

mon sense, and has a practical knowledge of what he professes, which is worth much more by tenfold than is to be gleaned from all medical books ever published. While your thoroughbred medicine man has been plodding on year after year, feeling the pulses of patients and writing Latin prescriptions, working hard and receiving but a scanty remuneration, often no doubt as much as they are worth, Dr. Schenck has by his pills and potions acquired both fame and fortune. He is now classed among the rich men of Philadelphia, far up in the scale; yet, with all the notoriety his tonics and his syrups have attained, he advertises as liberally as ever, well-knowing that it is necessary to keep their virtues before a suffering people. The doctor, like all business men, has had his misfortunes. A few years ago when he had a large and handsome depot for the storage and sale of his medicines, at the northwest corner of Sixth and Chestnut streets, a conflagration of a few hours swept away the whole stock and destroyed his elegantly fitted-up office. But he was on his feet in a few days, not in the least disconcerted.

In person, Dr. Schenck is tall, well-formed, and has a handsome intellectual face. It is one calculated to impress favorably all who are brought into contact with him. He married many years ago, and has an interesting family. That he enjoys the pleasures of this life his numerous friends well know. As a giver of liberal entertainments, a friend of struggling enterprise and of suffering humanity, he has a reputation that is worth more than silver and gold or precious stones.

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GEO. P. ROWELL & Co., 40 Park Row, New York, are advertising agents with whom we have been doing business for more than a year with great satisfaction to ourselves. It is a model business-house—prompt, prudent, honorable, obliging, liberal, and just. They give more for the money than any other house in the world, and we advise all our friends to deal with them.—*City Item, Philadelphia, Jan. 29, 1870.*

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IF YOU haven't business, advertise: if you have business, advertise. People go to places that are advertised, and they go by those that are not. A place that advertises is known to the world; that which does not is only known to a few that may pass it, and pretty much everybody does the latter.