

round numbers, seven thousand five hundred dollars a year. Dr. Leavitt, who started with the paper, has his salary increased with his infirmities, and will be supported when he is too enfeebled to labor. The ablest men of the different evangelical denominations are secured to swell the editorial force. The *Independent* is claimed to be the best paying paper in America, except the *Herald*. And this has been the fruit of cutting loose from party, local, and sectarian issues, and launching out on the broad ocean of Christian union, and giving its energies to the whole church. A splendid marble building has been secured on Park Place, and is fitted up elegantly as a banking-house for the accommodation of the increasing business of this enterprising concern.

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L. S. METCALF, one of the largest and best-established houses in the stencil business in America, who has had large experience in advertising, speaks as follows: "My experience has left no doubt of the value of newspaper advertising, generally speaking. Of the manner of doing business practiced by Messrs. Geo. P. Rowell & Co. I have the best possible opinion. Promptness, accuracy, and reasonable charges have characterized all their dealings with me."

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THE easiest way in the world to throw away money is to advertise injudiciously.

The easiest way in the world to accumulate a fortune is to advertise judiciously.

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SMALL advertisements, and plenty of them, is a good rule. We were all babies once, yet we made considerable noise.