

The Sumter Banner.

DEVOTED TO SOUTHERN RIGHTS, DEMOCRACY, NEWS, LITERATURE, AGRICULTURE, SCIENCE AND THE ARTS.

Wm. J. Francis, Proprietor.

"God—and our Native Land."

TERMS—Two Dollars Per Annum In Advance.

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THE SUMTER BANNER
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TERMS,

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MISCELLANEOUS

From Breckley's Practical Treatise on Business.

P. T. BARNUM'S Rules for Success in Business.

I have delayed the further progress of this book some three weeks, to obtain the opinion of one who is known all over the world as the ablest tactician, and one of the most successful business men of the age, and I am happy to say it is worth waiting for. Had I received it earlier, I would have been tempted to affix it to the enclosure which I passed upon Mr. Donogh's as the most valuable opinion upon record. It is certainly a volume within itself. I am sure my friends, the editors, will, after a while, be wanting a slice of it for the benefit of their readers, and they are most welcome to it; but, gentlemen, do not, I pray you, forget to mention the source from which you obtained it, or tell your readers that "there are a few more of the same sort left." Amidst the multiplicity of books, there is danger that those which may have the best effect will be unheeded by the public without your fostering care. In the following letter, Mr. Barnum has given me authority to make alterations, &c., which I have not made, because I see no need of any, and for fear of spoiling it. It is possible that his remarks on advertising should be slightly qualified, to be good advice, to all men—for a man should first be certain that his articles are really good in themselves, and would be popular if generally known; and, secondly, he should be certain of his own strength—that is, he should be a Barnum before he attempts to rival a Barnum.

BRIDGEPORT, June 28, 1852.
Edwin T. Freedly Esq.:

DEAR SIR: Upon receiving your telegraphic despatch on Saturday, that you are waiting at an expense for my letter, I telegraphed you that you should receive it on Wednesday, but on reflection I determined to keep you no longer waiting, so I sat right down and wrote the enclosed. I fear that it is not what you want—but such as it is, I send it. Very likely the grammar may need correcting, and I also give you full liberty to curtail and leave out anything you please, and make any alterations and additions that you please, provided you do not alter the general meaning and spirit of the article.

I hope you will be successful in your publication, and I shall be glad to purchase a copy of the work when it is completed.

Truly yours,
P. T. BARNUM.

I can scarcely expect to offer anything new on the subject proposed, but will name a few rules that I am convinced, from experience and observation, must be observed in order to insure success in business.

1st. *Select the kind of business that suits your natural inclinations and temperament.*—Some men are naturally mechanics; others have a strong aversion to anything like machinery, and so on; one man has a natural taste for one occupation in life, and another for another. "I am glad we do not all think and feel alike," said Dick Homespun, "for, if we did, everybody would think my gal, Sukey Snipes, the sweetest creature in all creation, and they would all be trying to court at once!"

I never could succeed as a merchant. I have tried it unsuccessfully several times. I never could be content with a fixed salary, for mine is a purely speculative disposition,

while others are just the reverse, and therefore all should be careful to select those occupations that suit them best.

2d. *Let your pledged word ever be sacred.*—Never promise to do a thing without performing it with the most rigid promptness. Nothing is more valuable to a man in business than the name of always doing as he agrees, and that to the moment. A strict adherence to this rule gives a man the command of half the spare funds within the range of his acquaintance, and always endears him with a host of friends, who may be depended upon in almost any conceivable emergency.

3d. *Whatever you do do, with all your might.*—Work at it, if necessary, early and late, in season out of season, not leaving a stone unturned, and never deferring for a single hour that which can just as well be done now. The old proverb is full of truth and meaning, "What is worth doing at all, is worth doing well." Many a man acquires a fortune by doing his business thoroughly, while his neighbor remains poor for life, because he only half does his business. Ambition, energy, industry, and perseverance, are indispensable requisites for success in business.

4th. *Sobriety.* Use no description of intoxicating drinks.—As no man can succeed in business unless, he has a brain to enable him to lay his plans, and reason to guide him in their execution, so, no matter how bountifully a man may be blessed with intelligence, if his brain is muddled, and his judgment warped by intoxicating drinks, it is impossible for him to carry on business successfully. How many good opportunities have passed, never to return, while a man was sipping a "social glass" with his friend! How many foolish bargains have been made under the influence of *meretricious* wine, which temporarily makes its victim rich! How many important chances have been put off until to-morrow, and thence forever, because the wine-cup has thrown the system into a state of lassitude, neutralizing the energies so essential to success in business. The use of intoxicating drinks as a beverage is as much an infatuation as is the smoking of opium by the Chinese, and the former is as quite as destructive to the success of the business man as the latter.

5th. *Let hope predominate but be not too visionary.*—Many persons are always kept poor because they are too visionary. Every project looks to them like certain success, and therefore they keep changing form one business to another, always in hot water, and always "under the harrow." The plan of "counting the chickens before they are hatched," is an error of ancient date, but it does not seem to improve by age.

6th. *Do not scatter your powers.*—Engage in one kind of business only, and stick to it faithfully until you succeed, or until you conclude to abandon it.—A constant hammering on one nail will generally drive it home at last, so that it can't be clinched.—When a man's undivided attention is centered on one object his mind will continually be suggesting improvements of value, which would escape him if his brain were occupied by a dozen different subjects at once. Many a fortune has slipped through men's fingers by engaging in too many occupations at once.

7th. *Engage proper employers.*—Never employ a man of bad habits, when one whose habits are good can be found to fill his situation. I have generally been extremely fortunate in having faithful and competent persons to fill the responsible situations in business, and a man can scarcely be too grateful for such a blessing. When you find a man unfit to fill his station, either from incapacity or peculiarity of character or disposition, dispense with his services, and do not drag out a miserable existence in the vain attempt to change his nature. "You cannot make a silk purse," &c. He has been created for some sphere; let him find and fill it.

8th. *Advertise your business. Do not hide your light under a bushel.*—Whatever your occupation or calling may be, if it needs support from the public, advertise it thoroughly and efficiently, in some shape or other,

that will arrest public attention. I freely confess that what success I have had in life may fairly be attributed to the public than to nearly all other causes combined. There may possibly be occupations that do not require advertising, but I cannot well conceive what they are. Men in business will sometimes tell you that they have tried advertising, and that it did not pay. This is only when advertising is done sparingly and grudgingly. Homoeopathic doses of advertising will not pay, perhaps—it is like half a portion of physic—making the patient sick, but effecting nothing. Administer liberally, and the cure will be sure and permanent. Some say "they cannot afford to advertise. In this country, where everybody reads the newspapers, the man must have a thick skull who does not see that these are the cheapest and best medium through which he can speak to the public, where he is to find his customers. Put on the appearance of business, and generally the reality will follow. The farmer plants his seed, and while he is sleeping his corn and potatoes are growing. So with advertising. While you are sleeping or eating, or conversing with one set of customs, your advertisement is being read by hundreds and thousands of persons who never saw you, or heard of your business, and never would, had it not been for your advertisement in the newspapers. The business men of this country do not, as a general thing, begin to appreciate the advantages of advertising thoroughly. Occasionally the public are aroused at witnessing the success of a Swain, a Brandreth, a Townsend, a Genin, or a Root, and express astonishment at the rapidity with which these gentlemen acquire fortunes, not reflecting that the same path is open to all who dare pursue it. But it needs nerve and faith—the former to enable you to launch out thousands on the uncertain waters of the future; the latter to teach you that after many days, it shall return, bringing a hundred or thousand fold to him who appreciates the advantages of printers' ink properly applied.

9th. *Avoid extravagance; and always live within your income, if you can do so without absolute starvation.*—It needs no prophet to tell us that those who live fully up to their means, without any thought of reverse in life, can never attain a pecuniary independence. A brief reference to my history may, perhaps, serve to illustrate this part of the subject. By the death of my father in 1826, I was thrown upon the world at the age of sixteen dependent solely upon my own resources for support. I never found any difficulty in making money, but the thought did not occur to me (during the fifteen years of trying to save. At one time, when lotteries were lawful in my native State [Connecticut] I was extensively engaged in the sale of tickets and my profits were enormous, sometimes as high as five hundred dollars per day—but I thought very little about trying to lay up money; I could always very easily manage to expend my income, let it be ever so great.

In 1841, I purchased the American Museum in New York, without a dollar, for I was not worth a dollar in the world. But I was never disheartened I always felt that I could make money fast enough, if I only set my mind to it. I remember meeting a friend in Broadway a few weeks before I came in possession of the Museum.

"Well, says I, 'Mr. A., I am going to buy the American Museum.' 'Buy it!' says he for he knew I had no property. What do you intend buying it with?" "Brass for silver and gold I have none."

It was ever so. Any body who had any connection with theatrical, circus or exhibitions business from Edmund Simpson, manager of the Old Park Theatre, or Wm. Niblo, down to the most humble puppet woman of the day, knew me perfectly well. Mr. Francis Olmsted, the owner of the Museum building 'now deceased,' noble, wholesouled man as one often meets with, having consulted my references, who all concurred in telling him that I was a good showman, and would do as I agreed, accepted my proposition to give security for me in the purchase of the Museum collection, he appointing a money-taker at the door, and crediting me towards the purchase all the money received after paying expenses allowing me fifty dollars per month on which to support my family, consisting of a wife and three children. This was my own proposition as I was determined so to live, that six hundred dollars per annum should defray all the expenses of my family until I had paid for the Museum; and my treasure of a wife [and such a wife is a treasure,] gladly assented to the arrangement, and expressed her willingness to cut the expenses down to \$200 per annum if necessary. One day, some six months after I had purchased the Museum my friend Mr. Olmsted happened in at my ticket office, at about 12 o'clock and found me alone eating my dinner, which consisted of a few slices of corned beef and bread that I had brought from home in the morning.

"Is this the way you eat your dinner?" he inquired.

I have not eaten a warm dinner since I bought the Museum, except on the sabbath, I replied; and I never intend to eat another on a week day until I get out of debt.

"Ah! you are safe, and will pay for the Museum before the year is out," he replied, slapping me familiarly on the shoulder; and he was right for in less than a year from that period I was in full possession of the Museum as my own property, every cent paid out of the profits of the establishment. Had I been less economical, and less determined, my expenses would have kept pace with my income—I should have lost much valuable time in going home every day to my dinner; and my present situation would probably have been very different from what it is.

Men and women, accustomed to gratify every whim and caprice, will find it hard at first to cut down their various unnecessary expenses, and will feel it a great self denial to live in a smaller house than they have been accustomed to, with less expensive furniture, less company, less costly clothing, a less number of balls, parties, theatre-goings, carriage-ridings, pleasure excursions, cigar-smokings, liquor-drinkings, &c., but, after all, if they will try the plan of laying by a "nest-egg," or, in other words, a small sum of money, after paying all expenses, they will be surprised at the pleasure to be derived from constantly adding to their little "pie," as well as from all the economical habits which follow in the pursuit of this peculiar pleasure. The old suit of clothes, and the old bonnet and dress, will answer for another season; the Croton or spring water will taste better than champagne; a brisk walk will prove more exhilarating than a ride in the finest coach; a social family chat, an evening's reading in the family circle, or an hour's play of "hunt the slipper," and "blind man's buff," will be far more pleasant than a fifty or a five hundred dollar party, when the reflection on the difference in the cost is indulged in, by those who begin to know the pleasures of saving.

Thousands of men are kept poor, and tens of thousands are made so after they have acquired quite sufficient to support them well through life, in consequence of laying their plans of living on too expensive a platform. Some families in this country expend \$20,000 per annum, and some much more, and would scarcely know how to live on a smaller sum. Prosperity is a more severe ordeal than adversity, especially sudden prosperity. "Easy come, easy go," is an old and true proverb. *Pride*, when permitted full sway, is the great undying canker-worm which gnaws the very vitals of a man's worldly possessions, let them be small or great, hundreds or millions. Many persons, as they begin to prosper, immediately commence expending for luxuries, until in a short time their expenses swallow up their income, and they become ruined in their ridiculous attempts to keep up appearances, and make a "sensation."

I know a gentleman of fortune, who says that, when he first began to prosper, his wife would have a new and elegant sofa. "That sofa," he says, "cost me thirty thousand dollars!" The riddle is thus explained: When the sofa reached the house, it was found necessary to get chairs "to match," then sideboards, carpets, and table, "to correspond" with them, and so on through the entire stock of furniture, when at last it was found that the house itself was quite too small and old-fashioned for the furniture, and a new one was built "to correspond" with the sofas and *et ceteras*; "thus," added my friend, "running up an outlay of \$30,000 caused by that single sofa, and saddling on me, in the shape of servants, equipage, and the necessary expenses attendant on keeping up a fine "establishment," a yearly outlay of eleven thousand dollars, and a tight pinch at that; whereas ten years ago, we lived with much more real comfort, because with much less care, on as many hundreds. The truth is," he continued, "that sofa would have brought me to inevitable bankruptcy, had not a most unexampled tide of prosperity kept me above it."

10th. *Do not depend upon others.*—Your success must depend upon your own individual exertions. Trust not to the assistance of friends, but learn that every man must be the architect of his own fortune; and with proper attention to the foregoing rules, and such observations as a man of sense will pick up in his own experience, the road to competence will not, I think, usually be found a difficult one.

P. T. BARNUM.
Bridgeport, Conn., June 28, 1852.

CHILDREN.—The part that children play in the economy of families is an important one. But important functions often devolve upon creatures trivial in themselves. That is in the case of children. The child is greater than the man. The man is himself, and that is often a shabby enough concern; but the child is a thing of hope and anticipation; we know not what it may become. The arch laugh glances of those eyes, which flash upon us when the bushy nut-brown hair is thrown back by a toss of the head—what a lovely creature that may become, to make some honest man's heart ache. That boy with flaxen hair, slightly tinged with the golden, while his clear, resolute eye looks fearlessly at everything it encounters—what may he not accomplish in after life! To us there is more of terror in the passions of children, than of grown men. They are so disproportioned to their causes, that they rudely draw back the veil from our own hearts, reminding us "what shadows we are, and what shadows we pursue," of all expressions of pain, we can least endure the wail of an infant. The poor little innocent cannot explain his sufferings; and if it could, so little lies in our power to alleviate them. There is nothing for it but to have one's heart rent by its complainings and pray in one's helplessness that its dark hour pass away.

Several years ago, in North Carolina, where it is not customary for tavern-keepers to charge ministers anything for lodging and refreshment, a preacher presuming stopped at a tavern one evening, made himself comfortable during the night and in the morning entered the stage without offering any pay for his accommodations. The landlord soon came running up to the stage, and said "there was some one who had not settled his bill." The passengers all said they had but the preacher, who said that he understood that he never charged Ministers anything. "What! you a minister of the Gospel—a man of God? cried the innkeeper, you came to my house last night; you sat down to the table without a blessing; I lit you up to your room, and you went to bed without praying to your Maker (for I stood there until you retired) you arose and washed without saying grace—and as you came to my house like a sinner, you have got to pay like a sinner!"

"Colonel W. is a fine looking man, isn't he?" said a friend of ours, the other day. "Yes," replied another; "I was taken for him once." "You! why you're as ugly as sin!" "I don't care for that; I was taken for him; I endorsed his note, and was taken for him—by the sheriff!"

From the American Farmer.

Fall Turnips.

As from present appearances from various parts of the country, there is every reason to fear that there will be short crops of the ordinary cattle feed raised, we think it our duty to recommend to our readers the propriety of putting in a greater breadth of acres of land in fall turnips, to make up for the shortcomings of hay, fodder, blades and tops the approaching winter. Turnips, though not considered very nutritive in themselves make, when mixed with log provender of any kind, a valuable addition to the food of cattle, and in the event of a scarcity of the articles named above, would serve an admirable purpose, as an adjunct in carrying them through the feeding season.

Turnips, from their nature as well as from the short time they take to mature, require to be liberally fed, both with nutritive and organic manures. It is, perhaps, unimportant that the nutritive manure may consist, so that it be strongly concentrated, and rich in those elements which yield ammonia and nitrogen. Of the inorganic manures, there is no difficulty of determining of what they should consist, as the following analysis of the ashes of the roots and leaves of the turnip will clearly show:

ANALYSIS OF THE TURNIP.

Roots.	Leaves.
Potash, 23,86	32,3
Soda 10,48	22,2
Lime, 7,52	62,0
Magnesia, 2,54	05,9
Alumina, (clay) 0,35	00,3
Oxide of Iron, 0,32	01,7
Silica, (sand), 3,88	12,8
Sulphuric Acid, 8,01	25,2
Phosphoric Acid, 3,67	8,8
Chlorine, 2,30	8,7

Now, then, looking at the above table, we find potash, soda, lime, sulphuric acid, phosphoric acid, and chlorine are the principal inorganic substances on which the turnip feeds, all of which, together with all the others, may be furnished by full dressings of ashes; but as ashes cannot always be had in sufficient quantities, in many locations, we would recommend the following compost. The quantities named are intended for an acre of land, and to be applied as a top-dressing, and harrowed in, viz:

10 bushels of Ashes,
10 bushels of Lime,
2 bushels of Salt, and
1 bushels of Plaster.

The whole to be well mixed together before being applied.

Of the preparation of the Land.—As the turnip has a long tap-root, it follows as a matter of course that the land should be ploughed deep in order that, in its descent in search of food, it may meet with no obstructions, and would be better of being ploughed twice; therefore, we would never plough the first time, less than 8 or 10 inches, and the second time, 4 inches.—We believe that great benefit would result from subsoiling the ground also—and, as but a few number of acres of turnips are put in by a single individual in our country, the operations of ploughing and subsoiling would not be onerously felt by any one; and as we feel very certain that the increase in the crop which would be produced thereby would more than pay for the expense, we most urgently recommend that experiments should be made to test the utility of the two modes of preparation.

The ground after being ploughed, or ploughed and subsoiled, should be harrowed and cross-harrowed, until the finest possible tilth shall have been obtained. After having been harrowed, it should be rolled before the seed be sown, so as to produce an even surface on which to cast the seed.

Turnip Soil.—The soils best adapted to turnip culture are deep rich sands, or light sandy or gravelly loams.

Manures—Kind quantities.—No. 1. 20 double horse cart loads of well rotted barn-yard and stable manure, either, will manure an acre of turnips so far as the nutritive manure concerned, one half of which should be ploughed in to the full depth of the furrow, the other half to be rolled on the ground and harrowed 4 inches deep, as well as under the head of "the" plough. By this manure, a double harvest will be made in the stage in the

tured and forced by that deposited shallow, while that deposited deep would sustain them in the latter part of their growth, and ensure their maturing vigorously.

No. 2. As we stated in our July number, four bushels of bone-dust, dissolved in sulphuric acid, mixed with 2000 pounds of guano, 2 bushels of salt, and 4 bushels of plaster, well mixed together, broadcast over the land and harrowed in, will grow an acre of turnips.

No. 3. Ten bushels bone-dust, 2 bushels of salt and 1 bushel of plaster, if well mixed together, broadcast over the land and harrowed in, will be sufficient to secure the growth of an acre of turnips.

No. 4. Five double horse cart loads of stable manure, 5 do. of cow dung, both to be well rotted, 10 do. of manure or river mud, 2 bushels of salt, 5 bushels of ashes, if thoroughly mixed together, and permitted to remain in bulk a few days, will grow an acre of turnips—to be ploughed in.

We wish to impress this great fact upon our readers:—no matter what kind of nutritive manure may be used; the land should receive a top-dressing of ashes, lime, salt and plaster, in the quantities before indicated in our preceding remarks, as the healthful growth and product of the turnip depend upon being supplied with the inorganic food that will be thereby furnished.

Preparation of the Seed.—Soak the seed 12 or 24 hours in fish oil, then drain off the oil, and dry the seed in a mixture of 7 parts ashes, and 1 part flour of sulphur; the ashes and flour of sulphur to be thoroughly mixed together before being mixed with the seed after being oiled and drained.

Method of Sowing.—The soil having been prepared as we before recommended, the turnip seed must be mixed with three or four times their bulk of ashes or dry sand, and thinly sown and very lightly harrowed in. This being done, broadcast the ashes, lime, salt and plaster mixture over the ground, and finish by rolling.

Kind of Turnip Seed to sow.—At this season, we should prefer the Norfolk, or the red or scarlet top kinds. The first yield the most—the latter are best for table use.

Quantity of Seed per acre.—If sown with a steady hand and well-judging eye, one pound of seed will furnish plants enough for an acre; but as it is always safest to provide against contingencies, we think it best to sow 1 1/2 pounds per acre.

Culture.—When the plants first come up, sprinkle fish oil over them early in the morning, while the leaves are wet with dew—or make a decoction of quassia, root and flour of sulphur, and sprinkle that over them. A smart active boy with a noggin or pigg in one hand, and a mop in the other could go over an acre in an hour two, provided the eyes of his master were upon him. This operation must be repeated early each morning, the sooner after daylight the better, until the plants get into the rough leaf, when they will be beyond the power of harm from the fly and flea.

PROGRESS OF THE SANDWICH ISLANDS.—On the 1st of July the cornerstone of the "United States Marine Hospital" was laid at Honolulu, on Rincon Point. The site of the building is on a commanding eminence, facing the harbor, affording a fine view of the city. It will be a brick edifice, 182 feet long and 86 feet wide, in the Grecian style of architecture and with all the modern improvements. The contract for erection was at a cost of \$180,000 and Congress appropriated \$100,000 for the purpose. It is a library association, two engine companies, a laundry company, and an artillery organization. The First Hawaiian Foreiguers, A. J. McDaniel, and others, have been organized.

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