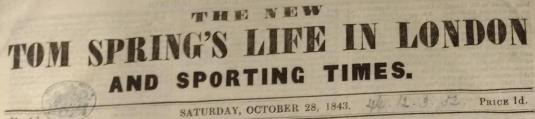
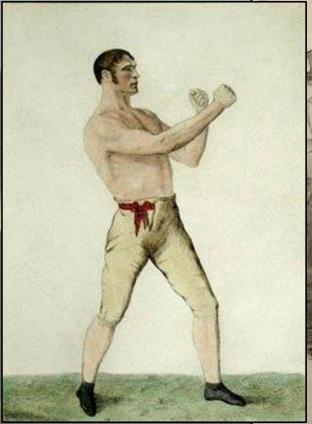


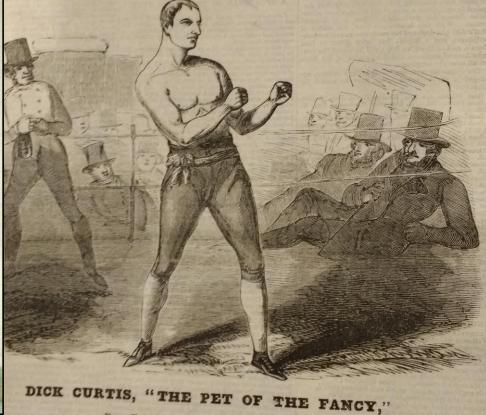
What can a distance-reading methodology reveal about the motivations for founding newspapers in the nineteenth century?

Matthew Stephens AHRC Collaborative Doctoral Partnership PhD student Edge Hill University & British Library

Introductions...







How did newspapers announce their arrival in print?

had from a lighting stock, and two of his game one and Dick and a gree

rounds, occupying fifty-seven minutes, at Maidstone, and chough," with his clies well lined, he was one who could keep the shiners; and his lift placed mes reputation as a habit aspirant on might be expected, was chequated, draining a might be expected, was chequated, and the might be expected a title. placed his reputation as a fistic aspirant on high might be expected, was chequered, draught-b the temple of profits fame, few have Barney Aaron, and Jack Tisdale, successively yielded Blackman-street, in the Borough; but Dick had won the distinction than the subject to his conquering fives. His sole defeat was by the most a summy the light weights of modern.

Dark Cartis was decidedly the most Perkins (the Oxford Pet): but here King Dick was him, and the business left him, or he left the light weights of modern. the leght neights of modern overmatched in weight (a stone), in height, reach, ness, no matter which. Notwithstanding the

Born Feb. 1, 1802, died Sept. 16, 1843.

overmached his judgment and youth. In fact, there was nothing of his weight fortunate affair of Brighton Bill, Dick's ser and the severity of his deliveries uneto fight Curtis, and, spoilt by victory, he shared the
were still sought in every fight of note, and to to fight Cartis, and, spoilt by victory, he shared the were still sought in every ngar of many of the best men. By this defeat, how- who placed confidence in him had never any reSATURDAY, OCTOBER 28, 1844.

THE EDITOR TO HIS READERS.

"Give you good den, faire courteous company;
We'll have a word with ye."—BEAUMONT AND FLETCHER.

THERE are some customs which, like good wine, become excellent by age, and among these we may reckon the good old fashion of saying something introductory by way of address, preface, or prologue, to periodical, pamphlet, or play.

One of the wise men of Greece, whom we scorn to quote in the original, lest we should be deemed learned overmuch, says, in phrase as pithy as correct, "know your opportunity." The Editor flatters himself he has chosen his aright for a bow in presenting a new sporting paper, combining cheapness and quality.

Field sports are now better understood, more followed, and the taste for them more general than at any other period. Coursing, and the turf, in particular, have received a vast accession of patrons in every rank and grade; on these topics the Editor has several papers in preparation, among which he may enumerate a Review of the Racing Season, 1843; wherein he will discourse largely on the events of the present year, and prospects of the next, irrespective of interest, bias, or prejudice, for or against, "lots," "stables," or "owners;" together with a perfect "Treatise on the choosing, rearing, breeding, and training, the Long Dogs," in which everything practically useful, and worth knowing by "lovers of the leash," shall be compiled, collated, and originated, by one who loves

"The sport on holt or heath,
With greyhound lithe and free,
Which coursing yields, on plain or fields,
To its goodlie company."

A FEW BIRTHDAY VERSES ON No. I.

This is our birth-day! and, kind friends, you see, We sport, to suit the day, a new-made coat; Could we do less to meet such company,

And keep "Tom Spring's" good character afloat? And, gentle reader, you shall find, that we

Have not put all our venture in one boat; First numbers "talk" great things, and show but few, Have patience, give us scope, and see what we will do.

We've seen some "Life in London" in our day,
(Pocket and prudence whisper "p'hraps too much;")

And we will here, by past experience, nay,
Show those its fun who as yet "know no touch"
Of all its larks, its sprees, and jokes, and waggeries:

Of all its larks, its sprees, and jokes, and waggeries; Its funniments, its cheats, its flams and gaggeries. The "Fancy," too, (the very name is good largeries.

The "Fancy," too, (the very name is good, For wit and sense with "fancy" are united;) The milksop whine of canters hath withstood,

And the good boat of English pluck hath righted—Old England's game and spirit ne'er shall sink, While we can wield a pen, and spread its fame in ink.

Nor will we leave untouch'd the noble deeds Of every valley where the horn is heard, "Set in a note-book," riders and crack steeds,

And they who "whoop a hare," or "bag a bird." Find out a scribe to "quoit" their sayings down, And in our columns spread their "doings" o'er the town.

Give you rare hunting songs and fancy rhymes, Such as will "set the table in a roar;" And scare blue devils at the worst of times,

And turn crabb'd politics clean out at door. Give you the courser's catch—the fisher's glee; For sport an echo finds in harmony.

Well, we will do all this: high leaps, hard runs, Horses and riders, cricket, cudgels, cocks, Billiards and barrels, game, and grouse, and guns,

Percussion powder, detonating locks; Crack packs, sleek studs in field, in kennel, stall, We'll note 'em down, and journalise them all.

And here a wish at home, and eke abroad;—
Prads in the stable sleek, and "clever" out;
Hounds staunch and faithful at your slightest ned;

Opening, sagacious, with the huntsman's shout. Birds plenty, and of hares a quantum suff." To tire the harriers, and make greyhounds

Or, if the Race-course more affect your mind,
Then may success await your "bookish" sport;
And steeds more certain and more swift than wind,
The rively

The rivalry of generous contest court,
Nay, wheresoe'er shall point your love of fame,
May you still "bear the bell" and "bag the game;"

Whilst we, your chroniclers, gaze anxious on,
And bring your triumphs faithfully to book;
Record where skill and courage truly shone
In ring, in field, in covert, or by brook;
And, gleaning help and character from you,
We'll "write, at least, our Sporting records true."

Here we break off, in hopes that you will find
In this, our page, "life" in its every hue,
Of sport and fun the very soul and mind;
And honour given to every man where due.
Creating "life" where life was not before,
And giving fun and wit one weekly fillip more.

Health, then, to all, who cheer us on our way;
May each, as years roll on, more happy be;
And never may one hearty reader say,
We've "missed our cast," or "parted company:"
Whilst we, encouraged by successes past,
Make each new number stronger than the last.

And when, some twelvemonths hence, at volume two,
You find we're not like Shakspere's witches three,
Who held out to men's eyes a charming view,
Which straight passed off in smoke and flattery.
You've stuck to us this year, we'll stick to you the next!"

THE NEW TOM SPRING'S LIFE IN LONDON.

SATURDAY, OCTOBER 28, 1844.

THE EDITOR TO HIS READERS.

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METHODOLOGICAL FOCUS – FROM THE WORK OF URIEL HEYD

Focus on 'neglected' minutiae of papers – index, manifesto.

Plus wider cultural impact – on auction registers (collections) and in theatrical productions.

All intended to address the cultural history of the press in C18th – 'reading practices, readers' responses and the ever-changing experience of consumers'. (Heyd, 2012, pp.3-4)

'Heydian paradigm' – systematic, comparative methodology applied to a series of newspaper 'manifestos' (over 100, British and American).

For my PhD project, distant reading of opening editorials was applied to a collection of C19th papers.

Reading n press and public in Britain as

URIEI

'Evidence was deemed sufficiently sound and representative only within the framework of the larger discourse and in the context of other sources.' (Heyd, 2012, p. 26)



VOLTAIRE FOUNDATION

reflexive aspect is counterbalances. their self-reflections in formats tions. While some writers later offered their self-reflections in formats tions. While some writers later offered their self-reflections in formats. reflexive aspect is writers later offered their scale enections in formats tions. While some writers later offered their scale were always retrospective. The ranging from columns to memoirs, these were always retrospective. The ranging from columns to memoirs, these were always retrospective. The tions. While some ranging from columns to memoirs, these were arrays rectrospective. The ranging from columns to memoirs, these were arrays rectrospective. The ranging from columns to memoirs, these were arrays rectrospective. The ranging from columns to memoirs, these were arrays rectrospective. The ranging from the other hand, were forward to the were manifestos, on the other hand, were realities of what had actually somewhat less weighed down by the realities of what had actually somewhat less weighed historians with a much clearer picture. nameros weighed down by the realized what had actually somewhat less weighed historians with a much clearer picture of happened and they provide historians clouded by self-promotion of happened and they provide historians although clouded by self-promotion. happened and they provide historians that the papers' original ambitions, although clouded by self-promotion, the papers' original ambitions ticked several boxes: explaining the papers' original ambitions. the papers' original ambitions, armingst ticked several boxes: explaining editorial An introductory manifesto ticked several boxes: explaining editorial and introductory manifesto ticked several boxes: explaining editorial and introductory manifesto ticked several boxes: explaining editorial ambitions, armingst the papers' original ambitions are also armingst the papers' or a paper section of the papers' or a paper section or a paper se

An introductory manifesto ucsed services and according to the qualities of content (authentic and according the qualities of content) policy (typically promising impartial, content (authentic and accurate assurances regarding the qualities of content (authentic and accurate assurances regarding the qualities of content (authentic and accurate assurances regarding the quantics. a lamentation on the state of the intelligence both foreign and domestic), a lamentation on the state of the intelligence both foreign and dollies.

newspaper world (too crowded a market) and some more practical newspaper world (too crowded about advertising in the paper). newspaper world (too crowded a down advertising in the paper). The information (first and foremost about advertising in the paper). The information (first and torelloss about the content of the sub-genre: 'an London chronicle in 1757 summed up the content of their Discounting in 1757 summed up the Extent of their Discounting in 1757 summed up the content of the sub-genre: 'an London chronicle in 1757 summed up the content of the sub-genre: 'an London chronicle in 1757 summed up the content of the sub-genre: 'an London chronicle in 1757 summed up the content of the sub-genre: 'an London chronicle in 1757 summed up the content of the sub-genre: 'an London chronicle in 1757 summed up the content of the sub-genre: 'an London chronicle in 1757 summed up the content of the sub-genre: 'an London chronicle in 1757 summed up the content of the sub-genre: 'an London chronicle in 1757 summed up the content of the sub-genre: 'an London chronicle in 1757 summed up the content of the sub-genre: 'an London chronicle in 1757 summed up the content of the sub-genre: 'an London chronicle in 1757 summed up the content of the sub-genre: 'an London chronicle in 1757 summed up the content of the sub-genre in the sub-genre in the content of the sub-genre in the sub-genr Account of the Importance of their Design, the Extent of their Plan and Account of the Importance of the Method which they intend to prosecute', while the Accuracy of the Method which they infection that has seized the the Accuracy of the Accuracy o branding such mannestos as a lamented that of the little Time allotted Fraternity'. Even if It has been lamented that of the little Time allotted Fraternity. Even if it has be upon Superfluities [...] and the Author of to Man, much must be spent upon Superfluities [...] almost every Book retards his Instructions by a Preface', the paper still found the manifesto particularly useful for a periodical publication: Though not always necessary when the Reader has the Book complete in his Hand, and may find by his own Eyes whatever can be found in it, yet may be more easily allowed to Works published gradually in successive Parts: of which the Scheme can only be so far known as the Author shall think fit to discover it'.5

By the mid-century, the significance of these manifestos was so established as to delay publication of other materials. In its third issue in 1751 the London advertiser explained that 'extraordinary demand for our Introductory Paper, Obliges us to reprint it this Day; and to Postpone till To-morrow a Secret History we are very unwilling to defer'.6 Newspapers were certainly aware that the public understood the pitfalls hidden within the introductions. Thus the self-aware World (1787) set the tone by explaining: Like many other Great Men coming into Office, We might promise a great number of fine Things You might believe, and We never intended to perform: - But as We are not PRIME MINISTERS, and as You do not yet know Us - Perhaps You might be right in not trusting to what We advanced'. By 1794 an almost legal caveat, 'we enter into no engagement but what we hope we shall be able to keep', was included in the Telegraph's introduction, which acknowledged that 'the formality of introduction' is 'a custom that has long been established'.8

For American newspapers, just as in Britain, manifestos were practically a mandatory part of early issues.9 Sometimes a handbill advertisement preceded the first issue, aimed at creating a 'buzz' and boosting subscriptions. 10 By 1745 newspapers, as well as their manifestos, were well known to the American reading public. So the Maryland gazette declared that: 'The Advantage of a News-Paper, whereby whatsoever is useful and entertaining, at home or abroad, is communicated to the Public, being so universally known, renders it unnecessary to recommend a Thing of the Kind; however, since it might be look'd upon as unfashionable to usher one into the World, without a Word or two by way of Introduction'.11

The claims made in these manifestos were suspect, as several newspapers noted. The well-written, if short, introduction to the Political intelligencer (New Brunswick) proclaimed in 1783: Too much puffing is frequent, [and] on this occasion, made use by the publishers'. 12 And to counter ineffectual 'puffing', the Bostonian John Gill wrote a manifesto for the Continental journal in 1776, noting that he had decided to 'omit all pompous representations and promises, reflecting his intended publications'.13

By the end of the eighteenth century, a thriving newspaper world was reflected in this source - a world which saw itself as an essential. component of the political system, a protector of liberties, and a disseminator of information for the advancement of both citizens and country. A confident republican language, highlighting a 'rhetoric of diffusion', was manifest.14 All these roles made the newspaper press, at least in its own eyes, a political, social and cultural unifying agent, especially in America.

- 8. Telegraph, 30 Dec. 1794 [1794-1797]: see Stanley Morison, The English newspaper (Cambridge, 1932), p.198.
- 9. Out of more than one hundred newspaper manifestos examined, sixty are discussed in detail in this chapter. When place of publication is unclear it is noted in the first footnote where dates of publication, based on the Library of Congress information, are also given. Name changes are not noted, and in many cases publication was not continuous. When a publication moved to another town it was considered as discontinued.
- 10. A slightly different approach was taken by the Connecticut courant, which printed an issue numbered 00 because it is 'a Specimen of which the Publick are now presented with': Connecticut courant, 29 Oct. 1764 [Hartford, CT, 1764-1914].
- 11. Maryland gazette, 17 Jan. 1745 [Annapolis, MD, 1727-1800 +].
- 12. Political intelligencer, 14 Oct. 1783 [New Brunswick, NJ, 1783-1785].
- 13. Continental journal, 30 May 1776 [New Haven, CT, 1775-1800+].
- 14 Warner Letters, p.125.

reflexive aspect is counterbalance, at their self-reflections in formats tions. While some writers later offered these were always retrospective. The tions. While some writers later offered their self-reflections in formats reflexive aspect to writers later offered the always retrospective. The tions. While some writers later offered the were always retrospective. The ranging from columns to memoirs, these were always retrospective. The ranging from columns to memoirs, these were always retrospective. The tions. Write some ranging from columns to memous, these forward-looking. Thus they were manifestos, on the other hand, were forward-looking what had active manifestos, on the other hand, by the realities of what had active manifestos, on the other hand, were forward-looking. ranging from the other hand, were formanifestos, on the other hand, were realities of what had actually somewhat less weighed down by the realities of what had actually somewhat less weighed down by the realities of what had actually somewhat less weighed down by the realities of what had actually somewhat less weighed down by the realities of what had actually somewhat less weighed down by the realities of what had actually somewhat less weighed down by the realities of what had actually somewhat less weighed down by the realities of what had actually somewhat less weighed down by the realities of what had actually somewhat less weighed down by the realities of what had actually somewhat less weighed down by the realities of what had actually somewhat less weighed down by the realities of what had actually somewhat less weighed down by the realities of what had actually somewhat less weighed down by the realities of what had actually somewhat less weighed down by the realities of what had actually somewhat less weighed down by the realities of what had actually somewhat less weighed down by the realities of what had actually somewhat less weighed down by the realities of what had actually somewhat less weighed down by the realities of what had actually somewhat less weighed down by the realities of what had actually somewhat less weighed down by the realities of what had actually somewhat less weights and the realities of what had actually somewhat less weights and the realities of what had actually somewhat less weights and the realities of what had actually somewhat less weights and the realities of what had actually somewhat less weights and the realities of what had actually somewhat less weights and the realities of white had actually somewhat less weights and the realities of white had actually somewhat less weights and the realities of white had actually somewhat less weights and the realities of white had actually somewhat less weights and the realities of white had actually somewhat less weights and t manuestes, somewhat less weighed down by the with a much clearer picture of happened and they provide historians with a by self-promotion happened and they provide historians although clouded by self-promotion. happened and they provide mstorian clouded by self-promotion the papers' original ambitions, although clouded by self-promotion. The papers original ambitions, autous

An introductory manifesto ticked several boxes: explaining editorial

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Research rationale:

To ascertain if short-lived C19th newspapers had 'generic' aims/objectives, comparable with periodicals that had a longer life in print?

Does the sub-genre of the introductory address develop over the century?

Do the introductory addresses offer clues that might suggest that brevity was not necessarily evidence of failure?

To start with, let's apply Heyd's method to a VERY well-known, long-running newspaper...





teen there on me new any some individual to be factored and a policiation of the worked from eminent Authors; and while he folicist a continuouse of their irrows, beginner to exquisit them that by The middle of Jonary will be policibled, The middle of Jonary will be policibled, MISCLEANIES IN VERSE AND PROSE, Intended as a Specimen of the Friedre Typer as the Loggraphic Office, Printing, Hade Sperins, Buckfares, Add by the beginning of February, the first house, consideration of the continuous constitution of the continuous continuous constitution of the continuous constitution of the continuous continuo

PLAN of the CHAMBER of COMMERCE, King's Arms Buildings, Corbill, London; which is open every day, for Conditation, Opinion, and Adice (verbal or in Writing) Mediation, Affiliance, Artification, to in all Conservings, Maritime, and Adjusted in all Conservings, Maritime, and Information, the control of the Comments of

ice (vertical de la Werlines) Medication, Affilhance, Archivaller, and mutern of "Fut di general" I und the Level and Oligen retaining thereto.— The Address is, in time and Oligen retaining thereto.— The Address is, in the and Oligen retaining thereto.— The Address is, in the and Oligen retaining thereto. The Address is, in the Control of the Contro

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To bring out a New Paper at the prefent day; when so many others are already established and confirmed in the public opinion, is certainly an actious undertaking; and no one can be more fully aware of its difficulties than I am: I, neverfully aware of its difficulties than I am: I, never-thalds, entersian every funçuion hopes, that the nature of the plan on which this paper will be conducted, will enture it a moderate flare at leaft of public favour; but my pretenfons to encou-regement, however flrong they may appear in my own eyes, must be tried before a tribunal not ti-able to be blinded by flif-opinies; to that tribunal I flail now, a 1 am bound to do, fubmit thick pre-

BUNTIES AS THE 1. Commands

BUNTIES AS THE 1. Commands

And the specimens are considered to the histories.

BUNTIES AS THE 1. Commands

And the specimens are considered to the histories.

BUNTIES AS THE 1. COMMAND AND THE COMMAND AND THE

[Price Two-pence Halfpenny.

Parliament has been engaged in the difficilities of an important question city. If the difficilities of an important question city and the property of the product of the Michaelm state appear, and the property of the product of the Michaelm state of the property of the

NUARY 1, 1785.

[Price Two-pence Halfpenny.

To the Public.

To the Public.

To bring out a New Paper at the prefent day, when for many others are already effablished and confirmed in the public opinion, is certainly an ardiuous undertaking; and no one can be more the confirmed in the public opinion, is certainly an ardiuous undertaking; and no one can be more the cliff, and the plan on which this paper will be conducted, will enfure it a moderate fiare at least of public favour; but my pretentions to encouver the confirmed properties of the confirmed public beautiful to the conducted, will enfure it a moderate fiare at least own of the confirmed properties of the confirmed public beautiful to the confirmed public objects of the confirmed public objects log the motions of ministens both at home and abroad; and endeavouring to find out the fecret forings that fet in motion the great machine of government in every state and empire in the world. There is one paper which in no degree interferes with the purfuits of its cotemporaries; it looks upon partial measure debates of Governments. world. There is one that and empire in the world. There is one the and empire in the world. There is one the and empire in the interferes with the purfuit of its cotemporaries; it looks upon partiamentary debates as faced myiteries, that cannot be fubmitted to vulgar eyes and the property of the prope

and to abridge the account of debates during the fitting of Parliament.

It is no lefs the interest of the proprietors of News-Papers; than of the public, that every encouragement should be given to advertising correct to a little proprietor of the proprietor of t

oclosis, do not appear, concourse of a line publication, till fome hours after.—From the fame fource flows another inconvenience; it is fome-times found needfary to drift fales, after, they have been advertifed for a particular day; but the november of the property of the particular day; but the november of people, afting under the late hour at which the papers containing it are publified, numbers of people, afting under the late hour at which the papers containing it are publified, numbers of people, afting under the late hour at which the papers containing it are publified, numbers of people afting under the particular day against their great inconveniences, without depriving its readers of the pleafure of learning what paffes in Parliament.

—It is intended, then, that the debotes thall be that the publication may not be delayed to the prejudice of people in trade, the speeches will not be given on a large feale it he jubilized the late that the publication may not be delayed to the prejudice of people in trade, the speeches will not be given on a large feale it he jubilized the publishment of the parliament of the pleafure of the prejudice of people in trade, the speeches will not be given on a large feale after the jubilized and publishment of the publish

A reminder of the generic parameters identified by Heyd:

- A comment on the state of the press
- A statement of editorial policy and aims
- An undertaking regarding quality of content
- Some practical information for advertisers

And

- An 'apology' (explicit or implicit) for the appearance of a new periodical 'the style of the apology for publishing a new paper became an opportunity for differentiation' (Heyd, 2012, p. 83) 'Apology'

To the Public.

To bring out a New Paper at the present day; when so many others are already established and confirmed in the public opinion, is certainly an arduous undertaking; and no one can be more fully aware of its difficulties than I am: I, nevertheless, entertain very sanguine hopes, that the nature of the plan on which this paper will be conducted, will enfure it a moderate mare at least of public favour; but my pretentions to encouragement, however strong they may appear in my own eyes, must be tried before a tribunal not liable to be blinded by felf-opinion : to that tribunal Ishall now, as I am bound to do, submitthese pretenfions with deference, and the public will judge whether they are well or ill founded.

It is very far from my intention to detract from the acknowledged merit of the Daily Papers now in existence; it is sufficient that they please the class of readers whose approbation their conductors are ambitious to deserve; nevertheless it is certain some of the best, some of the most respectable, and some of the most useful members of the community, have frequently complained (and the causes

Parliament has been engaged in the discussion of an important question till after midnight, the papers in which the speeches of the Members are reported at large, cannot be published before noon; nay, they fometimes are not even fent to press so soon; consequently parties interested in fales are essentially injured, as the advertisements, inviting the public to attend them at ten or twelve o'clock, do not appear, on account of a late publication, till some hours after.-From the same fource flows another inconvenience; it is sometimes found necessary to defer sales, after they have been advertised for a particular day; but the notice of putting them off not appearing early enough, on account of the late hour at which the papers containing it are published, numbers of people, acting under the impression of former advertisements, are unnecessarily put to the trouble of attending.-It will be the object of the Universal Register to guard against these great inconveniences, without depriving its readers of the pleasure of learning what passes in Parliament. -It is intended, then, that the debates shall be regularly reported in it; but on the other hand, that the publication may not be delayed to the State of the press

whether they are well or ill founded.

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Of these some build their fame on the length and accuracy of parliamentary reports, which unquestionably are given with great ability, and with a laudable zeal to please those, who can spare time to read ten or twelve columns of debates. Others are principally attentive to the politics of the day, and make it their study to give satisfaction to the numerous class of politicians, who, bleffed with eafy circumstances, have nothing better to do, than to amuse themselves with watching the motions of ministers both at home and abroad; and endeavouring to find out the secret springs that set in motion the great machine of government in every flate and empire in the world. There is one paper which in no degree interferes with the nurfuite of its coremporation

the papers containing it are published, numbers of people, acting under the impression of former advertisements, are unnecessarily put to the trouble of attending.-It will be the object of the Universal Register to guard against these great inconveniences, without depriving its readers of the pleasure of learning what passes in Parliament. -It is intended, then, that the debates shall be regularly reported in it; but on the other hand, that the publication may not be delayed to the prejudice of people in trade, the speeches will not be given on a large scale; the substance shall be faithfully preserved; but all the uninteresting parts will be omitted. I shall thus be enabled to publish this paper at an early hour; and I propose to bring it out regularly every morning at fix o'clock. The Universal Register will therefore have this advantage over the Daily Advertiser, that, though published as early, it will contain a substantial account of the proceedings in Parliament the preceding night, which is never to be found in that paper; and compared with the other morning papers it will be found to have the merit of containing in substance, what they give in long detail (which men in business cannot well spare time to read) and, nevertheless, of being published much sooner. These circumstances, it is hoped, will give the Univerfal Register at least an equal claim to public savour with the narliamentary manage and the seading many

Editorial policies & aims

reliatorial debates, or political ellays and remarks, which would direct them to nothing less than the youse or place they wanted .- A News-Paper, inducted on the true and natural principles of ch a publication, ought to be the Register of e times, and faithful recorder of every species of intelligence; it ought not to be engrossed by any particular object; but, like a well covered table, it should contain something suited to very palate: observations on the dispositions of our own and of foreign courts should be provided for the political reader; debates should be reported for the amusement or information of those who may be particularly fond of them; and a due attention should be paid to the interests of trade, which are so greatly promoted by advertisements .- A paper that should blend all these advantages, and by steering clear of extremes, hit the happy medium, has long been expected by the public.-Such, it is intended, shall be the UNI-VERSAL REGISTER, the great objects of which will be to facilitate the commercial intercourse between the different parts of the community, through the channel of Advertisements; to record the principal occurrences of the times; and to abridge the account of debates during the fitting of Parliament.

It is no less the interest of the proprietors of News-Papers, than of the public, that every encouragement should be given to advertifing course

perience in procuring the infertion of their advertisements even in the Daily Advertiser; and particularly from the impossibility of obtaining an early infertion at fome periods of the year, it may be prefumed that this regulation will greatly recommend the UNIVERSAL REGISTER to

public notice, and procure it support.

These, though in my opinion good, are not the only grounds on which I build my hopes of success. I flatter myself, I have some claim to public encouragement, on account of a great improvement which I have made in the art of printing. The inconveniences attending the old and tedious mode of composing with letters taken up fingly, first suggested the idea of devising some more expeditious method. The cementing of feveral letters together, fo as that the type of a whole word might be taken up in as short a time as that of a fingle letter, was the refule of much reflection on that subject. But the bare idea of cementing was merely the opening, not the accomplishment or perfection of the improvement. The fount confisting of types of words, and not of letters, was to be so arranged, as that a compositor should be able to find the former with as much facility as he can the latter. This was a work of inconceivable difficulty. I undertook it however, and was fortunate enough, after an infinite number of experiments, and great lahave to being it to all

the acknowledged merit of the Daily Papers now Universal Register to guard against these great in existence; it is sufficient that they please the inconveniences, without depriving its readers of class of readers whose approbation their conductors the pleasure of learning what passes in Parliament. are ambitious to deferve; nevertheless it is certain It is intended, then, that the debates shall be fome of the best, some of the most respectable, and regularly reported in it; but on the other hand, fome of the most useful members of the commuthat the publication may not be delayed to the nity, have frequently complained (and the causes of their complaints still exist) that by radical deprejudice of people in trade, the speeches will not fects in the plans of the present established papers, be given on a large scale; the subfiance shall be they were deprived of many advantages, which faithfully preserved; but all the uninteressing ought naturally to refult from daily publications. parts will be omitted. I shall thus be enabled to Of these some build their same on the length and publish this paper at an early hour; and I propose to bring it out regularly every morning at fix accuracy of parliamentary reports, which unquefo'clock. The Universal Register will therefore tionably are given with great ability, and with have this advantage over the Daily Advertiser, a laudable zeal to please those, who can spare time to read ten or twelve columns of debates. that, though published as early, it will contain a substantial account of the proceedings in Parlia-Others are principally attentive to the politics of the day, and make it their study to give satisfacment the preceding night, which is never to be tion to the numerous class of politicians, who, found in that paper; and compared with the bleffed with eafy circumstances, have nothing other morning papers it will be found to have better to do, than to amuse themselves with watchthe merit of containing in substance, what they give in long detail (which men in business caning the motions of ministers both at home and not well spare time to read) and, nevertheless, abroad; and endeavouring to find out the fecret of being published much sooner. These circumsprings that set in motion the great machine of stances, it is hoped, will give the Univerfal government in every flate and empire in the Register at least an equal claim to public savour world. There is one paper which in no degree with the parliamentary papers, and the trading part interferes with the pursuits of its cotemporaries; of the metropolis, it is presumed, will find it their it looks upon parliamentary debates as facred myfadvantage to give it the preference. teries, that cannot be submitted to vulgar eyes

ble of attending.—It will be the object of the

Undertaking to provide guality

the plain shop-keeper who wanted to find a convenient house for his business, and the servant who purchased his paper in hopes of seeing in it an advertisement directing where he might find ditional half sheet, and publish it with the ordia place to fuit him, would have their labour for nary paper without any additional charge to my their pains, in peruling publications, filled with customers .- From the difficulty that people exfenatorial debates, or political essays and remarks, perience in procuring the infertion of their adverwhich would direct them to nothing less than the tisements even in the Daily Advertiser; and parhouse or place they wanted .- A News-Paper, ticularly from the impossibility of obtaining an conducted on the true and natural principles of early infertion at fome periods of the year, it may fuch a publication, ought to be the Register of be prefumed that this regulation will greatly rethe times, and faithful recorder of every species commend the UNIVERSAL REGISTER to of intelligence; it ought not to be engrossed by public notice, and procure it support. any particular object; but, like a well covered Thefe, though in my opinion good, are not table, it should contain fomething suited to the only grounds on which I build my hopes of every palate: observations on the dispositions of success. I flatter myself, I have some claim to our own and of foreign courts should be providpublic encouragement, on account of a great imed for the political reader; debates should be reprovement which I have made in the art of printported for the amusement or information of those ing. The inconveniences attending the old and who may be particularly fond of them; and tedious mode of composing with letters taken up a due attention should be paid to the interests of fingly, first suggested the idea of devising some trade, which are so greatly promoted by advermore expeditious method The comencing of Co

ed; or libels on those whom he most revered.

The person to whom parliamentary debates afford

unspeakable delight, would find himself bored

with political speculations about the measures

that the different courts in Europe might proba-

bly adopt; or difgusted with whole pages of ad-

vertisements, in which he felt no concern ; - whilst

ments; I mean by that word a necessity arising from accidents that sometimes happen in the printing buliness, and from which, the most careful man cannot, at all times, be secure. But so far from withing to thrink from my engagements, I intend, whenever the length of the Gazette, Parliamentary Debates, &c. shall render it im-Practical info possible for me to insert all the advertisements promised for the day, in one sheet, to print an adfor advertisers

ever I think fit, be released from my engage-

Vol. I .- No. 1.

HAVIN

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ADDRESS TO THE PUBLI

to the Public, to be as concise as possible there is " a to explanation which is necessary to se m utmost amb same time that we shun the opposite (Journal, wit predigal and tedious profession.

An address must necessarily be a co' Bustration, promise, and commentary: to tions we ha indispensableing redients, and the judgmen welfare of o ter is displayed in that proper mixture and, of the multi tion, which will be productive of the desit We are no

Inquiries into the political state of fac v ly on nec only tend to swell out this preface to to fall in I bingthe has it sufficient to assert, that the that is new international relationship, whilst it, at pro man who re rants no decided pointer of approaching to ther-benten not entirely without features of mesace, sel, for no o bubbles on the surface of the ocean 1 grandfather politics, which betray an efferencence between while we cornestly pear for such a state of mad he scut may conduce to national peace and procannot divest curselves of certain apprahent faulty as rai throw a gloom over the hope of enduring tiously in

The last year has been an era marked t firmly but choly traits; and the commencement of h inistitutions finds us still under the influence of a pr arid it is the torrow which will not quickly subside. The adapt them the Princess CHARLOTTE has withered upo welfare. of hepe and promise which her expanding the next he produced and charished. Whilst we we his convenin the delightful task of contemplating raised agai bustres of her character, in the two-old e wife and child : whilst we pursued her, in if have a right inte the recesses of domestic privacy, and terfere to p love in proportion as we seemed to developed and whilst we fondly anticipated new demn profess the of her virtues in the situation of a mothera people, we mand, which proved the followy of nortald Times and and the folly of hamma expectations, wenth to prove of Heaven, and a blight, eternal and unig.

upon us; and taugist or an awiul, sadwe value as a salutary lesson, to qualify, while it had tures of the pride of our nature. Auxious to deserve the paironage we cony by a desire rademour so to blend instruction with of inconsisten that whilst the latter beguiles the terties of O the former shall correct any propession oal was be chievous levity. We shall study to echibet of one spo of our motives in the parity of our style to put the every indecency of communication or after f is said (we can possibly give offence to the eye of delimaking "The Wonto" a kind of indes point the reader to the path of moral ntegs,

original po-We court the assistance of the ingeniosible for th department of literature, reminding them?, an occasion the start of the late of the late of the late century, a weekly paper in the late of the first the late assumed, to forth first the late of the first the late of its excellence, the ambition, even thought | considerable

success, deserves to be attributed to as asse smay find at The paper which this address prefaced he kind enchain to indulgence for its improprieties, it to which a of the natural houts, and disorder of syn provided a peculiar ap that each succeeding paper will give it an a the opinions of the discerning classes of setaste. W1 but we may confidently look to our ultime every incliv "Me established and uneversal circulation - With th

Our Agai to our last politan and All Letter ATTENTION.

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as; and likewise, seeing that we possess r odesty, we are chary of exhibiting too ma

It has, however, suggested itself to us, that game alive;" and by Stranding ourself or ning another, Hounsditching a third, Pa h, Suburbing a fifth, Arcading a sixth, onth, Cheapsiding an eighth, Churching a ing a tenth, Concerting and Assemblying ing and Play-going a twelfth, together w amuse the public without going far from

land, what would become of t whose profession it is to be pa

GACTS FOR SPELLERS OF THE OLD SCHOOL

READER! Do you ask why we propose to change the $\mathcal{E}_{_{\!\!2}}$ & $_{_{\!\!2}}$ & in ed

NR 1.1

I. IT IS A PACT, that no one can tell the sound of # #

Protect—Forward the body he has read; it spreamed a general; the object of a state formula in a stopp, t for a to the level of the state formula in a stopp, t for a to the level of the state of t water the control of work community the permission of which even enhanced are \$\frac{d}{d}\$ 25 U u go ... for the figure () is, knowney, (not-high, no-high); before the other in the large () is formed and no no-h. No the case be true of the prospectation of any word he has not provincely been length; led the made: try the sometal words, factorize, decayle, medical, fewer power figure; and the masses of places and persons, Elevation, A discharlest, floridation, and so on. Turn the page and read —

Bearing, tyles, rather, herjoins, there, spiech, Hathlehold. 2. IT IS A PACT, that no one can tell the stelling of an English word from its sound.

the varieties of the spiller work, spilled in 857 ways, but \$\frac{\gamma}{2} \frac{\gamma}{2} \frac{\gamma} street even by populated from a knowledge of expressings; compare Any physican, expects accord, ideal bay, hadend hours, rilyros, given, edge () is prefined to i, a, a to show that they been cylicides to give figure to give being the decided to it. Beery letter of the alphabet enough y, is semicorally mate; and etyry letter has more than one phonetic ame; are a in beling, father, water, many, but, wort, and on it gauging, must, had,

8. IT IS A FACT, that there is no way of teaching its sound, or of teaching to spell but by making the pupil commit to memory the names of the several letters of

which a word is composed.

abond with correctness windover English book may be put for door praisiple in particular cases, must be chiefied by into their hand; and that fewer still can spell accurately secomestances on theory. It is said if the or uled for ecopwhen writing from dictation on any urknown subject. tua get az statli ga da az nazoast onestli.

Proof - This is the result of observation; lest may be essented i princi from the great difficulties under when any one ment taken; of sensions a taindade of the arthrest tracettes between the undfinein purpose or world on conformation weeker opinet sign gakes and writing form of the 10 to 90 Americal words of which popular ignorance, directed annih at his most becomidabil

t. IT IS A FACT, that few chiltren who are taught Inglif Suc-Octografi. Ar by or ur ux it tips wid hwist to read in schools, especially in schools devoted to the dis paper is printed, we're secret soliers or Fon-Orlngrafi. instantion of the power classes, arouse the art of real- it is imposible to tire or effecting in the day width do hel ing fluently and extractly, and that most poet children or ridir. Lecturers no tor, and prodels a influenteri essi-

Two and the property of the pr , who were married in 1846, signed the marriage register that the letter ov instruction, ignorous must pre-

7. IT IS A FACT, that in consequence of the great difficulty shows to exist in terming to real and spell, a very large number of the propie of linglind can neither.

But had been of (i).

But had been of (ii).

Exel.— Depind and Wides with their 16 millions of people, or quij in dis urbayoulo or we language, using this survive constitution with a survive construction of the survive construction. The survive construction of the surviv in the Bittleli Quertary Review, Not. 1816. One Third of the an stant was feed or at felo-contribute with do blue lejend

IE 18 A FACE, that by means of the Phonetic in dad. Alphabet persons may be tought to soid all books printed. We sa dot we all suport of usel practical efects. nuncation and accentagion, in a way short eyest of ware at eniforment, da or varing a guid ware. Op'n de stat time; varying seconding to the intelligence of the learner, injudy giv dragind demonstorthing and jujin, - and doe men

Fred -1. By seven experiment -2. The Pleasete Alphabet only und be wouthy in decoluit. Goal de swip intuit Decom bring, envirant my to acquire a knowledge of these mass therefore he very lode. It die clamifues, dulines, swimines ov ignorms. For these reasons, fleeder, we call upon you, and Wa was supert ever requipmed historius, involve it is

SATERDA, 6 JANUERI, 1849. P A Py p in pale

HE FONETIC NUZ.

He veri ociliu ov zr egylstens ax a nux-nance, iz a fer

listlesnes. Es rit'n wurd is de trus pubulant for de hunge

mind. Ar hart must be regitren de f. Hwil de f in bifin

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and de lit or notej. Til relig can be mad almost or a

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has fel it far dot; but soulf bolsom staf for cojitafun, with

biect?-what are our viet which the reading public w frontispiece, and no one of the num;

which we are even prepared t we hope hereafter to secure for the We commence our work is our profession-faith in the p We believe that in Literatu there is no limit to the good blem gives significant warning that earnest minds seeking the de allowed to jostle Scottish subjects on and verge enough for all, who ninds devote themselves to consists in the improvement that such a periodical is wanted and

We have faith in the pub race in the world. It may be that so your adds to their knowledg the extent of their emigration; but i thrown on their intelligence nected with their wanderings, they l mand for information. In the rivalled. These are the certainty of time, every successive day ad place in the countries where they se the more brightly the sun

stware, rand bi de nouderus remerians or harboric nice - Ade nermit free competition for the Empire. But they do not tou:

> compled with firm resolution ramifications, and as they rise to positions of influence and questions be settled against the increase, the second can evitably secure appreciation command, which, as Maucaulay says, they are as sure to do as have no place. In forcing on the second reading during timate reward which the put oil is to float on the surface of water, to chronicle the fact and the present year Mr. Disraeli proposes to fix matters con-

Sport.

TUESDAY, MARCH 16, 1880.

ATTEMPTS AT SUCCESS.

 what distinctive ground it proposes INTRODU means it is intended to make its pr Happily for us, these are questions nore than usual facility. We carry "Success, the work no mortal wit, Or surest hand can always hit : For whatsoe'er we perpetrate, ever be able hereafter to say that th We do but row, we're steer'd by Fate." take in the paper under false proud of our nationality to give -Hudibras. foremost place; and the waving in o Although the nom de plume of "Eagleswing" is to make the LONDON SCOTSWAY :

world of letters, as in the w Portion in our columns-with impun entirely unknown, the writer does not presume to predict winners for the readers of Sport without knowledge and Scotch interests as they ramify have only in a few words to explain and experience. He has, and he may say it without the slightest reserve, served a long apprenticeship to the The Scotch have long been fame business. If he is not successful he will not be able to these modern times come to dispute plead ignorance. If research and care and sound channels of information will secure a plentiful supply of the coin of the realm to one and all of his constituents, the fickle time, every successive any act spirit which they display toward goddess will not be wooed in vain. One swallow does after knowledge. The inert abroad, and the passionate devotion. tially accounted for by the it wanderings, their hearts beat to the i make a summer, and one failure must not be looked national prosperity no doubt not spend time in proving the existe upon as a forecast of future results. On the contrary, is another cause of this eff strangers remark, and some make n the want of success one week will only urge the writer our national prosperity—to enough for us to say that, vivid a the want of success one week will only urge the writer gence. The desire for infor proper channel for their diffusion has to strive after more accurate judgment in the next. As far from our purpose to deny the Butler so truthfully observes, the surest hand cannot greater is the thirst that it er breach of political view, in purity always hit the mark.

The racing of the past week needs no comment. It demand would be illimitable. ground it is our ambition to occus had no bearing on future events. The only two races will see that blessing super fied to overflowing by a perusal of the On which there has been any speculation are the Linpeace and reform already has Glasgow journals are not behind in colnshire Handicap and the Liverpool Grand National. want of the children of St. Mango. We have had innumerable and unpleasant surprises our Age. A great cry has thing beyond this—something which i in connection with the former race, but the latter has and every sea; it is wasted most regions of the earth, most regions of the earth, most regions of the earth, with each occan-wave that b of the information by its intrinsic in purposes. To go over the tale of the betting from the

with any division or province of Sco commencement would serve no useful end. What you With carnestness of pur the district, but the country. land will find equal favour in our c wish to ascertain from me are the names of the pro-And even this is an imperfect des bable winners, and the reasons for the belief that is in sprend open then, this day pose to ourselves. We deal, not me. This I will proceed to do as concisely as is conscribe the history, the feel race which claims it, and we shall f some Age. We adopt a nan they may wander. We aspire to per sistent with clearness, and may success attend my our Age. We adopt a man prositiuted to any unholy prositiuted to any u faith, in hope, in confident rary observation must always labour, lies open to us, which we men in the present day what the author of "The Scot Abroad" of the mode in which the number, when gained, are proposed and usefully, and that as has done for those of the past generation—to trace them in their to be distributed. It is obvious that, if the first of these



shake hands with your coal-scuttle, take our

should an author or editor now omit that a iony, he would be accased of presump upposed to imagine that his performance ommendation. By a preface, or, to speak a laudatory advertisement of his own capabilions, an author presents himself to the public eir friendship and protection. If this race and gentility, he is well received, like tleman, upon the strength of his first addr Burke has observed, that were it not for

comiums which authors generally bestow selves in their prefaces, their works wo npraised, and sometimes unread. A weekly er, may not be expected to offer an elabora is works, but an humble introduction from y; ergo, we have drawn our chair roun arth, and now propose to let them a li

esign, and give them a sample of what they We are tenneious of professing to do too n that more than we can achieve may be ex

quality, lest we should be taken at our word, These considerations have determined us rst number serve as a sample of our future we adhere not to this fair promise, we mus rowns instead of the smies of our patrons r a weekly author, like some other public . his of -, his honours, and his profits, only acito: and whatever may be the success of ours, as soon as he flags in his enero dal course, to use a classic aphorism, "it's

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every enlightened Programma, to further the SPELLING strictle sectacion of feel opin. And for dis reals; we was law to hav Ol lern, Ol instructed, Ol plast in de pozifen tra ten det-

which society makes to every newcor Before it is free to take up its pos great republic, it is called to answer

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Example of analysis

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_	lo.	Title	City	Date	Date	n	notes		Press	stance	quality	info	intro	Other	features
		Hammersmith and Brentford Advertiser	London Local	1861	1866		CASE STUDY as a group of commercial publications. Check proprietors, printers etc.	0						NO ED.	0
		The City Chronicle: Tea dealers' journal and commercial advertiser	London	1840	1845		Editors name and address given. Very targeted paper, so a community.	1		1	1		1		3
	29	The Instructor, and Select Weekly Advertiser	London	1809	1814	5	HOLDINGS FROM NO. 70	0							0
	164	The North-West London Times	London Local	1861	1866	5		0						NO ED.	0
	166	The Surrey Standard, and Surrey, Middlesex, Sussex, Kent, Hants & Berks Advertiser	London Local	1835	1840		claims to be first paper for the county of Surrey. Pro-Tory	1	1	1			1		3
	50	Westminster Journal and Old British Spy	London	1805	1810	5	??? No.3368 ESCHEWS ED.	0							0
		East London Advertiser	London Local	1862	1866	4		0						NO. ED	0
	172	The Dial	London	1860	1864		A title of the National Newspaper League Company - 'an attempt hitherto unexampled in the history of the Press'.	1	1	1	1	1			4
	98	The London Mail	London	1853	1857	4	Aimed at Indian market.	1	1	1	1		1		4
		The London Scotsman: A weekly journal of Anglo - Scottish news	London	1867	1871	4	Aimed at Scots emigrants to England & wider Empire.	1		1			1		2

Applying the Heydian paradigm to the short-lived newspaper sample

British Library collection of short-lived newspapers for this PhD project comprises 179 titles, spanning 1800-1881 (with one C18th exception)

147 of the papers were analysed for this exercise (some missing on basis of availability)

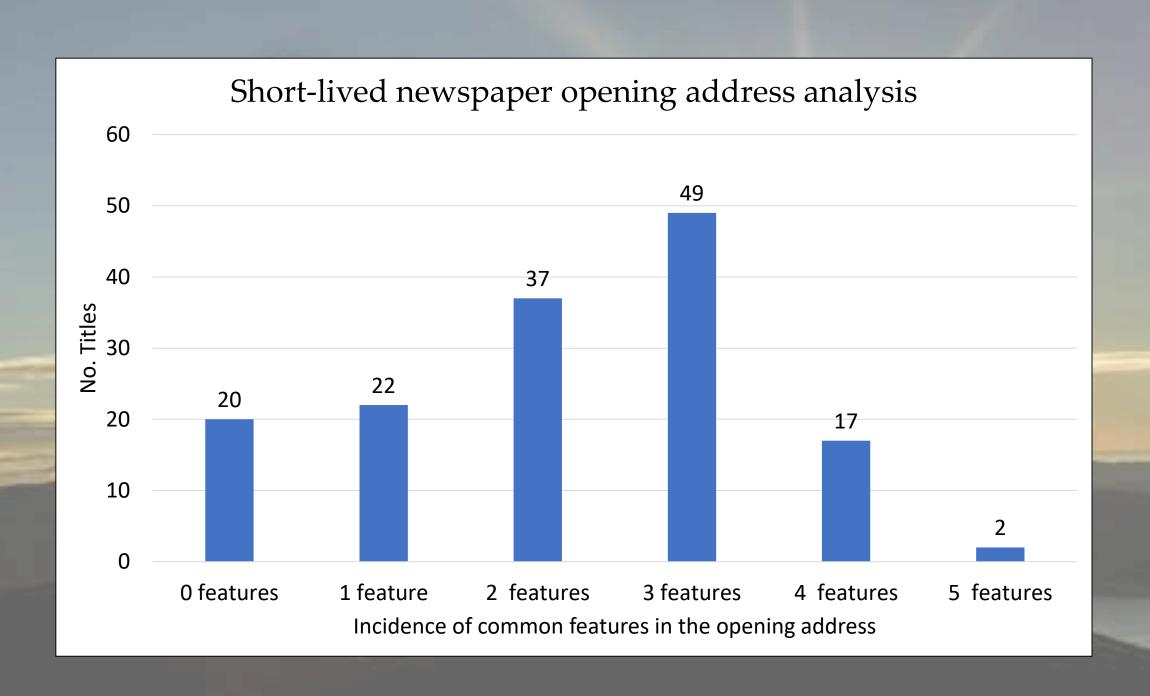
131 contained an identifiable editorial opening address (89% of those sampled)

Of the 16 without a 'manifesto', some nonetheless had a leading article making comment on political issues of the day.

The most common feature was the statement of editorial policy/aims – 117/131 (89%)

The least common feature was practical information for subscribers and advertisers – only 36/131 (27.5%) include this here. (Often this information was to be found elsewhere in the paper, hinting at increasing specialisation of functions.)

The 'apology' also less prevalent in this group – 37/131.



Other findings...

No clear correlation between lifespan and distribution of numbers of features of the opening address in the analysed set.

The longest-surviving papers in this group (5 years or more) often omitted the opening editorial altogether.

The largest group – papers in print for less than a year – have every possible combination of opening editorial features.

Despite its status as a generally-anticipated factor in the launch of a newspaper, neither the content or style, nor indeed the absence of such an address, seems to have been an appreciable factor in the brief life of these papers.

What this analysis does suggest is that the generic features identified by Heyd as emblematic of the C18th manifesto have evolved into a more flexible offering; mirroring the dynamic development of the press itself.

What can a distance-reading methodology reveal about the motivations for founding newspapers in the nineteenth century? Advantages and shortcomings of Heyd's methodology

Using this comparative methodology can bring to light specific, time-limited aims, in particular with 'specialised' periodicals

Proved to be a good initial 'sweep' to assist with selection of case studies, but -

Comparative distant reading inevitably omits the detailed linguistic and formal analysis that close reading can provide

Jonathan Senchyne, in his review of Heyd's monograph, laments that there are 'moments when literary scholars may want Heyd to provide close readings of individual texts rather than surveys of large amounts of data, as when he explores tantalizing snippets of more than fifty newspaper prospectuses in quick succession.' (Senchyne, 2010, p. 833)

