

April 22, 1803

Sir (Wm. Cooper),

I have, as you requested, looked at your handbill or advertisement at Luis's. Although no man knows better than you the true Secret of subduing the wilderness & carving forests into cultivated fields. Still I think with due submission You are defective in not stating how settlers are to get into the country. I would therefore advise you to get at LEAST 1000 new advertisements struck off dwelling on the excellence of the soil & situation of this country. It's convenience to market by way of the River St. Lawrence and other navigable rivers crossing the lands and entering the noble river & then pointing out the road from Lake Champlain & the new road by Black River. The former road will draw you in settlers from Vermont. These advertisements I would send off by some person going to DeKalb. Let him take his course towards the Connecticut River near Hartford. Thence up said river, thence obliquely across Vermont on his way to DeKalb. Leaving his advertisements in every Tavern at every MeetingHouse & store on his way. I also recommend that you write the owners of Potsdam to advise them to send an active agent to settle that town. The more the country is settled the sooner we shall have good roads.

Yours cordially,

E. Watson