

I drest plainly; I was seen at no places of idle diversion." And, "to show that I was not above my business, I sometimes brought home the paper I purchas'd at the stores thro' the streets on a wheelbarrow."

*The Universal Instructor in All Arts and Sciences and Pennsylvania Gazette*: this was the high-sounding name of a newspaper which Franklin's old employer, Keimer, had started in Philadelphia. But bankruptcy shortly overtook Keimer, and Franklin took the newspaper with its ninety subscribers. The "Universal Instructor" feature of the paper consisted of a page or two weekly of *Chambers's Encyclopædia*. Franklin eliminated this feature and dropped the first part of the long name. *The Pennsylvania Gazette* in Franklin's hands soon became profitable. And it lives today in the fullness of abounding life, though under another name. "Founded A.D. 1728 by Benj. Franklin" is the proud legend of *The Saturday Evening Post*, which carries on, in our own times, the Franklin tradition.

The *Gazette* printed bits of local news, extracts from the London *Spectator*, jokes, verses, humorous attacks on Bradford's *Mercury*, a rival paper, moral essays by the editor, elaborate hoaxes, and pungent political or social criticism. Often the editor wrote