

Quick, now. Whose names (besides John Hancock's) appear at the end of The Declaration of Independence?

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In CONGRESS, July 4, 1776.
A Declaration by the Representatives
of the United States of America,
in General Congress assembled.

WHEN, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume, among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitle them, a decent respect to the opinions of mankind requires that they should declare the causes which impel them to the separation.

We hold these truths to be self-evident, That all men are created equal; that they are endowed, by their Creator, with certain unalienable rights; that among these are life, liberty, and the pursuit of happiness. That to secure these rights, governments are instituted among men, deriving their just powers from the consent of the governed; that whenever any form of government becomes destructive of these ends, it is the right of the people to alter or to abolish it, and to institute new government, laying its foundation on such principles, and organizing its powers in such form, as to them shall seem most likely to effect their safety and happiness. Prudence, indeed, will dictate that governments long established should not be changed for light and transient causes; and accordingly all experience hath shewn, that mankind are more disposed to suffer, while evils are sufferable, than to right themselves by abolishing the forms to which they are accustomed. But when a long train of abuses and usurpations, pursuing invariably the same object, evinces a design to reduce them under absolute despotism, it is their right, it is their duty, to throw off such government, and to provide new guards for their future security. Such has been the patient sufferance of these colonies, and such is now the necessity which constrains them to alter their former systems of government. The history of the present King of Great Britain is a history of repeated injuries and usurpations, all having in direct object the establishment of an absolute tyranny over these states. To prove this, let facts be submitted to a candid world.

He has refused his assent to laws, the most wholesome and necessary for the public good.
He has forbidden his Governors to pass laws of immediate and pressing importance, unless suspended in their operation till his assent should be obtained; and, when so suspended, he has utterly neglected to attend to them.
He has refused to pass other laws for the accommodation of large districts of people, unless those people would relinquish the right of representation in the legislature, a right inalienable to them, and formidable to tyrants only.
He has called together legislative bodies at places unusual, uncomfortable, and distant from the depository of their public records, for the sole purpose of fatiguing them into compliance with his measures.

He has dissolved Representative Houses repeatedly, for opposing with manly firmness his invasions on the rights of the people.

He has refused for a long time, after such dissolutions, to cause others to be elected; whereby the legislative powers, incapable of annihilation, have returned to the people at large for their exercise; the state remaining in the mean time exposed to all the dangers of invasion from without, and convulsions within.

He has endeavoured to prevent the population of these states; for that purpose obstructing the laws for naturalization of foreigners; refusing to pass others to encourage their migrations hither, and raising the conditions of new appropriations of lands.

He has obstructed the administration of justice, by refusing his assent to laws for establishing judiciary powers.

He has made judges dependant on his will alone, for the tenure of their offices, and the amount and payment of their salaries.

He has erected a multitude of new offices, and sent hither swarms of officers to harass our people, and eat out their substance.

He has kept among us, in times of peace, standing armies, without the consent of our legislature.

He has affected to render the military independant of and superior to the civil power.

He has combined with others to subject us to a jurisdiction foreign to our constitution, and unacknowledged by our laws; giving his assent to their acts of pretended legislation:

For quartering large bodies of armed troops among us:

For protecting them, by a mock trial, from punishment for any murders which they should commit on the inhabitants of these states:

For cutting off our trade with all parts of the world:

For imposing taxes on us without our consent:

For depriving us, in many cases, of the benefits of trial by jury:

For transporting us beyond seas to be tried for pretended offences:

For abolishing the free system of English laws in a neighbouring province, establishing therein an arbitrary government, and enlarging its boundaries, so as to render it as such an example and its instrument for introducing the same absolute rule into these colonies:

For taking away our charters, abolishing our most valuable laws, and altering fundamentally the forms of our governments:

For suspending our own legislatures, and declaring themselves invested with power to legislate for us in all cases whatsoever.

He has abdicated government here, by declaring us out of his protection and waging war against us.

He has plundered our seas, ravaged our coasts, burnt our towns, and destroyed the lives of our people.

He is, at this time, transporting large armies of foreign mercenaries to complete the works of death, desolation, and tyranny, already begun with circumstances of cruelty and

perdy scarcely paralleled in the most barbarous ages, and totally unworthy the head of a civilized nation.

He has constrained our fellow citizens taken captive on the high seas to bear arms against their country, to become the executioners of their friends and brethren, or to fall themselves by their hands.

He has excited domestic insurrections amongst us, and has endeavoured to bring on the inhabitants of our frontiers the merciless Indian Savages, whose known rule of warfare is an undistinguished destruction of all ages, sexes and conditions.

In every stage of these oppressions we have petitioned for redress in the most humble terms: Our repeated petitions have been answered only by repeated injury. A Prince, whose character is thus marked by every act which may define a tyrant, is unfit to be the ruler of a free people.

Nor have we been wanting in attentions to our British brethren. We have warned them from time to time of attempts by their legislature to extend an unwarrantable jurisdiction over us. We have reminded them of the circumstances of our emigration and settlement here. We have appealed to their native justice and magnanimity, and we have conjured them by the ties of our common kindred to disavow these usurpations, which would inevitably interrupt our connections and correspondence. They too have been deaf to the voice of justice and of conciliation. We must, therefore, acquiesce in the necessity, which denounces our separation, and hold them, as we hold the rest of mankind, enemies in war, in peace, and friendship.

We, therefore, the Representatives of the UNITED STATES OF AMERICA, in GENERAL CONGRESS assembled, appealing to the Supreme Judge of the world for the rectitude of our intentions, do, in the name, and by authority of the good people of these colonies, solemnly publish and declare, that these United Colonies are, and of right ought to be, FREE AND INDEPENDENT STATES; that they are absolved from all allegiance to the British Crown, and that all political connection between them and the said Great-Britain is and ought to be totally dissolved; and that, as FREE AND INDEPENDENT STATES, they have full power to levy war, conclude peace, contract alliances, establish commerce, and to do all other acts and things which INDEPENDENT STATES may of right do. And for the support of this declaration, with a firm reliance on the protection of Divine Providence, we mutually pledge to each other our lives, our fortunes, and our sacred honor.

Signed by JOHN HANCOCK, President.
CHARLES THOMSON, Sec.

TO BE SOLD, the brigantine TWO FRIENDS. She is a prime sailer, but three years old, and carries nine hundred and fifty or a thousand barrels of flour.

The schooner MARY ANN. She is a prime sailer, but four years old, and carries four hundred and fifty barrels of flour.

The schooner is loaded and ready to go, and will be sold with her cargo, or alone. She has an inventory suitable and complete. The brig may be fitted for sea with a very small expense, and the schooner requires none. Both vessels are very good, but any gentleman inclining to purchase may have them viewed by proper persons. Inquire for Mr. JOHN PARRY, on board the brig, at Vine-street wharf.

TO BE SOLD, a Quantity of very fine TIMOTHY. MAY of this year's growth. Inquire of the printer.

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A FEW Hogheads and Barrels of JAMAICA SUGAR, of the best quality, to be sold by DAVID SPROAT.

HYNES TAYLOR, Upholsterer, in Second-street between Market and Arch streets (late from Saint James's, London) begs leave, by this method, to inform his friends and the public in general, that he makes up all kind of furniture in the newest fashion, viz. dome, leather; drapery, Venetian, Gothic, canopy, four-post and couch beds, also field and camp beds, all sorts of mattresses, Venetian and fesson window curtains, and every other article of household furniture, on the most reasonable terms.

AMELIA TAYLOR, MILLNER and MANTUA MAKER, makes up all sorts of millinery goods, viz. childbed linnen, childrens robes, jama, frocks, vests and tunics, gentlemen's shirts, frocks, gloves, and all kind of needlework, in the very neatest manner.—For sale, some fine Holland flims full trimmed.

N. B. Part of a house to be let, with good cellars, &c.

TO BE LET, a Lot of good Grass Ground, in Spring-garden, containing near four acres, with a commodious Brick House, two stories high, four rooms on a floor, Barns, Stables, Smoke House, Garden, and two Pumps of good Water, lately occupied by William Shipley. For further particulars inquire of David Pascoah, in Fourth-street, between Race and Vine-streets.

ISAAC HAZLEHURST has for sale, at his store in Water-street, the fifth door above Market-street, COFFEE of the best quality, Mufcovado SUGARS in hogheads, tierces and barrels, MOLASSES, CINNAMON, POWDER BLUE, and a few hogheads of exceeding good Jamaica SPIRITS five years old. June 15, 1776.

A SILVER FACED WATCH, larger than the common size, maker's name James Gerrard, London, No. 1919, was LOST out of the subscriber's house on the ninth inst. It is supposed to be stolen by a person in company with two others, who were known to pass by early that morning. Any person who shall have it offered to him for sale, is desired to stop it, and on delivering it to Joseph Steward in Hasover township, Burlington county, New-Jersey, or to the printer, shall have FOUR DOLLARS reward.

TO BE SOLD, by Attmore and Helling, at their store on the wharf, a few doors below Chestnut-street, Bar Iron, American blifer, spring, and square Steel, Sheet and rod Iron, Bake Plates, Iron Tea Kettles, Dutch Ovens, Pots, Kettles, and Skillets. Tea at the price limited by Congress, loaf and brown Sugars, Molasses, French Brandy, Fyal Wine, Nutmegs, Spermaceiti and Whale Oil, Mackarel, &c. &c. &c.

MUSCOVADO SUGAR and COFFEE in hogheads, excellent HYSON TEA in quarter chests, PIMENTO, CHOCOLATE and PEPPER, Madeira WINE, in pipes and quarter casks, and a few quarter casks of choice French BRANDY, to be sold by Samuel Garrigue, junr. and Co. in Market-street, near the London Coffee-house.

A QUANTITY of INDIGO to be sold by James Galley, in Front-street, the corner of Spruce-street.

Answer: 10 advertisers

Did you think the Declaration of Independence was carried around on parchment scrolls and read in town squares by little old men wearing funny hats, white pony tails and ringing little bells?

Not so. The historic news was spread by papers like The Pennsylvania Evening Post (above). And these papers were supported by advertisers like Hynes Taylor, upholsterer, and David Pancoast, realtor (also above).

The same holds true today.

Without advertisers, the paper you're reading right now might cost one dollar or more.

(At those prices some people would much rather

wait for the little old man ringing the little bell.)

What you paid for this newspaper today just about covers the cost of the paper it's printed on.

Everything else—the entire cost of world-wide and local news gathering, pictures, features, the actual engravings, typesetting and printing—has to be borne by local and national advertising.

It's the same with magazines, radio and television.

Perhaps we wouldn't be in the dark ages without advertising, but we'd certainly be in the dark.

Of course there's always the possibility that the government would subsidize newspapers, magazines, radio and television.

But in that case, we could hardly expect members of the government to use these media to publicize their own shortcomings or mistakes.

It is apparent, then, that advertising is intimately connected with freedom of speech and freedom of the press.

Because there are advertisers who want to tell you the difference between products, there are newspapers (and radio and television) to tell you the difference between political candidates.

There are some countries, you know, where they don't have a choice between political candidates. Or products.