Management of Chickens. Chickens require neither food nor drink on the day on which they are hatched. Both are injurious, as they interfere with the natural digestion of the yolk, which is absorbed into the bowels at the period of hatching, and constitutes the first food. If grits, oatmeal, and the like are spread before the hen on the twenty-first day, she is induced to leave the nest, the last-hatched chickens are unable to follow, and, being weakly, frequently perish. If undisturbed, the hen seldom leaves the nest on the twenty-first day, while on the twenty-second day the chickens will be found strong enough to follow her. The plan of cramming pepper-corns or grains of barley down the throats of newly-hatched chickens is exceedingly injurious. The best food for them is sweet, coarse oatmeal, mixed into a crumbly paste with milk, and a certain proportion of custard made by beating together an egg with two tablespoonfuls of milk, and "setting" it by a gentle heat. Custard so made is eaten with avidity, and the chickens make rapid progress upon it. Such a preparation is far superior to the hard-boiled egg so often employed, and which is not relished by the chicken. The young birds are also very fond of a little cold oatmeal porridge; milk is frequently used to mix the barley or oatmeal, but it should be remembered that it soon becomes sour in summer, and is decidedly injurious if employed in that state. Ne more food, therefore, should be mixed with milk than can be eaten in a few hours. Sopped bread is by no means desirable, since it does not appear to afford the necessary resistance to the natural grinding of the gizzard, and, consequently, the chickens soon become weakly and affected with diarrhosa from its use. In order to satisfy the hunger of the hen, which is usually very great when she leaves the nest, it is quite desirable to give her as much grain as she can consume. Then, having satiated her own appetite and quenched her thirst, which at this time is considerable, she will brood over her unfledged young, and keep them at rest while they are digesting the yolk that has been absorben just before hatching. After the first few days some whole grain, such as small-tail wheat or some barley, may be given to the young brood, and it will be ound to be greatly relished, and doubtless affords a wholesome exercise for the extraordinary grinding power of the gizzard. Chickens should either have a constant supply of food or be fed at very short intervals. The first food should be given at daybreak. With re-gard to animal food, there is none equal to the natural supply of worms and in-sects obtained by the hen when she is at large; small worms or a shovelful of mould containing an ants' nest, may be given, if chickens are in a confined situation, and will be found far superior to boiled egg, chopped meat, or any mere artificial substitute. Cooping, which is frequently employed to prevent the wandering of hens with chickens, is not

## is a necessary evil, yet not the less an evil.—American Cultivator.

desirable, and though in many cases it

A Good Dust Brush,-A very good wet with hot water, on the place where the pest is supposed to be, and press it catacombs made by field-mice and moles. with a very bot iron.

To make a paste for cleansing metals take one part of oxalic acid and six of rotton-stone and mix with equal parts of train oil and spirits of turpentine to pasté. The oxalic acid is poisonous, Exchange.

Boil sweet or common potatoes till sell done, then mash or strain. To sh one and a half pints add one pint nd a half of milk, a little melted butr, two eggs with sugar, salt, and nutor lemon to flavor.

WASHING GLASSWARE. - It is a mistake wash glass tumblers, goblets, and the e in hot water; if cold be used a ther and clearer, appearance is left on the glass is wiped dry. If the is is particularly soiled, a pinch of da in the water will cleanse it easily.

The following wash will renovate gilt m. s: Take sufficient flour of suphur rive a golden tinge to about a pint a half of water, and in this boil four five bruised onions, or garlic; strain the liquid, and with it, when cold, h with a soft brush any gilding ch requires restoring.

PRESERVE THE AROMA OF COFFEE, y mixing twenty-five per centum of dried bread crumbs with coffee, n grinding, a German chemist claims the delicate aroms of the fresh and coffee will be retained for an infinite period, which otherwise soon

In washing delicate, colored muslins llinens several essential points must observed if we intend preserving original freshness and beauty. , they should never be soaped or ed. If not too soiled, wash in alout cold water; make a lather of good ar soap-white is best-and in it disolve a small piece of alum. Use this issolved soap in the water, and rub be goods with the hands, as far as pos-Put through two waters, and ase in two more. A handful of salt or spoonful of vinegar in the rinsing or helps to brighten and hold the Wash only one article at a time, that very quickly.

#### Hints to Wool Growers.

Never place unwashed tags in fleece, while it is better still to leave laza out.

d. Exercise care in washing your

p, and see that the ends of the wool to free from dirt.

Bd. Take the proper means to get the tallow out of their fleeces. Its presence mone of the most serious sources of loss to the manufacturer.

4th. Do not allow gravel to cling to wool, and do not place it in the wool take it weigh more.

Tie your fleeces with a string only once around it. Dealers TIMELY TOPICS.

There are 67,000 exhibitors at the Paris Exposition.

The following poem appeared in our columns some months ago and has been delivered by the author at Steinway Hall and elsewhere. It is now reproduced by special request.

According to official statistics, forty-seven person died in England and Wales of hydrophobis in 1875, and fifty-three in 1876. The total in the eleven years, 1866-76, was 387.

Washington Territory is represented by her newspapers as anxious to become a State, but her population still falls short of 124,000, the number on which representation in Congress is based.

There were in this country, in 1877, 166,000 liquor dealers licensed by the United States government. The amount of money annually expended for liquor in the United States by consumers is 2600,000,000.

In Warsaw, Russia, certain ladies of high rank have organized an Economi-cal Dress Club. Among other rules alopted is one discountenancing the constant changes recommeded by dress-makers, and modistes, when these lack artistic value.

Mr. Bryant was probably the wealthiest poet this country has produced, and, perhaps, with the exceptions of Samuel Rogers and Lord Byron, the wealthiest, or among the wealthiest, of the Old World. His estate is said to be worth five hundred thousand dollars.

Small-pox and diphtheria have been very prevalent and fatal lately in London. Since New Year's there have 1,184 fatal cases of small-pox within fifteen miles of Charing Cross, while there were but eight deaths of that disease in the same period in nineteen provincial towns of Englang having an aggregate popula-tion about equal to the metropolis,

A laborer named Mistlebrook, a member of the sect called Peculier People, who do not believe in medicines, was tried in London for killing his infant son, who died from whooping cough. The prisoner had neglected to call in medical aid, and had he done so the child's life might have been saved. The evidence was not sufficient to sustain the charge.

Dr. D'Unger, the Minneapolis physician whose cinchona recipe for the cure of drunkards recently attracted at-tention, is out with this one for con-sumption: One-half pound finely cut up beefsteak (fresh); one dranchm pulverized charcoal, four ounces pulverized sugar; four ounces rye whiskey; one pint boiling water. Mix all together, let it stand in a cool place over night, and give from one to two teaspoonfuls liquid and meat—before each meal.

As an instance of the great ingenuity of ants, and the enormous amount of work they can accomplish, may be mentioned an incident that recently occurred near Paris, Ky., in a rural cemetery, where some ants, by diligently working for several weeks, undermined a coffin dust brush may be made by cutting a in a vault, dug a tunnel, and carried the crosswise strip of bed-ticking into fringe and tacking it around a wooden handle. Moths in Carpers.—The best way to feet away from where it was originally. kill moths in carpet is to lay a cloth, It is probable that the ants were assisted by the looseness of the earth and the

Mr. Johannes Eckart, of Munich, annovnces that he has discovered a method of keeping fish perfectly fresh for many days after capture, his plan of proced-ure consisting in impregnating them by means of hydraulic pressure with a weak solution of salicylic acid, packing them in casks or cases, and pouring gelatine over them. The latter serves to prevent their becoming stiff and dry. Prepared and packed in the above manner, they may, it is said, remain ten or fifteen days, and even longer, during transport without detriment to their flavor of appearance.

A wonderful circumstance occurred in Watsonville, Cal., lately, according to a local paper, which says: To begin with, a gentleman well known in this section owns a lot of hens. One of them a few days ago commenced laying in a wood-pile, her nest being situated between two sticks of wood, far enough apart so that as fast as the eggs were laid they would drop upon the ground, at least two feet below. After laying twelve or fifteen eggs, the hen com-menced setting on the hole between those sticks of wood, the eggs being on the ground below, two feet distant. Three weeks passed by and eleven of those eggs hatched successfully. Will some scientist explain the phenomenon?

A Fisherman's Pathetic Story. Five dank bodies lay on the sands of Knott En I, on the Euglish coast, a few weeks ago, and a child's face and curls snimal sharp darts loaded with a torpedo weeks ago, and a child's face and curls were hidden somewhere under the waves, when Fisherman John wiped his eyes and with a husky voice told what had happened. "We were crossing to Sunderland on the Lune," he said, "and I had charge of the sails, All went well for about two miles, and the boat had not taken a drop of water. We were just lighting our pipes when a mighty sea came, such as I have never seen in my life before, and it swamped mast to hold myself up. The rest all seemed to go from the boat except my sister Harriet, who threw her arms around my neck. She said, 'Oh, brother, don't cast me off!' I said, 'I never will.' She held on for some little time, and kissed me, and said her prayers; but in time we became exhansted, and then she let go her hold and sank. I could not recover her, and I could not strike out or swim to the shore while she held me by the neck. We should be quite twenty minutes on the mast and about a mile from the shore. No one came to our rescue. I saw the others sink very shortly after the boat had swamped. My brother and Cowell were both good swimmers. I saw my little boy, six years old, floating on his back, and I think he must have gone for hop twine, — Utica out to sea. After my sister had let go I swam ashore.

FOR THE CARE OF CHILDREN.

Plain and Simple Rules to be Observed by Mothers During the Hot Season

The New York Board of Health has published the following rules for the care of children during the hot season. They will be found useful in any

NURSING OF INFANTS. Over-feeding does more harm than

anything else; nurse an infant a month or two old every two or three hours. Nurse an infant of six months and over five times in twenty-four hours, and

If an infant is thirsty, give it pure

water or barley water; no sugar.
On the hottest days a few drops of whiskey may be added to either water or food; the whiskey not to exceed a tea-spoonful in twenty-four hours,

FEEDING OF INFANTS.

Boil a teaspoonful of powdered barley (ground in coffee grinder) and a gill of water, with a little salt, for fifteen minntes; strain, then mix it with half as much boiled milk, add a lump of white sugar, size of a walnut, and give it luke warm from a nursing bottle. Keep bottle and mouthpiece in a bowl of water when not in use, to which a little sods may be added.

For infants five or six months old, give half barley water and half boiled milk, with salt and a lump of sugar.

For older infants give more milk than barley water.

For infants very costive, give out-meal instead of barley. Cook and strain When your breast milk is only half enough, change off between breast milk

and this prepared food. In hot weather, if blue litmus paper, applied to the food, turns red, the food is too acid, and you must make a fresh

mess, or add a small pinch of baking Infants of six months may have beef tea or beef soup once a day, by itself, or mixed with other food; and when ten or twelve months old, a crust of bread and a piece of rare beef to suck.

No child under two years ought to eat at your table. Give no candies, in fact, nothing that is not contained in these rules, without

a doctor's orders. SUMMER COMPLAINT.

It comes from overfeeding, and hot and foul air. Keep doors and windows

Wash your well children with cold water twice a day, and oftener in the hot

Never neglect looseness of the bowels in an infant; consult the family or dispensary physician at once, and he will give you rules about what it should take and how it should be nursed. Keep your rooms as cool as possible, have them well ventilated, and do not allow any smell to come from sinks, privies, garbage boxes, or gutters about the house where you live. See that your apartments are right. Where an infant is cross and irritable in the hot weather, a trip on the water will do it a great deal of good (ferryboat or steamboat), and may prevent cholera infantum.

#### A Bull Fight in Cuba.

The Augusta (Ga.) Chronicle has the following extract from a private letter, written from Cuba: "Mr. Springer called for me last Sat-

urday afternoon at three o'clock, in the consul's carriage, and insisted that I should drive with them, to the large amphitheater known as 'Polar Qua Mendos,' for bull-fighting. I went, but I do assure you it is my last time. At four o'clock a horseman, well mounted, rode into the arena and saluted the governor, who tossed him the keys to open the gates; after which eight or ten 'teasers' with red flags marched into the ring, followed by two men on horseback, with long spears. It was not long before the bull himself, already greatly infuriated, cavorted before us, dashing about from side to side after the flery ensigns and plunging at the nearest horseman. The story is one long and sickening; so, in summing up the affair, I have only to say that one man was killed. I didn't care a fig for the man nor his relations and friends; my sympathies were with the horses and bulls. Two steeds were killed by the first and third bulls, and one so lacerated by the fifth animal that der what they are?' it had to be driven from the ring, almost torn open. Then I was wrought up. I was mad with the governor, Spain, the Spaniards, and oven Christopher Columbus did not escape my ill wishes. Weak though I was, I wanted to fight about three Spaniards, although I was still weak from malarial fever. Seven bulls were tortured to desperation and then butchered. After the horsemen were through with worrying them, two angling Spaniards on foot, with barbed reeds, gayly decorated and brightly polished, would dance around the enraged bull, stick him in the tender parts of the shoulders, inflicting horrible agony into the poor beast's exhausted body. But the diabolical sport did not end until another relay of fiends would dance around at the end, which would explode directly under the skin, causing the most excruciating agony. The poor bulls, now unable to defend themselves against every form of attack which ingenuity could devise or human wickedness employ, would dash themselves wildly against the wall, endeavoring to wreck their miserable existences, or, failing in this, would run around the ring, looking piteously in the faces of the multitudes the boat. I got hold of an oar and a shove them, appealing, in their mute mast to hold myself up. The rest all misery, to the stony-hearted spectators. It was simply terrible. By the time the bloody sport was over I was nearly dead myself, and, although the day was very warm, drops of cold perspiration beaded upon my brow and chilled my forehead. Many women and ministers of religion would first cheer the men and then the bull, and each unfortunate rider, as he was dethroned by the bull, would be frightfully hissed by the spectators. I haven't eaten a beefsteak since my visit

> Plain material may be trimmed with that which is figured, or the style may be reversed. The former is more fash-

to the bull-fight."

Floral garnitures for bridal toilets are composed of white hawthorn and orange bloosoms and myrtle leaves.

The Song of the Thrasher.

The brown thrush, alias the thrasher, is a favorite, most decidedly, of the birds that live in the groves of the West. In his bright shining suit of sienna, with coat tails smooth and long, like those our tall, lank grandfathers wore, he is the very picture of a polished and ele-gant gentleman; and how spontaneously and vehemently he sings! He throws his whole life into his little throat, whence comes a perfect flood of melody, every note distinct, and with a measure and a method the artistic completeness of which neither Patti, nor Cary, nor Kellogg can excel. He belongs to the family of mocking birds, and, when the whim takes him, amuses himself by imitations of the songs of other birds, or of the whistles and cries of man and beast, But he has one peculiar air, which is all his own. It is long, animated, and full of variety, being a medley of whistles, gurgles, trills, quavers, and cadences, mingling as harmoniously as do the scherzos and adagios of the sonatas and the syphonies of the great composers. He is among the earliest to welcome the dawn of the morning, and one of the last to hush his voice with the thickening twilight of the evening. A writer in the Cnicago Journal, being in an imaginative mood one morning, thus interpreted his theme: Work, work! Earn a living? Dig, dig, dig, Or grub;

Hard times! Is that it? Oh, pshaw! You're joking Why, look you! See me! Me, me, me! Hard times? You're dreaming! No such thing? No sir-ee ! Ree, ree, ree! Go to work Make something, And sell it— Cash, cash, cash! Jingles? Ah, ha, ha! You're lazy, Or Crazy, You drone! Git, git, git!

Aye! You bet! Here an old robin, that had perched on the next tree, undertook to out sing him; he couldn't stand that, and "went for him" quick as lightning. For about five minutes there was a noise amid the foliage like that of a barber's clipping shears, followed by a small shower of little feathers. Thrasher came out the conflict first best. It is the universal opinion of those who know him, that the brown thrush is not only the most gay and festive of singers, but a genuine, philosopher and a brave and right elegant little gentleman.

Anything

To be a man, And not

A sick kitten, Mewing

For some milk! Milk, milk, milk

Go to work
I say!
He, he, he, he!
See the bee,
The little bee,

Pretty fairly: Don't we though

And me!

Anecdote of Professor Henry. We find this anecdote of the late secretary of the Smithsonian Institute in Harper's Magazine: "I met him," writes a Boston friend, "but once at Montreal. I noticed that this fine-looking man, when he arrived at the hotel in Montreal, was placed at the head of our table, but did not know who he was. He came home by the same route and at the same time with us, and was very kind and courteous to my traveling companions as well as myself. What I re-member more distinctly than anything else was a 'happening' at Rouse's Point while we were waiting for the steamer. The professor was talkative and communicative in his quiet way, and was full of incidents of travel and

dventure. Soon the steamer in sight, and while she was approaching us the professor sat upon the whari looking dreamily at her. Presently he aroused himself, and said: 'I see a peculiar sparkle of the waves near the side of the steamer, where the sun shines upon her' (it was almost sunset). 'I wonder what the cause of it is? I have seen phosphorescent light before, but never exactly like this. And see! there it is also upon the other, the darker side of the steamer. Well, certainly, that is very curious.' We looked, and indeed it seemed remarkable. First upon the bright side of the steamer, and then upon the dark side, would appear these curious flashes of light, and disappear almost instantly. They seemed to come at regular intervals, and it was beautiful

as well as strange. Our reveries were rudely disturbed, however, by one of the customs inspectors approaching. "Looking at them flashes?" "'Yes,' said the professor. 'I won-

"'Oh, them's hot ashes they are throwing out of the ash pits.' "The professor was nonplussed for a moment. Then saying, quietly, 'Well, well, live and learn—live and learn,' he lapsed into silence."

How many poor, even in this beautiful world, with the warm sun and fresh air about us, that alone are sufficient to make us glad, would be life, if we could not make the happiness of others,

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 diarrhoa, whether arising from teething or other causes. An old and well-tried remedy. 25 cts. a bottle.

We have a list of a thousand country weeklies, in which we can insert a one-inch adver-tisement one year for two dollars and a quarter a paper, or for the same price we can insert fifty-two reading notices (a new one every week), averaging seven lines each. For list of papers and other particulars, address Brals & FOSTER, 10 Spruce Street, New York.

Doeley's Yeast Powder.

This truly unrivaled baking powder stands on its merits alone; and because of its perfect purity and excellence, and from the fact that every package is strictly full weight, the poople have adopted it in their households, and have the utmost confidence in it. It always does the work effectually, goes much further in use, and makes better and more wholesome and nutritious biscuits, bread, rolls, muffins, cakes and pasty than any other powder in the

WORTHY A PLACE IN EVERY FAMILY, -Grace's Salve is now firmly established as the best remedy in use for the immediate relief of Cuts, Burns, Sprains, Wounds, Felons, Ulcers, &c. It should be kept in every house.

We know of no way that we can benefit our readers more than by calling attention to Johnson's Anodyne Liniment. It is the oldest and most valuable patent medicine in the world. Everybody should keep it in the house. It will check diarrhoss and dysentery in one hour.

If the fountain is pure the streams will be pure also. So with the blood. If that be pure the health is established. Parsons' Purgative Pills make new rich blood, and taken one a night will change the blood in the entire system in three months.

The Grentest Discovery of the Age is Dr Fobias' calebrated Venetan Liniment! So years before he public, and warranted to cure, Discovery, Colle, and spasms, taken internally; and Group, Chroni-Rheumatiam, Sors Throats, Outs, Bruises, Old Scree, and Pains in the Limbs, Back and Chest, externally, it has never failed. No family will ever be without it after once giving it a fair trial. Price 40 cents. Dr. TORIAS' VENETIAN HORSE LINIMENT, is Pint Bottles, at One Dollar, is warranted superior to any other, or NO PAY, for the cure of Oolic, Outs, Brulees, Old Scree, etc. Sold by all Druggists. Depot—10 Park

BROWN'S BRONCHIAL TROCHES, for coughs and colds TO MAKE MONEY, get circulars Day Bross GUNS REVOLVERS. Price List free Address Great Western Gun Works, Pitisburg, Pa.

7 A DAY to Agents canvessing for the Fireside Terms and Outlit Free. Address. P. O. VICKERY, Augusta, Males. MILLERS Send \$2.50 for Best FLOUR TRIER ever made. STHAUB MILL Co., CINCINNATI, O. E. INGRAHAM & CO.'S Superior is design. Not equaled in quality, or as timekeepers. Ask your Jeweler for them Agency—S Cortlandt St., N.Y.

CHAPMAN'S CHOLERA SYRUP res Dysentery, Diarrhosa and Summer Complaints illaren Price 50c. GEORGE MOORE, Proprie 3reat Falls, N. H. Sold by all Druggists.

TEAS. The choicest in the world-Importers staple article—pleases everybody. Trade continually in merits—don't waste time—sent for Oircular to ROB'T WELLS, 43 Yeasy St., N. Y., P. O. Box 1287.

\$10. \$20. \$50. \$100. Invested judiciously in Stocks (Options or Privileges) is a sure road to rapid fortune. Fuil details and Official Stock Exchange Reports free. Address T. POTTER WIGHT & OO., Bankers, 25 Wall Street, New York.

\$10 2 \$25 per day to Agenta Novelties Hustrated Outfit Free by mail on Catalogue & Outfit Free by mail on the Catalogue & Outfit Free J. H. BUFFORD'S SONS, Manufacturing Publishers 141 to 147 Franklin Street, Boston, Mass. Established nearly fifty years.

Price 25 cents a hox at all druggists, or sent by mail on receipt of 35 cents. Prepared by SETH W. FOWLE & SON S. S. Harrison Ave., Boston, Mass.

ILK OF

# Cures Dyspensia, Indigestion,

Sour Stomach, Sick Headache.



# A Safe and Reliable Substitute for Quinine

The cnly 25 cent ACUE REMEDY

IN THE WORLD CURES

#### CHILLS&FEVER od all MALARIAL DISEASES.

at by all Dengelate. Mailed FREE on receipt of price write to DUNDAS DITE 4 CO., to WOOSTER SYMBOL, Name of their ten cent book, mailed to the readers of this paper FREE on application.



We will insert a one-inch advert'sement, thirteen times, in one thousand American weakly newspapers Advertisement may appear three months every week, or every other week six months.

HALF INCH..... FOUR LINES. THREE LINES.....

For each payment entirely in advance, five per cent liscount. No extra charge for making and sending For catalogue of papers and other information address

### BEALS & FOSTER,

10 Spruce Street, New York.

#### Who Wants Machinery? We have for sale over 1,200 new and second-hand

achines at prices far below their true value, SAW-MILL and GENERAL WOOD-WORKING MACHINERY of every description Portable and Stationary STEAM ENGINES and BOILERS from 1-2 to 600 h. p., WATER WHEELS, GRIST MILL MACHINERY, MACHINISTS' and BLACKSMITHS' TOOLS of every variety, PUMPS, FIRE APPA-RATUS, COTTON and WOOLEN MACHIN-ERY, BELTING, CIRCULAR SAWS, SHAFT'NG, PULLEYS, etc., etc., all fully described our printed List No. 17, with prices annexed, which we illimail to the address of any party desirng machinery upon receipt of stamp.

State plainly just what machine or machines pou are in want of, and don't buy until you have exerfully read our list of the greatest bergains ever oferred in the way of new and second-hand machines. Low special freight-age obtained for our customers to any section of the United States or Canada. Address

#### S. F. FORSAITH & CO., Machinists and General Machine Dealers, MANCHESTER, N. H.

N. B.—Village and Town Fire Enginess, Hose Car-riages, Ladder Trucks and Fire Equipments a specialty. Send for Fire Engine circulars. AGENTS Sand for catalogue-reduced prices new stock. Continuous Chromo Ca., 28 Warren St., N.Y.

## 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 conceive to be the right ones for accurring the best results to the advertiser. We undertake to ppresent American newspapers, not only the newspapers of the city of New York, and of all other American cities, Heligtons, Agricultarsi, and other clean newspapers,—but also the small contry 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, posture, 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 astablished 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 measurager service; examining the papers to see that the advertise



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 advertisement as it appears; so that which the advertiser comes (or sends) for the purpose of having the files examined, the system and light promptly upon his amouncement, without the labor of searching a whole paper or page.

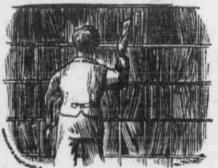
If errors or emissions occur, it is our duty to notify publishers, at our own expense for labor, postage: messanger, and to see to it that the publisher of his paper actually does render the specified service for which the advertiser contracted.

### Our Promise.

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; that we will produce for them the acceptance of any advantageous offer definitally made to them by any newspaper publish states that we will produce the product of the produ

The System of Arrangement for Newspaper Files.





### The Amount of Money to be Expended-

Persons who have had little experience as advertisers from have a pretty clear understanding of what the sould like to do, but are entirely ignorant of the prowould like to do, but are entirely ignorant of the probable cost.

We have made out for such person a plan of adverting calling 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 an expenditure exceeding \$200 or \$300. In such a case labor would have been saved, if at the common ensent of the negotiation the question had been asked: "Aow much money are you prepared to devote to this advertising fit."

#### 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 end our dealing with our advertising pairons 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 patronage would warrant; but we are content, as they estruct to us what they have to disperse, and influence in our direction the patronage of their friends and acquaintances.

Extract from New Yark " Times," June 14, 1875.

Ten years ago Mesers. Geo. 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 the first to go into this kind of enterprise. Now they have the satisfaction of controlling the most extensive and complete advertising connection which has ever been secured, and one which would hardly be possible in any other country but this. They wave succeeded in working down a complex business into so theroughly a systematic method that no change in the newspaper system of America can sacape notice, while the widest information upon all topics interesting to advertisers in placed resultly at the disposal of the public.

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