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THE
MEN WHO ADVERTISE

AN ACCOUNT OF
SUCCESSFUL ADVERTISERS

TOGETHER WITH
Hints on the Method of Advertising.

NEW YORK:
NELSON CHESMAN, Publisher for GEO. P. ROWELL & CO., Newspaper Advertising Agt
No. 40 PARK ROW.

1870.

Entered according to Act of Congress, in the year 1870, by

GEO. P. ROWELL & CO.,

In the Clerk's Office of the District Court of the United States for the
Southern District of New York.

MADE BY THE
CLIP
MACHINE

P R E F A C E .

An advertisement is in its nature transitory and perishing. It is not preserved in archives and libraries, except by accident, and when so connected with news and literature that to dis sever it is impossible. Yet of all the influences to make known the existence of one man to another, with his aims and views, the advertisement is the most potent. Millions who have never heard of Napoleon, his victories and defeats, the sad story of his invasion of the frozen North and his woeful return, have heard of Holloway, the most general advertiser of our day. And this has not been done solely nor chiefly through the merits of his remedies, but by his unequalled use of the art of advertising, a method little known, but yielding to those who assiduously study and practice it a golden shower when backed by any real merit in the articles sold. We propose in this book to give a few biographies of those advertisers best known and longest-established in our country, with sketches of their lives and hints of the way in which success became theirs. Not all who advertise make money. It can be as easily thrown away in that direction as in any other, unless skill is employed in its use, and those whom we record in our pages have either made a special study of its minutiae or have employed able assistants. Almost all of the persons whom we have attempted to sketch began poor, lived sparingly, and worked industriously. Their success was not fortuitous, but the result of knowledge. They had, also, a good article to be disposed of. No amount of advertising would have sold a mower and reaper or a sewing-machine largely if there had not been real, substantial merit in the production, nor will it avail to advertise a drug store for sale in the *Iron Age*, or an iron foundry in the *Druggist's Circular*. Transpose the advertisements and there is value in them: leave them as we have indicated and they are thrown away.

It is no longer practicable to have such an accurate or general knowledge of the value of advertising mediums as was possible before they became so very numerous, unless the whole time of several persons is devoted to it, and most advertisers, therefore, are content to leave this matter with an acute and well-informed advertising agent, of whom one or more are to be found in the larger cities. With care on the part of the advertiser and occasional scrutiny of the work done, it is possible to obtain a much wider publicity for a given sum of money than can be done by ill-directed efforts. All newspaper pub-

lishers, with one or two exceptions, in the United States, give commissions to agents, and the great majority will give none to any one else, and while, in old-established firms who do their own advertising, a very close approximation in economy is obtained, we do not believe it can ever entirely equal that of a well-conducted agency. We point in proof of this to those large firms who keep an advertising clerk, or who are in kindred business, such as the *New York Tribune* and the proprietors of Drake's Plantation Bitters. It cannot but be supposed that in such large business there is not a perfect understanding of the requirements, yet they contract mainly through agents. They feel satisfied that they cannot do it for themselves so cheaply.

We also have endeavored to set forth in our pages the superiority of advertising in newspapers over that of other kinds. The handbills are thrown away and the posters not read, and it is safe to say that an advertisement costing five dollars will reach twice as many people and be read by twice as many as the same money put in a handbill. Take the *New York Tribune*, charging in the Weekly thirty-six hundred dollars a page, and we take this because its rates are the highest and the size of the page the largest. It circulates about two hundred thousand copies. Place this same matter in the shape of a circular and distribute it, and it will be found to be much less generally read, besides costing more.

We return our thanks to those persons to whom we are indebted for facts contained in this collection of sketches, and to many of those of whom we write for their kindness in permitting us to obtain access to documents and letters calculated to make a narrative clear and vivid, and to avoid the errors into which a biographer is apt to run.

Bound up with the *Men who Advertise* will be found our *Newspaper Rate-Book* and *Newspaper Directory*, thus uniting the advantages of all in one volume.

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E. AND T. FAIRBANKS & CO.

Among the Americans whose names have become historical in connection with great and useful inventions, none perhaps are more extensively known among all nations, in every clime, in every section of the globe where civilization has opened by-ways for traffic and avenues for commerce, than that of Fairbanks, who, within the last thirty-five years, has given to merchants and traffickers all over the earth a standard measure for nearly all the commodities which men buy and sell.

Go where you will; visit every county and hamlet in the American Union; extend your travels to Central and South America; cover in your pilgrimage the continent of Europe; then visit Asia and the islands of the sea; and on whatever soil you stand, wherever men buy and sell, there will you meet with the name of "Fairbanks" painted upon his great arbiter between buyer and seller—the Platform Scale.

Erastus Fairbanks was born in Brimfield, Massachusetts, and in 1812, at the age of nineteen years, he went to St. Johnsbury, Vermont. His early life is but the history of many Americans who have died honored and wealthy. It was a succession of struggles and privations. Erastus was followed to St. Johnsbury by his only brothers, Thaddeus and Joseph P. Fairbanks. About the year 1830 the "hemp fever" broke out in Central Vermont. In Caledonia as well as Lamille County, the farmers entered largely into its production; and it was this enterprise, which eventually proved so unprofitable to those who engaged in it, that gave birth to one of the most important instruments in the civilized world—the Platform Scale.

It came about something in this wise: Merchants and others made contracts to purchase hemp by weight, and, as it was a slow process to weigh such bulky material with the old-fashioned steelyards, Mr. Thaddeus Fairbanks, the second brother, who has great inventive talent, by this circumstance had his attention called to the science of weighing, and in a short time he invented and had constructed a rude apparatus which he suspended in a frame building, and which answered the purpose of weighing this hemp. This rude weighing machine was the first platform scale; for, although there have been various and multiform improvements since, the principle of leverage, etc., upon which that instrument was gotten up, is precisely the same as that of the Platform Scale to-day.

The inventor's brother, Erastus, discovered at once that this was a useful invention, and a patent was applied for and obtained. This in brief was the commencement of the scale business, which has now grown into world-wide notoriety. It increased very slowly for the first ten years; but from 1842 to 1857 it doubled every three years. Owing to the financial panic of the latter year there was a slow increase for several years, but since 1860 it has grown with immense strides.

Early in the history of this enterprise orders began to be received from foreign countries, and these are growing larger year by year, the scales being adjusted to the standard of the nation ordering the same. Two large orders have been received from Russia the present year, one of which amounted to several thousand dollars. These scales now go all over the civilized world. There is scarcely a country yet discovered, where there is trade and commerce, that one will not find the magic name of Fairbanks confronting him from the just and even balance with which men buy, sell, and get gain.

The Fairbanks Scales are all made under the eye of the inventor, at their manufactory at St. Johnsbury, Vermont. Their product now amounts to a million and a quarter dollars annually. The consumption of iron, lumber, coal, etc., is immense. They melt up into scales sixteen tons of pig iron each working day. The yearly consumption of lumber into the manufacture of wooden pillars, boxes for packing the scales, etc., is over a million and a half feet annually. Over one thousand tons of coal and two thousand cords of wood are yearly consumed. In their manufacture over five hundred men are employed, and this force is turning out eight hundred scales a week, or more than forty thousand scales a year. This Company has put in over three thousand large track and depot scales in this country. All scales are divided into three classes—Depot and Hay Scales, Portable Platform Scales, and Counter Scales. The present shop number of the Hay and Track Scales is over twenty-two thousand; that of the Platform Scale, over one hundred and eighty-seven thousand, while the smaller scales have not been numbered, and are innumerable. The shipments from St. Johnsbury over the Passumpsic Railroad, both ways, now amount to nine thousand tons annually.

Does the reader think such a business as this has been created, and that, too, far away from the business centers, without the aid of printer's ink? No, the men at the head of this establishment are too far-seeing and sagacious not to know that, having a good thing, they must let the world know of it—and in what way so readily or so cheaply as by advertising? For several years their advertising bills have exceeded thirty thousand dollars annually; and in 1868 they amounted to thirty-two thousand five hundred dollars. The largest order ever given to a single paper, before the war, was for a single insertion of an illustrated advertisement in the *New York Tribune* (to run through all the editions, daily, semi-weekly, and weekly), and which amounted to the snug little sum of three thousand dollars. They were so well satisfied with its results that they would be glad to duplicate that order any day.

The oldest and youngest of the three brothers who originally constituted the firm of E. & T. Fairbanks & Co. died some years since, but the firm name remains unchanged. The firm now consists of Thaddeus Fair-

banks, the original inventor, and Horace and Franklin Fairbanks, sons of Gov. Erastus Fairbanks. It is not our design in this article to speak of the men, only of their business and how it has grown, but we cannot in justice close this hasty sketch without saying that they are all men of strict integrity and moral worth. They have always gone upon the principle that what was worth doing was worth doing well. Hence every scale before it leaves their shops must be perfect, accurate and durable. A village has grown up about these men which partakes in a measure of their thrift, taste, and enterprise. Foremost in every good word and work, they convey the impression to all that, when *they* are weighed in the just and even balance of the great Weigh-master of us all, they will not be found wanting.

A GOOD FIRM TO DEAL WITH.—We can say most emphatically, and all the agents and publishers will agree with us, that there is no more enterprising, faithful, and satisfactory house to deal with than that of Rowell & Co. They never let a bill be presented twice, and pay daily all accounts received by mail. They have the monopoly of space and location in seven hundred newspapers, and know, by experience, just when to invest money to the best advantage.

Mr. Rowell is a New England man of the best type—genial, careful, original. The editorship of the *Advertiser's Gazette* is marked by real newspaper genius. We can do no more than to say to our readers that if they have any ideas about advertising that are not reduced to exact shape, they will find it greatly to their advantage to spend an hour with this house.

The great specialty of Rowell & Co. is country advertising. For this, they have unrivaled facilities, as an examination of their "lists" will serve to show. These "lists" are a specialty of themselves, and are of the greatest advantage to the advertiser. We rejoice at the wonderful growth and success of this house, which is doing so much to elevate to a profession that business which many would call accidental and out of the way. Advertising, the world over, has a first place as a lever for money-making.—*Annapolis Republican*.

HON. CHARLES A. SHAW, of Biddeford, Maine, for many years a shrewd and successful advertiser, writes us that during his long experience he has never known an instance of persevering, systematic advertising which failed of success, and adds, "The most economical and expeditious method for the advertiser is to transact business through some experienced and responsible agency." We commend these remarks to advertisers generally, and are confident no one can heed without profiting by them.

CHARLES KNOX.

There are scores of people living in and around New York city to-day who have made immense fortunes by advertising. That this is the key to business success is now an axiom. The names of many manufacturers, traders, and gentlemen have now become household words throughout America which but for this medium would have remained in oblivion. Numerous instances of business success can be called to mind, each one of which regards advertising as the foundation stone upon which the structure has been reared. There is Mr. Curtis, the "Soothing Syrup" man. He has made the name of Mrs. Winslow as familiar as that of Fanny Fern throughout the land. The result is that tens of thousands of mothers quiet their babies on his syrup. He has a magnificent office on Fulton street, dresses in costly silk-velvet, wears brilliant diamonds, owns a fine house, keeps an establishment, lives at his ease, and is a gentleman. Then we have Mr. Union Adams on Broadway, who commenced life poor, and went upon that street with little or no capital. But he made a specialty of the gentlemen's furnishing goods business. He constantly spread his name and his trade before the people, and to-day he is one of the few successful leading merchants, does business annually to the amount of hundreds of thousands of dollars, has an elegant residence in Yonkers, travels in Europe, etc., etc., all as the result of advertising. People who have visited the city of Poughkeepsie, on the Hudson, have seen Prof. Eastman's Business College, one of the marvels of the times, and having more students than the Universities at Oxford and Cambridge, England, combined. The whole of this institution was built up by advertising, and nothing else. The young men flocked to it from all parts of the United States and Canada, until at one time it had over twelve hundred. Nearly all the churches and halls in the city had to be turned into recitation rooms and school rooms. Prof. Eastman advertised far and near, taking whole pages of the *Tribune*, *Independent*, etc. On Vesey street we have the immense tea establishment of Mr. Gilman, who sometimes has thousands of visitors a day, and during business hours sells nearly two hundred thousand pounds of tea and coffee. Orders come pouring in from all parts of the country for his tea. He advertises it in all the religious papers in the land, and thus reaches the people who consume it. He is obliged to purchase whole cargoes at a time, and has had to open branch stores all over this city and Brooklyn. We all know of the great

advertising feats of Bonner, Helmholtz, Radway, Moffat, Brandreth, Colgate, and scores of other men who might be named. In every single instance a fortune has been made, and we never knew this result to fail where one has judiciously advertised. So the whole matter resolves itself into this: Decide to introduce some one thing to the American people, and then "push things." We do not care what it is, whether newspapers, bitters, tea, soap, medicine, hosiery, or hats: if it is anything which the people want they will purchase it if you only tell them where they can find it. And this brings us to speak of one of the foremost hatters in New York, Mr. Charles Knox.

No longer ago than 1832 he landed in this city, a poor Irish boy, without money or friends. Now he owns a large block in the most celebrated quarter of the city, right under the shadow of the *Herald* building and St. Paul's Church, and touching the celebrated Park Bank building. Aye, even more than this, he has recently bought out Mr. Genin, who used to be the largest hatter in the city in the days of Jenny Lind and Barnum, for the purpose of establishing his only son in business. This is a remarkable success, and it was all done by advertising, as we shall show.

There must have been something favorable in the soil, climate, or character of the people of the town of Raymelton, Donegal County, Ireland, for it has given us three very successful business men. Here Mr. Robert Bonner was born: here Mr. Charles Knox first saw day light, in 1820, and from this same town came one of the foremost liquor merchants of Philadelphia. The parents of Charles came to this country when he was very young, and his father, who was a coppersmith, failed in business here, and soon after died. When Charles was twelve years of age, and his sister seven, they started from their native town, for the port of Londonderry, in a country wagon. By mistake they took a ship bound for Wilmington, Del., and it was only after a tedious journey that they reached this city. The voyage was of eight months' duration, and before it was over the crowded passengers suffered with small-pox, Charles being one of the first to have it. He finally landed at the foot of Vesey street in New York, just as the Asiatic cholera was raging fearfully. A few years afterwards, 1835, a large part of the city was destroyed by fire. So the times were not very propitious for a young Irish boy to commence life on his own responsibility. He soon engaged himself to a book merchant as an errand boy, at twelve shillings a week. Here he remained for a year, when he entered the hat establishment of Leary & Co., who used to keep at 105 Broad street, as an apprentice to the trade. Here he served his time, and finally rose to be the foreman of the establishment. Thus he continued until 1845, when he resolved to commence business for himself, which he did at 160 Fulton street. There, without capital, he commenced a business which to-day is so vast that he has to employ half a thousand hands. In 1855 he moved to the corner on Broadway which he now occupies. In 1865 he lost something like sixty thousand dollars by Barnum's Museum fire, which turned his store into ashes. But in four months his new one was up, and the business was going on as prosperously as before.

The simple fact that Mr. Knox had hats to sell would never have made his fortune in the world. Having them, he was determined to let the people know it, and to this end he advertised extensively, calling to his aid all the

daily papers of the city, since it was from New Yorkers that he expected to obtain the most of his custom. He has always advertised liberally and persistently, and to this he attributes his great success. He has not indulged in whole page advertisements, but he always keeps his name and his wares before the people. He is a great friend of the "special notice" column of the newspapers, and has the happy faculty of making his advertisements short, pithy, popular, readable and attractive. This is done by always connecting them with some topic or event which is the conversation of the hour. The following may be taken as samples:

"Although Queen Isabella has lost her crown, the crowns of Knox's hats never come out, as every one who purchases them at the corner of Broadway and Fulton street will testify."

"('All that glitters is not gold.' Not so, however, with Knox's hats," etc.

"If Mr. Johnson is turned out of the White House, he'll want one of Knox's hats," etc.

"Not a man who wore Knox's hats during the earthquake in San Francisco had them shaken off."

"If Miss Kellogg ever marries, she will prefer a man who wears Knox's hats."

"The Grecian bend may do for the ladies, but all gentlemen wear Knox's hats."

"The Wickedest Man in New York does not wear one of Knox's hats."

Such advertisements as these are constantly appearing in all of the New York papers. The result is, everybody sees them, reads them, remembers that Mr. Knox is the hatter, and rushes to his store to purchase. When they get there they find a large room, elegantly fitted up, with black walnut cases, a crowd of polite clerks, and a large assortment of hats. Nothing but a good and fashionable article is offered for sale, and the customer goes away satisfied. So it has come about that Daniel Webster and Abraham Lincoln, Thurlow Weed, Horace Greeley, James Gordon Bennett, Daniel Lord, and scores of other men, have bought their hats of Mr. Charles Knox.

Mr. Knox is a genial, pleasant, happy man, and lives at No. 46 West Tenth street. He has two children, one son and one daughter. He is temperate, never used tobacco, and never went to a ball in his life. He is a man of genuine emotions, true sympathies, and hearty good will. He helps to fill five hundred mouths with bread, and never discharges a workman because the times are dull. And all this comes about as the result of sticking to one's business and advertising it.

HIGH ART.—Geo. P. Rowell & Co., Advertising Agents, have made advertising a study. They who wish to advertise judiciously and cheaply can find no better medium through which to reach the great public than through them.—*Worcester (Mass.) Gazette.*

ROBERT BONNER.

Mr. Bonner, says Matthew Hale Smith, in an interesting book published by J. B. Burr & Co., of Hartford, entitled "Sunshine and Shadow," was born in the north of Ireland, not far from Londonderry, near the spot from which A. T. Stewart emigrated. The Scotch Presbyterian blood that made General Jackson so famous, and has given success to the well-known house of Brown & Brothers, runs in the blood of Mr. Bonner. He is simply a Scotchman born in Ireland. He was trained under the influence of the Shorter Catechism. From the faith of his fathers he has never departed. He has been trustee for many years in a Scotch Presbyterian Church in the upper part of New York, and a liberal contributor to the support of public worship and the various forms of benevolence and charity. He is a conscientious business man, with great resources, with fertility of genius unmatched, and with indomitable will, untiring industry, and more than all he possesses that crowning gift which Solomon received as an especial patrimony from God—"largeness of heart."

He was distinguished in his boyhood for great manliness of character, for frank and generous impulses. When a boy was wronged or wrongly accused, it was Bonner's custom to make the quarrel of his school-fellow his own. He allowed himself to be turned out of school for the part he took in defending a boy whom he knew to be innocent. At an early age he entered the printing office of the *Hartford Courant* to learn the art of printing. He was dexterous, swift at setting type, and led all the workmen in the nimbleness with which he could set up an article. The President's Message, in those days, was transmitted by mail. The editor of the *Courant* purchased an advance copy, paying for it the enormous sum of thirty dollars! The only advantage to be derived from this early copy was in getting the message out in advance of other papers. To accomplish this, Mr. Bonner performed the unheard-of feat of setting seventeen hundred ems an hour. He performed all the duties connected with his position, became an accomplished printer, tried his hand at correspondence, and seated himself occasionally in the editorial chair.

In 1844 Mr. Bonner removed to the city of New York. There was a popular impression that a literary paper could not succeed in this metropolis. Boston and Philadelphia monopolized the family newspapers and literary

weeklies, and it was said that no paper of the kind could prosper in this city. Mr. Bonner thought otherwise. He early resolved to attempt a paper that should be circulated throughout the whole land. He watched his opportunity and bided his time, working hard in the meanwhile, and not being dainty in the place or style of business in which he engaged. Mayor Harper had been elected as the American candidate. A paper called the *American Republican* was the organ of the party. In this office Mr. Bonner commenced his New York career. The wages paid him were small. His work was hard, and economy was requisite to enable him to live. He formed the habit, from which he has never departed, of buying nothing that he could not pay for. He never borrowed a dollar of money, never signed a note in his life, and now carries on his great business on strictly cash principles, and literally owes no man anything. In some of his large enterprises he has paid his last dollar, and never has once failed in the venture he made. In some of his great advertising feats, in which he has paid as high as twenty-five thousand dollars a week for advertising, he has been offered lines of papers to increase the advertisement to fifty thousand dollars, with unlimited credit, and his answer has invariably been, "I cannot advertise beyond my means. I have no more money to spend in that way." The whole business of the *Ledger* is conducted on the same principle to-day.

The *Republican* was an evanescent affair, and Mr. Bonner found permanent employment on the *Evening Mirror* as a practical printer. This paper was conducted by Morris, Willis, and Fuller. It was Mr. Fuller's business to make up the paper. It was very desirable to display the advertisements, and do it in good taste. In this department Mr. Bonner excelled. The whole matter was soon left in his hands. He had an eye for beauty, and the *Mirror* advertisements became very famous. There was a small mercantile paper in New York, known as the *Merchants' Ledger*." It was devoted almost entirely to commercial matters, with a very limited circulation. A young man, whose business it was to get up advertisements, was struck with the elegant manner in which Mr. Bonner made up the *Mirror*. He called the attention of the editor of the *Ledger* to Mr. Bonner's capacity, and this culminated in an engagement with Mr. Bonner to become the printer of that paper. Mr. Bonner did not own the material, but simply printed the sheet. He occasionally wrote articles that attracted attention, from their terse, compact, and spicy composition. A little incident showed Mr. Bonner the value of a name. His contributions to the *Ledger* were very well received. The proprietor had a spice of jealousy about him, and he did not want his energetic and spirited printer to get into the editorial chair. Mr. Bonner wrote a short, pithy article on a popular subject, jammed it into a little nook in the paper, and placed at the bottom the name of Dr. Chalmers. It took like wildfire. It was copied into all the prominent papers of the land. It taught Mr. Bonner the value of a name—a lesson he has never forgotten.

Shortly after he entered the office, Mr. Bonner purchased the *Ledger*. He seated himself in the editorial chair, and resolved to realize the visions of his youth. He did not change its character at once, but gradually. The *Ledger* became less and less commercial, and more and more literary. About this time Fanny Fern was creating a great sensation in the literary world. Her

Ruth Hall had just appeared, and the work and its authoress were criticised by the press in all parts of the land. She was the literary star of the day. The question was violently discussed whether she was or was not the sister of N. P. Willis. Mr. Bonner saw his opportunity, and sent a note to Fanny Fern, offering her twenty-five dollars a column to write a story for the *Ledger*. She declined the offer. Another proposition was sent, offering her fifty dollars a column. That she also declined. Seventy-five dollars were offered. That she declined, announcing that she did not intend to write any more for the newspapers. She admitted that she admired Mr. Bonner's pluck. Soon it was intimated to Mr. Bonner that if he would allow Fanny Fern to write a story of ten columns, more or less, though the story should not occupy less than nine columns of the *Ledger*, she would undertake it. He closed the contract immediately, received the manuscript, read six lines, and sent her a check for one thousand dollars. He resolved, with this story, to introduce a new era in the *Ledger*. He changed the form and double-headed the story, so that it made twenty columns in the paper. He advertised it as nothing was ever advertised before. He had paid an unheard-of sum for a story—one hundred dollars a column. The harvest was a golden one. Out of the profits of that story Mr. Bonner purchased the pleasant residence in this city in which he still lives.

In the magnitude of his advertising Mr. Bonner has displayed the remarkable business skill for which he is celebrated. The manner of commending the *Ledger* to the public is wholly his own. When he startled the public by his extravagance in taking columns of a daily journal, or one entire side, he secured the end he had in view. His method of repeating three or four lines, such as—"Fanny Fern writes only for the *Ledger*"—or, "Read Mrs. Southworth's new story in the *Ledger*"—and this repeated over and over and over again, till men turned from it in disgust, and did not conceal their ill-temper, was a system of itself. "What is the use," said a man to Mr. Bonner, "of your taking the whole side of the *Herald*, and repeating that statement a thousand times?" "Would you have asked me that question," replied Mr. Bonner, "if I had inserted it but once? I put it in to attract your attention, and make you ask that question."

Mr. Bonner knows how to reach the public. He pays liberally, but intends to have the worth of his money. He does not advertise twice alike. The newspapers are afraid of him. His advertisements are so queer and unusual that when they make a contract with him they have no idea in what shape the advertisement will come. Sometimes it is in the shape of a fragment of a story; sometimes the page will be nearly blank, with two or three little items in it. In his peculiar style of advertising he often gives great trouble to the editors of the leading papers. Sometimes an entire page is almost blank. Sometimes a few small advertisements occupy the corner, giving the sheet a peculiar appearance, which attracts attention. Said an editor, "I had rather publish one of your horses in the centre than have such a looking sheet." But Mr. Bonner's purpose was answered by one insertion, and the contract was withdrawn.

With a manliness and liberality peculiar to Mr. Bonner, after one inser-

tion, if the parties are dissatisfied, he always throws up the contract, however beneficial it might have proved to him.

His mode of advertising was new, and it excited both astonishment and ridicule. His ruin was predicted over and over again. But as he paid as he went along he alone would be the sufferer. He was assailed in various ways. Men sneered at his writers, as well as at the method in which he made them known. He had no competition. Just then it was announced that the Harpers were to put a first-class Weekly into the field. The announcement was hailed with delight by many classes. Men who had been predicting Bonner's ruin from the start were anxious to see it accomplished. He had agents in all the leading cities in the land. These held a monopoly of the *Ledger*. The book men and newspaper men, who were left out, were quite willing to have the *Ledger* go under. The respectability and wealth of the house, its enterprise, with the class of writers it could secure, made the new paper a dangerous rival. Mr. Bonner concluded to make the first issue serviceable to himself. His paragraph advertising was considered sensational, and smacking of the charlatan. He resolved to make it respectable. He wrote a half column in sensational style—"Buy *Harper's Weekly*"—"Buy *Harper's Weekly*"—"Buy *Harper's Weekly*"—"Buy *Harper's Weekly*"—and so on through the half column. Through his advertising agent he sent this advertisement to the *Herald*, *Tribune*, and *Times*, and paid for its insertion. Among the astonished readers of this *Ledger* style of advertising were the quiet gentlemen who do business on Franklin Square. The community were astonished. "The Harpers are waking up!" "This is the Bonner style!" "This is the way the *Ledger* man does it!" were heard on all sides. The young Harpers were congratulated by the book men everywhere on the enterprise with which they were pushing the new publication. They said nothing, and took the joke in good part. But it settled the respectability of the *Ledger* style of advertising. It is now imitated by the leading publishers, insurance men, and most eminent dry-goods men in the country. The sums spent by Mr. Bonner in advertising are perfectly marvellous. He never advertises unless he has something new to present to the public. He pays from five to twenty-five thousand dollars a week when he advertises. The enormous circulation of the *Ledger*, over three hundred thousand copies a week, shows how profitable his style of doing business is. Nearly everything he does, every horse he buys, or new personal movement that distinguishes him, is set down to a desire on his part for gratuitous advertising. Of course he has an eye to business in whatever he does. But all the advertising he wants he is quite ready to pay for.

The popularity given to a little squib of his own, to which the name of Dr. Chalmers was attached, taught Mr. Bonner a lesson he never forgot. Mr. Edward Everett had taken upon himself to aid the ladies of America in purchasing Mount Vernon. Mr. Bonner resolved to secure Mr. Everett as a writer for the *Ledger*. He knew that money could not purchase Mr. Everett's connection with his paper. He offered Mr. Everett ten thousand dollars to write a series of articles for the *Ledger*, the money to be appropriated to the purchase of the tomb of the father of his country. Mr. Everett could do no less than accept. At the conclusion of the Mount Vernon papers Mr. Everett continued on the *Ledger* until his death. Mr. Bonner paid him over fifty

thousand dollars for services rendered on his paper. The notices to correspondents, which is a marked feature in the *Ledger*, contain answers to questions sent to the editor. Not more than one question in five is replied to. Those answers are written by the most eminent men in the country. Many of them were written by Mr. Everett, Henry Ward Beecher, and distinguished statesmen and lawyers. The connection between Mr. Bonner and Mr. Everett was of the most delicate and tender character, as Mr. Everett's confidential letters sufficiently show.

It was Mr. Bonner's policy to spike every gun that could be aimed against him, and make every influence and every prominent man his ally. To this end J. G. Bennett, of the *Herald*, Henry J. Raymond, of the *Times*, and Horace Greeley, of the *Tribune*, became contributors to the *Ledger*.

The *Ledger* was objected to in some quarters as not being a suitable sheet for young persons to read. Mr. Bonner secured the services of presidents of twelve of the principal colleges in this country to write for his paper. Of course it would not be improper for the young men in colleges to take a paper for which the president wrote. Indeed, over the purity of expression and chasteness of sentiment and utterance in what appears in the *Ledger*, Mr. Bonner exercises a rigorous censorship. There are a great many articles and advertisements that appear in religious papers that would not be admitted into the *Ledger*. Mr. Bonner gives this order: "Take the most pious old lady in a Presbyterian Church, and any word or phrase, innuendo or expression, that she would want to skip, if she were reading a *Ledger* story to her grandchild, strike out."

Paul Morphy, in the height of his popularity, edited a chess column in the *Ledger*. Bryant, Willis, Halleck, Morris, and Saxe laid a poetical wreath at Mr. Bonner's feet. Prentice, Bancroft, Parton, and Cozzens joined the galaxy of *Ledger* writers. Fanny Fern, Mrs. Southworth, and other eminent novelists furnished the entertaining serials published by Mr. Bonner.

On the death of Mr. Everett, Mr. Bonner enclosed a check to Mr. Bancroft, with a note requesting him to prepare a suitable article for the *Ledger* in commemoration of the distinguished statesman. The article was prepared and sent to Mr. Bonner. It contained no allusion to Mr. Everett's connection with the *Ledger*. The article was sent back, and the omission pointed out. A sharp correspondence followed, in which Mr. Bancroft attempted to establish the propriety of the omission. Mr. Bonner refused to receive the article, and he finally carried his point, and Mr. Everett's connection with the *Ledger* had a marked place in the eulogistic article.

For a long time Mr. Beecher has been a contributor to the *Ledger*. One evening Mr. Bonner and his wife went over to Plymouth Church to hear the pastor. The sermon was on success in life, and was given in Mr. Beecher's most vigorous strain. He showed that smartness, acuteness, and adroitness would not lead to success unless they were combined with energy, a knowledge of business, an indomitable perseverance, and an integrity which would enable a man to dare to do right. If Beecher had intended to hit Mr. Bonner's character and success, he could not have come nearer to the mark. Mr. Bonner had lacked not one of the elements. Mr. Beecher had described, and every one knew his success. This sermon affected Mr. Bonner in various