A New York paper says: Dr. W. F. Carrer, the man who can put a bullet through a silver quarter while the coin is flying through the air, is an enlarged and revised edition of Buffalo Bill and Texas Jack. Being fresh from the broad plains of the untrammeled West, he has that delightful air of unconventionality to be found only in the land of the setting sun. A pale-face, to him, is an object of pity. The aboriginal inhabitant of the primeval forest is his prey. He must dote on blood; and he can bring it out of a wasp's wing at forty yards.

Dr. Carver is, no doubt, the best short-range marksman in the world. He gave his second exhibition at Deerfoot Park, and astonished everybody who saw him. He is as fine a specimen of fully-developed manhood as ever walked on Manhattan Island. More than six feet high, every part of his body is built to correspond. His chest is so deep that it would take a powerful rifle to send a bullet through it. His shoulders are broad and high, and altogether, he is exactly the man that ordinary people wouldn't put themselves out of the way to pick a quarrel with.

The scene of the shooting is worthy of description. A small wooden shed, with a bar in one corner; in front of this a table, on which were four rifles, several boxes of cartridges, and half a dozen score-books. Fifteen or twenty feet in front of this, again, a barrel and a man, the man taking the glass balls out of the barrel and throwing them in the air, and Dr. Carver breaking them with the bullets as fast as they appeared. Some-body was always at work loading a rifle, The marksman could fire them faster than the loaders could load. And they were the most remarkable rifles-breech loaders, of course. When they were opened at the end one cartridge was shoved in after another, till it seemed as if the first one must surely be somewhere up by the muzzle.

Dr. Carver's costume has nothing to do with his mark manship, and his shooting is strictly business. He seldom misses what he fires at. Most of the time was taken up in shooting glass balls, filled with feathers. The balls were of the thinnest film of glass, slightly tinted, so as to be seen easily in the air, and, when they broke, the feathers scattered in every direction. The balls were thrown about twenty feet into the air, and the marksman was not more than fifteen yards from them at any time. It was noticeable that the shot was invariably fired just as the upward impetus of the glass ball ceased and it was about to begin its fall. This close glass-ball shooting did not give the idea of remarkable skill, probably on account of the short distance, even though the average was nine hit out of every ten. It looked much more wonderful when the assistant threw the glass balls as far as he could and Dr. Carver broke each one as it flew, the distance being not less than one hundred yards. Several coins were shot straight through the

center, as they whirled through the air.
One of the most astounding of Dr. Carver's feats was his hitting a bell; metal ball when it was almost out of sight up in theair. The ball is so made that when the bullet strikes it it rings like small gong. The assistant threw this ball many times as high as he could siluce the spectators to throw into the ir, and he fired successfully at a large imber of unused cartridges. When ie assistant threw two glass balls up at same time the rifleman, with a anble-barre weapon, first broke one d then the other, without making a ngle failure.

The two requisites for good shooting o, of course, an immovable rest for the a-stock and a steady hand and arm the barrel. The secret of Dr. Cars wonderful marksmanship may be his immense and perfectly-balanced ly, which stands firm as a rock. With dy hand also, such a man may do ost incomprehensible things with a rifle. His body seems able to with-d any attacks of nervousness; yet he misses a shot he is very likely miss the two or three succeeding a sure sign that the miss flurries Another of his peculiarities is he aims with both eyes open—so he can keep an eye on the Indians, mys, while he is firing at a buffalo. t. Carver's shoot ng has astonished York. Nothing to equal it has ever seen here before. Whether or not ould be able to cope with some of Dreedmoor marksmen on their long s, is an interesting question.

What Becomes of Wealth,

oot and shoe dealer has hanging in ore a pair of boots worth seven a. They constitute a part of his a, and a portion of the wealth of orld. A man buys them and beto wear them; by friction against pavement little particles of the ser are rubbed off, and thus separaom the rest of the sole. Every cle that is thus removed takes out tion of the value of the boots, and the boots are entirely worn out the dollars of wealth which they d is consumed. The wheat, corn, which was raised by our farmers summer is being eaten up. No parof matter is destroyed by this pro-, but, the value which was in the in is destroyed.

while men are wearing out clothand eating up food, they are generalsily employed producing wealth of kind, the wealth of the world is sually diminished by the consump-but it is changed. This applies, lots and farms generally retain value, but personal property is to perpetual destruction and re-

As the several particles of which constitute a river are forrolling away to the ocean, while places are being supplied from the s and fountains, so the moveable alth of the world is constantly being umed to gratify human wants, and stantly being renewed by the restless wity of human industry.

Graphic makes this cowardly re-When Emerson recklessly wrote FOR THE YOUNG PEOPLE.

A Summer Sermon. Just as tired as they can be! Robby and dolly and May make three, · And overhead, Just under the shed, That little brown bird makes four, you see.

"Such a horrid old rainy day! What can we ever find to play, Pent in the house Like a trapped-up mouse! It's just too bad !" whimpered little May.

"The earth is the Lord's,' I've heard her say And, whether the sky be blue or gray, Whether it snow,

Or whether it blow,

Hasn't the Lord a right to his way? Thin k, you children who grumble so, Who sends down the rain on the earth below, And don't forget, Whenever you fret,

The Father sent it, and He must know." Foolish children," the red rose said, As she popped in the window her shining head-"Look at me, Don't you see,

But for rain I were withered and dead?" 'Oh! of course," said Robin Adair, School-days are always bright and fair;

It's always so, I'd have you know-And Saturday's rain's too much to bear I"

"Hush, little boy !" the sparrow said, From his perch on the beam over Robby's head, "I'm only a bird, But I've often heard

What your mother out of her Bible read. Foolish children, who eat the grain, And fret at the soft sweet Summer rain, Which tickles the roots

Of the corn and fruits, And bids them blossom and bear again." "Wicked and foolish!" sang bird and rose, When even the meanest weedling knows It's only the rain-

The Heaven-sent rain-That brings new life to each thing that grows." 'Wicked and foolish?" sighed little May; Robby, let's go away and play!

Never again, At the Summer rain. Will I fret and grumble the live-long day !"

Feeding Ghosts in China. The carpenter who has been making our new book-case says he wants to go drops from the folds of this bit of castto his home for a few days-some work off clothing? If there are sermons in is awaiting him there; the Chinese stones, old clothes preach to us, somewriter says he wishes to go-there is a times, as well. There is a charm, permessage to be sent in the direction of haps, in wearing them which those who his village, he can carry it, and, make haste to put on new ones fail to being at leisure, can spend a few days recognize; there is always the certain with his family; our house boy says he, pleasure of saving the new ones; at also, must go—his "muddar" has been least the surety that no accident of the sick, is now "more better," and he must go and see her.

And so the corpenter and the writer have gone, and the boy is going; but it seems so strange, their all asking to go at the same time, that I suspect that at least part of them had some untold reason for has no alarm for us. In our old clothes it, and, when I remind myself that it is we can romp with the children, and little now the last of August, that it is the fingers where bread and molasses yet time of the full moon, and that last linger have no terrors for us. If we night our Chinese neighbors were going | need to transplant our flowers, to weed about out of doors carrying bowls of boiled rice, and that in front of the houses in the street near by were little point to the old clothes! how comfortthrow it, till, sometimes, it could hardly be seen, but every time the marksman brought the sound out of it. He also ant in two all the lead pencils he could guessed the reason, and that it is a wish peace of mind, the old glove that has peace of mind, the old glove that has to celebrate at their homes the Festival shaped itself to the hand, the old cloak of Burning Clothes, and the Friendless that advertises our approach to our Ghost's Feast.

The Chinese think that persons after they are dead need the same things as when they are alive, and that if they are not supplied with them they can revenge themselves upon the people in this world, bringing them ill-health or bad luck in business. This being the case, of course people try to keep the ghosts of their relations in as comfortable and quiet a state as they can.

If a father should die, his friends, while he remained unburied, would every day put a dish of rice and, perhaps, a basin of water, by his coffin, so that his ghost might eat and wash. Afterwards, they would at times carry food and drink to his grave, or place it be-fore the wooden tablet, which, to honor him, would be set up in his house. To supply him with clothes and money, or anything else he might need, like a house, a boat or a chair, paper imita-tions of these things would be made and burned, after which it would be thought the ghost could make use of them. Fiftech days at this season of the year are considered the most lucky time for making these offerings. Large quantities of clothes and other paper articles are then sold, and there is a great burning of them all over the country.

Besides these well-to-do family ghosts, there is another class of whom people are dreadfully afraid. These are the spirits of very wicked men, and of childless persons who have left nobody behind them in this world to care for them. They are supposed to be wan-dering about in a most forlorn condition and to be able to do a great deal of mischief. To put them in good humor, and to induce them to keep out of the way of the living, a feast is made for them every summer.

1 For several years past, this feast has been given in an open plot of ground just outside our yard and under our sitting-room windows, so that I have often seen it, though I am obliged to say I have never spied any ghosts coming to eat of it.

Every year the ceremonies are the Early in the day four tall poles are planted in the ground about a dozen feet apart, and so placed as to mark a square; about twenty feet from the ground a wooden floor is built between the poles. A few men who stand upon this platform direct everything. Usually, one or two of them seem to be priests; once, I recognized the leader as an expert juggler whose tricks I had witnessed only a short time before. A part of the feast has been made ready beforehand and is at once arranged on the platform. At two corners are placed ornamented cones, six or eight feet high, which, I suppose, it is expected will appear to the ghosts to be solid cakes, but which are, in reality, only bamboo frames, thinly plastered over atural action is graceful, had with a mixture of flour and sugar; be- stantinople is always fragrant with the

kinds. Soon, offerings of food begin to come in from the neighborhood, and are drawn up by ropes to the platform; these are, mostly, baskets of boiled rice, and have a bit of wood holding a red paper stuck in the middle of the rice. I suppose the giver's name is upon the paper, and after the feast the baskets seem to be restered to the persons who brought them; the rice can then be taken away, and eaten at home.

At length the platform is well laden with food, which remains exposed in the sun and wind for several hours, during which time a great noise is kept up with gongs and other musical instruments, partly, I suppose, like a dinner bell to call ghosts, and partly to amuse the men and boys who gather in an inter-ested crowd around the platform.

Late in the afternoon the head men begin to distribute the feast. The baskets of food are carefully lowered; the cakes are broken up, and the pieces, with the oranges and other fruits, are fluug hither and thither among the crowd, who scramble merrily after them, sometimes half a dozen rushing after the same fragment, and now and then a man trying to clamber up the poles to secure a portion before it falls. When the stage is cleared the crowd disperses, and the Ghosts' Feast is ended.

In this region the people are very poor, but in a large and rich community this festivity would be kept with splendor even, and with much cost,

Last year, a part of the wooden frame-word fell, and one man was injured. I think this may make the old ground seem unlucky to the Chinese, and lead them to seek a new place for this year's feast.

Let us hope they will do so, for to have a set of the most wicked and unhappy ghosts asked to dinner under one's windows, is not, after all so amusing as it is noisy and sadly foolish.

Old Clothes,

It is wonderful what an amount of adaptability there is in old clothes, and how readily they consent to be made over, brushed up, washed, sponged, dyed, or otherwise rejuvenated, till it would almost require an expert to tell that they were not new. A cunning hand can indeed make a very presentable garment from two old ones; and who of us that has bestowed some ancient article upon our washer or herb woman, but is more or less amazed to see to what good account she turns it, how fairly it rewards her pains, and what a lesson least the surety that no accident of the day can greatly afflict us; that we are not obliged to move in deference to our attire; that we can ramble in the woods without anxiety; that neither sun nor rain can disturb our tranquility; that a careless or awkward neighbor at table neighbors, and gives them notice to change the baby's apron and set the room to rights, the old hat that is not afraid to be caught in a shower. They have adapted themselves to our requirements; they suit us, as nothing new was ever known to do. "If you have any enterprise before you, try it in your old clothes," says the sage of Walden Woods; yet such is the common prejudice against them, that a stranger thus apparelled would fall under some suspicion among us; being in pessession of no other data from which to infer her social and mental position, we should naturally accept the antiquity of her clothes as a certificate of inferiority. At the same time, this fact in no way diminishes the ability of old clothes to confer a happy-go-lucky mood upon the wearer, who is not obliged to mind his

age, -Barar. Fashion Notes.

Grenadines and all tissue fabrics are made with a low waist lining.

p's and q's for fear of ruffling his plum-

The prominent features of the new basque are the combination proportions. Upturned pleats are still admired in the arranging of draperies of all kinds,

Lisle thread gloves for gentlemen and ladies are preferred for summer wear. Deep collars and tiny capes give a novel and somewhat dressy effect to the toilet.

A handsome "wrap" for the shoulder can be formed of silk, lace, gauze, and

A noticeable change has been instituted in the formation of drapery. This scarflike transition alludes more particularly to light suits. Lace mitts and long lace gloves, of

bright and pale dyes, are much admired for full toilets. Lace mitts are also worn on the promenade. Shoulder drapery gives a classical finish to a princesse dress. These shoulder garnitures are called "wraps," and are

represented in mode goods. Etruscan jewelry is very popular. Jewelry enameled in imitation of Hindoo ideas is pretty. Plain carved gold is much worn. Chatelaines are fashionable for dressy occasions.

Velvet bands, with clasp and fringed ends of silver and gold, or simply tied in a pretty bow, are much worn.

One of the daintiest and most becoming seasonable toilets is either lawn or muslin. Some of the patterns and the delicacy of designs are positively poeti cal attractions, so far as expression of dress can be displayed. The self-garni-tures, combined with lace edgings, constitute the chief embellishments.

The mosque of Santa Sophia in Conan angry woman throw a sides these are green oranges, other musk with which the mosque was charg-

AMERICAN ORGANS AT THE PARIS EX-HIBITION, -Every American visiting our Section will conceive a legitimate pride at the well-merited praise which he will critics who constantly swarm around Messrs, Mason & Hamlin's Cabinet Organs, and openly acknowledge that nothing in Europe can be compared with the Exhaust Bellows and Separate Vibrators peculiar to American Organs, as especially perfected in the Mason & Hamlin instruments,-Paris (France) Register, June 1, 1878.

. Words of Wisdom.

Those who never retract love themselves better than the truth. The mercy that can forgive our in-

iquity will never be severe to mark our frailties. The wealth of a soul is measured by how much it can feel; its poverty by

how little. Affections are the feet of the mind, and therefore set a watch over them,

lest they make her miscarry. Riches would be little esteemed if they did not furnish vanity with the

pleasure of having what others have not, The chief properties of wisdom are to be mindful of things past, careful of things present, provident of things to

The narrow-minded ask, Is this one of our tribe, or is he a stranger? But to those who are of a noble disposition the whole world is but one family.

The best means to learn our faults is to tell others of theirs; they will be too proud to be alone in their defects, and will seek them in us and reveal them to

A man who is not able to make a bow to his own conscience in the morning, is hardly in a condition to respectfully salute the rest of the world during the

Very few people go into an argument in order to discover the truth of the matter. They want to hold their own and rout the enemy. Hence, the general loss of temper.

An old bachelor was rather taken a-back a day or two ago, as follows: Picking up a book, he exclaimed, upon seeing a wood-cut representing a man kneeling at the feet of a woman. "Before I would ever kneel to the feet of a woman I would encircle my neck with a rope and stretch it." And then turning to a young woman he inquired: "Do you not think it would be the best thing I could do?" "It would, undoubtedly, be the best thing for the woman," was the sarcastic reply.

For upwards of thirty years Mrs. WINSLOW'S SOOTHING SYRUP has been used for children with never-failing success. It corrects acidity of the stomach, relieves wind colic, regulates the bowels, cures dysentery and diarrhes, whether arising from teething or other causes. An old and well-tried remedy. 25 cts. a bottle.

Young Housekeepers
Should not forget that the way to reach a husband's heart is through his stomach. Use
Dooley's Yeast Powder in making biscuits,
bread, cakes, rolls, muffins, etc., and they will
be nice, light, digestible and wholesome. Johnson's Anodyne Liniment will positively

cure chronic diarrhos of long standing, also dysentary, cholera morbus, and cholera, used internally. There is no remedy known so valuable for immediate use as this old life preser One single box of Parsons' Purgative Pills taken one each night will make more new rich

blood than ten dollars worth of any liquid blood purifier now known. These pills will change the blood in the entire system in three months, taken one a night. No family should be without a box of Grace's Salve. In cases of Cuts, Burns, Scalds, Flesh

Wounds, &c., where a remedy is wanted immediately, it will be found invaluable. It will also cure Ulcers, Felons, Corns, Chapped Hands, Chilblains, old Sores, &c. The Greatest Discovery of the Age is Dr

Poblas' celebrated Venetian Liniment! 30 years before the public, and warranted to cure Diarrhea, Dysonteryl Colic, and Spasma, taken internally; and Group, Chronic Rheumatism, Sore Throats, Outs, Bruises, Old Sores, and Pains in the Limbs, Back, and Cuest, externally It has never failed. No family will ever be without it after once giving it a fair trial. Price, 40 cents. Da TOBIAS' VENETIAN HORSE LINIMENT, in Pini Bottles, at One Dollar, is warranted superior to any other, or NO PAY, for the ours of Colic, Cuts, Bruises, Old Scree, etc. Sold by all Druggists. Depot-10 Park Place New York

> The Markets. NEW YORK.

ı	Meed Cattle. Native 08% 09	
ı	Texas and Cherokoo 07 @ 08%	
J	Milch Cows	
ı	Hoga: 14ve 05% & 06%	
l	Dressod	
l	Bhsep 05 @ 06	
l	Lambs 07 @ 11	
ı	Cotton-Middling 10%@ 10%	
ı	Flour-Western-Good to Choice 4 26 @ 7 00	
1	State-Good to Choice 6 45 @ 8 76	
	Buckwheat per owt 1 24 @ 1 50	
ı	Wheat-Red Western	
ı		
l	Barley—State 75 @ 74%	
1	Barley Mait	
1	Buckwheat 80 & 88	
ı	Oats-Mixed Western	
ı	Corn—Mixed Western	
J	Hay, per owt 55 @ 65	
l	Biraw-per cwt	
l	Hops76's-01 @ 1277's 05 @ 10%	
1	Pork-Mess	
j	Lard-City Steam 07 @ 07	1
1	Fish-Mackerel, No. 1, new 14 00 @14 00	
l	46 No. 2, new 10 00 @12 00	
ı	Dry Cod, percwt 8 75 @ 4 00	
1	Herring, Scaled, per box 17 @ 18	
l	Petroleum-Crude08%@0% Befined, 11%	
1	Wool-California Fleece 20 @ 27	
1	Texas " 16 @ 19	
l	Australian " 89 @ 45	
1	State XX 87 @ 40	
1	Butter-State 25 6 80	
ı	Western-Choice 25 & 60	
	Western-Good to Prime 18 @ 82 Western-Firkins 07 @ 38	
	Wessern-Firkins 07 @ 38	
	. evene State Factor 7	
	Btate Skimmed-osses sesses 08 66 06	
	Wastern	
	TO SECURE OF THE PROPERTY OF T	
	BUFFALO.	
1	Figur 4 25 @ 4 50	

BUIGHTON, MASS.

Hogs.....

spent half an hour charming an aligator twice his length, and then struck the 'gator with all the strength he could hear from the great European Musical muster. The stroke had no effect, but, circling backward, the aligator struck the snake a fatal blow with his tail, and was then himself despatched by an ob-

BROWN'S BRONCHIAL TROCHES, for coughs and suids OLD BLACK JOE-words and music for 10 ets post-paid. J. CHADSEY, Chatham Centre, N.Y. GUNS REVOLVERS. Price List free, Address Great Western Gun Works, Pittsburg, Pa BOOKS, Papers. Want Agents. Send Stamp STUNNING OFFER—N.Y. (Weekly) Palladium.
40 columns. Subscription, 50 cents a year. 10 cents a month on trial. 1 College Place, New York. ORGANS tetail price \$280 only \$65, PIANOS retail price \$510 only \$135. Great bargains BRATTY, Washington, N. Y

\$7 A DAY to Agents carrassing for the Ffreside Terms and Outfit Free. Address P. O. VIOKERY Augusta, Maine CHEM. LABORATORY OF RUTGERS COL U.E.G.E.—Summer courses in Analytical Chemistry Determinative Mineralogy, and Oheuncai Investigation July 10 to Sept. 10. Address Prof. P. T. AUSTEN, Ph. D., F. C. S., New-Brunewick, N. J.

CLOCKS R. INGRAHAM & CO. M. Superior in design. Not equaled in quality, or as timekeepers. Ank your Jawelor for their Agency—8 Cortlandt St., R. Y.

TEAS.—The choicest in the world—Importers staple article—pieces—Largest Company in America—staple article—pieces—targest Company in America—increasing—Agents wanted everywhere—best inducements—don't waste time—send for Circular to HOBT WELLS, 43 Vesey St., N.Y., P. O. Box 1287. \$10 2 \$25 per day to Agents Novelties Catalogue & Outfit Free by mail on the Catalogue & Outfit Free application to

J. H. BUFFORD'S SONS, Manufacturing Publishers 141 to 147 Franklin Street, Hoston, Mass. Established nearly tifty years. \$10. \$20. \$50. \$100. Invested indiciously in Stocks (Options or Privileges) is a sure road to rapid fortune. Full details and Officia Stock Exchangs Reports free. Address T. POTFER WIGHT & CO., Bankers, 35 Wall Street, New York

JONESVILLE, Mich., Dec. 27, 1877.—Mesers, Piceles: sent you focts, for two boxes of Grace's Salve. I have had two and have used them on an ulcer on my foot, and it is almost well. Respectfully yours, C. J. Van Neas. Price 25 cents a box at all druggists, or sent by mail on receipt of 35 cents. Prepared by Mt.TH W. FOWLE & SONN, SG Harrison Ave., Boston, Mass.

ILK OF

Cures Dyspepsia, Indigestion, Sour Stomach, Sick Headache.



IMPORTANT

NoticE NEW DISCOVERY

CURE WAY of making a FORTUNE without the aid of capital or knowledge of business. For full particulars, which will be given gratuitonally, write J. B. DELEEUVV, 46 East 20th St., New York.

WHO WANTS A FARM WHERE FARMING PAYS THE BEST? FOR SALE.

300,000 Acres Rich Farming LANDS, well located in Michigan, at from \$2 to \$8 per acre, on saay terms of payment. Also, 200,000 Acres of Choice Pine LANDS, in best Lumber Districts of Michigan.

Land Commissiorer, Lussing, Mich. A Safe and Reliable Substitute for Quinine

The only 25 cent **ACUE REMEDY** IN THE WORLD

LS&FEV and all MALARIAL DISEASES.

Sold by all Druggists. Mailed FREE on receipt of prices Write to DUNDAS DICK & CO., 55 Woosvin STREET, New Year, for their ten caus book, mailed to the readers of this paper FREE on application.



Botanic Medicine Co., Buffalo, N. Y

The GREAT REMEDY for

CORPULENCE. ALLAN'S ANTI-FAT

rely vegetable and perfectly harmless. It acts the front in the stumach, proventing its being crited into fat. Taken in necontance with di-ons, it will reduce a fat person from two to five rections, it will reduce a fat person from two to five pounds por week.

"Corpulence is not only a disease itself, but the harbinger of others." So wrote Hippocrates two thomand years ago, and what was true then in none the loss so to-day.

Sold by druggists, or sent, by express, upon re-scipt of \$1.55. Quarter-dozen \$4.00. Address,

BOTANIC MEDICINE CO., Proprietors, Buffalo, N. F.

A Florida rattlesnake six feet long Geo. P. Rowell & Co., 10 Spruce St., New York.

The Object of Our Establishment.

Our Newspaper Advertising Bureau, No. 10 Spruce Street, New York, is an establishment intended to facilitate the convenient and systematic placing of advertisements in newspapers. It is conducted upon the principles which we conserve to be the right ones for securing the best results to the advertiser. We undertake to represent American newspapers, not only the newspapers of the city of New York, and of all other American cities, Reinjous, Agricultural, and other class newspapers,—but also the small country journals. We receive regularly and keep on file the daily and weekly newspapers of every description throughout the land.

Confined Strictly to Newspaper Advertising and to American Newspapers.

We confine our transactions to newspapers, and do not accept or undertake the management of other classes of advertising, such as books, sign-boards, posters, or job printing.

By adhering to one branch of advertising we make ourselves master of it.

We also restrict our dealings to newspapers published within the geographical limits of the United States and Dominion of Canada.

The Nature of the Service which it is Our Business to Render to the Advertiser.

We undertake to maintain an established credit with every newspaper, and have at hand a schedule of charges for advertising space in its columns; to be able to quote the rates to an advertiser who wishes one or several, and to procure the prompt insertion of the advertisement without any extra charge for the service rendered; which service consists of quoting the price, printing or writing as many duplicates of the advertisement as may be required, forwarding the copy for insertion at our own expense for postage or measuring service; examining the papers to see that the advert



tisement appears, when, and in the manner that it ought to; checking each subsequent issue of the advertisement, in each paper, in a book kept for that purpose, and at all times subject to the inspection of the advertiser, and marking plainly in each paper the advertiser, and marking plainly in each paper the advertisement as it appears; so that which the advertiser comes (or sends) for the purpose of having the files examined, the eye may light promptly upon his announcement, without the labor of searching a whole paper or page.

page.

If errors or emissions occur, it is our duty to notify publishers, at our own expense for labor, postage or messenger, and to see to it that the publisher of the paper actually dose render the specified service for which the advertiser contracted.

Our Promise.

We promise those advertisers who entrust their ad-We promise those advertisers who entrust their advertising patronage to our management that we will not allow them to be charged, in any instance, any more than the publishers' schedule rates I that we will procure for them the acceptance of any advantageous offer definitely made to them by any newspaper publisher, adve tising agent, or canvaser of responsibility. We are unwilling to do work without a profit, and never offer to do ao, yet n conformity with the promise made above, we sometimes find it adviseable.

The System of Arrangement for Newspaper Files.



We have a perfected system for filing newspapers, a separate space being accorded to each, and labelled with the printed mane of the paper it is intended to accomodate. A stranger can place his hand upon any



The Amount of Money to be Expended

Persons who have had little experience as advertisers often have a presty clear understanding of what they would like to do, but are entirely ignorant of the probable cost.

We have made out for such person a plan of advertising calcing for an investment of \$6,000, and on submitting it for approval found our customer dismayed at the magnitude of the expense, he not having contemplated as expenditure exceeding \$200 or \$300. In such a case labor would have been saved, if at the communication of the negotiation the question had been asked: "Aow much money are you prepared to devote to this advertising?"

The Confidence of Our Patrons a Matter of Prime Importance.

It is a matter of prime importance to us, for the purpose of maintaining our influence with publishers, that it shall come to be understood among them that our statements about the advertising to be done, or not to be done, are to be relied upon, and to this and our dealing with our advertising patrons must be upon a basis of mutual confidence and good faith:

Our Customers Entitled to Our Best Services.

Whenever we are doing the advertising for any individual, or firm, we consider then entitled to our best services. If they suggest using a paper which we know to be not the best for the purpose, we say so and give the reasons. We often expend a good deal of time for very small advertisers, much more than the profits on their petronage would warrant; but we are content, as they entrust to us what they have to disperse, and influence in our direction the paironage of their friends and acquaintances.

Extract from New York" Times," June 14, 1975. The years ago Mesars. Goo. P. Rowell & Co., established their advertising agency in New York City. Five years ago they absorbed the business conducted by Mr. John Hooper, who was it e first to go into this kind of enterprise. Now they have the satisfaction of cuntrolling the most exteneive and complets advertising connection which has ever been secured, and one which would hardly be possible in any other country but this. They cave succeeded in working down a complex business into so thoroughly a systematic method that no change in the newspaper system of America can escape notice, while the widest information upon all topics interesting to advertisers is placed readily at the disposal of the public.

Geo. P. Rowell & Co., 10 Spruce St., New York.