

In the weekly prints, the system is nearly the same ; only they proceed more leisurely, in consequence of their work being spread over six days. Few of them look much after original matter ; except, perhaps, that some of the leading Sunday newspapers obtain an account from the Law Courts on Saturday, and of any late news on that day. Their expenses are thus comparatively inconsiderable, and their emoluments great. It is not easy to speak with certainty, nor would it be right to do so, of the profits of any particular journals ; we shall therefore conclude by stating the common rumour that, at least, one morning paper is worth from fifteen to eighteen ; two from eight to ten ; one evening, more than ten ; and one, or perhaps two weekly, from three to five thousands pounds per annum.

It will be perhaps expected, that in speaking of the Periodical Press, we should say somewhat of Magazines, but this would be an exceedingly tender subject, and we therefore wave it for the present ; proceeding to conclude the dissertation before us, by analyzing.

#### THE MORALITY OF NEWSPAPERS.

Of all the improvements of civilization, there is, after all, nothing like a Newspaper ; and the newspapers of our times are the *ne plus ultra* of journals, "*Venimus ad summum fortunæ.*" Such variety, such abundance, such a happy adaptation to all sorts of tastes : Whigs, Tories, Royalists, Radicals, and Ultra-radicals ;—all have their measure accurately taken ; and from *The Hue and Cry*, up to *Cobbett's Register*, there is such an infinity of shadings, that a man's politics must be as badly shaped as Yorick's head, if he does not somewhere find the echo of his opinion. In this point of view a newspaper is no bad index of men's dispositions and pursuits. Our maiden sister, who is full ten years' older than ourselves, though she will not own it, ever casts her eyes first on the marriages ; our married sister reads, *par preference*, the fashionable intelligence, our niece the theatrical bulletin ; young Hopewell, our nephew, is divided between *Tattersall's* and the *Five's Court* ; our brother looks to the price of stocks ; and we to the advertisements ; while Doctor Drowsy, our nephew's tutor, begins patiently at "*Wednesday December the 19th,*" and reads straight down to "*London, printed and published.*"

The advertising columns of a newspaper are, to a philosopher, who sees into the essence of things, a camera obscura, or moving picture of the world, in which whatever is passing abroad is reflected with a fidelity and perspicuity that delight and edify ; and we protest, were we historiographer to our respected King, or a compiler for *The Annual Register*, we would rather have the newspaper advertisements for our original documents, than *The Gazette*, and *The Moniteur* both together. Indeed, we are quite convinced, that if those veracious continuators of Smollet and Hume, who, for a reason the very opposite of Pope's,

"Write in numbers, for the numbers go,"

were to pay more attention to this branch of philosophy, their works would at once be more lively and accurate.