

Days in Cambridge, Mass., in 1688, by Samuel Green in the same town in 1840, and by John Foster in Boston, 1875. Bradford established a printing-press in Philadelphia in 1687. He published a sheet almanac there in the same year and made preparations to print the first Bible in the English language in America, somewhere about the year 1688. He offered "inducements to subscribers," and may be called the first publisher in this country who ever did so. But his inducements were neither "chromos" nor "strawberry plants." William Bradford died at the age of 92 years, on the 23d of May, 1752, and his gravestone may now be seen in Trinity churchyard, where he was buried. The New York Historical Society, the municipal authorities, the Members of Trinity Church, and most of the eminent men of the metropolis united in May, 1883, on the two hundredth anniversary of his birth, to do honor to the name and to commemorate the services of the first printer and first editor of New York.

In 1728 another paper—the second in that city—appeared in Philadelphia. It carried the terse name *Universal Instructor in all the Arts and Sciences, and Pennsylvania Gazette*. The people of those days seemed to think that they did not receive the full value of their subscription-money if their paper did not come to them with a long title. The old Johnsonian influence of verbal pomposity, too, was yet alive and potent. In early newspaper times the chief object seemed to lie in getting long names for newspapers. To-day, odd, and in some cases outrageous names excite the ambition of those in the profession who delight in startling head-lines and are nothing if not sensational. It was published by Samuel Keimer, who sold it at a very low price to Benjamin Franklin, after three-quarters of a year. This was Franklin's first independent attempt to make a paper. He showed his good sense at once by immediately condensing the title to *Pennsylvania Gazette*. This was on the 28th of September, 1729, and under that name he continued its publication until 1765. During this period he was engaged in setting up other printing offices and was pursuing his experiments in electricity. On one occasion he was accused of printing vulgar communications. His reply was "diaphanous." "My friends," said he, to his self-constituted censors, "any one who can subsist upon sawdust pudding and water, as I can, needs no man's patronage." In 1748, David Hall, a Scotchman, became his partner, and carried on the establishment till his death, in 1772. On the 3d of November, 1845, it was merged with the *North American*. Thus ended the career of Franklin's *Gazette*, after a life of one hundred and seven-teen years.

Maryland came forward with the next paper, another *Gazette*, published by Wm. Parks, in the year 1727, at Annapolis, and was continued until 1736.

The year 1731 found another paper in Boston, the *Weekly Rehearsal*, by Jeremy Gridley. At the end of two years it was purchased, August 1, 1735, by Thos. Fleet, and became the *Boston Evening Post*. It was well-conducted and became popular. At his death the paper was continued by his sons until 1775, when it suspended.

The New York *Weekly Journal*, the second paper in that city, appeared next in order, November 5th, 1733, and was published by John Peter Zenger. Zenger was a good printer, was considerable of a scholar, and many circumstances conspired to make him a famous editor in his day. He was a man, too, of taste and varied culture, and is credited with having imported the first piano-forte ever brought to America. The *Journal* was a small sheet, and was printed on well-worn pica type. It often contained advertisements, though it seldom had more than four or five of them in any single issue. The following, describing some of the virtues of Orange County butter, is one of the "curious advertisements of the day:" "[+] To be sold by Peter Lynch, near der Rutgers' Brewhouse, very good Orange Butter. It is excellent for Gentlewomen to comb up their hair with. It also cures children's sore heads." The *Journal* was a political paper, opposed to Bradford's *Gazette*. It was bitter against the authorities. Hence, in 1734, the first libel suit in America. But this did not stop the paper, and its proprietor, though imprisoned, was undaunted. Alexander Hamilton was engaged to defend Zenger, and amid great excitement secured a verdict of "Not Guilty." The *Journal* was ably-enough conducted, but then, as now dollars were hard to get from subscribers, while unlike to-day, advertisements were scarce. So in 1759, the *Journal*, after an appeal to debtors for money or provisions, or both, was starved out of existence. The *Gazette*, the *Journal's* rival, continued until 1742.

The first paper in Rhode Island, was yet another *Gazette*, and was issued in Newport, on the 27th September, 1732, by James Franklin, who, after his failure in Boston, and his severe persecution there by the authorities hoped to get some of that rest and quiet which he so greatly needed. But Newport was not at that time so well able to support newspapers as it is to-day. It had no summer season to depend upon, and advertisers were neither very plentiful nor very liberal in their support. The *Gazette* did not survive three months, and Franklin died in 1736. It contained no advertisements at all, and only twelve numbers of the paper are known to have been published. The second paper published in Rhode Island, the *Newport Mercury, or Weekly Advertiser*, though not issued until the year 1758, may be spoken of here, as it was published by the son of the James Franklin who had printed the *Courant* in Boston in 1721, and who was so unsuccessful with the Newport *Gazette*, in 1732. It was on the 12th of June, in 1758, that this son, also named James Franklin, started the Newport *Mercury*, another of the papers destined to record the hundredth anniversary of our independence. It was a seven-by-nine sheet, with a wood-cut representing Mercury, messenger of the gods, flying over a body of water on which floated a ship protected by a fort. In 1886, the *Mercury*, in giving a sketch of its remarkable history,