condemned the proceeding. This exclusion, however, has in one respect operated favorably for Steck & Co., for the discussion it has created has largely increased public attention to the excellence of the rejected applicant, who has successfully appealed from Paris to the world, and has, by advertising, illustrated the merits of his instruments very largely.

From small beginnings, the genius and enterprise of the house has won for it the highest rank. The uniformity of excellence which particularly distinguishes all the Steck pianos is due, not only to the known integrity of the firm, but especially to the fact that no instrument ever issued from the estabment without having undergone a thorough inspection and sanction from the senior partner in person.

We may add, in conclusion, that adjoining the warerooms is an elegant hall, forty by sixty feet in dimensions, the ceiling of which was superbly frescoed at a cost of over two thousand dollars. The hall will comfortably seat from three hundred and fifty to four hundred persons. It is used for classical concerts, and lectures in German, French, and English, and is a favorite resort of the educated and refined.

ONCE in a while we find a man who appreciates the benefits of advertising. Such an one recently gave a twenty-five thousand dollar printing press to the London *Telegraph*, accompanied by a letter saying: "In your paper, by judicious advertising, I have amassed the fortune which enables me to offer this testimony of regard and good will." "This," says the Philadelphia *Bulletin*, "is not an unusual circumstance. At least the making of fortune by 'judicious advertising' is not unusual, although the giving of twenty-five thousand dollar acknowledgments therefor is confessedly not so common. There are very many colossal fortunes that would not now be in the possession of their present holders, were it not for 'judicious advertising.' The lucky owners of these comfortable sums deserve to enjoy them for their exercise of enterprise, tact, energy, and nerve, and, so that they have paid their advertising bills fully and fairly, the printer has no further claims upon them. English newspaper publishers may look for such substantial recognitions of their merits as this that has just been accorded to the London *Telegraph;* but American newspaper folks are perfectly willing that their advertisers shall make fortunes through the agency of their printed columns, provided they promptly pay the regular charges for advertising."

Among the live and progressive institutions of the day is G. P. Rowell & Co.'s Advertising Agency. Their establishment is so systematized and their facilities are so ample that the public is sure of being served in the most complete manner.—*Boston Post, Dec. 7th*, 1866.