

Mr. Vick is known as one of our most enterprising and skillful advertisers, and his great increase in business is largely to be attributed to his use of that great and powerful lever of modern civilization, the press. His notices are not long, but they attract attention and invite correspondence, and the beauty of the floral productions of his gardens are sufficient to induce any one to wish to purchase when they shall have arrived to inspect his stock. Mr. Vick is distinguished for his kindly disposition and for that love of the weak and the unfortunate characteristic of the heart of a good man, showing that the favors of Providence have not been unworthily bestowed nor are likely to be badly used.



WE consider the agency plan the best both for advertiser and publisher, where they are strangers to each other, as being the safest, and causing less anxiety and trouble as to whether the parties on either side are good and responsible, and will carry out their contracts in good faith.—*Dover, N. H., Gazette.*



RULE FOR ADVERTISING.—Don't advertise unless you have something worth buying. A great many persons suppose advertising alone is sufficient. This is nearly as bad an error as to suppose that having the goods is sufficient alone. You must do both—have the goods, and let people know you have them.



A DOUBLE column once a year is not so good as a square fifty-two times a year. A furious shower does not soak in so well as a steady rain. The highest praise Artemus Ward had for George Washington was that he "never slopped over."