

CHARLES KNOX.

There are scores of people living in and around New York city to-day who have made immense fortunes by advertising. That this is the key to business success is now an axiom. The names of many manufacturers, traders, and gentlemen have now become household words throughout America which but for this medium would have remained in oblivion. Numerous instances of business success can be called to mind, each one of which regards advertising as the foundation stone upon which the structure has been reared. There is Mr. Curtis, the "Soothing Syrup" man. He has made the name of Mrs. Winslow as familiar as that of Fanny Fern throughout the land. The result is that tens of thousands of mothers quiet their babies on his syrup. He has a magnificent office on Fulton street, dresses in costly silk-velvet, wears brilliant diamonds, owns a fine house, keeps an establishment, lives at his ease, and is a gentleman. Then we have Mr. Union Adams on Broadway, who commenced life poor, and went upon that street with little or no capital. But he made a specialty of the gentlemen's furnishing goods business. He constantly spread his name and his trade before the people, and to-day he is one of the few successful leading merchants, does business annually to the amount of hundreds of thousands of dollars, has an elegant residence in Yonkers, travels in Europe, etc., etc., all as the result of advertising. People who have visited the city of Poughkeepsie, on the Hudson, have seen Prof. Eastman's Business College, one of the marvels of the times, and having more students than the Universities at Oxford and Cambridge, England, combined. The whole of this institution was built up by advertising, and nothing else. The young men flocked to it from all parts of the United States and Canada, until at one time it had over twelve hundred. Nearly all the churches and halls in the city had to be turned into recitation rooms and school rooms. Prof. Eastman advertised far and near, taking whole pages of the *Tribune*, *Independent*, etc. On Vesey street we have the immense tea establishment of Mr. Gilman, who sometimes has thousands of visitors a day, and during business hours sells nearly two hundred thousand pounds of tea and coffee. Orders come pouring in from all parts of the country for his tea. He advertises it in all the religious papers in the land, and thus reaches the people who consume it. He is obliged to purchase whole cargoes at a time, and has had to open branch stores all over this city and Brooklyn. We all know of the great