

alone insures the careful execution of any orders committed to them in a faithful and satisfactory manner.

Another objection frequently urged is that the agent, if left to select the papers, will do so from a poor class, of limited influence and circulation, since from such publications he is supposed to receive larger commissions than from any others. Such reasoning is unsound; the premises are fallacious, and hence the conclusion necessarily falls to the ground. We have already endeavored to show that an agent best serves his own interests by carefully observing those of his patrons. This he could not do by using the class of papers referred to above, and therefore would himself be the loser in the end from such a course. Another argument fatal to this last objection raised is the fact that as a general rule the agent's commission from one class of papers is no larger than it is from any other. Commissions are not like marketable commodities, varying with quality or demand, but fixed amounts, agreed upon all over the country. There is no depreciation of value among first-class papers—nor is there ever any inflation among the poorest.

Having, as we trust, fully answered this objection, we are prepared to go still farther and assert that, in a mere matter of dollars and cents, it is more for the personal interest of the agent to pursue a course exactly opposite to that of which he is accused, and that the only danger lies in this latter extreme. Suppose, for instance, a man desires to expend five hundred dollars in advertising any given article a certain length of time. Now, this can be done in say ten of our best city papers, or in fifty of a poorer class. Since from either the commission is the same, and since by patronizing the ten the labor of writing at least forty letters, examining forty additional papers, and paying forty additional bills is saved, we can arrive at no other conclusion than that stated above, namely, it is no object to the agent to recommend an undesirable lot of papers, but on the contrary against his own interest.

We do not complain that the newspapers are wary with whom they deal, for they have good reason to be, but still insist that a reliable agency is the best possible safeguard against fraud or deception from any outside quarter, and this is fast being recognized by publishers in all parts of the country, since they solicit business from us, to assure us of their confidence, and advise the public to patronize us. The fact that every one who once tries our system expresses perfect confidence therewith is of itself significant, and needs no corroborating evidence of its value. Every month increases public confidence, and every advertiser is a public acquisition. We look for the time not far distant when agencies shall be more generally recognized and appreciated.

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Don't fear to have a small advertisement by the side of a larger competing one. The big one can't eat it up.