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Hints

for

Some Plans to be adopted by the Friends of His Royal Highness the Prince of Wales, respecting the Press, so far as it affects now, and even may eventually affect, that illustrious character.

Every Friend of His Royal Highness, must have observed with concern, that ever since the period of His withdrawing from the immediate partisans of Mr Fox; the present supporters of that gentleman's political views, have embraced every opportunity (through their great connection with the Diurnal and Periodical Press, which they are continually cultivating,) to slander His Royal Highness, the Royal Family, and indeed Monarchy itself.

It was not, however, till after the idea was started of the Marriage, and the Dissolution of a Female Connection, that they became occasionally violent; and although they ^{lay} aloof for a few weeks ~~at~~ from the time of Her Royal Highness's arrival, till after the Marriage Ceremony - yet no sooner was the idea of the Debt started, and of their liquidation being to be guaranteed by Parliament, than Reformers and Jacobins, together all their animosity, joined to run down Monarchy, in the person of His Royal Highness.

The one did it, perhaps, to intimidate Monarchy into a compliance with their views. The other to render it obnoxious.

However that may be, no pains nor expence was spared to run down the character of the Prince through the medium of the Press. While His Highness seemingly had no press to counteract that poison, and no one stood forward with his Pen to endeavour to ward off the blow.

In this dilemma, the writer of the Letter to Mr Grey, felt it his duty, however unequal to the task, to step forward, and endeavour to point out the true lights and shades of the question. How far he has succeeded, or how far he may succeed, he pretends not to say. But from his knowledge of the nature and management of that great engine the Press, he is confident to assert;

That some part of the following Plan ought immediately to be adopted, by the Friends of His Royal Highness, as the only effectual mode to counteract the baneful poison from overspreading the Country, during the vacation.

First,

First, All the Country Newspapers ought to be taken in till perhaps Christmas next, regularly; and whatever may occasionally appear against His Highness, ought to be immediately ^{answered} done. This can be easily accomplished, through the medium of one or two agents for Newspapers in town, that take in advertisements, &c. for all the Country Papers, as well as sell them.

2^dly, While commissions were given for such papers, the files of them might be looked over at the Chapter Office-house, (where most of them are regularly taken in) and the most censorious answered through the same medium, as to the slanders already inserted.

3^dly, The same Plan should be pursued with regard to the Magazines.

x + + Indeed, some neat but pointed palliation of His Royal Highness's indiscretions ought to be drawn up, and inserted in all or most of the periodical Publications, besides answering whatever ^{articles} ~~stray~~ may appear.

It ought to be plain, clear, and so well combined, as to afford to every person that could ~~think~~, or even think at all, some strong arguments that each could get by heart;—while all the obloquy of the traductions of His Royal Highness's character should, as indeed it ought to be, thrown upon the Reformers and the Jacobins—and the whole shown to be at bottom, like French principles, a Constitutional question!

Daily Paper.

It would give a most decided Security to His Royal Highness's Fame and Comfort, as far as Slander is concerned— if the Friends of His R. H. were to think about purchasing totally a Morning Paper, to be wholly subservient to the Interests of His R. H. and his Friends.

To detail the many advantages of such a purchase, if made with prudence, is needless, as they must be ^{so} very obvious.

It cannot escape the observation of any one, the difficulties that His Royal Highness's Friends must have felt since the idea of the Marriage went abroad, in not being able to repress properly the obloquy that was occasionally thrown out against Him, in the Morning Prints.

Had they had one Print of their own, all the slanders would have been immediately counteracted, and the Noise and Cry that has been raised against him by that means, which has been

were echoed again in parliament, would have been stifled)

To remedy this in future, the writer of this is somewhat confident that a purchase, in about six weeks, might be made of a Morning Paper, in good repute, and good circulation, that would immediately yield a very considerable profit, so as to give ample security for the purchase-money, and secure a great political sway, as well as an immediate antidote to slanders, without any further risk of money being laid out to carry it on.

++ The Fault of almost all Political Speculations hitherto in regard to Morning Papers, has been, that the Parties have not purchased the whole property, but a certain number of Shares. Such an Engine therefore ought to be wholly purchased out and out, and the Property of it by no means given away to any individual, or individuals, but kept in the hands of His R. H's friends, subject to their Discretion and Control only.

++ The writer of this feels no hazard in declaring, that in such a case, slanders would lose its edge, and the tongue of calumny be checked. For if five lines appeared any day either against His R. H. or his friends, it could be pointed by and fully answered the next day; which cannot now be at all done, with any Effect.

Morning and Evening Papers.

Besides His Royal Highness's Friends ordering the Country Papers to be taken in, for the time and purposes as above stated, it is suggested that the Morning and Evening Papers of the Capital, ^{and in Majorities, &c.} ought to be regularly taken in, for the above purpose.

Files.

All these Papers should be filed for the satisfaction of His Royal Highness's friends; and all Articles that were ordered to be paid for, entered in a Book, besides being marked in the Papers, where they were thought proper to be inserted.

Expences.

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In the foregoing Papers are but ^{some very} slight Sketches of what the writer conceives to be a very great and Essential Plan, to secure to the Prince and His Friends, (at this moment when the great engine of the Press does so much execution in Europe) the proper use of that modern weapon of Defence.

But as Expence is necessarily to be attended to, he has given a Sketch of the Expence of the Morning, the Evening ^{the Country} ~~Papers~~ besides the Magazines, and the probable Expences of inserting such articles as may be thought necessary.

Observing, however, that the Plan may be rejected in part, if deemed too expensive.

Expence of Morning and Evening Papers, published in the Capital, about, per day	L.
-----	0 " 6 " 6
Country Papers, about 80, weekly, at about per week	1 " 10 " 0
Magazines, per month, about	0 " 15 " 0
Insertions of a counteract ^{ing} column, in about 100 Papers, besides Magazines, might cost	150 " 0 " 0
Other Articles that might be thought necessary, might probably be in all, about	50 " 0 " 0

Expence upon the foregoing Scale, for two Months after the Protagation, which time may be sufficient to destroy the calumny.	L.
Morn. & Even. Papers, about	20 " 0 " 0
Country Papers	12 " 0 " 0
Magazines, &c.	1 " 10 " 0
Insertions of half a column, in about 100 Papers and Magazines,	150 " 0 " 0
Other Articles that may be deemed necessary, by way of answer	50 " 0 " 0
Total	233 " 10 " 0

As to the Expence of purchasing, &c. a Morning Paper that now
clears about 700 l. per annum, and has done so for two years past, ^{perhaps}
might in the middle of August be done for about 2000 " 0 " 0

As nothing great can be done but a system, the above is a sketch of a systematic plan, all in part of
W. T. de D. D. D.