

**HUMOR OF THE DAYS
BEFORE CIVIL WAR**

(Continued from Page 13.)
Thomas Holloway, the great pill and ointment man in London, written to the Prairie News on the subject of advertising. He says:
"Dear Sir,—A correspondent of yours has recommended your paper to me as an advertising medium. He mentioned the circulation, but may have been mistaken in the amount.

Will you kindly inform me as to the circulation of your weekly, as I wish to make a contract with you for the insertion of my advertisement. I am unlimited in my advertising; my list of papers is now 1300 and I am paying in advance. Yours respectfully,
To which the editor of the News responds:
Very dear Sir,—The circulation of the Prairie News, which has been increased with unexampled rapidity for more than two years, now

amounts to forty-three, though I am bound in honor to say that two of my subscribers being very precarious pay, I shall probably cut them off before this letter reaches you, so that you are at liberty to consider the list reduced to forty-one. To this number should be added seven gratis copies, sent to as many friends of mine at a distance, out of compliment to their indefatigable exertions in procuring new subscribers. This number should be further augmented by a permanent exchange list of sixty-five, making in all a constant weekly circulation of one hundred and thirteen, besides an average of half a dozen surplus copies every week, which are sent with religious scrupulosity to postmasters and other distinguished individuals in benighted parts of the world. I have good grounds for estimating my reading patronage at forty-nine persons per copy. You may safely calculate that the 5537 readers of my paper would consume on an average of ten dollars worth per annum, each, of your pills and ointment, particularly the pills, for I cannot promise you an extensive sale of your ointment in this region, cutaneous diseases being rare, as may be inferred from the fact that the foreign born population of Mississippi is only sixty-two of the aggregate. So you perceive I shall be the means of opening a market to you for \$55,370 worth of the invaluable remedies which have immortalized your name, on which, after deducting the cost of materials, boxes, etc., your profit will be about eighty-five percent, or \$47,064.50. Upon this handsome increase of your profits, accruing through my instrumentality, I propose to charge the moderate commission of one per cent, or \$473.62 1/2. If these terms do not suit you, come over by the next steamer, and we'll talk about it. If

you are satisfied with them, for the first quarterly instalment of \$117.66, be so good as to pay for me one year's subscription to Punch, Diogenes, and The Times, all of which are good papers, and should be encouraged, and send me the balance in cuttings of London Particular-Maderia grape-vine. Subsequent instalments may be sent, at your option, in Bank of England notes, or any sort of truck except your med-

icines. Give my best respects to Queen Victoria, the next time you see her; tell her she is a lady whom I greatly esteem, and that I often think with what satisfaction, while this disastrous war is so thinning the population of her realms, she must reflect that she, at least, has done her duty in the way of keeping it up. Your obedient servant,
THE EDITOR.

On the days a man isn't trying to break some of his bad habits, he is better company to himself.
Mother's notion of a household tragedy is an abundance of fruit and no sugar to put it up with.—Record.
Let us make life easy for profiteers by giving them free board and a new suit of clothes with stripes.—Record.

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