CLOAKS AND FU S. OPEN.

PARIS CLOAKS.

EXCLUSIVE STYLES.

(WHICH WILL NOT BE COPIED),

IN GREAT VARIETY OF

MATERIAL AND DESIGN. ALSO,

STYLE PABIS CLOAKS. OUR OWN MANUFACTURE,

GREAT ABUNDANCE.

NEW CLOAKING CLOTHS IN GREAT VARIETY.

ALSO

SUPERIOR BLACK SILKS FOR DRESSES, ETC., FROM THE BEST MANUFACTURERS.

AND CUT IN ANY LENGTH. J. W. PROCTOR & CO.,

No. 920 CHESNUT St. OPEN.

FURS OF ALL NATIONS.

RUSSIAN SABLE FURS, HUDSON BAY SABLE FURS,

FINE DARK MINK SABLES, ROYAL ERMINE AND CHINCHILLA, DARK SIBERIAN SQUIRREL,

PERSIAN LAMB, ASTRACAN, ETC. ETC.

For Ladies, Misses, and Children. J. W. PROCTOR & CO., No. 920 GHESNUT St.

CLOAKS AND FURS. C. LEWISSON,

MANUFACTURES OF CLOAKS, MANTILLAS, AND FURS, No. 14 South SECOND Street, Six Doors below Market Street.

Finest Assortment of Cloaks in the City, All of New Styles and the Best Workmanship. The Largest Stock of Furs in the City. All of my own Manufacture.

Ladies do not buy your Cloaks or Furs until you have examined my stock C. LEWISSON. No. 14 South SECOND birect, 928 (mw3m) Six doors below Market, Philadelphia.

RICH, RARE AND RELIABLE FURS.

Bay Sable Muffs, Collars and Berthas, Fine Sable Mink Muffs, Collars and Berthas. Siberian Squirrel Muffs Collars and Berchas. Real Royal Frmine Muffs, Collars and Berthas. Children's Seis in every varie y of Furs. An immense saving in price by applying for an early selection at the

CLOAK, MANTILLA, AND FUR EMPORIUM, No. 14 S. SECOND Street, six doors below Market. 9 29 stuth8m] CHAS. LEWISSON.

HOSIERY, ETC.

NOS. 917 & 919 SPRING GARDEN SMYTHS' STOCKING STORE. ENGLISH, GEBMAN, AND DOMESTIC HOSILERY, Cotton, Woollen, Silk, and Merino. UNDERSHIRTS AND DRAWERS, For Ladies, Gents, Misses, and Boys.

JOUVIN'S KID GLOVES, Best quality imported. GLOVES FOR FALL AND WINTER, FRENCH CORSETS. HOOP SKIRTS,
Warranted best makes only, KNITTING YARNS, ZEPHYR WORSTED GERMANTOWN WOOLS In all colors. Large stock constantly on hand. ZEPHYR KNIT GOODS, In slock and made to order.

All goods sold at the lowest prices, and a better assort-ment can not be found than at M. & J. E. SMYTH'S, [10 6 lm] Fos. 917 and 919 SPRING GARDEN Street

DRESS TRIMMINGS.
Newsst styles in every variety. GENTS' FURNISHING GOODS. F. HOFFMAN, JR.,

Late G. A. Hoffman, successor to W. W. Knight,) FINE SHIRTS, AND WRAPPERS, HOSTERY AND GLOVES, Silk, Lambs' Wool and Merin-

UNDER-CLOTHING. DOCKET BOOKS OF OUR OWN AND THE I most celebrated English, German and French manufacture, at MOSS & CO.'S, No. 432 UHES NU I Street. 10 17 ws22t

STANDARD SCALES.

BANKS, DINMORE & CO (SUCCESSORS TO A. B. DAVIS & CO.) MANUFACTURERS OF PATENT STANDARD suitable for Weigh Locks Bai road Tracks and Lepots, Coai, Hay and Live Stock.

Also, Improved Patent Scales for Blast undries and at the various descriptions of Dormani W. Corner FIFTEEN'H and Patent Beams

W. Corner FIFTEEN'H and PENNSYLVANIA Avenue, Philadelphia 19 14 Imrp

C. M. Banks.

R. H Dinmore Frederick A. Sichle. SCALES.

ROCKHILL & WILSON.

FINE CLOTHING HOUSE,

Nos. 603 and 605 CHESNUT St., Phila.

Foreign and Domestic Fabrics Made to Order, Reasonable, Serviceable. and Fashionable.

WATCHES, JEWELRY ETC.

MEAD & CO.,

No. 970 CHESNUT STREET, MANUFACTURERS OF

SILVER-PLATED WARE,

TRIPLE PLATE.

MONEY SAVED BY PURCHASING DIRECT FROM THE MANUFACTURERS,

MEAD & CO., No. 910 CHESNUT STREET

BRIDAL GIFTS.

AN UNUSUALLY LARGE VARIETY OF

SILVER MANUFACTURES Embracing the most FLEGANI and UNIQUE ARTI-

CLES for the Table, designed expressly for WEDDING GIFTS. And arranged in single pieces and tasteful combinations ALSO EXQUISITE

Cut Glass and Bisque Wares

JAMES E. CALDWELL & CO., No. 822 CHESNUT ST

FINE GOLD WATCHES. To Sojourners in our City.

We call special aftention of the sojourners in our city to the FINE WATCH AND SILVERWARE ESTABLISHMENT OF

W. W. CASSIDY, No. 12 South SECOND Street, Who has on hand one of the finest assortments of Jewelty, etc. of any in the city. A splendid assortment of SILVERWARE ALWAYS ON HAND. Remember

W. W. CASSIDY, No. 12 South SECOND Street.

HENRY HARPER,

No. 520 ARCH Street, Manufacturer and Dealerm Watches

Fine Jewelry, Silver-Plated Ware,

Solid Silver-Ware.

RICH JEWELRY.

JOHN BRENNAN, DEALER IN DIAMONDS, FINE WATCHES, JEWELRY, Etc. Etc. Etc. 18 S. EIGHTH ST., PHILADA.

LEWIS LADOMUS. DIAMOND DEALER & JEWELER, WATCHES, JEWELRY & SILVER WARE, WATCHES and JEWELRY REPAIRED. 802 Chestnut St., Phila.

Owing to the decline or Gold, has made a great reduction in price of his large and well assorted stock o

Diamonds. Watches. Jewelry.

Silverware, Etc' The public are respectfully invited to call and examin our stock before purchasing elsewhere. 2.35

WATCHES, JEWELRY, &c.

MUSICAL BOXES.

A full assortment of above goods constantly on hand at moderate prices—the Musical Boxes playing from 2 to 10 beautiful Airs.

FARR & BROTHER, Importers, No. 824 CHESNUT STREET, Below Fourth. 11 Hamtherp

G. RUSSELL & CO.,

No. 22 North SIXTH St., Having increased their facilities for

FINE WATCH REPAIRING, Invite the attention of the public.

All work warranted for one year. BOWMAN & LEONARD, MANUFACTURERS OF

WHOLESALE AND RETAIL DEALER

Silver and Silver-Plated Goods, No. 704 ARCH STREET,

PHI. ADELPHIA. Those in want of SILVER or SILVER-PLATED WARE will find it much to their advantage to visit our STOKE before making their purchases. Our long experience in the manuacture of the above kinds of goods cables us to dere competition.

We keep no goods but those which are of the FIRST-CLASS all of our own make, and will be sold at reduced prices

SILVER-PLATED WARE.

SAMUEL K. SMYTH, Practical Partner of the late firm of MEAD SMY1H, would inform the trade that he has removed.

No. 35 South THIRD Street, Where he will continue the manuscture of SUPE-RIOR SILVER PLATED WARE of couble and trip e plate under the name of the thim of SMYTH & ADAIR.

ROCKHILL & WILSON.

FINE CLOTHING HOUSE

Nos. 603 and 605 CHESNUT St., Phila.

Latest Style Sack and Walking Coats. BOYS' CLOTHING.

FOR THE OPERA

JUST RECEIVED BY JAMES E. CALDWELL & CO..

No. 822 CHESNUT St.,

AN ASSORTMENT OF REALLY

FINE OPERA CLASSES. Made expressly to their order, by BARDOU, OF PARIS

Also, a very large supply o PARIS FANS

Yew designs, prepared especially for their Sales.

FINE OPERA GLASSES. PEARL, RUSSIA LEATHER, MOROCCO, JA-

PANNED AND FANCY CASES, OF THE REST MAKES. Imported and for sale by

WILLIAM Y. MCALLISTER, 10 16 tuths6'rp] No 728 CHESNUT St., Phila.

FURNITURE, BEDDING, ETC. FURNITURE.

GEO. J. HENKELS, LACY & CO., THIRTEENTH and CHESNUT Sts..!

PHILADELPHIA. Suits of Walnut Furniture in Oil. Suits of Walnut Furniture, Polished. Suits of Walnut Parlor Furniture in Oil. Suits of Walnut Parlor Furniture, Polished. Suits of Rosewood Chamber Furniture. Suits Pompeii Chamber Furniture. Suits Pompeii Parlor Furniture. Suits of Walnut Dining-Room Furniture. Suits of Walnut Library Furniture. Suits of Walnut Hall Furniture.

A large assortment finished, on hand. GEORGE J. HENKELS, LACY & CO. 9 21 m5p) Nos. 1301 and 1303 CHESNUT Street.

DUY FURNITURE AT GOULD & CO.'S

Union Depois, corner Ninth and MARKET and
Nos. 57 and 38 North Sr COND Street.

The isrgest, cheapest, and best stock of Furniture, o
every description, in the word. Send for Printed Catalovne and Price List. The soundness of material and
workmanship is guaranteed of a 1 we sell. Furniture for
I arior, Drawing room, Chamber or Bed room, Dining
room, Library. Kitchen, Servants' rooms. Offices
Schools, Churches, Odd Fellows, Masons, or other
I odges, Ships. Institutions Clubs, Colleges, Pub ic
Buildings. Hotels Boarding-Houses, Hospitais, Fairs, or
a single piece of Furniture.

Drawings and estima es lumished when required.
Orders sent by post will be executed with despatch,
and with liberality and justness of dealing Country
dea ers, and the trade generally, continue to be supplied
on the same liberal wholesale terms that insure them a
tair profit. Parties at a cistance may remit through our
Banker, the Farmers' and Mechanics' Navional Bank,
Chesnu, street, or the Union National Bank, Third
street, or by Express, Check, or Post Office Order. Immediate attention will be given, and satisfaction insured.

GOULD & CO.,

N E. corne ininth and MARKET Streets and
Nos. 37 and 39 North SECOND Street.

2 105p

Philadelphia HOUSEKEEPERS

I have a large stock of every variety or FURNITURE Which I will sell at reduced prices, consisting of -Which I will sell at reduced prices, consisting of PLAIN AND MARBLE TOP COTTAGE SUITS
WALNUT GRANDLIN CUITO.
PARLOR SUITS IN VELVET PLUSE
PARLOR SUITS IN HAIR CLOTH.
PAPLOR FUITS IN REPS.
Sideboards, Extension Tables, Wardrobes, Bookcases
Mattresses, Lonnges, etc. etc.
P. 'P. GUSTINE

818 N. E. corner SECOND and RACE Streets.

PLEASE OBSERVE

RICHMOND & FOREPAUCH'S Is the Cheapest Place in this city TO BUY YOUR FURNITURE.

Our stock is the largest and most varied, as our prices are the lowest
ION'T F' RGET TO CALL before purchasing elsewhere in order that we may have an opportunity of proving the truth of the above assertion. RICHMOND & FOREPAUGH.

9 25 tuths2mrp] No. 40 South BECOND St , west side. FIRST-CLASS FURNITURE A Large Assortment of the Latest

On hand, and will be sold this coming season at very n oderate prices, at L. LUTZ'S Furniture Establishment, No. 121 South ELEVENTH Street. ESTABLISHED 1795.

A. S. ROBINSON. French Plate Looking-Glasses.

ENGRAVINGS, PAINTINGS, DRAWINGS, ETC. Manufacturer of all kinds of LOOKING-GLASS, PORTRAIT, AND PICTURE FRAMES TO ORDER.

No. 910 CHESNUT STREET, THIRD DOOR ABOVE THE CONTINENTAL, PHILADELPHIA.

ARCH STREET CARPET WAREHOUSE, FALL IMPORTATIONS

CARPETINGS NOW OPENING.

LATEST STYLES

LOWEST PRICES. JOS. BLACKWOOD, No. 832 AROH Street, TWO DOORS BELOW NINTH STREET.

9 l5stuth?mrp) BILL-HEADS, CARDS, CIRCULARS, ETC. Drains d with despatch; Certificates, Checks Drains, etc., engraved in the finest styles at MOSS CO.'S, No. 431 CHESNUT Birect. 1017 ws23t

ROCKHILL & WILSON

FINE CLOTHING HOUSE,

Nos. 603 and 605 CHESNUT St, Phila. COACHMEN'S COATS

COACHMEN'S COATS. HUNTING COATS.

HUNTING COATS.

FINANCIAL."

BANKING HOUSE

OF

AY OOKE & O.

1.2 and 114 So. THIRD ST. PHILAD'A

Dealers in all Government Securities OLD 5-20s WANTED IN EXCHANGE FOR NEW. A LIBERAL DIFFERENCE ALLOWED.

INTEREST ALLOWED ON DEPOSIT. Cott s e. St Boughtand Sold on Com

Compound Interest Notes Wanted

Special business accommodations reserved for laities. NATIONAL

BANK OF THE REPUBLIC, Nos. 809 and 811 CHESNUT Street PHILADELPHIA.

The late management having relinquished their entire control and interest in this Bank, the business is now being conducted under the following entirely

> NEW MANAGEMENT. DIRECTORS.

JOSEPH T. BAILEY, Of Bailey & Co., dewellers. EDWARD B. ORNE. Of J. F. & E. B. Orne, Dealers in Carpetings. NATHAN HILLES,

President of the Second National Bank. WILLIAM ERVIEN, Of Myers & Ervien, Flour Factors. OSGOOD WELSH. Of S. & W. Welsh, Commission Merchants,

BENJAMIN ROWLAND, Jr.,
Of B. Bowland, Jr., & Biether, Coal Merchants.
SAMUEL A. BISPHAM, Of Samuel Bispham & Son, Whosale Grocers WILLIAM H. RHAWN. Late Cashier of the Central National Bank.

PRESIDENT,

WILLIAM H. RHAWN.

CASHIER. JOSEPH P. MUMFORD. Late of the Philadelphia National Bank.

> 7 3-10s, 1881s,

> > 10-40s

BOUCHT AND SOLD.

DE HAVEN&BROTHER, No. 40 SOUTH THIRD ST.

WILLIAM PAINTER & CO.,

BANKERS. No. 36 South THIRD St.

Government Securities Bought and Sold August 7.30s, And Old 5-20s.

And the new Bonds delivered immediately. CITY LOANS BOUGHT AND SOLD. U. S. SECURITIES.

CONVERTED INTO FIVE-TWENTIES OF 1865,

A SPECIALTY. SMITH, RANDOLPH & CO.,

BANKERS AND BROKERS 16 S. THIRD ST., 3 NASSAU ST.,

PHILADELPHIA, NEW YORK, STOCKS AND GOLD BOUGHT AND SOLD ON COMMISSION HERE AND IN NEW YORK,

WANTED,

NOVEMBER COUPONS. FOR WHICH THE HIGHEST PRICE WILL BE

JAY COOKE & CO'S., Nos. 112 and 114 S. THIRD St.

DOCKET AND OFFICE CUTLERY, WOS tenholm's, Rodgers', and other celebrated factors at MOSS & CO'S, No 432 CHESNUT Street. 1017ws:22

ROCKHILL & WILSON

FINE CLOTHING HOUSE.

Nos 603 and 605 CHESNUT St., Phila.

IN GREAT VARIETY.

FALL AND WINTER OVERCOATS

NEWSPAPER ADVERTISEMENTS.

Properly regarded, the advertising columns of a newspaper are among the most important, for no man really becomes acquainted even with the news of the day until he has thoroughly perused the advertisements. They are the pulse of commerce and universal activity. They contain not only rare specimens of human idiosyncrasies, but afford a general view of life in every possible phase. They aid the arts and sciences; they minister to love; they speak of change; sometimes they excite a smile, sometimes a tear. To the sick man they promise health; to the poor man they offer wealth; the pleasure seeker is posted in amusements; the book buyer learns the title and price of the last new work; the house hunter reads of a desirable and eligible tenement for "a family without children;" the traveller of the best means of conveyance; the unemployed of employment; in fine, every imaginable want is supposititiously supplied by the advertising

department of a daily newspaper. Different theories may be held on the art and science of advertising. This paper, however, will neither advocate old ones, nor advance anything new. Its design is rather to illustrate history by some of the curiosities of advertising, and to show how many secrets of social and commercial life are looked up in a column of advertisements which by some people is never

It would be gratifying to the curious to be made acquainted with the real origin of newspaper advertisements. We believe it to be wrapped in obscurity, so numerous are the verwrapped in obscurity, so numerous are the versions that have been given. The latest we have seen is by an Loglishman, who has been overhauling the back files of the English newspapers preserved in the British Museum and elsewhere. He claims to have discovered that the earliest advertisement published in the English language was the offer of a reward for the recovery of a "piebald nag," inserted in the Modirate (a London newspaper), March 27, 1649, about two months after the execution of Modirate (a London newspaper), March 27, 1649, about two months after the execution of Charles I. The same writer professes to give the origin of quack medicine proclamations. To one Mrs. Claudia Faber belongs the questionable honor of commencing it. She advertised an article called "Aurem Potabile—doubtless some exhilarating cordial—in the London Gazette of 1682, and the court beauties of the "Merry Monarch's" reign patronized the philter.

About the same time also, the art of newspaper putting seems to have been introduced. The origin of the word put as applied to a newspaper article is French. In France, at one time, the head-dress most in vogue was called a pout. It consisted of the bair raised as high as possible over horse-hair cushions, and then ornamented with objects indicative of the tastes and history of the wearer. For instance, the Duchesee d'Orleans, on her first ap-pearauce at Court, after the birth of a son and heir, had on her pour a representation in gold and enamel, most beautifully executed, of a nursery; there was the cradle and the baby, the nurser; there was the cradle and the babr, the nurse, and a whole host of playthings. Madame d'Egmont, the Duc de Richelleu's daughter, after her father had taken Port Mahon, wore on her pouff a hittle diamond fortress, with sentinels keeping guard—the sentinels, by means of mechanism, being made to walk up and down. This advertisement—the pouff—is the origin of the present word "puil" applied to the inflations of newspapers. Pulling commenced early, even before the word was thus used. In the reign of before the word was thus used. In the reign of James II, a journal told the people that "about forty miles from London is a schoolmaster who has had such success with boys as there are almost forty ministers and schoolmasters that were his scholars." Not very good grammar this; but in other respects very much like the announcements one sometimes sees, that cerlain members of Congress, and men learned in taw and divinity, will vouch for the excellence of some collegists, school these criticisms. of some collegiate school, they or their sons "having been educate I at that institution," Bythe-way, the schoolmaster who had such suchas a heipmate who deserves mention. "His wife," says the penny-a-liner, "teacnes girls lace-making, plain work, raising paste, sauces, and cookery to the degree of exactness A tew specimens of antique advertising may

show that, while we have improved in ortho-graphy and punctuation, we have make scarcely any advance in the true act of advertising. The following proves that Isaac Punchard was a man of all work." His advertisement appeared in a paper published in Aylesham, county of Norfolk, England, in 1680, and reads thus, very the country of the batem et literatim:-

By his Majesty's fletters patent, Beards taken off and Registered by Isaac Punchand, Barber, Perre-wig maker, Surgeon, Parish Clerk, Schoolmaster, Blacksmith & Man Miowife. I shaves for a penne, Blacksmith & Man Midwife. I shaves for a penne, cuts bare for two pence, and oyld and Powdird in the bargane, young Ladies gentely educated, lamps hed by the year or quarier, young Gentlemen also taut their Grammer language in the neatest manner & great keer takin or their marrels & Spelen. Also Salme Singing and Horce shewing by the reel makir, likewise maks and Mends all sorts of butes and shews, teaches the Ho boy and Jews harp, cuts come, bledes and Blasters on the lowest terms. Cowtillions and other dances taut at home and abrode, also deals holesale and retail in Perfumery in all its brancles sells all sorts of Stashinary ware, together with blackin ball, Red herins, Gingerbread, Coles, Scrubbin brushes, treycle, mousstraps, & all other sweetments, Likewise God-lather's cordial, red ru'es, Tatoes, Sasnges, Black Puddins, and other Garden stuff."

P. S. I teeches Goggrify & and all them out Garden stuff"

P. S. I teeches Gosgrify & and all them out isneusged kind of thense. A bawl on Wensday and Friday. All performed God willon by me Isaac Punchard. To be hard off at my wharehouse were you may be sarved with the very best Bacco, by the

ounce, ream, quire, or Single Sheet.

N. B. Also Likewise, beware of Counterfeets for such is abrode. Travellers between New York and Philadelphia will be not a little edited by the following, which appeared in Bradford's Philadelphia

Mercury, March, 1732-3:-THIS is to give Notice unto Gentlemen. Merchants. Trates is to give Notice unto Gentlemen. Merchants, Tradesmen, Travellers, and others that Soomon Smith and James Moore of Burlington keepoth two Stage Wagons, intending to go from Burlington to Amboy, and back from Amboy to Burlington again. Once every week or offt'er if that business presents. They have also a very good storehouse, very commodious for the storing of any sort of Merchants' Goods tree from any charges, where good care will be taken of all sorts of Good.

One of the earliest poerical advertisements with which we have met appeared in the Phila-delphia Gazeile in 1746. Here it is:-

Two bandsome chairs
With very good geers,
With horses or without,
To carry friends about,
Likewise saddls horses, if gentlemen please,
To carry them handsomely, much at their case,
Is to be hired by Abram Carpenter, cooper,
Well known as a very good cask hooper. Shows were "rayther skeere" in the olden times, and caterers had to make the most out

of little. The copy of an advertisement which appeared in the New York Gasette or Weekly Postboy of November 22, 1756, will give the reader an idea of the show business in former days. Jonas Spoek must have been the Baraum of his day. Here is the curiosity:—

To be seen, at the sign of the Golden Apple, at Peck's sip, price sixpense children four coppers, a large anake-skin, twenty one teet lone, and tour feet one inch wide. It was killed by some of General Braddock's men by firing six balls into him, close by the Alleghany Mountains, supposed to be coming down to feed on dead men. When it was killed, there was found in its belly a child supposed to be four years old, together with a live dog! It had a horn on its tail seven inches long, and it ran as fast as a horse. All gentlemen and ladies desirous to see it may apply to the subscriber at Peck's slip

JONAS SPORE. of his day. Here is the curiosity :-

There appear to have been women, even in the last century, who were able to take care of themselves and maintain their "rights;" that is, if we may judge from an advertisement which appeared in the Philadelphia Chronicle, Feb-Anthuny Redman, my inhuman husband, having advertised me to the world in the most odious light

justice to my character obliges me to take this method to deny his accusation, and to at ure the public that his charges against me are without the least foundation in truth; and proceed, as I mappine, from the ill advice of his pretendel iriends, added to the wild chimeras of his own stupping jealous and iniatuated poddle.

CATHERINE REDMAN By the advertisement which follows we are renimited of the fact that the first paper manufactory in Massachusetts was established at Adton by Captain John Botes. Previous to its establishment all paper was imported from England. The proprietor advertises in the Boston Gazette, March 9, 1787, as follows:—

THE BELL CART will so through Boston before the end of next monta, to collect rags for the paper mill at Mitton, when all people that will encourage the paper manufactory may dispose of them. The best price will be given.

Then follow the names of various parties by whom the rass will be taken in, the advertisement closing with a poetical effusion:— "Rags are as beauties which concealed lie,
But when in paper, how it charms the eye;
I'ray, save ines, new beauties to discover,
For paper truly every one's a lover:
By the pin and press such krowiedge is display'd,
as wou'dn't exist, it paper was not made,
Wiedom of things, mysterious, divine,
I lustriously do th on paper shine."

One of the oddest advertisements of older time, and apt to stir American patriotism, we gather, almost as a matter of course, from an Irish paper, the Londonderry Journal, of April

Whereas, on Kebruary 14th, 1788, it pieased kind Providence to confer on Mathew Neely, of Burnal y, Parish of Tamalaghtfingian, and County of Londonderry a man child whose appearance is promising and amiable, and hopes the Being who caused him to exist will gravit him grace. Also, in consideration and in remembrance of the many beroic deeds done by t at universally renowned patriot, General Washington, the said Mathew Neely bath cone humse the honor of calling the raid man child by the name of George Washington Neely, he being the first child known or so called in this kingdom by the name of Washington, that brilliant Western star.

The members of the dentistry "persuasion" may not be a little surprised to be informed of a fact concerning one of the ploneers in their profession. In the year 1784 an advertisement was published, where in Dr. Le Mayheur, dentist, was published, where in Dr. Le Mayheur, denust, proposed to the citizens of Philadelphia to transplant teeth; stating therein, that he had successfully transplanted one hundred and twenty-three teeth in the preceding six months. At the same time he offered two guitens for every tooth from "persons disposed to sell their front teeth, or any of them?" He was very successful in his operations, and realized a considerable fortune. This anecdote reminds us of an advertisement which appeared a lew years ago advertisement which appeared a few years ago in the Courrier de Sonne et Loire, of which the following is a translation. It is peculiarly French:-

MONSIEUR AND MADANE CUILTER, Mechanic Denists, in orm the public that they are about to quit Chalons for their country house, and those pations who intend according them their confidence will find in their new Eden of flowers everything to satisty their tastes. The apprehension usually raised by the sight of the instruments will disappear as by enchantment beneath the carpet of verture of their delightful oasis. The great social nuisance of "servant-galism" is not really of modern date, but troubled some of our ancesters; and by them, as by us, recourse was had to the press to correct some features of

the evil. Here, for example, is an advertise-ment which appeared in the Providence (Bhode Island) Gazette of 1796:--FIVE HUNDRED DOLLARS REWARD -WAY misand, or taken away by mistake (soon after the forma-tion of the Aboltion Society), from the se vent-girls tion of the Abolition Society), from the sevent-girls of this town all inclination to do any kind of work, and left in lieu thereof an impudent appearance, a strong and continued thirst for high wages, a gossiping disposition for every kind of amusement, a learning and hanker ng after persons of the other sex, a desire of finery and lassion, a never-coasing trot after new places more advantageous for stealing, with a number of contingent accomplishments that do not suit the weaters. Now, if any person or persons will restore to the owners that degree of honesty and industry which has been for some time m, sing, he or they shall receive the above reward of Five Hundred Dollais, besides the warmest blessings of many abused honesho ders.

ings of many abused househo ders. The same paper, of November 19, same year, publishes the advertisement of a painstaking. cess with the boys in the seventeenth century | industrious, and rhyming shoemaker. It is a fair contribution to the curiosities of newspaper

literature:-It may be wise to advertise, The work is now in hand, The work is now in hand,
He makes a heel neat and genteel
As any in the land.
Court, block, and stick, made quick and sleek
None equal is the State
All those that view, may say 'fis true,
What I do here relate,
But to be short, another sort
Of hee's, are called spring,
By John Smith made, this is his trade
He served and learned at Lynn He served and learned at Lynn. Truly 'tis said, these heels are made Within old Providence, Soid by wholesale, or at retail,

One dozen for twelve pence.

The purchaser need go no mrther,
Only inquire of Bene Thurber.
And he can show you where to stop,
Because he lives close to my shoo.
A bunch of grapes is Thurber's sign,
A shoe and boot is made on mine.
My shop doth stand in Bowen's lane,
And Jonathan Cady is my name. The next week some brother poctaster addressed the following distich to the rhyming

"TO MR. JONATHAN CADY. Make an end to your rhymes, close accounts with And take to your heels, and you'll speed well at last."

The Providence Gazette also published, in the

form of an advertisement, a droll specimen of Yankee wif. The writer certainly deserved "a To be sold by Nicholas Branch, at his Refectory west end of the bridge in Providence, Solid Argu, Mente, consisting of bread, butter, cheese, ham, eggs, salmon, neats' tongue, oysters, etc., ready cooked. Agitations.—Cider, vinegar, sait, pickles, sweet oil, etc. Grievances.—Pepper sauce, mustard, black pepper, etc. Punishments.—Wine, Lrandy, gin, spirits, porter, etc. Superflutties.—Snuff, tobacco, and segars. N. B.—Any of the above articles to be exchanged for necessaries, viz.:—French crowns, Spanish dollars, pistareens, cents, mills, or bank bills. Credit given for Payments—30, 60, and 90 seconds, or as long as a man can hold his breath.

Rudiments Gratis, viz.:—Those indebted for good run of custom: RUDIMENTS GRATIS, viz.:—Those indebted for Arguments must not be Agitated, nor think it a Grievance if they should meet Punishment for calling for such Superfluties, and supposing it not Necessary to make immediate Payment.

No one can read the "Personals" of the city No one can read the "Personals" of the city daily without seeing into much of the romance of everyday life. They are the very cream of the curiosities of advertising. While other classes deal with the outer movements of trade, business, and social needs, this deals only with the secret springs of individual action. Other advertisements are addressed to the entire community, but a personal one is generally intended but for the eye of one individual, and is, there-fore, framed so as to be intelligible only to that one. It is the mystery thus given to them which constitutes a peculiar charm. He who does not know the key to the mystery is apt to surround it in his own mind with highly colored surround it in his own mind with highly colored attributes; and when he undertakes to sketch outlines, not only for one, but sometimps for a dozen of these romances in a day, he certainly has to give a wide scope to his imagication. From grave to gay, from serious to frivolous, from solemn to ridiculous, they lead the mind through a fantastic realm of thought. A similar record of the internal daily life of Thebes, of Athens, or of Rome, hundreds of years ago, would be worth more than the serious writings of historians in giving us a life-like impression of the manners of the day. But reither Egyptian, Greek, nor Roman civilization reached so far as to produce a newspaper, and consequently the romance of personal advertisemental was unknown to it. In fact, they may be regarded as an American institution. Many that we flad in our own papers are inserted by courtesans, tortune-tellers, and the "baser sort" generally. Such are not worth repeating and should never be allowed insertion in any journal claiming respectability, or that is read by our wives and daughters. Others, however, are of a more