THE NEW YORK HERALD.

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LITERATURE.

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We have very great pleasure in informing you that since we commenced to advertise in your popular ILLUSTRATED NEWSPAPER we have derived more benefit from it than from all the other papers in the country put together with which we have been doing business. We are daily receiving from sixty to eighty letters from all parts of the Union, Canada and the British Provinces, through your kind assistance. You will please continue our advertisement until further advised. WEIR & CO., Philadelphia.

We have spent considerable sums of money from time to time for advertisements in your popular ILLUSTRATED NEWSPAPER, and consider it the best medium ever advertised in, and heartily commend it to all business men.
J. S. BROWN & CO., 544 Broadway, N. Y.

In reply to your question whether I have derived much advantage from advertising in your columns, I would simply state that I believe it has proved of incalculable benefit to me in my business. O. M. VAIL,
Skate Emporium, 446 Broadway, N. Y.

We have found FRANK LESLIE'S ILLUSTRATED NEWSPAPER to be the most efficient means for advertising our business in all parts of the country.
TIFFANY & CO.,
550 Broadway, N. Y.

For the last year we have advertised very extensively in all parts of the Union, and have derived more actual benefit from our advertising in FRANK LESLIE'S ILLUSTRATED NEWSPAPER than from any other ten papers combined. Our advertisements in that paper seem to reach all classes in every town, county and city in the States and British Provinces. F. A. OSBORNE & CO.,
432 Walnut street, Philadelphia.

We have considered FRANK LESLIE'S ILLUSTRATED NEWSPAPER a good medium for advertising; have paid him considerable sums of money from time to time, and look upon it as well invested, and value received for all that we have paid. D. W. EVANS & CO.,
Bookstore, Broadway, New York.

We are very willing to bear testimony to the great benefits to be derived from advertising in our McClellan Writing Desk in FRANK LESLIE'S ILLUSTRATED NEWSPAPER. We need not tell you that we should not advertise therein (much as we like it as a pictorial), if we did not think it about the very best method of attracting public attention.
CATELY & CO., 102 Nassau street, New York.

FRANK LESLIE'S ILLUSTRATED NEWSPAPER we consider the best medium we ever advertised in, as a proof of which we received several very large orders from the very first insertion. DEGRAF & TAYLOR,
Furniture Store, 87 Bowery, New York.

Having been asked by several persons whether it paid me to advertise in your paper, I have invariably replied that it had, and that I could trace hundreds of orders to employing it as a means for advertising. Any person wishing to enlarge his business connection should not hesitate for one moment to advertise in FRANK LESLIE'S ILLUSTRATED NEWSPAPER. C. P. GIRTON,
Manufacturing Jeweller, 208 Broadway, New York.

We have found FRANK LESLIE'S ILLUSTRATED NEWSPAPER an efficient medium for advertising our business.
WHEELER & WILSON,
Sewing Machine Company, 505 Broadway, N. Y.

In sending the enclosed advertisement of the Original Stationery Package to appear in your Illustrated Paper, it gives us great pleasure to say that we consider it as one of the best mediums for advertising in America. Having found it so, we have no hesitation in giving you an opportunity of letting your readers know our opinion.
S. C. HICKARDS & CO.,
102 Nassau street, N. Y.

I have advertised my business in FRANK LESLIE'S ILLUSTRATED NEWSPAPER for several years; am confident of its being one of the best mediums to place business before the people. HIRAM ANDERSON,
99 Bowery, N. Y.

Having advertised in FRANK LESLIE'S ILLUSTRATED NEWSPAPER for the last year past, with many other weeklies, I find that it is the best paying advertising medium, more particularly South and West, and, in fact, I believe there is no place but where a copy of it may be found.
Please let me know when my contract expires, that I may renew it, and oblige, J. W. STORRS,
Agent of Smith & Wesson's Seven Shooter,
121 Chambers street, N. Y.

We would say we have advertised quite extensively in FRANK LESLIE'S ILLUSTRATED NEWSPAPER, and feel assured it has been to our benefit.
FOWLER & WELLS,
Phrenological rooms, 308 Broadway, N. Y.

We have found FRANK LESLIE'S ILLUSTRATED NEWSPAPER to be one of the most valuable means for advertising our business in all parts of the country.
ROBBINS & APPLETON,
General Agents of the American Watch Co.,
182 Broadway, N. Y.

I have been asked by various parties whether it has paid me to advertise in FRANK LESLIE'S ILLUSTRATED NEWSPAPER. I have simply answered them that it has.
GEORGE G. EVANS,
439 Chestnut street, Philadelphia.

Please insert the enclosed advertisement in the next issue of FRANK LESLIE'S ILLUSTRATED NEWSPAPER, as I find it the best paying paper. I believe I have paid you some $500 for advertising, and intend spending as many thousands, should it continue to pay as well as it has done. Be sure and have the enclosed on the outside.
S. W. H. WARD,
387 Broadway, New York.

As we are daily in receipt of substantial evidence from all parts of the Union and South America as to the value of advertising in your extensively circulated illustrated journal, we have to request you to continue our advertisements of "Johnson's Union Washing Machine" until further notice.
J. JOHNSON & CO.,
457 Broadway, New York.

Advertisements must be handed in to the office every Saturday, to insure insertion in the following week's issue of FRANK LESLIE'S ILLUSTRATED NEWSPAPER, as it takes three double steam presses a whole week, night and day, to print the

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