

much after the fashion of the present day. In the *Mercury* of February 16th, 1805, there is very clever satire "on the bombastic style of recommending quack medicine advertisements." It is of Dr. Simon Ramrod's discovery of the "Essential Tincture of Gridiron, otherwise called Nature's Grand Restorative," and it embodies a number of certificates of cures only a couple of which I have time to quote:—

"Not long since, riding on the highway, my horse stumbled and fell, and so lamed himself as to be unable to proceed. I heard of a phial of the *Tincture of Gridiron* in the neighbourhood, and suddenly found myself at the end of my journey without further trouble.

"JONA SPEEDWELL."

And here is a still stronger certificate:—

"Walking not long since near the machinery of a mill, I was caught and carried between two cog-wheels, and every bone in my body broken to pieces. A phial of Ramrod's Tincture of Gridiron, being thrown into the mill-pond, I found myself restored, and as whole and sound as a roach.

"DICK WHIRLIGIG."

But I have lingered long enough on this first volume of *Mercury*, which is full of interest and of curious information. I have seen the press upon which it is said that first number was worked, an old-fashioned wooden press, the ink being distributed by a pair of composition balls, instead of rollers.

There is not much of local interest to be found in these old newspapers outside of the advertisements which tell of the advancement of trade and commerce. A correspondent, however, urges, the Provincial Parliament being in session, that the occasion was a fitting one to introduce the subject of a bank. "The utility of such an institution," says the correspondent, who signs himself "An Englishman," "seems to be generally admitted, and, as we are all suffering for want of circulating capital, no period can be more proper in which a remedy should be attempted. I do not mean now to enter into an argument on the merits of the question, but rather to awaken public attention to induce merchants and private gentlemen to consider how the former can best extend their credit, and the latter place their moneys in a permanent fund, from which a reasonable interest may be derived." And he urges that "little local jealousies should cease, and that we should unite for our common benefit," a bit of advice which has always been applicable to communities, but unfortunately too seldom acted upon.

#### THE PRINTER'S COMPLAINTS

The printer in those days had to complain of the want of appreciation, or shall I say of common honesty, on the part of subscribers, and I find the following pathetic appeal in verse, which I have no doubt will make many a publisher of to-day exclaim that human nature has been the same in all ages. The appeal is entitled Toby's soliloquy:—

"'Tis strange! 'tis most prodigious strange,  
That our subscribers are so CARELESS grown  
'Bout paying their arrears. They cannot think  
That we alone, who publish to the world  
News from all nations, and delight to spread  
Useful information through our spacious land,  
Can, meanwhile, *live on air*. 'Tis *Flesh and Blood*,

That works the Press, and turns the blackened sheet,

Well stored, and ready for their eager eyes.

This flesh and blood must be recruited oft  
As well as their's, or soon the work must stop:  
This calls for CASH. And then how many  
*Reams*

*Of Paper* are struck off and scattered wide,  
For which no length of credit will be given,  
If given at all—besides the *types and ink*,  
And many things required by those who print,  
For which our money must be answerable.

Oh that the readers would consider this!  
And while they, laugling, look the paper o'er,  
And gather information from its page,  
Would pause, and this one simple question  
ask:

*Do I owe for one, two, three or more  
Years past, the printer who supplies me with  
This sheet?* 'Oh! that they will only add,  
*I'll go at once and pay him!!!* So should we  
Well pleased give, and with light hearts  
Pursue our usual toil, while conscience would  
applaud

Their conduct, and give relish to the treat  
We may prepare. Come then good friends, and  
soon.

The *Montreal Herald* made its appearance in 1811, and except as to a few official advertisements, was printed exclusively in English, the *GAZETTE* still continuing the use of the two languages. Among the advertisements began to appear some very familiar names, such as those of Messrs. Cuvillier & Co., M. Benaiah Gibb, and others. It is evident from an advertisement of the latter that the printers were not the only persons who had to complain of forgetfulness on the part of their debtors, as "urged by the precarious situation of the times," he gives notice to those whose accounts are long standing "and who have been repeatedly called upon to settle to no effect" that the claims will be given to an attorney for collection.

#### CANADIAN LOYALTY IN EARLY TIMES.

It is difficult to obtain a list of the early newspapers published in this city, and within the limits of a lecture it would be impossible