

seen in every publication in the country. His advertising expenses alone are over ten thousand dollars per month. Including postage and circulars, the entire advertising expenses will go hard on to fifteen thousand dollars per month for the winter months. To-day, Messrs. E. C. Allen & Co., of Augusta, Me., are doing the largest business of the kind ever done, and owe their success entirely to liberal advertising. "I will succeed," said Mr. Allen, at the start, and the will and the advertising did it.

This firm gave to Geo. P. Rowell & Co. last fall an extraordinary contract for advertising. The agreement specified that the advertisement should go into every daily, weekly, semi-weekly, monthly or quarterly in the United States, and it has accordingly appeared in over four thousand five hundred periodicals. Ten thousand dollars were paid in hand before the appearance of a single notice.

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ADVERTISING.—Publishers of newspapers should unite to fasten the conviction upon the public mind of discountenancing a certain system of professed advertising that is hurtful to them, and of no real service to business men. Let us give instances: A dealer is approached by some oily-gammon person, who descants upon the advantage of having his business card presented, with that of others, upon some sort of sheet, with a frame about it and an *outré* picture in the centre. It is represented that great numbers of people look at these homely sheets attentively and constantly, and straightway go off and purchase of the dealers whose names are on the sheet in question. The latter are often flattered into the belief that their names, thus so conspicuously posted, really attract great attention, and bring marvellous remuneration in the augmentation of their trade. If such a one will take the trouble of going to some leading hotel to ascertain how many persons look at the advertising sheet in question, he will find that scarce a man in a day does so. Yet twenty or thirty or fifty or a hundred dollars are sometimes thrown away yearly in this worthless style of advertising. The same amount paid to established newspapers of the best kind would infallibly bring thousands of dollars in additional sales.

Much more may be said as to wasting money by advertising on bills of fare at hotels, just as if business people who resort to this city idle away valuable time by long sittings at breakfasts and dinners at hotels. So of advertising on theatre or concert bills. People go to such places for pleasure. They, for the time, throw off thoughts of business. Besides, in the dim light between acts, the advertisements cannot be read. There are many other like forms of spurious advertising upon which, in the aggregate, a vast sum is cast to the winds or the waters by the business community yearly.—*National Intelligencer*.