

the wish to provide the mercantile classes with the latest news of the arrival of sailing vessels and the offerings of importers. This information had formerly been distributed by the coffee-houses, which kept such records on file for the use of their customers. The men who adapted this information to daily journalism served the merchants more effectively.¹¹

In submitting his paper to the public, Graham stated that a number of gentlemen,

desirous to see this periodical publication ushered into light, have given it as their opinion that, if carried on with the vigor proposed, and on the plan designed, it could not fail of attracting public notice, and be conductive to general utility, by disseminating useful knowledge, the delicious "The Feast of Reason and the Flow of Soul."¹²

The "plan designed" seems to be embodied in these "Conditions":

- I. It shall be printed daily (Sundays excepted) on a half sheet of royal paper - to be delivered to town subscribers early on the morning of publication and forwarded to country subscribers as they may direct.
- II. The price to subscribers will be four dollars per annum - to non-subscribers two pence each.
- III. Two dollars to be paid at the expiration of three months, and the remaining two at the end of the year.
- IV. Every subscriber, beginning at the first number, to be at liberty of discontinuing at the expiration of the first month, and, if the papers are returned, no money will be required.

¹¹ Mott, F.L. op. cit. p. 118.

¹² Baltimore daily repository. October 24, 1791.