THE EASTON GAZETTE.

EASTON, MD.

PACIFIC GUANO COMPANY, CAPITAL, $1,000,000.

SUPPLEMENT.

JOHN S. REESE & CO., Gen'l Ag'ts, BALTIMORE, MD.

JOHN S. REESE & CO.
GENERAL AGENTS,
No. 10 SOUTH STREET,
SECOND FLOOR,
BALTIMORE, MD.

SOLD BY AGENTS
AT ALL LOCAL MARKETS.

NOTICE.

Consumers of Soluble Pacific Guano.

The high character attained by this Guano superior excellence has, it appears, insti- the appropriation of the same name to ies of little or no real value, which, we credibly informed, are freely offered in York and other markets with assurances genuineness. Hence it becomes necessary, for the protection of consumers and the Guano Co., to call attention to the fact, order that proper caution may be observed. The only guarantee the purchaser can have that afforded by the name of the Company's agents stencilled on the packages, and are advised that *unless the name of* S. Reese & Co., Genl. Agents, Balti- is found stencilled on the bags, the is fictitious, and not genuine.

TO THE

Consumers of Commercial Fertilizers.

SOLUBLE

PACIFIC GUANO,

Improved in Condition and Quality.

This Guano was introduced to the Farmers Planters of the Middle and Southern in 1865. At the time of its introduc- and repeatedly since, we have given led expositions of its composition. We ever labored to show from its composition, from well known facts and principles, that in the nature of things, prove a Fer- of the highest excellence. We have that the effects of a Fertilizer, like the of all operative causes, take place under obedience to fixed natural laws. That a knowledge of the substances which the *elements of fertility*, and their relative proportions, we may calculate reasonable certainty upon given results their application. We have shown that are liable to variation from contra- causes, such as excessive *drought* or ex- moisture, which modify effects. We shown that it was not a matter of doubt or certainty as to what substances constitute *active elements of fertility.* We have shown, too, that by an intelligent use of avail- means we can know with certainty whether the Fertilizer we put upon the market contains these elements in their due nature proportions.

We knew that the *Pacific Guano Company* possessed *all the material resources* necessary to the production of a Fertilizer containing all the elements of fertility in the best possible form. We knew it was the Company's best interest to bring into market the *most effective* Fertilizer that could be produced from all the resources afforded by *nature, science, art and experience.* We knew the Company had called to its constant service the aid of the best scientific ability the country afforded. With a knowledge of these facts, and with faith in known laws and principles, we introduced the Guano, and commended its use with a con- sciousness that its results would not disappoint the expectations.

Five years experience in its use, on all crops, under all the conditions arising from variations of season in all the Southern and Middle States, has amply confirmed all our deductions. (See Correspondence.)

We think we may assert with safety that no commercial Fertilizer has been introduced in this country which has given more general and uniform satisfaction in its results, through a period of years, than *this Guano.*

Since its introduction the trade in it has steadily increased, until the consumption now throughout the country far exceeds that of any other Fertilizer. Had it not possessed the highest excellence, its name, instead of becoming the subject of *piracy by unscrupulous dealers*, would have been forgotten.

The fact that we have frequently been unable to supply the demand in season, notwithstanding an enlargement of facilities every year, affords the most certain evidence of continued excellence.

Many Fertilizers have been introduced, which, for a time, have proved more or less valuable, and then become worthless. This fact naturally gives rise to apprehension and distrust, lest the same may occur with others.

In answer to such apprehensions, if they exist concerning this Guano, we venture to suggest two or three considerations, to which we ask attention: It is a reasonable presumption that the *Pacific Guano Company* knows its best interests, and it is manifest, upon the least reflection, that the interests of the Company can only be realized in the *permanence* of its trade. It is certain that no number of consumers of Guano can have as great an interest in the continued excellence of *Soluble Pacific Guano* as the Company has.

We ask attention, in this connection, to the article in another column headed "Pacific Guano Company, its products, claims to public confidence, &c.," a perusal of which, we think, will afford assurance of its stability, &c. Regarding ourselves, we may say, we have pursued this business exclusively for fifteen years, and we venture to refer to the past as affording some assurance for the future. Hence we think we may say there can exist no reasonable ground for apprehension as to the continued excellence of *Soluble Pacific Guano.* On the contrary, we can give the assurance, that while nature continues to furnish supplies of crude material, and while science and art continue to make new developments, every resource will be made available to *improve*, rather than depreciate this Guano both as to condition and quality.

SALTS OF POTASH.

It is a well known fact that Potash constitutes an important element of fertility. This article has heretofore been so costly as to preclude its use as a constituent of concentrated Fertilizers, but recent discoveries of natural deposits of Potash in the Kingdom of Prussia have reduced its cost to figures which render its use available.

The Pacific Guano Company has made contracts for large supplies of this article, and all *Soluble Pacific Guano* now brought into market contains this important element in due proportion." Although the existing war between France and Prussia may interrupt commercial intercourse, supplies already received by the Company are sufficient to meet its wants.

This additional element of value is made at very considerable additional cost, but in pursuance of the policy to furnish the best article at the lowest possible cost to consumers, there will be no advance in the price of the Guano.

PREPARED FOR DRILLING.

The large amount of organic animal matter which enters into the composition of Soluble Pacific Guano, has rendered it a matter of the greatest difficulty to bring it into market sufficiently free from moisture to pass with facility through the orifices of the Wheat Drills generally in use. After continued effort and expenditure of capital this difficulty has been overcome, so that we are now prepared to put the Guano into market in condition to drill with regularity.

The dissipation of moisture adds corresponding value to the Guano, hence with this improvement and the addition of the element of Potash, we may confidently assure the public that Soluble Pacific Guano now comes into market materially improved.

JOHN S. REESE & CO.,
General Agents for Pacific Guano Co.,
BALTIMORE, MD.

THE

PACIFIC GUANO CO.

CAPITAL $1,000,000.

Its Products and Trade; Its Relations to Agriculture; Its Interests, Policy, Character, and Claims to Public Confidence.

It is an admitted fact that a concentrated commercial Fertilizer, of real excellence, is an essential adjunct to successful farming in the Southern and Middle States.

It will be admitted, that with the crude elements of fertility afforded by Nature, it is within the scope of human ability, aided by *capital, enterprise and science*, to furnish a *concentrated commercial Fertilizer of real excellence.*

It is of the highest importance that such a Fertilizer should be furnished at the *lowest possible cost*, in order that the outlay required may not preclude its *general and liberal application.* It is also necessary to the general use of such an article, that the *character, responsibility* and *facilities* of the producers should be such as to afford a reasonable guarantee that the Fertilizer brought into market may be relied upon for present and *continued excellence.*

It is true that many farmers are deterred from the use of Fertilizers, other than Peruvian Guano, by a want of confidence in their continued reliability, though convinced of their present value. They adhere to Peruvian Guano, though its price be too high to justify its liberal use, and though experience teaches them its defects, which are manifest in its tendency to produce excessive growth without corresponding yield; in its tendency to exhaustion; in its injurious effects in time of severe drought, &c., all of which result from the misproportion of its elements.

This want of confidence is not unnatural, and arises from two principal causes: First—Fertilizers have been placed upon the markets and commended to farmers, which, either from ignorance or the inability of the producers, or from less excusable causes, have proved from the first, or after awhile, of little or no value, to the serious loss of the consumer, both of time and money.

Secondly—Disastrous seasons occur, in which crops fail from the intervention of natural causes, in which event the consumer is predisposed to ascribe the failure in part, at least, to the particular Fertilizer used, however excellent it may have been, even though his neighbor realize as great a failure from Peruvian Guano. The thought is suggested, that, if Peruvian Guano had been used, the failure would not at least have been so great; hence a Fertilizer possessing the highest value, may be, and often is, hastily condemned, and its use retarded, to the detriment of the agricultural public.

There is no power in Peruvian Guano or any other Fertilizer to perform its functions if contravened by natural causes, else rich bottom lands would never fail to yield a crop, when it is a known fact they do fail as frequently as fertilized lands.

A beneficent Providence has *aggregated* the *crude elements of fertility* in exhaustless quantities all over the world—upon islands of the sea, and in the sea itself and elsewhere. Nature, however, does not yield her treasures without an equivalent. Coal is found embedded in mountains; the precious metals are held bound in the quartz rock, and are adapted to the uses for which Nature designed them, only at the *cost of labor, enterprise and capital.* So also these deposits in their natural state are not in condition for practical utility, but modern science has developed methods by which they are capable of the highest utility to the most important of all interests. Hence, while nature furnishes the crude material, and science the *method*, still *capital, skill, enterprise, and labor* are required to adapt them to the purposes designed by Nature.

The Fertilizer introduced by us in 1865, under the trade mark of *Soluble Pacific Guano*, is the product of the

PACIFIC GUANO COMPANY.

It has been extensively used for the culture of all crops, from New Jersey to Alabama, with results entirely satisfactory; the instances of failure, in consequence of unpropitious seasons, being no greater than when Peruvian was used. If the disinterested testimony of farmers is an evidence of truth, and we are sure it is, then it is true that results from this Guano, when applied in like quantities per acre, have been fully equal to those from Peruvian Guano, and in not a few instances, superior on the first crop, while on grass and clover crops following, it has manifested an effect unknown to Peruvian.

It must be noted that the cost of this Guano is so much less per ton than Peruvian, that 800 lbs. may be applied per acre at little or no greater outlay than 200 lbs. of Peruvian Guano can be applied for.

In view of the importance of this trade, and the just demand on the part of consumers for assurances *first* as to the ability of the *Pacific Guano Company* to bring into market a concentrated Fertilizer of the highest excellence, at the lowest cost to the farmer; and *secondly*, as to the claims of the Company to the fullest public confidence, we propose *first* to show *what their facilities* are; and *secondly* to show upon what grounds they lay claim to full public confidence in their products.

First—The *Pacific Guano Company* is the result of a private association of a few of the largest shipping merchants in the United States, engaged in the California trade, the primary object being to furnish return freights for their ships from the Pacific. This private association was subsequently organized into a stock Company, with an actual cash capital, invested and at command, of $1,000,000, and is unquestionably the strongest company in the country engaged in this important trade. Its stockholders are limited to but few in number, not exceeding fifteen, embracing some of the most respectable and wealthiest merchants, all of whom are actively engaged in business enterprises of trade and commerce.

The large capital of the Company is the aggregation of surplus means, by reason of which it is enabled to accomplish results unattainable by private enterprise. Hence, the Company is the sole owner of the extensive deposits from whence it draws supplies of natural phosphate of lime, and the other elements which enter into the composition of its Fertilizer; therefore, with these facilities, it procures supplies at lowest *cash cost* of production, and does not pay profits and commissions to importers or intermediate parties.

The Company has called to its aid the best scientific ability that ample means and liberal policy will command, and has acquired invaluable experience by years of patient enterprise. Hence, the *Pacific Guano Company* has the *ability* to bring into market the very best Fertilizer *at the lowest cost to consumers*, that ample capital and enterprise, *aided by the best scientific ability*, can produce.

Secondly—We base the claims of this Company to the *fullest public confidence*, upon reasons founded in the nature of things. Respectability and private character afford good claims to public confidence; on these grounds none can have higher claims, but we dismiss these considerations, because in a case like this, these qualities cannot be known and appreciated, however excellent they are.

Personal interest is esteemed to be the strongest and most universal motive to human action and policy, especially in matters pertaining to trade and commerce. Hence, if this Company be judged on this principle alone, its claims to public confidence are of the highest character, unless it be assumed its policy is dictated by the grossest ignorance of its best interests. It must be seen at once that a Company like this, with such large vested interests, must look to *permanence* in its trade through a long future, to render its capital secure and realize compensation for its investments. If it ceases permanently to earn dividends, its capital becomes *a total loss*, while it can afford in its beginning to omit dividends, so that it builds up a *safe and permanent trade for the future.*

The Pacific Guano Company must, of *necessity*, continue to bring into market the best Fertilizer that its unequaled facilities can produce, and, *guided by an enlightened policy*, it is recognized by them as their highest interest to put it into market at a minimum profit on its cost, by which policy its use is extended. The Company looks to *small profits, large sales*, and permanence of trade to insure reasonable returns on surplus capital invested in a legitimate business of great public utility.

It is a well recognized principle, that capital, aggregated from surplus means, can be employed at a less rate of compensation than can be afforded by private capital; hence, it is true that in all enterprises in which large means facilitate economy in production, private resources cannot compete with aggregated surplus capital.

For the foregoing reasons it must be conceded:

First—That the Pacific Guano Company possesses the *ability* to furnish the country with a *Fertilizer under its trade mark* of Soluble Pacific Guano, of the highest real excellence, at the *lowest possible cost to the farmer.*

Secondly—That the only true policy of the Company, dictated by *ordinary prudential* care for its in-