



From the Archives Moruya Examiner Address Book

The address book is a 17 cm by 25 cm exercise book dating from 1885. It has been transcribed and the full list of names appearing in the book can be downloaded from our web site. www.mdhs.org.au/pdfs/Lists/AddressBook.pdf

The list of subscribers contains 431 entries. The majority were from the Moruya district but many former residents liked to keep in touch with local matters and had a subscription, a few from well known local families are listed below.

- John Walter, Crookwell*
- Mrs P. Staunton, Commercial Hotel Walgett*
- Ernest Mort Esq, Clergy's School, Leeds Yorkshire*

Businesses who advertised in the paper also took out subscriptions such as *Professor Holloway* whose paper was sent via *Gordon and Gotch Melbourne*, the newspaper and magazine distributor. The popularity and profitability of Holloway's pills and ointments is said to be ascribed less to their ingredients and more to Holloway's enormous expenditure on advertising (£5,000 a year in 1842, rising to £50,000 in 1883) and to his ingenious promotional methods.¹

Another interesting address in the book is that of *H.B. Hubbard - New Haven, Connecticut, America*. Hubbard was a very successful advertising man in the 1870's in New Haven and also published some newspapers. He is remembered mainly for his publication of a 3 volume 3,000 page listing of every newspaper and bank in the world at the time. He was also the advertising representative for each of those newspapers and had assembled the information through the mails, missionaries and U.S. consulates.

Below is an extract from his Newspaper Directory of 1880 showing some of the NSW Newspapers he collected.

| | | | |
|------------------------------|---|----------------------------|----|
| ✓ Chronicle, | W | ✓ Macleay Herald, | W |
| CASINO, | | Macleay Independent, | W |
| ✓ Express, | W | KIAMA, | |
| COOMA, | | Independent, | W |
| ✓ Monaro Mercury, | W | Reporter, | W |
| COROWA, | | MAITLAND, | |
| ✓ Free Press, | W | Mercury, | TW |
| DENILIQUIN, | | MOAMA, | |
| ✓ Chronicle, | W | Riverine Herald, | W |
| ✓ Pastoral Times, | W | MOLONG, | |
| ✓ Riverine Advertiser, | W | Express, | W |
| DUBBO, | | MORUYA, | |
| ✓ Dispatch, | W | Examiner, | W |
| FORBES, | | MUDGEES, | |
| Times, | W | Times, | W |
| GLEN INNES, | | Western Post, | BW |
| | | MURRURUNDI, | |

¹ <http://www.auspostalhistory.com/articles/80.php>

Sample page from the Address Book



It is hoped that when the *Moruya Examiner* was published they did not make the grammatical errors highlighted in the following advertisements.

“Wanted a steady young man to look after a horse of the Methodist persuasion.”

“For Sale – A piano by a lady about to cross the channel in an oak case with carved legs.”

“Lost! – A small lady’s watch with a white face; also, two ivory young ladies work-boxes. A mahogany gentleman’s dressing case, and a small pony belonging to a young lady with a silver mane and tail.”

“Lost! Wallet belonging to a gentleman made of calf’s skin.” (Source: *Queenslander* 17 October 1868.)

Maybe the authors of the advertisements could have benefited with some lessons from Moruya school children. The following is a page from the school book of Ilma Walters in 1905.

Parsing a sentence is the process of breaking down and analyzing each grammatical component.

Ilma Walter's exercise on Parsing

Parsing.

- Thou, / Pers. Pron. 2nd Sing. mas. or fem.
nom. to "hast".
- Hast, / T. Verb object voice 2nd Sing. to
agree with "thou": present Indic.
- Voice, / C. Cl. 3rd Sing. neut. obj. by "hast":
- Whose, / Rel. Pron. 3rd Sing. neut. antec. "voice"
possessive by "sound".
- Sound, / C. Cl. 3rd Sing. neut. nom. to "is".
- Is, / Intrans. Verb 3rd Sing. to agree with
"sound" present Indic.
- Like, / An Adjective qual. "sound".
- sea, / C. Cl. 3rd Sing. neut. obj. by (to).
- I, / Pers. Pron. 1st Sing. mas. or fem.
nom. to "did hear".
- Did, / Aux. verb 1st Sing. to agree with "I"
past Indic.
- not, / A negative adverb mod. "did hear".
- Hear, / Trans. verb in infinitive mood
depending on did.
- Did hear, / Trans. verb object clause ⁷ 1st Sing.
to agree with "I" past Indic.