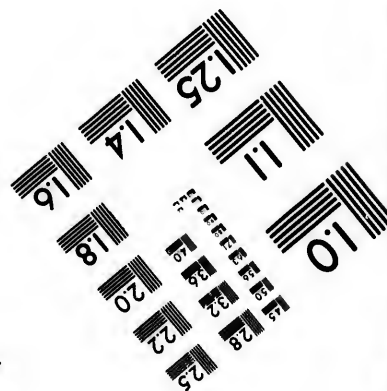
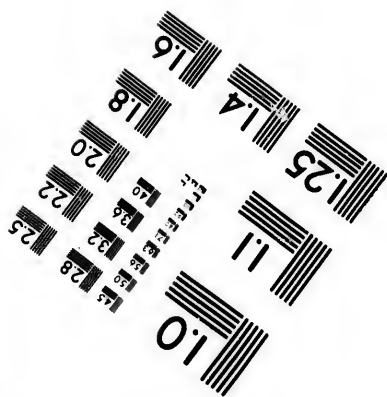
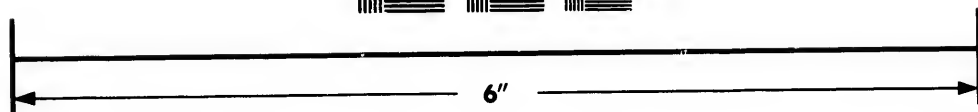
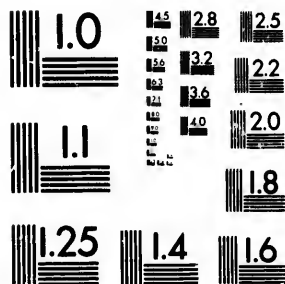


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(716) 872-4503

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**CIHM/ICMH
Microfiche
Series.**

**CIHM/ICMH
Collection de
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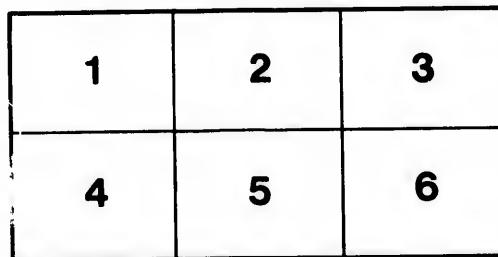
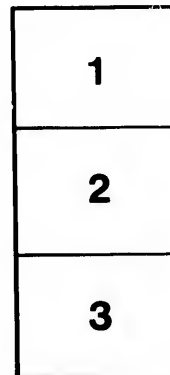
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Third Edition.

ADVERTISING IS THE LIFE OF TRADE.

S. R. NILES'

NEWSPAPER
ADVERTISING
AGENCY.

THE PRESS. THE POWER OF MIND OVER MIND.



WHICH MAY BE MULTIPLIED INDEFINITELY.

SCOLLAY'S BUILDING, COURT ST.

Boston.

FULLY AUTHORISED TO CONTRACT FOR ADVERTISING IN
THE NEWSPAPERS OF EVERY CITY AND TOWN IN THE
UNITED STATES AT THE PUBLISHERS LOWEST PRICES.

1872

FOR THE USE OF ADVERTISERS.

H 4152

S. R. NILES,

ADVERTISING MANUAL,

CONTAINING

A LIST OF THE CITIES AND TOWNS IN THE UNITED STATES AND CANADAS, IN WHICH NEWSPAPERS ARE PUBLISHED,

TOGETHER WITH

ARTICLES ON ADVERTISING,

INTERESTING TO BUSINESS MEN.

25-3
2352



BOSTON:

PUBLISHED BY S. R. NILES,
ADVERTISING AGENT.

Entered according to Act of Congress, in the year 1857, by S. R. Niles, in the Clerk's Office of the District Court of Massachusetts.

HF 5903
.N7

PRINTERS' INK

IS THE BEST FERTILIZER

EVER YET DISCOVERED

FOR A BUSINESS SOIL.

The farmer who "turns seed-time into harvest, and eats the corn he should plant," is no more improvident than the business man in the city, who at proper seasons neglects to sow the seeds of information among the people, to provide a harvest of customers. It may be done thoroughly and effectually by

ADVERTISING.

CONTENTS.

LIST OF CITIES AND TOWNS in which Newspapers are published,	5
THE PHILOSOPHY OF ADVERTISING, and other Articles on the subject of Advertising, to which especial attention is invited,	21
CIRCUMLOCUTION OUTDONE,—an admirable hit at the "red-tape" style of doing business,	38
THE OBJECT AND PRACTICAL OPERATION OF S. R. NILES' ADVERTISING AGENCY,	COVER

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S. R. NILES' ADVER-	
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The oldest Advertising Agency in America.

S. R. NILES'
Newspaper Advertising Agency,

SCOLLAY'S BUILDING,

COURT STREET, BOSTON,

Embraces the principal Commercial, Political, Religious, Literary, Scientific, and Agricultural Newspapers in the United States, British Provinces, and Canada, for which he is the duly appointed Agent, and authorized by the proprietors to receive advertisements and subscriptions at their lowest rates, and presents to Merchants, Manufacturers, Corporations, Public Institutions, and others, a convenient, safe, and ready means of advertising in any number of the best and most widely circulated newspapers in all parts of the country.

The Agent's extensive connections in business, his experience and practical knowledge, his long-established Agency for the best newspapers in every part of the United States, and his systematic manner of advertising to the greatest possible benefit of advertisers, whether on a large or small scale, have rendered his Office highly beneficial to Merchants, Manufacturers, Business Men, Corporations, Public Institutions, and all others who wish to put themselves in communication with the public.

The charges to advertisers are the same as are exacted at the places of publication by the newspapers, and advertisers are aided in select-

ing Journals suitably adapted by location and circulation for their several pursuits.

Every one is now obliged, if he would keep pace with the times, to aid his physical exertions in trade, or whatever business he may be engaged in, by due recourse to those means by which his business may become generally known. This is the *intellectual* part of his business, and the press is the great medium through which it must be developed. Now-a-days, newspapers are diffused far and wide: they are read by all, and afford the only vehicle by which men and establishments at a distance become generally known.

A business man may learn through this Agency just what newspapers to advertise in to reach, effectively and cheaply, the sections of country wherein his trade may be extended.

The Agency presents a convenient and complete opportunity for publishing advertisements in any number of *the best and most widely circulating newspapers* of the several cities and towns throughout the whole country, at the publishers' lowest rates, with the least possible trouble to advertisers, and with the greatest despatch.

By this method the advertiser is spared the labor of corresponding with the several papers, and much time and perplexity in the settlement of bills.

Through the Agency, a circumspect and discriminating choice of places, and the best selection of papers, can be had, suitably adapted to various business pursuits,—enabling persons to advertise judiciously, effectively, and safely.

Copies of the best newspapers in the United States, with a list of places, papers, terms, and prices, may be seen and examined at the Agency, their respective merits understood, and a complete system of advertising adopted, upon either a large or small scale.

Copies of papers containing advertisements are forwarded to advertisers.

The attention of advertisers is invited to the Newspaper comments contained in the following pages.

S. R. NILES.

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the Newspaper comments

List of Cities and Towns

IN WHICH NEWSPAPERS ARE PUBLISHED.

For the purpose of assisting Advertisers to select such localities as are best adapted to their various wants, the following list of Cities and Towns throughout the United States and Canada, in which Newspapers are published, will be found useful. After selecting the PLACES, we can always make choice of the PAPERS most likely to secure the object of advertisers.

MAINE.

Population, 628,279.—Capital, AUGUSTA.

Augusta.	Bucksport.	Hallowell.	Presque Isle.
Bangor.	Cadiz.	Houlton.	Rockland.
Bath.	Dover.	Lewiston.	Suen.
Belfast.	Eastport.	Machina.	Skowhegan.
Bethel.	Ellsworth.	North Anson.	Waterville.
Blddeford.	Farmington.	Paris.	Winthrop.
Brunswick.	Gardiner.	Portland.	

NEW HAMPSHIRE.

Population, 529,073.—Capital, CONCORD.

Amherst.	Farmington.	Littleton.	Portsmouth.
Claremont.	Hinsdale.	Loudon Ridge.	Rochester.
Concord.	Keene.	Manchester.	Wolfborough.
Dover.	Laconia.	Nashua.	
East Canaan.	Lancaster.	Newport.	
Exeter.	Lebanon.	Peterborough.	

VERMONT.

Population, 315,008.—Capital, MONTPELIER.

Barton.	Hyde Park.	Newbury.	Springfield.
Bellows Falls.	Irishburg.	Newport.	St. Albans.
Bennington.	Ludlow.	Northfield.	St. Johnsbury.
Braintree.	Lyndon.	Poultney.	Vergennes.
Brattleboro.	Manchester.	Randolph.	West Randolph.
Hurlington.	Middlebury.	Richford.	Windsor.
Danville.	Montpelier.	Rutland.	Woodstock.

TO ADVERTISERS. The facilities afforded by Mr. S. R. Niles, Advertising Agent, for inserting advertisements in the best newspapers in all parts of the country, were never more full and complete than at the present time. His agency is a concentration of all the newspapers in the United States, where business men may contract for advertising in any number of papers, on the same terms and with as great advantages as would be gained by per-

MASSACHUSETTS.

Population, 1,231,066.—Capital, Boston.

Abington.	Elmrtown.	Millford.	So. Danvers.
Amesbury.	Fall River.	Nantucket.	Southbridge.
Amherst.	Fitchburg.	New Bedford.	Springfield.
Andover.	Gloucester.	Newburyport.	Taunton.
Athol.	Great Harrington	Newton.	Upton.
Hartstable.	Greenfield.	No. Bridgewater.	Waltham.
Barre.	Daverill.	North Adams.	Ware.
Beverly.	Hingham.	Northampton.	Wareham.
Boston.	Holyoke.	Palmor.	Webster.
Bridgewater.	Ipswich.	Pittsfield.	Westfield.
Cambridge.	Lawrence.	Plymouth.	Woburn.
Charlestown.	Lee.	Quincy.	Worcester.
Chelsea.	Lowell.	Randolph.	Yarmouth.
Clinton.	Lynn.	Roxbury.	
Danvers.	Marlboro.	Salem.	
Dedham.	Middleboro.	Sandwich.	

RHODE ISLAND.

Population, 174,620.—Capital, Providence.

Bristol.	Pawtucket.	Wakefield.	Woonsocket.
East Greenwich.	Providence.	Warren.	
Newport.	South Kingston.	Westerly.	

CONNECTICUT.

Population, 460,147.—Capital, Hartford.

Bridgeport.	Killingly.	New London.	Waterbury.
Danbury.	Litchfield.	Norwalk.	West Meriden.
Danielsonville.	Middletown.	Norwich.	Willimantic.
Fairhaven.	Mystic.	Rockville.	Winsted.
Falls Village.	New Britain.	Stafford Springs.	
Hartford.	New Haven.	Stamford.	

NEW YORK.

Population, 3,880,735.—Capital, Albany.

Adams.	Albion.	Angelica.	Attica.
Addison.	Amenia.	Arcadia.	Anburn.
Albany.	Amsterdam.	Athens.	Baldwinsville.

sonal application to publishers. Advertising is one of the surest roads to fortune, and Mr. Niles, at his office in Seelye's Building, can very essentially assist all those who are wise enough to try it. We can recommend him as fully competent, responsible and reliable. Of Mr. Niles it gives us pleasure to say that we have always found him attentive to the interests of his patrons, courteous and prompt in his dealings with the press. He certainly understands the whole subject of advertising, and he has facilities excelled by none.—*Boston Journal.*

PRINTING AGENCY,

BOSTON.
 So. Danvers.
 Southbridge.
 Springfield.
 Taunton.
 Upton.
 Waterbury.
 Ware.
 Wareham.
 Webster.
 Westfield.
 Woburn.
 Worcester.
 Yarmouth.

PROVIDENCE.
 Woonsocket.

HARTFORD.
 Waterbury.
 West Meriden.
 Willimantic.
 Windham.

ALBANY.
 Attica.
 Auburn.
 Baldwinsville.

one of the surest roads to
 Building, can very easily
 ly it. We can recommend
 Of Mr. Niles it gives us
 tentative to the interests of
 with the press. He sees
 ing, and he has facilities

SCOLLAY'S BUILDING, COURT STREET, BOSTON.

7

Ballston Spa.	Fishkill Landing.	Lyons.	Pullneyville.
Batavia.	Fishing.	Margaretville.	Red Hook.
Bath.	Fonda.	Martinsburg.	Rhinebeck.
Binghamton.	Fort Edward.	Massville.	Rochester.
Bloomville.	Fort Plain.	Medusa.	Rome.
Bloomville.	Franklin.	Middletown.	Rondout.
Brookport.	Fredonia.	Molokw.	Sag Harbor.
Brooklyn.	Fulton.	Moscow.	Salem.
Buffalo.	Fultonville.	Monticello.	Sandy Hill.
Cambridge.	Geneseo.	Morrisania.	Saratoga Springs.
Camden.	Geneva.	Morrisville.	Saugerties.
Canajoharie.	Glen Cove.	Mount Morris.	Schenectady.
Canandaigua.	Glen Falls.	Newark.	Schoharie.
Canastota.	Gloversville.	Newburgh.	Seneca Falls.
Canton.	Goshen.	New Lebanon.	Slug Sing.
Cape Vincent.	Gowanda.	New York City.	Skaneateles.
Carmel.	Greenbush.	Niagara City.	Springville.
Carthage.	Greene.	Niagara Falls.	Stapleton.
Catharine.	Greenport.	Norwich.	Syriouse.
Catskill.	Greenwich.	Nyack.	Tonawanda.
Cazenovia.	Hamilton.	Ogdenburgh.	Troy.
Cherry Valley.	Havana.	Olean.	Trumansburg.
Chlita.	Haverstraw.	Oneida.	Unionville.
Chilton.	Hemstead.	Oneonta.	Union Springs.
Clyde.	Herkimer.	Oswego.	Utica.
Colusa.	Homer.	Otsego.	Volney.
Cooperstown.	Honesville.	Ovid.	Walkina.
Corning.	Horsesheds.	Owego.	Walton.
Courtland Village.	Hudson.	Oxford.	Warsaw.
Coxsackie.	Huntington.	Pachogue.	Waterford.
Cuba.	Ithaca.	Palmyna.	Waterloo.
Dansville.	Jamieson.	Penn Yan.	Watertown.
Dell.	Jamestown.	Perry.	Waterville.
Deposit.	Johnstown.	Phelps.	Waverly.
Dryden.	Jordan.	Phoenix.	Wellsville.
Dundee.	Keesville.	Plue Plains.	Westfield.
Dunkirk.	Kinderhook.	Plattburgh.	White Hall.
East New York.	Kingston.	Port Byron.	White Plains.
Ellenville.	Lansingburg.	Port Jarvis.	Whiteoak Point.
Ellicottville.	Le Roy.	Potsdam.	William Centre.
Elmira.	Little Falls.	Poughkeepsie.	Yonkers.
Farmer.	Lockport.	Pulaski.	
Fishkill.	Lowville.		

Mr. S. R. NILES, THE ADVERTISING AGENT, has made himself eminently useful to the public. He has made advertising a matter of special study, and from his experience is qualified to exercise that discrimination in the selection of papers best adapted to secure the object of advertisements. We have had frequent opportunities in our dealings with him to recognize his intelligence and capacity for the peculiar business which he has undertaken, and we take pleasure in recommending him to the public. Boston Advertiser.

NEW JERSEY.

Population, 672,035.—Capital, TRENTON.

Absecon.	Flemington.	Middletown Point	Plainfield.
Belvidere.	Freehold.	Morristown.	Princeton.
Bordentown.	Hackettstown.	Mount Holly.	Rahway.
Bridgeton.	Hainesville.	Newark.	Red Bank.
Burlington.	Hammonden.	New Brunswick.	Salem.
Camden.	Hightstown.	Newton.	Somerset.
Cape Island.	Hoboken.	Orange.	Somerville.
Carpenter's Lodge.	Jersey City.	Paterson.	Toms River.
Clinton.	Lambertville.	Perth Amboy.	Trenton.
Elizabeth.	Long Branch.	Phillipsburg.	Woodbury.

PENNSYLVANIA.

Population, 2,906,115.—Capital, HARRISBURG.

Aaronsburg.	Columbia.	Johnstown.	Milton.
Alleghania.	Conemaughville.	Kittanning.	Minersville.
Altoona.	Conowingo.	Lancaster.	Monongahela C'y
Ashland.	Coudersport.	La Port.	Montrose.
Athens.	Crawtown.	Lebanon.	Mount Joy.
Beaver.	Danville.	Lewisburg.	Muncy.
Bedford.	Doylestown.	Lewistown.	Mycerstown.
Bellefonte.	Easton.	Lockhaven.	New Berlin.
Berwick.	Ebensburg.	Lockport.	New Bloomfield.
Bethlehem.	Emporium.	Lykens.	New Brighton.
Blairsville.	Eric.	Mahoning City.	New Castle.
Bloomfield.	Franklin.	Manheim.	Newville.
Bloomsburg.	Freeport.	Marietta.	New Wilmington.
Bristol.	Gettysburg.	Mauch Chuuk.	Norristown.
Brookville.	Girard.	McCannellsburg.	Northampton.
Brownsville.	Greencastle.	Meadville.	Oil City.
Butler.	Greensburg.	Mechanicsburg.	Pennsburg.
Carbondale.	Hamburg.	Media.	Perryopolis.
Carlisle.	Hanover.	Mercer.	Philadelphia.
Catasaugus.	Harrisburg.	Mercersburg.	Phoenixville.
Chambersburg.	Hollidayburg.	Millsbury.	Pithole City.
Chester.	Honesdale.	Middletown.	Pittsburgh.
Charion.	Huntingdon.	Mifflinburg.	Pittston.
Clearfield.	Indiana.	Mifflintown.	Pottstown.
Coatesville.	Jersey Shore.	Millford.	Pottsville.
		Millford Square.	Quakertown.

ADVERTISING. We have had satisfactory business relations with Mr. S. R. Niles, of Boston, the well known newspaper and advertising agent, and know him to be a clear-headed, efficient, and trustworthy man, who conducts his business with promptness and on an honorable footing, and we can commend him to those who desire to avail themselves of his services in New England or elsewhere.—*New York Commercial Advertiser.*

ADVERTISING AGENCY,

NY.

al, TRENTON.
 Point Plainfield.
 Princeton.
 Rahway.
 Red Bank.
 Somerswick.
 Salem.
 Somerset.
 Somerville.
 Toms River.
 Trenton.
 Woodbury.

IA.

HARRISBURG.
 Milton.
 Minersville.
 Monongahela C'y
 Montrose.
 Mount Joy.
 Muncy.
 Myerstown.
 New Berlin.
 New Bloomfield.
 New Brighton.
 New Castle.
 Newville.
 New Wilmington.
 Norristown.
 Pottsville.
 Quakertown.

business relations with Mr. S. R. Niles, and advertising agent, and honorable feeling, and we ourselves of his services Commercial Advertiser.

SCOLLAY'S BUILDING, COURT STREET, BOSTON.

9

Reading.	Stroudsburg.	Tunkhannock.	Wellshoro.
Ridgway.	Sunburytown.	Tyrone.	West Chester.
Scranton.	Sunbury.	Union.	West Greenville.
Sella's Grove.	Susquehanna De-Uniontown.		Wilkesbarre.
Shamokin.	Tamaqua. [Pot. Warren.		Williamsport.
Shippensburg.	Thioute.	Washington.	Wrightville.
Shirleysburg.	Titusville.	Waterford.	York.
Southport.	Towanda.	Waynesboro.	
Somerset.	Troy.	Waynesburg.	
Strasburg.	Trumbauersville.	Weissport.	

OHIO.

Population, 2,339,511.— Capital, COLUMBUS.

Akron.	Dresden.	Marion.	Sanduskey.
Alliance.	Eaton.	Marysville.	Sarnssville.
Ashtabula.	Easton.	Massillon.	Sidecy.
Ashland.	Elyria.	Maumee City.	Somerset.
Athens.	Fairfax.	McArthur.	Springfield.
Batavia.	Findlay.	McConnelsville.	St. Clairsville.
Bell Air.	Fremont.	Medina.	Staubenville.
Bellefontain.	Galion.	Niomi.	St. Marys.
Benton.	Gallipolis.	Middleport.	Tiffin.
Beverly.	Gambier.	Milan.	Toledo.
Bridgeport.	Geneva.	Millersburg.	Tremont.
Bryan.	Georgetown.	Mt. Pleasant.	Troy.
Bucyrus.	Germanstown.	Mt. Vernon.	Upper Sandusky.
Cadiz.	Granville.	Napoleon.	Urbana.
Cambridge.	Greenfield.	Newark.	Van West.
Canal Dover.	Greenville.	New Lisbon.	Wapakoneta.
Canfield.	Hamilton.	New Philadelphia.	Warren.
Canton.	Hillsborough.	Norwalk.	Washington.
Carrollton.	Hudson.	Oberlin.	Wauseon.
Cellna.	Huron.	Ottawa.	Waverly.
Charles.	Ironton.	Ottokee.	Waynesburg.
Chillicothe.	Jackson.	Painesville.	Waynesville.
Cincinnati.	Jefferson.	Paulding.	Welliesville.
Circleville.	Kalida.	Perrysburg.	Westfield.
Cleveland.	Kenton.	Pikeston.	West Union.
Columbus.	Lancaster.	Piqua.	West Unity.
Conneaut.	Lebanon.	Plymouth.	Wilmington.
Coshocton.	Lexington.	Pomeroy.	Woodsfield.
Dayton.	Lima.	Port Clinton.	Wooster.
Defiance.	Logan.	Portsmouth.	Xenia.
Delaware.	London.	Ravenna.	Yellow Springs.
Delphos.	Mansfield.	Ripley.	Youngstown.
Delta.	Marietta.	Salem.	Zanesville.

THE ADVERTISING AGENCY OF S. R. Niles is one of the oldest and most reliable in Boston. Parties seeking to advertise in the country newspapers can apply there, and be sure of being promptly and courteously served.—*Springfield, Mass., Republican.*

MICHIGAN.

Population, 749,113.—Capital, LANSING.

Adrian.	Dowagiac.	Jackson.	Owosso.
Albion.	East Saginaw.	Jonesville.	Paw Paw.
Allegan.	Fenton.	Kalamazoo.	Pontiac.
Almont.	Fentonville.	Lansing.	Port Austin.
Ann Harbor.	Flint.	Lapeer.	Port Huron.
Ashley.	Galesburgh.	Lexington.	Romeo.
Battle Creek.	Grand Haven.	Marquette.	Saginaw City.
Bay City.	Grand Rapids.	Marshall.	Sault de St. Marie.
Big Rapids.	Grass Lake.	Menominee.	Shiawassee.
Cassopolis.	Greenville.	Midland City.	St. Clair.
Centreville.	Hastings.	Monroe.	St. Johns.
Charletole.	Hillsdale.	Morenci.	Sturgis.
Coldwater.	Holland.	Mt. Clemens.	Tecumseh.
Constantine.	Holly.	Muskegon.	Traverse City.
Corunna.	Houghton.	Niles.	Ypsilanti.
Decatur.	Hoyell.	Oceana.	
Detroit.	Hudson.	Oshtemo.	
Dewitt.	Ionia.	Osego.	

INDIANA.

Population, 1,350,428.—Capital, INDIANAPOLIS.

Anderson.	Cambridge City.	Evansville.	Knox.
Angola.	Cannelton.	Fort Wayne.	Kokomo.
Atlicia.	Centerville.	Frankfort.	Lafoga.
Auburn.	Charlestown.	Franklin.	Lafayette.
Anson.	Columbia City.	Goshen.	Lagrange.
Austin.	Columbus.	Greencastle.	Lafayette.
Bedford.	Connersville.	Greenfield.	Lawrenceburg.
Bloomfield.	Corydon.	Greensburg.	Lebanon.
Bloomington.	Covington.	Hartford City.	Liberty.
Bluffton.	Crawfordsville.	Huntington.	Ligonier.
Boonville.	Crown Point.	Indianapolis.	Lima.
Bourbon.	Danville.	Jeffersonville.	Lisbon.
Bowling Green.	Decatur.	Jonesboro.	Logansport.
Brazil.	Delphi.	Kendallville.	Madison.
Brookville.	Dover Hill.	Kent.	Marion.
Brownstown.	Edinburg.	Kent Station.	Martinsville.
Brownsville.	Elkhart.	Knightstown.	Michigan City.

A RELIABLE ADVERTISING AGENCY is that of Mr. S. R. Niles, No. 1 Scollay's Building, Boston, Mass. We have had business transactions with Mr. Niles for a number of years, and he has uniformly been prompt and honorable in meeting his engagements. If all advertising agents were as honest as Mr. Niles, there would be a good many less swindling concerns in the Atlantic cities—such concerns as annually "swing around the circle" of country publishers—seeking whom they may—cheat.—Rochester, N. Y., Rural New Yorker.

LANSING.

Owosso.
Paw Paw.
Pontiac.
Port Austin.
Port Huron.
Romeo.
Saginaw City.
Sault de St. Marie.
Shinawasee.
St. Clair.
St. Johns.
Sturgis.
Tecumseh.
Traverse City.
Ypsilanti.

INDIANAPOLIS.

Knox.
Kokomo.
Ladoga.
Lafayette.
Lagrange.
Lafayette.
Lawrenceburg.
Lebanon.
Liberty.
Ligonier.
Lima.
Lisbon.
Logansport.
Madison.
Marion.
Martinsville.
Michigan City.

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business transactions with
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advertising agents were as
y less swindling concerns
may—cheat.—Rochester,

Mishawaka.	Paoli.	Salem.	Versailles.
Monticello.	Pera.	Seymour.	Yevy.
Mount Vernon.	Petersburg.	Shelbyville.	Yvencenes.
Muncie.	Plymouth.	South Bend.	Wabash.
Nashville.	Princeton.	Spencer.	Warsaw.
New Albany.	Ronssehaer.	Sullivan.	Washington.
New Castle.	Richmond.	Terro Haute.	Waterloo.
New Harmony.	Blasing Sun.	Tipton.	Williamsport.
Newport.	Rochester.	Tripton.	Winchester.
Noblesville.	Rockport.	Union City.	Winnetone.
North Veruon.	Rockville.	Valparaiso.	Worthington.
Oxford.	Rushville.	Vernon.	

ILLINOIS.

Population, 1,711,951.—Capital, SPRINGFIELD.

Abingdon.	Centalla.	Geneseo.	Kewanee.
Aledo.	Champaign City.	Genova.	Knoxville.
Alton.	Charleston.	Girard.	Kyte River.
Ambey.	Chester.	Golconda.	Laeon.
Ashley.	Chicago.	Grayville.	La Harpe.
Augusta.	Chillicothe.	Greenup.	Lanark.
Aurora.	Clinton.	Greenville.	Lane.
Butava.	Danville.	Griggsville.	La Salle.
Beardstown.	Deatur.	Hamilton.	Lawrenceburg.
Belleville.	De Solo.	Harrisburg.	Lawrenceville.
Belvidere.	Dixon.	Harvard.	Lebanon.
Benton.	Dundee.	Havana.	Lewistown.
Bloomington.	Dunleith.	Heuneph.	Lexington.
Bristol.	Du Quoin.	Henry.	Lincoln.
Bunker Hill.	Edwardsville.	Highland.	Litchfield.
Cairo.	Elldingham.	Hillsboro.	Lockport.
Cambridge.	Elgin.	Holmesville.	Lodi.
Canton.	Ehuwood.	Homor.	Louisville.
Carbonale.	El Paso.	Hintonville.	Macomb.
Carlinville.	Ewington.	Jacksonville.	Madison.
Carlele.	Fairfield.	Jerseyville.	Manchester.
Carmel.	Freeport.	Joliet.	Maquon.
Carrollton.	Gilena.	Jonesboro.	Marengo.
Carthage.	Galesburg.	Kankakee.	Marion.
Central City.	Galva.	Kelthsburg.	Marshall.

ADVERTISING. We believe that the benefits of advertising are beginning to be more generally understood, at any rate, business men become more thoroughly convinced each year of its efficacy and value. Mr. S. R. Niles, one of the oldest advertising agents in the country, is the authorized agent for all the leading papers in the country. He is fully entitled to the confidence of all business men who wish to advertise anywhere, or to any amount. Every information respecting advertising can be had, and files of papers seen at his office in Scollay's Building, Court Street.—*Commercial Bulletin, Boston.*

Mattoon.	Okaw.	Princeton.	Tamaroc.
McLeansboro.	Olney.	Prospect City.	Taylorville.
Mendota.	Omango.	Quincy.	Toulon.
Metamora.	Oquavka.	Robinson.	Tuscola.
Metropolis.	Oregon.	Rochelle.	Urbana.
Middleport.	Oseola.	Rockford.	Vandalla.
Moline.	Oswego.	Rock Island.	Vermont.
Monmouth.	Ottawa.	Rockton.	Vienna.
Monticello.	Pana.	Rockwell.	Virginia.
Morris.	Paris.	Rushville.	Warren.
Morrison.	Puxton.	Salen.	Warsaw.
Mount City.	Pecatonica.	Sandoval.	Washington.
Mount Carmel.	Pekin.	Sandwich.	Waterloo.
Mt. Carroll.	Peoria.	Savannah.	Watsoka.
Mt. Morris.	Peru.	Shawneetown.	Waukegan.
Mt. Sterling.	Petersburg.	Shelbyville.	Wayne Center.
Mt. Vernon.	Pinckneyville.	Sparta.	Wenona.
Naperville.	Pittsfield.	Springfield.	Wheaton.
Naples.	Plano.	Staunton.	Whitehall.
Nashville.	Plymouth.	St. Charles.	Whittington.
Nauvoo.	Polo.	Sterling.	Winchester.
New Boston.	Pontiac.	Sullivan.	Woodstock.
Newton.	Port Byron.	Sycamore.	W. Urbana.
Noyesville.	Prairie City.	Sycause.	Yates City.

IOWA.

Population, 674,913.—Capital, DES MOINES.

Afton.	Centerville.	Des Moines.	Garnaville.
Albia.	Churton.	Do Witt.	Glenwood.
Beaumont.	Charles City.	Dubuque.	Independence.
Bellevue.	Clarinda.	Eddyville.	Ludiana.
Blairtown.	Clermont.	Eldora.	Iowa City.
Bloomfield.	Clinton.	El Dorado.	Jefferson.
Bluff City.	Corydon.	Elkader.	Keokuk.
Boonsboro.	Council Bluffs.	Fairfield.	Keosauqua.
Burlington.	Davenport.	Fayette.	Knoxville.
Camanche.	Decorah City.	Fort des Moines.	Lancaster.
Cedar Falls.	Decorah.	Fort Dodge.	Lansing.
Cedar Rapids.	Delphi.	Fort Madison.	Leon.

A HINT TO ADVERTISERS—Of the numerous Advertising Agencies in the United States there is none which we can more cordially commend to our friends than that of S. R. Niles, of Boston. We have had intimate business relations with this gentleman for several years past, and we have never yet failed to find him courteous, prompt, and reliable in all his transactions. There is no man in this country who more thoroughly comprehends the science of advertising, or more properly appreciates the interests of his patrons, and we hope that those of our readers who may have occasion to employ the services of an advertising agent in that city will remember Mr. Niles.—*Charleston, S. C., Courier.*

Tamaroc.
Taylorsville.
Tolton.
Tuscola.
Urbana.
Vandalia.
Vermont.
Vienna.
Virginia.
Warren.
Warsaw.
Washington.
Waterloo.
Watsco.
Waukegan.
Wayne Center.
Wenona.
Whenton.
Whitehall.
Wilmington.
Winchester.
Woodstock.
W. Urbana.
Yates City.

DES MOINES.

Garnaville.
Glenwood.
Independence.
Iudiana.
Iowa City.
Jefferson.
Keokuk.
Keosauqua.
Knoxville.
Lancaster.
Lansing.
Leon.

Advertising Agencies in
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may have occasion to em-
city will remember Mr.

Lewis.	Mt. Ayer.	Pacific City.	Vernon.
Lyons.	Mt. Pleasant.	Panora.	Vinton.
Magnolia.	Muscatine.	Pella.	Wapello.
Maquoketa.	Nevada.	Preparation.	Washington.
Marengo.	New Hampton.	Sidney.	Waterloo.
Marion.	Newton.	Sigourney.	Waverly.
Marshalltown.	Osage.	Sioux City.	West Mitchell.
McGregor.	Oscalona.	St. Marys.	West Union.
Montezuma.	Oseola.	Tipton.	Wheatland.
Monticello.	Ottumwa.	Toledo.	Winterset.

WISCONSIN.

Population, 775,881.—Capital, MADISON.

Alma.	Fox Lake.	Milwaukee.	Sauk City.
Appleton.	Galesville.	Miluel Point.	Shoebogon.
Baraboo.	Geneva.	Monroe.	Shellsburg.
Beaver Dam.	Green Bay.	Morzello.	Sparta.
Beloit.	Hudson.	Neenah.	Sevens Point.
Berlin.	Janesville.	Nellisville.	Stillwater.
Boscobel.	Jefferson.	Oconto.	Stoughton.
Braunton.	Juneau.	Omro.	Virogna.
Brodhead.	Kenosha.	Oshkosh.	Wasau.
Ceruleo.	Kewaunee.	Ozaukee.	Watertown.
Columbus.	La Crosse.	Platteville.	Waukesha.
Darlington.	Lancaster.	Plover.	Waupaca.
Dartford.	Madison.	Portage.	Waupun.
Delavin.	Mantowoc.	Port Washington.	Wausau.
Dodgeville.	Mauston.	Prarie du Chien.	Waushara.
East Chaire.	Mazo Manie.	Prescott.	Wautoma.
Edgerton.	Menasha.	Racine.	West Bend.
Elkhorn.	Menaska.	Richland Centre.	Whitewater.
Fon du Lac.	Menomonie.	Ripon.	

MINNESOTA.

Population, 172,123.—Capital, ST. PAUL.

Albert Lea.	Hastings.	Red Wing.	St. Peter.
Austin.	Lake City.	Rochester City.	Taylor's Falls.
Brownsville.	Lesuer.	Sauk Rapids.	Wilton.
Caremons.	Mankato.	St. Anthony.	Winnebago City.
Carver.	Mantorville.	St. Cloud.	
Chaska.	Minneapolis.	Stillwater.	
Chatfield.	Owatonna.	St. Paul.	
Faribault.	Preston.		

ADVERTISING. The advertising agency of Mr. S. R. Niles is one of the oldest and most reliable in Boston. Mr. Niles' relations with publishers and business men are of the most pleasant character. He knows the virtue of printers' ink, and always impresses its value upon the minds of business men.—Philadelphia, Pa., Press.

NEBRASKA.

Population, 28,841.—Capital, OMAHA.

F.'s City. Omaha.

KANSAS.

Population, 107,206.—Capital, LEICOMPTON.

Atchison.	Leavenworth.	Paola.	Wyandotte.
Delaware.	North Lawrence.	Topeka.	
Kansas City.	Ottawa.	Troy.	
Lawrence.	Palermo.	White Cloud.	

OREGON.

Population, 52,465.—Capital, SALEM.

Albany.	Dallas.	La Fayette.	Salem.
Astoria.	Eugene.	Olympia.	
Corvallis.	Jacksonville.	Portland.	

UTAH.Population, 40,273.—Capital, GREAT SALT LAKE CITY.
Salt Lake City.**DELAWARE.**

Population, 112,216.—Capital, DOVER.

Dover.	Millard.	Smayna.	Wilmington.
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MARYLAND.

Population, 687,049.—Capital, ANNAPOLIS.

Annapolis.	Cumberland.	Leonartown.	Snow Hill.
Baltimore.	Denton.	Libertytown.	Towsontown.
Bel Air.	Easton.	Middletown.	Upper Marlbor-
Boonsboro.	Elkton.	New Windsor.	ough.
Cambridge.	Ellis's Mill.	Port Tobacco.	Westminster.
Centreville.	Frederick City.	Princess Anne.	Williamsport.
Chesterton.	Hagerstown.	Rockville.	
Crumpton.	Havre de Grace.	Salisbury.	

Mr. S. R. NILES understands the science of advertising as perfectly as any man in the country, and is a capable of advising on the subject, or performing any duties connected with it. He is always prompt and faithful in the transaction of his commissions, and has proved himself worthy of implicit confidence by the care and judgment he has exhibited in all his dealings. His agency affords great advantages to business men of every class, and we but do justice to them in calling their careful attention to his facilities for diffusing business information far and wide in the best newspapers throughout the country, for which he is the authorized agent.—*Boston Post.*

ING AGENCY,

OMAHA.

LECOMPTON.

Wyandotte.

nd.

SALEM.

Salem.

SALT LAKE CITY.

, DOVER.

Wilmington.

ANNAPOLIS.

SNOW HILL.
TOWNSHOWN.
UPPER MARLBOROUGH.
WESTMINSTER.
WILMANSPOORT.

advertising as perfectly as
ing on the subject, or per-
ays prompt and faithful in
ed himself worthy of in-
s exhibited in all his busi-
ness men of every class,
ful attention to his facili-
ties in the best newspa-
authorized agent.—*Boston*

SCOLLAY'S BUILDING, COURT STREET, BOSTON.

15

DISTRICT OF COLUMBIA.

Population, 75,980.—Capital, WASHINGTON.

Alexandria. Georgetown. Washington.

VIRGINIA.

Population, 1,596,318.—Capital, RICHMOND.

Abington.	Fredericksburg.	Martinsburg.	Romney.
Alexandria.	Fremont.	Moorfield.	Sheparistown.
Bath.	Front Royal.	Morgantown.	Somerville.
Buckhannon.	Gyaundotte.	Moundsville.	Staunton.
Buffalo.	Halifax C. H.	New Creek.	Suffolk.
Charleston.	Hampton.	New Glasgow.	Union.
Charlestown.	Harrisonburg.	Norfolk.	Warrenton.
Charlottesville.	Hillsville.	Parkersburg.	Wellsburg.
Clarksville.	Jeffersonville.	Petersburg.	West Columbia.
Danville.	Jerusalem.	Piedmont.	Weston.
Fairfax.	Leesburg.	Point Pleasant.	Wheeling.
Fairmont.	Lewisburg.	Portsmouth.	Williamsburg.
Fellowsville.	Lexington.	Pruntytown.	Winchester.
Fincastle.	Liberty.	Ravenswood.	Woodstock.
Floyd C. H.	Lynchburg.	Richmond.	Wytheville.

KENTUCKY.

Population, 1,155,384.—Capital, FRANKFORT.

Ashland.	Cynthiana.	Hopkinsville.	New Castle.
Augusta.	Danville.	Lebanon.	Nicholasville.
Bardstown.	Elizabethtown.	Lexington.	Owensboro.
Howling Green.	Frankfort.	Louisville.	Paducah.
Canton.	Glasgow.	Maysville.	Paris.
Columbus.	Henderson.	Mount Sterling.	Shelbyville.
Covington.	Hickman.	Murphy.	

S. R. NILES' ADVERTISING AGENCY. It is needless, at this late day, to argue in favor of liberal and discriminating advertising at all times, and especially in seasons of business depression. We take pleasure in recommending Mr. Niles to the public as an intelligent and prompt business man, who thoroughly understands the subject of advertising in all its varied phases, and who will faithfully fulfil all his contracts.—*Boston Transcript.*

AMONG all the advertising agencies of the day we know of none more worthy of the confidence and patronage of advertisers than that of our friend S. R. Niles, of Boston. He has made the subject of advertising a special study, and his long experience well qualifies him to make a wise discrimination in the selection of papers. His agency has been of great benefit to the business community, and its facilities were never greater than now. Prompt, reliable, and courteous, it is a pleasure to do business with such a man. His patrons will always find him attentive to their interests and honorable in his dealings.—*Portland, Me., Transcript.*

TENNESSEE.

Population, 1,109,801.—Capital, NASHVILLE.

Athens.	Greenville.	Marysville.	Shelbyville.
Chattanooga.	Huntingdon.	Marysville.	Somersville.
Clarksville.	Jackson.	Memphis.	Spain.
Columbia.	Jonesboro.	Murfreesboro.	Springfield.
Dandridge.	Kingsdon.	Nashville.	Trenton.
Dresden.	Knoxville.	Paris.	Winchester.
Fayetteville.	Lewisburg.	Pulaski.	
Franklin.	Lebanon.	Purdy.	
Gallatin.	Lewisburg.	Hogersville.	

MISSOURI.

Population, 1,182,012.—Capital, JEFFERSON CITY.

Albany.	Frederick Town.	Louisiana.	Sedalia.
Alexandria.	Fulton.	Macon.	Springfield.
Arcadia.	Gallatin.	Marshall.	St. Charles.
Bloomfield.	Glasgow.	Maryville.	Stewardsville.
Bloomington.	Grand River.	Memphis.	St. Genevieve.
Hollvar.	Greenfield.	Mexico.	St. Joseph.
Booneville.	Hannibal.	Milan.	St. Louis.
Brownville.	Harrisonville.	Mt. Vernon.	Sturgeon.
Brunswick.	Hermann.	Neosho.	Trenton.
Bullalo.	Hillsboro.	New London.	Troy.
Callifornia.	Huntsville.	New Madrid.	Union.
Cape Girardeau.	Independence.	Ocala.	Utica.
Carrollton.	Ironton.	Oregon.	Versailles.
Charleston.	Jefferson City.	Palmira.	Vienna.
Charlesville.	Kansas City.	Parkville.	Warrensburg.
Chillicothe.	Kent.	Perryville.	Warsaw.
Clinton.	Kingsdon.	Platte City.	Washington.
Columbia.	Lancaster.	Princeton.	Waterloo.
Edina.	Lebanon.	Richmond.	Waverly.
Fayette.	Lexington.	Rolla.	Weston.
Fidelity.	Liuens.	Saline.	Westport.
		Savannah.	

S. R. NILES, NEWSPAPER ADVERTISING AGENT, at the old stand in Scollay's Building, has business connections with papers in all parts of the country, and advertisers will find at his office a perfect system for disseminating business information far and wide. This is the season for making contracts for advertising, and we recommend Mr. Niles as efficient, responsible, and every way competent to transact the business to any extent.—*Boston Traveller*.

We have great pleasure in calling the attention of our advertising friends to Mr. S. R. Niles, of Boston, whose talent and integrity recommend him to all business men. The importance of judicious advertising renders his agency a great benefit to the commercial public.—*Frank Leslie's Illustrated Newspaper, New York*.

AGENCY,

NASHVILLE.

Shelbyville.
 Nashville.
 Spartan.
 Springfield.
 Trenton.
 Winchester.

EFFERSON CITY.

Sevilla.
 Springfield.
 St. Charles.
 Stewardsville.
 St. Genevieve.
 St. Joseph.
 St. Louis.
 Sturgeon.
 Trenton.
 Troy.
 Union.
 Union.
 Versailles.
 Vienna.
 Warrensburg.
 Warsaw.
 Washington.
 Waterloo.
 Waverly.
 Weston.
 Westport.

MENT, at the old stand in
 papers in all parts of the
 is the season for making
 Niles as efficient, respon-
 siveness to any extent.—*Pos-*

of our advertising friends
 integrity recommend him
 us advertising renders his
Frank Leslie's Illustrated

NORTH CAROLINA.

Population, 692,322.—Capital, RALEIGH.

Ashville.	Hillsborough.	Oxford.	Wadesboro.
Charlotte.	Hokeville.	Plymouth.	Warrenton.
Edenton.	Lexington.	Raleigh.	Washington.
Elizabeth City.	Lenoir.	Rutherfordton.	Waynesboro.
Fayetteville.	Milton.	Salem.	Weldon.
Goldborough.	Murfreesboro.	Salisbury.	Wilmington.
Greensborough.	Murphy.	Shelby.	Wilson.
Halifax.	Newbern.	Smithfield.	
Hendersonville.	Normal College.	Tarboro.	

SOUTH CAROLINA.

Population, 703,708.—Capital, COLUMBIA.

Abbeville.	Columbia.	Laurens.	Spartanburg.
Anderson.	Due West.	Lexington.	Sumterville.
Barnwell.	Burkeville.	Marion.	Yorkville.
Camden.	Edgelfield.	Newberry.	Windsborough.
Charleston.	Greenville.	Orangeburg.	
Cheraw.	Hamburg.	Pickens.	
Chester.	Lancaster.	Port Royal.	

GEORGIA.

Population, 1,057,286.—Capital, MILLEDGEVILLE.

Albany.	Calloun.	Fort Gaines.	Newman.
Athens.	Cassville.	Griffin.	Pouffield.
Athens.	Chattahoochee.	La Grange.	Ringold.
Augusta.	Columbus.	Macon.	Rome.
Baldwinville.	Dalhousie.	Madison.	Sandersville.
Dalton.	Dalton.	Marion.	Savannah.
Buena Vista.	Forsyth.	Milledgeville.	Zebulon.

FLORIDA.

Population, 140,425.—Capital, TALLAHASSEE.

Alligator.	Mullson.	Ocala.	Tallahassee.
Apalachicola.	Marion.	Pensacola.	Tampa.
Jacksonville.	Newport.	St. Augustine.	

Mr. S. H. NILES, Boston, the popular Advertising Agent for New England, &c., we learn, is extending his business all over the country. We have done business with him for eight or ten years, and can cheerfully say we have found his Agency prompt, energetic and reliable.—*St. Louis, Mo., Republican.*

We have had several years' business experience with the Advertising Agency of Mr. S. H. Niles, Boston, and have always found it prompt and reliable. We have no doubt that the same characteristics will mark its future transactions.—*Chicago, Ill., Tribune.*

ALABAMA.

Population, 904,201.—Capital, MONTGOMERY.

Athens.	Clayton.	Chartersville.	Moulton.
Auburn.	Crawford.	Haynesville.	Notasulca.
Autaugaville.	Deafur.	Huntsville.	Prattville.
Belsfonte.	Elin.	Jacksonville.	Selma.
Benton.	Enfauha.	Lafayette.	Talladega.
Butler.	Enfau.	Leiden.	Troy.
Cahaba.	Fayette.	Livingston.	Tusculossa.
Camden.	Florence.	Louisa.	Tusculmbn.
Carrollton.	Gainsville.	Marion.	Tuskegee.
Centre.	Greensboro.	Mobile.	Uniontown.
Chilborno.	Greenville.	Montevallo.	Wetumpka.
Charlesville.	Grove Hill.	Montgomery.	

MISSISSIPPI.

Population, 701,366.—Capital, JACKSON.

Aberdeen.	Fulton.	Kosciusko.	Pittsboro.
Brandon.	Gulfport.	Lexington.	Pontotoc.
Canton.	Greensboro.	Louisville.	Port Gibson.
Carrollton.	Grenada.	Macon.	Raymond.
Carthage.	Hernando.	Marion.	Ripley.
Coffeeville.	Holly Springs.	Monticello.	Vicksburg.
Columbus.	Holmesville.	Natchez.	Woodville.
Eastport.	Houston.	Oakman.	Yuzoo City.
Fayette.	Jelino.	Oxford.	
Fort Adams.	Jackson.	Pauldu.	

ARKANSAS.

Population, 495,450.—Capital, LITTLE ROCK.

Arkadelphia.	Fayetteville.	Little Rock.	Wittsburg.
Batesville.	Fort Smith.	Pine Bluff.	
Camden.	Helena.	Van Buren.	
Dardanelle.	Jacksonport.	Washington.	

INTERESTING TO ADVERTISERS. We take pleasure in stating that the facilities afforded by Mr. S. B. Niles of Boston, for inserting advertisements in the best newspapers in all parts of the country, were never more full and complete than at the present time. His agency is a concentration of all the newspapers in the United States, where business men may contract for advertising in any number of newspapers, on the same terms and with as great advantages as would be gained by personal application to publishers. Advertising is one of the surest roads to fortune, and Mr. Niles can very essentially assist all who are wise enough to try it. We can recommend him as fully competent, responsible, and reliable. He certainly understands the whole subject of advertising, and he has facilities excelled by none. All our prominent contemporaries heartily endorse Mr. Niles.—*Philadelphia, Pa., Evening Bulletin.*

J. MONTGOMERY.
 Abbeville. Moulton.
 Aiken. Natchez.
 Anderson. Prattville.
 Batesville. Schuyl.
 Camden. Tallapoosa.
 Charleston. Telford.
 Columbus. Tusculum.
 Dalton. Tuskegee.
 Decatur. Uniontown.
 Greenville. Wetumpka.
 Hartsville.
 Hillsboro.
 Jonesboro.
 Knoxville. Park Hill.
 Little Rock. Raymond.
 Memphis. Ripley.
 Montgomery. Vicksburg.
 Nashville. Woodville.
 Raleigh. Yazoo City.

LITTLE ROCK.
 Willsburg.

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 application to publishers.
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 He certainly understands the
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 se Mr. Niles—Philadelphia.

LOUISIANA.

Population, 708,002.—Capital, Baton Rouge.

Abbeville.	Covington.	Mount Lebanon.	Shreveport.
Alexandria.	Donaldsonville.	Natchitoches.	St. Francisville.
Attakapas.	Earnersville.	Napoleonville.	St. James.
Bastrop.	Franklin.	New Orleans.	St. Martinville.
Baton Rouge.	Harrisonburg.	Opelousas.	Thibodaux.
Baton Rouge.	Homer.	Ouachita.	Tulity.
Cade.	Lake Charles.	Pasadena.	Vermillionville.
Carrollton.	Mansfield.	Point Coupee.	Vidalia.
Catahoula.	Marksville.	Providence.	
Chilton.	Minon.	Richmond.	

TEXAS.

Population, 604,215.—Capital, Austin.

Anderson.	Centerville.	Houston.	Richmond.
Austin.	Charlottesville.	Huntsville.	Rusk.
Bastrop.	Columbia.	Jefferson.	San Antonio.
Bonham.	Crockett.	Kaufman.	Tyler.
Boston.	Dallas.	Liberty.	Waco.
Brazoria.	Fairfield.	Lockhart.	Washington.
Brenham.	Galveston.	Marshall.	
Brownsville.	Henderson.	Motagorda.	

CALIFORNIA.

Population, 379,984.—Capital, Sacramento.

Auburn.	Los Angeles.	Pacheco.	San Leandro.
Chico.	Markleville.	Petaluma.	Santa Cruz.
Colusa.	Marysville.	Placerville.	Silver Mountain.
Copperville.	Meadow Lake.	Prescott.	Suelling.
Downsville.	Mokelumne Hill.	Quincy.	Sonoma.
Dutch Flat.	Monitor.	Red Bluff.	Stockton.
Eureka.	Monterey.	Redwood City.	Stockton City.
Folsom.	Napa.	Sacramento.	Tekin.
Hendburg.	Nevada.	San Andreas.	Yuba.
Jackson.	Oakland.	San Francisco.	Woodland.
La Paz.	Oriente Har.	San Jose.	Yreka.

Mr. S. R. NILES of Boston, the well known and popular advertising
 agent for his enterprise, integrity, and sagacity as a business man, and es-
 pecially in his particular line, is well deserving of "honorable mention" by
 all who have had dealings with him. We desire to direct the attention of
 business men to the fact that a man so well posted in this behalf, and so com-
 petent to form a correct opinion as to the benefits of advertising, invests
 largely and constantly in that direction. And while referring to him we
 may also remark that one who has acquired practical as well as theoretical
 knowledge upon this subject, will be found a safe guide and a reliable agent
 for all who would seek to reap the benefits of a judicious system of adver-
 tising.—Concord, N. H., Patriot.

CANADA.

Alumet.	Durham.	Oll Springs.	Smiths Falls.
Aylmer.	Goderich.	Oshawa.	Stanstead.
Ayr.	Guelph.	Ottawa.	St. Catharines.
Barris.	Hamilton.	Paslay.	St. John's.
Bedford.	Huntingdon.	Paris.	St. Marys.
Belville.	Ingersoll.	Perth.	Stratford.
Berlin.	Kingston.	Peterboro.	Strathroy.
Bethwell.	Lindsay.	Port Hope.	Toronto.
Bradford.	London.	Prescott.	Waterloo.
Brantford.	Millbrooke.	Prescott.	Whitby.
Brockville.	Montreal.	Quince.	Windsor.
Chayuga.	Morrisburg.	Richmond.	Woodstock.
Chatham.	Napanee.	Sarnia.	
Cobourg.	Newmarket.	Sherbrooke.	

BRITISH PROVINCES.

Bridgetown, N. S.	Hillsborough, N. B.	St. John's, N. F.
Charlottetown, P. E. I.	Liverpool, N. S.	Sydney, N. B.
Chatham, N. B.	Platon, N. S.	Woodstock, N. B.
Fredericton, N. B.	Sackville, N. B.	Yarmouth, N. S.
Halifax, N. S.	St. Andrews, N. B.	
Harbor Grace, N. F.	St. John's, N. B.	

A DAY or two since we had a pleasant call from S. R. Niles, Esq., the popular and efficient Newspaper Advertising Agent of Boston. He was formerly an apprentice to the printing business in this city, and he has done nothing to reflect discredit upon the establishment from which he graduated. Mr. Niles is one of the men who has seen the benefits of advertising; that to the merchant or the man of business, the expenditure of a few hundred dollars, more or less, in judicious advertising, is like the expenditure of a few hundred money by the intelligent farmer for fertilizers for his land, each dollar expended coming back increased ten-fold in the shape of profits. This lesson he would impress upon the minds of business men. Printers' Ink is the best fertilizer for a business soil, ever yet discovered—and Mr. Niles knows where it is safe and profitable to use it.—*Portland, Me., Press.*

AN OLD AGENCY. One of the oldest and most reliable newspaper advertising agencies in this country is S. R. Niles', No 1 Scovell's Building, Boston. It was established by the late V. H. Palmer, and has always had the good fortune to enjoy an excellent reputation. Mr. Niles gives his personal attention to his business, and consequently is always on good terms with those with whom he deals. We are glad to know he is receiving a fair share of the business of the public, whom he has long acceptably served.—*Lowell, Mass., Courier.*

S. R. NILES' ADVERTISING AGENCY in Boston is one of the best of the many advertising agencies in the country—one of the few really good ones. We take pleasure in adding our testimony to the prompt and honorable manner in which all business entrusted to this agency is transacted.—*Houston, R. I., Patriot.*

S. R. NILES' NEWSPAPER ADVERTISING AGENCY is of great value to the mercantile community, as well as to newspaper publishers, and we know Mr. Niles to be competent and energetic, and that he will execute all contracts for advertising thoroughly and handsomely.—*St. Louis, Mo., Democrat.*

ings. Smiths Falls.
 t. Stanstead.
 . St. Catharines.
 . St. John's.
 . St. Marys.
 . Stratford.
 . St. Catharines.
 . Toronto.
 . Waterloo.
 . Whitby.
 . Windsor.
 . Woodstock.

AGENCIES.

St. John's, N. E.
 Sydney, N. B.
 Woodstock, N. B.
 Yarmouth, N. S.

Mr. S. R. Niles, Esq., the popular
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 from which he graduated.
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Mr. Niles is one of the best of the
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 agency is transacted. — *Worcester*.

AGENCY is of great value to
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 y — *St. Louis, Mo., Democrat*.

THE PHILOSOPHY OF ADVERTISING.

MAN, they say, is a trading animal—the only one. The wants of each individual are more numerous and varied than his faculties and capacities devoted to supplying them. Each producer of necessities or comforts naturally produces a superabundance of whatever he grows or fabricates, and exchanges it for a competence of other wares or staples adapted to his wants. The grain-grower has a large surplus of grain, but requires nearly everything else: the plow-maker consumes perhaps a dollar's worth per year of his own products, and four hundred and ninety-nine dollars' worth of other people's, obtained by the sale of his own. And as man rises in the scale of civilization his wants are increased and diversified. He labors more, produces more, exchanges for more. The lowest savage may produce or gather a hundred dollars' worth per annum and exchange ten dollars' worth of it for other necessities or comforts; while the population of the United States or Great Britain produce at least five hundred dollars' worth to each able-bodied man, whereof two-thirds, at least, is exchanged by the producers with each other, and with the producers of foreign lands. And, as Man shall continue to rise in the scale of Intelligence, Industry, Efficiency, and Comfort, not merely the amount but the proportion of each man's products exchanged for those of others must continue to increase. The aggregate of exchanges of property is probably now expanding throughout the world at the rate of ten per cent. per annum, though the annual increase of population is less than three per cent.

But while the aggregate of Exchanges is rapidly increasing, the profits of the exchangers tend steadily to diminish. It is the interest of the producers of all classes and climes to effect their exchanges with each other as directly and simply—at all events as cheaply—as possible. It matters little to the producers as a whole whether prices

Mr. S. R. NILES, whose advertising agency is at No. 1 Scollay's Building, Court Street, Boston, conducts his business in such a manner as to warrant the confidence of advertiser and publisher. In these days, when so many of the agencies are a delusion and a snare, it is pleasant to reflect that there are two or three that deserve to live and prosper; and Niles is one of them. — *Providence, R. I., Journal*.

be low or high if they be justly proportioned. If A, being a farmer in 1815, received a dollar per bushel for his corn and bought the broadcloth for his coat at five dollars per yard, and now can get just such broadcloth for two dollars and a half, while his corn will bring but fifty cents per bushel, he is neither better nor worse for the change, all other things being equal. But if in 1815 he paid five bushels of corn for a yard of broadcloth, while the maker of the cloth received but four bushels, and now he gives the like five bushels per yard, but the maker receives four bushels and three pecks of corn or their full equivalent for every yard of cloth he turns off, then there has been a real improvement in the condition of the producers of cloth, if not of corn also. And, as Intelligence is diffused and Knowledge is brought to bear upon the most intimate and homely relations of life, the cost of making exchanges—in other words, the charges and profits of non-producing Traders—must and do decrease continually.

But this by no means proves that Trade is poorer nor that traders as a class do worse than formerly. It only proves that the number of Traders can not and does not increase in proportion with the increase of Trade, without subjecting them to the necessity of taking smaller and still smaller profits. Every year the number of producers and of consumers of others' products increase, as also the aggregate of products exchanged. Every year the construction of Canals, Railroads, Harbors, Steamships, and other facilities of transportation and traffic, impels greater and still greater production, with a still larger extension of Commercial exchanges. The neighborhood in the Ohio valley which was clad in homespun, and did not pay ten dollars to each person for all its purchases from others half a century since, now wears the fabrics of Old and New England, and is a liberal patron of the spice-growers of both the Indies, the tea of China, the coffee of Brazil, and the fish of Newfoundland—probably paying thirty dollars per head for the products of other industry than its own.

A RELIABLE AGENT. The proprietors of western papers, particularly of those published in the country, have suffered enough from evading, irresponsible Advertising Agents, to make them suspicious of all. There are, however, a few reliable Agencies, and among these latter we take pleasure in stating that Mr. S. R. Niles, of Boston, occupies a prominent position. We have transacted a considerable amount of business with him, and cordially recommend him to the craft throughout Minnesota and Wisconsin, as an upright, honorable and prompt man.—*St. Paul, Minn., Press.*

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although the average range of prices is about half what it was in 1800. Trade has greatly increased, is increasing, and is bound to increase even more rapidly than it has ever yet done.

It is idle, therefore, to say, that Commerce is ruined, prostrate, because overdone. It is only the possibility of making fortunes by Trade with no decided capacity for the vocation that is vanishing. The time is at hand, if not already upon us, when the mercantile is to take rank with the most intellectual and arduous of the liberal professions. The merchant of the next age must be a genius—a financier—a man born to be an efficient and beneficial distributor of the bounties of Nature, of the products of Human Labor. If he lack these essential characteristics, let him aspire to be any thing else rather than a merchant, for his own sake and for that of others. An incompetent doctor may live though his patients should not; a poor lawyer may damage his clients, yet pocket their fees; a thick-headed merchant must inevitably ruin both himself and his trusting friends. The chances that he may blunder on and dodge bankruptcy for years have grown less and less until they are very nearly extinguished.

It is idle and mischievous to hope for large profits henceforth, save in rare, exceptional instances. The general diffusion of intelligence and the improvement of the facilities for direct exchanges between producer and consumer render extensive and regular trade on the old basis of small sales and large profits impossible. If the flour-dealers of New England, the coal-dealers of New York, the shoe-dealers of Ohio, will not supply their customers at moderate prices, they provoke competitors to supplant and destroy them; or, this failing, they induce consumers to combine and buy at wholesale a cargo of flour, of coal, of shoes, for themselves. Any serious attempt to restore the old system of sales on long credits to customers of doubtful solvency, but at such high prices as to compensate for the risk and delay of payment, would only serve to impel the consuming classes to with-

THE NEWSPAPER ADVERTISING AGENCY of Mr. S. R. Niles of Boston, affords every facility for advertising in all parts of the country. We have done business with him for years, and have always found him very careful and prompt in business transactions.—*Albany, N. Y., Country Gentleman.*
MR. S. R. NILES, NEWSPAPER ADVERTISING AGENT, Boston, is a reliable agent, prudent in his contracts, and prompt in his remittances.—*Columbus, Ohio, State Journal.*

draw more and more of their custom from traders as a class, and effect more and more of their exchanges by agencies and arrangements of their own. The practical choice of the mercantile class lies not between large and small per-centages on their sales, but between small ones and none.

But small advances on cost do not imply small profits. On the contrary, there never was a time when larger profits were realized than may be now. Let us suppose, for example, that New England consumes annually ten thousand tons of Western Bacon, and that the quantity so consumed is annually increasing. Now if any Boston merchant at home can manage to become the channel of interchange between the producers and the consumers of half those Hams, at an average net profit of two per cent., assuming the Hams to be worth \$300 per ton, that merchant or house would clear \$30,000 annually on Bacon alone. So with Flour, Groceries, and every thing else.

These then, are the essential bases of a profitable and safe trade in the future — first, ability to supply the public demand on as favorable terms as any one else can offer; secondly, universal knowledge of the fact, and assurance that it may be relied on. Let a Boston dealer in Flour, or Meats, or Cloths, or anything else, be able to supply all New England with whatever he deals in at the lowest possible rate, and let all New England be assured of the fact that he can and *will* do so, and his fortune is made. No matter though his average net profit should range even below one per cent., his annual income must exceed his necessary expenses by thousands of dollars.

The merchant, therefore, who aims to succeed in business must aim at these two points — first, to be sure that he can satisfy a wide demand for the articles he deals in on the lowest practical terms; secondly, that everybody within the proper scope of his business is made aware of his ability and confident of his disposition to do so. These points attained, he has only to do his business properly as it comes in upon him, and his fortune is secure.

NEWSPAPER ADVERTISING AGENCY. Among all the Eastern Newspaper Advertising Agencies, none stand higher than that of S. R. Niles, of Boston. Prompt and reliable, all business entrusted to him is attended to personally and faithfully, and every contract is fulfilled to the exact letter. We can cordially commend him to our brethren of the press who may wish to avail themselves of his experience as an agent. His agency is of the greatest advantage to business men, and his facilities for diffusing business information are unsurpassed.— *Cleveland, Ohio, Herald.*

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small profits. On the larger profits were realized, for example, that New England of Western Baron, and that trading. Now if any Boston the channel of interchange of half those items, at an amounting the items to be worth could clear \$50,000 annually, and everything else.

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among all the Eastern Newspapers then that of S. R. Niles, of the fact that he is attended to fulfilled to the exact letter of the press who may wish it. His agency is of the greatest for diffusing business in-

Herold.

To the merchant or dealer who is sure of his ability to fill orders on the most favorable terms, the attainment of an adequate publicity is the matter of primary concern. If his circle of trade is properly the County in which he lives, then he should take effectual measures to let every family in that County know what he sells and on what conditions. It is idle to speak of the cost as an impediment—he might as well object to the cost of sheltering his goods from bad weather, protecting them from thieves, or dealing them out to customers. All the other cost of his business is incurred without adequate motive or return so long as the essential element of his business is neglected or scrupled. If his location and his stock only entitle him to expect the custom of his own township or neighborhood, then he should incur the expense of fully informing that locality. Just so with a wholesale merchant who aspires to a custom co-extensive with his State, his section, or the whole Union. If he is prepared to satisfy so wide a demand on favorable terms, the expense of apprising those whom he desires for customers of the nature of his business, the character of his stock, the range of his prices, and the reasons why he should be dealt with, is one which he cannot refuse to incur without gross incompetency, and ruinous prodigality. By thus refusing, he increases his expenses for rent, lights and fuel, clerk-hire, &c., from half a per cent. to three, five and in some cases ten per cent. on his aggregate sales, and renders it morally impossible that he should sell at a profit and at the same time sell as cheaply as his more enterprising and capable rivals. In effect, he confesses defeat and incapacity, and retreats to the rear rank of his vocation.

Some men who know enough to advertise are yet so narrow as to confine their advertisements to journals of their own creed or party. If they do not choose to trade with any but men of like faith, this is wise; but if they desire to have the whole public for customers, it is otherwise.

S. R. NILES, ADVERTISING AGENT, Boston, is a gentleman with whom it is pleasant to deal; a clear-headed, honest-minded, square man, who does what he says, and who does not say what he ought not to say to further his own ends and at the expense of his patrons. We have had large dealings with him, and always found him prompt and reliable, and with pleasure, pen so much in praise of a pleasant companion, and a "pillar of fire by night" to the country press of New England, and a large "splice in the main brace" of all journals in these States dependent on advertising.—*Manchester, N. H., Mirror.*

There is a large class who delight to shine in newspapers and placards as wits and poets, and announce their wares in second-hand jokes, or in doggerel fit to set the teeth of a dull saw on edge. If their object is notoriety or a laugh, this is the way to attain it; but if it be business, it would seem better to use the language of business. Leave clown's jests to the circus, and let sober men speak as they act, with directness and decision. The fewest words that will convey the advertiser's ideas are the right ones.

Men of business are hardly aware of the immense change which a few years have wrought in the power of the Public Press. A few years since, a circulation of ten thousand copies was a very large one for a daily paper; now there are Journals issuing forty to seventy thousand copies daily, while lists of ten to twenty thousand are frequently and rapidly increasing. As a general rule, an advertisement in a paper now will meet the eyes of four to ten times as many persons as a like announcement would have done twenty years ago. It is easy to place one in a single paper, where it will meet the eyes of five hundred thousand persons within one week, or by using half a dozen papers, to challenge the attention of a million of persons. When it is practicable to attain such publicity at the cost of a few dollars, and when some actually *do* obtain it, how can those who neglect it expect to build up a new business? An old one may subsist, until its customers gradually drop off by death or removal; but he who would build up a business now must 'be like the time,' and improve the advantages it offers. Foremost among these is the facility now so cheaply afforded for general Advertising. To neglect it, is like resolving never to travel by steam nor communicate by telegraph. It is to close one's eyes to the light, and insist on living in perpetual darkness. An individual may do this at his own cost; but a community, a class, will never act so insanely; and he who neglects the advantages of Advertising not only robs himself of his fair advantages, but bestows the spoils on his wiser rivals.

S. H. NILES, the enterprising Advertising Agent of Boston, deserves well of the American Press, for his exertions in their behalf. Not so much for the amount of business which he has given the papers in all the leading cities and towns throughout the country, as for his persistent efforts in educating the public mind to a better understanding and appreciation of the science of advertising. He has written and published more than any other man we know of to illustrate its wonderful operation, and its magical effects, when thoroughly applied to business of any kind depending upon a knowl-

The only course in business is to let the people know what you have to offer to their notice, or what you may desire to obtain from them. The system of advertising sets down the conditions of existing trade, as on a chart, and every one is enabled to guide his proceedings by it. Thus the exchanges of commerce are made with rapidity and satisfaction. Without such a chart, people are more or less in the dark; they grope about in their occupations, and the results are always conformable to such uncertain means of acting. There are ten thousand mutual wants in society which go about in search of each other. A person who had planned an encouraging enterprise, and wished for a partner in it, said to us: "I have a good plan in my head, but it is at a stand. The man I want is somewhere in the neighborhood; and he wants me as much as I want him. So that, in fact, here are the two halves of a profitable project lying asunder, and trying in vain to come to one another in the crowd." Such was, indeed, the case. But if he had advertised his wishes, as he said he was resolved to do, and the other unheard-of man had done the same, their heads would have been put together, and a new fact would have come to life.

THE IMPORTANCE OF ADVERTISING cannot be overestimated by any business man, and it is only occasionally that we find one who fully appreciates its value as the great development of the power which brings buyer and seller in direct and speedy communication. Mr. S. R. Niles, the enterprising Advertising Agent of Boston, with whom we have been acquainted for many years, and for whom we have done a large amount of business, has given the subject of advertising a great deal of attention, and has in some degree brought into subjection the great principle his agency is designed to control, that of wielding the newspaper press, that mighty engine of publicity, for the benefit of all those who may have sufficient light to require its assistance. Many a man has already been made rich through his instrumentality, and many more are yet to follow. Systematic advertising is but begun, but the day will soon come when a man will as readily think of walking without feet, or working without hands, as of success without advertising. Such is the inevitable course of things, and in a few years, not one, from the greatest wholesaler of the greatest city, to the smallest retailer of Mr. Niles is of great importance to merchants, manufacturers and others. He understands the business thoroughly, and after a personal and business acquaintance of fifteen years, we take pleasure in commending him and his excellent agency to the press and the public.—*Fitchburg, Mass., Revell's.*

ADVERTISING AGENCY. Among the few reliable advertising agencies in the country none stand higher than that of S. R. Niles, Boston. Mr. Niles is efficient, trusty, and prompt.—*Albany, N. Y., Evening Journal.*
Mr. S. R. NILES of Boston, is a reliable and popular advertising Agent, and his relations to the press date back almost to the original inception of these enterprises in this country.—*Augusta, Me., Maine Farmer.*

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S. H. Niles, Boston. Mr.
-*Evening Journal.*
popular advertising Agent,
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Maine Farmer.

VALUE OF ADVERTISING.

ALL Business Men advertise to a greater or less extent, in some shape or other,—but NEWSPAPER ADVERTISING is the only means by which dealers may rapidly extend the number of their customers. If it is good to tell a hundred persons that you can give them good bargains, it is much better to tell a thousand, and so on to the end of the chapter. The Newspaper is the means to be used for this purpose. It goes everywhere, and tells your story to thousands at the same moment. It is to the business man better than capital, for it brings him customers, which capital will not do. It is in reality the poor man's capital, and when coupled with enterprise and activity, honesty and determination, it is better than gold for a foundation. When all are combined, there is no such result as failure.

HOW TO ADVERTISE.

There are always two ways of doing a thing, and a good thing in itself may be turned from its purpose by the mode in which it is applied. For want of experience and judgment, some modes of advertising are nearly as bad as none at all, and therefore a knowledge of the places and papers in which a business man is going to advertise, is of as much consequence to him as the advertisements themselves. It may be laid down as an incontestable fact that the money spent in judicious advertising by a business man, invariably yields him four-fold, sooner or later, and in numerous instances one hundred or one thousand-fold. Some advertise for a short time after they commence business, and think it is sufficient; others intermit advertising after they have established a flourishing business by its aid. This is a

ADVERTISING AGENTS. Like all newspaper men, we have had our experience with "advertising agents," and have found many of them the most arrant knaves; but thus far they have not been eminently successful in gratifying their knavery at the expense of our pocket. There are two or three that we have always found reliable and prompt in the settlement of bills. Among these is S. H. Niles of Boston. For nearly four years we have transacted business with him, and have never had a bill questioned, or payment delayed. It gives us pleasure to recommend him to our brother publishers.—*Ohio Farmer, Cleveland, Ohio.*

great mistake. From the moment a house ceases to advertise, however large its reputation and standing, it begins to decline. The changes are so rapid in this country, and the public mind is so constantly occupied by new applicants for its favor and its attention, that to be out of the papers where everybody seeks for information on every subject, is to be forgotten. The Press is daily more and more becoming a necessity, and its usefulness as an advertising medium is as constantly increasing. No man is wise, or just to himself, who undertakes to do business without availing himself of its advantages.

VALUE OF PUBLICITY.

Notoriety or publicity is an indispensable element of success to the merchant, mechanic, or manufacturer, who would give a speedy and wide distribution to the commodities and productions which he seeks to exchange for money. He may have capital, skill, convenient position, punctuality, industry, and honesty — every possible fitness for his business — and all is nothing if he have not sufficient notoriety. This notoriety, be it cost more or less, he must purchase or provide for as carefully as he purchases or manufactures his stock of goods. And it must in extent bear a certain relation to the business he would do. It must be both positive and comparative. People must not only know him and his business, because otherwise they will not find him, but they must know him because otherwise they will find and trade with those who are better known. Customers, like sheep, are gregarious, and flock where they see others flocking. If nobody else were engaged in the same business, it would be important for our dealer to advertise in the newspapers, because people are tempted to buy what they read of. It is like having a salesman with several

ADVERTISING. It is too late to reiterate any argument in support of the advantages of advertising. The success of merchants and business men who have followed a judicious and systematic course of advertising are but so many evidences in its behalf. Like all other business it requires study, investigation and application. Study of its utility enables one to systematize, investigation creates and establishes faith, for works without faith are dead, and application produces the desired effect viz. — patronage and business. There are but few men, we doubt very much if there is one, who

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'thousands of voices, speaking politely of your wares to tens of thou-
 sands of people, perhaps at the same moment, never offending, never
 obtrusive, never tired—such a salesman might be worth one, two,
 three, or five thousand dollars a year to you—according to the num-
 ber of his voices—might he not?

But if others *are* engaged in the same business, even if *they* do not
 advertise, it becomes the more important for our dealer to do so, and
 if they *do* advertise, it becomes doubly important. It becomes, in
 fact, ruin not to be known as extensively as his rivals, as it is the
 flood-tide of fortune to be known more extensively.

THE POLICY OF EVERY MAN

In business, and who must live by the public, is to let the public hear
 of him. His best speaking trumpet is the newspaper advertisement.
 In a populous community and a rapid age like this, every trader must
 make himself known, otherwise he will fall behind the progress of his
 neighbors—not in two or three papers, nor even in all those of the
 city where the business is done, but in the most widely circulated
 journals of the whole region whence custom is derived.

THE TIME HAS PASSED

For people to sit quietly in their stores, and trust to circumstances
 for their customers. The aspect of business has been entirely changed
 — the old landmarks have been removed, and new channels opened.
 People should not now sit quietly and gaze upon the dust gathering
 around their wares, but with becoming shrewdness place their pens
 on paper, enumerate their articles, and announce through the adver-

understands the good fruits resulting from a judicious use of Printer's Ink,
 better than Mr. S. H. Niles of Boston, the enterprising Newspaper Adver-
 tising Agent, known to Publishers all over the country, and to all business
 men who have done business with him, and they are legion, as an ever ready
 and always reliable business man. We have had an acquaintance with him
 for ten years and we are pleased to state that it wears well. We hope to con-
 tinue it for years to come with profit to Mr. Niles, to ourselves, and to his and
 our patrons.—*Watchus, Jr., Union.*

Using columns of widely-circulated papers the quality of their articles, and where they may be found. Men of small capital long since discovered this sure road to wealth, and he who does not follow in their wake will find himself distanced.

TO BE SUCCESSFUL,

Advertisements must be presented through the right means, and come before the reader at the right time to secure his favorable consideration. That means is the Newspaper. To that the purchaser looks as the legitimate place for the information he seeks, and he finds it there when most in the disposition to dwell upon its statements and note its facts. There it meets the eye of the reader when he is at leisure to note its import. He has it repeated to him day after day, and as his wants are suggested, he recurs to it for guidance. It is in its legitimate place, having a proper publicity, but not obtrusively or surreptitiously forced upon his notice, and therefore is not met with distrust. The coincidence between his needs and the places at which they may be supplied is naturally established, and the fact that the establishment he seeks is in its place among those which press their claims through a proper channel, begets confidence and produces the desired result. No man who has relied upon this means of advertising, and judiciously pursued it, has ever regretted the expenditure in view of the results.

EXTENSIVE ADVERTISING.

The business of advertising in this country, has more than doubled in the last ten years. The reason is that those who have done it have found their account in so doing. It has yielded an additional profit, by widening the circle of customers, and thus enabling them to run

S. R. NILES' ADVERTISING AGENCY, No. 1 Scollay's Building, Boston, is one of the best conducted in the country. It is as well established, as thorough and perfect in its dealings, as any old mercantile house. Our business intercourse with Mr. Niles enables us to commend him as fair, honest, and exact in all his transactions with the press.—*New Bedford, Mass., Mercury.*

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It is as well established as
old mercantile house. Our busi-
ness commends him as fair, honest,
and true.—*New Bedford, Mass., Mer-*

SCULLAY'S BUILDING, COURT STREET, BOSTON.

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off a larger quantity of goods in a given time. A merchant may say, I have a fresh lot of goods—my run of custom is established—I shall certainly sell them—why should I advertise? There are some who reason thus, but they stand as certainly in their own light as though they kept their stores open but half the business hours. True, their old customers may continue to trade with them; but every new customer that is drawn in by the advertisement issued, assists to dispose of the stock in so much less time than before—so that, if by availing themselves of the advertising medium, they sell their stock in half or three-fourths the time they otherwise would, the additional profit is increased on the increased sale in a much larger ratio. The sale of the first half was attended with certain necessary expenses of rents, clerks, &c.; but the portion sold in addition had to bear but a small percentage of the necessary expenses of the store. The rents, the clerks, the incidentals, were nearly the same as formerly, but the goods were sold in half the time, and the profits thus increased.

SYSTEMATIC ADVERTISING

is the most certain plan to secure and retain business. The economy which would save money by not advertising is the very supreme of folly. Advertising has now become an art, and its principles are as well defined and as easily learned as those of any other art. The advantages resulting from its judicious employment are not fully appreciated by our commercial community. Thousands of persons are constantly on the look-out for something to buy, either to supply their own immediate wants, to gratify their fancy, or to make an investment. Money is made to use for one purpose or another, and somebody or other always has some to spend some way or other.

ADVERTISING AGENCIES have grown into large business concerns in some cases. But among them all none are more prompt and fair dealing than Mr. S. R. Niles, No. 1 Scullay's Building, Boston. He never neglects the interests of the business men whose advertisements he receives, and with the publishers his relations are always pleasant. He is so thoroughly acquainted with the nature of his business that he can at once select the best advertising mediums in the country for any class of business, and advertisers always do well in consulting their interests to his discretion.—*Hartford, Conn., Times.*

ADVERTISING

Is, perhaps, of all other modes of making a fortune, that which is most certain in its operation. By a mere simple system of advertising, thousands have amassed handsome fortunes, and thousands more may still do the same. Continual, persevering advertising, if the subject be at all adapted to the tastes and wants of the public, is sure to be successful. It is an indisputable fact, that there is no instance of a well sustained adherence to a continued system of advertising ever falling of success, if the matter is constantly kept before the public; and advertisements repeated again and again, day after day, and week after week, without intermission—they are sure to have the desired effect. A few single advertisements may pass unheeded; but when continued, they attract attention, and their continual repetition is taken by the public as an evidence of patronage. This awakens the spirit of imitation, so deep-seated and so abounding in human nature; and the public flock to the store of the perpetual advertiser, from a belief that their neighbors have done or will do the same, and the enterprising advertiser reaps his rich harvest.

THE ADVANTAGES

Of advertising through an experienced and reliable agent. Advertising is a business in itself, and ought to be entrusted to those only who have made it their particular study. By means of an especial Agency, the advertiser, for the same money that a certain number of isolated notices would cost, can have them distributed over those papers—and those only—where they are bound to be read, and certain to bring custom. Surely that single inducement,

A SOUND AGENCY. The press has suffered much from irresponsible advertising agencies, but has been the gainer to even a greater extent from sound and prompt agencies. Prominent among the latter class is Mr. S. B. Niles, of Boston. We have done business with this gentleman for nearly fifteen years and in thousands of transactions have always found him honorable, fair-minded and upright, and very prompt in payment. We recommend him cordially both to advertisers, whose wants he comprehends, and to newspaper publishers, whose interests he will promote by a respectable class of advertising.—*Detroit, Mich., Advertiser and Tribune.*

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even if there were no others, is sufficient to outweigh every argument
 that interested ingenuity can bring against the employment of a com-
 petent Advertising Agent. The doctor and the lawyer are employed
 because they have made one subject their study, and in like manner
 should a professional man be employed who, by shrewdness and study,
 has acquired skill in the science of advertising. The man who does
 his own physicking and law, has a quack for his physician, and a fool
 for his client. What shall we say of him who does his own advertis-
 ing? Nothing, except earnestly entreat him to consult his own in-
 terest by employing a responsible substitute.

At present there are few who advertise systematically, but those
 few are rapidly increasing. Can we expect that the thousands of
 young, drive-shed merchants who will soon be at the head of estab-
 lishments of their own, will be content to plod on in the jog-trot
 footsteps of their predecessors? Heaven and the Yankee character
 forbid the supposition! Where one advertises now, in a few years
 hundreds will. Amid such competition, nothing but monster energy
 and enormous outlay will secure a hearing. Now is the golden time.
 MAKE MONEY NOW, before "there be six Richmonds in the field."

MR. S. H. NILES, our Boston Advertising Agent, we take great pleasure
 in recommending to the newspaper fraternity as a very reliable and efficient
 man in the line of business he has chosen. He transacts all business com-
 mitted to his care with the utmost faithfulness and despatch. Nothing
 "comes hardly on" that he has in hand. Having had a long experience
 as an advertising agent, and "knowing all the ropes," every contract he
 makes is sure to be fulfilled to the letter. He shows himself in all he under-
 takes, a man of the strictest probity and excellent judgment. He is in love
 with his business, and has therefore reduced it to a science. All orders sent
 to him for articles pertaining to a printing establishment will be attended to
 by Mr. Niles with a promptitude and entire faithfulness that renders his ser-
 vices as an agent of much value to printers who are remote from the centres
 of trade. We are glad to know that Mr. Niles' business, which he has taken
 such pains to systematize and perfect, is steadily increasing. He is a plea-
 sant man to deal with, witty, and we therefore repeatedly and cordially com-
 mend him to those of our brethren of the press who may have occasion to
 avail themselves of services which it is in his line to render.—*Bozour Times*.

ADVERTISING AGENCIES. Among the many advertising agencies with
 which we have had to deal, we refer with pleasure to Mr. S. H. Niles, of
 Boston. During a business intercourse of several years, we have uniform-
 ly found him prompt and reliable, honestly fulfilling his contracts to the
 letter. Those who entrust orders to him we have no doubt will find them
 executed to their full satisfaction.—*New Haven, Conn., Journal & Courier*.

S. H. NILES' ADVERTISING AGENCY in Boston, is one of the best of the
 many advertising agencies in the country — one of the few really good ones.
 We take pleasure in adding our testimony to the prompt and honorable
 manner in which all business entrusted to his agency is transacted.—*Hor-
 wacker, June, 27/9.*

SYSTEM. Few people have any accurate idea of the amount of Newspaper Advertising which is annually done in this country. As to the amount which it is advisable for a man to do, a good enough rule perhaps is, never to pay less for advertising than for store rent;—though, as advertising, when rightly done, is the most profitable part of any business, as well as the most scientific and difficult, the very few men who are competent to understand it and bold enough to successfully engage in it, can hardly do too much of it. Advertising, legitimate advertising, is to business exactly what acquaintance is to social life, and the bezin or sensation article is parallel to social notoriety, and may or may not be commendable or desirable.

However we did not start for a homily on the great science of advertising—nor do we consider ourselves competent to discuss it on its broad and full merits. Nor need we say one word to convince any intelligent man of its immense power and importance. It is only and solely those who have not sufficient comprehension to appreciate it, or brains enough to write an advertisement, who in these days question or undervalue this lever which moves the business world, *quicker* than any other, at any rate.

But happening in at Mr. S. R. Niles' Boston Advertising Agency a few days ago, we noticed his clerks sending off a single advertisement to four hundred newspapers. And that led us to think of the power and resources of such an establishment as that of Mr. Niles—of the hundreds of papers received and examined every day; and the vast amount of clerical labor to perform, which the most complete system alone can keep from chaotic confusion and of almost boundless extent of power of speedy business information, which an old, strong and reliable Agency like his possesses—by which, in a single week, every newspaper reader in the whole country can be corresponded with. Long live the science of Advertising, and S. R. Niles, as one of its most eloquent prophets.—*Portsmouth, N. H., Chronicle.*

ADVERTISING AGENTS. As much of the advertising patronage of the large cities is done through agents, the country press has been sorely exercised in discriminating between the good and bad agents. Some rejected all, others were disposed to insert all, trusting to the good faith given in the notes accompanying the advertisements. But many of these so-called advertising agents proved to be swindlers, and the injured publishers denounce them in no measured terms, and caused a general distrust of all engaged in the business of advertising agents. And yet there is a number of as prompt and reliable gentlemen in this business as can be found. They, therefore, have a claim upon the press, and while it condemns the "bad" it should eulogize the "good." In this sense we would commend the agency of S. R. Niles, of Boston. We have done business with him for years, and always found him prompt, liberal and gentlemanly, and we ask, though without his consent, that the Pennsylvania press will award him the high commendation that an honest, upright business man deserves.—*Harrisburg, Pa., Patriot & Union.*

ADVERTISING AGENCIES. The Western Press is swindled, or rather have been so much by Eastern Advertising Agents, that they feel suspicious of all. We wish to say one word for the information of the craft. S. R. Niles, Esq., Advertising Agent, Boston, is perfectly reliable, and his courteous and gentlemanly way of receiving members of the press, while in his city, gives assurance to those who meet him, that they will be honorably dealt with. All that we can complain of is that we do not get more work from him.—*Akron, Ohio, Ashland Sentinel.*

It is with pleasure that we add our testimony to the long list of highly complimentary testimonials published by the press throughout this country and the British Provinces, of the efficiency, promptness, and integrity displayed by Mr. S. R. Niles of Boston, as an advertising agent. We have done more or less business with Mr. Niles from the time he commenced business to the present time, and can freely say that he well merits all the encomiums so liberally bestowed upon him by his patrons.—*Cutais, Mo., Advertiser.*

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NILES' ADVERTISING AGENCY. It is astonishing to those who have not had occasion to inform themselves of the extent of the advertising business of the country, to be afforded an idea of the amount of money invested in the business by the shrewdest men of the country, and of the rich returns realized. The Brandreth, Jaynes, Moffitt, Bonner, Townsends, Barnums, with thousands of others, have grown rich simply by the judicious use of advertising. They have sown dimes and reaped dollars. During the late war, the government was in a manner compelled to pay a percentage to Jay Cooke for selling its bonds, because by liberal advertising he had placed himself in the best position to dispose of them.

S. R. Niles, Esq., of Boston, the well known advertising agent, is on this subject one of the best posted men in the country, and always ready to use his knowledge for the benefit of advertisers. By liberal dealing and promptness, he has secured the confidence of the press, and advertisers may rest assured that any arrangement he may make will be faithfully carried out. We speak from an experience and personal acquaintance of many years.—*Bellevue, N. H., Republican Journal.*

ADVERTISING. The system of agencies established in our large cities has not only given a great impetus to the business but has already reduced the practice to a regular, well-defined and most valuable system of science. Among those agencies we specify S. R. Niles, of Boston, Massachusetts, as one with whom we have had most satisfactory relations for many years, and whom we have always found prompt and reliable in the conduct of his business affairs. We cordially commend him to the business community.—*Syracuse, N. Y., Journal.*

S. R. NILES, NEWSPAPER ADVERTISING AGENT, Boston, has served us most acceptably for a great many years. His agency embraces all the newspapers throughout the country. Mr. Niles is a man of unusual enterprise, and one upon whose energy and integrity advertisers and publishers may at all times rely.—*Duquoin, N. Y., Commercial Advertiser.*

S. R. NILES, the enterprising and honorable advertising agent of Boston, represents almost every newspaper in the United States. We have had the pleasure of long business intercourse with Mr. Niles, and are pleased to endorse him as in every way entitled to the respect and patronage of the business community at large.—*Pittsburgh, Pa., Chronicle.*

MR. S. R. NILES, Boston, the popular Advertising Agent for New England, &c., we learn, is extending his business all over the country. We have done business with him for eight or ten years, and can cheerfully and truly say that we have ever found his Agency prompt, energetic, and every way reliable.—*Ellsworth, America.*

ADVERTISING is the life of a newspaper, and in this day when business is done through agencies, it is of great importance to feel full confidence in those one employs. Mr. S. R. Niles of Boston is active, faithful, and of course successful, and hence has our unlimited confidence and best wishes.—*Newburyport, Mass., Herald.*

FROM a long personal and business acquaintance with the well known advertising agent, S. R. Niles, Esq., of Boston, we can assure advertisers that a more reliable agent or one in better standing with the publishers of newspapers cannot be found.—*Baltimore, Md., Union & Journal.*

ADVERTISING AGENCY. It is with great pleasure that we recommend the advertising agency of S. R. Niles, of Boston, Mass., as one of the best conducted in the country. We have always, in all our dealings, found him competent and trustworthy.—*Cincinnati, Ohio, Times.*

MR. S. R. NILES, the Boston Advertising Agent, understands his business thoroughly, and, after a business acquaintance of many years, we can cheerfully commend his agency to those requiring its services.—*Portland, Me., Argus.*

From the Boston Post.

CIRCUMLOCUTION OUTDONE.

The following letter was recently received by S. R. Niles, Esq., advertising agent, from the Mayor of an Eastern city not a thousand miles from Elddeford, Me., in answer to a bill sent the city for advertising. As it is one of the best hits at the red tape, circumlocution style of doing business we have ever seen, we print it entire:—

MR. S. R. NILES, ADVERTISING AGENT,
No. 1 SCOLLAY'S BUILDING, BOSTON, MASS.:

His Highness has received your bill against the City for the paltry sum of fifteen hundred dollars, and returns it to be receipted, as his Dukeship cannot allow his fiscal agents to consider it until this has been done. After it has been receipted and the stamp properly cancelled, if it should be sent again to His Honor it will be placed in the hands of the Noble City Clerk, who will lay it away, until the next monthly meeting, for consideration. If the venerable and highly honorable City Council then condescend to "consider" it, it will be referred to the Imperial Committee on Accounts, and the Noble Clerk will place his cabalistic initials upon it in token of that fact.

When that pure and unblemished body arrive at that point in their hieroglyphic labors where it shall become their duty to place their undefiled orbs of vision upon the vile document, which will probably be within three or four lunar months after it is placed in their holy keeping, if they shall then "approve" of its extortionate demands, they will place their immaculate names upon it, and it will be again returned to the sacred keeping of the Noble Clerk by one of the Beet-

ADVERTISING AGENCY,

Post.

NOT DONE.

Advised by S. H. Niles, Esq., advertisement sent the city for advertisement red tape, circumlocution we print it entire:—

BOSTON, MASS.:

Must the City for the paltry amount to be received, as his honor consider it until this has the stamp properly cancelled it will be placed in the way it away, until the next venerable and highly "consider" it, it will be counted, and the Noble Clerk reckon of that fact. Five at that point in their duty to place their amount, which will probably be it is placed in their holy its extortionate demands, upon it, and it will be again Clerk by one of the fleet-

SCOLLAY'S BUILDING, COURT STREET, BOSTON.

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footed messengers who continually wait to do their bidding. The Noble Clerk will then keep it a proper time in the sacred archives, when he will seek to communicate to His Royal Dukeship the astounding fact that there is a bill! His Dukeship being absorbed in the affairs of State will not deign to hear the Noble Clerk, but the Clerk will persist, on bended knees, until His Celestial Highness acknowledges that there is a bill.

After this has been conceded, which very seldom occurs, the underfooted and high-minded Scribe, after a proper time shall have elapsed—say six months—will again remind The Sublime Porte that there is a bill. If His Imperial Tycoonship has not forgotten the fact, he may order the nuclear document brought into His royal presence by the page in waiting, to be filed in due form for future consideration; but happy indeed should the poor suppliant for such a mere pittance be, if his bill shall arrive thus far towards a favorable consideration by His most sublime and serene Highness.

When the bill shall have been properly filed, it will lay until the absorbing cares of State and the overwhelming duties attending the administration of municipal affairs shall so far relax as to render it safe for some one of the myriad of minions in waiting upon His Most Puissant Majesty to remind Him of the fact that an approved bill awaits the attention of His Excellency. When this is done, if The Sultan should be in a happy mood, he may condescend to touch the tip of the jewelled pen, while some one of the Royal Private Secretaries shall inscribe the Imperial signature on a warrant for the payment of the mere bagatelle for which you ask to be remunerated. If it should so happen that His royal mind could not be brought to consider the matter, and the presentation of the subject at an inopportune moment should irritate the Bey, the bill would be consigned to oblivion, never after to be mentioned in the Royal Presence; not even in a whisper. After the Imperial warrant shall have been drawn, it will be sent by a trusty messenger, enclosed in a perfumed envelope and encased in a jewelled casket of untold value, to the thirty-fivetimes-puissant Treasurer, who will receive it for consideration. After he has "considered" it a sufficient time—say three or four months—if he has no other business pressing on his great financial brain, he will condescend to keep the royal warrant and investigate its legal-

ity. If strictly legal, something wholly improbable, but which His Holiness desires to intimate may be ascertained in from six to ten months, the great fiscal agent of the City may condescend to inform you that the bill will be paid. This is always very gratifying to all creditors, as the servant in charge of the Royal Treasure has a playful way of informing all such impudent applicants that it is impossible to fix any definite time when the same will happen; but, under ordinary circumstances, any party having a just claim against the City, may reckon with safety on having it paid in from two to four years after it is presented—provided that he will take a City note or bond, or make the noble officers in waiting "satisfied" that all is right.

As your claim is very small, and it takes quite an amount to satisfy the royal minions who have charge of the avenues to the Imperial Mint, it may be best to present the City with the trifling amount you claim. I merely suggest this. It may be well to intimate that it is exceedingly unfortunate for you that you do not reside within our extended borders, and exercise a controlling influence in some one of the numerous and enlightened Wards over which the Czar reigns. It might reduce the time, otherwise necessary, in which to consider the matter, by several years, and possibly bring the payment within the present century. An affidavit that, from your youth upwards, you have never placed yourself in antagonism to the noble principles which inspire our impartial and unselfish rulers might facilitate matters, but as your free American ballot cannot be thrown for our benefit it is very doubtful.

His Royal Dukeship awaits the receipt of the insignificant donation which it is confidently expected that you will take pleasure in making to the City. In the event that this suggestion should not meet with your approval, you will please to designate any preferences you may entertain in respect to your heirs, and inform His Excellency at the earliest possible moment whether you have selected the responsible persons who are finally to administer upon your earthly possessions.

We take pleasure in commending to the public Mr. S. H. Niles, our Boston advertising agent. From a long business acquaintance with him we have always found him prompt, reliable and honorable in all his dealings and ever watchful of the interests of his customers.—*Louisville, Ky., Journal.*

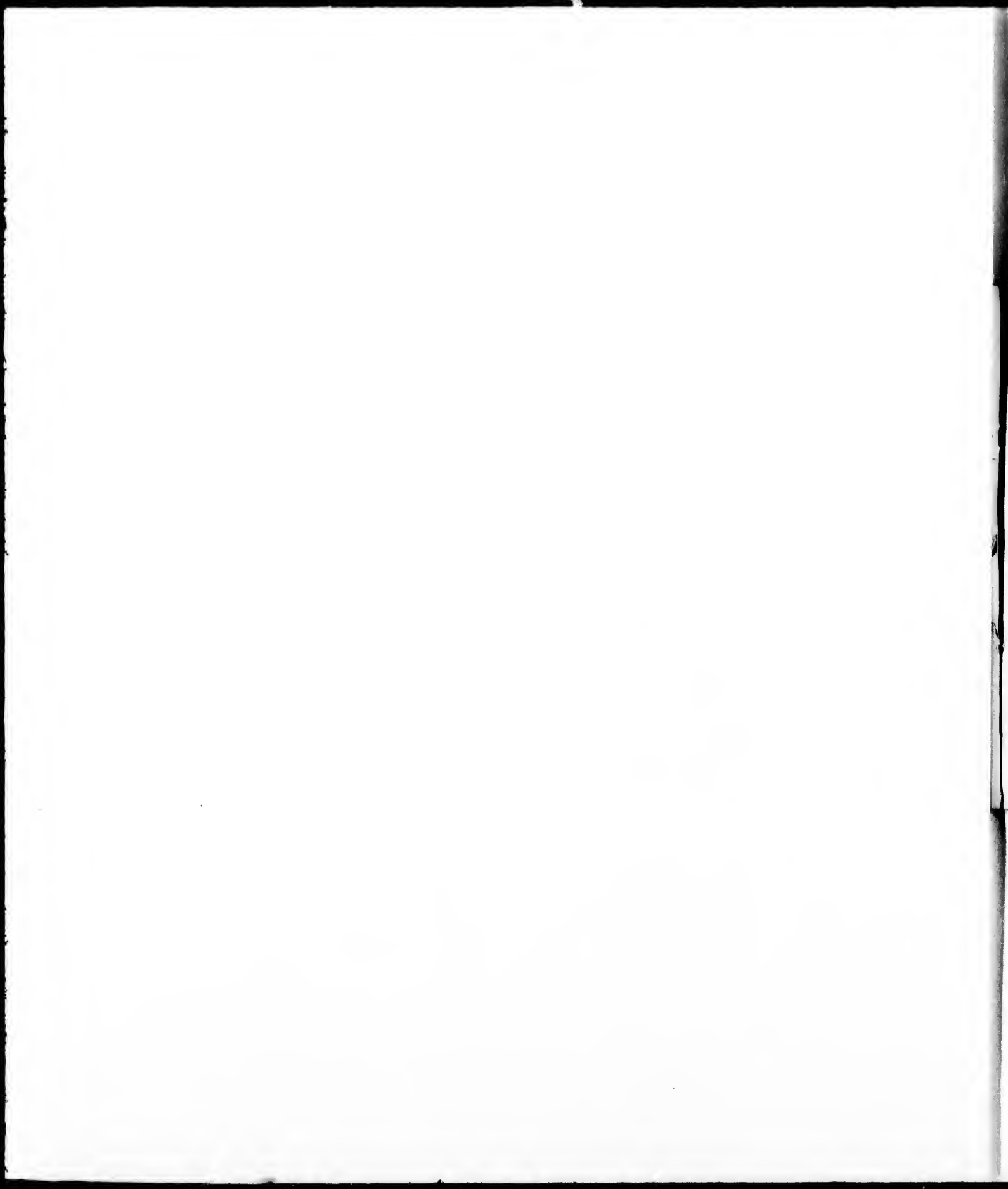
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**The Object and Practical Operation of
S. R. Niles' Advertising Agency.**

FOR MY SERVICES YOU PAY NOTHING.
I charge you the same prices as are charged by
the publishers. My commission is paid by the news-
papers,—not by the advertiser.

This Agency is one of the many illustrations of the great sub-divisions of labor which are so characteristic of modern methods of doing business. It is a concentration of the Newspapers of all parts of the United States, so arranged and systematized, that Merchants, Manufacturers, Traders, and all classes may, with the greatest safety, convenience, and reliability, disseminate business information of every kind simultaneously throughout the entire country.

If you wish to do business, you must tell the public of that fact, and when you have once begun, you must keep telling them of it. Your surest, cheapest and quickest way to tell them is by advertising in the Newspapers circulating among the people you want to reach. Your most convenient and economical way is to hand your advertisement to me, instead of incurring the trouble and expense of communicating with each publisher. From long experience and observation, I can suggest the best papers in which to advertise, show you copies of those best adapted for your business, explain the character, value, and circulation of each, assist you in the preparation of advertisements, ascertain your wishes and explain them to publishers, send your advertisements in proper form, and see that they are promptly inserted, and, in various other ways, aid you to accomplish your object in the best manner and in the shortest time.

S. R. NILES.

