

set themselves at work to clear up the ground and hasten cultivation. Thus has been built up the most prosperous and thriving town in New Jersey, and it is this judicious system of advertising that has been instrumental, in a great degree, in bringing about the many happy results which one must see to appreciate.

"Vineland" is about two hours' ride from the city of Philadelphia, and the roads wind through a delightful section, thickly dotted with settlements. A ride in a buggy for an hour will show the results of cultivation and care. The wheat fields are innumerable, the potato patches countless, and the acres upon acres of fruit-bearing vines and trees most thoroughly amazing in so new a country. To gaze upon the numberless fields, stretching out in every direction, red with the ripe and luscious berries, equaled the most wonderful chronicles of the Arabian Nights, and made one almost think himself in fairy land. Fences are unknown and unnecessary, for cattle never run at large, and every one takes care of his own stock. The money saved by economizing in this way is put into houses, barns, and improvements upon the land, and there are to be seen snug, cozy, comfortable places, bearing unmistakable evidence that a large majority of the inhabitants came from the New England States.

"Vineland" is a wonderful place; and for a man who is willing to work a better cannot be found. Its rise and progress has been remarkable, and again we say that had it not been for the agency and influence of advertising no such town would to-day be in existence. This is an example which cannot be thrown aside, disputed, or disbelieved. The facts are open to all, and if any one doubts them he cannot pass the day more pleasantly than by visiting the locality in question.

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THAT judicious advertising pays is no more a disputed question. A dealer now-a-days can open a new business, and in ten days enjoy as large a patronage as any other establishment, by advertising liberally and discreetly. Handbills and circulars are good in their way, but ten times more expensive than a conspicuous advertisement in the columns of a largely-circulated journal. Ben. Franklin said "if a man can do business he should let it be known." Prompt and frequent announcements of new goods or staple articles are read, and when the reader's eye glances over a notice of something that he or she wants it is natural to suppose that the advertiser will receive the first call or benefit. An advertisement may be perused by a dozen persons, six of whom will buy on the strength of it, and yet the dealer will be ignorant of the fact. Dealers have only to keep good stocks and offer excellent inducements to purchasers, by advertising, to increase their trade vastly. A thorough trial will convince them that no other agency pays so well as the right kind of advertising.—*Troy Times.*