

*Townsend's Sarsaparilla—Advertising the true secret of success in business.*—The 'Sunday Dutchman,' an enterprising weekly recently started in Albany, in its 'Resources' of that city, gives some interesting facts in relation to Dr. Townsend's great establishment and his rapid success; the result of a liberal system of advertising. Read it, *ing 'as good as thrown away.'*

People may smile when they see us place this establishment among the resources of Albany, but when we come to tell them that Townsend brews more Sarsaparilla than Taylor does Cream Ale, their smiles will probably assume the shape of astonishment. But astonishing as it may be, it is actually true, the sales of our Sarsaparilla Works, during the year 1848, amounting to over a quarter of a million of dollars, while the greatest quantity of Ale manufactured at any one of our brew-houses, was 38,000 barrels, which at five dollars per barrel, gives 160,000 dollars, or 90,000 less than the receipts of the Sarsaparilla establishment. As our readers are aware, the immense works of Dr. Townsend are located in Bleeker, between Green and Franklin streets, and great as their capacity is, he still finds himself circumscribed for room and resources; in proof of which we may state that he is at this very moment endeavoring to purchase that fine piece of property occupied by Mr. White as a Coal yard; having 200 feet front on Broadway, and running through to the dock. Should he consummate this arrangement, he will probably put up between Bleeker street and Knowlton's Liquor factory, one of the most magnificent structures in the city.

In the success of Dr. Townsend, our young men may see what genius and perseverance can do for a man. Although the Sarsaparilla manufactured at the Albany Establishment, may be superior to any other ever made in the country, still, without talent to place it properly before the public, it would have ever remained a locomotive without steam—a river with its water cut off.—The Doctor became aware of this, and immediately, after completing his medical discovery commenced a system of advertising that has no parallel in the history of either the American or European Press. His advertising last year amounted to over 55,000 dollars! or more than a thousand dollars a week!! or nearly 200 dollars a day!!! He paid the Philadelphia Ledger 1200 dollars for the use of one single column; the New York Sun 1000 dollars, while our friend of the Knickerbocker is a pensioner on his bounty to the extent of a hundred pounds. In addition to this immense expense for advertising, the wants of the establishment keep two glass factories busy from year end to year end—and use up more crates than all the crockery men in the city. The quantity of Sarsaparilla now made *daily* by the Doctor, amounts we are told, to nearly two thousand bottles, which at the retail price of one dollar per bottle will cause the receipts of the year '49, to sum up to the immense sum of 730,000 dollars. As might have been expected from these statistics, Dr. Townsend will soon be one of the richest men in the State.