

THE NORTH CAROLINA STAR.

THOMAS J. LEMAY, Editor.

NORTH CAROLINA.—"Powerful in intellectual, moral and physical resources, the land of our sires and home of our affections."

LEONIDAS B. LEMAY, Associate Editor.

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THE NORTH CAROLINA FARMER.

From the German Town Telegraph.
IMPROVED STOCK—SHEEP.
On this important subject most intelligent
farmers at this time manifest a laudable and
deep interest. The position assumed by the
Agricultural press is rapidly attracting
attention to it, and our farmers begin to reason and
act, and to denude themselves of their old and
long cherished prejudices in proportion as
the light reflected from the page of science
upon their path, becomes more luminous and
well defined. As the natural consequence of
this, we find that the annual fairs now held
in most of the States for the promotion of
Agricultural improvement, are rapidly in-
creasing in interest; a more decided and
generous public spirit is obvious; the animals
exhibited are more numerous and of better
quality, and far greater pains are taken by
farmers generally to render these important
institutions worthy of the "great interest,"
and an honor to the States and counties
of whose enterprise and prosperity they speak.

In reference to that most valuable animal,
the SHEEP, the truth of the foregoing observa-
tions is strikingly apparent. The old, coarse,
long-wool varieties, though possessing value
for particular purposes, have already nearly
become obsolete. Twenty years ago, no farmer
anticipated seeing a Dishley, South Down,
or Teeswater animal at these fairs, any more
than the farmer of the present day dreams of
seeing the Cashmere goat, or the Alpaca.
I wish to be distinctly understood in this
matter, for I am speaking not of particular
localities, where the spirit of generous
improvement and emulation dates from a
period long antecedent in point of time to the
commencement of the ethiologial segment
above alluded to, but to the country in general.

At that time we had no Agricultural press,
and no George III. to encourage honorable
efforts. But the fact is now happily far
otherwise. Though in most of the States
and territories, legislators remain almost
wholly inactive upon the subject, public
spirit and enterprise, together with an ever
restless and enlightened press, are accom-
plishing much in our behalf, and will doubt
supply in time the want of legislative patron-
age and protection, at least to a considerable
extent.

And now Mr. Editor, as many of your
agricultural readers are doubtless desirous of
availing themselves of all the advantages
which science and experience so liberally
afford to the enlightened in effecting the
improvement of their flocks, I beg leave to
submit the following observations by that dis-
tinguished friend of agriculture—ARTHUR
YOUNG in reference to selecting sheep. In
the first place, Mr. Y. remarks that "the
general principles which guided Mr. BAKE-
WELL, in breeding a beast or a sheep for the
butcher, explain his own stock, which is in
the highest perfection when examined with an
eye to these perfections."

1. In all his exertions, his aim was to ob-
tain a breed, which, with a given amount of
feed, will give the most profitable meat; that
is in which the proportion of useful meat to the
quantity of offal, is the greatest.
2. Points of the head. On this plan, the
points are those where the valuable points lie;
the rump, the hip, the back, the ribs, and, af-
ter these, the flank; but the belly, shoulder,
neck, legs, and head should be light; for if a
beast has a disposition to fatten, and to be
heavy in these, it will be found a deduction
from the more valuable points. A beast's
neck should be square, flat, and straight, or,
if there is any rising, it should be from a
disposition to fatten and swell about the rump
and hip bones, and the belly should be quite
straight, for if it swells, it shows a weight in a
bad point. He prefers to have the carcass
well made, and showing a disposition to
fatten in the valuable points. So far on se-
lecting.

3. Feeling. Mr. BAKEWELL, in order to
decide whether a beast has the right disposi-
tion to fatten, examines by feeling. His
friend, Mr. CUTLER, who has had an infinite
number of beasts go through his hands, agrees
entirely with Mr. BAKEWELL in this
circumstance, and when with him in Norfolk
and Suffolk, he was surprised to find lean bul-
locks and sheep were suddenly bought there
by the eye only. So absolutely is the hand
necessary in choosing either, that they both
agreed that if they must trust to the eye in
the light, or to the hand in the dark, they
would not hesitate a moment in preferring the
latter. The form of the bone, in sheep, is
quite hidden, it is the hand alone that can en-
able us to decide whether the back is flat and
broad and free from ridge on the back bone;
or can examine, correctly, if the other points
are as they should be. The disposition to fatten
is discoverable only by feeling.
Speaking of the sheep generally, the points
to examine are the same as in the ox. Flat-
ness, breadth of back, a spreading barrel car-
case, with flat belly, and by no means curved
or hanging. The essential is the carcass,
and a disposition to fatten in the carcass,
and perhaps to have the least fallow on the
sides.

The keeping sheep on most of the upland
and hilly farms of this country, is generally
speaking, a lucrative business. If selected
with reference to their meat-making or wool-
producing properties, and with a well digest-

ed system of breeding and management, these
animals are rarely debilitated by disease; it is
principally owing to neglect and carelessness
that they sicken. By most farmers the winter
management of the sheep is deemed a matter
of trivial importance, whereas the reverse of
the proposition is true: If sheep are housed
in large numbers in confined and poorly ven-
tilated enclosures, with an inadequate supply
of pure water, and with poorer food, the legiti-
mate consequence is premature debility, dis-
ease, and death. At the period of producing
their young, the most assiduous attention
should be accorded to the dams. They should
be provided with warm quarters, well littered
and ventilated, and supplied with food of a
generous and strengthening description.—
The young, when dropped, should be carefully
looked after, and food calculated to invigorate
the system, and to produce a healthy and vigor-
ous action of the lacteal organs, be liberally
supplied to the dams.

In the summer, and during those months
when they are permitted to run at large, they
require to be carefully watched, especially
when pastured in large flocks. The free
use of salt is highly beneficial, or a mixture
of salt and ashes, and if the forage is shorted
by drought, or of an unequal or innutritious
order, the deficiency should be supplied by
daily feeds of grain, roots, or by soiling.

As a general rule, however, it is injudicious
to crowd them together in large numbers,
even where the pasture or ranges are specu-
lously better to divide the history into
smaller divisions, and to appropriate to a
certain number an allotted space. By so
doing, many unpleasant contingencies will be
obviated. Neither, even in summer, is es-
sential often times to the sheep. During
this period, showers are often experienced,
and exposure to encroaching rains during
which the atmospheric temperature suddenly
falls to a comparatively low point, often pro-
duces disease and even death.

One error, and a very essential one, in the
practice of farmers, I will here notice. After
incurring a heavy expense in purchasing
valuable animals, many proceed as if they
supposed they had actually accomplished all
that is necessary. Instead of providing good
and secure pastures in which the animals
may find abundant and nutritious herbage
during their range, and isolation from other
flocks, they turn them into the highway to
be crossed by hordes of inferior traits, and
unsuited or half-starved from a lack of
timely and proper food. The consequence
of this insane procedure is, that they are dis-
appointed—the animals so eagerly sought
for, and purchased at perhaps an exorbitant
price, fail to realize their expectations, and all
subsequent efforts at improvement in that de-
partment, are prematurely and forever renoun-
ced.

This is necessarily, injurious to the com-
munity; it tends to induce skepticism and un-
belief as to the legitimate merit and feasibility of
the enterprise, and thereby to discourage all
laudable efforts on the part of many who would
otherwise have embraced an early opportunity
to assist, by their own personal example and in-
fluence, the advancement of so good a cause.

Suggestions in Relation to the Seeding of Wheat by Drilling.

Mode of seeding and putting in.—If sown
broadcast we would prefer ploughing, or culti-
vating the soil in, not less than 2 or more
than 3 inches deep; to afterwards harrowed
and rolled. Either of these methods more ef-
fectually cover the seed, than when done by
the harrow, and by placing the seed deeper,
serve measurably to protect the roots of the plant
from the effects of frost.

Drilling the wheat in by a machine, we
think a better plan than either of the above
ones; and for the following, among other rea-
sons:

1. It requires less seed to set an acre of
wheat when drilled in, than when broadcasted,
it requiring but 5 pecks by the former mode
and 8 pecks by the latter, if well done—a sav-
ing of 75 bushels in a hundred acre field, is,
therefore, effected.

2. The seeds are more equally and eligibly
distributed, as regards space and depth, than
can possibly be done by hand, however skill-
fully performed.

3. By drilling, the labor of forming the
drill, dropping the seed, covering and rolling,
is performed at one and the same time; thus
saving the labor and expense of these separate
operations, which are indispensably necessary
to be performed, whenever wheat may be
ploughed in, put in with the cultivator, or har-
rowed in.

4. By the drilling machine, a slight ridge is
raised on either side of the drill, which, to its
extent, protects the roots of the plants from the
injurious effects of cold and wet, the slight
elevation acting as a barrier against the wind
and water.

5. Should the roots of the plants be up-
rooted by the contraction and expansion of
cold and heat, the earth forming the ridges
settle down on them, and thus afford a tolerable
fair protection, rendering it an easy opera-
tion in spring, when the frost is out of the
ground, and the earth settled and dry enough,
to replace the roots, by passing the roller over
the field, an operation of infinite service, and
which should never be omitted.

6. The space between the drills, gives free
circulation to the light and air, matters of great
moment to the plant in the course of its
growth thereby letting in the light of the sun
and the moderating power of the atmosphere,
whose kindly influences cannot be too highly
appreciated; besides which, it opens a direct
channel for the reviving action of the dew, ad-
mitting them at once on to the earth, to be
there absorbed and taken up as food for the
growing plants.

without doing harm, by the current of air pass-
ing through the spaces of the drills—for the
efficacy of this we do not answer.

So much for theory; and now let us see
what that sterling, strong-minded farmer, of
Wheatland, Delaware, says, with regard to
the results of its practical operation. In a let-
ter to the Commissioner of Patents, Major
John Jones, says:

"When I commenced drilling, and for two
or three years, I was ridiculed by my neighbors;
some would advise me to take the implement
home, break it up, and cook my dinner with it,"
[Smart neighbors these!]

"I, however, disregarded their jeers, and
persevered. And now the best evidence, that
I can possibly bring forward in support of the
drill, over the broadcast system, is the fact
that all my neighbors adopted the drill for
sowing their wheat, and most other small
grains; and that we have three or four drill-
builders besides H. W. Pennock, the in-
ventor of the improved drills, all of whom
could not supply the demands for New Castle
county the past season. I think I am war-
ranted in saying, that three-fourths of all the
wheat that will be sown in New Castle coun-
ty the next year, will be from land sown with
the drill. One of the great advantages of
the drill over the broadcast is, that they can
be constructed for sowing the concentrated manures,
guano, poudrette, bone-dust, &c. I have one lot
of 100 acres, upon which I sowed at the same
time with my wheat, fifteen tons of guano on a part of which I sowed
300 pounds, and other parts 200 pounds
per acre."

"The yield of additional straw on the drilled
acre, 12 per cent.
The yield of additional wheat on the drilled
acre, 27 per cent.
Such facts, require no comment—they write
their own history.

Time of seeding.—We have ever been the
advocate of early sowing; and notwithstanding
the oft repeated attacks of the Hessian fly,
to which early sown wheat plants are subject,
we remain unshaken in our belief of the prop-
riety of the practice. It is not our purpose
to designate the day on which wheat should
be sown; but merely to urge, that it should
be sown as early in this month as possible;
and to express the hope, that when done, it
may be well done, as the manner of putting
in a crop, exerts a powerful influence over its
product.

Water furrows.—So soon as you have finish-
ed seeding, run your water furrows, and pass
the roller cross wise over them.

Quantity of Seed per acre.—If sown broad-
cast, it will require 8 pecks per acre; if by
drill, 5 pecks, per acre, will be ample; so that
by drilling, 3 pecks of seed will be saved on
each acre; a matter of considerable moment
to the economical farmer; besides which, one
of the many experiments made to test the rel-
ative productiveness of the systems, the results
are signally in favor of putting in wheat by the
drilling machine.

IRON FOR APPLE TREES.

A correspondent of the Albany Cultivator,
writing from Fredericksburg, Va., says:

A friend who has a large orchard of Raw-
ley's Janette apples, has ten trees upon each
corner of the orchard which always produce
fruit a third larger, and flavor so much supe-
rior, that it was supposed by all who saw and
ate the apple that they were a superior variety
of the Janette. This spring I examined
the soil, and found that a vein of iron
ore passed under the ten trees, so near the sur-
face that it had been plowed and worked
with the soil. A variety of the large blue
plum growing upon the same ground, is also
very fine; while grass taken from the same
plum trees, and worked upon the stocks grown
on different soil, prove worthless.

GRAPE CULTURE.

About five years ago a gentleman planted
three and a half acres in grapes, on his own
land, a few miles below Cincinnati, and last
year he made 2500 gallons of wine. This
vine he sold for \$1 25 and \$1 50 per
gallon; and after paying expenses of manufac-
ture, the three and a half acres of vines
gave him a net profit of \$3000! Five hundred
gallons to an acre is not an uncommon yield;
any thing less than 300 or 400 gallons is con-
sidered a very small one. All kinds of grapes
are cultivated for the table, and as experiment
but the grape relied upon for wine, and most
cultivated, is the Catawba.

ALMONDS.

In Georgia almonds have been cultivated
with success; and there is now, or was in
1849, in the garden of a gentleman near Ma-
con, Ga., a large tree, fifteen or twenty feet
high, which has borne many bushels of fine
almonds. The tree much resembles the
peach tree in its tallness, and the fruit, while
growing is readily mistaken for the peach.

Balt. Amer.

SUBSTITUTE FOR RINGING SWINE.

If two of the tendons that erect and support
the rim of nose is cut across, about an inch
and a half from the extremity, it effectually
destroys their ability to root. It is best per-
formed when two to three months old, but
we see no trouble in performing the operation
at any age, by using a sharp knife, and cut-
ting down to the bone, which has a very thin
covering.

The usual manner of ringing is an unsafe
operation, as well as a barbarous one, as
they give a way, and the first noise you
have is the disfigurement and injury done to the
flesh by plowing them up in a very hazardous
manner.

This operation is done with no prejudice
to the animal, and very little suffering; not
half so much, if you can judge by their music,
as in the ordinary method of twisted wire.

From the Southern Christian Advocate.

A NEW AND VALUABLE CLOVER FOR THE SOUTH.

During the past spring I was much interest-
ed in examining a new species of Clover,
which is raised by two gentlemen in the vic-
inity of Falkland, Ala. This clover when
growing, before blossoming, resembles the
red clover in some respects, but in others it is
entirely different. The blossom is yellow,
and the seed resembles a bean in shape,
though it is but little larger than the seed of
the red clover, and is contained in a very singular
bur, which is about the size of a large pea.—
Again, this grass, roots and all, dies annually;
yet the same piece of land need never be sown
but once, as the seed is produced in very
great abundance, and comes up very freely
and surely every autumn. Again, it is en-

tirely a Fall and Winter grass. It commences
growing in October, and grows on finely
through the whole winter, affording the finest
pasture, and continues to grow well, if pas-
tured, until the 1st of May: about this time
the seed begins to ripen, and the grass gradu-
ally dies, and leaves the ground thick cov-
ered with the dead branches and seed: When
the cool Fall rains and dews return, it then re-
appears, and grows as before stated.

I have said it yields an abundant crop of
seed; indeed, the quantity of seed is so great,
that this is a striking and very important pecu-
liarity. From my own observations, and
from what one of the gentlemen above allud-
ed to has told me, I am well satisfied that it
will yield, on good land, at least 50 bushels,
probably 100 bushels of seed in the burr per
acre, and this will be amply sufficient to sow
15 or 20 acres thickly. This will render the
clover exceedingly valuable to Southern plan-
ters. From a lot of 5 acres of good clover, he
will raise seed enough to sow 100 acres of
cottonland, and thus secure a rich sward of
grass to cover the land during the winter, and
protect it from washing rains, and afford him
the best pasture in the world. This is not
mere fancy, for its growth on fair land is as
luxuriant as I ever saw of the red clover, on
the finest lands in Virginia or Kentucky. I
carefully examined a lot of this clover, which
was closely grazed to the 1st of March last
and about the 1st of May a great many of its
branches were four feet long. I have often
admired the luxuriant pasture and meadows
on the rich valley of Ohio, but I think I never
saw a better crop of grass in all my life than
this was.

Any person who may be desirous of getting
further information about this grass, can obtain
it by writing to Dr. H. L. KENNON, or Mr. J.
C. SNEDECOR, Falkland, Ala. The letters
should be post paid, as this is without their
knowledge.

My apology for troubling you with this
communication (if one is needed) is this.—
I was brought up in agricultural pursuits, in
the rich and beautiful valley of the Ohio, where
the fertility of the lands is easily increased
an hundred fold, by judicious system of grass-
ing, and ever since I became a citizen of the
South I have regretted to see her richest lands
rapidly wasting away without the hope of fu-
ture improvement; and I desire, as a sincere
lover of my adopted home, to call the atten-
tion of planters to the above named grass, be-
cause I firmly believe it can be made invalu-
ably valuable to the whole planting interest of
the South.

Falkland, Ala., July, 12, 1850.

HONEY.

Honey is, according to Mr. Milton, who has
lately published a treatise on bees in
England, a universal specific; and among its
other valuable properties, he declares that
it prevents consumption, and states that that
destroyer of human life is not known where
honey is regularly taken as an article of
food. Those who have less faith in the
specific, may perhaps attribute the cause
to difference of climate rather than this hon-
ey. The Italian singers it is said are greatly
indebted to honey; but their practice is to
sharpen it with a few drops of acid,
though they sometimes take it in a pure
state.

THE GUANO MARKET.

The Baltimore Price Current of Saturday
thus quotes guano:—
"There is none in importers' hands, either of
Peruvian or Patagonian. We quote sales
from dealers, of Peruvian, which is scarce, at
\$60 per 2000 lbs., and for Patagonian, 35 to
\$40 per ton; demand good."

The American of the 10th says:

GUANO.

The scarcity of this much valued fertilizer
has been a subject of regret to the farmers of
this country, who are very desirous of using it
in putting in their wheat crops. We are hap-
py to state that two vessels from Peru arrived
at this port on Monday, and one yesterday,
bringing in all about 1,400 to 1,500 tons of
Peruvian Guano, which is the kind most in
request at present. The names of the vessels
are the barques John Mayo and Jenny Lind,
and ship Iconium. They all come direct from
the Chincha Islands, and are consigned to Sam-
uel K. George, Esq.

THE COTTON TRADE.

Mr. George G. Henry, a well known bro-
ker of Mobile, has recently issued an interest-
ing circular, in which he embodies an array
of statistics concerning the production and con-
sumption of Cotton, and deduces the conclu-
sion, "that consumption is at present outstrip-
ping the production, and that great consequent
advantage in the regulation of prices must en-
sure to the American grower and dealer."—
The Augusta Chronicle, in connection with
the circular remarks:

"We are of opinion that the time is at hand
when a large junta of spinners in Liverpool
and Manchester will no longer be permitted
to control the price of the World's great
commercial commodity presenting that anomaly
in trade of the buyer alone regulating,
through a series of years, the price of that
which he desires to purchase and must have.
The power exists on this side the Atlantic,
and should be exercised, to fix the price of the
cotton, and bring the purchasers to the
door of the grower. Hereafter the planter has
in effect sent his cotton to Liverpool, and
brought the privilege of saying to the Cotton
Lords, 'What will you give for my Cotton?'"
"The balance is turned, and if the planters
of the South will but exercise a little sound
discretion, and compare the production with
the consumption, they may have the consum-
ers at their door asking, 'What do you demand
for your Cotton, Mr. Planter?'"

PRESERVATION OF PUMPKINS through the greater
part of the winter, if sound and well ripen-
ed, is easily attained, by storing them in a
mow of dry hay or straw, or placing on a barn
floor and covering with any light forage.—
A dry cellar will frequently keep them sound;
but these are usually too moist for this pur-
pose. They ought occasionally to be looked
after, and any showing evidence of incipient
decay, should be immediately used. All the
partially ripe, small, and imperfect should be
fed soon after taking from the field.

From the American Agriculturist.

FATTENING HOGS.

For several years, I have paid some atten-
tion to fattening hogs, and find that they will
thrive much faster on corn and sweet potatoes,
or on peas and sweet potatoes, than they will

on any one of these alone. I am well satis-
fied, also, that they will fatten much faster on
boiled and raw food mixed, than they will on
either, separate.

The year before last, I turned my hogs into
a potato patch, and every evening fed them
with corn. Under this treatment, the old hogs
soon got very fat; but in the lot there were ten
long legged pigs not a year old, which, at the
time I killed the old ones, were in as good
order for running races, perhaps, as hogs could
be put in for that purpose. I despaired of
making them fat enough for bacon; but as I
did not wish to keep them another year, I de-
termined to try what effect cooked food
would have on them, as I was well convinced
that they could not be made fat on raw corn
and potatoes; and with this view, I put them
into a close pen, with sufficient pine straw
to keep the hogs from the dirt. I then boiled
sweet potatoes until they would mash up
freely, into which I stirred corn meal until
the whole became mush; and after feeding them
on this, until they appeared satisfied, I gave
them raw potatoes, and sometimes turnips,
with the tops on. Under this treatment, they
fattened faster than I had ever seen hogs be-
fore. In two weeks after I put them into the
close pen, they were fat enough for any use,
fatter than they ever could have been made on
corn at that age, or on any one kind of food.
Hogs ought never to be put on a floor of plank
or rails, if pine straw can be had; because
they cannot be made comfortable on a floor of
wood.—Fill the pen two feet deep with pine
straw, and when it becomes flat, put in more
straw. In this way, the hogs can be made
comfortable, and no part of the manure lost.

A. E. ERNEST.

SELECTION OF SEED CORN.

This month seed corn should be selected.
It can only be well done in the field, by gather-
ing those ears with small butt-ends, the sec-
ond ripe, and taken from stalks which have
two or more well filled ears to each. In this
way, the best varieties of corn in cultivation
have been obtained.—B

A CAPITAL TOMATO RECIPE.

The following has been handed to us as the
recipe of a good house wife for preserving or
"curing" tomatoes so effectually that they may
be brought out at any time between the sea-
sons "good as new," with precisely the
same flavor of the original article. Get sound
tomatoes pick them up, and prepare just the same
as for cooking; squeeze them as fine as
possible, put them into a kettle, bring them
to a boil, season with pepper and salt; then
put them in some jars, taken directly from
water in which they, (the jars,) have been
boiled. Seal the jars immediately, and keep
them in a good cool place.—B.

TO MAKE HENS LAY.

The South Carolina says a neighbor states
that hog's lard is the best thing that he can
find to mix with the dough he gives to his
hens. He says that one out of this fat as large
as a walnut, will set a hen to laying immedi-
ately after she has been broken up from sit-
ting, and that, by feeding them with the fat
occasionally, his hens continue laying through
the whole winter.—B.

THE PRESS.

ESSAY ON ADVERTISING.

In the view of the writer, the advantages of
Advertising are more important than has been
usually supposed. They are, to his mind,
three-fold—

First.—They benefit the person advertising.

Second.—To the purchaser.

Third.—To the community at large.

Let us then, to the community at large.
That the business of Advertising exten-
sively, as it is now conducted, is not in a pecu-
niary sense advantageous to the owner of
goods who wishes to dispose of them, and
avails himself of this medium to do so, is
indeed a reflection upon the shrewdness of
the business world, which results in other re-
spects will not justify. The writer does not
doubt that the business of Advertising in this
country (and particularly in New England
and the Middle States) has nearly, if not quite,
doubled in the last ten years. The reason is
obvious. Those who have done it have found
their account in it. It has yielded an addi-
tional profit by widening the circle of custom-
ers and thus enabling them to run off a larger
quantity of goods in a given time. This point is
worthy of a moment's consideration. A mer-
chant may say, I have a fresh lot of goods;
my run of custom is established—I shall cer-
tainly sell them—why should I advertise?—
There are some who reason thus. But they
stand as certainty in their own light as though
they kept their stores open but half the busi-
ness hours. True, their old customers may
continue to trade with them; but, every new
customer that is drawn in by the advertise-
ment issued, assists to dispose of the stock in
so much less time than before—so that, if by
availing themselves of the advertising medium
they sell their stock in half or three-fourths
the time otherwise would, the additional
profit is increased in the increased sale in a
much larger ratio. The sale of the first lot
was attended with certain necessary expenses
of rent, clerks, &c.; but the portion added in
addition had to bear but a small per centage
of the necessary expenses of the store. The
rents, the clerks, the incidentals were nearly
the same as formerly, but the goods were sold
in half the time, and the profits thus increased.
That Advertising makes business, is a fact
so well established as to leave no room for
doubt. It is the testimony of all experience.
How are advantages offered by the advertiser,
to be extensively known, except through the
universal medium, now consulted by all—the
NEWSPAPER?

A judicious system of Advertising has given
that large class of business men who have been
so sensible as to avail themselves of it, an ad-
vantage over those who do not follow it; that
cannot be surmounted except by the adoption
of the same mode of tactics. This system en-
ables the business man to proclaim what he
has to dispose of, throughout the land; and of
a consequence to dispose of it more rapidly
than his neighbor who not put up to the times
in this respect. And thus selling rapidly, he
turns his money sooner and can sell lower
than that neighbor, and yet make as much
money—BECAUSE HE SELLS MORE GOODS IN THE
SAME TIME. The maximum of a "nimble ex-
change" being worth more than a sluggish shilling;—
never more clearly illustrated than in the
benefits as shown in Advertising. These advan-
tages are becoming more and more apparent. I
am happy to say, under the excellent system
of Advertising now well perfected by Mr.

PALMER—in his Agencies for that purpose in
several principal cities in the Union—by
which merchants, traders, and all others wish-
ing the public ear, may have their Advertising
done at established rates, with but slight trou-
ble to themselves: A system too, which is fast
gaining the confidence of the public, and
which must ultimately do an immense busi-
ness.

I now come to my 2d proposition, that Ad-
vertising benefits the purchaser—the great con-
suming public. It needs not many words to
convince the candid mind of this truth. The
newspaper, at the present day, is not consult-
ed only for events that are transpiring all
over the world, or for interesting essays, or in-
structive and pleasant reading. It is consulted
as eagerly in regard to buying and selling—in
regard to the wants of the community, or its
redundance—as for any other matter of infor-
mation. The advantage is reciprocal. I have
an article to sell—some one (perhaps many,
may) are in want of that very article. They
patiently await the issue of that map of "mov-
ing incidents by flood and field," the newspa-
per, and there find, what weeks of personal
anxious inquiry might have otherwise failed to
disclose, that the article they want, the ship,
the house, the goods, are with me. A half do-
zen times, a trifling sum expended, have saved
that purchaser the trouble that otherwise
would have ensued, and of days' time lost.—
Both parties are pleased and benefited—the
medium of exchange passes from one to the
other, and new enterprises go on. Indeed,
so indispensable has this system become, that
a business community of the most modern size,
would be almost thrown into chaos, if it were
broken up. Men consult the morning sheet
—and more business is done through hints
gathered from that, than by all other hints put
together. That sheet has become as indis-
pensable as the ledger, and is now as implicitly
studied and heeded, by the mercantile com-
munity.

The 3d proposition, that Advertising is of
advantage to the community at large, irrespec-
tive of buyer or seller his one which, if main-
tained by proof, will much commend the business
to the public approbation. In a higher sense
than it has often been viewed, and give a dig-
nity to the transaction above the mere sum of
dollars and cents involved.

To sustain