friday. |
| Nottinghamshire Guardian | 1616 | Cons. | 1846 | Friday. |
| Nottingham Journal..... | 2750 | Cons. | 1716 | Thrs Evn |
| Nottingham Review | 1866 | Lib. | 1808 | Friday. |
| OXFORD (<i>Oxfordshire</i>). Oxford Chronicle | 2039 | Lib. | 1837 | Satur. |

| Name and Place of Publication. | Circ. | Polit. | Est. | DaysPub. |
|--|-------|---------|-------------------|----------|
| Oxford University Herald | 597 | Cons. | 1800 | Satur. |
| Oxford Journal | 2212 | Cons. | 1753 | Satur. |
| PENZANCE (<i>Cornwall</i>). | | | | |
| Cornish Telegraph | 350 | Lib. | 1851 | Wednes. |
| Penzance Gazette | 158 | Neut. | 1839 | Wednes. |
| PLYMOUTH (<i>Devonshire</i>). | | | | |
| Plymouth Herald | 1077 | L. Ind. | 1820 | Satur. |
| Plymouth and Devonport Journal | 1741 | Lib. | 1820 | Thurs. |
| Plymouth Mail | 2808 | Cons. | 1852 | Tuesday. |
| Plymouth Times | 327 | Cons. | 1832 | Satur. |
| PORTSEA (<i>Hampshire</i>). | | | | |
| Port of Portsmouth Guardian..... | 481 | Lib. | 1846 | Wednes. |
| Portsmouth Times and Naval Gaz. | 799 | Lib. | 1850 | Satur. |
| PORTSMOUTH (<i>Hampshire</i>). | | | | |
| Hampshire Telegraph | 3053 | Lib. | 1799 | Satur. |
| POOLE (<i>Dorsetshire</i>). | | | | |
| Poole and South-Western Herald. | 452 | Lib. | 1850 | Thurs. |
| PRESTON (<i>Lancashire</i>). | | | | |
| Preston Chronicle | 1885 | Lib. | 1812 | Satur. |
| Preston Guardian | 6212 | Lib. | 1844 | Satur. |
| Preston Pilot..... | 933 | Cons. | 1825 | Satur. |
| READING (<i>Berkshire</i>). | | | | |
| Berkshire Chronicle | 866 | Cons. | 1823 | Satur. |
| Reading Mercury | 3760 | Lib. | 1723 | Satur. |
| ROCHDALE (<i>Lancashire</i>). | | | | |
| Rochdale Sentinel <i>b</i> | — | Lib. | 1853 | Satur. |
| ROCHESTER (<i>Kent</i>). | | | | |
| Rochester Gazette..... | 116 | Lib. | 1821 | Tuesday. |
| RUGBY (<i>Warwickshire</i>). | | | | |
| Rugby Advertiser | 504 | Neut. | 1846 | Satur. |
| SALISBURY (<i>Wiltshire</i>). | | | | |
| Salisbury and Winchester Journal | 2500 | Neut. | 1720 | Satur. |
| Wiltshire County Mirror | 1039 | Cons. | 1852 | Tuesday. |
| SCARBOROUGH (<i>Yorkshire</i>). | | | | |
| Scarborough Gazette | 1529 | Neut. | 1845 ^c | Thurs. |
| Scarborough Herald | — | Neut. | 1835 ^c | Thurs. |

| Name and Place of Publication. | Circ. | Polit. | Est. | Days Pub. |
|---|--------|--------|------|-----------|
| SHEFFIELD (<i>Yorkshire</i>). | | | | |
| Sheffield Examiner <i>b</i> | — | Lib. | 1854 | Satur. |
| Sheffield Free Press | 2134 | Rad. | 1851 | Satur. |
| Sheffield Independent | 5433 | Lib. | 1819 | Satur. |
| Sheffield Times | 3606 | Lib. | 1846 | Satur. |
| SHERBORNE (<i>Dorsetshire</i>). | | | | |
| Sherborne Journal | 1404 | Lib. | 1764 | Thurs. |
| SHIELDS (<i>Northumberland</i>). | | | | |
| North and South Shields Gazette.. | 1077 | Lib. | 1849 | Friday. |
| SHREWSBURY (<i>Shropshire</i>). | | | | |
| Eddowe's Journal..... | 1924 | Cons. | 1843 | Wednes. |
| Shrewsbury Chronicle | 2105 | Lib. | 1722 | Friday. |
| Shropshire Conservative | 430 | Cons. | 1840 | Satur. |
| SOUTHAMPTON (<i>Hampshire</i>). | | | | |
| Hampshire Advertiser | 2770 | Cons. | 1823 | Satur. |
| Hampshire Independent | 1560 | Lib. | 1834 | Satur. |
| SOUTHPORT (<i>Lancashire</i>). | | | | |
| Southport Free Press <i>b</i> | — | Neut. | 1853 | Thurs. |
| Southport Visitor | 470 | Neut. | 1844 | Friday. |
| SPALDING (<i>Lincolnshire</i>). | | | | |
| Spalding Free Press | 289 | Rad. | 1847 | Tuesday. |
| ST HELEN'S (<i>Lancashire</i>). | | | | |
| St Helen's Advertiser <i>b</i> | — | Neut. | 1854 | Satur. |
| STAFFORD (<i>Staffordshire</i>). | | | | |
| Staffordshire Advertiser | 7385 | Inde. | 1795 | Satur. |
| STAMFORD (<i>Lincolnshire</i>). | | | | |
| Lincolnshire Chronicle..... | 1488 | Cons. | 1833 | Friday. |
| Stamford Mercury..... | 10,997 | Lib. | 1695 | Friday. |
| STOCKPORT (<i>Cheshire</i>). | | | | |
| Stockport Advertiser | 539 | Cons. | 1822 | Friday. |
| STOKE-UPON-TRENT (<i>Staffordshire</i>). | | | | |
| Staffordshire Potteries Telegraph | 565 | Lib. | 1852 | Satur. |
| STROUD (<i>Gloucestershire</i>). | | | | |
| Stroud Free Press..... | 549 | Rad. | 1850 | Friday. |

| Name and Place of Publication. | Circ. | Polit. | Est. | DaysPub. |
|---|-------|--------|------|----------|
| SUNDERLAND (<i>Durham</i>). | | | | |
| Sunderland Examiner | 233 | Lib. | 1852 | Friday. |
| Sunderland Herald | 1847 | Lib. | 1831 | Friday. |
| Sunderland News | 866 | Lib. | 1851 | Satur. |
| Sunderland Times..... | 732 | Inde. | 1837 | Satur. |
| TAUNTON (<i>Somersetshire</i>). | | | | |
| Somerset County Gazette | 649 | Lib. | 1833 | Satnr. |
| Somerset County Herald | 712 | Cons. | 1843 | Satur. |
| Taunton Courier | 196 | Neut. | 1808 | Wednes. |
| TORQUAY (<i>Devonshire</i>). | | | | |
| Torqnay Directory | 549 | Neut. | 1843 | Wednes. |
| TRURO (<i>Cornwall</i>). | | | | |
| Cornwall Royal Gazette | 1202 | Cons. | 1801 | Friday. |
| West Briton & Cornwall Advertiser | 2587 | Lib. | 1810 | Friday. |
| ULVERSTONE (<i>Lancashire</i>). | | | | |
| Ulverstone Advertiser..... | 1222 | Neut. | 1848 | Thurs. |
| WAKEFIELD (<i>Yorkshire</i>). | | | | |
| Wakefield Express | 690 | Lib. | 1852 | Satur. |
| Wakefield Journal | 270 | Cons. | 1835 | Satur. |
| WARRINGTON (<i>Lancashire</i>). | | | | |
| Warrington Guardian <i>b</i> | — | Neut. | 1853 | Satur. |
| WARWICK (<i>Warwickshire</i>). | | | | |
| Warwick Advertiser..... | 924 | Lib. | 1806 | Satnr. |
| WELLS (<i>Somersetshire</i>). | | | | |
| Wells Journal..... | 322 | Lib. | 1851 | Satnr. |
| WESTON-SUPER-MARE (<i>Somerset</i>). | | | | |
| Weston-super-Mare Gazette..... | 288 | Inde. | 1845 | Fortly. |
| WEYMOUTH (<i>Dorsetshire</i>). | | | | |
| Southern Times..... | 635 | Cons. | 1851 | Satur. |
| Weymouth Journal <i>b</i> | — | Lib. | 1854 | Satur. |
| WHITEHAVEN (<i>Cumberland</i>). | | | | |
| Cumberland Pacquet..... | 577 | Cons. | 1774 | Tuesday. |
| Whitehaven Herald..... | 462 | Lib. | 1831 | Satur. |
| WIGAN (<i>Lancashire</i>). | | | | |
| Wigan Examiner <i>b</i> | — | Lib. | 1853 | Friday. |
| Wigan Times..... | 385 | Cons. | 1849 | Friday. |

| Name and Place of Publication. | Circ. | Polit. | Est. | DaysPub. |
|---|-------|--------|------|----------|
| WINCHESTER (<i>Hampshire</i>). Hampshire Chronicle | 1000 | Neut. | 1772 | Monday. |
| WINDSOR (<i>Berkshire</i>). Windsor and Eton Express..... | 808 | Whig. | 1812 | Satur. |
| WOLVERHAMPTON (<i>Staffordshire</i>). Wolverhampton Chronicle | 2133 | Inde. | 1810 | Wednes. |
| Wolverhampton Herald | 1000 | Lib. | 1851 | Wednes. |
| Wolverhampton Journal & | — | Neut. | 1853 | Satur. |
| WOOLWICH (<i>Kent</i>). Kentish Independent | 452 | Neut. | 1843 | Satur. |
| WORCESTER (<i>Worcestershire</i>). Berrow's Worcester Journal | 1869 | Cons. | 1709 | Satur. |
| Worcestershire Chronicle..... | 1462 | Lib. | 1838 | Wednes. |
| Worcester Herald | 2825 | Inde. | 1794 | Satur. |
| YEOVIL (<i>Somersetshire</i>). Western Flying Post | 1885 | Cons. | 1851 | Tuesday. |
| YORK (<i>Yorkshire</i>). Farmers' Friend | 241 | Inde. | 1850 | Satur. |
| Yorkshire Gazette..... | 3000 | Cons. | 1819 | Satur. |
| York Herald | 3908 | Lib. | 1790 | Satur. |
| Yorkshireman | 2039 | Lib. | 1834 | Satur. |

WELSH NEWSPAPERS.

| Name and Place of Publication. | Circ. | Polit. | Est. | DaysPub. |
|--|-------|--------|------|----------|
| BANGOR (<i>Carnarvonshire</i>). North Wales Chronicle | 885 | Cons. | 1807 | Satur. |
| CARDIFF (<i>Glamorganshire</i>). Merthyr Guardian..... | 1212 | Cons. | 1832 | Friday. |
| Silurian | 693 | Lib. | 1836 | Satur. |
| CARMARTHEN (<i>Carmarthenshire</i>). Carmarthen Journal..... | 616 | Cons. | 1810 | Friday. |
| Welshman | 847 | Inde. | 1829 | Friday. |
| Yr Gwron Cymreig (Welsh) | 704 | Lib. | 1852 | Fortly. |

| Name and Place of Publication. | Circ. | Polit. | Est. | DaysPub. |
|---|-------|--------|------|----------|
| CARNARVON (<i>Carnarvonshire</i>). Carnarvon and Denbigh Herald... | 1587 | Lib. | 1831 | Satur. |
| DENBIGH (<i>Denbighshire</i>). Denbigh Journal <i>b</i> | — | Neut. | 1853 | Satur. |
| HAVERFORDWEST (<i>Pembrokeshire</i>). Pembrokeshire Herald..... | 733 | Cons. | 1844 | Friday. |
| SWANSEA (<i>Glamorganshire</i>). Cambrian | 1327 | Lib. | 1804 | Friday. |
| Swansea and Glamorgan Herald... <i>Place of Publication unknown.</i> | 962 | Lib. | 1847 | Wednes. |
| Yr Cymro | 748 | — | 1851 | — |
| Yr Engrawn Wesleyaidd <i>b</i> | — | — | 1853 | — |

IRISH NEWSPAPERS.

| Name and Place of Publication. | Circ. | Polit. | Est. | DaysPub. |
|--|--------|--------|------|-----------|
| DUBLIN (<i>Dublin</i>). | | | | |
| Dublin Advocate | 1847 | Inde. | 1848 | Wednes. |
| Dublin Bankrupt Calendar | 99 | Neut. | 1833 | Monday. |
| Commer. Journal & Family Herald <i>a</i> | 1472 | Inde. | 1848 | Satur. |
| Dublin Daily Express | 1952 | Cons. | 1851 | Daily. |
| Dublin Evening Freeman | 558 | Lib Ca | 1831 | M.W.&F |
| Dublin Evening Mail..... | 1769 | Cons. | 1823 | M.W.&F |
| Dublin Evening Packet..... | 786 | Cons. | 1828 | Tu.T.&S. |
| Dublin Evening Post..... | 884 | Lib. | 1779 | Tu.T.&S. |
| Farmers' Gazette | 1760 | Neut. | 1842 | Satur. |
| Dublin Freemans' Journal | 1477 | Lib Ca | 1763 | Daily. |
| Dublin Gazette (By Authority)... | 145 | Neut. | 1711 | Tne & Fri |
| Dublin General Advertiser (Gratis) | 10,983 | Neut. | 1837 | Satur. |
| Irish Jurist..... | 87 | Neut. | 1849 | Satur. |
| Journal of Agricultural Society... | 1708 | Neut. | 1852 | Monthly. |
| Dublin Mercantile Advertiser..... | 97 | Lib. | 1820 | Friday. |
| Dublin Medical Press | 476 | Neut. | 1839 | Wednes. |
| Nation | 3645 | Lib Ca | 1842 | Satur. |
| National Advertiser | 597 | Neut. | 1850 | Satur. |
| Saunders's Newsletter | 2384 | Neut. | 1746 | Daily. |
| Dublin Sentinel <i>b</i> | — | Cons. | 1853 | Satur. |
| Tablet..... | 3660 | Lib Ca | 1850 | Satur. |
| Telegraph | 16,347 | Lib Ca | 1852 | Satur. |

| Name and Place of Publication. | Circ. | Polit. | Est. | DaysPub. |
|--|-------|--------|------|-----------|
| Dublin Warder | 2718 | Cons. | 1821 | Satur. |
| Weekly Freeman | 5654 | Lib Ca | 1816 | Satur. |
| ARMAGH (<i>Armagh</i>). | | | | |
| Armagh Guardian..... | 654 | Cons. | 1844 | Fri. Evn. |
| Ulster Gazette | 539 | Cons. | 1844 | Satur. |
| ATHLONE (<i>Westmeath</i>). | | | | |
| Westmeath Independent | 125 | Inde. | 1846 | Satur. |
| BALLINA (<i>Mayo</i>). | | | | |
| Connaught Watchman..... | 241 | Cons. | 1851 | Wednes. |
| Tyrawley Herald | 193 | Nent. | 1844 | Thurs. |
| BALLINASLOE (<i>Galway</i>). | | | | |
| Western Star..... | 250 | Cons. | 1845 | Tuesday. |
| BALLYSHANNON (<i>Donegal</i>). | | | | |
| Ballyshannon Herald | 97 | Cons. | 1831 | Friday. |
| BELFAST (<i>Antrim</i>). | | | | |
| Banner of Ulster | 776 | Inde. | 1842 | Tu.T.&S. |
| Belfast Commercial Chronicle..... | 459 | Cons. | 1805 | M.W. & S |
| Belfast Mercantile Journal..... | 481 | Neut. | 1852 | Tuesday. |
| Belfast Mercury | 715 | Lib. | 1851 | Tu.T.&S. |
| Belfast Newsletter..... | 917 | Cons. | 1737 | M.W.&F |
| Supplemental Belfast Newsletter ^b | — | Cons. | 1854 | Tu.T.&S. |
| Northern Whig..... | 1488 | Lib. | 1824 | Tu.T.&S. |
| Ulsterman | 650 | Lib Ca | 1852 | Wed & Sa |
| Belfast Weekly Mail..... | 722 | Cons. | 1852 | Friday. |
| BOYLE (<i>Roscommon</i>). | | | | |
| Roscommon Gazette..... | 106 | Cons. | 1822 | Satur. |
| CARLOW (<i>Carlow</i>). | | | | |
| Carlow Post ^b | — | Lib Ca | 1853 | Satur. |
| Carlow Sentinel | 347 | Cons. | 1830 | Satur. |
| CASTLEBAR (<i>Mayo</i>). | | | | |
| Mayo Constitution | 260 | Cons. | 1809 | Tuesday. |
| Mayo Telegraph | 231 | Lib Ca | 1836 | Wednes. |
| CAVAN (<i>Cavan</i>). | | | | |
| Anglo-Celt..... | 385 | Neut. | 1846 | Thurs. |
| CLONMEL (<i>Tipperary</i>). | | | | |
| Clonmel Chronicle | 241 | Cons. | 1848 | Wed & Sa |
| Tipperary Free Press | 231 | Rad. | 1826 | Wed & Sa |

| Name and Place of Publication. | Circ. | Polit. | Est. | Days Pub. |
|--|-------|--------|------|-----------|
| COLERAINE (<i>Londonderry</i>). | | | | |
| Coleraine Chronicle | 914 | Cons. | 1844 | Satur. |
| CORK (<i>Cork</i>). | | | | |
| Cork Constitution..... | 1077 | Cons. | 1822 | Tu.T.&S. |
| Cork Examiner..... | 1090 | Lib. | 1840 | M.W.&F |
| Province of Munster..... | 97 | Lib. | 1849 | Satur. |
| Southern Reporter | 664 | Lib Ca | 1807 | Tu.T.&S. |
| DOWNPATRICK (<i>Down</i>). | | | | |
| Downpatrick Recorder | 366 | Cons. | 1836 | Satur. |
| DROGHEDA (<i>Meath and Louth</i>). | | | | |
| Drogheda Argus..... | 529 | Lib. | 1835 | Satur. |
| Drogheda Conservative | 294 | Cons. | 1837 | Satur. |
| DUNDALK (<i>Louth</i>). | | | | |
| Dundalk Democrat..... | 481 | Rad. | 1849 | Satur. |
| Newry Examiner | 135 | Lib. | 1830 | Wed&Sa |
| ENNIS (<i>Clare</i>). | | | | |
| Clare Freeman <i>b</i> | — | Cons. | 1853 | Satur. |
| Clare Journal..... | 193 | Cons. | 1778 | Mon&Th |
| ENNISKILLEN (<i>Fermanagh</i>). | | | | |
| Fermanagh Mail..... | 97 | Inde. | 1808 | Thurs. |
| Fermanagh Impartial Reporter.... | 481 | Neut. | 1825 | Thurs. |
| GALWAY (<i>Galway</i>). | | | | |
| Galway Express <i>b</i> | — | Cons. | 1853 | Satur. |
| Galway Mercury..... | 236 | Lib. | 1844 | Satur. |
| Galway Packet..... | 344 | Lib. | 1852 | Wed & Sa |
| Galway Vindicator..... | 355 | Lib Ca | 1841 | Wed & Sa |
| KELLS (<i>Meath</i>). | | | | |
| Meath Herald | 145 | Inde. | 1845 | Satur. |
| KILKENNY (<i>Kilkenny</i>). | | | | |
| Kilkenny Journal..... | 169 | Lib. | 1830 | Wed & Sa |
| Kilkenny Moderator..... | 289 | Cons. | 1814 | Wed & Sa |
| LIMERICK (<i>Limerick</i>). | | | | |
| Limerick Chronicle | 1404 | Nent. | 1766 | Wed & Sa |
| Limerick and Clare Examiner..... | 337 | Lib. | 1846 | Wed & Sa |
| Limerick Herald <i>b</i> | — | Cons. | 1853 | Satur. |
| Limerick Reporter & Tipy. Vind... Munster News..... | 611 | Lib. | 1839 | Tu. & Fr. |
| | 433 | Lib. | 1851 | Wed & Sa |

| Name and Place of Publication. | Circ. | Polit. | Est. | DaysPub. |
|--|-------|--------|------|-------------|
| LONDONDERRY (<i>Londonderry</i>). | | | | |
| Londonderry Journal..... | 480 | Lib. | 1772 | Wednes. |
| Londonderry Sentinel | 1174 | Cons. | 1829 | Fri. Evn. |
| Londonderry Standard..... | 2020 | Cons. | 1836 | Thurs. |
| LONGFORD (<i>Longford</i>). | | | | |
| Longford Journal | 164 | Cons. | 1839 | Satur. |
| MARYBOROUGH (<i>Queen's Cty.</i>). | | | | |
| Leinster Express | 674 | Inde. | 1831 | Satur. |
| MONAGHAN (<i>Monaghan</i>). | | | | |
| Northern Standard..... | 289 | Cons. | 1839 | Satnr. |
| MULLINGAR (<i>Westmeath</i>). | | | | |
| Westmeath Guardian | 241 | Cons. | 1835 | Thnrs. |
| NENAGH (<i>Tipperary</i>). | | | | |
| Nenagh Guardian | 145 | Cons. | 1838 | Wed & Sa |
| NEWRY (<i>Down</i>). | | | | |
| Newry Commercial Telegraph | 609 | Cons. | 1812 | Tu. T. & S. |
| Louth and Down Pilot..... | 295 | Inde. | 1852 | Wed & Sa |
| OMAGH (<i>Tyrone</i>). | | | | |
| Tyrone Constitution..... | 385 | Cons. | 1844 | Friday. |
| PARSONSTOWN (<i>King's County</i>). | | | | |
| King's County Chronicle..... | 337 | Cons. | 1845 | Wednes. |
| ROSCOMMON (<i>Roscommon</i>). | | | | |
| Roscommon Journal..... | 107 | Lib. | 1827 | Satnr. |
| Roscommon Weekly Messenger... | 193 | Lib. | 1848 | Satur. |
| ROSCREA (<i>Tipperary</i>). | | | | |
| Midland Counties Advertiser b.... | — | Inde. | 1854 | Satnr. |
| SLIGO (<i>Sligo</i>). | | | | |
| Champion or Sligo News..... | 164 | Lib. | 1836 | Monday. |
| Sligo Chronicle | 347 | Cons. | 1850 | Satnr. |
| Sligo Journal | 58 | Cons. | 1750 | Friday. |
| TRALEE (<i>Kerry</i>). | | | | |
| Kerry Evening Post..... | 169 | Cons. | 1770 | Wed & Sa |
| Kerry Examiner | 44 | Lib Ca | 1840 | Tu. & Fri. |
| Tralee Chronicle | 395 | Neut. | 1843 | Friday. |
| TUAM (<i>Galway</i>). | | | | |
| Tuam Herald..... | 241 | Lib Ca | 1837 | Satur. |

| Name and Place of Publication. | Circ. | Polit. | Est. | DaysPub. |
|--|----------------|--------|------|----------|
| WATERFORD (<i>Waterford</i>). | | | | |
| Waterford Chronicle..... | 97 | L.R.C. | 1773 | Wed & Sa |
| Commercial Newsletter | ^a — | Neut. | 1838 | Tu.Th&S |
| Waterford Evening News..... | 289 | L.R.C. | 1848 | Friday. |
| Waterford Mail..... | 313 | Cons. | 1823 | Wed & Sa |
| WEXFORD (<i>Wexford</i>). | | | | |
| Wexford Guardian | 337 | Lib. | 1847 | Satur. |
| Wexford Independent | 433 | Lib. | 1830 | Wed & Sa |
| People..... | 337 | Lib. | 1852 | Satur. |

ISLE OF MAN NEWSPAPERS.

| Name and Place of Publication. | Circ. | Polit. | Est. | DaysPub. |
|--|----------------|--------|------|----------|
| DOUGLAS. | | | | |
| Manx Sun | ^a — | Cons. | 1821 | Satur. |
| Mona's Herald..... | ^a — | Lib. | 1833 | Wednes. |
| Weekly Advertising Circ. (gratis) ^b | ^a — | Neut. | 1853 | Thurs. |

CHANNEL ISLAND NEWSPAPERS.

| Name and Place of Publication. | Circ. | Polit. | Est. | DaysPub. |
|------------------------------------|----------------|--------|------|------------|
| GUERNSEY. | | | | |
| Gazette de Guernesey (French)... | ^a — | Neut. | 1789 | Satur. |
| Guernsey Comet..... | ^a — | Lib. | 1827 | M. & Thr. |
| Guernsey Star | ^a — | Lib. | 1812 | Tu.Th.S. |
| JERSEY. | | | | |
| British Press | ^a — | Cons. | 1821 | Tu. & Fri. |
| Chronique de Jersey (French) ... | ^a — | Neut. | 1813 | Wed & Sa |
| Constitutionnel de Jersey (French) | ^a — | Cons. | 1820 | Wed & Sa |
| Impartial de Jersey (French)..... | ^a — | Lib. | 1831 | Satur. |
| La Reforme (French) | ^a — | Lib. | 1850 | Wed & Sa |
| Jersey Times..... | ^a — | Lib. | 1826 | Tu. & Fri. |

TO ADVERTISERS.—In future editions, reference will be made in the body of the Directory to the Advertisements of Newspapers, which will facilitate reference to the announcements at the end of the work, and enable the reader at once to distinguish the more enterprising journals. The late arrival of many advertisements has precluded the Author from making this arrangement in the present edition.

ADVERTISEMENTS.

C A L E D O N I A N M E R C U R Y,
Published MONDAY and THURSDAY.

This Old-established and respectable Journal is enabled to appeal to a long and consistent defence of those enlightened principles which are now happily embodied in the Statute Book, and sway the nation. Originally established so far back as 1660, this Journal for a time disappeared amidst the political distractions that ensued. The CALEDONIAN MERCURY resumed its publication at the beginning of the last century, and from that period has appeared as regularly as it does now—the fact bespeaking the long and steady support this Journal has received. The CALEDONIAN MERCURY has an extensive circulation throughout Scotland, including a large class of the Aristocracy among its Subscribers, and is, consequently, a good medium for Advertisements.

Edinburgh, Dec., 1854.

THE WITNESS: a Liberal, but not Party Newspaper; is a first-class Family Paper, advocating sound Protestant principles. It circulates extensively amongst the Nobility, Landed Proprietors, Clergy, and the middle classes, and is a highly advantageous medium for giving extensive publicity to Advertisements relating to Literature and Science, Education, Property, Insurance, Commerce, Agriculture, &c.

TERMS OF SUBSCRIPTION.

| | ADVANCE. | CREDIT. |
|-------------------|----------|---------|
| Per Quarter | £0 10 0 | £0 11 0 |
| Per Annum | 2 0 0 | 2 4 0 |

ADVERTISEMENTS

Are inserted in the WITNESS on the following terms:—

| | ADVANCE. | CREDIT. |
|----------------------------|----------|---------|
| Four Lines and under | 1s 0d | 1s 6d |
| Five and Six Lines | 1s 6d | 2s 0d |
| Seven and Eight Lines..... | 2s 0d | 2s 6d |

Circulation during the year 1854, 300,000 Copies.

Published Every WEDNESDAY and SATURDAY,
By HUGH MILLER & ROBERT FAIRLY,
At 297 HIGH STREET, EDINBURGH.

T H E E D I N B U R G H G U A R D I A N ,
Published Every SATURDAY MORNING,

Is a First-Class Weekly Newspaper, circulating among the higher and more educated classes. It is mainly distinguished by original articles on Politics and Literature, but combining with these the fullest digest of social, commercial, and general News. With regard to News, the fullest particulars of Home, Foreign, and Colonial intelligence are given under these heads, while the most striking occurrences of the week are sketched in the form of a narrative.

The success of the *Edinburgh Guardian*, even from the beginning, has been certain and progressive. It is conducted on the principles of strictly avoiding party connection, whether general or local, and holds itself free to criticise all men and measures with equal impartiality, its only bias being in favour of free speech and action, rational progress, and social amelioration. While catholic in its sympathies, and entirely free from local prejudices, it is the steady advocate of the national interests of Scotland; and in literary matters, it seeks to uphold the position of Edinburgh as a centre of independent activity and influence. The several departments of the paper—those of Public Affairs, Literature, Art, and general News—are conducted with great care, being each placed in the hands of gentlemen thoroughly qualified for the work, who have the occasional assistance of other able literary men.

With a view more completely to carry out the plan of making the *Guardian* a Magazine and Newspaper combined; but especially still further to secure its diffusion as a weekly periodical for domestic reading in the family, it is intended to introduce a new feature, by bringing out in its columns a series of Original Works of Fiction, commencing on Saturday, the 23rd December, 1854, when there will be published, in the Portfolio of the *Edinburgh Guardian*, the first chapter of a Naval War Story, by the author of "The Green Hand," and "The Secret of Stoke Manor," in *Blackwood's Magazine*; to be continued weekly till concluded.

Charge for advertising, 4d per Line; but Contracts may be made for a series of advertisements by the year, half-year, or quarter, at a reduction from this price.

The *Guardian* is an excellent medium for the publication of Book advertisements, and others of a Literary character: and the attention of the Publishing Trade may be called to the circumstance, that its Advertising Charges are only half those of London journals of the same class, some of them with a much smaller circulation than the *Guardian*.

Terms of Subscription, 10s for Six months, payable in advance; 11s credit.

Money Orders payable to JOSEPH CUPPLES. Office, 279 High Street, Edinburgh.

* * Books and other Publications intended for review should be sent direct to the Office of the paper, or through Edinburgh agents, with the least possible delay.

THE NEW ARCHITECTURAL JOURNAL,

THE BUILDING CHRONICLE,
 is Published simultaneously in EDINBURGH, GLASGOW, and
 LONDON, at intervals of Twenty - six days—Fourteen numbers
 yearly. Price 6d; Stamped Copies, 7d. Each Number, besides
 Articles and Intelligence on Building and the Arts, contains
TWO PLATES IN TINTED LITHOGRAPHY.

ADVERTISERS will find this Journal—the only one of its kind in
 Scotland—an excellent Medium for reaching the *Architectural and
 Building Classes*. The Charges are on the Lowest Scale.

Edinburgh: GREIG & SON, Melbourne Place. Glasgow: GLASS
 & DUNCAN, 78 Argyll Street.

THE GLASGOW EXAMINER NEWSPAPER.—The *Examiner*
 —now in its Eleventh Year—averaged from 2000 to 3000 copies
 every week of its first Ten Years. The Parliamentary Returns for
 1854, which are expected to be published immediately, will show that
 its weekly impression is now from 3000 to 4000 copies. The *Examiner*
 has been acknowledged by all parties, whether opposed or friendly to
 its principles, to have been the unflinching advocate of Civil and
 Religious Liberty, and the uncompromising enemy of injustice—
 local, national, and cosmopolitan. Its Leading Articles embrace all
 the principal topics of the day, and several writers of eminence are
 employed in their preparation. Most of the Commercial Articles are
 written by an influential Merchant and Shipowner. The *Examiner*
 selects its News from the best Authorities, and gives a very careful
 summary of Parliamentary News during the Session. A Series of
 Sketches, extending over Seven Years, were given weekly in its
 columns, and these were reprinted in costly volumes, which continue
 to have an extensive sale. Its Proprietors were the first that gave
 Portraits, Maps, &c., with any Scotch Newspaper, and as they were
 first, they are determined to still surpass all other efforts in illustrated
 Supplements, &c. Along with it a Series of Maps is being issued,
 and Yearly Subscribers may have the series from the commencement
 by applying at the Office. Above Four Hundred Publications are
 noticed annually in its Review Columns, and its has always been
 deemed a suitable medium for advertisements connected with litera-
 ture. There are from three to four editions published every Saturday,
 as the Latest News by Telegraph is published immediately on their
 arrival. It is a full-sized paper, and printed so closely that each copy
 contains as much reading as an ordinary octavo volume of four
 hundred pages. Being printed with steam power, the Latest News
 is published with great dispatch, so that events transpiring in Eng-
 land and on the Continent are printed and given to the Public in a
 few minutes after they transpire. Terms:—Year, 19s cash; 21s
 credit.

Glasgow Examiner Office,
 7 Argyll Street, January, 1855.

THE BEST MEDIUM IN GLASGOW FOR ADVERTISEMENTS OF LANDS, HOUSES, SHIPS, & MERCHANDISE.

THE MERCANTILE ADVERTISER is the Best Medium in Glasgow for Mercantile, Shipping, and Property Advertisements, circulating as it does amongst those to whom such announcements are specially addressed. It is now the acknowledged medium for such advertisements. Its advertising columns are generally consulted by parties seeking Investments. It enjoys an *unequaled* circulation in the Counting-houses of Merchants, Manufacturers, Bankers, Shippers, and the Trading Community generally; also, since its incorporation with THE NATIONAL PROPERTY LIST, in the Offices of Landed Proprietors, House and Estate Agents, Surveyors, Accountants, and the Legal Profession, in Glasgow and the West of Scotland.

The MERCANTILE ADVERTISER'S City circulation in places of Business (*free from the Government Stamp*), is much larger than that of any other Glasgow paper, and it is also extensively subscribed for throughout Scotland. At the present moment it circulates in upwards of One Hundred Towns and Seaports. Notwithstanding the more extensive trade carried on in Liverpool, the two leading weekly advertising papers of that city do not average so large a circulation as the *Mercantile Advertiser*. Since its union with *The National Property List*, its circulation has literally been *doubled*.

Being regularly filed for daily, and almost constant reference by so large a portion of the community, gaining admittance to parties of all shades of opinion, and being perfectly untrammelled by political or party bias, it is at once the most direct and unexceptionable medium for Business announcements in the Mercantile Metropolis of Scotland. Notwithstanding the character and extent of the publicity which the *Mercantile Advertiser* and *National Property List* affords, the charges for advertisements are extremely moderate, being very little higher than those of some newspapers having *less than one-fourth* of its circulation.

Published every TUESDAY MORNING, at 19 Royal Exchange Square, Glasgow. Money Orders payable to Mr ANDREW MOODY.

THE DUNDEE, PERTH, AND CUPAR ADVERTISER,

Published in DUNDEE Every TUESDAY and FRIDAY—Price Fourpence—is the Oldest Established Newspaper in the Counties of Forfar, Perth, and Fife. It is, besides, the only Twice a-week Paper North of Edinburgh and Glasgow. The *Dundee Advertiser* is a first-class Commercial and Political Journal, and has a very large Circulation amongst Mercantile and Professional men, as well as in the Agricultural districts—thus offering a most eligible medium for all Advertisements of any public importance.

The Repeal of the Advertisement Duty permits of the insertion of
SHILLING ADVERTISEMENTS,
at which rate Business Announcements, &c., of Three Lines, are now Published.

LITERARY SUPPLEMENTS

are frequently Published with this Journal, containing careful reviews of all the best New Books; and neither exertion nor expense is spared in making it in all respects a most interesting and efficient Newspaper.

Published Every THURSDAY MORNING, Price 4½d, or 5s per Quarter,
T H E C O M M O N W E A L T H ,
 A THOROUGHLY INDEPENDENT NEWSPAPER.

The Advocate of Temperance, of Education, of Sanitary Reform, of Local Legislation, of a Foreign Policy based on the Dictates of International Justice, and of a Home Policy which will not only assimilate to the Constitution the great body of the People, but inspire them with that thorough Patriotism which induces all who feel its influence to exert themselves heartily for the furtherance of the common weal.

In addition to a carefully prepared digest of the latest and most important News, both Home and Foreign, each number contains the Glasgow, Edinburgh, London, and other Markets of Wednesday, with full and accurate information relating to Trade and Commerce, from the principal Mercantile Cities and Towns of the Kingdom.

TO ADVERTISERS.—The highly respectable character of its extensive Circulation renders the *Commonwealth* a valuable medium for Literary, Insurance, and general Advertisements. Quack announcements and puffing paragraphs are systematically excluded.

Money Orders should be drawn in favour of ROBERT RAE.

OFFICE—24 ST ENOCH SQUARE, GLASGOW.

Commonwealth Office, 28th December, 1854.

NEWSPAPER STAMP RETURNS.

T H E G L A S G O W S A T U R D A Y P O S T is the Oldest Weekly Newspaper in Glasgow, and for years has had at least double the circulation of any newspaper in Scotland.

The last published Parliamentary Return of Newspaper Stamps issued to the various Newspapers in the United Kingdom was for the years 1851, 1852, 1853. That Return made the Circulation of the *Glasgow Saturday Post* 10,302 each impression for 1853—while for the year 1854, just closed, the number of stamps issued for *The Post* has averaged the extraordinary number of

13,800 EACH PUBLICATION.

The Post has now for Eight years not only been at the top of the Scotch Press in point of circulation, but was 6000 each publication above the highest when the the last Return was issued. Out of London only two papers in the United Kingdom—the *Stanford Mercury* and the *Leeds Mercury*—had a circulation equal to *The Post*; or to illustrate the position of *The Post* more strikingly as regards Glasgow, it may be stated that its circulation for 1853 was more than the united circulation of any three of the papers published on Saturday. While we the Proprietors are happy to announce that the circulation of *The Post* is so satisfactory, they are glad to add that the increase of Advertisements was such last year as to induce them to print the Paper from an entirely new set of types, by which a great economy of space has been effected.

ADVERTISERS get the full benefit of the abolition of the Advertisement Duty. Short Advertisements will be particularly encouraged.

Saturday Post Office,

15 Turner's Court, Glasgow, 1855.

THE CHRISTIAN NEWS,

A Family Newspaper—Established 1846.

Published Every SATURDAY MORNING, at 142 TRONGATE, GLASGOW.

The conductors of the *Christian News* have since its commencement endeavoured to make it a Medium for the Advocacy of MORAL and SOCIAL REFORM. In its columns weekly will be found, in addition to articles on Political and other subjects, various Original Contributions bearing on the SIMPLE GOSPEL Movement, and also on that of TOTAL ABSTINENCE, and the *Suppression of the Liquor Traffic*. To the Temperance Public, the *Christian News* commends itself as the first Temperance Paper in the kingdom, having, from the period of its starting, cordially and effectively advocated the claims of that movement, and the first which brought into notice the desirability and feasibility of a *Maine Law* for Great Britain.

The Foreign and Domestic News of the week, Markets, and other intelligence, are given at considerable length in its columns.

To ADVERTISERS, who wish to address the Middling and Industrious Classes, the *Christian News* forms an excellent medium. Its circulation for the last twelve months averages 1800 copies weekly, and is steadily advancing. Terms:—1 to 5 lines, 1s; 5 to 10 lines, 1s 6d; 10 to 15 lines, 2s. Larger Advertisements by agreement. A considerable Reduction will be made when there is a series of Insertions. Address Cards, not exceeding 5 lines, inserted for 10s 6d a Quarter. Price 4½d, or 4s 6d per quarter of Twelve weeks. Post Office Orders payable to ROBERT SIMPSON. A single Copy sent on receipt of FIVE Postage Stamps.

Cheap Newspaper.

THE GLASGOW ADVERTISER, a Stamped Newspaper of 28 Columns, is Published every THURSDAY MORNING, at the Office, Melville Lane, 39½ Gordon Street, Glasgow. Price, delivered in Glasgow, or sent under Cover by Post—For a Year, 10s; for a Half-Year, 5s 3d; for a Quarter, 2s 9d—*Payable in Advance.*

For either of the above-mentioned Terms, a P.O. Order may be sent to the Publisher, GEORGE MILLS.

* * * A Specimen Copy sent on Receipt of Two Penny Stamps.

THE JOHN O'GROAT JOURNAL (Established Nineteen Years) is the recognised Organ of the BRITISH FISHERIES, and the best medium for Advertisements and Official Notices connected with the Northern Counties. The Journal is widely circulated throughout, and is the principal paper published in, the rapidly rising Agricultural, Pastoral, and Commercial counties of Caithness, Sutherland, Ross, Orkney, and Zetland, which contain an aggregate population of 210,000—and it is now one of the largest provincial newspapers in Scotland. In the principal maritime ports of England, Ireland, and Scotland, it is subscribed for by Shipowners, Fishcurers, Provision Merchants, &c., and by the principal Reading Rooms.

TERMS FOR ADVERTISING:—

| | |
|---------------------------------------|-----|
| First Three Lines (cash) | 1s. |
| Six Lines | 2s. |
| For every successive Four Lines | 1s. |

Contracts made for long and repeated Advertisements.

Published in Wick Every THURSDAY EVENING, by PETER REID, Bookseller.

IMPORTANT TO ADVERTISERS.

T H E N O R T H E R N E N S I G N ,
 Published at WICK Every THURSDAY AFTERNOON,
 has had, for 1854,
 An average Weekly Circulation of
 1200 COPIES.

It is read by all Classes, and has the largest circulation of any
 Newspaper in the more Northern Counties.

T H E E L G I N C O U R A N T ,
Established in 1834, and

Published Every FRIDAY MORNING,

Is the Oldest Established Paper North of Aberdeen, with the excep-
 tion of the *Inverness Courier*, and has an almost universal circulation
 amongst the Aristocracy and Agricultural and Commercial classes in
 Morayshire, and the upper districts of Banff and Inverness-shires.
 It is, therefore, one of the best advertising mediums in the North.

CHARGE FOR A SINGLE INSERTION.

| | |
|------------------------|------------------------|
| 1 to 4 Lines.....1s 0d | 7 to 8 Lines.....2s 0d |
| 5 to 6 "1s 6d | 9 to 10 "2s 6d |

Contracts made for a series of Advertisements on favourable terms.

Post Office Orders made payable to the Proprietor, ALEXANDER
 RUSSELL.

K I N R O S S - S H I R E A D V E R T I S E R , A N D G E N E R A L M I S C E L L A N Y
F O R T H E C O U N T Y O F K I N R O S S . Published on the LAST SATUR-
 DAY of every Month. Established for upwards of Eight Years, and
 is the only Newspaper in Kinross-shire.

The *Kinross-shire Advertiser* is the only paper published in the
 County of Kinross. The attention of Advertisers is therefore invited
 to it as the best medium for publicity, not only in Kinross-shire, but
 in the adjoining Counties of Perth and Fife, where it is also widely
 circulated. Printed and Published by GEORGE BARNET, Bookseller,
 Kinross.

I N V E R N E S S C O U R I E R .
 ESTABLISHED 1817.

This Journal has long enjoyed a circulation scarcely inferior to that
 of any Provincial Newspaper in Scotland, and more than double that
 of any Journal North of Aberdeen.

During the year 1854, upwards of 600 Subscribers have been added
 to the previously large list, and the circulation continues to increase
 at the same rapid rate. No such medium of Advertising in the
 Highlands can be found, and the *Courier* is very largely circulated
 amongst Highlanders resident in the South, and particularly in
 Canada, Australia, and other Colonies. Published every THURSDAY
 EVENING. Books, &c. intended for review can be forwarded through
 Mr Menzies, Prince's Street, Edinburgh; Mr C. Mitchell, Red Lion
 Court, Fleet Street, London; or sent direct to the Office.

THE INVERNESS ADVERTISER is Published every TUESDAY MORNING. Its principles, as regards general Politics, are Liberal. Religions and Literary subjects command a share of attention. It has a large and increasing Circulation. In every respect it is a suitable medium for Advertisers.

ABERDEEN FREE PRESS: a Commercial Agricultural, and Political Journal, Published every FRIDAY MORNING. A Second Edition is published in the Afternoon, chiefly for the benefit of country subscribers, containing the Latest News and Markets up to the hour of publication.

It circulates throughout Aberdeenshire, and the neighbouring counties, North and South.

The *Free Press* is a Family Paper, and its Politics are decidedly Liberal.

It is a general Advertiser; and the position it has taken as a Literary Organ, gives its columns peculiar advantages for Advertisements relating to Books and Literature.

ADVERTISEMENT SCALE OF CASH PRICES:—

| | | | | |
|--------------------------|-------|---------------------------|------------------------------|-------|
| Two Lines (prepaid)..... | 0s 6d | } Six to Ten Lines | 2s 0d | |
| Two to Four Lines | 1s 0d | | } Ten to Fifteen Lines | 2s 6d |
| Four to Six Lines..... | 1s 6d | | | |

Larger Advertisements in proportion, and a liberal allowance made when a series of insertions are ordered.

Remittances to be made payable to JAMES SMITH, *Free Press* Office, Concert Court, Aberdeen.

THE ARBROATH GUIDE, AND WEEKLY ADVERTISER FOR THE COUNTY OF FORFAR, is Published every SATURDAY MORNING, at the Office, Market Place, Arbroath—a Town with about 20,000 of a Population. The *Guide* is the only weekly paper published in Arbroath. The Advertising Charges are—1 to 20 lines, 3d per line; 21 lines and above, 2d per line; and a reduction is made for repeated insertions. Price of the Paper—19s 6d per annum; 9s 9d per Half-Year; 4s 10½d per Quarter; Single Paper, 4½d. Credit—21s per annum; 10s 6d per Half-Year; 5s 3d per Quarter.

LETTER-PRESS PRINTING OF EVERY DESCRIPTION.

Orders for Payment to be made in favour of KENNEDY & BUNCLE, Printers, Market Place, Arbroath.

THE ALLOA ADVERTISER.
Established 1841.

Published Every ALTERNATE SATURDAY—Price 3d.

Liberal and consistent in its Politics; impartial and complete in recording events of Local interest; careful in its epitome of the general News of the day, the *Alloa Advertiser* will be found a most eligible medium for giving effective publicity to Advertisements intended for circulation in the counties of Clackmannan, Stirling, Fife, and Kinross.

“A well-conducted Paper.” *Glasgow Citizen* —“One of the best-conducted Papers in the North.” *Civil Service Gazette*.

Advertisements, and Orders for the Paper, received by the Publisher, JAMES LOTHIAN.

THE STIRLING JOURNAL AND ADVERTISER, AND
GENERAL INTELLIGENCER FOR THE COUNTIES OF STIRLING,
PERTH, CLACKMANNAN, AND KINROSS.

Established 1820.

The *Stirling Journal* circulates very largely in all the above-named Counties, especially in Stirlingshire. It appeared, from the Government Returns, published lately, that its circulation is larger than that of any paper published in Stirlingshire or Clackmannanshire, and during the last year mentioned in the returns, the increase in its circulation was shown to be 10,000.

As the *Journal* circulates chiefly among the Aristocracy and higher classes, it is the best medium for bringing announcements under the notice of the *purchasing classes*.

All offensive Quack Advertisements are carefully excluded, and it is eminently a Family Newspaper. Great attention is paid to Agriculture, and the *Journal* is read by a very large proportion of the Farmers in the Counties mentioned.

Published every FRIDAY MORNING at the Office, King Street, Stirling, where a Second Edition is also published every Friday at Two o'clock, containing the Markets of that day.

TERMS FOR ADVERTISING:—

| | | | |
|------------------------|-------|-------------------|--------|
| One to Four Lines..... | 1s 0d | Twenty Lines..... | 5s 0d |
| Five to Six " | 1s 6d | Thirty " | 7s 6d |
| Seven to Eight " | 2s 0d | Forty " | 9s 6d |
| Nine to Ten " | 2s 6d | Fifty " | 11s 6d |

And for every Three Lines afterwards, 6d in addition. Advertisements repeated for a length of time are charged on a moderate scale.

THE STIRLING OBSERVER,
(THURSDAY—PRICE 4½d),

Is the organ of the party which, for many Parliaments, has returned a Liberal member for the Stirling district of Burghs. It enjoys a circulation continually increasing, through all the neighbouring Counties as well as Stirlingshire, receiving the support of one class from the opinions it advocates, and the respect of the other from the manner and tone of its advocacy. Bringing a profound belief in great principles (and therefore an earnest and thoughtful spirit) to the discussions of the day—in *Politics*, it seeks to animate existing forms with new life, by making them commensurate with the worth and intelligence of the people—in *Morals*, it strives to increase that worth and intelligence, by the promotion of social and educational reforms—in *Religion*, it appeals to the position and success of the non-Established Churches—in *Literature*, its criticisms are candid and genial—its *Local Intelligence* is recent and exact; and its *Leading Articles* have excited much attention, and been copied into the most respectable papers in Scotland and England. Advertisers have already discovered, and practically acknowledged, its superiority as a medium of making their announcements known.

Proprietor and Publisher, E. JOHNSTONE, Murray Place, Stirling.

T H E F A L K I R K H E R A L D ,

Published Every THURSDAY MORNING,

By ARCHIBALD JOHNSTON, Proprietor, 115 High Street, Falkirk.

Politics—Independent, advocating measures on their merits alone, without reference to party.*Circulation*—Has the largest Circulation in Stirlingshire, and is extensively read in the Counties of Linlithgow and Clackmannan. It is the recognised organ of the rich and populous Falkirk District of Burghs, which includes Airdrie, Lanark, Linlithgow, and Hamilton.*Advertisers* will find it the best medium in the Midland Counties. Intimations inserted in its columns are at once placed before the Nobility, Gentry, Clergy, Manufacturers, Merchants, and Agriculturists of the richest district of Scotland. In consequence of its influential circulation, *The Falkirk Herald* now commands a large and increasing share of Advertisements from London, Liverpool, Edinburgh, and Glasgow.

It is distinguished for its full Reports of all Local Events, a laborious Condensation of the Foreign and Domestic News of the Week, early and interesting Reviews of New Books and Serials, and a judicious infusion of Original Articles. Hence it has become a favourite Family Newspaper.

C L A C K M A N N A N S H I R E A D V E R T I S E R .

Established 1844. Published every ALTERNATE SATURDAY. Price 3d; for One Year, 6s 6d. From the last official Stamp Returns, it has the largest Circulation of any Newspaper in Clackmannan, Kinross, or Stirlingshires. From this fact, it is a most eligible medium for Advertising. Orders for the Paper, Advertisements, and General Printing, strictly attended to, by S. N. MORISON, Alloa.

T H E S T O N E H A V E N J O U R N A L & K I N C A R D I N E S H I R E A D V E R T I S E R .

Published Every THURSDAY MORNING—Price 3d.

This Newspaper has been established since 1844, and is the only Journal published in the County of Kincardine. Politics, Neutral. It Circulates largely amongst the Agriculturists and Merchants of the County, and, therefore, is an excellent channel for Advertising, the scale of charges for which is very moderate.

Printed and Published by WILLIAM RODGERS, Market Square, Stonehaven.

F I F E H E R A L D . — T H U R S D A Y — P R I C E 4½D.
*Liberal.—Established in 1822.*Advocates from a Liberal point of view the mixed interests of an Agricultural and Manufacturing Population, but supports enlightened and judicious reforms, from whatever political party they emanate. The *Herald* devotes considerable space to Literature, and is an earnest advocate of a sound system of general Education, occupying a thoroughly independent position alike of sect and party. By its careful record of General Intelligence, and especially by devoting much pains to a collection of the News and interesting events of the Counties in which it largely Circulates, the *Herald* is a favourite Family Newspaper.

THE PERTHSHIRE ADVERTISER, AND STRATHMORE JOURNAL, is Published every THURSDAY MORNING, at the Office, Kirk Close, 80 High Street, Perth, and is despatched by the earliest Mails of the day to all parts of the County.

The average Weekly Impression of the *Advertiser* for the year 1854 will be 1800 Copies. It is, therefore, the best medium for Advertisements to be found in the important County of Perth, where it Circulates very widely, as well as in the neighbouring Counties of Forfar, Fife, and Kinross.

Post-Office Orders to be made payable to WILLIAM BELFORD.

A YR ADVERTISER, OR, WEST COUNTRY AND GALLOWAY JOURNAL,

(Established 1803—Published Every THURSDAY),

Is the Oldest Journal in Ayrshire, and the best Advertised; and, with the exception of the Aberdeen papers, is the Widest Circulated Provincial Newspaper in Scotland. It has been enlarged to the size of the *London Times*, and its circulation is now guaranteed 2300 each Impression.

GOVERNMENT RETURN OF STAMPS FOR 1853.

| | |
|---------------------------|---------|
| A YR ADVERTISER..... | 110,000 |
| Ayr Observer..... | 56,000 |
| Stranraer Advertiser..... | 34,000 |
| Kilmarnock Journal..... | 17,500 |

Being the Oldest Established County Paper, the *Ayr Advertiser* has an almost Universal Circulation amongst the Aristocracy and Agricultural and commercial Classes in Ayrshire; and having now Weekly Correspondents throughout Wigtonshire and the Stewartry of Kirkcudbright, it has also a well secured footing in these districts, and in Dumfriesshire, Lanarkshire, and Renfrewshire.

Special attention is given to Agricultural matters by talented Correspondents, Ayrshire being now known as a district famed for High Farming.

The Conductors of the *Advertiser* aim at making it a complete FAMILY PAPER. Indelicate Medical Advertisements are strictly excluded. Outlines of the Newest Works, with copious extracts, are given Monthly, and oftener when Parliament is not sitting—a feature that has given much satisfaction to Subscribers.

Besides the County, Landed, Professional, Agricultural, Commercial, Insurance, and other Advertisements, its long standing, Enlargement to Eight Pages, and extensive Circulation, have commanded for the *Ayr Advertiser* of late years an increasing share of London, Glasgow, and Edinburgh Advertisements, particularly since the transit of goods of the tradesmen of these cities has been so greatly facilitated by continuous Railways to Ayr.

The *Advertiser* has, from the causes above-mentioned, long been a favourite medium for all Advertisements intended to meet the eye of the Nobility, Landed Gentry, Agriculturists, Merchants, &c., throughout the rich and populous districts of Ayrshire and Galloway.

PRICE per Annum, 20s Cash; 22s Credit.

ADVERTISING CHARGES—4 Lines, 1s; 6 Lines, 2s; 8 Lines, 2s 6d. These are Cash Prices—6d added to each if Booked. Cash Contracts for Advertisements by the Quarter or Year very moderate.

Post Office Orders made Payable to the Proprietor, THOMAS M. GEMMELL, Ayr.

THE DUMFRIES & GALLOWAY COURIER, a Newspaper which has been established for upwards of 40 Years, is published in Dumfries every **TUESDAY MORNING**. Its Weekly Circulation for 1853, as shown by the Stamp Returns, was 2106, which has been considerably increased during the present year.

The *Dumfries Courier* is the Business paper for the South of Scotland, comprehending the three Counties of Dumfries, Kirkcudbright, and Wigtown, in all of which it is very extensively circulated. These important Counties contain a population of 164,620 persons, who are either located in the numerous small towns and populous villages spread throughout the district, or engaged in Agricultural pursuits. Among all classes the *Courier* is generally read as a Local Paper, and by the latter particularly, in consequence of the attention paid in its columns to rural affairs. It is also circulated in a more limited manner in the adjacent Counties, and indeed in many other parts of Scotland, as well as received at all the principal Reading Rooms in the country.

Scotsmen have always been celebrated for settling in other countries than their own, where they so often become prosperous members of society; and there is probably no district of Scotland which has furnished so large a proportion of these emigrants as the Counties above-mentioned. Natives of Galloway and Dumfriesshire are to be found not only in every important town in England, but throughout the world, particularly the United States, the East and West Indies, Canada, and our other Colonies; and either directly or indirectly, the *Dumfries Courier* finds its way to a very large number of these individuals.

In this way it commands an extensive and varied circulation, both general and local—rendering it particularly worthy of the attention of Advertisers.

W. R. M'DIARMID & Co.

Courier Office, Dumfries, N.B., 1855.

THE DUNFERMLINE ADVERTISER, Published MONTHLY, by J. MILLER & SONS. Circulation, 2500; established in 1835. Politics, Liberal. Charge, Six Lines, 1s. Liberal Discount on long Advertisements, or when frequently repeated. Price One Penny.

KELSO MAIL, AND GAZETTE FOR THE COUNTIES OF ROXBURGH, SELKIRK, BERWICK, AND NORTHUMBERLAND. Established 1797.

Published on **WEDNESDAY** and **SATURDAY EVENINGS**—Price 4½d.

The *Kelso Mail* is the Oldest Established Newspaper in the district; and having always enjoyed a large and highly respectable Circulation, is eminently adapted for Advertisements, whether of an Agricultural, Commercial, or Literary nature. The Earliest Intelligence of all Public Events is given, as well as correct and early Reports of the Local and other Markets. Having been recently much Enlarged, a considerable space is devoted to Literature and Literary Subjects, and great care is bestowed in this department.

Advertisements inserted upon moderate terms. **ALEXANDER ELLIOT**, Printer and Publisher.

Hawick is the most considerable Manufacturing Town in the South of Scotland. The weaving of stockings, and the spinning of yarn (chiefly lambs' wool) are branches of great extent; as, also, the manufacturing of blankets, shawls, tweeds, tartans, and woollen cloths.—*Directory.*

THE HAWICK MONTHLY ADVERTISER,
Published on the FIRST SATURDAY of each Month,
Is the *only Paper* Published in Hawick, and has now obtained the largest Circulation of any in the District.

Advertisers will find it the best medium for bringing themselves before the public, and (from the fact of its being Monthly, containing a digest of all the Local News, besides its Literary Sketches of local interest, Reviews, &c.), of being kept before them for much longer time than when inserted in a weekly paper.

Stamped Copies, 2½d; Unstamped do., 1½d.

Hawick: JAMES HAINING, Bookseller and Stationer, 11 High Street.

B O R D E R A D V E R T I S E R .

Established January, 1848.

The *Border Advertiser* Newspaper is Published in GALASHIELS every FRIDAY MORNING, and is extensively Circulated in the Towns of Hawick, Selkirk, Jedburgh, Kelso, Melrose, Lauder, Peebles, Innerleithen, and most of the Villages in the Counties of Selkirk, Roxburgh, and Berwick. The Local News are very full and interesting.

To Advertisers belonging to the Agricultural, Commercial, and Mercantile classes, the *Advertiser* offers a good medium. The Paper has a very wide and rapidly-increasing Circulation throughout the Border Counties, and many copies are sent to Edinburgh, Glasgow, and other parts of the Kingdom.

ADVERTISEMENT SCALE s. d.

| | | |
|--|---|---|
| Six Lines and under | 1 | 6 |
| Seven Lines and not exceeding Nine Lines..... | 2 | 0 |
| Ten Lines and not exceeding Twelve Lines | 2 | 6 |

Each additional Line, Threepence.

A Reduction on Advertisements inserted three or more times consecutively.

Orders Payable to JAMES BROWN, Printer and Publisher, Market Place, Galashiels.

Established 1846.

THE RUGBY ADVERTISER, AND CENTRAL ENGLAND NEWS:
Circulating in the Counties of Warwick, Northampton, Leicester, and Stamford. Published every FRIDAY EVENING, in time for the Saturday Morning Mails. Price 3d.

This Paper has become a most extensive medium for Advertisements in this moving and populous locality; rejecting a certain class of Notices, it is considered a good Family Paper, and offers a ready medium for the announcements of Educational, Scientific, and Agricultural Works, &c. Its Circulation is steadily extending with the remarkable increase of the Town and Neighbourhood.

The usual Allowance to Agents.

Published for the Proprietors, by W. I. TAIT, Bookseller, Nos. 1 and 2 Albert Street, Rugby, Warwickshire.

Published every SATURDAY, Price 4d (Stamped to go Free by Post, 5d), and may be procured of any Bookseller,

THE LITERARY GAZETTE; AND JOURNAL OF BELLES LETTRES, SCIENCE, AND ART,

CONTAINING:

Reviews, with extracts, of important New English and Foreign Works.

Notices of New Books, not suitable for extended review.

Summary announcements of Forthcoming Works, with notices of publications of minor import.

List of New Books published during the week, with particulars of size and price.

Original Memoirs, Biographies of distinguished men, &c.

Topics of the Week.—An editorial record of literary and scientific gossip.

Proceedings of the Learned Societies, including abstracts of Papers drawn up principally by the respective authors.

Fine Arts.—Reviews and Notices of Art Publications, Prints, Exhibitions, Sales of Pictures, &c., and general Art intelligence.

Foreign Correspondence on Literature and Science.

Music and the Drama.—Critical Notices of Operas, Concerts, New Plays, English and Foreign Musical and Dramatic intelligence, &c.

Varieties.—Fragments of general interest.

THE LITERARY GAZETTE

is an unbiassed and sound guide to Book Clubs and Reading Societies in the selection of New Publications, whilst to persons residing in the country it furnishes a record of all that is going on in London and the principal cities of Europe, in matters pertaining to Literature, Science, or Art, during the current week.

The *Literary Gazette* is an excellent channel for all ADVERTISEMENTS intended to attract the attention of persons devoted to literary or scientific pursuits.

“*The London LITERARY GAZETTE has lately, under a new management, taken a high stand in the force and spirit of its original departments, with increased resources for the information of its readers.*”—*New York Literary World.*

OFFICE—5 HENRIETTA STREET, COVENT GARDEN.

THE LABOUR LIST AND UNIVERSAL GAZETTE OF EMPLOYMENT is the first and only Paper devoted exclusively to the interests of the Employer and the Employed. Published Twice Weekly, TUESDAYS and FRIDAYS—Price 2d. It consists of two classes of Advertisements:—1st, Situations Offered by Employers to the Unemployed; 2nd, Situations Wanted by the Unemployed. Every Situation offered, of whatever kind, or in any part of the Kingdom, appears in *The Labour List*—which publishes about 3000 Vacancies Weekly. The charge for Advertisements relating to Employment is Sixpence for 40 Words, and Twopence for every 10 Words afterwards. For other Advertisements, double the above charge.

London:—E. SHELTON, 69 Fleet Street; and all Booksellers.

A SUPPLEMENT, GRATIS, WITH
T H E W E E K L Y D I S P A T C H ,
 Every Week until Further Notice.

The unexampled interest which attaches to every incident connected with the operations of the Allied Armies in the East has determined the Proprietors of the *Weekly Dispatch* to devote a greater space to the intelligence from the Seat of War than the ordinary limits of this, the largest Newspaper published, could possibly afford, and, with the view of giving the amplest details, they have resolved upon the issue of a

SERIES OF SUPPLEMENTS, GRATIS,

which will include every particular of interest connected with the Siege and decision of the contest at Sebastopol, and will be continued whenever demanded by the progress of the Campaign.

By the publication of these Supplements, the portion of the paper usually devoted to incidents of Domestic and Political importance will be reserved intact, and the engrossing subject of the War will receive the fullest and most varied illustration.

A SUPPLEMENT WILL BE PUBLISHED ON
 SUNDAY NEXT (GRATIS),

And on Every Succeeding Week until Further Notice.

The *Dispatch* of Sunday, January 21, 1855, will be printed in a new type, of an improved character, by which the pleasure of reading will be enhanced.

Published every SATURDAY MORNING, at Four o'clock, in time for the first trains and the morning mails. Another Edition is printed in the AFTERNOON, for the post of that evening; and a Third Publication takes place on SUNDAY, bringing the whole News of any importance, by extra Editions, up to the latest hour of the same Afternoon.

The Price of the *Dispatch* is Sixpence.

Orders may be given to all Newsvendors in Town and Country; and to the PUBLISHER, at the *Dispatch* Office, 139 Fleet Street, London.

T H E R A C I N G T I M E S ,

Published every MONDAY AFTERNOON in time for Post. The *Racing Times* is the only Journal exclusively devoted to the Turf. The public journals best calculated for Advertising are those which are taken home, and which lie upon the table at home. Such a Journal is the *Racing Times*, and, with this additional advantage, that the circulation is greater than *some twenty or thirty London journals, that we could name, put together*. Our Advertisements are all read, and read throughout the length and breadth of the land, as our Advertising friends can amply testify. Everything in the *Racing Times* is perused by its readers, and this is an advantage which few journals possess. The following are the Stamp Returns for the last three years:—1851, 23,720; 1852, 44,825; 1853, 58,230. The Unstamped Edition of the Paper Circulates Ten for One Stamped. Price 3d Unstamped; 4d Stamped. Quarter Subscription, 4s. P. O. O. Payable to CHARLES COLLIER. Office—300 Strand; and all News Agents.

WEEKLY CIRCULATION, 2300.

TREWMAN'S EXETER FLYING POST,
Established in the Year 1763, is the leading Conservative Newspaper in the West of England. It Circulates extensively throughout the whole of the Western Counties, particularly in Devonshire, Somersetshire, Cornwall, and Dorset.

As a medium for Advertisements, the *Flying Post* is unrivalled, as amongst its Subscribers are to be found the Nobility, Clergy, Gentry, Bankers, Merchants, and Yeomanry. It is also to be found at the Principal Libraries, Literary Institutions, Hotels, and other places of public resort in the West; and its popularity is testified to in the fact of its rapidly increasing Circulation.

The several departments of the Paper are conducted by Gentlemen of practised ability; the Political, Literary, and Scientific Sections receive every attention due to their importance; the Foreign and Domestic Intelligence is carefully selected from most authentic sources; whilst the Local and Provincial News is supplied by a body of duly authorised Correspondents.

The Repeal of the Advertisement Duty has led to a more than corresponding Reduction in the Scale of Charges. Servants in search of Employment, or Masters wanting Servants, will find the Columns of the *Flying Post* most suitable for their purposes—the charge for 5 lines, pre-paid, being reduced to the low rate of 1s 6d; other Advertisements at equally reasonable prices—3 lines, 1s 6d; 6 lines, 2s 6d; 12 lines, 4s; 20 lines, 6s; and so on in proportion.

Contracts for a series on further reduced scales.

Trewman's Exeter Flying Post, is Published every WEDNESDAY, at NOON, and forwarded by Post the same day to all parts of the Kingdom.—226 High Street, Exeter.

TWO ADVERTISERS a knowledge of the Circulation of Newspapers is of infinite importance; their attention is, therefore, directed to the following extract from a Government Return of Stamps issued to Newspapers Published in the Counties of Berks, Hants, Oxon, and Wilts, in the Years 1851, 1852, and 1853:—

| | |
|--|-------------------------------|
| READING MERCURY, OXFORD GAZETTE, NEW- BURY HERALD, AND BERKS COUNTY PAPER } 568,250 | |
| Hampshire Telegraph... 465,240 | Devizes Gazette..... 163,000 |
| Hampshire Advertiser... 405,500 | Banbury Guardian..... 129,500 |
| Salisbury Journal..... 347,500 | Windsor Express..... 129,000 |
| Oxford Journal..... 332,425 | Berks Chronicle..... 128,000 |
| Oxford Chronicle..... 268,700 | Wilts Mirror..... 120,000 |
| Hampshire Independent 225,150 | Oxford Herald..... 81,000 |
| Hampshire Chronicle... 167,500 | Wilts Independent..... 77,675 |

The *Reading Mercury, Oxford Gazette, Newbury Herald, and Berks County Paper*, Established 1723, is Published every SATURDAY, at the Offices, Reading and Newbury, and immediately distributed amongst the Leading and Influential, as well as the Commercial and Agricultural, Classes.

This Journal can boast of being one of the First-Established Provincial Papers in the Kingdom; and as its Circulation is more than double the amount of the aggregate of the other Berkshire Papers, and greatly exceeds any of the journals in the Counties of Oxon, Hants, and Wilts, the Proprietors feel they need not add anything further to point out to the public its pre-eminent claims as an Advertising medium.

NORTH LANCASHIRE.—The Government Stamp Returns give the

Average Circulation of the PRESTON GUARDIAN for 1851, 1852, and 1853, as5724 Copies weekly.
The Paper next highest in Circulation, published in the same division of the County,1647 ditto.

Office of the *Preston Guardian*—8 Cheapside, Market Place, Preston, Lancashire.

TO ADVERTISERS.—The attention of the Legal Profession, of Surveyors, Auctioneers, Railway Companies, County Magistrates, Commissioners of Turnpike Trusts, Guardians of Poor-Law Unions, Insurance Companies, and all other Public Bodies, of Agriculturalists, Merchants, Tradesmen, &c., &c., &c., is respectfully requested to the Latest Official Returns to Parliament of the number of Stamps issued to the Country Newspapers.

The Circulation of the HEREFORD TIMES, in the Year 1854, was 255,000; or nearly 5000 Copies Weekly.

The attention, therefore, of Advertisers is respectfully requested to this large Circulation, as compared with that of other Provincial Newspapers published throughout the Kingdom, but more especially with those of its immediate district; the comparison is so favourable and so striking, that the Proprietor believes he is fully justified in stating that the *Hereford Times* is the Leading Newspaper for Mid-West England and the whole of the Principality.

It is evident that, as the above Circulation pervades an immense body of readers, embracing all classes, namely, the Nobility, Clergy, and Gentry, and the Professional, Agricultural, and Commercial Community, the *Hereford Times* affords the most advantageous medium for every description of Advertisements throughout a large and very influential portion of the United Kingdom; and, as a proof that it is so regarded, it may be noticed that the number of Advertisements inserted in the *Hereford Times*, in the Year 1854, was upwards of 11,000.

DISTRICT OF THE HEREFORD TIMES' CIRCULATION.

Advertisers of Real and Personal Property, either by Auction or Private Treaty, in any of the subjoined Counties, will find their interests promoted by inserting their Advertisements in the *Hereford Times* :—

| | | |
|-----------------|------------------|------------------|
| Herefordshire, | Gloucestershire, | Cardiganshire, |
| Worcestershire, | Wiltshire, | Montgomeryshire, |
| Staffordshire, | Somersetshire, | Merionethshire, |
| Shropshire, | Monmouthshire, | Pembrokeshire, |
| Cheshire, | Glamorganshire, | Flintshire, |
| Warwickshire, | Carmarthenshire, | Carnarvonshire, |
| Leicestershire, | Breconshire, | Denbighshire. |
| Oxfordshire, | Radnorshire, | |

Advertisers for Personal Employment, as Professional or Commercial Situations, and Agricultural or Domestic Servants, will find the large Circulation of the *Hereford Times* peculiarly eligible, either in obtaining Service or Employment.

TO ADVERTISERS.

THE WILTS AND GLOUCESTERSHIRE STANDARD AND CIRENCESTER AND SWINDON EXPRESS, Published every SATURDAY MORNING, Price 5d, and containing Eight large Folio Pages, the size of the *Morning Post*.

The attention of Advertisers generally is called to the unusual advantages, as a medium for Advertising, afforded by this Old-Established Agricultural, Commercial, and Family Newspaper, which, being published simultaneously at Cirencester (the metropolis of the Cotteswolds, and the seat of the Royal Agricultural College), and the thriving and important Town of Swindon, on the Great Western Railway, is rapidly Circulated through the Market Towns of Bisley, Burford, Bampton, Cricklade, Calne, Chippenham, Chalford, Fairford, Faringdon, Highworth, Lechlade, Marlborough, Malmesbury, Minchinhampton, Northleach, Stroud, Stow-on-the-Wold, Tetbury, Wootton, Bassett, Wootton-under-Edge, Witney, &c., &c. The guaranteed Circulation of the *Standard and Express* in the district comprising North Wilts and the Cotteswolds, exceeds ONE THOUSAND COPIES Weekly.

A peculiar feature of the *Standard and Express* is the exclusion from its columns of all Offensive Advertisements, which insures for it a ready entrance into the Family Circle, from which other local journals, publishing this class of announcements, are necessarily excluded.

SCALE OF CHARGES FOR ADVERTISEMENTS.

Persons wanting Situations, Employers requiring Servants, Assistants, &c., not exceeding 3 Lines, 1s; and for every additional Line, 3d; general Advertisements, not exceeding 3 Lines (cash), 1s 6d; and 3d for every additional Line.

Liberal Contracts will be entered into by the Proprietor for the insertion of Advertisements of an unobjectionable character. Contract Advertisements to be paid for Quarterly. A Specimen Paper sent on application.

Office, Dyer Street, Cirencester.

THE NORTH WALES CHRONICLE, AND ADVERTISER FOR THE PRINCIPALITY, Published at Bangor, Carnarvonshire, every FRIDAY EVENING in time for the early Posts, and extensively Circulated every SATURDAY MORNING throughout the Six Northern Counties of Wales, in Cardiganshire, and in England, Ireland, and Scotland, is the best medium for the Publication of Advertisements, being read by all parties, on account of the spirited and independent tone of its Leading Articles, the extent and accuracy of its Local Reports, and the variety and comprehensiveness of its Foreign and Domestic Intelligence, its Original Correspondence, its reliable Accounts of the Corn and Cattle Markets, and other information suitable to the great interests of the Country; and Circulating chiefly amongst the classes who have Property to dispose of and ability to purchase.

Offensive Medical Advertisements are excluded from its Columns.

The *North Wales Chronicle* has been very greatly Enlarged and Improved.

AUGUSTUS ROBERT MARTIN, Proprietor,
To whom all Bank and Post Office Orders should be made Payable.

Agent at Edinburgh—MR G. T. CHIENE.

Published by Authority.

BELFAST MERCANTILE JOURNAL AND STATISTICAL REGISTER. *Founded in 1807.*

Owing to the abolition of the Advertisement Duty, the Proprietors of the *Belfast Mercantile Journal* purpose classifying such Advertisements as it would be advisable to keep *constantly* before the public under two heads, viz. :—

BUSINESS CARDS—For which the charge will only be, for the Year, or 52 Insertions, containing 4 to 5 Lines each, £2 10 0
For the Half-Year, or 26 Insertions, do.,..... 1 7 6

And for every additional Line as per agreement.

MERCANTILE ADVERTISEMENTS—For which the charge will only be, for the Year, or 52 Insertions, containing 6 to 8 Lines each..... 3 15 0
For the Half-Year, or 26 Insertions, do..... 2 0 0

And for every additional Line as per agreement.

Occasional Advertisements being charged according to a scale price based upon terms equally moderate.

The *Mercantile Journal* has now been in existence, under its old and new form, for nearly Half a Century, and, under its change of Proprietary, has considerably increased, both in Circulation and influence; being also “under the control of a Committee of Merchants,” and having its Statistical and Mercantile matters supplied from *official* and *influential* sources, it is Filed in Merchants’ Counting-houses for daily reference, which renders it a most desirable medium for Advertising.

The *Mercantile Journal* is now the recognised organ of the Irish Linen and Grain trades. It also contains the Official account of all Duties paid at this Port; Arrivals from Foreign Ports, with particulars of Cargoes, and Consignees’ and Agents’ Names; the Imports of Goods Coastwise, with the Names of the principal Importers; Quarterly and Yearly Returns, containing the *total* quantity of Belfast Imports and Exports; Weekly Reviews of the Linen, Cotton, Grain, Provision, Produce, Timber, and other principal branches of trade; and, also, of the Share and Money Markets; the Linen Trade Circular; various Statistical Tables of importance; Original Articles on Mercantile Questions; Commercial Law Cases; and a considerable variety of information of interest and importance to the Commercial World.

Besides an extensive Circulation in the United Kingdom, the *Mercantile Journal* Circulates in Europe, United States of America, China, East and West Indies, Australia, Canada, Nova Scotia, &c., &c.

Published Every TUESDAY MORNING.

Price £1 1 0 per Annum, for Belfast and Neighbourhood.
1 5 0 for other parts of Ireland, Great Britain, and the Colonies.
1 9 0 for Foreign Countries, including Postage.

TESTIMONIALS.

“The *Mercantile Journal* deserves success, and its conductors every credit for the great attention paid to all commercial subjects; the newspaper is quite a *specialite*.”—A. Mongredien, Mark Lane, London.

“Board of Trade, London.

“The *Mercantile Journal* is conducted with much spirit and ability, and must succeed.”—Jas. Emerson Tennent.

For further particulars, apply to JOHN SEED, Corn Exchange, Belfast.

THE COLERAINE CHRONICLE, AND GENERAL ADVERTISER FOR THE NORTH OF IRELAND, is Published every SATURDAY MORNING, at the Office, 7 Meeting House Street, Coleraine. Its present Circulation is 1000 Copies per Week. Being the only Newspaper printed within a district of 5000 square miles, it is largely patronised as an Advertising medium. Its scale of Charges is exceedingly moderate. It is conducted on thoroughly Protestant Principles, and several of the leading Presbyterian Clergymen of the North are frequent Contributors to its columns.

The Subscription is 17s per Annum paid in Advance, or 18s Credit. Post Office Orders Payable to JOHN M'COMBIE, Printer and Publisher, to whom all Communications are to be addressed.

PROVINCE OF LEINSTER.

CARLOW POST, a Liberal Journal, Edited by a Gentleman of well-known abilities, and Published every SATURDAY MORNING by Mr THOMAS PRICE, 55 Dublin Street, Carlow, strenuously but temperately advocates an Equitable Adjustment of the Landlord and Tenant Question, the Extension of the Franchise, the Non-payment by the State of the Ministers of any Religious Denomination, and Equality in Civil and Religious Rights.

Annual Subscription, £1. This popular Journal is extensively Circulated throughout the Counties of Carlow, Kildare, Kilkenny, Wexford, Wicklow, and the Queen's County. It is also Filed in the principal News Agency Offices, Coffee Houses, and Hotels of Dublin.

Agents, Dublin: W. H. Smith & Son, 1 Eden Quay. London: Barker & White, 33 Fleet Street; Newton & Co., Warwick Square, Newgate Street; and C. Mitchell, Red Lion Court, Fleet Street.

THE ISLE OF MAN

WEEKLY ADVERTISING CIRCULAR (Established Feb. 3, 1853) is extensively Circulated throughout the Island, and a number of Copies regularly Posted for England, &c.

Published (*gratis*) Every THURSDAY.

R. H. JOHNSON, Proprietor.

Address:—2 Gt. Nelson Street, Douglas, Isle of Man.

BRIGHTON HERALD.—SATURDAY—Price 5d; Liberal; Established 1806. Circulates through the County of Sussex, amongst the Wealthy, Influential, and Fashionable Classes of Society. It devotes great attention to Literature, the Fine Arts, and Miscellaneous Information, of a nature to make it a Family Newspaper; all objectionable matter being carefully excluded from its columns. Proprietors—WILLIAM FLEET & SON.

INDISPENSABLE WORKS OF REFERENCE.

CYCLOPÆDIA of UNIVERSAL BIOGRAPHY, written by Twenty of the First Men of the Present Day. With Illustrations. 8vo., 12s 6d cloth.

CYCLOPÆDIA of HISTORY—A Complete Series of Chronological Tables on a New Plan, comprising an Alphabetical Arrangement and an Arrangement according to dates. Edited by I. M'Burney, B.A., and Samuel Neil. 8vo., 10s 6d cloth.

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APPENDIX.

GOVERNMENT RETURN OF STAMPS

ISSUED TO NEWSPAPERS DURING 1854,

WITH THE AVERAGE CIRCULATION OF EACH NEWSPAPER
DEDUCED THEREFROM.

NEWSPAPERS marked *a*, print part or all of their impression on unstamped paper. Any figures opposite such publications represent only the number of copies stamped for transmission by post. The number sent by post usually amounts to about one-tenth of the entire impression, but the proportion varies according to circumstances.

Newspapers marked *b*, were not in existence during the whole of 1854.

It will be observed, that wherever a fraction occurs in the following computations, it has been set down as a unit.

Scotland.

| Name and Place of Publication. | Stamps. | Days Pub | Av. Cir. |
|-------------------------------------|---------|-------------|----------|
| EDINBURGH. | | | |
| Edinburgh Advertiser (advt. p. 161) | 146,000 | Tu. & Fri. | 1,404 |
| Caledonian Mercury (advt. p. 159) | 146,500 | Mo. & Th. | 1,409 |
| Edinburgh Evening Conrant | 297,000 | Tu. T. & S. | 1,904 |
| Edinburgh Evening Post | 90,000 | Wed & Sa | 866 |
| Edinburgh Gnardian (advt. p. 160) | 112,000 | Satur. | 2,154 |
| Edinburgh Gazette (by Authority) | 19,000 | Tu. & Fr. | 183 |
| Ladies' Own Journal | 218,000 | Satur. | 4,193 |
| Edinburgh News | 263,000 | Satur. | 5,058 |
| North British Advertiser (gratis).. | 802,000 | Satur. | 15,424 |
| North British Agriculturist..... | 169,550 | Wed. Ev. | 3,261 |
| Rock <i>b</i> | — | Satur. | — |
| Scotsman | 359,000 | Wed & Sa | 3,454 |
| Scottish Press | 180,500 | Tu. & Fri. | 1,736 |
| Scottish Railway Gazette | 8,500 | Satur. | 164 |
| Witness (advt. p. 159), 108 Nos.... | 297,500 | Wed & Sa | 2,755 |

| Name and Place of Publication. | Stamps. | DaysPub. | Av. Cir. |
|---|---------|-----------------------|----------|
| GLASGOW. | | | |
| Glasgow Advertiser (advt. p. 165)... | 15,000 | Thurs. | 289 |
| Christian News (advt. p. 165) | 92,500 | Satur. | 1,780 |
| Glasgow Chronicle | 96,000 | Wednes. | 1,847 |
| Glasgow Citizen (see advt.)..... | 155,500 | Satur. | 2,991 |
| Commonwealth (advt. p. 164)..... | 108,000 | Thurs. | 2,077 |
| Glasgow Constitutional | 66,000 | Wed&Sa | 635 |
| Glasgow Courier* | 88,325 | Tu.T.&S. | 567 |
| Glasgow Examiner (advt. p. 162)... | 163,000 | Satur. | 3,135 |
| Glasgow Free Press | 60,000 | Satur. | 1,154 |
| Glasgow Gazette | 128,000 | Satur. | 2,462 |
| Scottish Guardian, 106 Nos. | 115,000 | Tu. & Fr. | 1,085 |
| Glasgow Herald..... | 541,500 | Mo. & Fr. | 5,207 |
| Mercantile Advertiser (adv. p. 163) | 18,500 | Tuesday. ^a | 356 |
| North British Mail (advt. p. 161).. | 565,000 | Daily. | 1,806 |
| Glas. Saturday Post (advt. p. 164) | 727,000 | Satur. | 13,981 |
| Glasgow Sentinel | 235,500 | Satnr. | 4,529 |
| ABERDEEN. | | | |
| Aberdeen Free Press (advt. p. 167) | 38,000 | Friday. | 731 |
| Aberdeen Herald | 159,500 | Satur. | 3,068 |
| Aberdeen Journal... .. | 202,000 | Wednes. | 3,885 |
| ALLOA. | | | |
| Alloa Advertiser (advt. p. 167)... | 22,000 | Altr. Sat. | 847 |
| Clackmannanshire Advertiser (adv. p. 169)..... | 19,625 | Altr. Sat. | 755 |
| ARBROATH. | | | |
| Arbroath Guide (advt. p. 167)..... | 26,000 | Satur. | 500 |
| ARDROSSAN. | | | |
| Ardrossan and Saltcoats Herald (see advt.) | 6,000 | 4th Sat. ^a | 462 |
| AYR. | | | |
| Ayr Advertiser (advt. p. 170)..... | 126,000 | Thurs. | 2,424 |
| Ayr Observer (see advt.)..... | 64,000 | Tuesday. | 1,231 |
| BANFF. | | | |
| Banffshire Journal (advt p. 185)... | 65,000 | Tuesday. | 1,250 |
| BERWICK. | | | |
| Berwick Advertiser..... | 54,000 | Satur. | 1,039 |

* The Publisher of the *Glasgow Courier* states that the return for that paper is incorrect.

| Name and Place of Publication. | Stamps. | Days Pub | Av. Cir. |
|---|---------|-------------------|----------|
| Berwick and Kelso Warder (see advt.) | 33,000 | Friday. | 635 |
| BRECHIN. | | | |
| Brechin Advertiser (see advt.) | 21,300 | Tuesday. | 410 |
| CAMPBELTOWN. | | | |
| Campbeltown Journal | 9,115 | Satur. | 176 |
| CUPAR-FIFE. | | | |
| Fife Herald (advt. p. 169) | 54,646 | Thurs. | 1,051 |
| Fifeshire Journal | 36,000 | Thurs. | 693 |
| Stratheden Advertiser | 4,900 | Monthly. <i>a</i> | 484 |
| DUMBARTON. | | | |
| Dumbarton Herald | 32,500 | Thurs. | 625 |
| DUMFRIES. | | | |
| Dumfries Courier (advt. p. 171) ... | 114,000 | Tuesday. | 2,193 |
| Dumfriesshire Herald | 28,000 | Friday. | 539 |
| Dumfries Standard (see advt.) | 43,000 | Wednes. | 827 |
| DUNDEE. | | | |
| Dundee Advertiser (advt. p. 163) .. | 188,300 | Tu. & Fr. | 1,811 |
| Dundee Courier | 32,500 | Wednes. | 625 |
| Dundee Mercantile Advertiser <i>b</i> ... | — | Monthly. <i>a</i> | — |
| Northern Warder | 96,000 | Thurs. | 1,847 |
| DUNFERMLINE. | | | |
| Dunfermline Advertiser (advt. p. 171) | — | 4th Fri. <i>a</i> | — |
| Dunfermline Chronicle | — | 4th Fri. <i>a</i> | — |
| Dunfermline News | — | 4th Fri. <i>a</i> | — |
| Dunfermline Journal | 4,320 | 4th Fri. <i>a</i> | 333 |
| ELGIN. | | | |
| Elgin Courant (advt. p. 166) | 30,000 | Friday. | 578 |
| Elgin and Morayshire Courier | 32,000 | Friday. | 616 |
| FALKIRK. | | | |
| Falkirk Herald (advt. p. 169) | 38,000 | Thurs. | 731 |
| FORRES. | | | |
| Forres, Elgin, and Nairn Gazette ... | 11,000 | Alt. Wed | 424 |
| GALASHIELS. | | | |
| Border Advertiser (advt. p. 172) ... | 28,000 | Friday. | 539 |

| Name and Place of Publication. | Stamps. | Days Pub. | Av. Cir. |
|---|---------|-------------------|----------|
| GREENOCK. | | | |
| Greenock Advertiser..... | 55,000 | Tu. & Fr. | 529 |
| Greenock Herald..... | 25,000 | Thurs. | 481 |
| HADDINGTON. | | | |
| Allan's East Lothian Advertiser... | — | Monthly. <i>a</i> | — |
| HAWICK. | | | |
| Hawick Monthly Advertiser (advt. p. 172)..... | 2,000 | Monthly. <i>a</i> | 167 |
| INVERNESS. | | | |
| Inverness Advertiser (advt. p. 167) | 64,000 | Tuesday. | 1,231 |
| Inverness Courier (advt. p. 166)... | 123,000 | Th. Evn. | 2,365 |
| KELSO. | | | |
| Kelso Chronicle..... | 38,000 | Friday. | 731 |
| Kelso Mail (advt. p. 171)..... | 41,575 | W & S. Ev | 400 |
| KILMARNOCK. | | | |
| Kilmarnock Chronicle | 39,000 | Satur. | 750 |
| Kilmarnock Journal (see advt.)... | 15,000 | Thurs. | 289 |
| KINROSS. | | | |
| Kinross-shire Advertiser (advt. p. 166) | 7,460 | Monthly. <i>a</i> | 622 |
| KIRKCALDY. | | | |
| Fifeshire Advertiser | 34,100 | Satur. | 656 |
| LANARK. | | | |
| Lanarkshire Monthly Advertiser... | 1,590 | Monthly. <i>a</i> | 133 |
| LANGHOLM. | | | |
| Eskdale and Liddesdale Advertiser | 3,720 | Monthly. <i>a</i> | 310 |
| LEITH. | | | |
| Leith Herald | 576 | Monthly. <i>a</i> | 48 |
| MONTROSE. | | | |
| Montrose Review | 75,000 | Friday. | 1,443 |
| Montrose Standard..... | 69,500 | Friday. | 1,337 |
| NAIRN. | | | |
| Nairnshire Telegraph (and Mirror) | 16,000 | Thurs. | 308 |
| PEEBLES. | | | |
| Peeblesshire Advertiser..... | 6,240 | Monthly. <i>a</i> | 520 |

| Name and Place of Publication. | Stamps. | Days Pub | Av. Cir. |
|--|---------|----------|----------|
| PAISLEY. | | | |
| Paisley Herald..... | 25,500 | Satur. | 491 |
| Paisley Journal | 36,000 | Satur. | 693 |
| PERTH. | | | |
| Perthshire Advertiser (see advt.)... | 94,825 | Thurs. | 1,824 |
| Perthshire Constitutional..... | 20,500 | Wednes. | 394 |
| Perthshire Courier (see advt.) | 38,125 | Thurs. | 734 |
| ROTHESAY. | | | |
| Rothesai Mail (see Campbeltown Journal)..... | — | Satur. | — |
| STIRLING. | | | |
| Stirling Journal (advt. p. 168)..... | 35,000 | Friday | 674 |
| Stirling Observer (advt. p. 168).... | 30,000 | Thurs. | 577 |
| STONEHAVEN. | | | |
| Stonehaven Journal (advt. p. 169) | 10,000 | Thurs. | 193 |
| STRANRAER. | | | |
| Galloway Advertiser & Wigtownshire Free Press..... | 31,000 | Th. Evn. | 598 |
| WICK. | | | |
| John o'Groat Journal (advt. p. 165) | 52,000 | Friday. | 1,000 |
| Northern Ensign (advt. p. 166).... | 61,000 | Th. Evn. | 1,174 |

England.

| Name and Place of Publication. | Stamps. | Days Pub | Av. Cir. |
|--------------------------------|------------|-----------------------|----------|
| LONDON. | | | |
| Commercial Daily List..... | 39,000 | Dy. Mor. ^a | 125 |
| Daily Commercial Gazette..... | 4,200 | Dy. Mor. ^a | 14 |
| Daily News..... | 1,485,099 | Dy. Mor. | 4,745 |
| Morning Advertiser | 2,392,780 | Dy. Mor. | 7,645 |
| Morning Chronicle..... | 873,500 | Dy. Mor. | 2,791 |
| Morning Herald..... | 1,158,000 | Dy. Mor. | 3,700 |
| Morning Post..... | 832,500 | Dy. Mor. | 2,660 |
| Public Ledger | 75,000 | Dy. Mor. ^a | 240 |
| Times | 15,975,739 | Dy. Mor. | 51,041 |
| Express | 841,341 | Dy. Evn. | 2,688 |

| Name and Place of Publication. | Stamps. | Days Pub | Av. Cir. |
|--------------------------------------|-----------|-------------------|----------|
| Globe | 850,000 | Dy. Evn. | 2,716 |
| Lloyd's List..... | 84,320 | Dy. Evn. <i>a</i> | 270 |
| Shipping Advertiser..... | — | Dy. Evn. <i>a</i> | — |
| Shipping and Mercantile Gazette.. | 628,000 | Dy. Evn. | 2,007 |
| Standard | 417,000 | Dy. Evn. | 1,333 |
| Sun | 825,000 | Dy. Evn. | 2,636 |
| Association Medical Journal..... | 124,000 | Friday. <i>a</i> | 2,385 |
| Athenæum..... | 161,000 | Satur. <i>a</i> | 3,097 |
| Atlas | 83,250 | Satur. | 1,601 |
| Australian Gazette..... | 47,200 | Satur. | 908 |
| Bankers' Circular | 12,394 | Satur. | 239 |
| Bell's Life in London | 1,161,000 | Satur. | 22,327 |
| Bell's Weekly Messenger..... | 625,500 | Satur. | 12,029 |
| Bell's New Weekly Messenger..... | 12,100 | Sunday. | 233 |
| Bent's Literary Advertiser | 14,500 | Monthly. <i>a</i> | 1,209 |
| Britannia..... | 91,000 | Satur. | 1,750 |
| British Army Dispatch..... | 23,500 | Friday. | 452 |
| British Banner | 158,807 | Wednes. | 3,054 |
| Builder | 75,203 | Satur. <i>a</i> | 1,447 |
| Catholic Standard | 78,250 | Satur. | 1,505 |
| Chemical Gazette | 1,000 | Fortly. <i>a</i> | 42 |
| Christian Spectator | 29,450 | Satur. | 567 |
| Christian Times..... | 64,042 | Satur. | 1,232 |
| Christian Weekly News <i>b</i> | 39,900 | Tuesday. | — |
| Church and State Gazette | 30,000 | Friday. | 577 |
| Civil Service Gazette (see advt.)... | 83,000 | Satur. | 1,597 |
| County Chronicle | 72,953 | Tuesday. | 1,403 |
| County Herald | 22,500 | Satur. | 433 |
| Courier | 10,000 | Thurs. | 193 |
| Courier de l'Europe (French)..... | 81,600 | Satur. | 1,570 |
| Court Journal | 32,338 | Satur. | 622 |
| Critic | 112,500 | Fortly. <i>a</i> | 4,688 |
| Diogenes | 10,483 | Satur. <i>a</i> | 202 |
| Economist | 224,000 | Satur. | 4,308 |
| Empire (see advt.)..... | 209,950 | Satur. | 4,038 |
| English Churchman | 65,175 | Thurs. | 1,254 |
| Era | 258,235 | Satur. | 4,966 |
| Evening Journal | 60,000 | M.W.&F | 385 |
| Evening Mail..... | 800,000 | M.W.&F | 5,129 |
| Examiner | 248,560 | Satur. | 4,780 |
| Expositor | 930 | Satur. <i>a</i> | 18 |
| Field..... | 167,217 | Satur. | 3,216 |
| Freeman <i>b</i> | — | Wednes. | — |
| Gardeners' Chronicle | 350,000 | Satur. | 6,731 |
| Gardeners' and Farmers' Journal.. | 10,000 | Satur. | 193 |
| Guardian..... | 207,500 | Wednes. | 3,991 |

| Name and Place of Publication. | Stamps. | Days Pub | Av. Cir. |
|-------------------------------------|-----------|-----------|----------|
| Hebrew Observer | 12,112 | Friday. | a 233 |
| Herapath's Railway Journal | 97,500 | Satur. | 1,875 |
| Illustrated London News | 5,627,866 | Satur. | 108,229 |
| Inquirer | 45,500 | Satur. | 875 |
| Jewish Chronicle | 12,280 | Friday. | a 237 |
| John Bull | 93,924 | Satur. | 1,807 |
| Journal of Auctions | 1,500 | Fortly. | a 63 |
| Journal of Commerce | 33,000 | Satur. | 635 |
| Jurist | 83,325 | Satur. | 1,603 |
| Justice of the Peace | 82,625 | Satur. | 1,589 |
| Labour List (advt. p. 173) <i>b</i> | — | Tu. & Fr. | a — |
| Lady's Newspaper | 158,220 | Satur. | 3,043 |
| Lancet | 87,200 | Satur. | a 1,677 |
| Law Times | 185,150 | Satur. | a 3,561 |
| Leader | 109,000 | Satur. | 2,097 |
| Legal Observer | 6,000 | Satur. | a 116 |
| Literary Gazette (advt. p. 173) | 25,425 | Satur. | a 489 |
| Lloyd's Weekly London Newspaper | 5,572,897 | Sunday. | 107,172 |
| London Commercial Record | 59,000 | Friday. | 1,135 |
| London Gazette (by Authority) | 420,000 | Tu. & Fr. | 4,039 |
| Magnet | 299,250 | Monday. | 5,755 |
| Mark Lane Express | 270,000 | Monday. | 5,193 |
| Medical Circular | 98,660 | Wednes. | a 1,898 |
| Medical Times and Gazette | 85,675 | Satur. | a 1,648 |
| Mercantile Journal | 16,000 | Tuesday. | 308 |
| Merchants' Magazine | 10,150 | Satur. | 196 |
| Mining Journal | 189,500 | Satur. | 3,645 |
| Musical Times | 28,000 | Fortly. | a 1,167 |
| Musical Transcript | 3,500 | Satur. | a 68 |
| Musical World | 22,800 | Satur. | a 439 |
| Naval and Military Gazette | 73,075 | Satur. | 1,406 |
| News of the World | 5,673,525 | Satur. | 109,107 |
| Nonconformist | 161,500 | Wednes. | 3,106 |
| Notes and Queries | 18,500 | Satur. | a 356 |
| Observer | 419,000 | Sunday. | 8,058 |
| Patriot | 122,658 | Mo. & Th. | 1,180 |
| Pawnbrokers' Gazette | 38,900 | Monday. | 749 |
| Pen and Pencil <i>b</i> | — | Satur. | — |
| Press | 146,300 | Satur. | 2,814 |
| Publishers' Circular | 74,000 | Fortly. | a 3,084 |
| Punch | 425,500 | Satur. | a 8,183 |
| Racing Calendar | 50,400 | Irregular | a — |
| Racing Times (advt. p. 174) | 40,150 | Tuesday. | a 773 |
| Railway Gazette | 5,000 | Satur. | 97 |
| Railway Record | 17,375 | Satur. | 335 |
| Railway Times | 72,000 | Satur. | 1,385 |
| Record | 387,500 | Mo. & Th. | 3,726 |

| Name and Place of Publication. | Stamps. | Days Pub | Av. Cir. |
|--|-----------|-------------|------------------|
| Register <i>b</i> | — | Satur. | — |
| Reynolds' Weekly Newspaper | 2,496,256 | Sunday. | 48,005 |
| Spectator | 142,000 | Satur. | 2,731 |
| St James's Evening Chronicle..... | 415,000 | Tu. T. & S. | 2,661 |
| Sunday Times..... | 372,000 | Sunday. | 7,154 |
| United Service Gazette | 106,086 | Satur. | 2,041 |
| Watchman | 160,000 | Wednes. | 3,077 |
| Weekly Dispatch (advt. p. 174).... | 1,982,933 | Sunday. | 38,134 |
| Weekly News and Chronicle | 55,750 | Satur. | 1,073 |
| Weekly Reporter (Legal).. .. | 8,590 | Satur. | ^a 166 |
| Weekly Times | 3,902,169 | Satur. | 75,042 |
| Wesleyan Times..... | 126,000 | Monday. | 2,424 |
| AMERSHAM. | | | |
| Buck'shire Advertiser (see advt.)... | 41,000 | Tuesday | 789 |
| AYLESBURY (Buckinghamshire). | | | |
| Bucks Advertiser & Aylesbury News (see advt.) | 42,500 | Satur. | 818 |
| Bucks Chronicle and Gazette | 30,325 | Satur. | 584 |
| Bucks Herald | 19,000 | Satur. | 366 |
| BANBURY (Oxfordshire). | | | |
| Banbury Guardian..... | 40,000 | Thurs. | 770 |
| BARNSTAPLE (Devonshire). | | | |
| North Devon Journal | 60,750 | Thurs. | 1,169 |
| BATH (Somersetshire). | | | |
| Bath Chronicle | 85,000 | Thurs. | 1,635 |
| Bath and Cheltenham Gazette | 50,925 | Wednes. | 980 |
| Bath Herald | 24,000 | Satur. | 462 |
| Bath Journal (Keene's) | 61,000 | Satur. | 1,174 |
| BEDFORD (Bedfordshire). | | | |
| Bedford Mercury | 15,000 | Satur. | 289 |
| Bedford Times (see advt.)..... | 26,000 | Satur. | 500 |
| BIRKENHEAD (Cheshire). | | | |
| Birkenhead Guardian <i>b</i> (see advt.).. | 10,500 | Satur. | — |
| BIRMINGHAM (Warwickshire). | | | |
| Birmingham Gazette (Aris's)..... | 120,000 | Monday. | 2,308 |
| Birmingham Journal..... | 650,750 | Satur. | 12,515 |
| Birmingham Mercury..... | 189,000 | Satur. | 3,635 |
| Midland Counties Herald (gratis).. | 312,000 | Thurs. | 6,000 |
| BLACKBURN (Lancashire). | | | |
| Blackburn Standard | 28,500 | Wednes. | 549 |

| Name and Place of Publication. | Stamps. | Days Pub. | Av. Cir. |
|---|---------|-----------|----------|
| BOLTON (<i>Lancashire</i>). | | | |
| Bolton Chronicle..... | 100,000 | Satur. | 1,924 |
| Bolton Mercury..... | 10,850 | Satur. | 209 |
| BOSTON (<i>Lincolnshire</i>). | | | |
| Boston Guardian (see advt.) | 31,500 | Wednes. | 606 |
| Boston and Lincoln Herald | 22,500 | Tuesday. | 433 |
| BRADFORD (<i>Yorkshire</i>). | | | |
| Bradford Observer..... | 65,006 | Thurs. | 1,251 |
| BRIGHTON (<i>Sussex</i>). | | | |
| Brighton Examiner | 51,748 | Tuesday. | 996 |
| Brighton Gazette | 72,000 | Thurs. | 1,385 |
| Brighton Guardian..... | 61,200 | Wednes. | 1,177 |
| Brighton Herald (advt. p. 179)..... | 60,000 | Satur. | 1,154 |
| BRIDGEWATER (<i>Somersetshire</i>). | | | |
| Bridgewater Times (see advt.)..... | 16,000 | Thurs. | 308 |
| BRISTOL (<i>Gloucestershire</i>). | | | |
| Bristol Gazette | 35,000 | Thurs. | 674 |
| Bristol Mercury..... | 299,500 | Satur. | 5,760 |
| Bristol Mirror..... | 191,000 | Satur. | 3,674 |
| Bristol Times and Journal..... | 162,500 | Satur. | 3,125 |
| BURY ST EDMUNDS (<i>Suffolk</i>). | | | |
| Bury and Norwich Post | 95,500 | Tu. Evn. | 1,837 |
| BUXTON (<i>Derbyshire</i>). | | | |
| Buxton Herald | 5,000 | Sat.du.se | 193 |
| CAMBRIDGE (<i>Cambridgeshire</i>). | | | |
| Cambridge Chronicle..... | 130,300 | Satur. | 2,506 |
| Cambridge Independent Press..... | 104,000 | Satur. | 2,000 |
| CANTERBURY (<i>Kent</i>). | | | |
| Canterbury Weekly Journal | 7,000 | Satur. | 135 |
| Kent Herald | 43,000 | Thurs. | 827 |
| Kentish Gazette | 51,500 | Tuesday. | 991 |
| Kentish Observer | 19,000 | Thurs. | 366 |
| CARLISLE (<i>Cumberland</i>). | | | |
| Carlisle Journal | 191,000 | Friday. | 3,674 |
| Carlisle Patriot | 106,000 | Friday. | 2,039 |
| CHELTENHAM (<i>Gloucestershire</i>). | | | |
| Cheltenham Chronicle | 21,500 | Thurs. | 414 |

| Name and Place of Publication. | Stamps. | Days Pub | Av. Cir. |
|---|---------|----------|----------|
| Cheltenham Examiner | 59,325 | Wednes. | 1,141 |
| Cheltenham Free Press..... | 29,550 | Satur. | 569 |
| Cheltenham Looker-on..... | 27,800 | Satur. | 535 |
| Cheltenham Journal (see advt.)... | 28,875 | Satur. | 556 |
| CHELMSFORD (<i>Essex</i>). | | | |
| Chelmsford Chronicle | 121,933 | Friday. | 2,345 |
| Essex Herald | 80,000 | Tuesday. | 1,539 |
| CHESTER (<i>Cheshire</i>). | | | |
| Chester Chronicle | 80,000 | Satur. | 1,539 |
| Chester Courant..... | 71,000 | Wednes. | 1,366 |
| CHESTERFIELD (<i>Derbyshire</i>). | | | |
| Derbyshire Courier | 48,000 | Satur. | 924 |
| Derbyshire Times | 34,000 | Satur. | 654 |
| CIRENCESTER (<i>Gloucestershire</i>). | | | |
| Wilts and Gloucestershire Standard (adv. p. 177) | 58,077 | Satur. | 1,117 |
| CLIFTON (<i>Gloucestershire</i>). | | | |
| Clifton Chronicle (see advt.) | 22,000 | Wednes. | 424 |
| COLCHESTER (<i>Essex</i>). | | | |
| Essex Gazette..... | 72,000 | Friday. | 1,385 |
| Essex Standard | 72,000 | Wed & Fr | 693 |
| COVENTRY (<i>Warwickshire</i>). | | | |
| Coventry Herald | 52,000 | Friday. | 1,000 |
| Coventry Standard..... | 46,500 | Friday. | 895 |
| DARLINGTON (<i>Durham</i>). | | | |
| Darlington and Stockton Times ... | 42,000 | Satur. | 808 |
| DERBY (<i>Derbyshire</i>). | | | |
| Derbyshire Advertiser | 46,500 | Friday. | 895 |
| Derby Mercury | 90,000 | Wednes. | 1,731 |
| Derby Reporter (see advt.) | 146,500 | Friday. | 2,818 |
| DEVIZES (<i>Wiltshire</i>). | | | |
| Devizes and Wilts Gazette | 60,000 | Thurs. | 1,154 |
| Wiltshire Independent | 27,000 | Thurs. | 520 |
| DEVONPORT (<i>Devonshire</i>). | | | |
| Devonport Independent | 39,375 | Satur. | 758 |
| Devonport & Plymouth Telegraph. | 63,000 | Satur. | 1,212 |

| Name and Place of Publication. | Stamps. | Days Pub | Av. Cir. |
|--|---------|-----------|----------|
| DONCASTER (<i>Yorkshire</i>). | | | |
| Doncaster Chronicle (see advt.).... | 60,000 | Friday. | 1,154 |
| Doncaster Gazette | 122,000 | Friday. | 2,347 |
| DORCHESTER (<i>Dorsetshire</i>). | | | |
| Dorset County Chronicle..... | 46,000 | Thurs. | 885 |
| DOVER (<i>Kent</i>). | | | |
| Dover Chronicle..... | 33,750 | Satur. | 650 |
| Dover Telegraph | 32,050 | Satur. | 617 |
| DURHAM (<i>Durham</i>). | | | |
| Durham Advertiser | 53,500 | Friday. | 1,029 |
| Durham Chronicle | 64,050 | Friday. | 1,232 |
| EXETER (<i>Devonshire</i>). | | | |
| Exeter Flying Post (Trewman's) (advt. p. 175) | 118,500 | Thurs. | 2,279 |
| Exeter and Plymouth Gazette | 130,750 | Satur. | 2,515 |
| Western Luminary..... | 16,000 | Tuesday. | 308 |
| Western Times | 211,000 | Friday. | 4,058 |
| FLEETWOOD (<i>Lancashire</i>). | | | |
| Fleetwood Chronicle | 9,000 | Fr.du.se. | 347 |
| GATESHEAD (<i>Durham</i>). | | | |
| Gateshead Observer (see advt.).... | 100,000 | Satur. | 1,924 |
| GLOUCESTER (<i>Gloucestershire</i>). | | | |
| Gloucestershire Chronicle..... | 59,500 | Satur. | 1,145 |
| Gloucester Journal | 127,000 | Satur. | 2,443 |
| GREENWICH (<i>Kent</i>). | | | |
| Greenwich Observer | 13,660 | Satur. | 263 |
| Kentish Mercury | 41,975 | Satur. | 808 |
| West Kent Guardian | 4,669 | Satur. | 90 |
| HALIFAX (<i>Yorkshire</i>). | | | |
| Halifax Courier | 72,000 | Satur. | 1,385 |
| Halifax Guardian | 135,000 | Satur. | 2,597 |
| HARROGATE (<i>Yorkshire</i>). | | | |
| Harrogate Advertiser | 15,000 | Sat.du.se | 577 |
| Harrogate Herald | 8,250 | W.du.se. | 318 |
| HASTINGS (<i>Sussex</i>). | | | |
| Hastings and St Leonards News... | 30,200 | Friday. | 581 |

| Name and Place of Publication. | Stamps. | Days Pub | Av. Cir. |
|---|---------|----------|----------|
| HEREFORD (<i>Herefordshire</i>). | | | |
| Hereford Journal | 50,000 | Wednes. | 962 |
| Hereford Times (advt. p. 176)..... | 257,000 | Satur. | 4,943 |
| HERTFORD (<i>Hertfordshire</i>). | | | |
| Herts County Press | 14,000 | Tuesday. | 270 |
| Herts Guardian (see advt.)..... | 29,030 | Satur. | 559 |
| Hertford Mercury | — | Satur. | — |
| Herts Reformer | 41,000 | Satur. | 789 |
| HUDDERSFIELD (<i>Yorkshire</i>). | | | |
| Huddersfield Chronicle | 66,000 | Satur. | 1,270 |
| Huddersfield Examiner..... | 56,000 | Satur. | 1,077 |
| HULL (<i>Yorkshire</i>). | | | |
| Eastern Counties Herald | 86,000 | Thurs. | 1,654 |
| Hull Advertiser and Gazette | 103,000 | Friday. | 1,981 |
| Hull News | 296,000 | Satur. | 5,693 |
| Hull Packet | 77,000 | Friday. | 1,481 |
| Yorkshire & Lincolnsh. Advertiser b | — | Tuesday. | — |
| IPSWICH (<i>Suffolk</i> .) | | | |
| Ipswich Express | 46,000 | Tuesday. | 885 |
| Ipswich Journal | 125,000 | Satur. | 2,404 |
| Suffolk Chronicle | 102,500 | Satur. | 1,972 |
| KENDAL (<i>Westmoreland</i>). | | | |
| Kendal Mercury | 51,000 | Satur. | 981 |
| Westmoreland Gazette..... | 61,000 | Satur. | 1,174 |
| LANCASTER (<i>Lancashire</i>). | | | |
| Lancaster Gazette | 41,500 | Satur. | 799 |
| Lancaster Guardian | 48,000 | Satur. | 924 |
| LEAMINGTON (<i>Warwickshire</i>). | | | |
| Leamington Spa Courier | 48,000 | Satur. | 924 |
| LEEDS (<i>Yorkshire</i>). | | | |
| Leeds Intelligencer | 195,000 | Satur. | 3,750 |
| Leeds Mercury | 735,500 | Satur. | 14,145 |
| Leeds Times (see advt.) | 421,500 | Satur. | 8,106 |
| LEICESTER (<i>Leicestershire</i>). | | | |
| Leicester Advertiser (Payne's)..... | 90,000 | Satur. | 1,731 |
| Leicester Chronicle | 27,000 | Satur. | 520 |
| Leicester Journal | 66,000 | Friday. | 1,270 |
| Leicestershire Mercury..... | 72,500 | Satur. | 1,395 |

| Name and Place of Publication. | Stamps. | Days Pub | Av. Cir. |
|---|-----------|-----------|-----------------|
| LEWES (<i>Sussex</i>). | | | |
| Sussex Advertiser & Surrey Gazette | 72,500 | Tuesday. | 1,395 |
| Sussex Express and Surrey Standard, &c. | 245,500 | Satur. | 4,722 |
| LINCOLN (<i>Lincolnshire</i>). | | | |
| Lincolnshire Times | 29,250 | Tuesday. | 563 |
| LIVERPOOL (<i>Lancashire</i>). | | | |
| Liverpool Albion | 222,000 | Monday. | 4,270 |
| Liverpool Chron. & European Times | 197,000 | Satur. | 3,789 |
| Liverpool Courier | 140,000 | Wednes. | 2,693 |
| Gore's General Advertiser | 60,000 | Thurs. | 1,154 |
| Liverpool Journal..... | 317,500 | Satur. | 6,106 |
| Liverpool Mail | 156,000 | Satur. | 3,000 |
| Mercantile Gazette (Myers)..... | 42,000 | Monday. | 808 |
| Liverpool Mercury..... | 912,000 | Tu. & Fr. | 8,770 |
| Northern Daily Times | 343,500 | Daily. | 1,098 |
| Liverpool Standard | 76,000 | Tuesday. | 1,462 |
| Liverpool Telegraph (Shipping)... | 8,000 | Daily. | ^a 26 |
| Liverpool Times | 106,000 | Thurs. | 2,039 |
| Yr Amseran (Welsh, "The Times") | 237,700 | Wednes. | 4 572 |
| LYNN (<i>Norfolk</i>). | | | |
| Lynn Advertiser..... | 58,000 | Satur. | 1,116 |
| MACCLESFIELD (<i>Cheshire</i>). | | | |
| Macclesfield Courier and Herald... | 84,000 | Satur. | 1,616 |
| MAIDSTONE (<i>Kent</i>). | | | |
| Maidstone Journal..... | 81,100 | Satur. | 1,560 |
| South-Eastern Gazette and Surrey News | 156,500 | Tuesday. | 3,010 |
| MANCHESTER (<i>Lancashire</i>). | | | |
| Manchester Courier | 290,000 | Satur. | 5,577 |
| Manchester Examiner and Times (see advt.) | 636,000 | Wed & Sa | 6,116 |
| Manchester Daily Times ^b (see adv.) | 43,000 | M.T.T. F | — |
| Manchester Express ^b | 13,000 | Daily. | — |
| Manchester Guardian | 1,066,575 | Wed & Sa | 10,256 |
| Manchester Weekly Advertiser ... | 396,550 | Satur. | 7,626 |
| MONMOUTH (<i>Monmouthshire</i>). | | | |
| Monmouthshire Beacon | 36,500 | Satur. | 702 |
| NEWCASTLE (<i>Northumberland</i>). | | | |
| Newcastle Chronicle | 175,000 | Friday. | 3,368 |

| Name and Place of Publication. | Stamps. | Days Pub | Av. Cir. |
|--|---------|------------|----------|
| Newcastle Courant..... | 275,000 | Friday. | 5,289 |
| Newcastle Guardian (see advt.).... | 192,500 | Satur. | 3,702 |
| Newcastle Journal..... | 142,500 | Satur. | 2,741 |
| NEWPORT (<i>Monmouthshire</i>). | | | |
| Monmouthshire Merlin..... | 110,425 | Satur. | 2,124 |
| Star of Gwent | 76,100 | Friday. | 1,464 |
| NEWTON ABBOT (<i>Devonshire</i>). | | | |
| South Devon Advertiser b..... | 6,500 | Wednes. | — |
| NORTHAMPTON (<i>Northam'shire</i>). | | | |
| Northampton Herald..... | 98,500 | Satur. | 1,895 |
| Northampton Mercury | 88,000 | Satur. | 1,693 |
| NORWICH (<i>Norfolk</i>). | | | |
| Norfolk Chronicle | 150,000 | Satur. | 2,885 |
| Norwich Mercury | 236,000 | Tu. & Sat. | 2,270 |
| Norfolk News | 226,500 | Satur. | 4,356 |
| NOTTINGHAM (<i>Nottinghamshire</i>). | | | |
| Nottingham Guardian | 112,500 | Friday. | 2,164 |
| Nottingham Journal | 157,000 | Th. Evn. | 3,020 |
| Nottingham Review (see advt.).... | 102,000 | Friday. | 1,962 |
| OLDHAM (<i>Lancashire</i>). | | | |
| Oldham Chronicle | 16,849 | Satur. | — |
| OXFORD (<i>Oxfordshire</i>). | | | |
| Oxford Chronicle..... | 90,000 | Satur. | 1,731 |
| Oxford University Herald | 21,000 | Satur. | 404 |
| Oxford Journal | 111,920 | Satur. | 2,153 |
| PENZANCE (<i>Norwich</i>). | | | |
| Cornish Telegraph | 17,000 | Wednes. | 327 |
| Penzance Gazette | 8,449 | Wednes. | 163 |
| PLYMOUTH (<i>Devonshire</i>). | | | |
| Plymouth Herald | 68,000 | Satur. | 1,308 |
| Plymouth and Devonport Journal. | 97,500 | Thurs. | 1,875 |
| Plymouth Mail | 209,500 | Tuesday. | 4,029 |
| Plymouth Times | 15,000 | Satur. | 289 |
| PORTSEA (<i>Hampshire</i>). | | | |
| Port of Portsmouth Guardian..... | 26,270 | Wednes. | 506 |
| Portsmouth Times & Naval Gazette | 43,500 | Satur. | 837 |
| PORTSMOUTH (<i>Hampshire</i>). | | | |
| Hampshire Telegraph | 156,150 | Satur. | 3,003 |

| Name and Place of Publication. | Stamps. | Days Pub. | Av. Cir. |
|---|---------|-----------|----------|
| POOLE (<i>Dorsetshire</i>). Poole and South-Western Herald.. | 30,800 | Thurs. | 593 |
| PRESTON (<i>Lancashire</i>). Preston Chronicle (see advt.) | 92,000 | Satur. | 1,770 |
| Preston Guardian (advt. p. 176).... | 379,000 | Satur. | 7,289 |
| Preston Pilot | 48,500 | Satur. | 933 |
| READING (<i>Berkshire</i>). Berkshire Chronicle | 50,250 | Satur. | 967 |
| Reading Mercury (advt. p. 175) ... | 219,300 | Satur. | 4,218 |
| ROCHDALE (<i>Lancashire</i>). Rochdale Sentinel (see advt.) | 21,960 | Satur. | 423 |
| ROCHESTER (<i>Kent</i>). Rochester Gazette | 4,000 | Tuesday. | 77 |
| RUGBY (<i>Warwickshire</i>). Rugby Advertiser (advt. p. 172).... | 28,500 | Satur. | 549 |
| SALISBURY (<i>Wiltshire</i>). Salisbury and Winchester Journal. | 130,500 | Satur. | 2,510 |
| Wiltshire County Mirror | 75,500 | Tuesday. | 1,452 |
| SCARBOROUGH (<i>Yorkshire</i>). Scarborough Gazette | 45,000 | Th.du.se. | 1,731 |
| Scarborough Herald | — | Th.du.se. | — |
| SHEFFIELD (<i>Yorkshire</i>). Sheffield Examiner | 102,500 | Satur. | 1,972 |
| Sheffield Free Press (see advt.).... | 122,500 | Satur. | 2,356 |
| Sheffield Independent | 322,000 | Satur. | 6,193 |
| Sheffield Times (see advt.) | 171,000 | Satur. | 3,289 |
| SHERBORNE (<i>Dorsetshire</i>). Sherborne Journal (see advt.)..... | 79,500 | Thurs. | 1,529 |
| SHIELDS (<i>Northumberland</i>). North and South Shields Gazette... | 64,000 | Friday. | 1,231 |
| SHREWSBURY (<i>Shropshire</i>). Eddowe's Journal | 114,500 | Wednes. | 2,202 |
| Shrewshury Chronicle | 151,000 | Friday. | 2,904 |
| Shropshire Conservative | 11,000 | Satur. | 212 |
| SOUTHAMPTON (<i>Hampshire</i>). Hampshire Advertiser | 153,350 | Satur. | 2,950 |
| Hampshire Independent (see advt.) | 74,000 | Satur. | 1,424 |

| Name and Place of Publication. | Stamps. | Days Pub. | Av. Cir. |
|--|---------|-----------|----------|
| SOUTHPORT (<i>Lancashire</i>). | | | |
| Southport Free Press..... | 5,500 | Thurs. | 106 |
| Southport Visitor (see advt.) | 37,375 | Friday. | 719 |
| SPALDING (<i>Lincolnshire</i>). | | | |
| Spalding Free Press (see advt.)..... | 18,000 | Tuesday. | 347 |
| STAFFORD (<i>Staffordshire</i>). | | | |
| Staffordshire Advertiser... .. | 425,633 | Satur. | 8,186 |
| STAMFORD (<i>Lincolnshire</i>). | | | |
| Lincolnshire Chronicle | 90,500 | Friday. | 1,741 |
| Stamford Mercury..... | 689,000 | Friday. | 13,250 |
| STOCKPORT (<i>Cheshire</i>). | | | |
| Stockport Advertiser..... | 27,000 | Friday. | 520 |
| STOKE - UPON - TRENT (<i>Staffordshire</i>). | | | |
| Staffordshire Potteries Telegraph... | 24,032 | Satur. | 463 |
| STROUD (<i>Gloucestershire</i>). | | | |
| Stroud Free Press (see advt.) | 26,500 | Friday. | 510 |
| SUNDERLAND (<i>Durham</i>). | | | |
| Sunderland Examiner..... | 9,000 | Friday. | 174 |
| Sunderland Herald | 119,000 | Friday. | 2,290 |
| Sunderland News | 59,570 | Satur. | 1,146 |
| Sunderland Times..... | 65,500 | Satur. | 1,260 |
| TAUNTON (<i>Somersetshire</i>). | | | |
| Somerset County Gazette (see adv.) | 36,453 | Satur. | 707 |
| Somerset County Herald | 38,000 | Satur. | 731 |
| Taunton Courier (see advt.)..... | 10,000 | Wednes. | 193 |
| TORQUAY (<i>Devonshire</i>). | | | |
| Torquay Directory | 31,500 | Wednes. | 606 |
| TRURO (<i>Cornwall</i>). | | | |
| Cornwall Royal Gazette | 70,000 | Friday. | 1,347 |
| West Briton, & Cornwall Advertiser | 161,000 | Friday. | 3,097 |
| ULVERSTONE (<i>Lancashire</i>). | | | |
| Ulverstone Advertiser (Soulby's) .. | 71,000 | Thurs. | 1,366 |
| WAKEFIELD (<i>Yorkshire</i>). | | | |
| Wakefield Express..... | 32,500 | Satur. | 625 |

| Name and Place of Publication. | Stamps. | Days Pub | Av. Cir. |
|---|---------|----------|----------|
| Wakefield Journal and Examiner (see advt.) | 29,000 | Satur. | 558 |
| WARRINGTON (<i>Lancashire</i>). Warrington Guardian (see advt.)... | 24,746 | Satur. | 476 |
| WARWICK (<i>Warwickshire</i>). Warwick Advertiser..... | 48,000 | Satur. | 924 |
| WELLS (<i>Somersetshire</i>). Wells Journal..... | 16,000 | Satur. | 308 |
| WESTON - SUPER - MARE (<i>Somerset.</i>) Weston-super-Mare Gazette..... | 16,300 | Fortly. | 627 |
| WEYMOUTH (<i>Dorsetshire</i>). Southern Times | 28,000 | Satur. | 539 |
| Weymouth Journal <i>b</i> | 13,050 | Satur. | 251 |
| WHITEHAVEN (<i>Cumberland</i>). Cumberland Pacquet..... | 36,000 | Tuesday. | 693 |
| Whitehaven Herald | 30,500 | Satur. | 587 |
| WIGAN (<i>Lancashire</i>). Wigan Examiner (see advt.) | 28,000 | Friday. | 539 |
| WINCHESTER (<i>Hampshire</i>). Hampshire Chronicle | 60,000 | Monday. | 1,154 |
| WINDSOR (<i>Berkshire</i>). Windsor and Eton Express..... | 41,900 | Satur. | 806 |
| WOLVERHAMPTON (<i>Stafford</i>). Wolverhampton Chronicle | 110,000 | Wednes. | 2,116 |
| Wolverhampton Herald (see advt.) | 58,000 | Wednes. | 1,116 |
| Wolverhampton Journal | 53,000 | Satur. | 1,020 |
| WOOLWICH (<i>Kent</i>). Kentish Independent..... | 22,000 | Satur. | 424 |
| WORCESTER (<i>Worcestershire</i>). Berrow's Worcester Journal | 113,500 | Satur. | 2,183 |
| Worcestershire Chronicle | 81,000 | Wednes. | 1,558 |
| Worcester Herald (see advt.) | 200,000 | Satur. | 3,847 |
| YEOVIL (<i>Somersetshire</i>). Western Flying Post (see advt.)... | 12,000 | Tuesday. | 2,308 |

| Name and Place of Publication. | Stamps. | Days Pub. | Av. Cir. |
|-------------------------------------|---------|-----------|----------|
| YORK (Yorkshire). | | | |
| Farmers' Friend | 30,000 | Satur. | 577 |
| Yorkshire Gazette (see advt.) | 160,000 | Satur. | 3,077 |
| York Herald | 251,500 | Satur. | 4,837 |
| Yorkshireman | 100,000 | Satur. | 1,924 |

Wales.

| Name and Place of Publication. | Stamps. | Days Pub. | Av. Cir. |
|---------------------------------------|---------|-----------|----------|
| BANGOR (Carnarvonshire). | | | |
| North Wales Chronicle (adv. p. 177) | 43,000 | Satur. | 827 |
| CARDIFF (Glamorganshire). | | | |
| Mertbyr Guardian | 61,500 | Friday. | 1,183 |
| Silurian | 35,375 | Satur. | 681 |
| CARMARTHEN (Carmarthen-shire). | | | |
| Carmarthen Journal | 48,000 | Friday. | 924 |
| Welshman | 49,000 | Friday. | 943 |
| Yr Gwron Cymreig (Welsh) | 21,800 | Fortly. | 839 |
| CARNARVON (Carnarvonshire). | | | |
| Carnarvon and Denbigh Herald ... | 85,000 | Satur. | 1,635 |
| DENBIGH (Denbighshire). | | | |
| Denbigh Journal | 3,960 | Satur. | 77 |
| HAVERFORDWEST (P'brokesh). | | | |
| Haverfordwest Telegraph b | 51,500 | — | — |
| Pembrokeshire Herald | 42,800 | Friday. | 824 |
| SWANSEA (Glamorganshire). | | | |
| Cambrian | 79,000 | Friday. | 1,520 |
| Swansea & Glamorganshire Herald | 58,250 | Wednes. | 1,121 |
| WREXHAM (Denbighshire). | | | |
| Wrexham & Denbigh Advertiser b | 25,000 | — | — |
| <i>Place of Publication Unknown.</i> | | | |
| Star of Gwent b | 76,100 | — | — |
| Yr Cymro | 37,624 | — | — |

Ireland.

| Name and Place of Publication. | Stamps. | Days Pub | Av.Cir. |
|---|---------|---------------------|---------|
| DUBLIN (<i>Dublin</i>). | | | |
| Advocate | 85,200 | Wednes. | 1,639 |
| Dublin Bankrupt Calendar | 5,175 | Monday. | 100 |
| Commercial Journal (see advt.)... | 56,707 | Satur. ^a | 1,091 |
| Daily Express..... | 748,500 | Daily. | 2,391 |
| Evening Freeman | 84,000 | M.W.&F | 539 |
| Evening Mail | 276,000 | M.W.&F | 1,770 |
| Evening Packet..... | 128,500 | Tu.T.&S. | 824 |
| Evening Post | 151,000 | Tu.T.&S. | 968 |
| Farmers' Gazette | 98,562 | Satur. | 1,896 |
| Freeman's Journal..... | 480,000 | Daily. | 1,534 |
| Dublin Gazette (by Authority)..... | 18,000 | Tu. & Fr. | 174 |
| Dublin General Advertiser (gratis) | 598,000 | Satur. | 11,500 |
| Irish Jurist..... | 3,000 | Satur. | 58 |
| Journal of Agricultural Society ... | 19,450 | Monthly. | 1,621 |
| Dublin Mercantile Advertiser | 5,000 | Friday. | 97 |
| Dublin Medical Press | 25,100 | Wednes. | 483 |
| Nation | 168,790 | Satur. | 3,246 |
| National Advertiser | 25,000 | Satur. | 481 |
| Saunders's Newsletter | 756,000 | Daily. | 2,416 |
| Sentinel (see advt.) | 63,000 | Satur. | 1,212 |
| Tablet | 180,000 | Satur. | 3,462 |
| Telegraph | 959,000 | Satur. | 18,443 |
| Warder..... | 138,500 | Satur. | 2,664 |
| Weekly Freeman | 324,000 | Satur. | 6,231 |
| Weekly Gazette <i>b</i> | 20,250 | Satur. | — |
| ARMAGH (<i>Armagh</i>). | | | |
| Armagh Guardian (see advt.)..... | 40,500 | Fri. Evn. | 779 |
| Ulster Gazette (see advt.)..... | 29,000 | Satur. | 558 |
| ATHLONE (<i>Westmeath</i>). | | | |
| Westmeath Independent (see adv.) | 9,000 | Satur. | 174 |
| BALLINA (<i>Mayo</i>). | | | |
| Connaught Watchman | 10,000 | Wednes. | 193 |
| Tyrawley Herald | 10,000 | Thurs. | 193 |
| BALLINASLOE (<i>Galway</i>). | | | |
| Western Star (see advt.) | 13,000 | Tuesday. | 250 |
| BALLYSHANNON (<i>Donegal</i>). | | | |
| Ballyshannon Herald | 7,500 | Friday. | 145 |
| BELFAST (<i>Antrim</i>). | | | |
| Banner of Ulster | 185,500 | Tu T.&S. | 1,190 |

| Name and Place of Publication. | Stamps. | Days Pub | Av. Cir. |
|---|---------|-------------|----------|
| Belfast Commercial Chronicle (see advt.) | 67,250 | M. W. & S | 432 |
| Belfast Mercantile Journal..... | 22,500 | Tuesday. | 433 |
| Belfast Daily Mercury <i>b</i> | 253,500 | Daily. | — |
| Belfast Newsletter..... | 192,300 | M. W. & F | — |
| Supplemental Belfast Newsletter <i>b</i> } | — | Tu. T. & S. | — |
| Northern Whig | 262,000 | Tu. T. & S. | 1,680 |
| Belfast Telegraphic Circular <i>b</i> | 18,000 | Satur | — |
| Ulsterman | 74,000 | Wed & Sa | 712 |
| Belfast Weekly Mail | 33,500 | Friday. | 645 |
| BOYLE (Roscommon). | | | |
| Roscommon Gazette..... | 5,000 | Satur. | 97 |
| CARLOW (Carlow). | | | |
| Carlow Post (advt. p. 179)..... | 15,000 | Satur. | 289 |
| Carlow Sentinel..... | 18,500 | Satur. | 356 |
| CASTLEBAR (Mayo). | | | |
| Mayo Constitution | 14,500 | Tuesday. | 279 |
| Mayo Telegraph..... | 12,000 | Wednes. | 231 |
| CAVAN (Cavan). | | | |
| Anglo-Celt | 15,000 | Thurs. | 289 |
| CLOMEL (Tipperary). | | | |
| Clonmel Chronicle..... | 25,000 | Wed & Sa | 241 |
| Tipperary Free Press | 24,000 | Wed & Sa | 231 |
| COLERAINE (Londonderry). | | | |
| Coleraine Chronicle (advt. p. 179). | 48,000 | Satur. | 924 |
| CORK (Cork). | | | |
| Cork Constitution | 208,000 | Tu. T. & S. | 1,334 |
| Cork Examiner | 192,500 | M. W. & F | 1,234 |
| Southern Reporter | 116,500 | Tu. T. & S. | 747 |
| DOWNPATRICK (Down). | | | |
| Downpatrick Recorder | 30,000 | Satur. | 577 |
| DROGHEDA (Meath and Louth). | | | |
| Drogheda Argus | 28,000 | Satur. | 539 |
| Drogheda Conservative | 17,500 | Satur. | 337 |
| DUNDALK (Louth). | | | |
| Dundalk Democrat | 25,500 | Satur. | 491 |
| Newry Examiner..... | 25,000 | Wed & Sa | 241 |
| ENNISKILLEN (Fermanagh). | | | |
| Fermanagh Mail | 5,000 | Thurs. | 97 |

| Name and Place of Publication. | Stamps. | Days Pub | Av. Cir. |
|--|---------|-----------|----------|
| Fermanagh Impartial Reporter..... | 27,500 | Thurs. | 529 |
| Fermanagh Sentinel <i>b</i> | 6,000 | — | — |
| ENNIS (Clare). | | | |
| Clare Freeman | 18,500 | Satur. | 356 |
| Clare Journal | 17,500 | Mo.&Th. | 169 |
| GALWAY (Galway). | | | |
| Galway Express | 13,000 | Satur. | 250 |
| Galway Mercury | 15,000 | Satur. | 289 |
| Galway Packet | 27,500 | Wed&Sa | 265 |
| Galway Vindicator (see advt.)..... | 35,500 | Wed&Sa | 342 |
| KELLS (Meath). | | | |
| Meath Herald..... | 10,000 | Satur. | 193 |
| KILKENNY (Kilkenny). | | | |
| Kilkenny Journal | 20,000 | Wed&Sa | 193 |
| Kilkenny Moderator | 25,000 | Wed&Sa | 241 |
| LIMERICK (Limerick). | | | |
| Limerick Chronicle | 144,500 | Wed&Sa | 1,390 |
| Limerick and Clare Examiner..... | 32,500 | Wed&Sa | 313 |
| Limerick Herald <i>b</i> (see advt.) | 26,580 | Wed&Sa | — |
| Limerick Reporter and Tipperary Vindicator..... | 67,000 | Tu. & Fr. | 645 |
| Munster News | 43,000 | Wed&Sa | 414 |
| LONDONDERRY (Londonderry). | | | |
| Londonderry Journal | 25,000 | Wednes. | 481 |
| Londonderry Sentinel | 79,500 | Fri. Evn. | 1,529 |
| Londonderry Standard | 111,500 | Thurs. | 2,145 |
| LONGFORD (Longford). | | | |
| Longford Journal | 9,000 | Satur. | 174 |
| MARYBOROUGH (Queen's Cty.) | | | |
| Leinster Express | 37,000 | Satur. | 712 |
| MONAGHAN (Monaghan). | | | |
| Northern Standard..... | 15,000 | Satur. | 289. |
| MULLINGAR (Westmeath). | | | |
| Westmeath Guardian | 12,500 | Thurs. | 241 |
| NENAGH (Tipperary). | | | |
| Nenagh Guardian | 20,000 | Wed&Sa | 193. |

| Name and Place of Publication. | Stamps. | Days Pub | Av. Cir. |
|--|---------|-------------------|----------|
| NEWRY (<i>Down</i>). | | | |
| Newry Commercial Telegraph..... | 95,000 | Tu.T.&S. | 609 |
| Louth and Down Pilot | 13,500 | Wed&Sa | 130 |
| OMAGH (<i>Tyrone</i>). | | | |
| Tyrone Constitution..... | 25,000 | Friday. | 481 |
| PARSONSTOWN (<i>King's County</i>). | | | |
| King's County Chronicle (see advt.) | 22,500 | Wednes. | 433 |
| ROSCOMMON (<i>Roscommon</i>). | | | |
| Roscommon Journal..... | 5,000 | Satur. | 97 |
| Roscommon Weekly Messenger.... | 10,000 | Satur. | 193 |
| ROSCREA (<i>Tipperary</i>). | | | |
| Midland Counties' Advertiser <i>b</i> (see advt.)..... | 7,500 | Satur. | — |
| SLIGO (<i>Sligo</i>). | | | |
| Champion, or Sligo News..... | 6,500 | Monday. | 125 |
| Sligo Chronicle | 17,500 | Satur. | 337 |
| Sligo Journal | 3,500 | Friday. | 68 |
| TRALEE (<i>Kerry</i>). | | | |
| Kerry Evening Post | 17,500 | Wed&Sa | 169 |
| Kerry Examiner..... | 5,000 | Tu. & Fr. | 49 |
| Tralee Chronicle (see advt.)..... | 20,000 | Friday. | 385 |
| TUAM (<i>Galway</i>). | | | |
| Tuam Herald..... | 15,000 | Satur. | 289 |
| WATERFORD (<i>Waterford</i>). | | | |
| Waterford Chronicle | 10,000 | Wed&Sa | 97 |
| Commercial Newsletter..... | — | Tu.T.&S. <i>a</i> | — |
| Waterford Evening News..... | 17,500 | Friday. | 337 |
| Waterford Mail..... | 50,500 | Wed&Sa | 486 |
| WEXFORD (<i>Wexford</i>). | | | |
| Wexford Guardian..... | 17,500 | Satur. | 337 |
| Wexford Independent | 46,500 | Wed&Sa | 448 |
| People | 20,000 | Satur. | 385 |

MONTHLY PERIODICALS.

THE following list includes such monthly periodicals published in Scotland, as appear in the Government Stamp Return. Many magazines and periodicals do not use stamps at all, and the number used by those following represents in every instance *only the number of copies transmitted by post*, as in the case of publications marked *a* appearing in the foregoing list of newspapers. Some of the following periodicals are issued weekly as well as monthly, but only the monthly editions are stamped for transmission by post.

| Name of Periodical. | Year. | Month. |
|--|--------|--------|
| EDINBURGH. | | |
| Brydone's Railway Directory | 1,600 | 134 |
| Building Chronicle <i>b</i> | 1,500 | — |
| Bulwark | 17,290 | 1,441 |
| Chambers's Journal | 9,600 | 800 |
| Children's (Free Church) Missionary Record... | 3,500 | 292 |
| Christian Family Advocate (Circ. 1000)..... | 992 | 83 |
| Christian Treasury | 15,370 | 1,281 |
| Edinburgh Christian Magazine | 3,672 | 306 |
| Home and Foreign (Free Church) Record..... | 37,390 | 3,116 |
| Juvenile Missionary Magazine (U.P.)..... | 2,060 | 247 |
| Juvenile Missionary Record | 916 | 77 |
| Missionary Record | 29,800 | 2,484 |
| News of the Churches | 34,150 | 2,846 |
| Original Secession Magazine (Circ. 1000) | — | — |
| Scottish Ecclesiastical Journal..... | 14,400 | 1,200 |
| Scottish Educational and Literary Journal.... | 6,782 | 566 |
| Scottish Gardener | 8,110 | 676 |
| Southern Florist | 500 | 42 |
| United Presbyterian Magazine..... | 2,010 | 168 |
| U. P. Missionary Record | 13,044 | 1,087 |
| GLASGOW. | | |
| Abstainers' Journal | 4,320 | 360 |
| Alarm <i>b</i> | — | — |
| Association, or Young Men's Magazine | 1,248 | 104 |

| Name of Periodical. | Year. | Month. |
|--|--------|--------|
| British Friend..... | 18,500 | 1,542 |
| Christian Journal | 786 | 66 |
| Day Star..... | 3,840 | 320 |
| Friend of Israel | 4,320 | 360 |
| M'Phun's Australian News | 2,900 | 242 |
| Murray's Time Tables | 1,600 | 134 |
| Practical Mechanics' Journal | 2,880 | 240 |
| West of Scotland Magazine <i>b</i> | 480 | — |
| BURNTISLAND. | | |
| Gospel Messenger | 5,000 | 417 |
| ROTHESAY. | | |
| Spiritual Watchman | 498 | 42 |
| STIRLING. | | |
| British Messenger | 67,000 | 5,584 |

ADVERTISEMENTS.

THE GLASGOW CITIZEN, OR WEST OF SCOTLAND JOURNAL AND ADVERTISER, is Published Every SATURDAY MORNING, at 22 ST ENOCH SQUARE.—The *Citizen*, Established 1842, having an extensive first-class Circulation, is an advantageous medium for Family and Business Advertisements.

THE FREE CHURCHMAN.—A WEEKLY NEWSPAPER, to be Published in Glasgow Every SATURDAY MORNING.—The *Free Churchman* will be a first-class Family Newspaper, containing the Week's News, Political and Religious, Foreign, Domestic, and Local.

PRICE OF THE FREE CHURCHMAN.

For One Year, delivered in Glasgow, 14s 0d—By Post, Stamped, 18s 0d

" Half-Year, do. do. 7s 0d— Do. do. 9s 0d

" Quarter, do. do. 3s 6d— Do. do. 4s 6d

All Subscriptions which are not pre-paid will be charged at the rate of Two Shillings additional per annum. Single Copies, 3d; or, 4d Stamped, to go free by Post.

ADVERTISEMENTS

Will be inserted at the following extremely moderate rates, from which no reduction can be made:—

First Three Lines,.....1s 0d

Every Three Lines additional,.....0s 6d

Money-orders to be made Payable to JAMES R. MACNAIR, 157 Ingram Street, Glasgow.

Glasgow, May, 1855.

AYR OBSERVER AND GALLOWAY CHRONICLE. Established in 1832. Published Every TUESDAY AFTERNOON. Guaranteed Circulation, upwards of 1200 weekly. This Journal has a very extensive Circulation throughout Ayrshire, and by its recent extension to Galloway, in every quarter of which it also circulates, is now more than ever valuable to Advertisers as a medium for giving publicity to their announcements. The additional intelligence relating to that district, which forms a prominent feature in the *Observer and Chronicle*, makes it more interesting to the general reader. Price per annum, 19s cash; 20s credit. Advertising Charges—Four Lines, 1s; Six Lines, 1s 6d; Eight Lines, 2s 6d; and 1s for every Three Lines additional. Contracts for Advertising by the Quarter or Year on very moderate terms.

JOHN DICK, Publisher, New Bridge Street, Ayr.

THE KILMARNOCK JOURNAL (Established in 1834) is Published Every THURSDAY EVENING in time for the mails. Its political principles are moderately Conservative. It is not opposed to judicious or well-considered reforms. It supports the Established Church, but endeavours to do justice to all religious bodies. It gives attention to Literature and Art. Local matters are always carefully reported. The *Journal* has a very respectable Circulation throughout the county of Ayr; and is an excellent medium for those announcements which Advertisers desire to bring under the notice of the higher classes. The Advertising scale is arranged on very moderate terms.
6 King Street, Kilmarnock, April, 1855.

CHEAP AYRSHIRE PAPER.

THE ARDROSSAN AND SALTCOATS HERALD will appear Weekly early in May. It will contain Twenty-four Columns of matter—a complete Record of Local and Ayrshire Intelligence, with the Latest News by Electric Telegraph. Present Circulation, 1500 copies.

DUMFRIES AND GALLOWAY STANDARD, AND ADVERTISER NEWSPAPER.—From its largely increased Circulation, as a medium for Advertisements, it is one of the best in the South of Scotland. Since the repeal of the Duty, the charges have been greatly reduced.

THE PERTSHIRE COURIER is one of the Oldest-Established Papers in Scotland; enjoys a large Circulation among all classes of the community; is regularly taken by almost the whole of the Nobility and Gentry of the County; and forms a most advantageous medium of Advertisement.

PUBLISHED EVERY TUESDAY, PRICE FOURPENCE.

THE BRECHIN ADVERTISER AND ANGUS AND MEARNS INTELLIGENCER (Established 1848), contains a comprehensive and correct record of all the News, Politics, Local Occurrences, and Markets of the Week, including the Mark Lane and Smithfield prices of the previous day, and Latest News transmitted by Telegraph.—*Advertiser* Office, Swan Street, Brechin, where Subscribers' Names, Advertisements, and Communications, are received. Subscription, 4s 6d per Quarter, or 4s in advance. Advertisements inserted at extremely low rates.

THE BERWICK WARDER is one of the most favourable Provincial mediums for Advertisers. Its Circulation, which for 1854 averaged 635, is chiefly among the *purchasing* classes. Published Every FRIDAY MORNING. Price, credit, 22s per annum; in advance, 21s.

TO ADVERTISERS.—Of the Eight Newspapers Published in North Lancashire,

THE PRESTON CHRONICLE, with only one exception, is the most extensively Circulated. Advertisements inserted on moderate terms.

Published by DOBSON & SON, 17 Market Place, Preston.

WARRINGTON GUARDIAN.—The ancient Town of Warrington has only one Newspaper Published in it, and no other within fifteen miles. The population of the Poor-Law Union is 38,000. All the Families of note in the Town and neighbourhood take the *Guardian*. Neutral in Politics. 8 Pp., price Fivepence. Every SATURDAY.

THE STROUD FREE PRESS, AND TRADE REPORTER for the West of England Clothing District, Published Every FRIDAY MORNING simultaneously in Stroud, Gloucester, Cheltenham, Bristol, &c. Price Threepence, Stamped; or, Twopence, Unstamped.

THE WAKEFIELD JOURNAL AND EXAMINER, Price 4½d, Published on FRIDAYS. Being a Moderate-Conservative, and published in Riding Town, and the seat of the Corn Trade, it is the best medium for Advertising in the district.

ROBERT MICKLETHWAITE, Proprietor, Wakefield.

THE DONCASTER CHRONICLE, Published Every FRIDAY, is a Journal of Liberal-Conservative principles, Circulating extensively amongst the Gentry, Clergy, and leading Agriculturists of Yorkshire, Lancashire, Nottinghamshire, and Derbyshire, and is an excellent medium for Property Sales, Insurance Notices, Literary Announcements, &c.

TO ADVERTISERS.

THE WESTERN FLYING POST, YEovil, the Oldest Newspaper in the West of England, has a *larger Circulation* than any other Published in either County, DORSET or SOMERSET. *Stamp Return*, 120,000.

NOTTINGHAM REVIEW.—Established 1808.—Advertisers will consult their own interest by using the Columns of this Old-established, Widely-circulated, and Popular organ of the great and dominant political party of the "Metropolis of the Lace Market." Advertisements of Two Lines (15 words) inserted for 1s; Four Lines for 1s 6d, or Eight Lines for 2s, if prepaid. Business Announcements contracted for on the most liberal terms. A "Scale" sent free on application. Orders may be sent through any respectable Bookseller or News Agent in Town or Country; or direct to the Proprietor, RICHARD SUTTON, *Review Office*, Nottingham.

ESTABLISHED IN 1847; ENLARGED IN 1854.

THE LINCOLNSHIRE, BOSTON, AND SPALDING FREE PRESS, Price 3½d, or 4s per Quarter, Published Every TUESDAY, Circulates among the most respectable residents in Lincolnshire and other Counties. Advertisements, per Line, or Eight Words, 8d.

CLIFTON CHRONICLE AND DIRECTORY. Published Every WEDNESDAY. Price 3d. Circulates amongst the most influential Families of Clifton, Bristol, and the neighbourhood; and, being specially adapted to the wants of Strangers, is much purchased by Visitors to the District. Established 1850.

THE TAUNTON COURIER, AND WESTERN ADVERTISER.—Published Every WEDNESDAY MORNING, Price 4½d, by FREDERICK MAY, High Street, Taunton, Somerset, to whom all Orders and Advertisements should be sent.

This Journal is Circulated chiefly amongst the respectable classes of society throughout the Western Counties, and being the *only* Newspaper in the District which excludes Advertisements of an objectionable nature and tendency, is admirably adapted for Family Reading, and presents an excellent medium for the Publication of first-class Advertisements of a Legal, Commercial, and Agricultural character.

ESTABLISHED IN 1808.

THE SHEFFIELD FREE PRESS, Price 4d, with a large and rapidly increasing Circulation, Published Every SATURDAY. Scale of Charges for Advertisements—Three Lines and under, 2s; every Three Lines additional, 1s.

EASON, BLENKIN, & Co., Angel Street, Sheffield.

April, 1855.

THE SHEFFIELD TIMES is a most advantageous medium for Advertisers generally, especially with reference to the wealthy, intelligent, and influential classes; and it may be confidently recommended as offering advantages not exceeded by any Newspaper in the District.

BIRKENHEAD GUARDIAN.—The only Paper Published in a District containing 57,047 inhabitants, by Census 1851, and since rapidly increasing. Advertisements:—Five Lines, 2s; every Two Lines additional, 6d. Published Every SATURDAY MORNING, by JAMES CROSS, Hamilton Street, Birkenhead.

TO ADVERTISERS.

THE SOMERSET COUNTY GAZETTE, one of the Largest; Oldest, and Widest-circulating Papers, offers superior advantages. Its circulation is chiefly among the Agricultural and Trading classes, but the *Gazette* is also extensively supported by the Nobility and Gentry. Printed in Taunton, by W. A. WOODLEY.

EVERY WEDNESDAY, PRICE 3D, STAMPED.

THE BOSTON AND LOUTH GUARDIAN, the acknowledged Organ of the Liberal party in Lincolnshire. Although only Established in 1854, the *Guardian* already ranks third in point of Circulation in the large County of Lincoln. Advertisements extremely low.

THE GATESHEAD OBSERVER is the *only* Newspaper Published in the Gateshead Union (County of Durham), with a population of 48,081 in 1851. Consumption of Stamps in 1854 (see Parliamentary Returns), 100,000. Address, "*Observer* Office, Gateshead."

THE BRIDGEWATER TIMES, Published Every THURSDAY. The only Newspaper Published in the TOWN and PORT of Bridgewater, the Central Town of the County, and situate in a rich and well-populated District. Is a valuable medium for Advertisers. Charges moderate.

THE MANCHESTER "EXAMINER AND TIMES."

Number of STAMPS issued to the *Manchester Examiner and Times* according to the *Government Stamp Returns* :—

1853.....488,600 | 1854.....636,000

THE MANCHESTER EXAMINER AND TIMES appears on WEDNESDAY and SATURDAY, and is one of the largest Newspapers in the kingdom—the Saturday publication, with Supplement, consisting of Twelve Pages. It is widely Circulated in Manchester, and the principal Towns of the Manufacturing Districts, and will be found a most efficient medium of publicity for Advertisements addressed to the Commercial Community of Lancashire, &c.

When an order is given for six or twelve insertions of an Advertisement, a considerable reduction is made from the scale of charge for one insertion.

THE MANCHESTER DAILY TIMES is Published on MONDAY, TUESDAY, THURSDAY, and FRIDAY (the *Examiner and Times*, as will be seen above, on Wednesday and Saturday), and contains the Latest Local, Domestic, Foreign, and Colonial News, including (during the Parliamentary Session) a summary of the Debate of the previous evening, and Telegraphic Despatches from the Continent up to the hour of going to Press.

The *Manchester Daily Times* supplies a long-felt want, being the only Newspaper published in Manchester on Monday, Tuesday, Thursday, and Friday. It is extensively patronised by the influential classes—the Gentry, Clergy, Professional Men, Merchants, Manufacturers, and the reading public generally—in Manchester and the principal Towns of Lancashire, and offers peculiar advantages to Advertisers.

All Orders, Communications, &c., for both Papers, to be addressed to ALEXR. IRELAND & Co., 22 Market Street, Manchester.

The Principal Liberal Paper in Durham, Northumberland, and Cumberland.

THE NEWCASTLE GUARDIAN is the leading Political Organ in the three Counties of Durham, Northumberland, and Cumberland, and presents the best channel to Advertisers seeking publicity in the North of England. The Circulation, according to the Government Stamp Returns for 1854, of the *Guardian* and other local papers, was as follows :—

| | 1853. | 1854. |
|---------------------------|---------|---------|
| NEWCASTLE GUARDIAN..... | 155,500 | 192,500 |
| Newcastle Chronicle | 143,442 | 175,000 |
| Newcastle Journal..... | 127,000 | 142,500 |
| Gateshead Observer | 78,000 | 100,000 |

 The Circulation of the *Guardian* is now 4000 a-week.

THE CHELTENHAM JOURNAL, AND GLOUCESTERSHIRE FASHIONABLE WEEKLY GAZETTE, is Published Every SATURDAY, at the Offices, Queen's Buildings, Cheltenham. Subscription, 5s per Quarter. The full benefit of the repeal of the Advertisement Duty given to Advertisers.

MARY HADLEY, Proprietor.

THE BEDFORD TIMES is the principal Journal in Bedfordshire, circulating to a larger extent than any hitherto published in that County, as is shown by the last Government Returns. It has a high reputation for its Political Independence.

ST PETER'S, Bedford.

ENGLISH PAPERS—BUCKINGHAMSHIRE.

RETURN OF STAMPS FOR 1854.

| | |
|--|--------|
| B UCKS ADVERTISER & AYLESBURY NEWS..... | 42,500 |
| Bucks Herald | 19,000 |
| Bucks Chronicle..... | 30,325 |

AN AGRICULTURAL NEWSPAPER.

Price Threepence, or 3s 3d Per Quarter.

THE BUCKINGHAMSHIRE ADVERTISER, and MIDDLESEX, HERTS, BERKS, BEDS, AND OXON GAZETTE. Office, High Street, Amersham, Bucks. This Paper, which is extensively Circulated in the above Counties, as shown by the Stamp Returns, thereby rendering it a valuable medium for Advertisers, is published in time for the first post on MONDAY EVENING, and contains the reports of the state of the London Markets on that day, and all the Local and General News of the week.

The scale of Charges for Advertisements is as follows:—

| | |
|--|-------|
| Trade, Auction, or Miscellaneous Advertisements, Six Lines and under | 2s 6d |
| Business Cards, Notices of Removal, and Others seeking Employ, Three Lines and under | 1s 0d |
| And for every extra Line | 0s 4d |

Contracts can be entered into for One, Three, and Six Months, or any longer period.

All communications are requested to be addressed to the EDITOR of the *Buckinghamshire Advertiser*, High Street, Amersham.

Agents are appointed in nearly every Town.

THE DERBY REPORTER—(Established 33 Years ago)—is devoted to Politics (Liberal), Literature, Agriculture, and Commerce, and is the leading Paper in Derbyshire. The Stamp Returns published for the year 1854 give an average weekly Circulation as under:—

| | |
|------------------------------|------|
| DERBY REPORTER, | 2817 |
| Derby Mercury, | 1730 |
| Derbyshire Courier,..... | 923 |
| Derbyshire Advertiser, | 894 |

These returns show an excess on the year of 10,000 stamps over the *Mercury* and *Advertiser* put together. The excess on the weekly issue is 1087 more than the *Mercury*, 1894 over the *Courier*, and 1923 more than the *Advertiser*.

Published by WALTER PIKE, Corn Market, Derby, Every FRIDAY.

THE HERTS GUARDIAN, Published Every SATURDAY, Eight Pages, 4½d; and TUESDAYS, Four Pages, 3d. Scale Advertisements in both issues for one charge. Circulates along all the three Northern Railways, 10 to 50 miles from London. Office, Old Cross, Hertford.

THE HAMPSHIRE INDEPENDENT, the largest Liberal Paper in the South of England, Circulates widely and Advertisements extensively amongst the Mercantile and Shipping interests of the important Port of Southampton.

Published by HENRY POND, at 52 Above Bar, Southampton, Every SATURDAY MORNING, in time for all the early morning mails.

YORKSHIRE GAZETTE, Published by JAMES LANCELOT FOSTER in York Every SATURDAY, and Circulated extensively through that large and important County. The influential character of its Subscribers renders it a most eligible medium for Advertisements of Estates and other Property.

The Best Medium for Advertisements in general in the *County* and *City* of Worcester.

THE WORCESTER HERALD, FOR THE COUNTY AND CITY OF WORCESTER.—Established 1794.—The *Worcester Herald* has been for years at the head of the Worcestershire Press, it being the leading Advertising Paper in the County, and having a Circulation double that of either of its contemporaries, and more than treble the average of Newspapers in general. The *Herald* is independent of political party, and Circulates among all classes and individuals of every shade of opinion.

The *Herald* is Published Every FRIDAY EVENING, at 27 High Street, Worcester.

CHALK & HOLL, Proprietors.

THE NORTH DEVON JOURNAL, Established 1824.—The *Journal* is the only Newspaper printed and Published in the District whose name it bears; and is the principal source of intelligence to the important Towns of Barnstaple, Bideford, Ilfracombe, Southmolton, Torrington, and the North of Devon generally. It, therefore, affords the most efficient means for making Public Announcements.

LEEDS TIMES' Average Weekly Sale, 8106. This is amongst Provincial Weeklies the fourth position in England, and the second position in Yorkshire. See latest Government Returns.

IMPORTANT TO ADVERTISERS.

THE WOLVERHAMPTON AND STAFFORDSHIRE HERALD, AND BIRMINGHAM, SHROPSHIRE, AND MIDLAND COUNTIES ADVERTISER, Circulates extensively throughout the wealthy and densely-populated district of South Staffordshire—the great Iron and Mining District.

Published Every WEDNESDAY MORNING. Office, Snow Hill, Wolverhampton.

TO ADVERTISERS.

THE CIVIL SERVICE GAZETTE, the special Organ of the Civil Servants of the Crown, who number, in United Kingdom alone, upwards of 200,000 Gentlemen, is a first-class Advertising medium for Insurances, Books, Lodgings, Entertainments, Outfits, &c. &c. Terms, 6d per line. Office, 67 STRAND.

MIDLAND FLORIST. Published MONTHLY, price Threepence. The extensive Circulation through all parts of GREAT BRITAIN and IRELAND which this Work enjoys, is sufficient proof of its popularity and usefulness; and it has long been a special favourite with Florists and Gardeners, and those parties who are purchasers of any thing new and good in the way of Flowers, Shrubs, Seeds, Garden Implements, Books, &c.

London: SIMPKIN, MARSHALL, & Co.; and all Booksellers in the Country.

A Stamped Edition may be had of the Publisher, R. SUTTON, Review Office, Nottingham, for 4s a-year, paid in advance.

THE FARMERS' HERALD, AND GARDENERS' GAZETTE; a Journal of Agriculture, Horticulture, Rural Economy, General Intelligence, and Advertiser for the Agricultural Districts. Established 1843. Price 3d; Stamped, 4d; per Annum, 4s. Advertisements inserted on a reduced scale.

London: GROOMBRIDGE & SONS, 5 Paternoster Row. Chester: W. H. EVANS, Eastgate Street; who will supply the Stamped Edition, and to whom Advertisements are to be addressed.

THE EMPIRE, a first-class London Newspaper, Published Every SATURDAY, contains Sixteen Large Pages of News and vigorous Writing upon the Politics of the day. It is under the Management of GEORGE THOMPSON, Esq., late M.P. for the Tower Hamlets, and able Assistants. It advocates a policy of Peace, Progressive Reform, and excludes all matter offensive in a Family Newspaper. A Specimen Number sent to any address on receipt of Five Postage Stamps. Office, 145-FLEET STREET, London.

THE SENTINEL, the only Protestant Weekly Newspaper in Ireland, representing the great Protestant movement of the day. It is strictly Constitutional in its Politics, and Evangelical in its Polemics, and maintains the necessity for disendowing Popery. Office, 35 South Anne Street, Dublin.

THE COMMERCIAL JOURNAL, a Weekly Mercantile and Literary Newspaper, Circulating in Dublin, Cork, Belfast, and other leading Towns, on stamped and unstamped paper, to the number of 8000 copies. Proprietors—CHAMNEY, FITZGERALD, & Co., 43 Lower Ormond Quay, Dublin.

THE LIMERICK HERALD (the only Protestant Paper in Limerick). First Published as a Weekly Journal, but lately (at request of Subscribers) issued Every WEDNESDAY and SATURDAY, and Circulating extensively amongst the Nobility, Gentry, and Clergy of Limerick and adjoining Counties.

BELFAST NEWSPAPERS.—Parties engaged in Mercantile transactions, or in anywise connected with the North of Ireland, particularly its leading town, Belfast, will find the fullest and most authentic information on all matters of Trade and Commerce, Market Prices, Railway Returns, and every topic of interest in reference to Irish affairs, in the *Belfast Commercial Chronicle*. This Paper has lately changed hands, and has been enlarged and otherwise improved by the present proprietors, W. & G. AGNEW, Arthur Street, Belfast. Terms of Subscription:—£2 10s per annum.

THE WESTMEATH INDEPENDENT, AND GENERAL ADVERTISER FOR THE COUNTIES OF WESTMEATH, LONGFORD, KING'S COUNTY, GALWAY, SLIGO, MAYO, AND LEITRIM, Published in Athlone Every SATURDAY MORNING, and forwarded by that day's Post to every Post Town in the above Counties, for which it is registered as an Advertiser. This Journal advocates the general interests of the country, without reference to creed or party. It is a Commercial and Family Paper; and as a Local intelligencer cannot be excelled. The peculiar local position of Athlone, the Town standing in two Counties—Westmeath & Roscommon—and within a few miles of five other Counties, together with the importance of the place, being one of the largest Garrison Towns in Ireland—greatly increased by the Railway communication now open—renders the *Independent* one of the first mediums for Advertising, in numerous instances superseding the necessity of Advertising in *seven other papers*.

THE KING'S COUNTY CHRONICLE, Published at PARSONSTOWN, as proved by the last Parliamentary Returns, stands (with one exception) at the head of the Provincial Weekly Journals of Leinster, Munster, and Connaught. FRANCIS H. SHIELDS, Proprietor.

THE ARMAGH GUARDIAN, One of the largest Newspapers in Ireland, is Printed and Published Every FRIDAY, and Circulates extensively in the Province of Ulster generally. Average weekly Circulation upwards of 900 copies. JOHN THOMPSON, Proprietor. Office, 41, English Street, Armagh.

THE ULSTER GAZETTE, ARMAGH JOURNAL OF AGRICULTURE AND FIELD SPORTS. Established in 1844. Published Every FRIDAY in the City of Armagh. In Politics, *Conservative*. Circulates in Counties of Down, Antrim, Derry, Monaghan, and Tyrone. Stamps Return in 1854, 29,000.

THE WESTERN STAR, AND BALLINASLOE ADVERTISER is Published Every SATURDAY in the important town of Ballinasloe, in the County of Galway, and Circulates throughout the Provinces of Connaught, and other parts of Ireland. It is read by the higher classes, and is especially patronised by the numerous Scottish settlers who have come to reside in this part of the country. The *Star* advocates the development of the Commercial and Agricultural resources of Ireland, and affords the best facilities for Advertising. Annual Subscription, in advance, £1.

Orders and communications to be made to the Publisher, ROBERT H. SMYTHE, *Star* Office, Ballinasloe.

TRALEE CHRONICLE, a Weekly Journal, of Neutral Politics, is devoted principally to Local Intelligence, and, as such, exhibits the character of a periodical History of Kerry, at the same time that it presents its readers with a Digest of all News, Political, Religious, Commercial, Legal, Military, Agricultural, and Miscellaneous.

One of the leading objects for which this Journal was established being to uphold the interests of Agriculture in Kerry, and lay before the Farming Classes of that interesting County the knowledge which modern science imparts, the *Tralee Chronicle* necessarily enjoys the support of the Landed Proprietors, Resident Gentry, within the sphere of its operations, while the fidelity and rigid impartiality of its Reports, which are the work of experienced Short-hand Writers, have secured for it the patronage of the Clergy of every denomination, and the most prominent political men of every party—facts which, it is needless to say, enhance its value as an Advertising medium.

The *Tralee Chronicle*, from its very large Circulation, has been selected as the principal Advertisement Medium in the several Poor-Law Unions in the County of Kerry.

The *Tralee Chronicle*, during the season, gives detailed reports of those delightful sports connected with the hunting of the Red Deer, and invariably contains the Lists of Fashionable Arrivals at the several Hotels in the vicinity of the "The Lakes."

It is requested that Advertisers will forward their favours as early in the week as possible.

Published Every FRIDAY EVENING. Annual Subscription, £1, payable in advance; 2s on account.

Agents: Messrs Smith, Eden Quay, and A. Johnston, 34 Bachelors' Walk, Dublin; Mr C. Mitchell, Red Lion Court, Fleet Street, London; Messrs Cay & Black, Edinburgh.

BUSINESS IN IRELAND.

THE MIDLAND COUNTIES ADVERTISER, Published at Roscrea, will be found a most desirable medium for giving effective publicity to Advertisements in the Midland Counties of Ireland. The scale of Prices has been fixed as low as possible.







