

How to Advertise Successfully.

Let the article you advertise be sufficiently valuable, of public utility, and possessed of merit, then never recommend it beyond such merit.

State facts only, or what you conscientiously believe to be true. Facts, like diamonds, are always valuable and difficult to mutilate.

Give your story concisely and to the point. Advertisements at best are prosy, and short ones least expensive.

However anxious to make money, let its acquirement be secondary to the principle of doing good. The gratification of doing good is the greater reward.

Never essay to build a reputation by attempting the ruin of another. Your foundation is too frail for a substantial structure, and you unwittingly assist your adversary.

The above rules are those of the inventor of Fellows' Syrup of Hypophosphates, and their observance by an advertiser should insure a demand in the market for his merchandise, while business prudence only is necessary to complete the programme for success.

OAK TIMBER loses about one-fifth of its weight in seasoning, and about one-third of its weight in becoming perfectly dry.

TO TEST THE SOUNDNESS of a piece of timber, apply the ear to the middle of one of the ends, while another person strikes upon the opposite extremity. If the wood is sound and of good quality, the blow is very distinctly heard, however long the beam may be.

A LIVING RAFT.—The leaves of the gigantic water lily known as the Victoria Regia, in the Botanic Garden at Ghent, having attained a remarkably large size, Mr Van Hulle, the chief gardener, recently undertook to determine their buoyant power.

BUTTER FROM MILK FOUR YEARS OLD.—The Agricultural Gazette says:—A sample of condensed milk, weighing about 1 cwt., was lately exhibited at the rooms of the Society of Arts, and an interesting experiment made thereon.

DESTROYING COCKROACHES.—For the destruction of the cockroach Mr. Harris, the late eminent entomologist, recommends a mixture containing a tablespoonful of red lead, the same amount of Indian meal, with molasses enough to make a thick batter.

CONCRETE.—The first thing to be done before concreting is to bring the surface on which it is to be laid to the required level and shape, taking care that every part is evenly and firmly beaten, to prevent the concrete from sinking into holes after it is laid on.

WALKING STICKS.—Hazel grown in low districts is usually dark-colored in the bark, and not so highly esteemed as the light-colored variety. Whitethorn, if peeled soon after cutting, has yellow lines marking the circulation of the sap, but these can be scraped off.

HOW THUNDER SHOWERS COME UP.—In order to convey a more definite idea of our theory, we will choose a certain locality which may serve the purpose of a diagram to our demonstration; and this locality shall be the region of Westfield river.

EPPS'S COCOA.—GRATEFUL AND COMFORTING.—By a thorough knowledge of the natural laws which govern the operations of digestion and nutrition, and by a careful application of the fine properties of well-selected cocoa, Mr. Epps has provided our breakfast tables with a delicately flavored beverage which may save us many heavy doctor's bills.

MANUFACTURE OF COCOA.—We will now give an account of the process adopted by Messrs James Epps & Co., Homoeopathic Chemists, and manufacturers of dietetic articles, at their works in the Easton Road, London.

CONTENTS OF THIS NUMBER.

Table listing various articles and their page numbers, including sections like THE FIELD, GRASSES AND FORAGE PLANTS, IMPLEMENTS, HORTICULTURE, THE ORCHARD, THE BREEDER AND GRAZIER, VETERINARY, THE POULTRY YARD, THE APIARY, THE DAIRY, EDITORIAL, CORRESPONDENCE, AGRICULTURAL INTELLIGENCE, SEEDS, ETC., and MISCELLANEOUS.

Table listing various articles and their page numbers, including sections like HORTICULTURE—Continued, THE FRUIT GARDEN, THE FLOWER GARDEN, THE VEGETABLE GARDEN, THE BREEDER AND GRAZIER, VETERINARY, THE POULTRY YARD, THE APIARY, THE DAIRY, EDITORIAL, CORRESPONDENCE, AGRICULTURAL INTELLIGENCE, SEEDS, ETC., and MISCELLANEOUS.