

THOMAS HOLLOWAY.

The system of advertising has been carried to a far greater extent in England than here. Single merchants spend forty or fifty thousand pounds annually in increasing their business, and find that it pays, and one drug dealer, Thomas Holloway, far exceeds this. Mr. Holloway is now about sixty-five years of age, having been born in 1804. His business in the line in which he is now known commenced on the 15th of October, 1837. He had little capital, and could not make large ventures, and the medicines had not been offered to the public before he began to advertise them. One hundred pounds were spent in one week in advertising their merits, with the discouraging result of selling only two pots of ointment. No one would then have accepted the medicines as a gift. The most assiduous industry and the most rigid economy were required to enable him to carry on the business, and Mr. Holloway began his day's work at four in the morning and continued it until ten in the evening to do that himself for which otherwise he must have paid. His remedies obtained for a time little or no favor, but this did not daunt him; he went on advertising judiciously and with determination, and in the end succeeded in creating for his preparations a limited reputation throughout the British Isles, which might have satisfied him at one time; but, as desires increase with what they feed upon, he made up his mind to be content with nothing less than girdling the globe with places for the sale of his remedies. To obtain knowledge about foreign countries of which there did not exist full descriptions, some Cathay of the distance, he used to inquire of the captains of vessels sailing to remote parts, and stored up in his mind the information they had given for future use. It was a rule with him from the commencement to use judiciously all the money he could spare in publicity, which went on increasing, and in the year 1842 he spent five thousand pounds in advertising. Time rolled on, and from the hitherto unthought of outlay of five thousand he increased it to ten thousand pounds in 1845. At the time of the Great Exhibition in London in 1851 his expenditure was twenty thousand per annum; in the year 1855 the cost of publicity had risen to the sum of thirty thousand pounds, the American agency now selling and advertising largely, and in 1864 it had reached forty thousand, in advertising his medicines in every available manner throughout the globe. For the proper application of their use he has had most ample directions