

DAUCHY & CO.

lish advertising only has made its success so universal. Scarcely a paper of any pretension in the land but advises, in every issue, that you 'Get the Best.' Its publishers early learnt the secret, which indeed could never have been much of a secret to their penetrating minds; for pray what should sensible men do, who have any thing to sell, but tell people of it, and ask them to buy? The question answers itself.

In the newspaper line, the *Scientific American* is another case in point. Many people would say that of all money foolishly spent, that spent in advertising a newspaper would be most obviously thrown away. The circulation of the *Scientific American* is about fifty thousand per week, every copy of which is an advertisement of itself: what need then, many might plausibly ask, of otherwise seeking notoriety? The fact stands that its experienced publishers spend many thousands annually in making known its merits through the advertising columns of the country press; and to say that they would not do this if it did not pay, would be saying what must be self-evident. And if such a course be necessary to the highest success of a newspaper, which so largely advertises itself, pray what business under the sun, that has to do with the great public, can dispense with it?

Bonner is known to every body. Look at his *Ledger*, and reflect on the eminent writers who have contributed to its immense growth. Henry Ward Beecher, and Mr. Greeley, and ever-so-many college Presidents, and Dexter and Fanny Fern, and Emerson Bennet, and Pocahontas, and Mrs. Southworth, and Parton, and Prentice, and Lady Palmer, and Saxe, and Sylva-