

who have not yet subscribed, are respectfully informed that the paper must be discontinued after this morning, unless subscribed for.³⁶

The circulation of the Federal Gazette soon reached such proportions that an additional carrier was wanted,

a sober, careful, diligent man, who can bring good recommendations, and give securities, if required, for the faithful performance of his trust.³⁷

That delivery had become too heavy for the Gazette's one carrier is hardly surprising in view of the fact that in 1795 nearly one thousand copies, most of which may be presumed to have been distributed in Baltimore, were struck off daily; and between January and June, 1796, between three and four hundred names were added to the subscription list.³⁸ In raising their subscription price to seven dollars a year in 1797, the proprietors justified their step by stating that every material in the line of printing had advanced in price, and not a single daily paper of the same size was published for less, but in Philadelphia and New York a higher price was charged.³⁹

The rise in price seemed to have little effect on the circulation of the Federal Gazette; the printers' daily output at the beginning of the year was "nearly

36 Federal gazette. January 6, 1796.

37 Ibid. March 18, 1796.

38 Ibid. June 30, 1796.

39 Ibid. December 31, 1796.