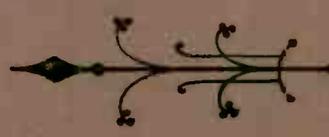


50 CENTS PER YEAR, POST PAID.



Advertiser's Guide.



A MAGAZINE
DEVOTED
TO THE INTERESTS
OF
ADVERTISERS

AND NEWSPAPER PUBLISHERS.

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N. W. AYER & SON,

TIMES BUILDING CHESTNUT & EIGHTH STS.

PHILADELPHIA.



COUNTING-ROOM.—N. W. AYER & SON'S ADVERTISING AGENCY.

N. W. WAYER & SON'S
ADVERTISERS
GUIDE

VOL. II.

JUNE, 1877.

NO. 1.

LOOKING THE BRIGHT SIDE.

THE POET tells us that "hope springs eternal in the human breast." Experience and observation hardly justify the poet's confidence. In business circles during the last two or three years there has been an evident lack of the "springing" quality with which human hope is credited. Here and there a man might be met with who modestly expressed the opinion that the worst was over, and that if there were hard times yet ahead a revival of trade at no distant day was certain. Such a man, however, was set down by most of his neighbors either as wanting in judgment, or as an amiable disciple of Mr. Mark Tapley, determined to be jelly under the most adverse circumstances. The disciples of the cheerful philosophy were neither numerous nor popular. Whoever had the gloomiest vision of the future was the favorite prophet. The commercial world seemed for once at least in sympathy with the people whose strong religious feature is interpretation of prophecy, and for whom no colors are too deep, no lines bold enough to depict the impending woes.

It is exceedingly gratifying to find that this morbid disposition is wearing away. There is an evident improvement in the tone of public opinion concerning commercial affairs. The voice of reason is making itself heard once more. It is no longer possible for the alarmists to secure attention, much less to make men believe that things never were so bad. The truth is now apparent that things might have been worse, and also that they have been much worse in former seasons of difficulty. The real nature and extent of

recent troubles in business have become plain, and the vague oppressive feeling of immeasurable disaster which crushes hope is gone. Men begin to believe again in the reality of a bright side; and the effect manifests the soundness of the doctrine that faith is a practical principle. A visible increase of manufacturing activity, a steady revival of the spirit of enterprise, and a deeper sense of the value of the homely virtues of industry and frugality, are satisfactory evidence that the season of depression is past.

While, however, the return of prosperity is reasonably sure, it is highly improbable that "the good time coming" will resemble those recent good times which are so regretfully spoken of. It is not desirable that it should. For the welfare of the many, for the good of the whole country, it is greatly to be desired that business should be carried on upon those principles which are approved by sober judgment and the experience of the civilized world. A few may be enriched in times of recklessness and general extravagance. Fortunes may be made in an incredibly short period by the lucky ones. But it is painfully clear that when times are good for the gambler and tricky speculator, they are woefully bad for the people generally. It is therefore on all accounts gratifying that the signs of improvement in business indicate the prevalence of a sober, careful temper, and an appreciation of the plodding qualities.

Together with these encouraging facts, we have reasons for confident anticipation of brighter days in the magnificent crops everywhere reported, and in the heavy exports of produce of various kinds. The balance of

trade with foreign countries is decidedly inclining in our favor, while at the same time United States bonds are among the most desirable investments on the money markets of Europe. The effect of the Centennial Exhibition continues to display itself in foreign orders for various sorts of manufactured goods, affording another proof, if in any quarter it be yet necessary, that skillful industry, with judicious announcement and display of the results, can not fail to attract public patronage.

CURIOUS FACTS ABOUT ADVERTISING.

ADVERTISING appears to have begun during the Commonwealth period. Newspapers in the strict sense of the word did not make their appearance until about the latter end of the reign of James the First. Careless and superficial writers from time to time repeat the statement that the first English newspaper dates from 1588, the period of the Spanish Armada, and ascribe to Queen Elizabeth and her great minister, Lord Burleigh, the honor of inventing the daily press. There are in the British Museum several copies of a paper styled the English Mercurie, which professes to have been published during those momentous days when the great Armada was hovering upon the southern shores of England. Among the items of news three or four book advertisements appear. These undoubtedly would be the first advertisements put forth in England were the English Mercurie of 1588 genuine. But the able and diligent custodians of the Museum Library have proved the several numbers of this paper to be beyond question gross forgeries. The type, paper, spelling, and composition betray their late origin; and in the opinion of competent judges they are probably no older than the beginning of the eighteenth century.

The Weekly Newes, published in London in 1622, was the first publication which may be properly called a newspaper. It contained little foreign intelligence and no advertisements. The political conflicts of the age absorbed the energy and enterprise of the nation. But when the Commonwealth had crushed its foes into sullen submission, the idea of using the press in aid of commerce, of giving publicity to wares and announcing wants, took strong hold of the public mind.

A diligent investigator of allowed authority in this line of antiquarian research says that the earliest advertisement he can find relates to a poem in praise of Cromwell, published in London in 1652, and appears in the January number of the parliamentary paper Mercurius Politicus. The booksellers seem to have started the advertising business, and for some years few other than book advertisements are to be found. In the same paper, dated July 1st, 1658, appeared the first specimen of another kind of advertisement, destined to be very prolific on both sides of the sea. It is a full and minute description of a runaway apprentice. Once begun, this sort of advertisements became familiar to newspaper readers. The success of the plan probably made it popular. In August, 1659, occurs the first notice of the negro as a servant, a little fellow nine years old being lost or stolen away. Advertisements of lost and stolen horses are also numerous at this period, together with announcements of public conveyances and stages. But it is a curious fact that the first trade advertisement refers to that most popular beverage, "the cup that cheers but not inebriates." It is as follows in the Mercurius Politicus of September 30th, 1658, about three weeks after the death of the great Protector:

That Excellent and by all Physitians approved China Drink called by the Chineans Teha, by other nations Tay alias Tee, is sold at the Sultanes Head Cophee-House, in Sweetings Rents, by the Royal Exchange, London.

The mention of a "cophee-house" shows that coffee also was making its way into popular favor. In the Puritan period there were obvious reasons for encouraging these competitors against strong ale and heady wines. Tea and coffee were relied upon then as now as antagonists of strong drinks.

With the Restoration, the Mercurius Politicus changed its opinions and became the court journal, under the name of the Mercurius Publicus. King Charles was very fond of dogs, and before he had been a month at Whitehall one of his favorites was lost or stolen. On June 28th, 1660, an advertisement appeared promising a reward to any one who could give information about the dog. In the very next issue of the paper the advertisement is repeated in substance, but with a point and humor which almost irresistibly lead one to think the king himself penned it. Here it is, *verbatim et literatim*:

— We must call upon you again for a Black Dog, between a Greyhound and a Spaniel, no white about him, only a streak in his Breast, and Tail a little bobbed. It is His Majesties own Dog, and doubtless was stolen, for the Dog was not born nor bred in England, and would never forsake his Master. Whosoever finds him may acquaint any at Whitehal, for the Dog was better known at Court than those who stole him. Will they never leave robbing His Majesty? Must he not keep a Dog? This Dogs place (though better than some imagine) is the only place which nobody offers to beg.

It is scarcely possible to doubt the authorship of this, especially as it was originally printed in larger type than was ordinarily used for advertisements. That gay and genial humor which charmed the nation into submission to a disgraceful despotism for so many years, gleams forth unmistakably in the closing sentences.

The revival of field-sports and pastimes after the Restoration brought into the paper numerous advertisements of sporting animals; and among them occurs the following inquiry for a falcon belonging to King Charles, which shows that hawking was not yet an extinct country amusement. It appears in the London Gazette of 1667.

A sore ger Falcon of His Majesty, lost the 13 of August, who had one Varvel of his keeper, Roger Higgs, of Westminster, Gent. Whoever hath taken her up and give notice Sir Allan Apsley, Master of His Majesties Hawks at St. James's shall be rewarded for his paines. Back-Stairs in Whitehall.

In the pages of the Gazette, which had now become the court and official paper (the latter character it still retains), the inventors and vendors of medicinal specifics for the ills that flesh is heir to sought the attention of the public, particularly of the upper ranks. Dur-1665-6, antidotes and remedies for the plague were freely advertised. The Intelligencer of August 28th announced "an excellent electuary against the plague, to be drunk at the Green Dragon, Cheapside, at sixpence a pint."

The true value of the advertisement appears to have dawned upon the public mind about the time of the revolution of 1688 and the accession of William of Orange. The country began to breathe freely, and the new spirit of enterprise manifested itself not only in the advertising columns of the public journals, but also in the increase of the number of papers, not less than twenty-six having been set up within four years after the settlement of the monarchy.

AYER & SON'S MANUAL.

THE THIRD EDITION of this publication has just been issued, and is greatly improved in appearance and contents, as well as increased in size. It now contains 160 pages filled with matter of interest and value to every one who spends any money in newspaper advertising. The first fourteen pages contain title-page, instructions for obtaining an estimate, contents, and a thorough description of the various departments of N. W. Ayer & Son's agency, and the system adopted by them in promptly and effectively handling the many advertisements which they receive. A very correct idea of the handsome building which they occupy, and of the arrangement, completeness, and elegant furnishing of their fine offices, is conveyed by six well-executed illustrations, while their system of examining, registering, and filing the many newspapers they receive is illustrated by seven sketches. Following the illustrated Introduction is a complete List of the Religious Newspapers of the United States and Canada, with denomination, circulation, and rates of each paper. Next in order comes N. W. Ayer & Son's Select Religious List, comprising one hundred and thirty-three of the best religious newspapers. The denomination, circulation, and rates per line for one, three, six, and twelve months, of each paper, are named, while an extremely low price is offered for an advertisement of ten lines one time or one month in the entire list. Next is a List of Leading Dailies, with politics, circulation, and rates for ten lines one time, one week, and one month. The Literary and Political Weeklies of the country are catalogued in the same style. There are also complete lists of Magazines, Agricultural, Educational, Sunday-School, Musical, and Medical Publications. A new feature in this book is a list of all towns in the United States and Canada which have a population, according to the last United States census, of five thousand or more. They are arranged according to states; and the name and population of the state, county, and town, the political majority of state and county at last presidential election, and the names of all the principal papers in each town, with their political or denominational tendency, frequency of publication, circulation, and rates for ten lines one month, are given. All county seats are also designated. This list is prepared with the greatest care, all the data regarding

population and political majorities being taken from the best authorities, and it can not fail to prove of great value to every business man, as it contains more important information concerning newspapers in the different parts of the country than has ever before been condensed into so small space or such convenient form. Ayer & Son's Standard and Suburban Lists appear in new shape, which shows at a glance the great advantages to be gained by their use. Scarcely a newspaper in the country that would prove of value to a general advertiser is omitted from its proper place in this publication, while the regular rates of most of them are quoted, so that in making a selection an advertiser can form some idea of the approximate cost of each paper, and also of the comparative value of the numerous and varied special offers scattered through the book.

Every page bears evidence of careful, thorough, and honest labor; and while the Manual does not pretend to be a directory of all the newspapers published, it certainly contains a vast amount of information in very small space, and will, we think, be of more real value to advertisers than any similar publication. It is sent free upon application to the publishers.

THE PULPIT ON THE PRESS.

THE REV. DR. TALMAGE, of Brooklyn, in the exercise of his individual rights to life, liberty, and the pursuit of happiness, devoted several successive Sundays of the winter season to the religious welfare of the leading professions. Either as a compliment, or from a keen intuitive perception of the eternal fitness of things, the reverend doctor began with the newspaper men. He was on the whole complimentary rather than censorious. When constrained to find fault and condemn, he showed the utmost readiness to admit every consideration that might fairly be urged in mitigation of the besetting sins of journalism. It was a pity that newspapers were so full of the wickedness of the world; nevertheless he could not gainsay the fact that the community demanded the publication of all the horrors, the murders, the adulteries, the embezzlements, the rascality of all sorts which the daily journals spread out before the eyes of their readers. Very justly, however, Dr. Talmage insisted that there was a

way of doing this which minimized the danger of contaminating the minds of people with the loathsome stuff, and he adjured journalists to be mindful of the high privileges and responsibilities of their calling. Regarding the press as the representative of all that is humane, progressive, and enlightened in modern civilization, and as the great educating agency of the nation, he maintained that such a position carried with it a tremendous responsibility. On this account journalists ought to have a great deal of sympathy and consideration shown them, instead of which he supposed that for every ten words of sympathy dropped into the editorial ear, ten thousand sneers and execrations were freely bestowed upon him by a wicked and capricious public. Dr. Talmage is an editor himself, as well as a preacher, and it may be presumed he speaks of what he knows. We have heard of the editors of religious newspapers and magazines being prayed for. If Dr. Talmage testifies of his own experience, there is more reason for the praying than might be supposed. But why the religious press should be more in need of sympathy and prayers than the secular journalists, is a problem too abstruse for our capacity.

ERCKMANN-CHATRIAN ON NEWSPAPER CORRESPONDENTS.

IN their recent book, *The Story of the Plebiscite*, MM. Erckmann-Chatrian tell the thrilling story of the Franco-German war as that most astounding tragedy of modern times passed before the eyes and ears of an Alsatian villager. Christian Weber, the miller of Rothalp, who is supposed to narrate the course of events, was mayor of the village at the time when the vote of the people in favor of the Napoleonic dynasty was taken. Napoleon indulged his histrionic Cesarism and the vanity of the people by styling the vote a plebiscite. The simple-minded mayor and his neighbors voted as they were bidden by the prefect of the department, supposing that they were voting for peace, when in reality, as they and all Frenchmen afterwards found to their sorrow, their seven million five hundred thousand YEAS precipitated the nation into a most calamitous war. In the course of the struggle, the little village was sometimes occupied by German soldiers, as the tide of

war ebbed and flowed in the Vosges valleys. Newspaper correspondents and other enterprising persons occasionally flitted through the village on their several errands. Concerning the newspaper men, the worthy mayor makes a brief note now and then, and on one occasion indulges himself in some very complimentary remarks on the English news-hunters. It is evident that the distinguished authors aim at their own countrymen through the following emphatic eulogy of Englishmen:

If I tell you these particulars, it is because we have since seen many more English, both men and women, all very inquisitive, and who put questions to us just like this one; whether to write articles, or for their own information, I know not. Cousin George assured me that the article-writers spared no expense to earn their pay honorably; that they went great distances—hundreds of leagues—going to the very fountain-head; that they would have considered themselves guilty of robbing their fellow countrymen if they invented anything, which besides would be very soon discovered, and would deprive them of all credit in England. I believe it; and I only wish news-hunters of equal integrity for our country. Instead of having newspapers full of long arguments which float before you like clouds, and out of which no one can extract the least profit, we should get positive facts, that would help us to clear up our ideas, of which we are in great need.

A CORRECTION.

EVERY day's experience reminds us of the poet's line, "to err is human," and having entirely gotten over the verdant period of life, we welcome from every quarter correction of our editorial or clerical mistakes and omissions. The editor and sole owner of the Delaware County Democrat, Mr. William Orr, has our cordial thanks for pointing out to us a mistake in the advertisement of his paper in our last issue. We much regret that any such oversight occurred.

LITERARY JOTTINGS.

LITERARY FIREMEN.—The Boston Public Library has lately been supplying the firemen of that city with reading-matter. The fourteen engine companies are furnished with catalogues from which to make selections, and once a week a wagon of the fire department stops at the library and carries off fourteen boxes of books for delivery to the companies. Among other books called for by the firemen are the following. The Pentateuch Critically Examined, Lee's Pre-Adamite Man, Fesbrooke's Art of the Greeks and Romans, Lowell's Study Window, Bulgniet's Manipulations de Physique, a report of the French Government to the Philadelphia Exhibition on Points of Chausees, and Soldi's Sculpture Egyptienne.

PARIS purposes holding, in the winter of 1877, or during the period of the Exposition, a grand book fair, modeled after the famous ones of Leipzig.

AUGUSTUS MORRIS, Executive Commissioner of Australia to the Centennial Exhibition, is writing a series of letters on the American tobacco culture to one of the Melbourne journals.

A PART of the speech of Webster in reply to Hayne, written out by Webster's own hand, has been added to the collections of the Boston Public Library. This is bound with Mr. Gales' shorthand notes of the speech, and with the original notes written out in part by Mr. Gales and his wife, and revised by Webster.

A NEW EDITION of Foxe's Acts and Monuments, as edited by the Rev. Josiah Pratt, is announced for September by the London Religious Tract Society. The Rev. Dr. Stoughton has enriched this edition by a life of the great martyrologist, with a lengthened critical account of the book. The work is in eight large octavo volumes, and will be sold for 50s.

THE LONDON ATHENÆUM says that forty thousand copies of the official history of the Franco-German war have been sold, and that the clear profits thus far, after paying the cost of printing and all other expenses, amount to £15,000. This sum it is proposed to devote to the promotion of military science. As great, almost, has been the success of a work of a very different description. Of the German edition of Karl Von Scherzer's Novara Expedition, no less than twenty-nine thousand copies have been sold, and translations in Italian and English were published besides. The official account of this expedition fills twenty-one volumes, illustrated with 229 plates and maps. Their production cost £25,179, and the sale of the scientific portions of the work only yielded £3,824. About four hundred copies were presented to learned societies and savants.

NAMES OF RUSSIAN GENERALS.—The war dispatches from the East are full of the queer names of Russian generals, which recall Southey's humorous poem, The March to Moscow. The following is an extract from it:

There was Formazow and Jemalow,
And all the others that end in ow;
Milarodowitch, and Jaladowitch,
And Karatschkowitch,
And all the others that end in itch;
Schamscheff, Souchosaneff,
And Schepaleff,
And all the others that end in eff;
Wasitschikoff, Kostoniarioff,
And Tchogloloff,
And all the others that end in off;
Rajeffsky, and Novereffsky,
And Rieffsky,
And all the others that end in effsky;
Osharoffsky and Rostoffsky,
And all the others that end in offsky;
And Platoff he played them off,
And Shouvaloff he shoveled them off,
And Markoff he marked them off,
And Krossoff he crossed them off,
And Tuchoff he touched them off,
And Borosoff he bored them off,
And Kutousoff he cut them off,
And Parenkoff he pared them off,
And Worrakoff he worried them off,
And Doctoroff he doctored them off,
And Rodionoff he flogged them off.

NOTES OF PROGRESS.

In 1875 there were in Massachusetts 164 public libraries and 170 high-schools.

A WILMINGTON FIRM of car-builders lately sent to Norway a beautiful car for the narrow-gauge railroad between the towns of Hamar and Thronhjin. The car will only be used for the royal family, and is similar in many respects to the Dom Pedro exhibited at the Centennial.

THE PETROLEUM TRADE of the country has grown to enormous proportions, and there is scarcely a civilized spot on the face of the habitable globe to which this cheapest of all illuminators is not now shipped. There are now under engagement at New York, Philadelphia, and Baltimore fully two hundred vessels to load petroleum for various parts of the world. It is estimated that 20,000 oil-wells have thus far been dug in Pennsylvania and West Virginia, at an aggregate cost of \$192,000,000. They have yielded about 88,000,000 barrels of oil, valued at the wells at \$300,000,000, or \$400,000,000 at the seaboard.

THE subject of establishing postal savings-banks in this country as in England is being pretty freely discussed, and generally the proposition meets with favor. The English system enables persons to deposit any sums less than £25 in any post-office in the kingdom, and draw interest at the rate of 2½ per cent. per annum. The depositor is at liberty to withdraw his deposit at any time after the delay of one mail to London and return. It is objected that the duties of postmasters will be so much increased that they must receive more compensation, an expense which the government would not be able to cover by the investment of the money at a higher rate of interest than it would pay the depositors. This objection seems small beside the great advantages offered by the system.

THE nineteenth century has witnessed many and great discoveries. In 1809, Fulton took out the first patent for the invention of a steamboat. The first steamboats which made regular trips across the Atlantic ocean were the Sirius and the Great Western, in 1830. The first application to practical use of gas for illumination was made in 1802. In 1813, in Waltham, Mass., there was a mill, supposed to have been the first in the world which combined all the requirements for making finished cloth from raw cotton. In 1790, there were only twenty-five post-offices in the whole country; and up to 1837 the rate of postage was twenty-five cents for a letter over four hundred miles. In 1807, wooden clocks commenced to be made by machinery, ushering in the era of cheap clocks. About the year 1833, the first railroad of any considerable length was built. In 1840, the first experiments in photography were made by Daguerre. About 1844, the first express business was established. In 1836, the patent for the invention of matches was granted. In 1847, the first telegraphic dispatch was sent. Steel-pens were introduced for use in 1803. The successful trial of a reaper was made in 1833. In 1847, Elias Howe obtained a patent for his first sewing-machine. The first successful method of making vulcanized India-rubber was patented in 1859.

THE JAPANESE EMPIRE was admitted to the Postal Union on June 1st. Brazil and the Portuguese Colonies will come in on the first of July. To Japan via San Francisco the postage for letters is 5 cents per half ounce, prepaid; for unpaid letters received, 10 cents per half ounce. For postal cards the rate is 2 cents, and for newspapers weighing not more than 4 ounces, 2 cents each. To Brazil, the Portuguese Colonies, and Japan, when forwarded via Europe, the rate for prepaid letters is 10 cents per half ounce, and for unpaid letters 15 cents; for postal cards, newspapers, etc., of 2 ounces weight, 4 cents.

JOURNALISTIC ITEMS.

CHARLES DICKENS, JR., is said to be the leading partner in a London printing establishment.

MR. ERASTUS BROOKS has retired from the editorship of the New York Express, after forty years of newspaper work.

RECENT PROCEEDINGS in an insolvency case in Paris reveal the fact that the notorious Henri Rochefort had a salary of 6,000 francs a month, payable in advance, from the paper *Les Droits de l'Homme*. This would make the modest amount of \$14,400 a year for the radical aristocrat's subsistence.

MR. CHARLES FREDERIC BRIGGS, at one time editor of the New York Times, and subsequently one of the editorial staff of the Independent, died suddenly on June 23d, aged seventy-two years.

THE PEKIN GAZETTE, in its English translation, which is occasionally quoted by the British press as an authority on official news from China, is not only the oldest news journal in existence, but can lay claim to being the most ancient medium of current intelligence on record. The earliest notice of it is in the annals of the Emperor Kaiyuan, who reigned from 713 to 741 of the Christian era.

MR. FLETCHER HARPER, the last surviving member of the original firm of Harper Brothers, died May 29th, aged seventy-one. He learned his trade in the printing-office which his elder brothers established in Dover street, New York, and was admitted to partnership in 1825. Combining with his practical knowledge of the business an intelligent acquaintance with modern English literature, he undertook the superintendence of the various periodicals published by the house, and by his enterprise and sound judgment materially promoted the success of the firm. Mr. Harper leaves two sons, Fletcher Harper, Jr., and Joseph Harper.

THE lamented death of Mr. Walter Bagehot, for several years editor of the well-known English weekly, the *Economist*, leaves a large gap in the foremost rank of English editors. He was born in London early in the present century, and received a thorough education. He had attained a high place as a journalist before he became noted as a writer on constitutional law and political economy. His style was vigorous and clear, and he had the rare faculty of writing upon such dry subjects in an attractive manner, without losing sight of the more critical class of readers. He was one of the few British statesmen and public writers who thoroughly understand American politics.

PROFESSOR TAYLER LEWIS, the eminent Greek and Biblical scholar whose death was lately announced, was born at Northumberland, Saratoga county, New York, in 1802, and graduated at Union College in 1820. He studied law in Albany, and practical law in Washington county, New York, though devoting most of those years to classical and Biblical study. He was made professor of the Greek language and literature in the University of New York in 1838, and called to the same professorship in Union College in 1849, remaining in that position up to the time of his death. Although a layman, he was one of the foremost of American Biblical scholars. Besides the Syriac, Septuagint, and Vulgate versions, he had carefully examined the Jewish Targums, such fragments as exist of the Samaritan or the Coptic, and the Gothic translation of Ulfilas, the oldest version in a language nearly related to our own. For fourteen consecutive years he read the Hebrew Bible through annually. The Arabic, the Syriac, the Greek, and the Hebrew Scriptures always lay upon his table. Some years ago he became deaf, and subsequently taught his students exclusively by lectures. He wrote and published a number of important theological works, several of which gave rise to much controversy. For several years he was the principal contributor to the Editor's Table in Harper's Magazine.

ODDS AND ENDS.

M. BERTILON, the French statistician, says that in France wealth increases largely every year, while population remains almost stationary; in Germany, on the other hand, its population that grows rapidly, and wealth that remains almost stationary.

THOSE people who are fond of figures should procure a parliamentary return just published by Messrs. Eyre and Spottiswoode, and which contains thirty pages of statistics respecting the agriculture of Great Britain. They give the acreage of every kind of crop and the number of live-stock in each county. Here are a few of the totals. The total acreage under all kinds of crops, bare, fallow, and in grass, in Great Britain (England, Wales, and Scotland), is 31,546,949 acres, of which 9,184,769 acres are under corn crops, and 13,515,944 acres are for permanent pasture and meadow, 3,577,111 acres under green crops, and 4,540,273 under clover and grasses under rotation. The acreage of corn crops in 1876 is 266,881 acres less than in 1875. The average of green crops increased by 203,313 acres. It seems difficult to realize the fact that there are over a million horses in Great Britain, viz., 1,374,576, an increase of nearly 34,000 on 1875. Of cattle there are 5,847,802, a diminution of 165,022 as compared with 1875. There are 28,172,351 sheep, a reduction of nearly a million, and 2,293,620 pigs, an increase of about 64,900.

FACETIE.

THE PRIME OF LIFE.—In Mr. Smiles' Character is the following anecdote of Lord Palmerston:—A friend one day asked his lordship when in his opinion a man was in the prime of life. The immediate reply was, "Seventy-nine; but," he added, with a twinkle in his eye, "as I have just entered my eightieth year, perhaps I am myself a little past it."

A SHREWD OLD COUNTRYMAN said he didn't believe there was any downright cure for laziness in a man. "But," he added, "I've known a second wife to hurry it a bit."

A PIECE of window-glass has been taken out of a man in Vermont. Pane in his stomach, probably.—GRAPHIC. Or probably a glass too much.—BOSTON POST. Wanted more light, perhaps.

A SCOTCHMAN when abroad declared that no such grapes grew in the world as those which in Scotland ripen in the open air; "but I must premise," he added cautiously, "that I like them a wee sour."

"You are a smart fellow, sir," said a lawyer in court the other day to a witness whom he wished to disparage. "you are a smart fellow!" "Indeed," replied the witness, "I would return the compliment, but I am under oath."

A SLOW FELLOW of a lover asked a young lady to whom he was feebly paying his dilatory attentions, what form of marriage she thought the most beautiful. "Oh, never mind the form!" she exclaimed. "the substance is what I care for." The invitations are now being issued for the wedding.

A SCOTCH CLERGYMAN of exemplary character, but somewhat weak in the pulpit, was thus accosted by a neighbor, a cattle-drover, whom he met in the stage-coach: "Ah, Dr. B.," said the drover, elevated by good cheer at a great market, "ye dinna ken me, but I ken you. I'm whiles in your parish. There's no a better hikit mon onywhere; yer ain folk jest adore ye. Who cares about preaching?"

THE following paragraphs were of course intended to be printed separately, but the great enemy of editors and printers managed to get them published on this wise in a recent issue of a Paris journal: "Dr. — has been appointed head-physician to the Hospital de la Charite.—Orders have been issued by the authorities for the immediate extension of the cemetery of Mount Parnasse. The works are being executed with the utmost dispatch."

DR. LOUIS, of New Orleans, who is something of a wag, called on a Baptist minister, and propounded a few puzzling questions. "Why is it," said he, "that you are not able to do the miracles that the apostles did? They were protected against all poisons and all kinds of perils. How is it that you are not protected in the same way?" The colored brother responded promptly: "Don't know about that, doctor; I s'pect I is; I've taken a mighty sight of strong medicine from you, and I is alive yet."

A SHARP REBUKE.—A clergyman was recently annoyed by people talking and giggling. He paused, looked at the disturbers, and said, "I am always afraid to reprove those who misbehave, for this reason. Some years since, as I was preaching, a young man who sat before me was constantly laughing, talking, and making uncouth grimaces. I paused, and administered a severe rebuke. After the close of the service a gentleman said to me: 'Sir, you have made a great mistake; that young man is an idiot.' Since then I have always been afraid to reprove those who misbehave themselves in chapel, lest I should repeat that mistake and reprove another idiot." During the rest of the service there was good order.

SPECIAL OFFERS.

SIXTY-SIX RELIGIOUS PAPERS.

\$112.10 for \$55. We will insert an advertisement of ten lines, one time, in the following list of papers, for \$55 cash. AT RATES, it would cost \$112.10. Aggregate circulation at each issue, 571,707.

		Circulation.	One Time.
MAINE.—Gospel Banner	Augusta	6,000	\$0.09
VERMONT.—Christian Messenger	Montpelier	2,000	.10
MASSACHUSETTS.—Banner of Light	Boston	14,500	.20
	Congregationalist	21,000	.20
	Watchman	17,500	.25
	Zion's Herald	14,000	.25
CONNECTICUT.—Christian Secretary	Hartford	2,300	.10
NEW YORK.—Christian Advocate	Buffalo	4,000	.10
	Baptist Weekly	4,500	.15
	Christian at Work	20,000	.50
	Christian Intelligencer	8,000	.25
	Christian Union	20,000	.50
	Church Union	4,000	.25
	Northern Christian Advocate	Syracuse 13,000	.20
	Christian Leader	Utica 5,000	.25
PENNSYLVANIA.—Catholic Standard	Philadelphia	10,000	.15
	Christian Instructor	" 5,500	.10
	Christian Standard and Home Journal	" 10,000	.20
	Christian Statesman	" 5,000	.10
	Christian Voices	" 30,000	.40
	Lutheran Observer	" 12,000	.20
	Messenger	" 5,000	.10
	National Baptist	" 10,000	.20
	Presbyterian	" 18,000	.25
	Sunday-School Times	" 23,346	.25
	Advance	Pittsburgh 4,000	.10
	Christian Advocate	" 11,000	.15
	Methodist Recorder	" 6,160	.10
	United Presbyterian	" 14,400	.13
MARYLAND.—Episcopal Methodist	Baltimore	3,500	.20
	Methodist Protestant	" 3,800	.12
VIRGINIA.—Christian Advocate	Richmond	4,800	.15
NORTH CAROLINA.—North Carolina Presbyterian	Wilmington	2,640	.10
SOUTH CAROLINA.—Lutheran Visitor	Columbia	1,000	.10
	Associate Reformed Presbyterian	Due West 2,000	.10
GEORGIA.—Christian Index	Atlanta	6,000	.25
	Methodist Advocate	" 2,021	.10
	Southern Christian Advocate	Macon 8,000	.10
LOUISIANA.—Southwestern Christian Advocate	New Orleans	3,000	.08
TEXAS.—Christian Advocate	Galveston	6,500	.15
KENTUCKY.—Christian Observer	Louisville	9,600	.12
TENNESSEE.—Baptist	Memphis	8,000	.15
	Christian Advocate	Nashville 8,000	.15
OHIO.—American Christian Review	Cincinnati	8,500	.15
	Christian World	" 5,000	.10
	Herald and Presbyter	" 15,000	.20
	Journal and Messenger	" 9,140	.15
	Star in the West	" 6,000	.15
	Western Christian Advocate	" 20,000	.25
	Herald of Gospel Liberty	Dayton 6,000	.10
	Religious Telescope	" 10,000	.20
ILLINOIS.—Northwestern Christian Advocate	Chicago	14,000	.20
	Religio-Philosophical Journal	" 20,000	.20
	Standard	" 15,000	.25
MICHIGAN.—Christian Herald	Detroit	3,500	.10
	Western Home Journal	" 4,000	.10
WISCONSIN.—Christian Statesman	Milwaukee	5,000	.12
MISSOURI.—Central Baptist	St. Louis	4,000	.15
	Central Christian Advocate	" 10,000	.15
	Christian	" 5,000	.15
	Christian Advocate	" 10,000	.25

		Circulation.	One Time.
IOWA.—Record and Evangelist.....	Oskaloosa	5,000	.15
MINNESOTA.—Citizen.....	Minneapolis	2,000	.10
CALIFORNIA.—Evangel.....	San Francisco	2,000	.10
	Pacific.....	2,500	.10
OREGON.—Pacific Christian Advocate.....	Portland	1,200	.10
		571,707	\$11.21

TEN LEADING LITERARY PAPERS.

\$76.50 for \$58.50. Ten lines, at publishers' prices, would cost for one insertion, \$76.50. We will insert for \$58.50, provided a check for that amount accompanies the order. Aggregate circulation at each issue, 557,200.

		Circulation.	One Time.
MAINE.—Transcript.....	Portland	22,200	\$0.15
MASSACHUSETTS.—Home Circle.....	Boston	25,000	.50
	Waverley Magazine.....	50,000	.50
	Youth's Companion.....	144,000	1.10
NEW YORK.—Harper's Bazar.....	New York	80,000	1.00
	Harper's Weekly.....	120,000	2.00
	Illustrated Weekly.....	30,000	.50
	Leslie's Illustrated Newspaper.....	58,000	.75
PENNSYLVANIA.—Arthur's Home Magazine.....	Philadelphia	20,000	.75
ILLINOIS.—Lakeside Library.....	Chicago	30,000	.40
		557,200	\$7.65

FIFTEEN LEADING POLITICAL WEEKLIES.

\$69.30 for \$56.00. Publishers' price for ten lines, one time, \$69.30. We will guarantee prompt insertion for \$56.00. Circulation 540,346 at each issue.

		Circulation.	One Time.
MASSACHUSETTS.—Globe.....	Boston	26,800	.30
	Journal.....	14,000	.25
NEW YORK.—Sun.....	New York	96,346	.50
	Tribune.....	45,000	1.00
	World.....	45,000	.50
PENNSYLVANIA.—Times.....	Philadelphia	25,000	.30
MARYLAND.—American.....	Baltimore	20,000	.13
KENTUCKY.—Courier-Journal.....	Louisville	26,000	.40
OHIO.—Enquirer.....	Cincinnati	50,000	.75
	Gazette.....	30,000	.75
INDIANA.—Journal.....	Indianapolis	15,000	.25
ILLINOIS.—Inter-Ocean.....	Chicago	72,200	.75
MICHIGAN.—Tribune.....	Detroit	15,000	.20
MISSOURI.—Globe-Democrat.....	Saint Louis	35,000	.50
	Republican.....	25,000	.35
		540,346	\$6.93

FIFTEEN LEADING AGRICULTURAL PAPERS.

\$39.00 for \$29.25. Publishers' prices, ten lines, one insertion, amount to \$39.00. Send us a check for \$29.25, and we will guarantee the prompt insertion of a ten-line advertisement, one time, in the entire List. Circulation 200,500 at each issue.

		Circulation.	One Time.
MASSACHUSETTS.—American Cultivator.....	Boston	22,500	\$0.15
	New England Farmer.....	12,000	.15
NEW YORK.—Cultivator and Country Gentleman.....	Albany	18,000	.30
	Moore's Rural New-Yorker.....	30,000	.40
	American Rural Home.....	10,000	.20
PENNSYLVANIA.—Practical Farmer.....	Philadelphia	6,000	.25
TENNESSEE.—Southern Farmer.....	Memphis	7,500	.10
OHIO.—Ohio Practical Farmer.....	Cleveland	12,500	.25
	Indiana Farmer.....	13,000	.15
ILLINOIS.—Prairie Farmer.....	Chicago	13,000	.40
	Western Farm Journal.....	12,000	.30
	Western Rural.....	18,000	.40
MISSOURI.—Colman's Rural World.....	Saint Louis	10,500	.25
	Journal of Agriculture.....	11,000	.40
	Midland Farmer.....	4,500	.20
		200,500	\$3.90

WHAT FOLKS SAY.

THE ADVERTISER'S GUIDE is a neat magazine, and in the main correct.—CHRISTIAN, St. Louis, Mo.

It is a genuine pleasure to deal with Messrs. N. W. Ayer & Son, the Philadelphia advertising agents.—CHRONICLE, Cambridge, Md.

AYER & SON'S MANUAL is very complete, and contains much information of value to advertisers.—WEEKLY TIMES, Leavenworth, Kan.

THE ADVERTISER'S GUIDE has a number of novel qualities which recommend it to the attention of advertisers.—PRAIRIE FARMER, Chicago.

N. W. AYER & SON are responsible business men, and are the most prominent and successful advertising agents in Philadelphia.—COURANT, Columbia, Pa.

If you wish anything in regard to advertising, write to Ayer & Son for their Guide. It is full of valuable information.—RELIGIOUS HERALD, Richmond, Va.

N. W. AYER & SON, the Philadelphia advertising agents, are wide-awake business men, with whom it is pleasant to have dealings.—RELIGIOUS HERALD, Richmond, Va.

BESIDES instructive literary articles, the Guide contains lists of some of the leading religious, political, and agricultural journals in America.—LOCAL NEWS, Huntingdon, Pa.

THE MANUAL reflects great credit upon its publishers, and will materially aid in extending their already large and rapidly increasing business.—DAILY TIMES, Hartford, Conn.

MESSRS. AYER & SON are well-known advertising agents, and we do not hesitate in saying that they understand their business in every particular.—EVENING MIRROR, Altoona, Pa.

We have before us the fourth number of the Advertiser's Guide, which is as handsome and interesting as any of its predecessors. Send for it.—EVENING MIRROR, Altoona, Pa.

BOTH Ayer & Son's Manual and the Advertiser's Guide should be consulted by every business man advertising to the amount of even five dollars.—NATIONAL BAPTIST, Philadelphia.

N. W. AYER & SON, of Philadelphia, are polite and obliging to advertisers and publishers, and deserve the confidence reposed in them for reliability.—PUBLIC OPINION, Chambersburg, Pa.

N. W. AYER & SON, Advertising Agents, are doing a large and constantly increasing business, and stand deservedly high in public estimation.—JOURNAL AND COURIER, New Haven, Conn.

AYER & SON'S MANUAL is the most complete and reliable work of the kind that we have seen, and gives evidence of having been prepared with great care.—NEW HAMPSHIRE SENTINEL, Keene, N. H.

THE ADVERTISER'S GUIDE is a neat publication, and valuable not only to advertisers but to everybody. It contains much general news and information gathered from more sources than can be commanded by publications of any other kind.—RAFTSMAN'S JOURNAL, Clearfield, Pa.

THE GUIDE is invaluable to advertisers, presenting in a small compass just the information desired. Besides this, it is well edited, and is up with the times. It is full of enterprise and snap.—CENTRAL BAPTIST, St. Louis, Mo.

THE current [March] number is the best one we have seen, and shows that the publishers are determined to make the Guide a live and reliable medium for those in whose interests it is published.—MORNING NEWS, Savannah, Ga.

THE well-known enterprise of the publishers of the Guide is a guarantee of the quality of its contents. Besides the matter of strictly business interest, there are many readable items of a general character.—NATIONAL BAPTIST, Philadelphia.

AYER & SON'S MANUAL is beautifully printed, and more carefully prepared than such publications usually are. We take great pleasure in commending this firm to the favorable consideration of all advertisers.—PRESBYTERIAN BANNER, Pittsburgh.

THE ADVERTISER'S GUIDE is even more than its name denotes, as it contains much able literary matter and information of interest to all. It takes a front rank among journals of its class, and should enjoy a wide circulation.—SENTINEL, Hazleton, Pa.

THE ADVERTISER'S GUIDE is a handsome quarterly magazine. Besides a selected list of American newspapers with their circulations, and other valuable information, the March number contains articles and items of general interest, and is altogether an excellent number.—EVANGELICAL MESSENGER, Cleveland, Ohio.

WE have received a copy of the Advertiser's Guide, published by N. W. Ayer & Son, Philadelphia. It is a neatly printed pamphlet of fifty pages, filled with interesting reading matter. For advertisers the magazine is invaluable, as it contains a carefully prepared list of daily, weekly, and monthly newspapers in the United States and Canada. Ayer & Son are well-known and energetic men of business, and the accuracy of their statements can not be doubted.—COLUMBIAN AND DEMOCRAT, Bloomsburg, Pa.

ADVERTISEMENTS.

ADVERTISING RATES.—One page: one time, \$25.00; one year, \$75.00. Half page: one time, \$15.00; one year, \$45.00. Quarter page: one time, \$10.00; one year, \$30.00. Eighth page: one time, \$6.00; one year, \$18.00. Sixteenth page (about one inch): one year, \$10.00. Thirty-second page (about half inch): one year, \$6.00.—No order taken for less than a \$6.00 space.

TO ADVERTISERS!

WE HAVE JUST ISSUED THE THIRD EDITION OF **AYER & SON'S MANUAL FOR ADVERTISERS**, and will send it postpaid free to all applicants who anticipate doing any newspaper advertising. This issue of the Manual contains 160 close-printed pages, and is more complete than any which have preceded it. It gives the names, circulation, and advertising rates of several thousand newspapers in the United States and Canada, and contains more information of value to an advertiser than can be found in any other publication. All our lists have been carefully revised, and where practicable prices have been reduced. The special offers are numerous and unusually advantageous. It is in reality the only complete and reliable work of the kind. Be sure to send for it before spending any money in newspaper advertising. Address N. W. AYER & SON, ADVERTISING AGENTS, Times Building, Philadelphia.

THE GOLDEN ERA

A LITERARY AND FAMILY JOURNAL.

EDWARD K. CHAPMAN & CO., Publishers and Proprietors . . . San Francisco, Cal.

FOUNDED IN 1832.

The Golden Era, the oldest weekly paper in the state, is permanently established, and more widely circulated at home and abroad than any other on the Pacific Coast. In California, the Atlantic States, and throughout the entire field of its great and rapidly increasing circulation, the Golden Era is universally regarded as a literary and family journal of unequalled excellence.

Two editions (Friday and Sunday). Reading-matter is published on every page. Specimen copies furnished on application.

TO MAIL SUBSCRIBERS: ONE YEAR, \$3.50; SIX MONTHS, \$2.00.
(Subscriptions to be paid in advance.)

TO ADVERTISERS.

The Golden Era is the oldest weekly journal in California, and indisputably enjoys by far the largest circulation in the city of San Francisco and in the interior of the state.

N. W. AYER & SON, Advertising Agents, Times Building, Philadelphia.

THE DISPATCH

DAILY AND WEEKLY,

SAINT PAUL MINNESOTA.

DAILY, \$8.00; WEEKLY, \$1.50.

The Dispatch is the only Republican newspaper at the state capital (population, including Minneapolis, 80,000), and the leading party paper of the state of Minnesota.

It has a large general circulation throughout Minnesota, and will be found to be a good advertising medium for the state.

ADVERTISING RATES.—In the Daily, \$1.00 per inch for the first insertion, and 20 cents for subsequent insertions, on the outside, and 10 cents per inch on the inside; in the Weekly, 50 cents per inch for each insertion after the first.

N. W. AYER & SON, Advertising Agents.

SOUTH JERSEY REPUBLICAN

Published every Saturday, at

HAMMONTON NEW JERSEY.

H. E. BOWLES, M. D., EDITOR AND PROPRIETOR.

Terms, \$2.00 per Year.

The Republican has all the latest local and general news to the hour of issue; and combining all the features of a moral, progressive, live newspaper, is widely read throughout New Jersey.

Circulation steadily increasing.

Advertising Rates reasonable, and made known upon application.

N. W. AYER & SON, Advertising Agents.

BAPTIST BATTLE-FLAG

AN EIGHT-PAGE WEEKLY NEWSPAPER,

Devoted to Polemic Theology and Church History.

D. B. RAY EDITOR AND PUBLISHER,
215 PINE STREET, ST. LOUIS, MISSOURI.

It has the LARGEST Circulation of any Baptist Paper West of the Mississippi River, which makes it a Superior MEDIUM FOR ADVERTISERS.

ADVERTISING RATES—per line: one month, 32c.; three months, 78c.; six months, \$1.33; one year, \$2.22. Reading-matter, 10c. per line for first insertion, 6c. for each additional insertion.

Our rates of advertising are much lower than the rates of other papers of our circulation.

SUBSCRIPTION, PER YEAR, \$2.25.

N. W. AYER & SON, Advertising Agents, Phila.

THE ENTERPRISE

PUBLISHED WEEKLY AT

LOCK HAVEN CLINTON COUNTY PENNSYLVANIA.

THE FAVORITE PAPER OF THE COUNTY.

H. BYXBE Editor and Publisher.

SUBSCRIPTION PRICE, \$2.00 PER YEAR.

This Paper has a LOCAL CIRCULATION OF TWELVE HUNDRED COPIES, and goes among FARMERS and WORKING PEOPLE—the classes which patronize advertisers.

The Enterprise is the favorite paper of the county, and is relied upon by its patrons. Local merchants say it pays them better to advertise in it than in any other Lock Haven paper. Advertisements in this paper will reach all the leading lumber operators of the West Branch Valley, and a great many of the laboring men.

Lock Haven is located on the West Branch of the Susquehanna River in the center of the great Pennsylvania lumbering district. Its shipping facilities are the Pennsylvania Canal and the Philadelphia and Erie and Bald Eagle Valley Railways. The population of the city is 10,000, and of the county 25,000. Lock Haven is also in the midst of a rich though undeveloped coal and iron district. There are near the city extensive beds of fire-clay, sand of the best quality for the manufacture of glass, etc. to which the attention of capitalists is called. A bonus of \$20,000 is offered by the citizens of Lock Haven for the establishment at that place of a rolling-mill or steel-works.

ADVERTISING RATES.—One column, six months \$65, one year \$110; half column, six months \$35, one year \$65; quarter column, six months \$20, one year \$35; three inches, six months \$12.50, one year \$20. Length of column, 22 inches.

N. W. AYER & SON, Agents, Times Building, Chestnut and Eighth Streets, Philadelphia.

THE UNITED PRESBYTERIAN

Published every Thursday, at

55 Ninth Street Pittsburgh, Pa.

H. J. MURDOCH & CO., PROPRIETORS.

As an Advertising Medium offers Unusual Advantages.

It is a Large Double-Sheet Weekly Religious and Secular Newspaper, and has now reached its Thirty-Fifth Volume.

The United Presbyterian is unsurpassed if equaled by any newspaper in the West, for the following reasons:—(1) It has the largest circulation of any paper published in the United Presbyterian denomination, and larger than any other religious or secular paper published in this portion of the country (2) It goes into thousands of families weekly, many of whom take no other. (3) No advertisements of an objectionable kind will be inserted, and the space allotted to advertisements is limited. (4) The terms are very moderate in proportion to those charged by periodicals of scarcely half the circulation.

ADVERTISING RATES—per inch: one week, \$1.50; two weeks, \$2.75; three weeks, \$3.50; one month, \$4.50; two months, \$8.00; three months, \$12.00; six months, \$20.00; twelve months, \$35.00;—per line, each insertion: local notices, 20 cents; business notices, 15 cents; obituary notices, 10 cents.

Papers sent to advertisers gratis.

N. W. AYER & SON, Advertising Agents.

THE PRESBYTERIAN STANDARD

Published monthly at

LOUISVILLE AND INDIANAPOLIS,
At seventy-five cents per year.

CHAS. F. BEACH & CO., PUBLISHERS.

A small portion of the paper devoted to select advertisements, and no others admitted.

The expositions of the International Sabbath-school Lessons secure the preservation of the paper in the family for a full month, and for general advertising give it about the same value as a weekly, at one fourth of the cost.

ADVERTISING RATES per line (agate, fourteen lines to the inch): each insertion, 10 cents; reading notices, 20 cents.

A liberal reduction to those who advertise largely or by the year.

Address THE PRESBYTERIAN STANDARD,
162 West Main Street, Louisville, Ky.

THE MERCER COUNTY NEWS

(Formerly Chambersburg Weekly News),

PUBLISHED SEMI-WEEKLY AT

TRENTON NEW JERSEY.

ESTABLISHED 1873.

J. W. MOODY PUBLISHER.

Guaranteed Circulation, 1,000.

THE CHEAPEST ADVERTISING MEDIUM IN THE STATE CAPITAL.

The News is firmly established, and carries considerable influence.

The charge for an advertisement appearing in both issues is the same as for its appearance in one issue only.

All inquiries promptly answered.

N. W. AYER & SON, Agents, Philadelphia.

COMMERCIAL BULLETIN AND LIVE-STOCK RECORD

THE LEADING LIVE-STOCK PAPER OF THE MISSISSIPPI VALLEY.

OFFICIAL ORGAN OF THE PORK-PACKERS OF ST. LOUIS AND ITS VICINITY.

\$2.00 PER YEAR.

It is the special province of the Commercial Bulletin and Live-Stock Record to advocate and to foster the live-stock and pork-packing interests of St. Louis and its vicinity; to give a complete record of the daily sales of live-stock, together with a weekly review of the same, and a complete review of the provision and general markets.

**Offers to Advertisers a Continuous Bona Fide Circulation of
5,460 COPIES WEEKLY,
Among all the STOCK-MEN in all the WESTERN and SOUTHERN STATES,
CANADA, and ENGLAND.**

**PHILIP McCABILL, EDITOR AND PUBLISHER,
111 Locust Street, St. Louis, Missouri.**

Advertising rates furnished upon application to the publisher, or to N. W. AYER & SON, Advertising Agents, Times Building, Chestnut and Eighth Streets, Philadelphia.

THE TELEGRAPH

PUBLISHED EVERY EVENING, EXCEPT SUNDAY, AND WEEKLY ON FRIDAYS, AT

DUBUQUE, IOWA.

The Telegraph contains the latest telegraphic and local news and full market reports. It has a good circulation through Iowa, Minnesota, and Wisconsin, and is carefully read. The county in which it is published has a population of over 40,000, and the Telegraph goes into nearly every farmer's house therein.

Specimen papers sent free upon application. Estimates for advertising cheerfully given. Terms liberal. For further particulars, address the publishers, or N. W. AYER & SON, Agents, Philadelphia.

DAILY, \$8.00; WEEKLY, \$1.50.

THE ORWIGSBURG TIMES

Issued every Saturday, at

Orwigsburg, Schuylkill Co., Pennsylvania.

INDEPENDENT IN ALL THINGS.

GEO. F. STEAHLIN, EDITOR AND MANAGER.

\$1.50 PER YEAR, IN ADVANCE.

The Times has a circulation of one thousand among the farmers, merchants, bankers, mechanics, and legal men. Its circulation south of the coal-fields is larger than that of any other paper published in the county of Schuylkill.

It is one of the best advertising mediums in the county, and the most reasonable in its charges.

N. W. AYER & SON, Agents, Philadelphia.

ZANESVILLE DAILY COURIER

Established in 1846,

The Leading Daily in Southeastern Ohio.

Circulation 1,200, principally in Zanesville.

ZANESVILLE WEEKLY COURIER

Established in 1800,

The Leading Journal in Southeastern Ohio.

CIRCULATION 2,800,

PRINCIPALLY IN THE MUSKINGUM VALLEY.

Address COURIER, Zanesville, Ohio.

N. W. AYER & SON, Advertising Agents, Phila.

THE PATRON'S HARVEST-HOME MAGAZINE

Mount Washington, Hamilton Co., Ohio.

W. E. DUNHAM, PUBLISHER.

432 PAGES OF CHOICE READING. 432 ALL FOR \$1.00 FOR ALL.

The Magazine contains short and continued stories for old and young, poetry, household recipes, and Grange notes (a summary of the progress of the Grange movement). The teachers' department, besides other items, gives all the questions used by the school-board of Hamilton county in the examination of teachers. By the use of these questions every one can keep posted, and estimate his own ability to pass any county examination.

Send \$1.00 to the publisher, by post-office money-order, registered letter, or otherwise at your own risk.

THE SUN

ISSUED EVERY THURSDAY MORNING, BY

S. LUSCOMBE,

At the office, two doors east of M. C. Brown's Harness Shop, Robinson Street.

Simcoe, County Norfolk, Ontario,

Is especially devoted to local interests of the county.

No objectionable advertisements inserted.

ROCKY MOUNTAIN HUSBANDMAN

DIAMOND CITY, MONTANA.

A First-Class Weekly, devoted to Agriculture, Horticulture, Stock-Raising, Wool-Growing, and the Industrial Interests of the great Northwest.

ONLY AGRICULTURAL NEWSPAPER IN MONTANA.

It is recognized as the champion of the Granges, and all its news comes from a trustworthy source.

R. N. SUTHERLIN, EDITOR AND PROPRIETOR.

BUSINESS MEN

Will find it to their advantage to advertise in the

FRANKFORD GAZETTE

The Representative Journal of North-eastern Philadelphia.

CIRCULATES THROUGH ALL NEAR TOWNS.

Specimen copies, with rates of advertising, sent on application.

W. F. KNOTT, EDITOR AND PROPRIETOR.

THE COURIER

Daily and Weekly . . . Evansville, Ind.

JOHN S. REILLY, Business Manager.

J. G. & G. W. SHANKLIN, Editors.

With its Sunday edition (the only English Sunday paper published in the city), the Courier offers advertisers the best advertising medium in Southern Indiana.

N. W. AYER & SON, Advertising Agents, Phila.

THE CHRISTIAN UNION

27 PARK PLACE, NEW YORK.

Udenominational, Evangelical, Protestant, Christian.

HENRY WARD BEECHER & LYMAN ABBOTT, Editors.

HORATIO C. KING, PUBLISHER.

Beecher's Sermons and Abbott's Sunday-School Lessons every week. Serial story by E. E. Hale.

\$3.00 per Year; to Clergymen, \$2.50.

THE REPORTER

Turners Falls, Massachusetts.

Turners Falls is a rapidly growing manufacturing town, having the finest water-power in New England, and is backed by some of the greatest manufacturers of Massachusetts and New York. The Reporter circulates throughout the great farming, fruit-growing, and manufacturing county of Franklin. Dead-beat advertising promptly inserted in the waste-basket. CECIL T. BAGNALL, Publisher.

THE STAR, Gilman, Ill.—The cheapest in the world. Will let you try one inch four weeks for only 50 cents, cash with order.

ED. RUMLEY, Editor and Publisher.

N. W. AYER & SON, Advertising Agents.

THE RECORD, Annapolis, Md.—Weekly. Independent Democratic. Published in a fruit berry-growing county, and in one of the oyster ports of the Chesapeake Bay, \$1.00 per year. One inch, one year, \$5.00. E. S. RILEY, Jr., Proprietor.

FARMERS' HOME JOURNAL, Louisville, Ky.—A live agricultural weekly. \$2.00 per year. Circulation very large among the influential farmers and traders of fine stock in the South and West. Goes to over 500 post-offices in Kentucky alone.

GUIDE AND NEWS, Richmond, Va.—

Established 1869. Weekly. Devoted especially to the interests of its advertising patrons. 50 cents per year. Circulation 7,000. Distributed gratis on all railroads leading into the city.

THE BUFFALO DAILY COURIER

PUBLISHED AT

BUFFALO, NEW YORK.

COURIER CO., EDITORS AND PUBLISHERS.

The Courier is the Most Popular Newspaper published in Western New York, and the only one issued three hundred and sixty-five days in the year.

IT HAS ATTAINED THE LARGEST CIRCULATION OF ANY PAPER IN THE CITY.

Terms, per year, including Sunday edition . \$12.00
 Exclusive of Sunday edition 10.00
 Sunday edition 2.50

Advertising rates furnished on application to the publishers, or to N. W. AYER & SON, Advertising Agents, Times Building, Philadelphia.

THE FREE PRESS AND TIMES
DAILY—TWO EDITIONS.

ESTABLISHED IN 1847.

THE FREE PRESS
WEEKLY.

ESTABLISHED IN 1827.

FREE PRESS ASSOCIATION . . . PUBLISHERS,
BURLINGTON, VT.

Unrivalled advertising mediums in Vermont and the whole Champlain Valley.

The Daily Free Press and Times is the only paper in northern Vermont that receives the Associated Press morning dispatches; and it has nearly double the circulation of any other daily paper in the state. Send for samples and advertising rates.

N. W. AYER & SON, Agents, Philadelphia.

LUZERNE COUNTY VOLKSFREUND

Published every Thursday, at

WILKESBARRE, LUZERNE CO., PA.,

BY BART & EYERMAN.

Official German Organ of Luzerne County.

SUBSCRIPTION, \$2.00 PER YEAR.

Circulates a larger number of copies weekly than any other German Newspaper in the County.

As a Medium for Advertisers, is superior to its Contemporaries.

N. W. AYER & SON, Advertising Agents.

THE NEW ORLEANS TIMES

72 Camp Street, New Orleans, La.

Published every day in the year, and weekly. Subscription rates, per year: Daily, \$14.00; Weekly, \$3.00; proportionate rates for less time.

Has no Superior as an Advertising Medium in the South.

STOUTEMYER & JUDSON, PUBLISHERS
 I. N. STOUTEMYER, Editor, W. H. H. JUDSON, Manager
 N. W. AYER & SON, Advertising Agents.

ZIEGLER'S DEMOCRATIC HERALD

BUTLER, BUTLER CO.,

A Weekly Newspaper, circulating largely in the Oil Region.

J. ZIEGLER & SON, EDITORS AND PROPRIETORS.

The Herald has a circulation of 1,517, and contains all the official advertising of the county.

N. W. AYER & SON, Advertising Agents, Phila.

THE PITTSBURGH ADVANCE

122 and 124 Fifth Ave., Pittsburgh, Pa.
AN ABLE AND POPULAR TEMPERANCE AND RELIGIOUS FAMILY PAPER.

Established 1871. Published every Saturday. A superior advertising medium. Circulates through Western Pennsylvania, Eastern Ohio, and West Virginia. Circulation 4,500. Address W. M. NESBIT, Business Agent, Box 1,496.

THE FARMERS' STOCK JOURNAL
CEDAR RAPIDS, IOWA.

This is the leading agricultural and stock journal published in the West, and the best in which to advertise, having a greater circulation than all others of its class combined published west of the Mississippi. For sample copy and terms, address ALEX. CHARLES, General Manager. N. W. AYER & SON, Advertising Agents.

THE TEXAS BAPTIST
DALLAS, TEXAS.

The Baptist is a sixteen-page weekly paper, published in the great grain and cotton center of the state. Its circulation is over 2,000, and increasing. As an advertising medium it is first-class.

For any information, address R. C. BYCKNER, Editor, or N. W. AYER & SON, Agents, Philadelphia.

THE MILTONIAN

MILTON, NORTHUMBERLAND CO., PA.

L. M. MORTON, PUBLISHER.

Oldest, Largest, and Best Paper in County. Only Paper in Milton. Circulates in Agricultural and Manufacturing Region.

N. W. AYER & SON, Advertising Agents, Phila.

THE BAPTIST REVIEW

LA GRANGE, NORTH CAROLINA.

An Independent Religious Newspaper.

REV. B. W. NASH, EDITOR AND PUBLISHER.

Subscription, \$2.00 per year. Advertising rates low.

N. W. AYER & SON, Agents, Philadelphia.

CANADA MEDICAL AND SURGICAL JOURNAL

MONTREAL, PROVINCE QUEBEC.

The Oldest and Most Widely Circulated Medical Journal published in Canada.

G. E. FENWICK, M. D., EDITOR AND PROPRIETOR,
 P. O. Box 386.

N. W. AYER & SON, Advertising Agents.

THE BANNER

DAILY AND WEEKLY.

Williamsport, Lycoming Co., Pa.

Advertise in the Daily Banner, the organ of the lumbermen of the West Branch, and in the Weekly Banner, the Democratic organ of Lycoming county. Circulation: Daily, 1,200; Weekly, 1,500. Advertising rates reasonable.

E. B. HAINES, Editor and Publisher.
 N. W. AYER & SON, Agents, Philadelphia.

THE MISSIONARY RECORD

CHARLESTON, S. C.

RICHARD H. CAIN CHIEF EDITOR,

No. 11½ Morris Street.

TERMS (in advance): one year, \$2.00; six months, \$1.00; single copy, 5 cents.

N. W. AYER & SON, Agents, Philadelphia.

THE STANDARD**WINNIPEG, MANITOBA.**

Published every Saturday. \$2.50 per year in gold; \$3.00 in United States currency.

ADVERTISING RATES.—One column: 1 yr., \$200; 6 mos., \$120; 3 mos., \$70;—half column: 1 yr., \$120; 6 mos., \$70; 3 mos., \$45;—quarter column: 1 yr., \$70; 6 mos., \$45; 3 mos., \$30.

R. H. KENNING, EDITOR AND MANAGER.

THE CHRISTIAN ADVOCATE**Pittsburgh, Pa.**

The Advocate is the only Methodist paper that circulates to any extent in Western Pennsylvania, Eastern Ohio, and West Virginia. Its circulation is large, and as an advertising medium it is unsurpassed.

ADVERTISING RATES.—per line (agate): one time, 15 cents; two times, 25 cents; three times, 35 cents; four times, 40 cents; three months, \$1.25; six months, \$2.00; one year, \$3.00. J. A. MOORE, Publisher.

NEW JERSEY AGRICULTURIST**20 Hiram Street, New Brunswick, N. J.**

Published monthly. Devoted to the interests of the farm, garden, and household. A first-class medium through which to reach the people of New Jersey, Pennsylvania, and the other Middle States. Circulates in every state in the Union, among farmers, gardeners, and those seeking homes in the country. Offers special advantages as an advertising medium to dealers in agricultural supplies.

THE TRIBUNE AND HERALD**Greensburg, Westmoreland Co., Pa.**

The only Republican newspaper published in the county. Its circulation, 3,400, exceeds that of any other two papers in the county combined, and is larger than the issue of any other weekly paper published in Western Pennsylvania outside the city of Pittsburgh. We hold ourselves ready to verify the above when called upon to do so.

MCAFFEE & ATKINSON, PUBLISHERS.

RURAL SOUTHERNER AND PLANTATION**Atlanta, Georgia.**

An illustrated 16 pp. paper, established in 1866, representing the interests of farmers, patrons of husbandry, the direct trade union, state agricultural society, departments of agriculture and horticulture, nurserymen, seedsmen, stock raisers, dairymen, fanciers, apiarists, home resources, etc. Best advertising medium in the South. \$1.00 per year, postpaid. WM. A. RAMSAY, Editor, No. 3 Marietta St.

THE CHRISTIAN INSTRUCTOR**714 Sansom Street, Philadelphia.**

Circulation last year averaged 5,200 copies per week. The Christian Instructor is an organ of the United Presbyterians, and with the exception of the United Presbyterian of Pittsburgh, is the only paper of its denomination that has any value as an advertising medium, except to local advertisers.

RATES.—per line: 1 time, 10c.; 1 mo., 40c.; 3 mos., \$1; 6 mos., \$1.75; 1 yr., \$2.50. AYER & SON, AGTS.

CHRISTIAN STANDARD AND HOME**921 Arch St., JOURNAL Philadelphia.**

(FORMERLY METHODIST HOME JOURNAL.)

Published weekly by the National Association for the Promotion of Holiness. Circulation over 10,000 confined to the Middle States. Leading Methodist Episcopal paper published in Philadelphia.

RATES.—per line: 1 time, 20c.; 1 mo., 40c.; 3 mos., \$1.50; 6 mos., \$2.50; 1 yr., \$4. AYER & SON, AGTS.

REPUBLICAN, Havre de Grace, Md.—

A weekly Republican paper, published in a town having a large coal and lumber trade. Advertising rates made known on application to the publishers, or to N. W. AYER & SON, Philadelphia.

EMERALD VINDICATOR, Pottsville, Pa.—

Monthly. Only Catholic paper in anthracite coal regions. Circulates among the working classes. Contains society news of interest to the general reader. A good advertising medium.

THE EVANGEL, San Francisco, Cal.—

One of the best religious papers in California; lively, large, popular, widely circulated, full of news about the Golden State. Capital advertising medium. Circulation large throughout the Pacific States.

LANSDALE REPORTER, Lansdale,**Montgomery Co., Pa.—**A local family paper, and a first-class advertising medium, on line of the North Pennsylvania Railroad. \$1.00 per year. FREDERICK WAGNER, Proprietor.**CHRONICLE, Elizabethtown, Lancaster****Co., Pa.—**Weekly. \$1.00 per year. Established 1869. Actual issue, 500. Has a large circulation in Lancaster, Dauphin, York, and Lebanon counties. J. G. WESTAFER, Editor and Proprietor.**THE MESSENGER, Philadelphia.—**

Published weekly by THE REFORMED CHURCH PUBLICATION BOARD, 907 Arch Street. Offers peculiar advantages to advertisers. For advertising rates, etc., address N. W. AYER & SON, Agents.

VALLEY LEADER, California, Wash-**ington Co., Pa.—**A live local paper. Good circulation. An excellent advertising medium. WEDDELL & PATTON, Editors and Proprietors. N. W. AYER & SON, Advertising Agents.**PENNSYLVANISCHE STAATS-ZEIT-****UNG, Harrisburg, Pa.—**Published every Thursday. Circulation 4,000, the largest of any weekly paper in Dauphin county. J. GEORGE RIPPER, Proprietor.**AMERICAN, Sunbury, Northumberland****Co., Pa.—**Published every Friday; republican; circulation 1,369; \$2.00 per year. Advertising rates made known on application to N. W. AYER & SON, Philadelphia, or to E. WILVERT, Publisher.**WESTERN FARMER, Dixon, Ill.—**

The oldest and best agricultural monthly published in the West. W. M. KENNEDY, Publisher. N. W. AYER & SON will take advertisements at the lowest rates.

HERALD, Hackettstown, N. J.—

Published every Thursday. Politics republican. Circulation 750. Good advertising medium. One column, one year, \$100. SAMUEL SAWYER, Publisher. N. W. AYER & SON, Advertising Agents.

MOUNT UNION TIMES, Mount Union,**Huntingdon Co., Pa.—**JOHN M. BOWMAN (formerly of the Johnstown Tribune), publisher. Best local paper in the country. Circulation 450 and steadily increasing, in a prosperous community.**CANADIAN MONTHLY and National****Review, Toronto, Ontario.—**An important medium for insurance companies, manufacturers, importers, and dealers. Circulation extends over Canada. ADAM, STEVENSON & CO., Publishers.**MILLERSBURG HERALD, Millersburg,****Pa.—**Published Fridays. \$2.00 per year. Read by everybody in Millersburg, an important agricultural town in Dauphin county. J. B. SEAL, Editor and Proprietor.**CAMBRIA FREEMAN, Ebensburg, Pa.—**

Weekly. Official organ at county-seat. Guaranteed circulation, 1,140. First-class local paper. Advertising rates very low. H. A. MCPHKE, Editor and Publisher.

VALLEY SENTINEL, Carlisle, Cumber-**land Co., Pa.—**Published Fridays. \$1.50 per year in advance. Independent Democratic. Circulation equal to that of any paper in the Cumberland Valley. H. K. PEPPER, Publisher.**THE ATHENS GEORGIAN, Athens, Ga.—**

Official paper of city of Athens and Clarke county. \$2.00 per year. Advertising rates made known on application to N. W. AYER & SON. H. H. CARLTON & CO., Proprietors.

TIMES AND REPUBLIC-COURIER,**Newberne, N. C.—**Only republican paper east of the Wilmington and Weldon Railroad. Represents all classes of citizens. Employs the best talent. E. HUBBS, Publisher and Managing Editor.

from the New York Daily Graphic, March 23d, 1877.

A resume of the history of the firm of N. W. Ayer & Son, known advertising agents of Philadelphia, may not prove uninteresting, illustrating, as it does, American enterprise and progress. Mr. N. W. Ayer, the founder of the house, was a native of Connecticut, and graduated at Brown University, Providence. Adopting teaching as a profession, he gained a wide reputation as a prominent instructor in Western New York. In 1867 he removed to Philadelphia, and two years later started a newspaper advertising agency, associating with him in business his son, F. W. Ayer. At this time the offices of the firm were at No. 530 Arch street. They originated a comparatively new line of business, by representing the Philadelphia religious weeklies, which previous to that had been almost unknown to general advertisers. Their anticipations at that time did not extend beyond a comfortable business on the eleven papers comprising their first list; but in the fall of 1869, so encouraging had been their success, that they were compelled to extend the sphere of their operations, and accordingly removed to a more central location, at 719 Sansom street. Here their business developed rapidly, and soon assumed the proportions of a general advertising agency. In January, 1872, they leased the premises No. 733 Sansom street, thereby securing more commodious offices, which were gradually extended as constantly increasing business demanded enlarged accommodations, until they finally occupied more than half the entire building, and had their employes scattered over three different floors. In 1873, Mr. N. W. Ayer, the senior partner, died, and in the following year Mr. George O. Wallace, who had been associated with the house since 1870, was admitted to the firm, which at present consists of Messrs. F. W. Ayer and George O. Wallace, the name continuing as N. W. Ayer & Son. Upon learning of the intention of the publishers of the Times newspaper to erect their present building, Mr. Ayer opened negotiations with them, which resulted in such changes of plans as were needed to provide for his firm the requisite accommodations. They are now located at the intersection of the two leading business thoroughfares of the city, in one of its most prominent and attractive buildings. The entire second floor and a part of the third have been specially constructed to suit their requirements, and with elaborate fittings make the most elegant and convenient offices that have ever been arranged for the advertising business. They are thus enabled to bring the different departments of their business into immediate connection, and thereby concentrate their working force, so that they now possess all the facilities which experience has shown to be requisite or desirable. The offices have been elaborately fitted up, and the utmost taste has been displayed in selecting such fixtures as would enhance the comfort of customers and employes.

It will be seen from this brief sketch that the advertising agency of Messrs. N. W. Ayer & Son has grown from a small beginning to be one of the largest of the kind in this country, having thousands of newspapers constantly on file, and extending in its ramifications from the British Provinces to Mexico, and from the Atlantic to the Pacific. Their customers may be found in nearly every state and territory of the Union; and almost every newspaper of rank in the country is upon their lists. The secret of this great success is the untiring energy and perseverance of the gentlemen composing the firm.

TEN SOLID REASONS WHY ALL YOUR ADVERTISING SHOULD BE DONE WITH N. W. AYER & SON.

1. **It costs no more to have your advertising well done than to have it slighted.** Since 1869, when our agency was organized, we have made the proper handling of the advertising business a special study. From the start, we have labored with the determination to secure for each advertiser every possible advantage. That our efforts have been successful is evidenced by the constant extension of our business, which in spite of the increasing dullness of the times has each year shown very encouraging growth.

2. **Although the youngest, OUR AGENCY is to-day by far the largest of its kind in Philadelphia, and among the leading ones in the country.** The amount of business forwarded by us last year exceeded by many thousands of dollars the combined orders of all other Philadelphia advertising agencies. We occupy one entire floor of the Times building, having a frontage of fifty feet on Chestnut street and eighty-four feet on South Eighth street, and require the constant service of more than twenty employes.

3. **We confine our attention entirely to newspaper advertising,** and have spared no trouble or expense to perfect every detail that would in any way conduce to the efficient management of that business. Each department is under the supervision of a competent and experienced man, aided by trained assistants, and all our arrangements are so complete and so thoroughly systematized that we are enabled to guarantee the prompt fulfillment of every order, whether large or small.

4. **Our contracts for space or for special rates** with the leading papers of the country are **numerous and very advantageous,** and our record with them all is that of **fair dealing and prompt payment.** We are therefore able to take a man's advertising, and place it **where he wants it, and as he wants it, as well, as promptly, and as cheaply** as can be done by any other advertising agency in this country.

5. **With ample capital at command, and facilities** for the prompt and accurate transaction of the advertising business, which are unsurpassed by those of any other agency and equaled by very few, we have no hesitation in assuring to our patrons all the advantages in **price, position, or payment,** which are in any way obtainable. **REMEMBER**—our profits are not derived from the advertiser, but from the newspaper publishers, to whom we become responsible for all orders sent, and by whom we are credited a commission on each.

6. **All advertisements forwarded by us receive careful attention** from the day they are received until their completion. Every issue of the various newspapers in which they should appear is examined and each insertion of every advertisement is registered in a book specially prepared for the purpose. This book shows under the head of any given paper just what advertisements should appear in its columns, and just when and where they should be found. From its pages can be ascertained at a glance how many insertions an advertisement has received, and on what dates they occurred.

7. **We have our own Printing-Office,** and employ its entire force exclusively on the work arising from our advertising business. It is well stocked with type and material peculiarly adapted to the proper display of advertisements, and our compositors having for years made this branch of type-setting a study, know how to reduce an advertisement into the smallest compass consistent with its proper display. We furnish to our patrons without charge proofs showing just how their announcements will look in type.

8. **We publish AYER & SON'S MANUAL FOR ADVERTISERS,** a book of 160 large octavo pages, and send it free to all who contemplate the expenditure of any money in newspaper advertising. It contains carefully prepared lists of daily, weekly, and monthly newspapers, gives valuable information regarding circulation and advertising rates, and enables an advertiser to select without difficulty the mediums best suited to any particular purpose.

9. **We furnish promptly and without charge, ESTIMATES** showing the cost of advertising in any paper or lists of papers. We also, when desired, submit lists for the proper covering of any particular state or section of the country, and when advised of the amount of money which it is proposed to expend, can readily suggest the most suitable selection for the money, including only the best and cheapest papers to cover the ground.

10. **Having for years handled all kinds of advertising,** we know the relative value of different papers for any particular line of business, and are always ready to give an advertiser the benefit of any suggestions which we can make either in reference to the matter of his advertisement or the manner of placing it.

All these advantages we offer free of charge to those who will entrust their business to our care. We shall also be glad to correspond with any who contemplate doing any newspaper advertising.

Our offices are the most elegant and convenient that have ever been arranged for the advertising business, possessing all the facilities which experience has shown to be requisite or desirable. They are at all times open for inspection, and we take pleasure in showing their inside workings to any who may call. In conclusion, allow us to ask that you **GET OUR ESTIMATE before making any advertising contracts.**

Estimates Free

N. W. Ayer and Son

TIMES BUILDING, Chestnut and Eighth Streets, PHILADELPHIA.