

THE PHILOSOPHY OF ADVERTISING.—"The Press and the Public." Business men are only beginning to appreciate the advantages of advertising. The press is so universally read in this country, that it affords facilities for trade, commerce and every day transactions of the most important character. In Philadelphia it would be difficult to discover an individual who does not regularly read a newspaper. The merchant in his counting room, the clergyman in his study, the store-keeper, the manufacturer, the day-laborer, the matron and the maid, all peruse one or more public journals, and thus inform themselves of the progress of the age and of the events of the day. Business men, we repeat, having discovered this, finding the press so widely disseminated and so universally sought after, now resort to it much more than formerly as a means of communicating with the multitude, and announcing the various kinds of merchandise they have for sale. It is possible for an old established house to get along for a few years quietly and comfortably, without even a sign, a card, or an advertisement. The customers of many years standing will find their way to the counting-room, and make their purchases. Gradually, however, even these will drop off, one by one, tempted by the enterprise of some more active house, or surprised into a purchase elsewhere by a newspaper card or advertisement. And thus, as the old generation passes away, the house, however well established, will find itself sinking gradually into decay, its old patrons disappearing from various causes, and no new ones attracted to its doors. But, to those who desire to make or increase business, the silent, sleepy and stand-still policy will not answer. It is not "up to the times," nor in conformity with the spirit of the age.—*Philadelphia Inquirer*.

THE CIVIL WAR IN YUCATAN.—From recent intelligence it would appear, that the belligerent parties in Yucatan, instead of ceasing, have re-commenced hostilities with the utmost rigor. The Indians in the interior have again attacked the Spaniards, and driven them from several towns; indeed, from what we can learn, they have now risen with renewed determination, so that, as far as we can foresee, the prospects of peace are further off than ever, and we apprehend that that country will now become the arena for scenes of similar strife and turmoil which has before torn up the different States of Central America. The Indians being so much more numerous than the Spaniards, they must inevitably gain the ascendancy if they persevere, despite the assistance rendered the Spaniards by foreigners.

The Spaniards left Bacalar on the 6th instant for the purpose of ransacking the corn fields and plantations made by the Indians, who, hearing of their intentions, met and gave them battle, killing four officers and several soldiers.

On the 9th, a troop of one thousand Spaniards, divided into three companies, advanced towards Chichinba, and were again met by the Indians, who attacked and beat them on all sides. A deserter from Bacalar says that all the troops are afraid, and are deserting whenever they can.

NOBLE CONDUCT OF A POOR WOMAN.—On Tuesday, the 23rd ult., as Mr. James Gilleland, of this town, was driving on the tow-path some two miles this side of Stone-bridge, his horse leaped into the canal, taking buggy and driver to the bottom. Mr. Gilleland was fastened in by the apron on each side of him, and nearly drowned before he could separate himself from the carriage. In this plight, having a great coat on, and having to contend with a horse plunging and kicking, he himself must have been drowned but for the noble daring of a poor Irish woman, named Mrs. Kinney, who having seen the occurrence from her shanty, came to the assistance of Mr. Gilleland. She unmoored a raft, and guiding it with a pole, was soon out in the middle of the canal, and rescued him. Few women would have nerve enough to have acted as Mrs. Kinney did, and we sincerely hope her brave and noble conduct will be rewarded.—*St. Catherine's (Canada) Journal*.

BALTIMORE, OCT. 21.—Advices from Texas state that a general Indian war is anticipated in that State. A great number of depredations have recently been committed by the Indians near Salvia, and two daughters of a German were carried off. Affrays and murders are quite numerous at San Antonio.

The Boundary Commissioners have reached San Antonio, where one of their teamsters killed a man named Geo. Tremont, by stabbing him with a bowie knife. Another of the teamsters had an altercation with a Mexican near San Antonio, who he killed, and then made his escape.

A letter in the Galveston Civilian avers that two-thirds of the people in Western Texas are in favor of Pearce's Compromise bill, and ridicules the idea of going to war about abstractions.

The Executive Council is at this moment (11 o'clock, Friday,) in session, and doubtless, warmly engaged on the appointment of Chief Justice. We do not pretend to predict who may be the "successful candidate," but this much we may say, that from the influence as well as number of the respective claimants, the appointment is the most difficult ever mooted in this Province; and that when made, it may be quite different from what has been generally anticipated.—*Frederickton Reporter*.

The following notice reached us this morning:—we deeply regret the loss sustained by the individual to whom it refers:—

"Two Barns belonging to Mr. Archibald C. Plumer of Mangerville, are now burning and have fallen to the ground, struck by lightning, near midnight. They were filled with Hay and Grain, and the owner had just time to drive out his cows from the stable."

C. L. HATHAWAY.
Friday morning, Oct. 23, 1850.

Governor Quimman dates his proclamation, convening the Legislature, the 34th year of the Independence of Mississippi.

THE TERRIBLE MURDERS AT WESTERLO, N. Y.—ARREST AND COMMITTAL OF THE MURDERER.—We have before given particulars of the disappearance of David L. Lester, aged 10 years, and Stephen Lester, aged 8 years, nephews and adopted children of David Lester, who it now appears were both inhumanly murdered at Westerlo on Saturday last. They were missed on that day. On Sunday the neighbors turned out to search for them. The search was continued by hundreds of citizens until Wednesday, when the body of the youngest was found some thirty rods from the house of Mr. Lester, the upper part of it covered with stones and the lower with leaves, as we have described. On Thursday morning the body of the elder brother was found suspended by a rope from the limb of a tree some twenty feet from the ground. It had evidently been murdered and then placed where found. It was found some sixty rods from the house, and in a direction different from where the youngest was discovered. There were evident marks of the gripe of a man's hand on the throat.

The bludgeon with which the youngest was killed, was found some ten rods from the body concealed under a log. It was what is called a swingle or flail. There were marks of blood and hair upon it, although it had evidently been washed. The head and face of this child had been literally broken to pieces by this weapon, and upon its breast had been thrown a rock weighing some twenty five pounds, which had broken in the ribs and chest and crushed the lungs.

Coroner Winne held an inquest upon the bodies yesterday. The verdict of the Jury was that David L. Lester and Stephen V. Lester came to their deaths from injuries received at the hands of, and violence inflicted by, Reuben Dunbar and some other person or persons unknown to the Jury. Dunbar was immediately arrested on the Coroner's warrant, and committed to prison to await his trial.

The circumstances which directed suspicion against Dunbar are, that he is a son of Mrs. Lester by a former husband, and all the other children having been provided for, he and his mother both supposed that the property about \$6,000 would go to him, on the death of Mr. Lester. When the two nephews were brought into the family, the mother and son were dissatisfied. The son, Dunbar, was last seen with the boys, and is proved to have taken them successively from the house. When the search was made he did all he could to divert the searchers from the ravine—telling them to go up the creek and guiding them past the ravine, and on a subsequent day telling them that the ravine had been searched. His demeanor on the discovery of the body was suspicious. The flail with which the blow was struck at the younger was taken from the barn, and was found hid under a log. The rope by which the elder boy had been suspended was also taken from the barn.

The elder boy had evidently been strangled by the hands of a man before being suspended to the tree. There was no such discoloration of the face as follows hanging, and from the bark of the tree, it was clear that a boot had been climbed up and attached the rope. The boys were bare-foot. It was evident that the murderer had designed to have it thought that the elder boy had killed the younger and then hung himself. But the blows were such as no boy of ten could have made, and the weight of rock which was upon the body could only have been cast by a man.

Great excitement is felt among the neighbors, who accuse another of having instigated Dunbar to the crime.

Mr. Lester is a most respectable citizen, of high character, and it was almost impossible for him to realize that the suspicions were directed at his step-son.

Dunbar for a while studied medicine, but has recently worked on the farm.—*Albany Atlas*, Oct. 4.

MINERAL WEALTH OF NEW BRUNSWICK.—A short time since we alluded to the agricultural and mineral wealth of the County of Albert, and every account which reaches us from that quarter adds to our estimate of its resources and capabilities.

We now learn that an immense deposit of the purest white Gypsum, which exists in the Parish of Hillsborough, is about to be extensively worked. A specimen of this gypsum has been exhibited to us, which is as pure, and nearly as white as Italian alabaster. The quarry has become the property of Mr. Fowler, of the Lubec Plaster Mills, who has, within a few days, contracted for the construction of a rail road about four miles in length, to Gray's Island on the Peticoctiac (near the residence of W. H. Steves, Esquire,) where there is a safe and convenient place for shipping.

If we are correctly informed, no gypsum in any degree equal to the Hillsborough gypsum has yet been found in North America, except at the Magdalen Islands. From the great superiority of the article, we have no doubt it will supersede all others for stucco, and other purposes connected with the arts; and as it can be had in almost unlimited quantity, its working will add so much more to the wealth of the County of Albert, and of the Province generally.—*St. John Courier*.

INHUMAN CONDUCT.—The following is an extract of a letter received in this city this morning from a passenger on board the barque Star, from this port for Mobile.—*Boston Journal*.

"We made the Hole in the Wall about 12 o'clock on the 27th of September. The next morning Berry Islands came in view. We observed a couple of boats bearing down for us, and soon came up with them. They proved to contain the captain and crew of a Spanish vessel which had been cast away on some of the dangerous reefs in the vicinity of the Berry Islands.

They made signs to us by waving handkerchiefs, &c., and said they were in a starving condition, and wished us to lay to and take them on board. Our captain was afraid to take them, for fear, he said, that they were pirates and up to some game. We told the captain if he would take them on board we would willingly give them one half our grub, but he refused. There were two women in one of the boats, who also made signs for us to take them on board. As soon as they found we would not lay to, they bore down for a brig a few miles astern of us."

The brig Huntress, which arrived at Philadelphia 16th inst., from West Coast of Africa, was taken in with on the 4th of August at anchor off the Island of Fernando Po, by the British war steamer Gladiator, Commander Adams, who boarded the H. and found her destitute of a navigator, as her master died five days previous of coast fever, and was buried on shore, and on the fifth of August, the first officer, Mr. Taylor and one of the crew, died from the same disease, and were buried at sea, by order of the surgeon of the G. Commander Adams ordered Lieut. Robinson, of the G. to board and navigate the H. to Philadelphia.

SHARP.—"My love," said an amiable sponse to her husband, "don't sell that horse, I like him, and I want to keep him."

"He's my horse, and I'll sell him," replied the loving lord; "didn't I buy him?"

"It was my money that bought him," retorted the aristocratic lady.

"Yes, madam," said the husband, "and by Jupiter your money bought me, or you never would have got me!"

Married.
At Houlton, State of Maine, on the 19th inst., by Richard M. Brien, Esq. Mr. Israel Kimball, to Miss Ann Eliza Shaw, both of Wakefield, Carleton County, New Brunswick.

Died.

At the Upper Village, on Monday morning the 14th inst., Mary Ann, only daughter of Mr. John Dickenson, of Wakefield. The deceased was a truly amiable young lady, in the 24th year of her age, and was to have been married about the time she was called to mingle with the dead.—*Com.*

STRAY GEESE.

TWO FLOCKS of stray GEESE, are now in possession of the Subscriber, which the owner can have by paying expenses.

ALEXANDER GIBSON.

Woodstock, Oct. 26th, 1850.

QUINCES.

A Superior lot of QUINCES, just received, and for sale by

R. ENGLISH.

Woodstock, October 22, 1850.

ROOM PAPER.

THE Subscriber has just received, and is now opening a good STOCK of ROOM PAPER, which he will sell cheap for

H. McLEAN.

Woodstock, September 24th, 1850.

COOKING and BOX STOVES, for Sale low by

JOHN T. ALLAN.

Oct. 25, 1850.

NEW GOODS.

THE Subscriber has just received an extensive assortment of

FALL & WINTER GOODS,

—CONSISTING OF—

PLAIN AND FANCY

DRY GOODS

IN GREAT VARIETY,

GROCERIES OF ALL KINDS, HARDWARE AND IRON, PORK, FLOUR, FINE BLACK TEA, PAINTS, LINSEED & LAMP OILS,

250 SACKS SALT, a few BBLs, SHAD, &c. &c.

all of which will be sold at a very small commission on the Cost for CASH.

R. ENGLISH.

Woodstock, October 26th, 1850.

NOTICE.

THE SUBSCRIBER begs to inform his friends, former Customers, and the Public generally, that he has again commenced Business, and will be found at the Store formerly occupied by Mr. Stephen Tracy at the Creek Village, where he has on hand a good assortment of

DRY GOODS,

GROCERIES & PROVISIONS,

which he will sell at LOW RATES for

CASH OR COUNTRY PRODUCE,

or will make Contracts and take any description of

LUMBER

delivered at Spring Hill Cove in the ensuing Spring.

JOHN T. ALLAN.

Woodstock, October 25, 1850.

LADIES' OF WOODSTOCK and VICINITY.

Mrs. M. E. BLAIR,

Would solicit your attention to her present Stock of

NEW GOODS,

Suitable to the Autumn Trade of

1850,

which embraces almost every article in the

MILLINERY LINE.

together with a Good assortment of

Fancy and Staple Dry Goods:

OF FRENCH & ENGLISH MANUFACTURE,

among which may be found the following articles:

SCARLET and Black ORLEANS, Shot Do., Twill'd Do., Alpaccas, Coburgs, Parramatus, Cloakings, CLOAKS, (latest styles), Bonnets, Plain and Drawn, in Satin, Gro De Naps, and Velvets, (Fall importations); Long, Square, Plain and FANCY SHAWLS; Wool, British Sable, Mock Ermine, and Fitch, Victorines and Cuffs, Wool and Lamb Skin Boas, Jenny Lind Attaches, Ladies' and Gents, Col'd. & Blk. French Kid, Fancy Cashmere and Silk GLOVES; Ladies' Imperial White Cotton, Zebra, black and Col'd. Lambs Wool Hose; Fancy Highland 1-2 Hose, for Children; Ladies Boots, Shoes, and Satin Slippers, Fancy Chintz and Mourning Prints, Silks, Satins, Satinets, Silk Velvets and Sarsnets in every shade; Black and White Crapes, Col'd. Braize, Blond Laces, Do. Quillings and Thread Edgings, Fancy and Plain Netts, Muslins, Plain and Fig'd Blonds, Rouches, plain & double, in Blk and White, White and Col'd. Puffings, Velvet Trimmings, Algerne Braids, White & Col'd. Silk Tulle, Habit Shirts, with and without Lapetts, Welter Silk Neck Ties, Infants Hoods & Neck Ties, French and English Artificial Flowers in every variety, Ribbons, in Lute String, French Satin and Gauze, (a choice selection) Whale Bone, prepared Cane, Bonnet & Cap Wire, Bonnet Shapes, Shaded Berlin Wool, White Down Trimmings, Batting and Wadding, Shirtings, in Fancy Regatta, Bleach'd & Grey COTTON, Sheetings, Linens and Linen Table Cloths, Scarlet and Drab Moerens, Fancy Gothic Window Blinds, Gents Fanny and Blk. Silk Pocket and Neckkerchief, and Satin STOCKS, Steel Beeds and Purse Trimmings, Fancy Back and Side COMBS, Brooches, Note Paper and Envelopes, Windsor and Toilette SOAPS, Eau De Cologne, &c. &c., with numerous SMALL WARES too tedious to mention.

The above Stock will be disposed of for prompt payment, at a Moderate Profit.

Mrs. B. still continues to make to order every description of Goods in the Mantua and Millinery Line, in the latest and choicest Styles, and at the shortest possible notice.

Ladies residing in the County will find all orders entrusted to her care, executed in such a manner as to warrant inspection, and with every requisite dispatch.

COUNTRY PRODUCE will be received in exchange for GOODS at Cash Market prices.

Woodstock, N. B. October 26th, 1850.