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ng are a few of the numerous publications
nthly, all are splendidly illustrated with
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orn Art, contains 60 plates,
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nd, Italy,
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n Woodstock and of I. Finley travelling
logues sent free by addrdssing R. Hunter.
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Furniture.
er would respectfully return sincere thanks
rous customers, for their very liberal
ed on him the last seven years he
NITURE TRADE.
respectfully invite the inhabitants of
surrounding country to call and examine
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ried and from a thorough knowledge of
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My stock consists in part of
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Wash Stands, Sinks,
ndid looking glasses
Walnut, Gilt inlaid, Gilt, Oval and
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ABLES,
bles, Spinning Wheels,
. Feb. 1st. R. B. DAVIS.

Andrew Doak,
h, and Horse Farrier,
form the Public, that he is prepar-
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ANDREW DOAK
March 14.

READERS.
reading season has come the proprietor o
AL READING ROOM
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keep themselves posted up in the news
an hour or two a day to devote to rea
is furnished with all the New Brunswick
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cease to the subscription list renders it
y is a good time to subscribe, as a quarter
Sept. 27th. Terms, one dollar a quarter
ct. 11th. 1860.

SODA
WATER,
AND
IGARS.
AT
BBLEE'S
Drug Store.
, June 26

Notice.
rt Gurney by his late Will and Testa-
upon the undersigned, (who is the Ex-
in said will,) the duty of seeing that
is widow is decently maintained during
estator has left to her for that purpose,
he use of his real Estate. I am informed
ons have been attempting to tamper with
firm widow in order that they may get a
l Estate from her. I notify and forbid
so doing at their peril.
day of April, 1861.
L. R. HARDING, Executor.

NOTICE.
riber is prepared to Repair Guns
nd all parts of fire arms.
ANDREW DOAK.
April 11.

l all parts of fire arms.
ANDREW DOAK.
April 11.

The Woodstock Journal.

Whatsoever thy hand findeth to do, do it with thy Might.

VOLUME 8. WOODSTOCK N. B., THURSDAY, AUGUST 8, 1861. NUMBER 4

THE PHILOSOPHY OF ADVERTISING.

Man, they say, is a trading animal—the only one. The wants of each individual are more numerous and varied than his faculties and capacities devoted to supplying them. Each producer of necessaries or comforts naturally produces a superabundance of whatever he grows or fabricates, and exchanges it for a competence of other wares or staples adapted to his wants. The grain grower has a large surplus of grain, but requires nearly everything else: the pin-maker consumes perhaps a dollar's worth per year of his own products, and four hundred and ninety-nine dollars' worth of either people's, obtained by the sale or his own. And as man rises in the scale of civilization his wants are increased and diversified. He labors more, produces more, exchanges far more. The lowest savage may produce or gather a hundred dollars' worth per annum and exchange ten dollars' worth of it for other necessaries or comforts; while the population of the United States or Great Britain produce at least five hundred dollars' worth to each able-bodied man, whereof two-thirds at least is exchanged by the producers with each other, and with the producers of foreign lands. And, as man shall continue to rise in the scale of Intelligence, Industry, Efficiency, and Comfort, not merely the amount but the proportion of each man's products exchanged for those of others must continue to increase. The aggregate of exchanges of property is probably now expanding throughout the world at the rate of ten per cent. per annum, though the annual increase of population is less than three per cent.

But while the aggregate of Exchanges is rapidly increasing, the profits of the exchangers tend steadily to diminish. It is the interest of the producers of all classes and climes to effect their exchanges with each other as directly and simply—at all events as cheaply—as possible. It matters little to the producer as a whole whether prices be low or high if they be justly proportioned. If A, being a farmer in 1815 received a dollar per bushel for his corn and bought the broadcloth for his coat at five dollars' per yard, and now can get just such broadcloth for two dollars and a half, while his corn will bring but fifty cents per bushel, he is neither better nor worse for the change, all other things being equal. But if in 1815 he paid five bushels of corn for a yard of broadcloth, while the maker of the cloth received but four bushels, and now he gives the like five bushels per yard, but the maker receives four bushels and three pecks of corn or their full equivalent for every yard of cloth he turns off, then there has been a real improvement in the condition of the producers of cloth, if not of corn also. And, as Intelligence is diffused and Knowledge is brought to bear upon the most intimate and homely relations of life, the cost of making exchanges—in other words, the charges and profits of non-producing Traders—must and do decrease continually.

But this by no means proves that Trade is poorer nor that traders as a class do worse than formerly. It only proves that the number of Traders can not and does not increase in proportion with the increase of Trade, without subjecting them to the necessity of taking smaller and still smaller profits. Every year the number of producers and of consumers of others' products increase, as also the aggregate of produce exchanged. Every year the construction of canals, railroads, harbors, steamships, and other facilities of transportation and trafic, impels greater and still greater production, with a still larger extension of commercial exchanges. The neighborhood in the Ohio valley which was clad in homespun, and did not pay ten dollars to each person for all its purchases from others half a century since, now wears the fabrics of Old and New England, and is a liberal patron of the spice-growers of both the Indies, the tea of China, the coffee of Brazil, and the fish of Newfoundland—probably paying thirty dollars per head for the products of other industry than its own, although the average range of prices is about half what it was in 1800. Trade has greatly increased, is increasing, and is bound to increase even more rapidly than it has ever yet done.

It is idle, therefore, to say that Commerce is ruined, prostrate, because overdone. It is only the possibility of making fortunes by Trade with no decided capacity for the vocation that is vanishing. The time is at hand, if not already upon us, when the mercantile is to take rank with the most intellectual and arduous of the liberal professions. The merchant of the next age must be a genius—a financier—a man born to be an efficient and beneficent distributor of the bounties of Nature, of the products of Human Labor. If he lack these essential charactreistics, let him aspire to be anything else rather than a merchant, for his own sake and for that of others. An incompetent doctor may live though his patients should not; a poor lawyer may damage his clients, yet pocket their fees; a thick-headed merchant must inevitably ruin both himself and his trusting friends. The chances that he may blunder on and dodge bankruptcy for years have grown less and less until they are very nearly extinguished.

It is idle and mischievous to hope for large prafits henceforth, save in rare exceptional instances. The general diffusion of intelligence and the improvement of the facilities for direct exchanges between producer and consumer render entensive and regular trade on the old basis of small sales and large profits impossible. If the flour-dealers of New England, the coal-dealers of New York, the shoe-dealers of Ohio, will not supply their customers at moderate prices, they provoke competitors to supplant and destroy them; or, this failing, they incite consumers to combine and buy at wholesale a cargo of flour, of coal, of shoes for themselves. Any serious attempt to restore the old system of sales on long credits to customors of doubtful solvency, but at such high prices as to compensate for the risk and delay of payment, would only serve to impel the consuming classes to withdraw more and more of their custom from traders as a class, and effect more and more of their exchanges by agencies and arrangements of their own. The practical choice of the mercantile class lies not between large and small per-centages on their sales, but between small ones and none.

But small advances on cost do not imply small profits. On the contrary, there never was a time when larger profits were realized than may be now. Let us suppose, for example, that New England consumes annually ten thousand tons of Western Bacon, and that the quantity so consumed is annually increasing. Now if any Boston merchant at home can manage to become the channel of interchange between the producers and the consumers of half those hams, at an average net profit of two per cent, assuming the hams to be worth $150 per ton, that merchant or house would clear $15,000 annually on Bacon alone. So with flour, groceries, and everything else.

These then, are the essential bases of a profitable and safe trade in the future—first, ability to supply the public demand on as favorable terms as any one else can offer; secondly, universal knowledge of the fact, and assurance that it may be relied on. Let a Boston dealer in flour, or meats, or cloths, or anything else, be able to supply all New England with whatever he deals in at the lowest, possible rate, and let all New England be assured of the fact that he can and *will* do so, and his fortune is made. No matter though his average net profit should range even below one per cent., his annual income must exceed his necessary expenses by thousands of dollars.

The merchant, therefore, who aims to succeed in business must aim at these two points—first, to be sure that he can satisfy a wide demand for the articles he deals in on the lowest practical terms; secondly, that everybody within the proper scope of his business is made aware of his ability and confident of his disposition to do so. These points attained, he has only to do his business properly as it comes in upon him, and his fortune is secure.

To the merchant or dealer who is sure of his ability to fill orders on the most favorable terms, the attainment of an adequate publicity is the matter of primary concern. If his circle of trade is properly the County in which he lives, then he should take effectual measures to let every family in that County know what he sells and on what conditions. It is idle to speak of the cost as an impediment—he might as well object to the cost of sheltering his goods from bad weather, protecting them from thieves, or dealing them out to customers. All the other cost of his business is incurred without adequate motive or return so long as the essential element of his business is neglected or scrimped. If his location and his stock only entitle him to expect the custom of his own township or neighborhood, then he should incur the expense of fully informing that locality. Just so with the wholesale merchant who aspires to a custom co-extensive with his state, his section, or the whole Union. If he is prepared to satisfy so wide a demand on favorable terms, the expense of apprising those whom he desires for customers of the nature of his business, the character of his stock, the range of his prices, and the reasons why he should be dealt with, is one which he can not refuse to incur without gross incompetency, and ruinous prodigality. By thus refusing, he increases his expenses for rent, lights and fuel, clerk-hire, &c., from half a per cent, to three, five, and in some cases ten per cent. on his aggregate sales, and renders it morally impossible that he should sell at a profit and at the same time sell as cheaply as his more enterprising and capable rivals. In effect, he confesses defeat and incapacity, and retreats to the rear rank of his vocation.

Some men who know enough to advertise are yet so narrow as to confine their advertisements to journals of their own creed or party. If they do not choose to trade with any but men of like faith, this is wise; but if they desire to have the whole public for customers, it is otherwise.

There is a large class who delight to shine in newspapers and placards as wits and poets, and announce their wares in second hand jokes, or in doggerel fit to set the teeth of a dull saw on edge. If their object is notoriety or a laugh, this is the way to attain it; but if it be business, it would seem better to use the language of business. Leave clown's jests to the circus, and let sober men speak as they act, with directness and decision. The fewest words that will convey the advertiser's ideas are the right ones.

Men of business are hardly aware of the immense change which a few years has wrought in the power of the Public Press. A few years since, a circulation of three thousand copies was a very large one for a daily paper; now there are journals issuing from forty to fifty thousand copies daily, while lists of ten to twenty thousand are frequently and rapidly increasing. As a general rule, an advertisement in a paper now will meet the eyes of four to ten times as many persons as a like announcement would have done twenty years ago. It is easy to place one where it will meet the eyes of one hundred thousand persons within two days, or by using half a dozen papers, to challenge the attention of half a million of persons. When it is practicable to attain such publicity at the cost of a few dollars, and when some actually *do* obtain it, how can those who neglect it expect to build up a new business? An old one may subsist, until its customers gradually drop off by death or removal; but he who would build up a business now must 'be like the time,' and improve the advantages it offers. Foremost among these is the facility now so cheaply afforded for general Advertising. To neglect it, is like resolving never to travel by steam nor communicate by telegraph. It is to close one's eyes to the light, and insist on living in perpetual darkness. An individual may do this at his own cost; but a community, a class, will never act so insanely; and he who neglects the advantages of Advertising not only robs himself of his fair advantages, but bestows the spoils on his wiser rivals.
—HORACE GREELY.

FEEDING HORSES.

The London Omnibus Company have lately made a report on feeding horses, which discloses some interesting information, not only to farmers but to every owner of a horse. The London company uses no less than 6,000 horses; 3,000 of this number had for their feed bruised oats, cut hay and straw, and the other 3,000 got whole oats and hay. The allowance accorded to the first was: bruised oats 16lbs; cut hay, 7½ lbs; cut straw, 2½. The allowance accorded to the second: unbruised oats 19lbs; uncut hay, 13lbs. The bruised oats, cut hay and cut straw amounted to 26lbs; and the unbruised oats, &c, to 32lbs. The horse which had bruised oats, with cut hay and straw, and consumed 26lbs, per day, could do the same work as well, and was kept in as good condition, as the horse which received 32lbs per day. Here was a saving of 6 lbs, per day on the feeding of each horse receiving bruised oats, cut hay and straw. The advantage of bruised and cut hay over unbruised oats and uncut hay is estimated at five cents per day on each horse, amounting to $300 per day for the Company's 6,000 horses. It is by no means an unimportant result with which this experiment has supplied us. To the farmer who expends a large sum in the support of horse power, there are two points this experiment clearly establishes, which, in practice, must be profitable. First the saving of food to the amount of six pounds per day: and second, no loss of horse power arising from the saving.

[We remember having met at Portobello, near Edinburgh, a gentleman largely engaged in the carting of freight, &c., in the latter city, and we believe at one or two other places, who had tried experimants similar to those noted above, in his own extensive stables. The result in his case was so greatly in favor of *bruising* the oats, for which purpose a machine is specially manufactured in Great Britain, by which the kernel of the grain is crushed sufficently to promote its more perfect mastication and digestion, without being broken or much seperated from the chaff.—EDS. CO. GENT.]

W. G. Campbell, of Garrard county, Ky., in the Louisville *Journal* makes the following observations on the feeding of farm horses:—

"In ascertaining the most economical mode of feeding the farm horse, we will premise that that food which is procured with the smallest amount of labor and capital, and adds most to the strength, health and condition of the horse, is the most economical. If the horse be kept in actual service and labor, cut oats and corn in the cob, with hay constitutes cheap, healthy, and strengthening food, and I have no doubt is the most economical method of feeding ordinarily. Oats should always be cut up—cut for the horse to the hand, and you will leave a portion in fine condition to be fed to cattle. Three bundles thus cut constitute a good feed, with eight ears of corn and hay; and if hay is not convenient by letting the horse run out at night and pick grass, on such rough fodder as is fed to cattle, he will keep in fine flesh and extra condition. The low price of horse feed would not pay for labor bestowed upon it unless it be in time of great scarcity of food. The food of horses, however, should be varied, so as to prevent cloying; but oats are extremely agreeable to the horse, and he rarely cloys upon them. Cut straw or oats, wheat or rye made wet and rye meal mixed with it by pouring in the meal and constantly stirring the straw, makes a fine feed as an alternative, but should not be fed freely to any breeding animal. Such feed acts finely upon the bowels and skin, and may be used to advantage in all cases of costiveness. But one of the most palatable and healthy feeds for the horse, especially if he be failing in his appetite, is a small quantity of shelled oats, say a quart for a horse in delicate health, or a gallon for a horse inclined to costive habits, placed in a pail, with warm water poured over them (or it may be boiling) and suffered to stand and absorb the water, and give when cool. Take care to pour only so much water as to wet the oats moderately. Any horse that will eat at all will eat it. Its action upon the bowels will be fine, which will be told by the sleak and healthy appearance of the hair."

RECONCILIATION OF MR. AND MRS. DICKENS.—A London correspondent writes as follows: "Mr. and Mrs. Dickens have been reconciled, and are again living together. Let us trust that we shall hear no more of 'incompatibility.' The fact is, that Mrs. Dickens is a plain, matter-of-fact, sensible woman, without any literary tastes, and who, posssibly, has not read the whole of her husband's novels. It seems to me that this is just the sort of a wife that a *litterateur* should have, seeing that they could not come in one another's way; but Dickens tho't otherwise, and sees, I suppose, in the happy relation that exists between Sir Edmund and Lady Bulwer, proof of the happiness which must arise when an author and authoress are united. But Dickens is getting older, and therefore wiser, and sees that he will be most happy in the society of the mother of his family.—*Banffshire Journal.*

A FOOL-HARDY MAN.—During the exhibition of Fire Works on the evening of the Fourth, a man from Toronto whose name we did not learn, climbed the Liberty Pole, and then the iron rod which up-holds the Eagle, and then sat complacently for some minutes astride of that patriotic fowl. He descended to the top of the pole proper, where he performed divers evolutions, such as hanging by his heels, making himself revolve about the iron rod, standing on one foot, hanging by one arm, &c. His daring, and foolhardy feats made every one's blood run cold. We are glad the man reached *terra firma* safely; but we don't think it exactly the civil thing for a Canadian to come over to this country and ride the American eagle.—*Buffalo Eagle.*

Mr. Spurgeon has published the following characteristic note: "Mr. Spurgeon begs to inform the public that he is knocked up with hard work, and is compelled to go into the country to rest. This will upset all arrangements, and he begs his friends to remit his promises, and the Christian public not to inundate him with invitations." When we reflect that this great preacher but recently added two lots of souls, one of 100, the other of 140, to his communion (being, as an English religious journal observes, "pretty well as times go") we think he is fairly entitled to some relaxation.

A DUBIOUS COLONEL.—A Colonel of Volunteers was met during Sunday's retreat by a regular officer, who asked him where his regiment was. He said he didn't know. He was told that he ought to know, and ought to be with them. He made some paltry excuse, to which his interrogator replied, calling him by name: "You're a coward, Sir."

AUNT SOPH.—Poor Mrs Wauchope, when very ill, sent for Aunt Soph, and said to her "Soph, I believe I'm dying, will you always be kind to my children when I'm gone?" "Na, na, tak yer spoilt deevils wi' ye," was the reply, for I'll hae nathing ado wi' them."

A few days ago, a seamstress threw herself into the Seine because she had failed in obtaining anything after having bought twenty-five lottery tickets; and a workman, for a similar reason, threw himself out of a window on the fifth story of a house near the Bastile.