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R. H. CAIN, Editor. | Equality and Union. | R. B. ELLIOTT, Associate Editor

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The Leader.

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R. B. ELLIOTT, - - ASSOCIATE EDITOR.

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MASS MEETING IN COLUMBIA.

(From the Columbia Phoenix.)

In pursuance of a notice published in this Sunday's *Phoenix*, the colored citizens of the District assembled in large numbers at the African M. E. Church, yesterday morning, at 9 o'clock, and after forming a procession of their various societies, marched through the principal streets, headed by a band of music, to the vacant square on Plain street, just beyond Nickerson's Hotel, where addresses were delivered by Gen. Wade Hampton, the Hon. W. F. DeSaussure, Col. W. H. Talley, Hon. E. J. Arthur and James G. Gibbes, Esq., (who had been specially invited by the committee to address the colored people), and Mr. Beverly Nash and the Rev. D. Pickett, (colored). The proceedings were opened with prayer by Rev. Simon Miller, (colored).

Gen. Hampton spoke of the vast importance of the present movement—not only to the colored but to the white man. He advised the freedmen to give their friends at the South a fair trial, and if they were found wanting, it was then time enough to go abroad for sympathy. It was to their interest to build up the South; for as the country prospered, so would they prosper. The present state of affairs was not brought about by the action of the Southern people—white or black; therefore, neither was responsible for it.

Hon. E. J. Arthur said he was unable to deliver a lengthy address, as he was not prepared for such an undertaking. He was surprised at being called on for a speech, and could only give a few words of counsel. The occasion of this celebration is one in which you have had no agency. It is not the act of the white men of your country. It has been conferred upon you by the Northern Congress; and he hoped that it would be the means of enlightening and improving their mental and moral condition. He, in conjunction with the white citizens of the South, would endeavor to assist them, by all the means in their power, to accomplish that end. They had the right of franchise, and he advised them to exercise it with good judgment. To learn to fully appreciate these great privileges which are being conferred upon them, they should educate themselves and their children. It is the duty and the interest of the white men to help the colored men in their educational and moral training. If we were actuated by interest alone, we should rather contribute to than attempt to retard their advancement. They are politically the equals of the whites, and education will go far to make them morally and mentally so. Let there be no war of races among us—let us look to each other's welfare. It is true that many of the whites are deprived of the political rights which the colored men will enjoy, but that should not, and will not, create envious and unkind feelings. He concluded by advising them to regard the white men, who have been born and reared among them, as friends. Let no harsh feelings exist between us; look to each other's welfare and happiness: and last, though not least, look to your educational and moral improvement.

Wm. H. Talley, Esq., said he fully appreciated the confidence and respect manifested in the invitation to address his colored friends in relation to the condition of the country; and would, under other circumstances, have attempted a full discussion of the subject. But the subject itself was one of so vast an importance and the notice of such a meeting so brief, that he did not purpose doing more than to indicate his heart's concurrence in some of the views already presented, intending thereby to add his testimony of their correctness. He said that they had heard that the interests of the white man and the colored man of the South were one and the same. They are parts of the same society, inhabiting the same land, under the same sun, breathing the same atmosphere; and if the lessons of history and reason taught anything, they taught that, under such circumstances, the two races must prosper or perish together. Differences of soil, climate and government, are the principal causes of differences, and consequent conflict of interest. In a vast country, with a wide range of climate and almost infinite variety of soil, there must naturally, perhaps necessarily, arise such conflict. Legislation which may be productive of good results to one portion of such a country, may be utterly disastrous to another. But with the same soil and climate, and surrounded by circumstances the same in all essential particulars, the white man and the colored man of the South have the same interest, the same destiny. It were impossible, at this time to mark out and recommend any particular line of policy. Everything was in doubt and confusion. Trade, the mechanic arts, every department of industry, were paralysed by the uncertain, unsettled condition of affairs. The country can know no prosperity without peace, and that end can be attained only by discarding all elements of strife, and promoting harmony and concert of action. The advice which common sense gives to the colored population of the South in the present emergency is, to try those of the community whom you have known—those who have hitherto proved themselves worthy of confidence—those who have the same interest. Unite with those. If these deceive you it will then be time enough to experiment on the sympathies of strangers. He said he knew he expressed the feeling of the intelligent white men of the South, when he said that they cherished no semblance of hostility toward the colored man on account of his altered circumstances. The enemies of the South will endeavor to foment dissensions and jealousies, for the purpose of still farther tearing, weakening and plundering our already desolated land; but if the Southern people, white and colored, stand united, there is ground to hope that our children, if not ourselves, may enjoy a long period of tranquility and peace, of prosperity and happiness.

Beverly Nash replied to the generally expressed statement of the white speakers, that they were disfranchised, by stating that the colored people would present such a strong and unanimous petition to Congress, that attention would be paid to it—in fact, the colored men would not rest until the whites had been enfranchised. He had respect for a man who upheld his principles at the point of the bayonet; whereas skulkers and so-called Union men at the South, he could designate as nothing better than traitors. He advocated universal suffrage—believing that the driver of a one-horse cart was as much entitled to that right as the owner of a block of buildings. He quoted freely from history to show the importance of the right of suffrage, and advised the colored people, in the selection of their candidates, to look to merit alone. As to not knowing who or what they would be called on to vote for, the candidates would take care of that, and by speeches and conversations post them thoroughly.

The Rev. D. Pickett stated that he wanted it distinctly understood that he was no office-seeker. The good of his people was his first consideration. He was opposed to universal suffrage, for two reasons—the want of education and a property qualification. The first was readily attained, and the last, by industry and economy, would surely come. Speaking of elections, he said that the question should not be whether a candidate was black or white, but was he honest?

The Hon. W. F. DeSaussure and Jas. G. Gibbes, Esq., delivered short addresses, after which the procession was reformed and marched back to the church.

The strictest order prevailed, which is partially due to the excellent management of Chief Marshal William Simons and other influential members of the various associations. Taken in all its bearings, the pleasant feelings engendered by this gathering cannot be too highly appreciated, nor its importance over-estimated. Disfranchised whites were invited to address enfranchised blacks, and the advice given was received in the spirit in which it was extended; while the remarks of the colored speakers were of such a character as to give general satisfaction.

In the evening a torchlight procession was formed, and calls were made upon Chancellor Carroll, W. K. Bachman, Esq., and other prominent citizens, who delivered impromptu addresses, when the celebrationists returned to their rendezvous and were dismissed."

LECTURE TO THE COLORED PEOPLE.

Brigadier General Saxton, recently lectured to the colored people, in the Colored Baptist Church on Michigan Street, Buffalo, N. Y. He commenced by alluding to the expedition which captured Port Royal early in the war, saying the only people they found were the so-called contrabands, who everywhere received them with demonstrations of joy. They had no fear of the Yankee, notwithstanding the efforts of their masters to shake their faith in the belief that the coming of the Yankees would burst their bonds. He gave an account of his labors as Quartermaster and Military Governor, and of the experiment with the free labor question during the years 1862 and '63, saying that besides producing large quantities of food they brought into the U. S. Treasury over $500,000. To one who knows the freedman, the question, will he work? or, can the rice and cotton fields of the South be cultivated by his labor, seems an idle one, as it is answered by existing facts. You may see passing along the docks of Charleston thousands of negroes at work with drays, carts, wheelbarrows,—in every conceivable occupation incident to a commercial dock. Go through the markets, a large proportion of the stalls are occupied by freedmen; pass along the streets, they are there with shovel and pickaxe, plane and chisel, building up the ruins made by our shells; ay, in sight of the broken and shattered monument of the great high priest of the South Carolina slaveholders—Calhoun—who thought that slavery was divine and secession right. His monument was broken by our shells, as if in mockery of the falsehoods of which he was the great apostle."

As to the assertion that the negro has no prudence, his own experience went to show that it was false. In October 1864, the Freedman's South Carolina Savings Bank was established, and in a little more than one year the freedmen had deposited two hundred and forty thousand dollars. Nor was the freedman wanting in public spirit and his heart had been softened by adversity so that he would share his last loaf with a destitute relative or friend. Three thousand five hundred dollars had been collected by the freedmen, to erect a monument to the memory of Col. Shaw who fell in the charge on Wagner, and the experience of thousands proves that the boasted hospitality of the South is not confined to the white race, but exists to an equal extent among the colored race. In regard to the promises of land made to the freedmen, he said: "Let not our Government, that can live only in the hearts of its whole people, break its pledges to its most loyal subjects, who have aided in bringing about the hour of its triumph." One of the most hopeful signs is the intense desire shown by the freedmen to achieve a little learning in the schools established by the benevolent societies of the North.

In conclusion he said: "If we would gather the legitimate fruits of the war, the *old* South must be obliterated and a *new* South come into the place where it stood, beautiful with the beauty of Freedom—not an enemy of the North, but co-operating with it in forming one nation, where no man is master and no man is a slave; whose prosperity shall come from justice, and its fruits be peace good will and brotherhood."

The General was frequently interrupted with applause, and at the close of the address a vote of thanks was given him by the audience for the able and interesting manner in which he had addressed them.

The Indiana friends of Senator Morton, recently complimented him with a serenade and in response he made a speech, in which he bore testimony to the bravery of 225,000 Indiana troops who entered the service to suppress the Rebellion, none of whom had brought disgrace upon our flag and none of whose officers made a blunder which led to defeat. After speaking of the mineral and agricultural resources of that State, and remarking that in 1870 its population will be two millions, he said Congress had recently passed a great measure of reconstruction, by which protection was to be extended to both white and black loyal men against persecution and murder, and at the same time all civil and political rights conferred upon them. The reconstruction of society in these States shall be on a basis that should last forever. He hoped that the President would execute the law in its letter and spirit. The people of the South had done nothing but make mistakes, and the people of Alexandria made a foolish mistake when they asked the National authorities by recently refusing the colored man the ballot. The South would make a greater mistake if they refused to abide by this law. There might be delays in reconstruction, but he anticipated that in two years the South would be admitted to all its rights, and we may soon hope to see the restoration of peaceful and fraternal feelings everywhere. Speaker Colfax, being called for highly eulogized Senator Morton, as having been conspicuous among the loyal Governors in rallying troops to the field in the late war, and as having earned for himself the title of the soldier's friend. He indorsed what the Senator had said about reconstruction. Congress had opened a door to restore the Southern States to their civil and political power; but Congress had said to them, "You shall come back clothed in new robes of liberty and justice; you shall be led by the faithful men, the Unionists, whom you despised in your fancied triumph of a miserable Confederacy;" and the friends who listened to him would say, as the country would say, "Those who love the flag shall rule the country." Both of these speakers were warmly applauded, as were other gentlemen who addressed the meeting.

A FEW HINTS TO BUSINESS MEN.

(From the Pittsburgh Dispatch.)

Two illustrious instances of the profit of advertising are furnished by the history of Barnum's Museum with its incidental enterprises and Bonner's New York *Ledger*. Each of these men started with only a few hundred dollars. Barnum shouldered a debt of sixty thousand dollars, and in ten years had cleared it off, and amassed a half million. He probably paid another half million for advertising. Bonner invested a little of his money in getting out the first number of his paper, and behold! in ten years he drives a twenty-five thousand dollar team of his own on Broadway, circulates four hundred thousand copies of his weekly paper, and luxuriates in a fortune that would satisfy a nabob. Dr. Townsend started with a receipt for making Sarsaparilla (some thought out of molasses and water), and in five years he was dwelling in a palace of his own, costing two hundred thousand dollars, with a quarter million behind for its support. And those instances could be extended *ad libitum*. In fact, the whole commercial economy of the age is based upon the diffusion of commercial intelligence. What journalism is to literature or government, advertising is to trade.

The chief advantages of advertising, it must be remembered, lie in so displaying the matter that it will catch the eye of the reader. An advertisement not read is of no value to the advertiser, and quite unsatisfactory to the publisher. Merchants, therefore, should pay for space, rather than type; and in arranging the matter, put it in such shape as will excite the interest of the reader, and induce him to inquire further in examination of the business.

Advertising, to be largely remunerative, must be constant—unceasing. Some men think it enough to [illegible] previous to or during the [illegible] of trade. The [illegible] change decide where [illegible] leave their notes and transact [illegible] of business. When [illegible] commences their election [illegible] crowded by other [illegible] frequent them [illegible] mature any new plans. [illegible] throws his fortune in a [illegible] ous advertising. [illegible] and thousands of times [illegible] times now. Out of sight out of mind. This maxim is [illegible] true in trade. Those who are most in sight by means of spacious structures, attractive [illegible] specious advertisements, will get the most goods. The [illegible] right to enjoy the pleasure of contemplating them, but will [illegible].

Again: to make advertising pay it must tell the truth. If it promises to sell good calf skin boots at six dollars a pair, such bargains must be given. To draw a customer in and cheat him once may succeed to repeat the trick a third time and perhaps a fourth, but it is a game not usually played. Shoddy is based on the principle that "the [illegible] all dead," and are continually [illegible] but the obtaining and keeping customers constitutes an art worth a [illegible] of the foolish sort. To keep customers is the art of merchandise that counts, and it is based on the two principles of courtesy and honesty in dealing with them. There is more friendship in correct trading than is generally supposed. All honest merchants ought to celebrate somewhat on the element in permanent business relationships, and as a basis for permanency, the advertisement should specify only the truth.

Finally, it is best in advertising to have only one article, or at most only a few articles, before the public at once. Short, well-displayed, but frequent advertisements are the best. If the same firm were to advertise six different things in the same issue of the paper, it would be better to put in six advertisements in different places than to crowd them all into one long advertisement. Put them into the best attainable places in the paper; give each a clear display; don't haggle about the price; and if they are put in the right spot, they will pay for any reasonable outlay.

FURTHER GUARANTEES REQUIRED FROM THE SOUTH.

That Senator Sherman's Reconstruction bill is not severe enough in its provisions to suit some people, and even [illegible] received by [illegible] and Representatives [illegible] to get his [illegible] through the Senate, stated that the really loyal people in the lately rebel states were utterly dissatisfied with Sherman's bill, and demanded further guarantees from Congress. He said he had received letters from John Minor Botts, Judge Underwood and other distinguished citizens of Virginia showing this feeling. Botts' letter is as follows:—

RICHMOND, March 3, 1867.

MY DEAR SIR:—Thank you, Mr Sumner, thank you with all my heart, not only for myself, but in behalf of every Union man in this State, for your efforts to protect the loyal men of the South, not only [illegible] have I yet seen or heard of that does not protest against this Sherman bill, as it is called, which does not rise to the dignity of an abortion, but is what, in medical terms is called a "false conception." Kelly's resolution, offered in the House, mends the matter a good deal; but let me beseech you not only to give us registration, but a vote by close ballot instead of [illegible] we have it in this State. Unless this is done, we cannot bring one fourth of the loyal white vote to the polls for fear of the social effect on themselves and families, and this effect also on their business prospects. I suppose it would hardly be worth trying to limit the vote on the election of members to the convention and on the adoption of the constitution to those who can take the Congressional test oath. Why should we run the risk of letting the rebels outvote us on either? I am, respectfully and truly, yours in haste,

JOHN MINOR BOTTS.

Senator Sumner has also received the following letter from Judge Underwood:—

[illegible]

A Good Hit.—A Richmond paper thinks that if the present generation of New England public men had been more soundly flogged when they were schoolboys, they would probably have been better men. To which respond the Springfield *Republican*: "We think the present race of Southern boys would be improved still in their loyalty, instead of amusing themselves by throttling young darkies, we should not have been put to the painful necessity of flogging them in the schoolroom, and we fear the job is not half done."

A caucus of the Republican Members of Congress was held on March 6. The majority were clearly for impeachment.