THE HUDSON RIVER VALLEY REVIEW

A Journal of Regional Studies

MARIST

The Hudson River Valley Review (ISSN 1546-3486) is published twice a year by the Hudson River Valley Institute at Marist College.

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Poughkeepsie, NY 12601-1387

Subscription: The annual subscription rate is $20 a year (2 issues), $35 for two years (4 issues). A one-year institutional subscription is $30. Subscribers are urged to inform us promptly of a change of address.

POSTMASTER: Send address changes to Hudson River Valley Institute, Marist College, 3399 North Road, Poughkeepsie, NY 12601-1387

Publisher's Intro

It is with great pleasure that I introduce two new members to the Editorial Board of our *Hudson River Valley Review*, as well as two new members to the Hudson River Valley Institute's Advisory Board. On the Editorial Board, Michael Groth joins us from Wells College where he is an Associate Professor in History and Kim Bridgford, Professor of English at Fairfield University, will act as our poetry editor for Regional Writing. Shirley Handel and Robert E. Tompkins, Sr. bring their experience and commitment to our region to the vision of the Institute.

—Thomas S. Wermuth

Editors' Intro

While the Hudson River Valley National Heritage Area's "Corridor of Commerce" theme has not received the greatest amount of attention, it highlights an important aspect of the region's historic legacy. Time and again, commercial and industrial innovations developed in the Hudson Valley have placed the region firmly into the history books. Glenn Curtiss's 1910 flight from Albany to Manhattan established that air travel could be a practical means for moving people and goods, much as Robert Fulton's steamship proved the potential for that mode of transportation a century earlier. But the valley's commercial legacy really begins with Native Americans, such as Daniel Nimham, who traded goods and land with European settlers. While Nimham is most often remembered as a Patriot who fell at the battle of Kingsbridge, there is substantial evidence he also was one of the colonial era's great land barons. Over the eighteenth and nineteenth centuries, the regional economy grew to include manufacturing—such as the bell foundries located in the upper valley—as well as substantial shipping and wholesale and retail operations. Finally, it was the valley's suitability for travel that made it a crucial point of defense by militia and regulars during the American Revolution, and later one of the ideal routes for establishing Post Roads enabling communication between the Northeast's major cities. The Old Rhinebeck Aerodrome, the Maybrook Historical Society, and the Danbury Rail Museum are each dedicated to preserving a different portion of this transportation legacy. We welcome you to another issue of the *Hudson River Valley Review*, which explores all of these fascinating topics.

—Christopher Pryslopski, Reed Sparling

Hudson River Valley Institute

This issue of The Hudson River Valley Review has been generously underwritten by the following:

The mission of the Hudson River Valley National Heritage Area Program is to recognize, preserve, protect, and interpret the nationally significant cultural and natural resources of the Hudson River Valley for the benefit of the Nation.

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Call for Essays

The Hudson River Valley Review is anxious to consider essays on all aspects of the Hudson Valley—its intellectual, political, economic, social, and cultural history, its prehistory, architecture, literature, art, and music—as well as essays on the ideas and ideologies of regionalism itself. All articles in *The Hudson River Valley Review* undergo peer analysis.

Submission of Essays and Other Materials

HRVR prefers that essays and other written materials be submitted as two double-spaced typescripts, generally no more than thirty pages long with endnotes, along with a computer disk with a clear indication of the operating system, the name and version of the word-processing program, and the names of documents on the disk. Illustrations or photographs that are germane to the writing should accompany the hard copy. Otherwise, the submission of visual materials should be cleared with the editors beforehand. Illustrations and photographs are the responsibility of the authors. Scanned photos or digital art must be 300 pixels per inch (or greater) at 8 in. x 10 in. (between 7 and 20 mb). No responsibility is assumed for the loss of materials. An e-mail address should be included whenever possible.

HRVR will accept materials submitted as an e-mail attachment (*hrvi@marist.edu*) once they have been announced and cleared beforehand.

Since HRVR is interdisciplinary in its approach to the region and to regionalism, it will honor the forms of citation appropriate to a particular discipline, provided these are applied consistently and supply full information. Endnotes rather than footnotes are preferred. In matters of style and form, HRVR follows *The Chicago Manual of Style*.

Contributors

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J. Michael Smith is a native of Beacon. As an independent historian he has focused on the cultural histories of Munsee and Mohican groups of the Hudson River Valley. He is the author of "The Highland King Nimhammaw and the Native Indian Proprietors of Land in Dutchess County, New York: 1712-1765," in Shirley W. Dunn (ed.), *The Continuance: An Algonquian Peoples Seminar*, Albany, NY: 2004, and "The Seventeenth Century Sachems or Chiefs of the Wapping Country: Identity and Interaction in the Hudson Valley."

THE HUDSON RIVER VALLEY REVIEW

Vol. 26, No. 2, Spring 2010

Regional History Forum:

Regional Writing

Book Reviews

On the Cover: *Albany Flyer,* by John Gould, Photo courtesy of Bethlehem Art Gallery

The Changing Nature of Mid-Hudson Valley Business During The Dawn of the Industrial Era (1783-1835)

Evidence from Early American Newspaper Advertising

Sally M. Schultz & Michael Guiry

The period from the end of the Revolutionary War to the third decade of the nineteenth century was one of significant change in the young American nation, characterized by westward expansion of the population and the beginnings of the Industrial Revolution. Methods of manufacturing, transportation, agriculture, mining, and communications that had been relied upon for hundreds of years were updated. Farm production shifted from subsistence-based to market-based; agricultural tools were improved with the use of iron; and new farming methods were introduced. Improvements in transportation accelerated the pace of economic development. Craft technology—based on artisans using hand tools and simple machines in the home or shop—gave way to mechanized and industrialized production.[1]

In this essay, we gain perspective on how these changes impacted business, the economy, and everyday life in New York's mid-Hudson River Valley by reviewing business advertisements that appeared in the Early American Newspaper Collection (1783-1835) of the Huguenot Historical Society in New Paltz. Over this time period, general stores began stocking an increasing variety of goods. Manufacturing firms, educational institutions, and service professionals offered goods and services to mid-Hudson residents. Advertisements attest to the roads and canals that were being financed and built, and to the increasing use of the corporate form for businesses as well as public works. New York City was the source for many of the imported goods stocked by local merchants and was the recognized center of style and fashion.

The era was characterized by migration and the omnipresent need for construction; artisans in rural as well as urban areas developed multiple competencies.

High mobility, both geographic and social, weakened family ties; sons were often drawn away by new opportunities, and business partnerships continually changed. Many entrepreneurs did not specialize in one trade or industry, but were willing to take on any commercial enterprise that might return a profit.[2]

The Huguenot Historical Society's Early American Newspaper Collection (1783-1835) consists of single issues rather than runs of papers. Most of the newspapers in this collection were printed at Kingston. Additional issues were printed in Newburgh, New York City, Albany, Philadelphia, and Virginia. The contents of this collection are enumerated in Table 1.

Table 1
Early Newspaper Collection of the Huguenot Historical Society, New Paltz, NY

Title	Location	Date
The New York Morning Post	New York, NY	Friday, November 7, 1783
The Pennsylvania Packet and Daily Advertiser	Philadelphia, PA	Tuesday, September 21, 1784
London's New York Packet	New York, NY	Thursday, March 17, 1785
The Newburgh Packet	Newburgh, NY	Monday, June 19, 1797
Ulster County Gazette	Kingston, NY	Saturday, July 13, 1799
Ulster County Gazette	Kingston, NY	Saturday, July 20, 1799
Ulster County Gazette	Kingston, NY	Saturday, January 4, 1800
Ulster County Gazette	Kingston, NY	Saturday, October 31, 1801
Ulster County Gazette	Kingston, NY	Saturday, January 23, 1802
The Rights of Men	Newburgh, NY	Thursday, May 20, 1802
The Plebian	Kingston, NY	Wednesday, November 9, 1803
Unknown (Fragment)	Kingston, NY [?]	Winter or Spring 1805
Unknown (Fragment)	Kingston, NY [?]	March 9, 1805
Unknown (Fragment)	Kingston, NY [?]	June 1805
Ulster County Gazette	Kingston, NY	January 1806
The Plebian	Kingston, NY	October 1807
Unknown (Fragment)	Kingston, NY [?]	March 1808
New-York Spectator	New York, NY	Saturday, July 15, 1809
The Plebian	Kingston, NY	Tuesday, March 26, 1811
The Plebian	Kingston, NY	Tuesday, May 14, 1811
Ulster County Gazette	Kingston, NY	Tuesday, January 7, 1812
Republican Farmer	Staunton, VA	Thursday, February 18, 1813
Unknown	Albany, NY [?]	March 1815
Ulster Plebian	Kingston, NY	Tuesday, February 3, 1818
New-York Spectator	New York, NY	Friday, January 16, 1824
Unknown (Fragment)	Kingston, NY [?]	Fall 1829
Unknown (Fragment)	Kingston, NY [?]	Probably January, 1830
The Ulster Palladium	Kingston, NY	Tuesday, April 6, 1830
The Ulster Palladium	Kingston, NY	Tuesday, May 18, 1830
The Ulster Palladium	Kingston, NY	Wednesday, May 11, 1831
The Ulster Sentinel	Kingston, NY	Wednesday, December 19, 1832
Ulster County Whig	Rondout, NY	Wednesday, September 9, 1835
Unknown (Fragment)	Kingston, NY [?]	1834

ADAPTED FROM HUGUENOT HISTORICAL SOCIETY AMERICAN NEWSPAPER COLLECTION (1783-1835) FINDING AID, COMPLETED BY ERIC ROTH 3/2/2000 AND REVISED 7/5/2005.

Newspapers were the primary means of disseminating public information during this era, and their proliferation was an important cultural development during the late eighteenth and early nineteenth centuries. Before the 1830s, most newspapers appeared weekly and typically served a local readership, with contents devoted to commercial and political subjects. During the 1830s, technological innovations in printing and improvements in transportation reduced the cost of newspapers. Circulation increased, and newspapers began to take on more modern characteristics.[3]

We chronologically examine the contents of the newspapers in this collection, and the related developments in business, technology, and culture. The periods used as a framework for the discussion are the New Republic (1783-1800), the early nineteenth century (1801-1823), and the Jacksonian era (1824-1835). However, some overlap in developments between these periods is inevitable.

The New Republic, 1783-1800

Currency, Geography, and Trade

In colonial America, the local economy had largely been based on barter, which developed in response to the shortage of coinage. The barter was often asynchronous, since farmers could not deliver commodities to the shopkeeper until after the harvest. Not only were delays in payment inevitable, but the use of commodity money made exact settlement difficult, and a balance was often left over. Merchants used barter accounting to tally the balances due from—or to—their customers. In the absence of a sufficient supply of reliable money, bookkeeping barter provided liquidity to the market.

Recording barter transactions required adoption of a monetary unit of account, and the English settlers used pounds, shillings, and pence (£., s., d.). These units continued to be used when the colonies issued paper notes to address the shortage of coinage. After the birth of the new American nation, the dollar became the principal unit of currency based on passage of the Mint Act of 1792. Nevertheless, pounds and shillings continued to be used as the primary units of account for many small businesses in the mid-Hudson valley well into the mid-nineteenth century.[4] As the nineteenth century progressed, now that a stable currency was available, cash increasingly became the preferred medium of exchange and served to facilitate economic development.

The geography of the northeastern United States, with its fertile agricultural land penetrated by many rivers and bays, led to the development of an agricultural and commercial society with a relatively high standard of living by the end of

the eighteenth century.[5] New York Harbor, served by three protected waterways (including the Hudson River) was superior to any of its rivals. The volume of business in the port increased, facilitated by merchants' strong ties to British exporters and importers and by good communications. Philadelphia, the great port of the late colonial and early national periods, lost its lead to New York in the value of exports by 1797 and in population by 1810.[6]

The New York Morning Post of November 7, 1783—the year Britain recognized the independence of the United States—included an advertisement announcing the arrival of goods from London that were "to be sold very low," including books, tooth powders, Wedgwood inkstands, and rings, lockets, and pins. Comestibles for sale at wholesale or retail included tea, sugar, rum, coffee, cinnamon, brandy, mustard, pickles, porter, ale, vinegars, and spices. Imports during this period included desirable luxury goods, as well as a number of staples. Earthenware, fine shoes, fabrics, and hatter's trimmings also were available, as were tobacco, snuff, military shoes, and women's apparel. Merchants accepted cash or bills of exchange from customers. The newspaper also included notices posted by individuals; one advertised for work as a wet nurse, and another offered a reward for the capture and return of a runaway servant.

The Pennsylvania Packet and Daily Advertiser of September 21, 1784, included schedules of ships sailing from Philadelphia to destinations that included Liverpool, Dublin, Cork, London, and the Caribbean. Wines, including claret, Medoc, Burgundy, and sherry, were offered for sale, as were beer, sweet oil, dry goods, Carolina Rice, and Havana sugar. Isaac Franks advertised his services as a broker buying and selling commodities, while other advertisers informed the public about a dancing school and lots to let.

London's New York Packet of March 17, 1785, carried advertisements for a wide variety of domestic and imported goods whose origin was typically specified, including: Irish beef, Jamaica spirits, Lisbon salt, Connecticut beef, and New Jersey pork. A bookbinder and stationer announced an inventory of bibles, dictionaries, and histories. Other merchants advertised tools and building supplies such as files, nails, hinges, chisels, augers, hammers, anvils, hemp, and cordage. Household supplies were also for sale, including knives, combs, buckles, razors, and brushes.

Table 2 reproduces the list of current commodity prices that appeared in this issue of *London's New York Packet*. Items were priced in terms of shillings and pence. The comparative prices show that unrefined muscovado sugar was a luxury, selling at many times the price of either refined sugar or molasses. Beef seems to have been more costly than pork, and rock salt more costly than fine salt. When

Table 2
Current Commodity Prices
From *London's New York Packet* of March 17, 1785

	Shillings	Pence
Wheat, per bushel	8	6
India Corn	4	3
Flour	27	0
Brown Bread	18	0
West India Rum	4	6
Muscovado Sugar	40	
Single Refined Sugar	1	4
Molasses	2	4
Beef, per barrel	70	0
Pork	11	0
Fine Salt	5	0
Rock Salt	8	0

EARLY AMERICAN NEWSPAPER COLLECTION (1783-1835), HUGUENOT HISTORICAL SOCIETY: NEW PALTZ, NY

no particular quantity was specified in the table, the items were probably priced in terms of barrels, the containers commonly used to contain foodstuffs during that era.

Agriculture and Business in the Mid-Hudson River Valley

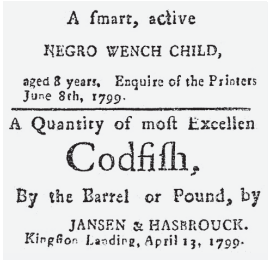
At the end of the eighteenth century, farm families in the mid-Hudson region were growing grains, cultivating gardens, raising farm animals, and manufacturing textiles. Most continued to use the same tools as their grandparents had: scythes and sickles for reaping wheat and cutting grass, and wooden plows and harrows. Iron tools appeared in less than twenty percent of probate inventories from the 1790s.[7] Storekeepers were the primary source of consumer goods produced outside the valley. These merchants served as intermediaries, transporting the farmers' produce to city markets, and in exchange obtaining the imported goods their local customers desired. Over time, an increasing number of domestically manufactured products would become available.

Agricultural products from the mid-Hudson region were transported to New York via Hudson River sloops, a distinctive type of watercraft that combined stability, large cargo capacity, and shallow water navigability. Developed around 1750, sloops gained in popularity, and about 1,000 were launched between 1796 and 1835. They were manufactured in various locations, including the Albany area and Rockland County. Sloops served as the mainstay of the Hudson River fleet until steam replaced wind as the primary source of energy for navigation.[8]

Sloops traveling between Newburgh and New York City announced their sailing dates in *The Newburgh Packet* of June 19, 1797. Other advertisements in the same newspaper offered for sale shad and herring caught in the Hudson River, in addition to dry goods, groceries, crockery, and glassware. Compared to the ads in the New York and Philadelphia newspapers, those in the Newburgh paper generally mentioned fewer goods, suggesting that merchants in the mid-Hudson region were smaller and more specialized than those in the major seaports. Also, price information now appeared in some of the ads, whereas the advertisements in the New York and Philadelphia papers from a decade earlier had made no mention of prices. A hosier advertising in the *Newburgh Packet* charged 6s. for weaving men's stockings, 5s. for women's, and priced children's according to size. The prevalence of multiple currency units is apparent from another advertisement, which announced that long shingles were selling for $5 per thousand, while corn was priced at 7s. 6d. per bushel. It seems that the traditional shilling and pence units were used for locally produced goods, while dollars were used for goods purchased in New York City. Merchants in the cosmopolis would have adopted the new Federal dollar as their unit of measure more quickly than shopkeepers in the hinterlands.

The *Ulster County Gazette* was a weekly published on Saturdays. A number of issues of this newspaper are included in the collection. Advertisements that appeared in the paper in 1799 include several announcing the sale of slaves, noting their desirable attributes. One, for an active, smart, eight-year-old girl appears at the top of Figure 1. Once sold, the children of slaves would be separated from their families—one of the cruel realities of the institution. New York colonists had imported African slaves throughout most of the eighteenth century to address a labor shortage. By clearing the land and maintaining farm life, slaves were vital to the development of the Hudson River Valley. It was also in 1799 that a gradual emancipation act was finally passed in New York. It provided that children born to slaves after July 4 of that year would be freed when they reached the age of twenty-eight (for males) or twenty-five (for females). A subsequent gradual emancipation act, passed in 1817, resulted in most New York slaves being granted their freedom on July 4, 1827.[9]

Figure 1
Wench Child & Codfish


A ſmart, active
NEGRO WENCH CHILD,
aged 8 years. Enquire of the Printers
June 8th, 1799.

A Quantity of moſt Excellen
Codfiſh,
By the Barrel or Pound, by
JANSEN & HASBROUCK.
Kingſton Landing, April 13, 1799.

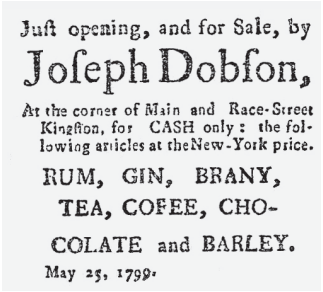
SOURCE: *ULSTER COUNTY GAZETTE* OF JULY 20, 1799. *EARLY AMERICAN NEWSPAPER COLLECTION (1783-1835)*, HUGUENOT HISTORICAL SOCIETY, NEW PALTZ, NY

Figure 1 also includes an ad for the partnership of Jansen & Hasbrouck, announcing the availability of codfish for sale by the barrel or pound. Each advertisement included a note at the bottom specifying the

date when it had been initially placed, and often the location as well. The use of the old style "s" (which looks like an "f") is apparent throughout these ads.

Specifics about the terms of payment also were increasingly included in advertisements, as Figure 2 shows. This ad for the opening of Joseph Dobson's Kingston store appeared in the *Ulster County Gazette* in 1799. It specifies that only cash would be accepted in payment for the various beverages, chocolate, and barley that Dobson offered for sale at "the New-York price."

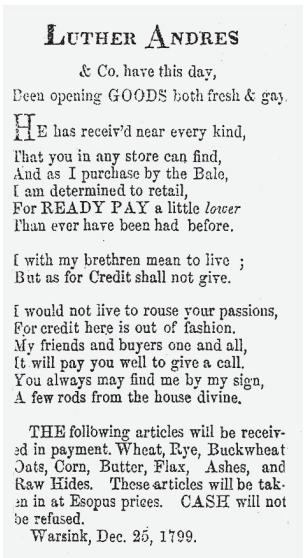
Figure 2
Joseph Dobson


Juſt opening, and for Sale, by
Joſeph Dobſon,
At the corner of Main and Race-Street Kingſton, for CASH only: the following articles at the New-York price.
RUM, GIN, BRANY,
TEA, COFEE, CHO-
COLATE and BARLEY.
May 25, 1799.

SOURCE: *ULSTER COUNTY GAZETTE* OF JULY 20, 1799. *EARLY AMERICAN NEWSPAPER COLLECTION (1783-1835)*, HUGUENOT HISTORICAL SOCIETY, NEW PALTZ, NY

Although shopkeepers had commonly extended credit to their local customers during the colonial era, in the early republic immediate payment was increasingly demanded. This message was conveyed poetically by Luther Andres in the advertisement that he ran in the *Ulster County Gazette* in 1800, which appears in Figure 3. Payment could be made in cash or by delivering commodities such as wheat, rye, corn, flax, butter, ashes, or hides, for which Andres promised to pay "Esopus prices." Like other merchants, Andres was probably an export agent, transporting local goods to New York City and exchanging them for imported products. As the eighteenth century drew to a close, the advertisements suggest that cash was increasingly used to settle transactions.

Figure 3
Luther Andres


LUTHER ANDRES
& Co. have this day,
Been opening GOODS both fresh & gay.

HE has receiv'd near every kind,
That you in any store can find,
And as I purchase by the Bale,
I am determined to retail,
For READY PAY a little *lower*
Than ever have been had before.

I with my brethren mean to live ;
But as for Credit shall not give.

I would not live to rouse your passions,
For credit here is out of fashion.
My friends and buyers one and all,
It will pay you well to give a call.
You always may find me by my sign,
A few rods from the house divine.

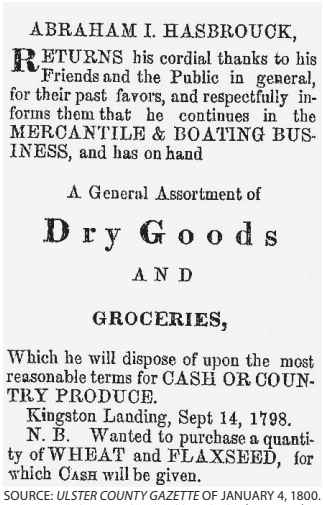
THE following articles will be received in payment. Wheat, Rye, Buckwheat Oats, Corn, Butter, Flax, Ashes, and Raw Hides. These articles will be taken in at Esopus prices. CASH will not be refused.
Warsink, Dec. 25, 1799.

SOURCE: *ULSTER COUNTY GAZETTE* OF JANUARY 4, 1800. *EARLY AMERICAN NEWSPAPER COLLECTION (1783-1835)*, HUGUENOT HISTORICAL SOCIETY, NEW PALTZ, NY

An announcement appeared in the January 4, 1800, issue of the *Ulster County Gazette* concerning the dissolution, by mutual consent, of the partnership between Henry Jansen and Abraham I. Hasbrouck, the firm whose codfish had been advertised in Figure 1. In this mobile society, business partnerships frequently survived only in the short term. The announcement encouraged customers of the partnership to settle any open accounts without delay—all kinds of produce would be accepted in payment—so the firm's property could be divided between the owners.[10]

Abraham Hasbrouck continued in business, announcing his new mercantile and boating enter-

Figure 4
Abraham Hasbrouck



ABRAHAM I. HASBROUCK,

RETURNS his cordial thanks to his Friends and the Public in general, for their past favors, and respectfully informs them that he continues in the MERCANTILE & BOATING BUSINESS, and has on hand

A General Assortment of

Dry Goods

AND

GROCERIES,

Which he will dispose of upon the most reasonable terms for CASH OR COUNTRY PRODUCE.

Kingston Landing, Sept 14, 1798.

N. B. Wanted to purchase a quantity of WHEAT and FLAXSEED, for which Cash will be given.

SOURCE: *ULSTER COUNTY GAZETTE* OF JANUARY 4, 1800. *EARLY AMERICAN NEWSPAPER COLLECTION (1783-1835)*, HUGUENOT HISTORICAL SOCIETY, NEW PALTZ, NY

prise in the ad that appears in Figure 4. An assortment of dry goods and groceries were advertised for sale on reasonable terms in exchange for cash or country produce. Hasbrouck also offered to purchase wheat and flaxseed from local farmers. The seed of the flax plant provided linseed oil, used for painting and burning; it also had medicinal uses and provided a source of animal fodder. Linen was made from flax fiber and was widely used before cotton became available. Prior to and immediately after the Revolution, flax was prepared, spun, and woven in nearly every household.[11] (Although Hasbrouck's ad indicates that it was placed on September 14, 1798, it was likely placed on that date in 1799, as was the announcement of the partnership dissolution.)

Abraham Hasbrouck was a leading shopkeeper and exporter in the mid-Hudson region during the late eighteenth and early nineteenth centuries. His surviving account books were analyzed by Wermuth, who found that only eighteen percent of the credits to customers' accounts during 1799 were in the form of cash, with the remainder based on delivery of agricultural goods, barrel staves or wood, textiles, clothing or services.[12] Similar results have been found for two general stores doing business in New Paltz, where cash accounted for twelve percent of the credits in one store, and twenty-five percent of the credits in the other during the month of October 1798.[13] This indicates that, despite the increasing demand for cash on the part of merchants, local trade in New York's mid-Hudson Valley was still largely based on the use of commodity money and bookkeeping barter as the eighteenth century drew to a close.

The Early 19th Century, 1801-1823

Transportation

Sailing schedules for a number of vessels, accompanied by illustrations of ships, appeared in *The Rights of Man,* published in Newburgh in 1802. The sloop *Two Sisters* was scheduled to sail from Cornwall Landing to New York every other Saturday from March through early December, and could accommodate the shipment of produce in its storehouse. Regularly scheduled Hudson River voyages thus predated regular transatlantic trips—which didn't begin until 1818—by a decade

or more.[14]

In 1803, a notice in *The Plebian,* published in Kingston, informed stockholders in the Ulster & Delaware Turnpike Road that payment was to be made to the treasurer, John Tremper. A merchant such as Tremper may have been a logical choice to serve as treasurer for this enterprise during an era when individuals served in a variety of roles. Merchants kept accounts for many in the community, and could track various types of payments in their ledgers.[15]

Before the American Revolution, roads were merely cleared tracks that were virtually impassable for heavy wagons during rainy periods. After 1790, new road-surfacing techniques were introduced and road building boomed. By the time construction peaked in the 1820s, New York State had chartered over 300 turnpike companies that built about 5,000 miles of hard-surfaced roads. Early U.S. corporations were chartered as a means of pooling money to finance projects, such as roads, that served the public interest. Although turnpike construction greatly benefited communities by improving transportation and communications, the companies were frequently unprofitable due to high maintenance costs and poor management. Nevertheless, profits accrued to those who provided services along the turnpike, such as tavern-keepers and stagecoach proprietors.[16]

One such provider was Benjamin Ostrander, the owner of the Kingston Stage House. Ostrander announced in *The Plebian* of March 26, 1811, that "he has opened a Tavern and provided every necessary to accommodate his guests, whether of the town or from the country. The weary traveler, the idle lounger… the man of business and the man of pleasure, shall equally experience his prompt attention."

Building roads was costly. In 1808, the Ulster and Delaware turnpike published an announcement of an additional appropriation of $3 being levied on each of the 5,000 outstanding shares. (A call of $2 per share made the previous October had apparently been insufficient to complete the road.) Stockholders were assured that no additional calls would be made. By 1819, after local residents had invested thousands of dollars, the project was abandoned. Ultimately, Kingston farmers lacked enthusiasm for this expensive undertaking and were reluctant to give farmers in Delaware County the means to compete with them.[17]

Nevertheless, the road-building frenzy continued. Notices appeared for several turnpike roads during 1812. Stagecoach schedules appeared in a paper probably published in Albany in 1815. At the time, the stage from Albany to New York City took two or three days and included stops for breakfast and for the evening's lodging. Transportation for goods and produce could be arranged in the fireproof stores of Hudson River sloops, as another ad announced.

The market revolution that occurred during the first several decades of the nineteenth century would have significant implications for mid-Hudson Valley farmers. As turnpikes and canals were constructed, towns and cities in the northeastern U.S. were linked in a complex market system. Fertile farmland in the western part of New York State had access to New York City markets, which led to increased competition for Hudson Valley farmers. In response, valley farmers cultivated more land, invested in more sophisticated farming equipment, and diversified away from grain production. They increasingly focused their energies on raising farm animals, producing textiles, manufacturing barrel staves, and engaging in other profit-oriented activities.[18]

Farming and crafts

Characteristic of the rural economy, newspaper advertisements in 1805 included notices about sheep, horses, and wool to be sold at public vendue (auction) and the availability of a horse for stud services. During this era, many people farmed as tenant farmers. One ad, seen in both 1807 and 1811, offered farms for lease on the following terms: the first three years were rent-free; rent for the fourth year would be 5 bushels of wheat per 100 acres; for the fifth year, 10 bushels per 100 acres; and for subsequent years, rent would be 15 bushels per 100 acres. A farmer who wanted to keep up with the latest methods might purchase the first volume of the *Transactions of the Society of Dutchess County for the Promotion of Agriculture*, which was advertised at a price of 3s.

Innovative agricultural techniques, including new seed drills, plow designs, crop rotation, and planned animal breeding, had been slow to catch on in America. Land was plentiful. Farmers focused on doing things quickly and crudely, rather than investing the effort in careful farming that would not deplete the soil. Only after the advent of agricultural fairs around 1811 did farmers respond to efforts to promote the mechanization of American agriculture. In the mid-Hudson Valley, adoption of new agricultural technology was spurred by increasing competition from farmers in the western part of New York State as a result of improvements in transportation, including the opening of the Erie Canal in 1825.[19]

Some agricultural crops would become raw materials for distillers and brewers. In 1811, a distillery in Hurley advertised that it would pay a generous price for the 1,200 to 1,500 bushels of rye and corn wanted for purchase. Another advertisement announced availability of a distillery for sale to produce rum, gin, cider, spirits, or cordials. Several ads offered breweries for sale or rent. An ad that appeared in *The Plebian* of November 9, 1803, noted: "as no malt liquor is at present made in this place, and the inhabitants in this Village and its Vicinity, have

a remarkable predilection for the use of it, there is reason to calculate in success and encouragement in an establishment of this kind."

The craftspeople advertising their services in the Newburgh or Kingston papers during the first decade of the nineteenth century included a stonecutter, tailor, gold and silversmith, shoemaker, and saddler and harness-maker. During this era, training in crafts, including housework and cooking, was typically obtained through apprenticeships.[20] Newspaper advertisements sought apprentices to work in the hatting business, teenaged apprentices for the shoemaker, and journeymen to work with the tailor.

Abraham Delamater, Jr., announced that he had commenced in the hatting business; he offered an assortment of the best made hats for sale, and was willing to pay the highest cash price for hatter's furs. A tailor, John Hogg, advertised that he had just returned from New York and was ready to provide customers with the latest spring fashions from the metropolis. Then—as now—New York City was the nation's fashion capital. Hogg charged just over £1 for a first-rate coat, 8s. for a vest, and between 10s. and 16s. for pantaloons or breeches, depending on whether they were plain or welted. Hogg accepted produce in payment and was seeking to hire two or three journeymen tailors.

A blacksmith advertised wares that included an assortment of well-made axes, hoes, bells, and traps. These could be purchased from his shop in Wawarsing or from retail stores in Kingston, Rochester, and Wawarsing. The American axe, developed before the Revolution, is an example of an early technological improvement made in the New World. With a cutting edge or bit the same weight as its flat edge or poll, this axe was remarkably well-balanced. With practice, it could be swung straight and clean. Its use led to increased productivity compared to the European axe, which had a longer and narrower bit and a small poll.[21]

Water-powered mills played an essential role in U.S. economic development. As mechanical outposts in a rural countryside, they laid the foundation for the Industrial Revolution. Before the advent of steam, water wheels powered gristmills for grain, sawmills for lumber, fulling and carding mills for textiles, and tanneries for hides. Many gristmills were run by farmers who operated them seasonally following a harvest. Waterpower (and later, steam power) was cheap and available, while labor was scarce, so machinery was used whenever possible. With an American ideology that favored mechanization, businesses large and small invested in machinery.[22]

In an 1806 advertisement, David A. Hasbrouck announced that a fulling mill had been erected at High Falls in the town of Marbletown. A fulling mill was a machine that pounded woolen cloth immersed in water to make it clean, strong,

and compact.[23] Hasbrouck instructed customers to leave their cloth, accompanied by written instructions, at the office of the *Ulster County Gazette* or at Isaac Bloom's store in Marbletown. An 1807 ad announced that a gristmill located on the Rondout Creek near Esopus would return 20 barrels of superfine flour for every 100 bushels of wheat delivered. Customers who supplied their own barrels would also receive 2 bushels of bran per barrel.

Other fulling and dying mills advertised as well: one announced that fabrics for common wear would be completed in fourteen days; another specified that work would be done in the neatest manner and with dispatch. David Hasbrouck, whose High Falls mill had opened two years earlier, advertised in 1808 that he had hired a dyer from Great Britain, who has been brought up in the clothing business. This illustrates how technology was frequently transferred from the British Isles to America. With their long experience within the British system, a shared language, and friends and relatives in England, Americans welcomed British craftspeople and mechanics, and the technological innovations they brought with them.[24]

Merchants and Trade

An increasing number of firms placed ads during the early decades of the nineteenth century, offering customers a wider variety of goods and services. Among the merchants advertising in Kingston's *Ulster County Gazette* during 1801 and 1802 were John Tremper, John Hosford & Co., James Grier and Justus & David Burr. Various types of cloth were available at these stores, along with spices, hardware, crockery, and stoneware; cash and produce were accepted in payment. General stores of the era also sold spirits (rum, cognac, and gin); groceries (tea, sugar, raisins, cheese, and chocolate); tobacco and pipes; paper, ink, and almanacs; handkerchiefs; gun powder and shot; and bar lead.

An advertisement for John Brown's Universal Store appeared in the Newburgh paper, *The Rights of Man,* in 1802. Brown was willing to make sales to both retail and wholesale clients for cash or merchantable county produce. He also informed customers that no credit would be given in the future, and requested that those indebted to him settle their accounts immediately.

The Newburgh paper also included a list of commodity prices reprinted from the New York papers, which appears in Figure 5. Denominated in dollars and cents, the list includes price ranges for some items traded. No ranges had appeared in the 1785 price list reproduced in Table 2, which had been denominated in shillings and pence. Another change can be seen in the range of goods listed. The 1785 list had included only comestibles, but in 1802 prices also appeared for products such as lumber, barrel hoops and staves, tallow, and ashes (which were

priced by the ton). The production and trading of barrel staves had been going on since the mid-seventeenth century, but the first two decades of the nineteenth century saw a dramatic increase in this home industry as households responded to the challenges of increased market competition by engaging in such nonagricultural pursuits.[25]

At the beginning of the nineteenth century, Illustrations first began to appear in advertisements in the Kingston newspapers. An 1803 issue of *The Plebian* included a picture of clock face in an ad for a clock and watchmaker; a mortar and pestle illustrated an ad for a purveyor of drugs and medicines. Advertisements for various medications became prevalent around this time. Eye-water was touted as a remedy for diseases of the eyes, and was purported to strengthen weak sight. Ointments for the itch and drops for ague and fever were warranted as infallible. One 1809 advertisement described mercury as a most valuable and salutary medicine, but warned that indiscriminate use could cause problems.

Figure 5
Current Price, May 12, 1802

NEW-YORK PRICE CURRENT.
MAY 12.

[Corrected week y.]		From Dls.Cts.	To Dls.Cts.
ASHES, Pot,	ton,	100	
Pearl,		130	
Beans, white,	bushel,	1 25	1 31
Beef, cargo,	barrel,	10	
Prime,		11	
Mess,		12	
Flaxseed, (rough)	7 bushels,	8	
Flour, Superfine,	barrel,	6 50	
Common,		5	6
Middling,		4	5 50
Rye,		3	
Grain, Wheat, N. R.	bushel,	1 18	1 25
Rye,		68	75
Corn, Northern,		56	
Hams,	lb.	9	11
Hoops, hhd. new,		27 50	
Lumber, boards, oak, M. ft.		17 50	
North River, pine,		17 50	25
Pork, cargo,	bbl.	13 50	
Prime,		14 50	
Mess,		16 50	1
Staves, white-oak, pipe, M.		55	
	hhd.	41 25	
	bbl.	18 75	
red oak,	hhd.	27 50	
Tallow,	lb.	13	
Bees-wax,		30	

SOURCE: *THE RIGHTS OF MAN* OF MAY 20, 1802. *EARLY AMERICAN NEWSPAPER COLLECTION (1783-1835)*, HUGUENOT HISTORICAL SOCIETY, NEW PALTZ, NY

This period also saw the first mention of separate charges for storing and freighting goods and the first indication that notes would be accepted as a form of payment. William Buchanan, who advertised the best quality Jamaica spirits for sale by the hogshead or barrel**,** specified payment terms of cash or an approved 90-day note. A note or bill from one businessperson to another would become a negotiable instrument if it was accepted by a third party, who took responsibility for its collection.[26] Israel Ketcham offered a wholesale pricing arrangement in an ad he placed in the *Ulster County Gazette* in January 1806. It announced that "a very liberal deduction will be made to Tavern keepers, and those who purchase to sell again."

Newspaper notices continued to announce efforts at debt collection. In 1812, the publisher of the *Ulster County Gazette* notified readers that he would be calling on those residing in New Paltz, Plattekill, and several other towns during the first week in January to collect balances due for papers or advertisements. Similarly, those having overdue accounts with the estate of Johannis Hornbeek were requested to visit the house of the deceased to settle their affairs.

Ads for slaves continued to appear. One 1811 advertisement was for a twenty year-old man described as healthy, honest, faithful, and well-acquainted with ordi-

nary business; another offered a $20 reward for a runaway slave.

The corporate form of organization had initially been used for public works. A general incorporation law was passed in New York in 1811. It allowed manufacturing firms and other enterprises not associated with the public good to be organized as corporations. Reflecting the new law, a May 1811 notice in *The Plebian* announced that Bristol Glass, Cotton & Clay Company stock was being sold at a price of $100 per share, with a ten-percent down payment due when the shares were subscribed. The 1811 statute sought to aid domestic manufacturing during a period when the British trade embargo and the subsequent War of 1812 resulted in acute shortages of consumer goods, especially textiles. New York entrepreneurs quickly saw the advantages of the corporate form for pooling large sums of investment capital in an organization with limited liability for shareholders and an unlimited life. The number of New York State corporations grew from twenty-eight before 1800, to more than 1,300 by 1840.[27]

Growth of Manufacturing and Technological Innovation

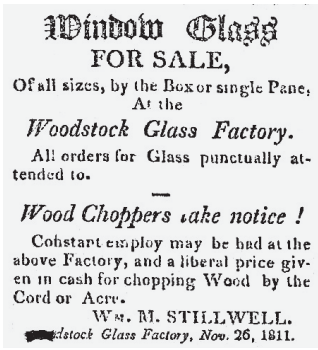
Ward & Powers announced in 1818 that they had established a partnership in the boot and shoe manufacturing business. Their product line included boots and leather and morocco shoes for men and children, while ladies could find fancy kid shoes in different colors. The shoe industry had started in the home with manufacturing done by the man of the house, or an itinerant cobbler. In the early part of the nineteenth century that started to change, as the newspaper ads in this collection suggest. Cobblers had initially fabricated a complete shoe, except for cutting the leather and the final binding. Later, apprentices were hired and a division of labor occurred. The resulting piecework culture affected the evolution of industrial mechanization.[28]

The growth of U.S. manufacturing is evident in several ads that appeared in the *Ulster County Gazette* of January 7, 1812. One ad proclaimed that "American Manufactured Goods"—including cotton stripes, checks, ginghams, chambrays, and cotton yarn—were superior to dry goods manufactured in Europe. During the eighteenth century, Americans had produced some textiles in the home, but also imported large quantities from Britain. By 1800, textile mills powered by water and steam were common throughout England, and textile manufacturing was relatively inexpensive. In the U.S., some argued for maintaining the manufacture of textiles as a home industry. Nevertheless, fourteen mills had opened in New England by 1807, and additional mills sprang up with Jefferson's embargo of English goods in 1808. These small cotton and wool mills were run by water power and spun yarn that was then woven in the home. Larger mills, which included

power loom weaving as well as spinning, followed around 1814. The size, corporate structure, and urban setting of these large textile mills would set the style for much of America's subsequent industrialization and mechanization.[29]

Glassmaking was a traditional industry that was distributed along the Northeastern coast. It remained a hand labor process, regardless of the size of the plant, requiring skills that were often supplied by British or German immigrants.[30] An advertisement for the Woodstock Glass Factory appeared in the *Ulster County Gazette* of January 7, 1812, announcing that all sizes of window glass were offered for sale by the box or single pane. This ad, which appears in Figure 6, also announced the availability of constant employment for those willing to chop wood by the cord or acre. Further, it illustrates the increasing variety of fonts now available to printers.

Figure 6
Woodstock Glass Factory


Window Glass
FOR SALE,
Of all sizes, by the Box or single Pane,
At the
Woodstock Glass Factory.
All orders for Glass punctually attended to.
—
Wood Choppers take notice !
Constant employ may be had at the above Factory, and a liberal price given in cash for chopping Wood by the Cord or Acre.
Wm. M. STILLWELL.
[illegible]*dstock Glass Factory, Nov.* 26, 1811.

SOURCE: *ULSTER COUNTY GAZETTE* OF JANUARY 7, 1812. *EARLY AMERICAN NEWSPAPER COLLECTION (1783-1835)*, HUGUENOT HISTORICAL SOCIETY, NEW PALTZ, NY

Wood was abundant in America, as the ad suggests; it needed only to be cut. Wood was the primary building material during the colonial and early national periods, used for constructing a variety of items, including ships, wagons, tools, scientific instruments, and household devices. It served to fuel cooking, heat buildings, and smelt iron. Chemicals derived from wood included potash (an alkali used in manufacturing glass and soap), turpentine, tannin for tanning leather, and maple sugar. In contrast, Britain suffered from a shortage of wood; as a result, nearly all industries that required heat—including iron production, ceramics, and glass—were converted from wood to coal, and its derivative, coke. One result of this conversion process was that Britain gained some unexpected advantages in accelerating industrial development.[31]

British innovations in iron production were not introduced until around 1815, when industrialization created a demand for different types of iron, and bituminous coal became available near Pittsburgh. Iron mills would be established in the Hudson River Valley at Troy and Cold Spring. The West Point Foundry began operations at Cold Spring in 1817, and was one of America's most innovative and productive early ironworks. Over time, it supplied guns and munitions, produced steam engines, and manufactured cast-iron piping for New York City's water system. It also was among the first companies to develop the principle of vertical integration, controlling acquisition of natural resources, processing, manufacturing, sales, and distribution.[32]

Professions and Education

An 1802 advertisement in the Newburgh paper announced that Cliosophic Hall offered instruction in various subjects. Tuition was $1.50 a quarter for spelling and reading; $2.00 a quarter for reading, writing and arithmetic; $2.50 for English grammar and geography; and $4.00 for classics and sciences. Middle-class parents could afford to send their children to such a private academy; the idea of free elementary schooling would not be advanced until nearly the middle of the nineteenth century. During this era, education tended to follow hereditary patterns, with well-educated parents teaching their children, even in the absence of schools, and poorly-educated parents not encouraging education, despite the availability of schools.[33] The Kingston Academy's 1811 advertisement in *The Plebian* announced that it had procured a "madam" to teach the fine arts in the female division. Another ad announced a lottery to help finance Schenectady's Union College, with whole tickets priced at $9 and half-tickets at $4.50. In an era when capital was scarce, such lotteries served as an informal means of raising money.[34] Founded in 1795, Union College was the first institution chartered in the State of New York.

Numerous advertisements for books and publications appeared in the *New-York Spectator* in 1809, illustrating one area of difference between the types of ads seen in the metropolis and those published in newspapers in the rural mid-Hudson region. In New York, one could obtain a dissertation on the mineral waters of Saratoga, a publication on canal navigation, or the memoirs of Thomas Jefferson—which cost $4.50. Books on history, law, medicine, logic, and geometry were advertised, together with the scriptures. Office supplies available for sale included gilt and plain office paper, invoice or draft paper, wrapping papers and parchments, pocket books, inkstands, receipt books, slates and slate pencils, and law and mercantile blanks.

One attorney-at-law, Samuel Hawkins, announced his availability as a tutor in the *Ulster County Gazette* in January 1806, stating that: "young gentlemen who are pleased to commence a course of Judicial studies… will be carefully instructed, and have the benefit of a well chosen and pretty extensive library." Another attorney advertised in *The Rights of Man* in 1802 that, for "a little reasonable cash," he would be a friend who would stick closer than a brother.

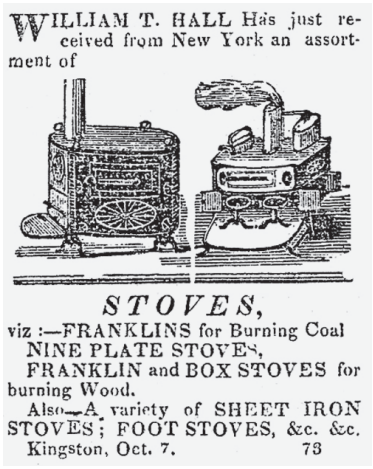
The Jacksonian Era, 1824-1835

Farming, Manufacturing, and Technological Innovation

The ongoing Industrial Revolution and the adoption of new agricultural tools were apparent in several ads that ran in *The Ulster Palladium* during 1830. One advertised the availability of 100 patent ploughs of different descriptions made from cast and wrought iron. They would be sold for cash or approved credit. Another ad announced the erection of the Ulster County Furnace, which manufactured everything from wagon boxes and sleigh shoes to fanning mill iron. The ad noted that work would be done—with quality as good as anywhere in the state—at New York prices. In another ad, an entrepreneur announced that he had purchased the rights for making, vending, and using Bull's Patent Washing Machine for the towns of Saugerties, Woodstock, and Shandaken—apparently an early franchise arrangement.

William T. Hall advertised his copper, tin, and sheet iron ware factory during January 1830 in a newspaper t likely published at Kingston. The factory sold both locally manufactured and imported products, including stoves, kettles, bowls, frying pans, and coffee mills. Customers could pay by delivering country produce or old copper, brass, pewter, or lead. Hall ran two additional ads in the same paper. In one, he advertised an inventory of stoves just received from New York, including plate stoves, Franklin stoves, and box stoves. This can be seen in Figure 7. The third ad described a stove of Hall's own invention that tailors and hatters could use to heat irons while simultaneously heating their shops.

Figure 7
William T. Hall


WILLIAM T. HALL Has just received from New York an assortment of

STOVES,
viz :—FRANKLINS for Burning Coal
NINE PLATE STOVES,
FRANKLIN and BOX STOVES for burning Wood.
Also—A variety of SHEET IRON STOVES; FOOT STOVES, &c. &c.
Kingston, Oct. 7. 73

SOURCE: PAPER FRAGMENT PROBABLY FROM JANUARY 1830. *EARLY AMERICAN NEWSPAPER COLLECTION (1783-1835)*, HUGUENOT HISTORICAL SOCIETY, NEW PALTZ, NY

With the cold winters in the Northeast, space heating was a necessity and attempts to improve it were ongoing. During the 1820s, coal joined wood as a source of fuel for stoves, as Figure 7 indicates. Before the nineteenth century, most of the bituminous coal used in America was imported from Britain. Coal supplies were reduced by the War of 1812 and the embargoes that preceded it. The resulting energy shortage spurred a search for alternative fuels. Some entrepreneurs thought that anthracite coal, which was mined in northeastern Pennsylvania, could be marketed in urban Philadelphia

and New York. Anthracite had been used locally in Pennsylvania since its introduction in 1770. Only after the 1808 introduction of an open grate, on which anthracite could be burned without a forced draft, did it become feasible to burn it in an ordinary fireplace. Anthracite produced an intense, slow-burning, clean flame with a greater energy output than either wood or bituminous coal. However, before the coal could be supplied to urban markets, a better transportation system was needed.[35]

Transportation and Industrial Development

In 1823, the Wurts brothers conceived the Delaware & Hudson (D&H) Canal as a means of transporting anthracite coal from northeastern Pennsylvania to the metropolitan markets of New York. To finance this undertaking, they needed to raise capital. They began to sell stock in the D&H Canal Company after demonstrating the heating capabilities of anthracite at the Tontine Coffee House in New York. Subscription books also were opened in Goshen and Kingston. The sale was a success, and the D&H Canal Company is generally regarded as the first private enterprise in America capitalized for more than $1 million.[36]

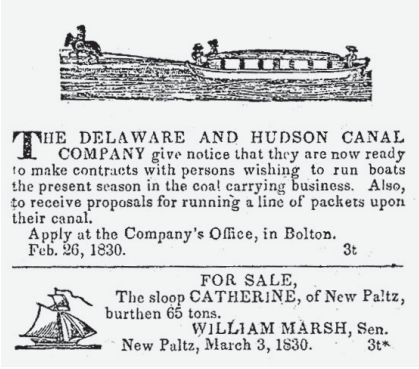
The canal started in Honesdale, Pennsylvania. After much discussion, it was decided that it would end at the Rondout Creek, which joined the Hudson River at Kingston. Once completed, mules would pull barges down a four-foot-deep, 32-foot- wide, 108-mile-long waterway. Navigation of the full-length of the canal began in 1828, and it operated until 1898. From the Rondout Creek, the coal was transported on the Hudson River to New York City and other river ports. From Albany, it was carried to the western part of the state and the Great Lakes via the state-financed Erie Canal.

The D&H Canal is associated with such technological innovations as the gravity railroad, developed to connect the coal fields with the canal terminal in Honesdale, and the *Stourbridge Lion*, whose 1829 test run is considered the first operation of a commercial steam locomotive on a track in the U.S. The D&H Canal Company, which also amassed a fleet of barges to transport the coal after it left the canal, provides another early example of a vertically integrated corporation. For Kingston and the mid-Hudson valley, the opening of the D&H Canal proved to be the beginning of a new era, which transformed the region in size, scope, and economic development.[37]

The D&H Canal encouraged economic growth, with industries developing along its route to exploit local resources such as lumber, agricultural products, and bluestone. One of the most notable was the Rosendale cement industry, which developed following the 1825 discovery of natural hydraulic cement in that area.

Because of its unique property to harden under water, Rosendale cement was used to hold together the locks of the D&H Canal, and later in the nineteenth century to build the Brooklyn Bridge, the Statue of Liberty, the Croton Reservoir, and many other structures. Millions of barrels of Rosendale cement made their way to market using transportation links provided by the D&H Canal, the Hudson River and the Wallkill Valley Railroad.[38]

Figure 8
The D&H Canal Company



THE DELAWARE AND HUDSON CANAL COMPANY give notice that they are now ready to make contracts with persons wishing to run boats the present season in the coal carrying business. Also, to receive proposals for running a line of packets upon their canal.
Apply at the Company's Office, in Bolton.
Feb. 26, 1830. 3t

FOR SALE,
The sloop CATHERINE, of New Paltz, burthen 65 tons.
WILLIAM MARSH, Sen.
New Paltz, March 3, 1830. 3t*

SOURCE: *THE ULSTER PALLADIUM* OF APRIL 6, 1830. *EARLY AMERICAN NEWSPAPER COLLECTION (1783-1835),* HUGUENOT HISTORICAL SOCIETY, NEW PALTZ, NY

An advertisement the D&H Canal Company placed in *The Ulster Palladium* of April 6, 1830, appears in Figure 8. In it, the canal company announced that it was looking for individuals who wanted to run boats carrying coal during the present season, or who wished to propose a line of packet boats to transport passengers in the future. In the fall of 1829, one advertisement announced packet boats that were running on the D&H Canal, while another sought delivery of hoop poles and staves for cement barrels near the canal at Greenkill. The demand for barrels in which to ship Rosendale cement gave rise to a local cooperage industry.

Development of the Hudson Valley brick industry also was spurred by completion of the D&H canal. An innovation patented in 1829 added pulverized anthracite coal—which had become available with the opening of the canal—to the clay or loam material used to fashion bricks. This allowed the bricks to fire themselves from internal heat, substantially reducing firing time and fuel usage while improving quality. Demand for bricks boomed after the Great Fire of 1835 destroyed hundreds of buildings in New York City, and would continue as the city grew.[39] Bricks were advertised for sale in two ads that appeared in the 1835 *Ulster County Whig.* One announced the availability of bricks for sale at the Napanoch brick yard on the canal; it advertised 1,000 bricks for sale at Rondout.

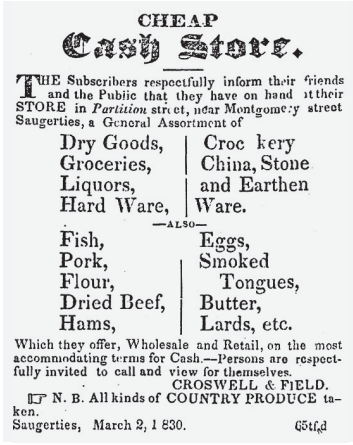
The advertisement in the lower part of Figure 8 announces that the sloop *Catherine* was for sale. We can only speculate about why the owner wanted to sell it, but the advent of steamships on the Hudson River may have made this vessel seem outdated. The first practical steamboat had been introduced in New York Harbor in 1804. Three years later, Robert Fulton piloted a steamboat up the Hudson from New York to Albany. Fulton and his financial underwriter, Robert R. Livingston, would have a monopoly on steam travel on the river until 1824.[40]

Providers of Goods and Services

Sharp and Voorhees ran a general store that, judging from its advertisements, expanded its product line over time. An earlier ad mentioned dry goods, hats, boots and shoes, and combs and brushes. Later, groceries, teas, molasses, paints, oils and putty, drugs and medicine, hardware and holloware, bar iron and steel, and looking glasses also were advertised for sale. General stores continued to seek farm products during this era, offering to pay cash for products including wheat, rye, corn, oats, buckwheat, dried peaches and apples, clover and timothy seed, shingles and boards, beeswax, mustard seed, and butter. The growing diversity in the products marketed by local farmers is evident here, as is the continuing role of merchants as intermediaries who transported local goods to New York, where they were exchanged for the imported and domestic goods that their local customers desired.

Two stores in Saugerties, self-described "cheap stores," advertised in the *Ulster Palladium* during April of 1830. Both carried dry goods and groceries, but the "Cheap Cash Store," whose ad appears in Figure 9, also noted the availability of liquor and hardware. Although the stores appear to have been competitors, each may have had its own customer base during this era when trading patterns tended to be concentrated on ethnic, familial, or social relationships.[41] Compared to earlier decades, stores now were carrying an expanded range of goods, including meats, eggs, flour, and butter—as Figure 9 illustrates. As agricultural improvements led to increased food production, more people could move from farm labor to work in trades and factories. As a result, more families began to buy farm products from general stores.

Figure 9
Cheap Cash Store



CHEAP
Cash Store.

THE Subscribers respectfully inform their friends and the Public that they have on hand at their STORE in *Partition* street, near Montgomery street Saugerties, a General Assortment of

Dry Goods,	Croc kery
Groceries,	China, Stone
Liquors,	and Earthen
Hard Ware,	Ware.

—ALSO—

Fish,	Eggs,
Pork,	Smoked
Flour,	Tongues,
Dried Beef,	Butter,
Hams,	Lards, etc.

Which they offer, Wholesale and Retail, on the most accommodating terms for Cash.—Persons are respectfully invited to call and view for themselves.

CROSWELL & FIELD.

☞ N. B. All kinds of COUNTRY PRODUCE taken.

Saugerties, March 2, 1 830. 65tf,d

SOURCE: *THE ULSTER PALLADIUM* OF APRIL 6, 1830. *EARLY AMERICAN NEWSPAPER COLLECTION (1783-1835)*, HUGUENOT HISTORICAL SOCIETY, NEW PALTZ, NY

As the ad in Figure 9 indicates, general stores continued to advertise dry goods that were widely used for sewing clothing in the home. At the same time, a shift to the sale of ready-to-wear apparel was evident during this period. In 1830, J.A. & L. Vernold Merchant Tailors advertised made-to-order apparel from a selection of superior European and domestic cloth, as well as an assortment of ready-made clothing, including coats, cloaks, vests, pantaloons, shirts, drawers, Guernsey frocks, cravats, and handkerchiefs. The tailors' ad specified that they had learned their trade in New York City from an experienced workman and

were prepared to construct fashionable garments suited to the season. Other ads announced the availability of new spring and summer goods, including both the latest imports and American products, and were touted as having the same quality as those for sale in New York City.

Many ads that appeared in the mid-Hudson Valley newspapers cited New York City as the source for styles, products, and training. One 1830 ad for a "victualling establishment" on Wall Street in Kingston announced the recent receipt of a supply of Brazil nuts, filberts, figs, peanuts, almonds, and raisins from New York. Other refreshments available at the restaurant included oysters, oyster soup, pies, cakes, and a bar stocked with choice liquors. The liquor may have been purchased from a merchant like Joseph Smith, whose January 1830 advertisement offered for sale 4 hogsheads of Portland rum, 5 pipes of American gin, and 10 hogsheads of New Orleans molasses, as well as brandy, sugar, coffee, bar soap, starch, indigo, wrapping paper, and spices. (A hogshead was a barrel used for liquids, that was equivalent to 63 gallons; a pipe was equivalent to two hogsheads, or 126 gallons.)

Those who wanted to distill their own alcoholic beverages—a traditional craft—could buy a still from Peter Gallagher, the county sealer. He advertised three for sale during 1830 (they held 300, 150, and 80 gallons, respectively) in addition to various quantities of worms, copper pipes, mash tubs, and cisterns. However, some would disapprove of such a venture: during the first half of the nineteenth century, the temperance movement gained momentum. In his 1834 ad, J.K. Trumpbour announced that he was discontinuing retailing liquors, and he invited tavern-keepers to call and see his stock, which he was prepared to sell very low. Similarly, another 1834 advertisement announced that James Woodruff was discontinuing the occupation of tavern-keeper to resume the sale of books and stationery, noting "whether his present business will be more or less honorable or beneficial to himself, useful or accommodating to his friends and the public, remains for the future to disclose."

Nelson and Clay were merchants who sold the common medicinal remedies of the day, including alcohol, alum, arsenic, laudanum, opium, and rhubarb, as well as patent medicines and miscellaneous articles such as ink, soda, and corks. Other shops marketed toiletries, including cologne water, macassar oil, bears' oil, vegetable oils, cold cream, fancy and shaving soaps, toilet powder, and smelling salts. A leather and bindings store advertised leather, skins, binding, shoe thread, and lamp black, and would pay cash for hides and skins. The jeweler advertised a new assortment of watches and jewelry, and paid cash for old gold and silver. Other merchants advertised pocket books, wallets and purses, clothes and hair brushes, pen knives, razors, violin strings, window sash and glass, wines, soaps and

candles, molasses, pork, botanic pills, salt, and hoes.

In 1834, Israel Bradley announced that he was starting a painting business and promised to keep on hand all colors of ready-mixed paints. He had taken over the store formerly occupied by Sharp and Voorhees, and in case it was closed when he was working elsewhere, Bradley advised customers to enquire at the cooper's shop opposite, or at his residence. Credit sales seem to have come back into favor during this period of economic growth. The proprietor of the boot and shoe manufactory offered to make sales for cash or approved credit at prices ranging from $4.50 to $5.50 for calf boots, $3.00 for coarse boots, and $1.75 to $1.88 for calf skin shoes.

Thomas Harley was a barber and hairdresser on John Street in Kingston who also offered razors and surgical instruments for sale. He promoted his business poetically in a January 1830 advertisement:

> May the Gentlemen of Kingston
> Who despise a long beard,
> Repair to T. Harley's
> Whose shop is repair'd
> With his brush and his razor,
> He'l [*sic*] polish your face,
> And six pence may save you
> From sneers and disgrace.
> Forget not T. Harley's
> Aftention [*sic*] and care,
> In scraping your faces,
> And cutting your hair.

Other service providers included Kingston's Eagle Hotel, located on Main Street, which advertised its bar and stables, as did the Orange Hotel in Newburgh, which also identified itself as an agreeable home and desirable residence. Travelers lodging at these establishments might have consulted schedules, such as the one published for the steamboat *Baltimore*, which ran on the Newburgh and Albany line.

Educational services were provided by schools such as the Kingston Academy, which advertised itself as a classical school with a female division. Tuition was $3 to $5 per quarter, and the summer term commenced on May 3. Tuition was only $2.50 in the elementary English division, which was open to lads only. Board cost $1.50 per week; it could be had in the immediate vicinity of the academy, in the same family with the instructor.

Currency and Finance

During this period, concurrent use of the newer Federal dollars and the older monetary units of pounds and shillings continued to appear. For example, copal varnish was advertised for $3 a gallon in one ad published around 1829, while another offered to pay farmers for crops delivered at the following market prices: 9s. for flaxseed, 4s.6d. for rye, and 4s.3d. for corn. The same ad noted that dead pork—which could now be sent with safety—would bring a fair price. Again, it seems likely that mid-Hudson merchants measured goods purchased in New York City using dollars and shillings and pence for those acquired locally.

The first American bank was chartered in 1780. At that point, debts and contracts became increasingly impersonal. Early banks—such as the Bank of New York, founded in 1784—were organized by merchants in seaport cities. A new era of capital formation began that would ultimately transform the metropolis into a money market. When chartered banks spread into the hinterland, they were often started by potential borrowers to finance farms, buildings, machinery, and crops. As the primary mechanisms for pooling capital for investment in transportation, commerce, and manufacturing, banks played a key role in fostering economic growth. Banks issued notes that circulated as currency and were used to monetize economic relationships in the growing market economy. The number of banks grew rapidly during the early decades of the nineteenth century: New York State had four banks in 1800 and eighty-six by 1835. The Bank of Newburgh, which was founded in 1811, was the fifth corporation in New York State.[42]

Banknotes were not money in the current sense, but represented a bank's promise to pay specie (coin) to the bearer. Banks printed notes in excess of their specie reserves in an effort to expand the supply of currency. A banknote might be passed along indefinitely, but its value declined the longer it was held and the further it traveled from its point of origin. A market in banknotes developed, with newspapers publishing lists of the notes that could be redeemed at par and those that were trading at a discount.[43] A table of banknotes that appeared in the *Ulster Palladium* in both 1830 and 1831 specified that some notes were trading at par, others at less than par, while some were referred to as "brok" or "broken." The lottery and exchange office on Wall Street in Kingston announced in an 1829 advertisement that it would exchange specie and city paper for "uncurrent" country notes, and for Columbia, Middle District, Paterson, and Greene County bank notes. In another ad, $1,000 in Greene County bank bills was sought to help a poor friend who owed money to the bank.

Summary and Conclusions

In this paper, business advertisements that appeared in the Early American Newspaper Collection (1783-1835) of the Huguenot Historical Society in New Paltz were used to illustrate changes in business, the economy, and everyday life in New York's mid-Hudson River Valley as America's Industrial Revolution unfolded. Over the course of the period examined, advertisements for manufacturing industries began to appear, general stores stocked an increasing variety of goods, and educational institutions and professionals began to advertise. Roads and canals were financed and built. The corporate form was used first for public works and then for businesses. Dollars replaced pounds and shillings as the primary unit of measure, but the transition was a slow one; the different units of measure continued to be used concurrently in the mid-Hudson River Valley at the end of the era examined. Local advertisements frequently cited New York City as the immediate source of many goods, and as the center of desirable fashions and styles. Throughout the period, merchants served as intermediaries, transporting local produce to city markets and in exchange obtaining imported goods and an increasing number of domestically manufactured products. Farm production shifted from subsistence-based to market-based, agricultural tools were improved with the use of iron, and new farming methods were introduced. The building of the D&H Canal and the advent of steamboat travel on the Hudson River accelerated the pace of economic development. Significant changes occurred as craft technology began to be replaced with mechanized production. Advertisements published in the newspapers of the era serve to highlight these changes and help us better understand the genesis of our current business, economic, and technological environment.

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