

DO YOU DEAL IN

REAL ESTATE

IF SO IT

WILL PAY YOU



to consider this. We can reach your present customers in a telling way, and we can tell what you may have to say to many prospective customers.

In our extensive development of our publication we have provided a department for REAL ESTATE. The announcements in this department will be preceded each by a full page of carefully prepared literary matter suiting to the month and fitly prefacing the advertisements of this department.

To a **LIVE** real estate man to whom, continually, people are coming and offering property, a widely circulated publication like ours offers a special chance of reaching good investors.

BECAUSE it is widely circulated among prospective Californians from our New York and Chicago branch offices.

BECAUSE it is fascinating to these prospectors in its descriptive and illustrative matter.

BECAUSE it is vital to them in its Time Tables and other data, as matters of reference.

BECAUSE inviting preservation by its typographical and statistical merits, it becomes an active immigration agent in itself and cannot fail to attract attention to any wide-awake advertisement you may insert regarding Lands and Real Estate for Sale in California and throughout the Pacific Coast.

We therefore solicit your advertisement, submitting you herewith a sample fac-simile cover for

BANCROFT'S RAILWAY GUIDE

and requesting a prompt decision, that you may secure space therein.

RATES

Page,	per month,	Annual Contract,	-	-	\$15.00
Half Page,	"	"	-	-	10.00
Quarter Page,	"	"	-	-	5.00

SUBSCRIPTION to GUIDE, \$3.00 per Annum, delivered; never included with Advertisement but invariably additional thereto

Agency in NEW YORK, 5 Bowling Green
Agency in CHICAGO, 175 Dearborn St.

THE
BANCROFT
COMPANY

721 Market St., History Bldg.
San Francisco, Cal.