[Mr John Keats] appears to have received from nature talents of an excellent, perhaps even of a superior order – talents which, devoted to the purposes of any useful profession, must have rendered him a respectable, if not eminent citizen. His friends, we understand, destined him to the career of medicine, and he was bound apprentice some years ago to a worthy apothecary in town. But all has been undone by a sudden attack of the malady to which we have alluded…

…Above all things, it is most pitiably ridiculous to hear men, of whom their country will always have reason to be proud, reviled by uneducated and flimsy striplings, who are not capable of understanding either their merits, or those of any other men of power – fanciful dreaming tea-drinkers, who, without logic enough to analyse a single idea, or imagination enough to form one original image, or learning enough to distinguish between the written language of Englishmen and the spoken jargon of Cockneys, presume to talk with contempt of some of the most exquisite spirits the world ever produced, merely because they did not happen to exert their faculties in laborious affected descriptions of flowers seen in window-pots, or cascades heard at Vauxhall; in short, because they chose to be wits, philosophers, patriots, and poets, rather than to found the Cockney school of versification, morality, and politics, a century before its time…

As for Mr Keats's 'Endymion', it has just as much to do with Greece as it has with “old Tartary the fierce;” no man, whose mind has ever been imbued with the smallest knowledge or feeling of classical poetry or classical history, could have stopped to profane and vulgarise every association in the manner which has been adopted by this “son of promise”…

…Mr Hunt is a small poet, but he is a clever man. Mr Keats is a still smaller poet, and he is a boy of pretty abilities, which he has done everything in his power to spoil.

We venture to make one small prophecy, that his bookseller will not a second time venture 50 quid upon any thing he can write. It is a better and wiser thing to be a starved apothecary than a starved poet; so back to the shop Mr John, back to “plasters, pills, and ointment boxes,” &c. But, for Heaven's sake, young Sangrado, be a little more sparing of extenuatives and soporifics in your practice than you have been in your poetry.