

T. W. EVANS.

In the year 1855, William Hunt and Thomas W. Evans established themselves in Philadelphia in the perfumery business, under the name and style of Hunt & Evans, being a branch of the house already established in London. For five years the business in Philadelphia was carried on at a loss, and distrust and disappointment filled the minds of both partners. At this stage of affairs Mr. Hunt returned to London, quite satisfied that the speculation in Philadelphia was a failure. The business then was conducted by T. W. Evans alone, on a new plan, namely; making specialties in the business and advertising them thoroughly. Still business did not prosper, and a dissolution of partnership took place in 1862. Mr. Hunt became disgusted and retired from the concern. The remaining partner, T. W. Evans, having faith in the merits of his specialties, and unbounded confidence in persistent and steady advertising, redoubled his efforts and increased his advertising expenses, when the tide at length turned, his preparations commenced to sell, orders flocked in daily, and in two years from the dissolution of partnership he recovered all the money previously lost, and his preparations sold from one end of the continent to the other. In fact, advertising made the business what it is, and its enterprising proprietor a snug fortune in the bargain.

T. W. Evans was born in Leicestershire, England; was in business in London eight years, and emigrated to this country to establish a branch of the concern in Philadelphia. He is about forty-five years of age; of genial habits and generous disposition. He lives in an elegant mansion on West Green street, of which he is the owner, and bids fair to rank in wealth and influence with several other enterprising advertisers who have made the Quaker city the scene of their operations.