post-office with him as clerk. In this position young Moore continued until the appointment of a new postmaster, when he commenced studying law in the office of John C. Nash, Esq., then a prominent member of the Rochester bar. That Mr. Moore would have made a good lawyer is evident to those who best know his keen insight and ready adaptability: but it was decreed that journalism should not miss his rare vigor and ready pen. The death of his brother, who was publishing the Jackson *Gazette*, a Whig organ in Jackson, Michigan, threw that paper into the young law-student's hands. Putting aside Kent and Blackstone, his law course but partially completed, and going into the wilds of the Peninsular State, he set about making a lively country paper, and succeeded so well, though then only nineteen years old, that the State Legislature became his patron by subscribing for the *Gazette*, and complimented him as "the Ben. Franklin of the West."

Having published the *Gazette* several years, he disposed of it, and commenced publishing the *Michigan Farmer*, the first agricultural paper in Michigan, but passed that over to other parties within a few months, and, returning to Rochester, bought an interest in the *Genesee Farmer*, of which Dr. Daniel Lee was then one-half owner. At this period the *Farmer* was a monthly, and, though published in the heart of one of the richest and most famous fruit and farming regions in the world, was poorly patronized, its subscribers numbering less than two thousand. Mr. Moore's connection with it began in 1847, and in the three years succeeding his indomitable energy so infused it with new life that the circulation increased to upwards of twenty thousand, and it was accounted the best journal of its class then in America. But his young ambition desired something more progressive still. With intuitive foresight, he saw what the people would very soon need—indeed, what they even then needed, what they would very soon demand. Therefore in 1850 he sold out his interest in the *Farmer* to begin the publication of *Moore's Rural New-Yorker*. It was to be an agricultural paper and something more. Its scope, as declared by its venturesome publisher and editor, was broader than that of any journal hitherto issued, and embraced all topics of interest in rural homes. Above all, it was to be a *weekly* issue—fully alive, and abreast of the times. In short, Mr. Moore's aim was to send out such a sheet as should find a warm welcome at every farmer's fireside, from every member of the family circle.

The project was pronounced a wild one, by even his best friends. Few, if any, of those most fitted to judge wisely concerning such a venture believed it could succeed. It was without precedent. It involved great expenditure, and Mr. Moore's capital was small. Less determined men would have faltered. He put his best endeavors into the undertaking and pushed on. The first number of the new quarto appeared January 1, 1851, bearing the laudable motto "Progress and Improvement," and was a fair-looking sheet for those days, with a make-up evincing more care and taste than was then commonly seen, the matter being classified under a variety of heads, and each of the eight pages bearing a graceful border. The edition was only two thousand, and was worked on a Washington hand-press, Mr. Moore himself pulling the first copy, and his foreman, William M. Lewis (who has remained with him up to this time in the same capacity), the second.