

making their improved dies the celebrated Jessup steel is used, each letter is carefully finished by hand by experienced workmen, and everything sent out by them is of the very best quality and warranted to be such by them. They manufacture twenty different sizes and styles of letters, and the perfection attained in the making of the more difficult parts is truly wonderful.

The "complete outfits," which contain within the limits of a small hand-trunk everything necessary to carry on a successful and very profitable business, are somewhat a specialty with them. Quality, quantity, and price considered, we believe they stand unrivaled. Besides all materials connected with the stencil business Messrs. Spencer & Co. also furnish key check dies, key checks, brass alphabets, canceling stamps, seals, embossing presses, etc.

We are glad to know that certain rival claims having been satisfactorily adjusted, Messrs. Spencer & Co. are now on amicable terms with all other manufacturers of stencil goods. By this arrangement they have the advantages of several patents and a license in all patents which are of service in their business.

Messrs. Spencer and Douglas are both young men of character and influence in the community, with whom the strictest honesty and integrity in business is not so much a matter of policy as of principle, and we wish them that success in future which they so richly deserve.

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PERSONS writing to learn prices for advertising should be careful to observe the following directions :

1st. To send a copy of their advertisement.

2d. To state the space they wish it to occupy. (This should be given in lines, as the size of the square differs almost in every paper.)

3d. The length of time they wish the same inserted.

By complying with the above a satisfactory answer will be obtained, while otherwise communications might be disregarded, as newspaper men are continually annoyed by parties who do not seem to know what they want, and to whose requests they are not in the habit of paying any attention.

When such application is made to an advertising agency the name of the papers—or, if not known, the towns or cities should be given; for the country is too large to admit of an inquiry of this sort, given in general terms, receiving a satisfactory answer.

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"WITHOUT the aid of advertisements I could have done nothing in my speculations. I have the most complete faith in 'printer's ink.' Advertising is the 'royal road to business.'—*Barnum*.