

former partners, about to depart on a long business journey, arranged with him the details of such operations as were to be conducted during his (the partner's) absence. His last words were to caution Mr. Scranton not to throw away his money in advertising. For some time Mr. Scranton regarded this advice, and refused all offers to advertise his publications in the newspapers. Business was dull and almost disheartening, and after reflecting on the matter for some time he determined to risk forty dollars in advertising one of his books. He did so, and carefully watched the result. He has since declared that this small sum led to a profit of over one thousand dollars on the books sold by means of these advertisements. This settled the question with him, and since then he has been one of the most liberal, but still one of the most cautious advertisers in the country. Caution is a great safeguard, no doubt, but in Mr. Scranton's case a little less would be beneficial. Had he been a bolder, a more daring man, there can be hardly a doubt that with his unusual business qualities he would have been the possessor of a fortune twice as large as that which to-day would enable him to lay aside the cares of business, should he see fit to do so. The probability is, however, that he will die in harness. Like Stewart and Vanderbilt, he finds a positive happiness in hard work. Idleness is hateful to him.

He is now in the prime of life and is the possessor of most robust health. His disposition is remarkably cheerful and evenly balanced. He is a happy husband and father, possessing an unusually interesting family and a happy home, where courtesy and hospitality engage the visitor's warmest regard, and make him loath to depart. He is one of the happy, as well as one of the fortunate men of our day, and his life affords a striking example of the success and honors which, under our wise and beneficent institutions, are the sure rewards of honesty, industry, and conscientious energy in business.

Take courage, young man, striving to make your way in the world. The life of this man shows you what you can accomplish if you will work as he has done.

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READER, if you have a good live advertisement running through our own or any other good list, you have a hundred thousand servants out at work for you, whether you wake or sleep, whether you be sick or well. No monarch's slaves ever scattered at his bidding so fleetly or faithfully, or in such bewildering numbers, as the literary messengers that bear your individual word to the people of this great nation.—*Inside Track.*

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QUITTING advertising in dull times is like tearing out a dam because the water is low. Either plan will prevent good times from ever coming.