

MORNING
MERCURY
EVENING
HERALD

For the Sake of Economy:

Subscribers of the Mercury or Herald are urged to give close attention to the advertising matter published in these papers. The merchants of this community together with business interests throughout the United States are spending vast sums annually to bring their wares to your attention. Local merchants are constantly offering inducements to gain your patronage and it will be to your advantage to pay particular attention to these announcements.

Something About the News Service:

The events of the world are daily chronicled in the Mercury and Herald which taken in connection with the items of purely local interest gives residents of the Santa Clara valley papers that surpass in news features the journals published in the centers of larger population.

Mercury, \$7.20 Per Year. Herald, \$6.00 Per Year

SUNDAY MERCURY AND HERALD

Is Delivered to Subscribers of Both Papers

Sunday Mercury and Herald, per year . . .	\$1.50
Sunday Mercury and Herald, six months . . .	1.00
Sunday Mercury and Herald, three months50

ALL PUBLISHED BY

MERCURY PUBLISHING CO.

30 West Santa Clara Street
SAN JOSE, CAL.