

*John Murray to Mr. Gifford.*

Sept. 25th, 1810.

"I entreat you to be assured that the term 'intimidation' can never be applied to any part of my conduct towards you, for whom I entertain the highest esteem and regard, both as a writer and as a friend. If I am over-anxious, it is because I have let my hopes of fame as a bookseller rest upon the establishment and celebrity of this journal. My character, as well with my professional brethren as with the public, is at stake upon it; for I would not be thought silly by the one, or a mere speculator by the other. I have a very large business, as you may conclude by the capital I have been able to throw into this one publication, and yet my mind is so entirely engrossed, my honour is so completely involved in this one thing, that I neither eat, drink, nor sleep upon anything else. I would rather it excelled all other journals and I gained nothing by it, than gain £300 a year by it without trouble if it were thought inferior to any other. This, sir, is true."

Meanwhile, Mr. Murray was becoming hard pressed for money. To conduct his increasing business required a large floating capital, for long credits were the custom, and besides his own requirements, he had to bear the constant importunities of the Ballantynes to renew their bills. On the 25th of July, 1810, he wrote to them: "This will be the last renewal of the bill (£300); when it becomes due, you will have the goodness to provide for it." It was, however, becoming impossible to continue dealing with them, and he gradually transferred his printing business to other firms. We find him about this time ordering Messrs. George Ramsay & Co., Edinburgh, to print 8000 of the 'Domestic Cookery,' which was still having a large sale.

The Constables were also pressing him for renewals of bills.