

irregular appearance of the collected volume which is often seen. When bound, the volume lies flat, and its binding is elastic. An equal care distinguishes the stereotyping and electrotyping departments, so that when the book is turned out it is just as it should be.

When the work is printed, then comes in the peculiar skill of Mr. Hurd. Handsome copies are sent to editors of influential papers, and advertisements are inserted in those periodicals and journals which influence the public mind. His business, he thinks, can be best advertised through the channel of the dailies, weeklies, and monthlies of the great cities, and he selects from them with great care, and relying largely upon the use of advertising agencies. For him some newspapers with four or five thousand circulation are better than others with a hundred thousand, and he chooses accordingly. To no branch of his business is more attention given, and in none are there more gratifying results.

The third member of the firm is a brother of the printer, and brought into his new relations both capital and business sagacity.

Commencing at first with four small pages of titles for their entire trade list, they have very largely added to the number, and now comprise some of the best books in the market. In January, 1865, the firm purchased the entire list of the late J. G. Gregory, including a full edition of Cooper and Bryant's Poems. In January, 1867, the *Revere Journal for Young People* was commenced, and it has taken well with the children. Eminent writers contribute to its columns, and the editorship has been conducted with marked ability. Three different editions of Dickens's Works were afterwards added, and Dr. Smith's great Bible Dictionary was also republished. Hans Christian Andersen writes for them, and they have many other authors on their lists. Their latest venture is *Old and New*, a new magazine, conducted by Rev. Edward E. Hale, one of the most original magazinists in America, whose editorship promises to give to the world a very entertaining and intrinsically good periodical.



SOME say that it is of no use for them to advertise, that they have been in the place in business all their lives, and everybody knows them. Such people seem to forget to take into consideration that our country is increasing in population nearly forty per cent. every ten years, and no matter how old the place may be there are constant changes taking place; some move to other parts, and strangers fill their places. In this age of the world, unless the name of a business firm is kept constantly before the public, some new firms may start up, and, by liberally advertising, in a very short time take the place of the older ones, and the latter rust out, as it were, and be forgotten. No man ever lost money by judicious advertising.