



the press & the paper

from the newspaper to the blog:
journalism now and then



Quality of Information
October 17, 2007



Ex Iraq Commander: US Officials "Derelict In Their Duties"...Have "Lust For Power"..."Incompetent Strategic Leadership"





legal problems

"people of the book"

Justice Samuel Alito, in his comments at the same event, went on to complain about the role of the Internet in legal reporting.

... "It changes what it means to be a judge."

"Thus the engine of legal research, driven by sophisticated search algorithms ... through the sheer weight of legal information that it contains, collapse the structure of legal thought. ... It calls for a reconceptualization at the heart of American law."

--BB, "The heart of legal information"

p



the story so far

infoenthusiams

quantity vs quality

rotten information

economics & quality

literacy

author

quality and material form

the press and the paper



overview

the press

news

establishing the news/papers

counterblasts

restrictions and freedom

stabilizing the form

endemic problems



matters of quality

"people in pyjamas" vs "msm"

October 11, 2007

Why Oh Why Can't We Have a Better Press Corps? (New York Times Edition)

Why Did the Washington Post Print This Morning?

It is a question one has to ask oneself.

Matthew Yglesias picks up the baton and conducts the Miskatonic University

Why Oh Why Can't We Have a Better Press Corps? (Washington Post Edition)

Is there any reason that the *Washington Post* should print another paper edition, ever? Anybody? Anybody? Bueller?



prerogative of the harlot?



Now you're in the public comment zone. What follows is not CBS News stuff; it comes from other people and we don't vouch for it. A reminder: By using this Web site you agree to accept our [Terms of Service](#). Click here to read the [Rules of Engagement](#).



prerogative of the harlot?

Craigslist Is Accused of Bias in Housing Ads

By JULIE BOSMAN
Published: February 23, 2006

Correction Appended



Podcast

The Times's Stuart Elliott reports on advertising trends.
• [How to Subscribe](#) | [All Podcasts](#)
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FOR several years, Craigslist.org has been aggressively taking classified advertising from newspapers.

Now Craigslist is the one under attack.

A fair housing group in Chicago has sued Craigslist, accusing it of violating the Fair Housing Act of 1968 by publishing discriminatory advertisements.



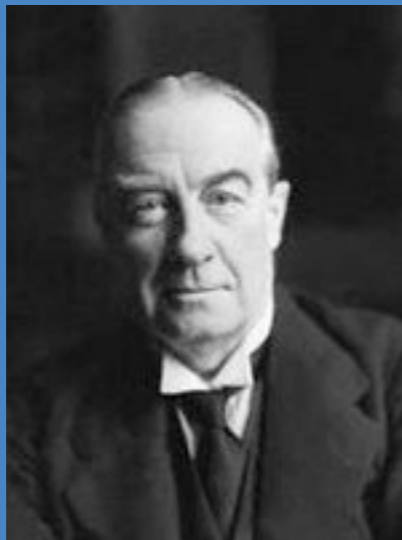
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San Francisco Chronicle

Bloggers can shield sources, court rules In setback for Apple, Internet journalists are protected by law

Ellen Lee, Chronicle Staff Writer
Saturday, May 27, 2006

PRINTABLE E-MAIL SHARE COMMENTS (0)

In a decision that could set the tone for journalism in the digital age, bloggers, like traditional reporters, have the right to keep their sources confidential. A panel of three judges said in a 69-page decision that a group of blo



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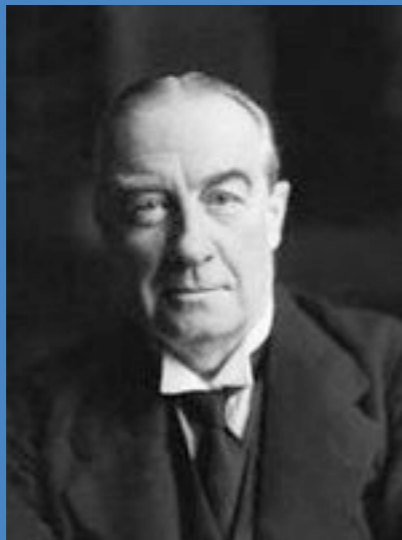
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washingtonpost.com

NEWS | OPINIONS | SPORTS | ARTS & LIVING | Discussions | Photos & Video | City Guide | CLASSIFIEDS | JOBS | CARS

Jailed Man Is A Videographer And a Blogger but Is He a Journalist?

By Howard Kurtz
Washington Post Staff Writer
Thursday, March 8, 2007; C01



He is being cast by some journalists as a young champion of the First Amendment, jailed for taking a lonely federal prosecutors.

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from ballads to *gazetti*

Cleopatra: Nay, 'tis most certain, Iras: saucy lictors
Will catch at us like strumpets, and scald rhymers
Ballad us out o'tune: the quick comedians
Extemporally will stage us, and present
Our Alexandrian revels; Antony
Shall be brought drunken forth, and I shall see
Some squeaking Cleopatra boy my greatness
I' the posture of a whore

Sir Pol: O, I shall be the fable of all feasts
The freight of the *Gazetti* ...



establishing the news

truth

fact

news

speculation

comment, opinion

rumour

gossip

hoax

falsehood



establishing the news

a phenomenological account?

news is what journalists write

what makes money

what fills the channel



establishing the news

a historical-material account?

form

seriality

periodicity

title

voice

source



a history of the paper

interdependence

cp Harris, "What came first:
the share or the share market?"

precedents

Venice, *gazetta*
Holland, *corantos*



false start

Edward VI, 1551

A proclamacion, set furth by the Kynges Maiestie,
with the aduise of His Highnes moste honorable
counsail, for the reformation of vagabondes,
tellers of newes, sowers of sedicious rumours,
players, and printers without license & diuers
other disordred persons, the xxviii. day of April
in the v. yere of His Highnes most prosperous
reigne, [London?] : Richardus Grafton,
tpyographus Regius excudebat, M. D. LI.



foreign reporting

Wonderfull newes of the death of Paule the. iii. last byshop of
Rome [and] of diuerse thynges , 1552

Newes come latle fro[m] Pera of two most mighti armies as wel of
foteme[n] as of horsme[n], tra[n]slated out of Italien, 1561

Newes from Vienna the 5. day of August. 1566. of the strong
towne and castell of Tula in Hungary, 1566

The trauayled pylgrime bringing newes from all partes of the worlde,
such like scarce harde of before. 1569



true discourse & matters of fact

The trueth of the most wicked and secret murthuring of Iohn Brewen,
goldsmith of London committed by his owne wife, through the
prouocation of one Iohn Parker whom she loued: ... 1592.

The brideling, sadling and ryding, of a rich churle in Hampshire, by the subtill
practise of one Iudeth Philips, a professed cunning woman, or fortune teller
VVith a true discourse of her vnwomanly vsing of a trype wife, ... 1595.

A true discourse of a cruell fact committed by a gentlewoman towardses her
husband, her father, her sister and two of her nephewes First printed in
French at Roan..., 1599.

Two horrible and inhumane murders done in L[in]colneshire, by two
husbands vpon their wiues the o[ne] strangled his wife ... the other hauing
killed his wife, made a great fire, and burnther ...1607



making the newsbook

Corante, or weekly newes from Italy, Germany, Hungary, Poland, Bohemia, France and the Low Countreys.

From Vienna the 2. of September. 1621.
 From Vienna is written the 2. hereof, that 1000
 of the Emperors soldiers hope and loose, were
 sent out of his army with 500. Waggones to the Hove
 to fetch in forrage, and having laden their waggones
 with hay, corne, and outes, were set upon by the
 Hungers: who though they enclosed themselves
 within their waggones, and stoutly defende them, yet
 in the end, the Hungers overcame and slau them, set
 fire on the waggones, tooke many prisoners and few
 escaped.

The garrison in Dusselburge are 5000. strong who
 beside the towne valiantly having sallied out upon
 an Bechlems army, and set upon those that lay en-
 closed in the suburbs, beat and slue 100. of them &
 wayled by some pieces of artillery being not able to
 carry them away, yet finding themselves too weak
 to keepe, having lost many of their company were glad
 to retire. The like attempt they made yesterday upon
 the charge of Bergers. It is also written for Prague
 the towne of Laboz in Bohemia (so long besieged by
 Balczar) having perswaded nothing, will leave it, the
 most of the countrey people being run away, having
 lost many of his small army in the last assault.

From Vienna the 3. of September.
 From Vienna is also written that the curren is
 raised by publicke proclamation, to wit, the bucklet
 valued at 5. florens, the gold crowne at 4. florens
 and ten crucizers, the gold dollar at 3. florens and 40
 crucizers, the Philips dollar at 3. florens and 30. cruci-
 zers, the Rix dollar at 2. florens and 15. crucizers,
 and the golden Dollar at 2. florens and 50. crucizers.

From Weydhausen the 6. of September.
 From the towne of Ambergh in the upper Walles
 3. Weydhausen is little written, onely that Mans
 fields with 8. pieces of ordnance sent him, shot out
 of his sconce, batt spoyles and made 4. pieces of the
 Bawers artillery, wherupon they have left of their
 time, & in setting their watch without stroke of drum

1621-1641 John Butter & Nicholas Bourne
(Thomas Gainsford, ed.)

30 Years War

Corante, or weekly
newes from Italy,
Germany, Hungary,
Poland, Bohemia,
France, and the Low
Countreys
N.B. 1621

Between 1621 and 1632 newsbooks appeared for the most part weekly in sequentially numbered series, printed in quartos of four to forty pages, and generally sold for 2d. each.



November 18.

Numb. 17.

The Continuation of
our Newes, from the 4. to the 19.
of this instant:

Containing amongst other things, these particulars.

A great overthrow giuen to the King of
Persia by the Turkes.

A Letter written by the King of Sweden, being a
second manifestation of his proceeding, & the reasons
thereof, with severall passages concerning Germany, and of the
Administration of Hall, his preparation and success in,
and neere Magdenburg.

The valour and courage of the Protestants in
Bohemia, in resisting the tyranny of the Imperialists
over their conscience.

Some late passages of the King of Denmarke, and those
of Hamborough, and of his good success against the
Hamburgers, and others.



LONDON,
Printed for Nathaniell Butter, and Nicholas
Bourne. 1630.

serials

continuity of the
story and the teller

A

23

CONTINUATION

OF THE

DIVRNAL OCCVRENCES

And proceedings of the Eng-
lish Army against the Rebels in

IRELAND,

From the first of April, to this
present. 1642.

Certified by severall Letters from Dub-
lin, Duncannon Fort, and Carrickfergus April the 15.
and attested by Lieutenant Hamard, a Commander
there, and sent unto a worthy Gentleman in
Westminster.

With some ioyfull newes from Ireland, printed
by order of the House of Commons:
Hen: Eljng. Cler. Parl. D. Cam.



London. Printed for J. T. 1642.



and periodicals

**before
objectivity?**

July 27. Numb. 35.
**THE
CONTINUATION
OF OUR WEEKLY**
Advertiser, since the 19. of this present.

Certaine late and very remarkable passages twixt the
Pope, and the Embassadors of the *Emperour* and King
of *Spain*, concerning the excommunication of the
King of *Sweden* and his adherents.

A Resolute and very Religious speech of the King of
Sweden, vpon occasion of a danger escaped.

The Last and certaintest passages of *Masfricht*, in man-
ner of a diurnall, by which you may see the e-
vent of that siege.

The names of certaine *English* and *French* Commanders
lately hurt and slaine before *Masfricht*.

A Proclamation of the King of *Spain* against Count
Henry of *Vandenberg*, one of the Revolted Lords
of that *State*.

Conditions proffered by the *Emperour* to draw the Duke
of *Saxon* to his side : Ineffectiue.

Besides divers other particulars of Note.

L O N D O N .

Printed by I. D. for Nathaniel Butter and Nicholas Bourne

1632.



counterblast

But to behold the Wals
Buttered with Weekely Newes Composed in Pauls ...
These shameful lies would make a man in spight
Of Nature, turne satirist, and write
Revenging lines against these shameless men,
Who thus torment both Paper, Presse and Pen
--A Scourge for Papers, or Papers Just Complaint



counterblasts



Ben Jonson 1572-1637

Volpone 1606

News from the New World 1620

The Staple of the News 1626



making news

Printer: I'll give any thing for a good copy now, be't true or False, so it
be Newes

....

Printer: See mens divers opinions! It is the Printing of 'hem makes 'hem news
to a great many, who will indeed beleeeve nothing but what's in Print.
For those I doe keepe my Presses, and so many Pens going to bring forth
wholsome relations, which once in halfe a score yeares (as the age
growes forgetfull) I Print over againe with a new date, and they are of
excellent use

Jonson, *News from the New World* 1620



gossip

Prologue: Come Gossip, be not asham'd. The Play is
the Staple of Newes, and you are the
Mistresse, and Lady of Tattle, let's ha'
your opinion of it: Do you heare Gentleman?
what are you? Gentleman-vsher to the Play?
pray you helpe vs to some stooles here.

Jonson, A Staple of the News, 1626



a corranto-coiner:

Is a state newsmonger; and his own genius is his intelligencer. His mint goes weekly, and he coins money by it. Howsoever, the more intelligent merchants do jeer him, the vulgar do admire him, holding his novels oracular; and these are usually sent for tokens or intermissive courtesies betwixt city and country. He holds most constantly one form or method of discourse. He retains some military words of art, which he shoots at random; no matter where they hit, they cannot wound any. He ever leaves some passages doubtful, as if they were some more intimate secrecies of state, closing his sentence abruptly with--hereafter you shall hear more. Which words, I conceive, he only useth as baits You shall many times find in his gazettas, pasquils, and corrantos miserable distractions: here a city taken by force long before it be besieged; there a country laid waste before ever the enemy entered. He many times tortures his readers with impertinencies, yet are these the tolerablest passages throughout all his discourse. He is the very landscape of our age. He is all air; his ear always open to all reports, which, how incredible soever, must pass for current and find vent, purposely to get him current money and delude the vulgar. Yet our best comfort is, his chimeras live not long; a week is the longest in the city, and after their arrival, little longer in the country, which past they melt like butter, or match a pipe, and so burn.

Braithwaite, *Whimzies, Or a New Cast of Characters*, 1631



I will say no more, but let the Letters answer for themselves: onely by way of Caution let me intreat you, neither to expect an order from Prioitie of date, nor any such exactnesse, as men are tyed to in a continued Story: For in plaine tearmes for any thing I see, they that are writ these Letters had them by snatches, and the whole business resembles a Bill of accounts, divided into severall Items, whose Summa totalis is the newes of the last July, and to the tenth of August 1623

B&B, More Newes from Europe, 1623

I think it not unfit to resolve a question which was lately made unto mee, viz. wherefore I Would publish any tidings which were only rumoured without any certainty: I will answer that I doe it to shew both my love and diligence to the unpartiall Reader. And that I rather will write true tidings only to be rumoured, when I am not fully sure of them, than to write false tidings to bee true, which will afterwards prove otherwise

B&B, Late Newes of a True Relation ..., 1624]

ONE
ARGUMENT
MORE
AGAINST
THE
CAVALIERS;

TAKEN FROM THEIR VIOLATION
OF CHURCHES.

Where towards the close are subtilly Disputed
These two Questions.

1 Whether the Separatist (as he is called) who makes his house (or as it is
said) his Barn a Church, is more scandalous or the Cavalier (who look-
ing another way in his discourse and Profession) hath yet as Oxford where
his Majesty resides, turned Churches (with Reverence be it spok n)
into Prisons, and Lakes, and in Devonshire as many places into Stables.

2 Whether Churches thus profaned, and fallen from
Grace, and Holinesse, are not by the Bishops
to be Reconsecrated.

London - May 12th 1643

Printed in the year when men think what they list and speak and
write what they think.



A Perfect
TIURNALL:
OR
VVELCH POST.

With her great packet of Letter, for her to carry
into her Country of VVhales, touching her pretten
proceeding, and war in England.

From Saturday the 4. of Feb. to Saturday the 11.

freedom of the press

1641: end of licensing

"Printed in the year when men think what they
speak and write what they think.

One More Argument against the Cavaliers, 1641

titles:

Diurnall

Post

diurnal

the seriality of events vs
the periodicity of reporting

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-books to -paper

350 titles of news publications of all kinds appearing
in the period from 1641-1659 alone
--Dooley, *Politics of Information*

EEBO titles containing *newes* OR news

1473-1500: 0

1501-1550: 7

1551-1600: 65

1601-1650: 824

1651-1700: 586

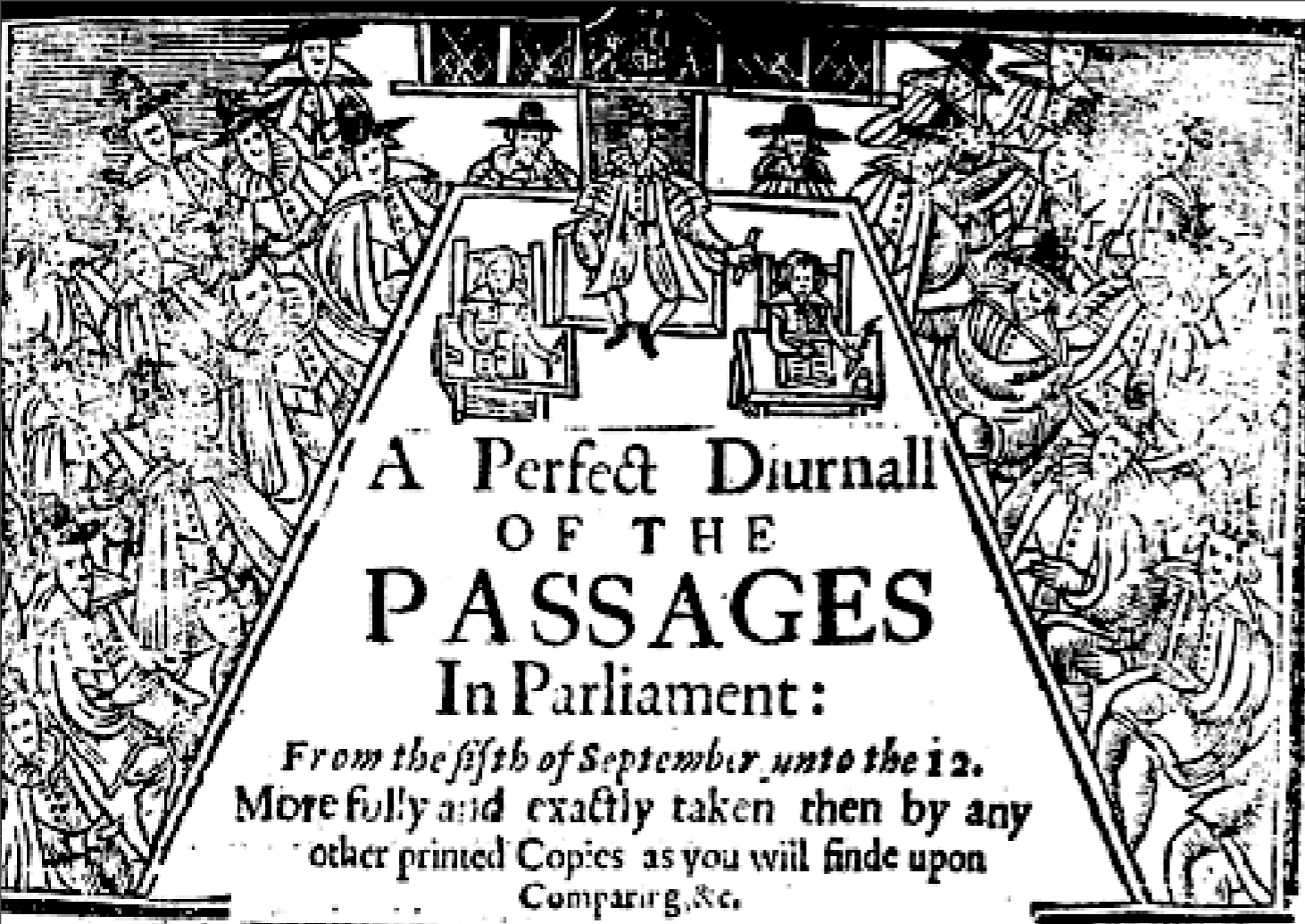


image & text

the front page

Monday the 5. of September.

*P.P. London.
N.*

His Lord *Spencer*, and the Lord *Faulkland* came to the Houses, and presented them with a Message from his Majesty, in reply to the Houses last Message, the effect whereof was; That if the Parliament will appoint a certaine day to recall their Votes and Declarations against such Persons that are declared Traytors or otherwise for assisting his Majesty, he also will upon the same day receive all Proclamations and Declarations, and take downe his Standard, so that the Treaty may goe on, as was formerly propounded. After the Reading of this Message in the Houle of Commons, and the Consultation concerning it, it was divided into severall branches and Voted by the Commons; the effect of which Votes were: That his Majesty had declared the Parliament Traytors, by declaring the Earle of Essex and his adherents to be Traytors, who hath done nothing but by Authority of Parliament.



choice

Any Londoner who wanted to read his newspaper in English had a dozen to choose from. On Monday he could select *A perfect Diurnall, Certaine Informations, or Aulicus* ... Tuesday he had *The Kingdomes Weekly Intelligencer*; Wednesday, *The Weekly Account* or the newly revived *A Continuation* ... and Thursday a choice between *Britanicus* and *Civicus*. Friday brought forth three papers ... On Saturday the reader either acquired *The True Informer* or went newspaperless. On Sunday he rested.

Frank, *Beginnings of the English Newspaper*, 1961

Spies, Scouts, Informers
Qofl News - 27



title wars

1679, collapse of licensing

Domestick Intelligence

English Intelligencer

True Domestic Intelligence [first issue, #16]

Currant Intelligence

This Intelligence, having gained reputation as well by its truth as honesty, some persons have maliciously printed another with the very same title, which can be done with no other design than either to discredit ours by their falsities, or else in hopes to vend them under our Title; Therefore we think fit to give notice, that the Counterfeit Currant Intelligence is printed for Allen Banks in Fetter Lane; but the true one for John Smith in great Queen Street, which for the future, to prevent mistakes, shall be called Smith's Currant Intelligence, etc. [April 26, 1681]



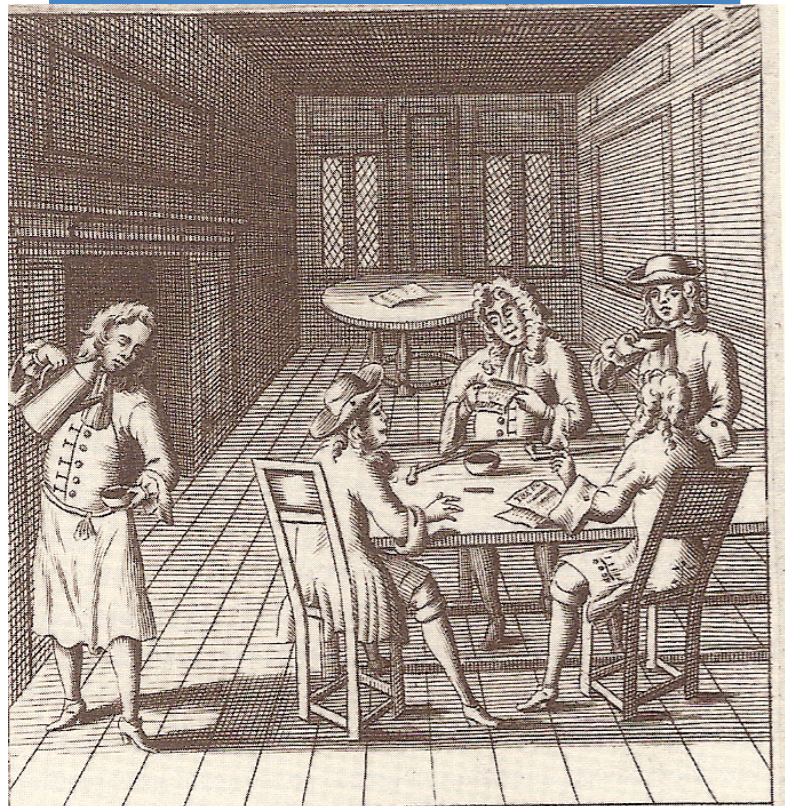
multi-media

Factor: Gentlemen, I am neither Printer, nor Chronologer, but one that otherwise take pleasure i'my Pen: A Factor of newes for all the Shieres of England; I doe write my thousand Letters a weeke ordinary, sometim twelve hundred, and maintaine the businesse at some charge, both to hold up my reputation with mine owne ministers in Towne, and my friends of correspondence in the Countrey; I have friends of all rancks, and of all Religions, for which I keepe an answering Catalogue of dispatch; wherein I have my Puritan newes, my Protestant newes, and my Pontificiall newes.

Jonson, *News from the New World* 1620



newsletters



*Will's Best Coffee Powder at
Manmarings Coffee House in
Falcon Court over against S^t
Dunstons Church in Fleet Street*

1688 Dyer's newsletter from coffee house to country

Dyer ... conducted his News-letter on a rather ingenious principle. The copies, instead of being written quite alike, were varied according to the tastes of the persons they were meant for.

Previous to sending to a fresh Coffee House, he used to inquire what sort of people frequented it, and, on getting an answer, "would send such news as would fit them"

--Wright, *Life of Daniel Defoe*



convergence?

"not one public but two publics, corresponding to two habits of reading. The cheapness and despatch of the printer had brought into existence a fresh market for news, but there remained numbers of older readers who were used to the more personal tone of the written news-letters."

Morison

The Trade of writing News, which has been my profession for several years, being now quite out of doors, I am forced against my own inclination to appear in Print, to recover, if I can, my former customers and preserve those few I have left, who, as they often told me, will rather read a printed paper than a written letter. And because there are already three papers published every Tuesday, Thursday and Saturday which have got some reputation, I have chosen to publish my paper on Monday, Wednesday and Friday. I shall take care, as I did in my Letters, to write Truth and give an impartial account of the most remarkable occurrences both at home and abroad.

--*London News-Letter*, 1696

Dyer's newsletter still going strong three years after his death; in 1716, Adison claimed its readers were ignorant of printed news

Morison, *English Newspaper*



model papers



1691, Athenian Mercury

1695, Flying Post

1696, Post Man

before the year 1715 a newly founded newspaper [excluding Dailies] ... would be printed in the format and style originated by Robert Baldwin for The

Post Man of 1696.

Morison





too well-informed?

Lackeys, stable lads, odd-job men, gardeners and porters sit together and chatter about the news in the public prints... So they often think themselves better than the town mayor because they think they know a lot more than he does about every matter of state

Steiler, The Pleasure and Utility of Newspapers, 1695



news & commentary

"[in 1709] there were six distinct publications to read .. on Monday, twelve on Tuesday, six on Wednesday, twelve on Thursday, six on Friday, and thirteen on Saturday."

Fox Bourne

the greatest part of the people do not read books, most of them cannot read at all. But they will gather together about one that can read, and listen to an *Obervator* or *Review* --Leslie, *The Rehearsal*

1701, *New Observator* (Anne Baldwin)

1702, *Observator* (Tutchin)

1703, ***Daily Courant*** (Elizabeth Mallett)

1704, *Review* (Daniel Defoe)

1705, *Post Boy* (Abel Boyer; circulation about 3,000)

1708, *British Apollo*

1709, *Tatler* (Richard Steele; circulation about 3,000)

1710, *Examiner* (Henry St. John, Jonathan Swift)

1711, *Spectator* (Joseph Addison & Richard Steele)

1713, *Guardian, Mercator, British Merchant ...*



A
REVIEW
OF THE
STATE
OF THE
BRITISH NATION.

Thursday, September 4. 1711.

TH E Fall of the Stocks is now the publick News of the Town: I have been Arguing against the Madnesse and Folly of the Day: that because they do not like the South-Sea Trade, with respect to the Value of their own Interests in the publick Funds: I pray'd you to sit down upon the South-Sea Stocks, and your Debt upon the Vintners, Navy, or which stands for't upon a Parliament Fund; suppose all the South-Sea Princes fall in the Sea, your Debt is but 10 per Cent. the worse for it, that is, the Stock they are empower'd to Levy upon the Subscribers: Where then is the Reason of raising that Debt to four'd, to 30 and 40 per Cent. DIC count, when the Lots can be but 10 per Cent.?

commentary

Review ing the government's proposal to tax the press (1711)

will leave upon record ... that it could not bear
the energy and force of the truth bearing witness
against it

... they dare not bring their logics to the test
within their enemies

... afraid these poor people should have their
eyes opened

... that their practices, whether in politics or
morals, will not bear light, and that 'tis in
their interest to prevent the secret
histories ... being made public

... nothing but a design to suppress *truth*

A REVIEW OF THE STATE OF THE BRITISH NATION.

Tuesday, September 4. 1794.

THIS Fall of the Stock is now the public News of the Town: I have been Arguing against the Madmen who do not like the Stock-Exchange, but who do not like the Value of their own Interest in the public Funds: I pretend you to sit through the South-Sea Stocks, and your Debt upon the Vindictive Navy, which stands four's upon a Parliament; I suppose all the South-Sea Funds in the Sea, your Debt is but 10 per Cent. the worse for it, that is, the Stock they are employ'd to Levy upon the Subscribers, where there is the Reason of raising the

Debt to four'd, to 10 and 40 per Cent. Discount, when the Lots can be but 10 per Cent. The Fund settled is good, or it is not; it is not, as before, the Parliament is not good, your Banks, your Lands, your Lives are not secure, and or that I have said enough. I come now to another Distinction, which indeed would be no Distinction, did not the Body of the Age, and the Circumstances of this Stock-Jobber's Town make a Difference; although the Stocks, Bonds, &c. and the public Credit: I say that



enduring form

High life Friendly, vulgar and nice Taki

The founder of the Dorothy Parker society, Kevin Fitzgerald, recently wrote to the F. Scott Fitzgerald society inviting its members to an Algonquin hotel cocktail party, a gracious gesture worthy of old Scott himself. The Fitzgerald types did not even bother to answer. Back in his day, that would have constituted a *casus belli*, but things ain't what they used to be. Fitzgerald was known to be rude at times, but only when drunk and unhappy over Zelda. The trouble with the society that bears his name is not alcohol, but academics. It is comprised largely of eggheads, something that must have Scott rolling in his grave. He was, after all, the exact opposite. I get all this info from my favourite Big Bagel paper, the *Sun*, or the *Sharon*, as I call it, because of the line it follows where Israel is concerned.

Middle East politics aside, the *Sun* is the best read in town where culture is concerned. Gary Shapiro on literary matters, Jay Nordlinger on classical music, the only missing is Dorothy Parker herself. Mind you, her society did not take no for an answer. In a jiffy it invited the Robert Benchley Society for drinks at the Algonquin, leaving the Fitz types to contemplate onanism in their quads.

Benchley, like Parker, was a founding member of the Algonquin round table, and was known to have spilled more booze than F. Scott ever downed. Unlike the latter, he could hold it. Emerging once from the Waldorf Astoria, he commanded a doorman to get him a taxi. 'How dare you, Sir,' came the answer. 'I am a United States admiral.' 'Well, in that case,' said the well-oiled Benchley, 'get me a battleship.'

I was on my way to the cocktail party, and was actually looking forward to meeting the type of people who join such societies, when I stopped over for a friend's birthday somewhere on Fifth Avenue. My friend is the *numero uno* Greek shipowner, but doesn't like to see his name in the papers, unlike most billionaires nowadays. And his place was full of them. I counted at least six, and some unlucky souls who were just shy of the magic number of nine zeros. Needless to say, the wine that was served was so good that I decided to give Dorothy and Robert a miss, something both, plus F. Scott, would surely have understood. But back to matters intellectual. Again

journalists rarely leave their own towns, and when they do, they go as tourists.' This from a panel discussion titled 'The Transatlantic Trap'. The speaker was the director of Columbia University's National Arts Journalism Program, Andras Szanto. Well, er... yes, one does not exactly go glassy-eyed over, say, the latest Greek arts coverage in the *New York Post*. Or in the *Times*, for that matter. Culture, according to one panellist, has a different weight and position in Europe and South America. 'Cab drivers in Buenos Aires read the cultural supplement...' to which an audience member wittily commented that this may be due more to unemployment than to love of culture. Be that as it may, coverage of the arts may not be what it should be in the land of the free, but it sure is superior to that in the land of the other *Sun*, that of Rupert Murdoch. Celebrity culture is to the British media what shoes are to Imelda Marcos, and the smiling wallet-lifters who form public opinion in Blairland are laughing all the way to the bank.

Over on this side, there is still a search for cultivation and refinement, at least where some serious magazines are concerned. Take, for example, the stroke of genius of the *Atlantic Monthly*, which commissioned the brilliant gadfly and pop French philosopher Bernard-Henri Levy to repeat Alexis de Tocqueville's journey through America 170 years after the French aristocrat's travels. BHL, as the Frenchman is referred to by his countrymen, is a hell of a fellow. He has a beautiful actress wife, matinee idol looks and brains to match.

I have not read his book, which is coming out sometime next year, but press reports have it that he was delighted by what he discovered. His accounts apparently have no condescending references to the kitsch or to materialism, which so many of us Europeans refer to every time we write about or mention America. That's because he went to places like Cooperstown, New York, where the baseball hall of fame museum is located, or to Pennsylvania, among the Amish. (Not much materialism among that lot, that's for sure.) And a poignant moment, when he is accosted by a Michigan policeman and told to stop loitering and to keep moving — BHL is relieving himself in a field — and he informs the cop that he's a Frenchman and that he's following Tocqueville's footsteps, which results in a pleasant conversation.

Yes, Americans are nice people who want to be nice and do not understand why the Europeans hate them so. Our own Paul Johnson explained it all some weeks ago when he said that, if he were younger, he'd move to the land of plenty. Sure, manners are not an American strong point, nor is its taste for music and movies. But the natives are friendly, vulgar and nice, which is a lot more than I can say for



THE NATION'S PULSE

by Kenneth R. Timmerman

Al Gore's Arab Moneyman

The story of a suspended ambassadorial nomination.

Clinton-Gore hubris knows no bounds. In the thick of the campaign finance hearings on Capitol Hill, the White House has nominated a controversial DNC fundraiser, Edward M. Gabriel, to become United States Ambassador to Morocco, a key country to the Middle East peace process. Gabriel's name was formally submitted to the Senate Foreign Relations Committee on September 8, before the FBI had completed its background investigation into Gabriel's finances, business connections, or personal life. Perhaps the White House was hoping Jesse Helms and his staff would be content for blocking ex-Massachusetts governor William Weld from becoming ambassador to Mexico, or that Gabriel's tobacco-lobbyist wife, Kathleen "Buff" Linehan (who works for Phillip Morris), would suffice to woo tobacco-state Helms.

As it turned out, the moment was ill-timed, and the candidate ill-starred. A scant ten days later, as we reported on *The American Spectator's* web site on September 18, the White House was forced to turn over Gabriel's file to the Justice Department for further investigation of allegations tying him to murky Arab campaign donations to the DNC and the Clinton-Gore re-election campaign. A few hours before Lebanese financier Roger Tamraz was to testify before the Senate Governmental Affairs Committee, committee staffers received a mysterious call from someone claiming to be Tamraz who alleged that Tamraz had been solicited

by Gabriel to donate \$50,000 to the DNC through the Arab American Institute, a Washington-based non-profit group. Gabriel called the allegation "science fiction," and in his public testimony later that day, Tamraz said he had not made the phone call and didn't know Gabriel. Nevertheless Jesse Helms announced he was postponing Gabriel's confirmation hearing "indefinitely."

Meanwhile, Alamoudi, who heads the American Muslim Council that was invited to the White House by Hillary Rodham Clinton during the Muslim Eid holidays, has been raising funds for "charitable" organizations whose branches in Gaza and the West Bank were closed down in late September by none other than Arafat. The PLO chairman accused them of supporting the military wing of Hamas, the radical Islamic group that has claimed responsibility for recent suicide bombings in Israel. Zogby, Gabriel, and Alamoudi sat together on the steering committee of Arab Americans for Clinton/Gore '96 and fre-

quently appear at functions organized by Zogby's Arab American Institute.

Given these connections, one could easily suspect the pro-Israel lobby of seeking to sabotage Gabriel's nomination. Not only has Gabriel supported radical Arab causes, but if confirmed would serve in a moderate Arab country whose ruler, King Hassan II, has long been an "honest broker" between Israel and its Arab neighbors and protected Morocco's Jewish community.

TAS was itself tipped off to Gabriel by an anonymous source who called several days before Gabriel's nomination became public knowledge. Claiming to be a former DNC employee, the caller made detailed allegations about Gabriel's activities as a fundraiser for Clinton-Gore and ties to former Energy Secretary Hazel O'Leary and Vice President Al Gore, his biggest backer at the White House. None of the pro-Israel organizations and lobbyists we contacted was aware of Gabriel's pending nomination, nor did any have him on their radar screen.

In subsequent conversations, the anonymous "former DNC employee" alleged that Gabriel served as a conduit for campaign contributions to the DNC from Arab businessmen in Saudi Arabia, Lebanon, and Syria. The source claimed the funds were solicited by Gabriel, and occasionally by Zogby, and were deposited into accounts controlled by Zogby's Arab American Institute, which then paid out the moneys to Arab Americans who could legally contribute to the campaign. "These are people who have no resources, who are not on the board of any organization," the source said about these nominal donors. "They sent in checks of \$1,000, \$5,000, occasionally \$10,000, but never more. We're talking about several hundred thousand dollars in soft and hard money."

According to FEC records, Gabriel, Zogby, and board members of such groups

KENNETH R. TIMMERMAN is the publisher of *Iran Brief* and a frequent contributor to *The American Spectator*.

48

November 1997 • The American Spectator

A REVIEW OF THE STATE OF THE BRITISH NATION.

Tuesday, September 4. 1721.

THIS Bill of the Stocks is now the publick News of the Town: I have been Arguing against the Misdemeanour of the Day; that because they do not like the *South-Sea Trade*, will therefore the Value of their own Interests in the publick Funds: I pray'd you to sit amongst the *South-Sea Stocks*, and your Debt upon the *Widow's* Bill; for which House your's upon a Parliament Fund; suppose all the *South-Sea* Princes in the Sea, your Debt is but 10 per Cent. the worse for it, that is, the Stock they are employ'd to Levy upon the *Subscribers*; Where then is the Reason of raising that Debt to four'd, to 30 and 40 per Cent. DIC count, when the Lots can be but 10 per Cent.?

periodicity

dailies and weeklies

a daily magazine





a popular press

The Figure Pamphlets make in the world at present is so very considerable, that there seems a kind of necessity laid now-adays on most People to make their Court to them, or at least, to have an eye upon them, upon some account or other

Myles Davies, *Eikon Mikro-Biblion*.

Sive Icon Libellorum, or a Critical History of Pamphlets, 1715

the great Glut of News-Papers, that are of late publish'd on Saturdays, is grown almost as a common Nuisance ..."

-- *British Mercury, 1715*

All Englishmen are great newsmongers. Workmen habitually begin the day by going to coffee-rooms in order to read the latest news. I have often seen shoeblacks and men of that class club together to purchase a farthing newspaper"

--César de Sasseur, 1726



mass-circulation?

T H E

True-Born *Englishman*.

A

S A T Y R.

Defoe's *True-Born Englishman* (1700), a response to Tutchin, went through 9 authorised and 12 pirate editions. It was estimated that the pirate editions alone sold 80,000 copies.

Statutum, Pactum, & Sacramentum, & Concordiam Judicium & Justitiam inter Anglos & Normannos, Francos & Britones, Wallias, & Cornubias, Piccos & Scotos, Albanias, similiter inter Francos & Insularum Provincias, & Patrias, que pertinent ad Coronam nostram, & inter omnes nobis Subiectos, firmius & inviolabiliter observari.
Charta Regis Willelmi Conquistoris de Pacis Publica, Cap. 1.

Printed in the Year M D C C.



a popular press

On Saturdays during 1746 at least 45,000 papers were sold Allowing for the moderate estimate of ten readers per page ... a de facto readership of not far short of half-a-million.

Harris, *London Newspapers in the Age of Walpole*, 1987

[the population of London was under 700,000]

In 1780, estimated that 25,000 papers were produced each day.

--Harris



fallible

"We shall only add, That as we pretend not
to Infallibility: if by Mistake or
Misinformation any thing should escape us
that requires it, we shall think we owe it
to the Reputation we aim to preserve, and to
Ingenuity, to take notice of it as soon as
possible."

Daily Courant, 1729



an open press



John Dunton 1669-1732
Athenian Gazette; or, Casuistical Mercury,
resolving all the most nice and curious questions
proposed by the ingenious of either sex
1691-1696

a dialogue between readers and experts
"informing" and "correcting"

in league with the penny post

the tradition of clubs



"Parochial queries in order to a geographical dictionary

... Information is desired of the Name of the Parish; XXV. Particular Information of all Places where there are any Caves; XXIX. Information is desired from those who have been most conversant in Fishing;; XXX. By what is proposed of Insects and Fish; the Reader will judge what sort of Information will be acceptable

XXXI ... interpreting some Queries to those of the Vulgar, whom they judge Men of Veracity, and capable of giving any the least Information towards it, that may be pertinent and instructive.."

Edward Lhuyd, 1697

an open press

[Put an advertisement in the *Courant*] by that Means, you'll have the Assistance of the most able Men in the Kingdom.

-Susanne Centilivre, *Love's Contrivance*, 1703

Some People have an Arrogance peculiar to themselves, and can venture things into the World upon the Reputation of a bold Expression, presuming, no man will venture Examination after the positive Assertion of their Pen. If these Gentlemen are so full of Assurance ... when other Men as well Read as themselves, are at their Elbows to Confute them, to Examine their Authorities and reprove them when the Act without Authority ... what work would such men as these make in the World ... if this Padlock of the Press was set on by the Laws, and they were to keep the key

--Defoe, *Regulation of the Press*



openness

"[regulation] makes the press a slave to Party ...
bringing the whole Trade of Books ... under the
Arbitrary Power of Mercenary Men"

Defoe, On the Regulation of the Press, 1704



faction

"It must be granted that many of our Public Miseries and Dissensions may be ascribed to the abuse of the daily Vehicles of Intelligence, which are too often employed in the service of Faction ... But these inconveniences should not lead the Lovers of the Country to condemn the Liberty of the Press, but to guard against the perversion of this inestimable blessing"
'The Examiner', *Morning Post*, 1780



censorship

Last Updated: Tuesday, 16 October 2007, 16:13 GMT 17:13 UK

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Report highlights blog censorship

Bloggers are now finding themselves prey to censorship from repressive governments as much as journalists in traditional media, a report says.

Reporters Without Borders' annual study of press freedom says China is one of the worst offenders, having imprisoned 50 people for postings on the internet.

The report says governments realise the internet is now a key tool in promoting democracy and are moving to curb it.

Eritrea was ranked bottom on overall press freedom by the pressure group.

The African nation took the 169th slot on the sixth annual worldwide press freedom index, behind North Korea at 168th and Turkmenistan at 167th.

"There is nothing surprising about this," Reporters Without Borders said in a statement.

"Even if we are not aware of all the press freedom violations in North Korea and Turkmenistan, which are



Egyptian blogger Abdel Kareem Solliman was jailed for four years

“ With less than a year to go to the 2008 Beijing Olympics, the reforms and the releases of imprisoned journalists so often promised by the authorities seem to be

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perversion vs regulation



cabinet papers

London Gazette

Review

Examiner

Post-Boy

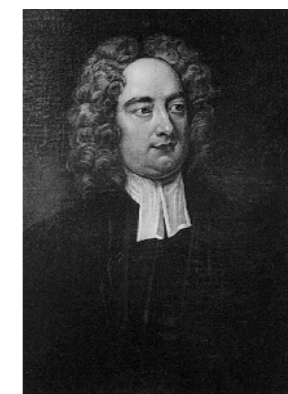
Mercator



in-house journalists

Defoe

Swift ...





Looking at the content of journalism today from this perspective, it is hard to ignore the fact that in many ways journalism is more dependent for its content on the handouts and assertions of these other institutions than it is on independently verified information --Bill Kovach

perversion vs regulation



cabinet papers

London Gazette

Review

Examiner

Post-Boy

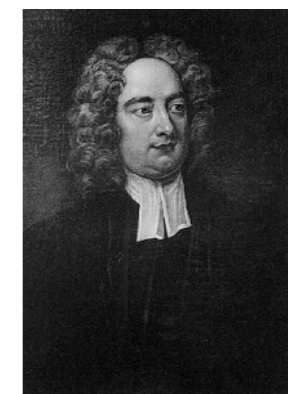
Mercator



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Stripes part of America Supports You audit

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Newspaper's funds used for DOD's public relations program under review by IG

By [Jeff Schogol](#), Stars and Stripes
Midwest edition, Saturday, October 20, 2007

perversion vs regulation

View the July 2006 documents [here](#).

ARLINGTON, Va. — The Defense Department Inspector General's Office has widened its review of America Supports You to include Stars and Stripes, Defense officials said.



in-house journalists

Citations Issued in Education Case

By REUTERS
Published: October 19, 2007

WASHINGTON, Oct. 18 (Reuters) — The [Federal Communications Commission](#) issued a citation on Thursday against a conservative commentator for promoting the Bush administration's education plan without disclosing that he had been paid to do so.

The commentator, Armstrong Williams, whose firm was also cited, was not subject to any fines for a first violation of F.C.C. rules, because he and his company are not broadcasters.

But the agency said it had fined two broadcasting companies, including the Sinclair Broadcast Group, for putting on the air programs distributed by Mr. Williams and his company, the Graham Williams group, without properly disclosing who had sponsored them.

Mr. Williams could not immediately be reached for comment. He has denied any wrongdoing but has acknowledged that the Education Department's outside media firm paid \$240,000 to promote the [No Child Left Behind](#) policy on a television show on which he was the host.

Mr. Williams has said he was a strong backer of No Child Left Behind and was not influenced by outside parties.

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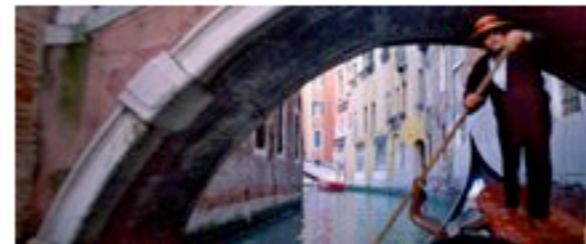
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Hotel Rate Calendar

Get the best rates. Guaranteed.*

Clinton Finds Way to Play Along With Drudge

By JIM RUTENBERG

Published: October 22, 2007

WASHINGTON, Oct. 21 — As Senator [Barack Obama](#) prepared to give a major speech on Iraq one morning a few weeks ago, a flashing red-siren alert went up on the Drudge Report Web site. It read, “Queen of the Quarter: Hillary Crushes Obama in Surprise Fund-Raising Surge,” and, “\$27 Million, Sources Tell Drudge Report.”



Evan Agostini/Getty Images

Matt Drudge's site made a mark when another

Within minutes, the Drudge site had injected Senator [Hillary Rodham Clinton](#)'s fund-raising success into the day's political news on the Internet and cable television. It did not halt coverage of Mr. Obama's speech or his criticism of her vote to authorize the war in 2002, but along the front lines of the campaign — the hourly, intensely fought effort to capture the news cycle or deny ownership of it to the other side — it was a telling assault.

Mrs. Clinton's aides declined to discuss how the Drudge Report got access to her latest fund-raising figures nearly 20 minutes before the official announcement went to supporters. But it was a prime example of a development that has surprised much of the political world: Mrs. Clinton is learning to play nice with the Drudge Report and the powerful, elusive and conservative-leaning man behind it.

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"Newspapers have long tried ways to develop standby advertisers willing to fill unused space ..."

NYT, 11.6.06

faction 2

Weekly Relations of Newes, 23 August 1622

If any Gentleman or other accustomed to buy the Weekly Relations of Newes, be desirious to continue the same, let them know that the Writer or Transcriber rather of this Newes hath published two former Newes, the one dated the second and the other the thirteenth of August, all of which doe carrie a like title, with the Armes of the King of Bohemia on the other side of the title page, and have dependance one upon another: which manner of writing and printing he doth propose to continue weekly by God's assistance, from the best and most certain intelligence.

Farewell; this twenty third of August 1622



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Farewell; this twenty third of August 1622



Numd. 894

The London Gazette.

Published by Authority.

From Thursday June 11. to Monday June 15. 1674.

Danzick, June 9.

Our Letters from *Warsaw* of the 5 instant tell us, That some of the Deputies of *Lithuania* had left the Dyet, which is still assembled there, and were departed on their way home, leaving a Protestation behind them against the proceedings of the Dyet, the occasion of which is said to be, That they could not obtain some points to be inserted in the *Passa Conventa*, which they desired concerning the regulating the Kings Household. However that, the Dyet without having any regard to their Protestation, concluded the *Passa Conventa*; and that the King had sworn to them with the usual solemnity, in *St. Johns Church at Warsaw*. The Kings Coronation is appointed to be the 22 of the next month, except the publick conjuncture of affairs do hinder, in which case it will be deferred till after the Campaign; the King has not as yet disposed of several of the greatest employments in the Kingdom, vacant by his coming to the Crown. The Queen Dowager has a yearly Revenue of 200 000 Guilders assigned her, with liberty to reside in any place within the Polish Territories, except *Cracon*, or some other fortified places on the borders of *Silesia*.

Francfort, June 13. This day arrived here the Duke of *Bourbonville*, and to morrow his Troops, consisting in three thousand Horse and one thousand Foot will follow, and pass the *Main* here over our Bridge; The last night they had their Quarters at *Eichborne*, two Leagues distant from this place, and when passed the *Main*, will direct their march towards *Ladenbourg* on the *Necker*, in order to their joyning with the rest of the confederate Troops in the *Palatinate*.

Coblentz, June 14. Our Letters from *Strasbourg* inform us, That the confederate Troops under the Command of the old Duke of *Lorraine* and the Count *de Caprara*, not having been able to persuade the Magistrates of that place to permit them to pass the *Rhine* over their Bridge, were decamped, and marched along the *Rhine* on the other side of it towards the *Palatinate*, to joyne there, as well with the Troops of the Elector *Palatine*, as these the Duke of *Bourbonville* brings with him. That Monsieur *de Turenne* was the 10 instant still in his Quarters at *Heghselt*, four Leagues from *Strasbourg*, having held there a Rendezvous of his Troops, which amounted to 6000 Horse and 5000 Foot; that there were arrived in his Camp several Waggons laden with Ammunition, and six Field Pieces sent to him by the Governor of *Brissach*, and that thereupon he was preparing to march towards *Lorraine*. The Marquis of *Vaubran* will remain in the mean time with his Troops at *Hagenau*, which place he continues to fortify, as likewise *Saverne*. We hear that the French have restored the Count of *Nassau Sarsbruc* to his Liberty.

Cologne, June 15. Yesterday arrived at *Gulckraet*, six

Leagues from hence, 14 Troops of Horse, and 900 Dragoons, who were formerly in the service of our Elector, but the Treaty being concluded between the Emperor and his Electoral Highness, their Officers marched with them to *Mastricht*, with intention to enter into the French service, where the Soldiers mutinied, and having very evilly intreated their Officers, are marching this way to take service, as they give out, in the Imperial Army, which, as we are told, will decamp this day; and march towards the *Meuse*; the General *Sonches* observes a most exact Discipline, having caused several Officers to be punished with death, for that they had kept back their Soldiers pay. Our Elector is sending three Regiments to the Imperial Army, one of Horse, Commanded by Colonel *Meltinger*, at present in the Diocess of *Hildesheim*, and two of Foot, whereof Monsieur *Eschs* and Monsieur *Viansour* are Colonels; the first is now in Garrison at *Keyserswaers*, and the other at *Rhyenberg*.

Aix la Chapelle, June 16. Yesterday morning early, the Imperial Army, which hath lain some time encamped near *Dueren*, broke up from thence, and came and lodged within three Leagues of this place, their farthest Quarters being distant from each other two Leagues and a half; this day the Artillery and Baggage follows; this day likewise the Munster Troops are to joyne with the Army, they lay last night within a League of it, and the Prince of *Baden* is sent by the General *Sonches* to receive them. The Army will continue in its Quarters this day to refresh themselves, and to morrow they will march again: In the mean time we are baking for them here great quantities of Ammunition Bread.

Hage, June 18. We daily expect here Monsieur *Ebrelein*, one of the late Ambassadors for the Crown of *Sweden* at *Cologne*, it is thought he comes to make some further overtures in order to a General Peace; The States-General have issued another Placet, by which they Command all their Officers and Subjects, on pain of death, to give passage, and to use kindly, such French as shall desert the service at *Graue*, and retire from thence into the Territories of this State. The Prince of *Orange* has given the Command of Colonel of his Guards, void by the preferment of the *Rhingrave*, to that of Lieutenant-General of the Infantry, to the Count *de Solmes*, and the Regiment the said Count Commanded before, is joynted now to the Regiment of Foot Guards, Monsieur *Rabenhaupt* is gone to receive the Princes final Orders about the employing the Flying Army, which is to be brought together near *Nimwegen*. The Council of State is framing a Petition for a Million of Guilders more, to defray the extraordinary charges of this year. People seem somewhat dissatisfied that they hear not as yet of any action of the Confederate Armies.

Brussels, June 19. By Letters from the *Hague* of the 17 instant we are told, That a Treaty hath been concluded with the King of *Denmark*, by which his Majesty is obliged to send 6000 Men forthwith to joyne with the Prince of *Oranges* Army, or to be otherwise employed

public service

London Gazette 1666

June 18

An Advertisement.

Being daily prest to the Publication of Books, Medicines, and other things, not properly the business of a paper of Intelligence. This is to notifie once and for all, that we will not charge the Gazette with Advertisements, unless they be matter of State; but that a Paper of Advertisements will be forthwith Printed apart, and recommended to the Publick by another hand.



matters of state

London Gazette 1666

An Advertisement. The Commissioners Request may be put into the *Gazette*, That upon the Third day of *July* next, there will be sold at *Grocers-hall*, of Prize-goods, Wines, Brandies, Tobaccoes, and other Goods; and a considerable quantity of Spanish Salt; to be delivered at Dover.



beyond the state

London Gazette 1668

Mr Whites house at the Cock and Bottle,
Aldersgate-street, Egbertus Will, of the
City of Utrecht, having, by the blessing of
God, and his long experience therin, arrived
to a great knowledge in curing many defects
of Body; doth hereby give notice, that he is
ready to undertake the said Cures of deformed
Bodies, crooked Legs and Feet, wry Necks, and
whatever of this Nature hath been formerly
practiced by one Mr. Scot ;



wrong & inconceivable

"It is inconceivable that we should allow so great a possibility for service to be drowned in advertising chatter".

Herbert Hoover (Commerce Secretary), 1922

"It is utterly wrong that what we see in our homes should depend on the advertisers to make profits".

Hugh Gaitskell



Last Updated: Thursday, 18 October 2007, 11:33 GMT 12:33 UK

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[Printable version](#)

BBC's global website to carry ads

Advertising will appear on the BBC News website for users outside the UK, the corporation's commercial arm says.

BBC Worldwide says advertising will generate new income for the BBC, which needs to plug a £2bn budget shortfall.

The BBC argues that overseas readers, who do not pay the licence fee, should contribute towards the costs.

However, critics say commercialisation will undermine the editorial integrity of the BBC and is a slippery slope towards privatisation.

BBC Worldwide says the advertising will be introduced on popular web pages but did not say when the first adverts will be carried.

Adverts currently appear on the BBC World television channel, which cannot be seen in the UK, and were recently introduced on the international website's video content.

'Natural development'

More than half the users of the news site are outside the UK.

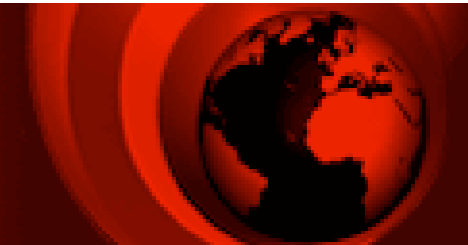
"Introducing advertising on international traffic to news pages is a natural development in the growth of the BBC's commercial news services," says Richard Sambrook, director of BBC global news.



Overseas users will see adverts when they visit BBC websites



▶ WATCH One-Minute World News



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Overseas users will see adverts when they visit BBC websites

THE EDITORS' BLOG

“ We won't be offering any highly intrusive advertising ”



Richard Sambrook, director, BBC global news



support

ADVERTISEMENTS

R. Stoughton, Apothecary, in Southwark, having some Time since, by order of a Merchant, sent 50 Dozen of his Cordial Elixir to Sweden, has lately receiv'd Advice, that Numbers of People finding it a great Preserver of Health, drink it every Morning: And further to assure it is so, hath a Certificate from thence, That (to the Person's best Knowledge and Observation) not one who took it hath had the Disease; and many are of Opinion it hath been of great Use in stopping the Progress of it. He hath also a Certificate from on board a Ship at Jamaica, That after 6 or 7 of the Men died in 24 Hours of a Malignant Distemper, the Captain himself (fearing he should lose all his Men) gave the rest, who were seiz'd plentifully of this Elixir (which for many Years he took with him) and by God's Blessing on it, sav'd every Man after. He is not only willing, but desirous this may be publish'd for the Good of others. Few now will go to Sea or travel without it. The Certificates themselves any Gentlemen may see if they please.

Several Boxes are just now sent again into Sweden, and I hear the Czar's Physicians have order'd it into the Army. If with some Merchants would send it into Denmark, it might do much good there, and large Profit to the Sender.

Just Publish'd (many Thousands of the former Editions having sold in a little time)

M. Marten's Seventh Edition of his Book and Second Edition of his Appendix, concerning Secret Diseases, both compriz'd in One Volume, with Amendments, and many hundred Additions: It being the last he will ever write; and it is pre-cisely, contains as much as any can write on that Subject, for the Benefit of Patients; all the Degrees and Symptoms, Ways of Contracting, certain Signs discovering, Nature, and Cure, being shewn: as also the Use and Abuse of Mercury; Mischief by Quacks, Effects of ill Cures, Seminal Weaknesses, and all other Secret Infirmities in

both Sexes relating to that Infection, &c. are from Reason and long Experience explicated and detected; necessary for the Perusal of all that have, or ever had the least Injury that Way, and value the Health and Welfare of themselves and Posterity; that Distemper, if not totally eradicated, proving dangerous as well as obnoxious. The whole interspers'd with Prescriptions, Observations, Histories, Letters, and Proofs of many remarkable Cases and Cures. By John Marten, Surgeon. Sold at his House in Hatton-Garden; also by N. Crouch in the Pooling, A. Berkeford on London-Bridge, P. Varring at Seneca's Head in the Strand, C. King in Westminster-Hall, M. Atkins in St. Paul's Church-Yard, Bookellers, and D. Leach in the Little Old Bailey. Pr. Bound 7 s. 6d.

QUACKERY Unmask'd; in 2 Parts, containing, 1. Reflections on the 7th Edition of Mr. Martin's Treatise of the Venereal Disease. 2. An Examination of the Charitable Surgeon, The Generous Surgeon, The Tomb of Venus, and a pretended new Method of curing this Disease. 3. A brief Enquiry into the Ancient and present State of the Practices of Physick and Surgery; a full Account of Quacks; then (in a concise Method) is shewn the Cause, Nature, Signs, and Dangerous Effects of this Disease, various ways of Receiving, Symptoms first Discovering, and only Method of preventing its Infection; together with the best, most cheap, safe, speedy, easie and private Methods of Cure. As also the Cause and Cure of Old Glands in Men, and Weaknesses in Women. The Second Edition Enlarg'd. Sold by D. Brown without Temple-Bar, G. Strahan, at the Golden Ball in Cornhill, and B. Barker, in Westminster-Hall; and by the Author, Dr. Spinke, at his House at the Golden Ball, 2 Doors directly past the Sun-Tavern, in Milk-street Market, Cheapside. Price 2 s.

"All the public papers now on foot depend on advertisements."
-- Defoe, Review, 1705



the wall

Mr. SPECTATOR.

Several of my Friends were this Morning got together over a Dish of Tea in very good Health, though we had celebrated Yesterday with more Glasses than we could have dispensed with, had we not been beholden to *Brooke* and *Hellier*. In Gratitude therefore to those good Citizens, I am in the Name of the Company, to accuse you of great Negligence in overlooking their Merit who have imported true and generous Wine, and taken Care that it should not be adulterated by the Retailers before it comes to the Tables of private Families or the Clubs of honest Fellows. I cannot imagine how a SPECTATOR can be supposed to do his Duty, without frequent Resumption to such Subjects as concern our Health

--Steele, *Spectator*, Friday April 25, 1712



more news

Two Portugal Merchants and Vintners ... turning from Merchants and Importers, to be Retailers, and setting up Taverns in every Cellar ... It has restor'd the Trade ... the Poisoning Art of Adulteratings, Sophistications, corrupt Mixtures, and all the abominable Ingredients and Compositions, which turn'd our simple Liquids into Wine ... we may come to ahve our Portugal Trade restor'd again.

...

Nothing sells, even in the common Taverns new, but Brook and Hellier ... These Wines were Neat and Natural ... a Glass of Brook and Hellier is the general Entertainment ... if you hear a Drawer call his Wine to be Scor'd, as he comes out of the Cellar, Ten Pints in Eleven shall be red or White Prt .. you shall hear them cry -- thus, A Quart of Brook and Hellier-Score.

--Defoe, *Review* 1711



more news

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Importers, to be Retail
has restor'd
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Nothing sells, even in
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ADVERTISEMENT S.

This Day is Publish'd,
THE true State of the Case between
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of the Navy, &c. As it relates to the
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Transactions on either Side Impartially en-
quir'd into. Pr. 2 d. Just Publish'd, an
Essay on the South-Sea Trade, by the Au-
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Aphorisms by those Twin Brothers in Scand-
dal, the Examiner and modest Abel.
Pr. 6 d. Printed for J. Baker in Pa-
ter-Noster-Row.

THIS is to give Notice, That
Messieurs Brook and Heller of Lon-
don, Merchants, who do now give such
general Satisfaction in Retailing their New
Natural Portugal Wines in the said City,
(being the best that have come from Portu-

gal for many Years past) have for the more
effectual supplying the other Parts of the
Kingdom, caus'd Ships to Sail directly from
Portugal to the following Places, where
they are Arriv'd with the like Natural
Wines, being the only New Wines that are
now there, or can Arrive this Season; which
Wines are to be sold by the following Per-
sons, in the respective Places, viz. By Mr.
Barth. Avent in Plymouth; Messieurs James
and John Arnold in Portsmouth; Messieurs
James Wakeman, and John Negus in Tar-
mouth; Mr. Joseph Taylor of Wysbich in Lynn
Regis; Mr. Crowle in Hull; Mr. Jos. Stone
in Gainsborough; Mr. William Proffor in
Newcastle upon Tyne: Note, the Price,
viz. The Viana Wines at 14 l per Hoghead
or at 5 s. 4 d. per Gallon, and the Oporto
Wines at 16 l. per Hoghead, or 5 s. per
Gallon.

Printed for and sold by John Baker at the Black-Boy
Pater-Noster-Row. 1711.



more news

Messieurs Brooke and Hellier Merchants in

lane near Bread-street, having experienc'd
porto and Viana Wines do give such univer
encourag'd further to accommodate the Town
they resolve to retail the entire Cargoes of
Galies just arriv'd and landing, consisting
and white Oporto, and 20 Pipes of red and
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under the Crown-Tavern in Breadstreet, u
lisbury-Court in Fleetstreet, under Mr. Ry
May-pole in the Strand, and at the Horn
Westminster, and there is now open'd o
Tavern-Yard against Billingsgate, in the
Buildings, and under St. James's Market-h
18th Instant will be open'd the Green-Dray
Lane in Holborn. Note, The Prices of th
the Vaults, the new natural red and white C
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15 d. per Quart and 13 l. per Hogshead, a
Oporto and white Viana at 20 d. and red
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TRANSPARENCY

Should We Be On Strike?

Magazine and newspaper advertising folks just don't know what they're missing! While they may have invented the advertorial ad, wherein, say, *Washington*

Post articles get reprinted in ad space, print folks have none of the boundless freedom of online ad folks, who aren't restrained by the physical facts of editorial vs. ad space. Online ad sales is now the most creative editorial job going! Some folks call the online campaigns that get integrated into the full space of the web page a "complete takeover." That's quite an evocative phrase! This morning, this very website is in the hands of the ad department; completely taken over. We need your advice about what to do. Should the editorial department

more news

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Printed for and sold by John Baker at the Black-Boy Pater-Noster-Row. 1711.

encourag'd further to accommodate the Town they resolve to retail the entire Cargoes of Gallies just arriv'd and landing, consisting of red and white Oporto, and 20 Pipes of red and white Anadea, being the only Wines of these Sorts in Mercers' Vaults and Taverns following, viz. in Fenchurch-Lane under the Crown-Tavern in Breadstreet, under Mr. Rymer in Lisbury-Court in Fleetstreet, under Mr. Rymer in May-pole in the Strand, and at the Hornet in Westminster, and there is now open'd a new Tavern-Yard against Billingsgate, in the Buildings, and under St. James's Market-house the 18th Instant will be open'd the Green-Dragon in Lane in Holborn. Note, The Prices of the Wines in the Vaults, the new natural red and white Oporto at 18 d. per Quart and 17 l. per Hoghead, and the white Viana at 20 d. and red Anadea at 20 l. per Hoghead, and to be had only at the Green-Dragon in Lane in Holborn, and at the Black-Boy in Pater-Noster-Row.



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Gawker Kerfuffle, in Plain View

By ANDREW ADAM NEWMAN
Published: October 15, 2007

Journalists tend to read Gawker, the caustic New York media gossip blog, to make sure they're not in it. Last week, it was Gawker's own advertising department that probably wished it had not been mentioned.

On Wednesday morning, Choire Sicha, the managing editor of Gawker, discovered that as part of an advertising campaign for Evian, the headlines and other elements on the Gawker.com site had been switched from black to pink and blue, the colors of the water's label.

A But Mr. Sicha saw red.

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the ads roll in

Some regard is likewise to be paid to posterity. There are men of diligence and curiosity who treasure up the Papers of the Day merely because others neglect them, and in time they will be scarce. When these collections shall be read in another century, how will numberless contradictions be reconciled, and how shall Fame be possibly distributed among the Tailors and Bodice-makers of the present age.

"The trade of advertising is now so near perfection that it is not easy to propose any improvement

Advertisements are now so numerous that they are very negligently perused, and it is therefore become necessary to gain attention by magnificence of promises and by eloquence sometimes sublime and sometimes pathetic

Samuel Johnson, *The Idler*, 1759



the presses roll on

"1754, the [Daily Advertiser] appeared in the format which was to be the standard for the English newspaper until *The Times* added a fifth column in 1808. Hence the *Daily Advertiser* may fairly be regarded as the first modern newspaper --Morison

- 1731: *Daily Advertiser*
- 1737: *London Daily Post*
- 1744: *General Advertiser*
- 1751: *London Advertiser*
- 1752: *Publick Advertiser (Junius)*
- 1756: *The Test*
London Chronicle
- 1758: *Universal Chronicle*
- 1762: *North Briton (Wilkes)*
- 1769: *Morning Chronicle*
- 1772: *Morning Post & Daily Advertiser*
- 1785: *Daily Universal Register*

