

known as the *Royal Gazette and New Brunswick Advertiser*. It lasted until at least 1814. An abortive production, the *Fredericton Telegraph*, was started by Ryan's son Michael in 1806, but it died early in 1807.

Even the "official" newspapers of Prince Edward Island had a most difficult early existence since government support was of the most niggardly kind. Robertson's *Gazette* certainly lasted no longer than 1789. W. A. Rind printed the *Royal Gazette and Miscellany of the Island of St. John* from July 1791 to July 1792. In 1805 James Douglas Bagnall started the *Royal Herald*, but it was not much longer-lasting.

In Lower Canada the *Quebec Gazette* was joined by a paper of comparable vigour and individuality. This was the *Montreal Gazette*, first published as the French-language *La Gazette du Commerce et Littéraire* by Fleury Mesplet in 1778, and boasting a rather tenuous connection with Benjamin Franklin. Its early vicissitudes sprang from the improvidence of Mesplet and the indiscretions of his outspoken editor, Valentin Jautard, but later, favoured with patronage somewhat similar to that enjoyed by the *Quebec Gazette* in Quebec City, it was able to stand off the challenge of Louis Roy who, in 1795 and 1796, issued a journal practically identical in format and bearing the same name. Edward Edwards was the editor of the original *Montreal Gazette* during this period of strange competition. The older publication still flourishes as a metropolitan daily. *Le Courier de Québec*, published in 1788 by William Moore, lasted for only three editions but its English counterpart, the *Quebec Herald*, had better success. *The Times—Le Cours du Temps*, begun by John Jones in June 1794 and continued by William Vondenvelden, ceased to publish in July 1795. The *Quebec Mercury*, founded by Thomas Cary in 1805, lasted until 1903, and *Le Canadien*, originated by Pierre Bédard and François Blanchet in 1806, continued until 1909. Their greater prominence came during the second press period.

In what is today Ontario, the official *Upper Canada Gazette* was the only paper to enjoy much success until after 1807. Its chief impermanence was that of editorship, with Gideon Tiffany, Silvester Tiffany, Titus Geer Simons, William Waters, John Bennett and John Cameron serving in ill-defined editor-printer roles before the period's end. The paper lasted until at least 1845.

The Tiffany brothers established Upper Canada's second newspaper, the *Canada Constellation*, at Niagara in 1799. When it ceased publication in 1800, Gideon Tiffany left Canada for the United States. Silvester Tiffany began the *Niagara Herald* in January of the following year, but it survived only until August 1802. Upper Canada's fourth newspaper, Joseph Willcocks' *Upper Canada Guardian and Freeman's Journal*, appeared in September 1807 at the very close of the first journalistic era. During its short career, which ended in 1812, it was to take on the new and characteristic tone of the second British North American press period.

CHARACTERISTICS OF EARLY NEWSPAPERS

The character of the earliest newspapers was determined largely by the conditions under which they were produced. Because the pioneer news-sheets of the six eastern colonies were dependent for existence on the revenue which government patronage provided, a large part of their content consisted of government announcements, proclamations, orders and enactments. The first editor to become established was normally King's Printer even though he did not always carry that title. Even the so-called non-government press was frequently paid for publishing governmental matter. Another type of newspaper matter that was especially prominent was foreign news. Since newspaper subscribers were isolated from the more civilized parts of the world, stories from populous places were eagerly read even though they were usually months old. Such reports were preferred to local news accounts which passed by word of mouth faster than the slow weeklies could disseminate them. Advertisements were for the most part small, unemphatic and unimaginative, but they helped to supplement meagre revenues. Insertions ranged from those offering legal services, school lessons and property for sale to the tasteless and lengthy listings of general store commodities.