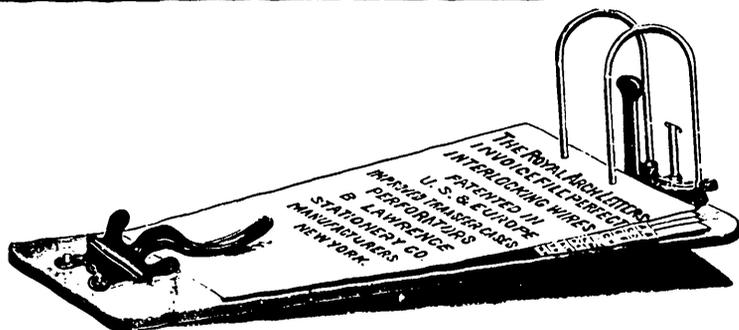


AN UNSOLICITED RECOMMENDATION FOR THE ROYAL ARCH LETTER FILE



OWEN SOUND, March 6th, 1896

BUNTIN, REID & CO., TORONTO

GENTS -Send me another half dozen Royal Arch Letter Files ;
left the half dozen on my office counter and they sold at sight,
although I ordered them expressly for my own use.

Yours truly,

JAS. RUTHERFORD.

As the number and influence of newspapers increased, the system of advertising was more and more developed. By the way, the charges for advertisements in those days were in striking contrast to the rates now charged. A shilling was the sum demanded for an advertisement of eight lines in some papers.

In 1643 the first illustrated paper was published. It was called the *Mercurius Civicus; London's Intelligencer*, and contained a number of woodcuts. About this time, too, the first paper devoted to literary matters—the great-grandfather, as it has been termed, of the *Athenaeum*—made its appearance under the name of *Mercurius Librarius; or a Faithful Account of all Books and Pamphlets*. It seems almost certain, judging from the title, that the first *Punch* came into existence in November, 1700, called, as it was, *The Merry Mercury; a Farce of Fools*. The first daily paper was published in March, 1702, by a gentleman described as E. Mallet, against the ditch, at Fleet Bridge. It was called the *Daily Courant*, was printed on one side only

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