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The development of the magazine in the eighteenth century in America

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THE DEVELOPMENT OF THE MAGAZINE
IN THE EIGHTEENTH CENTURY IN AMERICA

by

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INTRODUCTION

The confusion resulting from the lack of a fixed definition of the term "magazine" makes the tracing of the development of the magazine more difficult than one might otherwise suppose. Although almost all the publishers of that time agreed that the magazine might be defined as a literary storehouse, this certainly left a great deal of room for variance. Consequently, the magazines of the period vary from what would now be termed a newspaper to monthly installments of a book.

Noah Webster was the first to make any attempt to distinguish the magazine from the other forms of literature. He stated that "Magazines as their names import may justly be considered storehouses wherein are deposited such pieces of humor, short tracts on various subjects, etc., as from their size could not easily be conveyed to the publick nor expect long existence in the flying sheets." As the magazines at first started out to be miscellanies, the problem of distinguishing between a magazine and a newspaper was comparatively simple. However, as the magazine developed it came more and more to poach on the territory which would naturally fall within the scope of the newspaper. Finally, the two forms became so closely alike that it was almost impossible to distinguish them. Thence, Webster tried to differentiate between the two. "Magazines," he said, "differ from newspapers not only in form but in design; the intention of the matter being to gratify the curiosity

_1_ New York Magazine, December, 1787.
at short intervals, the curiosity of the world by relation of
events and transactions happening not only in the country where
they are published but in all other parts of the world. Magazines, though they do not entirely reject the news are
chiefly intended for the latter purpose (i.e. literature in
general)."

In spite of Webster's definition, there was still quite
a bit of confusion evident among the publishers. This was
especially true when the tax was levied upon the newspapers
in 1789. At this time the magazine was free from tax. Hence,
many newspapermen changed their publication to a magazine
without affecting the nature of their contents in the least.
As a result there were many publications that are magazines in
name alone. While these cannot be excluded from a history of
the magazine for obvious reasons, I have tried to give them only
passing consideration focussing the main attention of the thesis
upon magazines that were true to their name and form.

The one great thing that all the eighteenth century magazines
have in common is their failure. Three of them lived to the
eighth year, but the average run was about one year. There were
many of these earlier works that failed even with the first issue.

Some of the causes for this failure are practically obvious.
The great men of the period were far more concerned with the
building of a nation than with writing. Consequently, much of

I ibid.
the material of this period received an applause all out of proportion with its actual merit. While we do have such illustrious men as William Cobbett, Benjamin Franklin, Thomas Paine, and Noah Webster active in the magazine work we have over fifty others of whom no one has ever heard. A second reason why these publications were forced to cease publication lies in the fact that virtually none of the contributors were paid for their work. This fact certainly did not allow writers to spend very much time on their work. Perhaps, however, the most serious handicap that faced the early periodical publishers was the lack of adequate means for distribution of the work. During the greater part of the period there was absolutely no provision made for transporting magazines through the mails. Later, if the publishers stood in well with the postmaster and perhaps even greased his palm a bit he could use the mails. It was up to the postmaster's own discretion, if the mails were heavy the magazines were not allowed in the mails. Hence, we can readily see that in the face of all these obstacles, the magazine did well to exist in itself.

In the main portion of the thesis, I have considered those magazines which I feel contributed most to the development of the literary form, most of which I was fortunate enough to secure in their original form. For further reference I have included a list which I believe contains the name and date of every magazine printed in America from 1741-1799.
To trace the history of the magazine in the eighteenth century in America, is to trace the history of that nation through the colonial period, with the constant strife between the colonists and the Indians, and then through the French and Indian Wars, with the open breach between the English colonists and the French—the breach that was not to be healed until LaFayette should come to the rescue of the Revolutionists. After the French and Indian Wars, we see the growing spirit of rebellion against the obvious oppression of the mother country, and then came the final break in the War For Independence.

After that victory, we see the new United States trying to decide just how much power should be invested in the central government and how much should remain in the hands of the separate states. So, in reality, we can say that to trace the history of the magazine in America is to see a panoramic view of the struggle of the colonies and the birth of a new nation.

The first magazine published in America, THE AMERICAN MAGAZINE, includes in the last issue, the French King's Declaration of War. From this time on, we are kept in almost constant touch with the progress of that war. Even in the small essays and biographical material, there are constant slurs against the French people. At a later date THE AMERICAN MAGAZINE AND HISTORICAL CHRONICLE printed a general history especially to refute the charges printed in French volumes. The magazine was decided anti-Gallican. Even the frontispiece was a flagrant attack
attack on the French. When the articles against the French appear less frequently, it is because the problem of American freedom has superseded it.

We find traces of British oppression upon the colonists even at the beginning of magazine history in America. Indeed, the first publication states that since it is not allowed to publish the proceedings of Parliament, the editor will print an extract from an English magazine concerning the events in these sessions. Besides the articles on freedom, and the usual essays and poetry on liberty, the magazines themselves quickly became either Tory or Whig. THE PENNY POST was a Tory news magazine. There is also the great conflict between the MASSACHUSETTS SPY, a Whig newspaper, and the Boston CENSOR which was established for the specific purpose of refuting the charges against the English made in the MASSACHUSETTS SPY. The whole argument grew out of the intense feelings which gripped the colonists when Governor Hutchinson was given charge of the Massachusetts Bay Colony.

With the outbreak of the Revolution, even such a magazine as THE PENNSYLVANIAN MAGAZINE which planned to keep politics out of its pages, found that such a course would be impossible. The cause of liberty was the chief interest of the people at this time. Each magazine gave its special report on the progress of the war. THE ROYAL AMERICAN was distinctly a Whig publication. For this magazine, Paul Revere engraved cartoons on British politics. After the tax was levied on tea, there appeared in
in this magazine many items giving substitutes for tea. Indeed, THE ROYAL AMERICAN MAGAZINE felt so strongly about the whole situation that they were the first printers to use domestic ink. They wished to be entirely free of any obligations to the stepmother country. Finally, because the editors, publishers, and all the other men available were needed on the field of battle the periodicals were forced to cease publication altogether.

At the close of the revolution, the great problem of forming a central government is reflected in magazine literature. The editors now become either Federalist or anti-Federalist. It was at this time that Alexander Hamilton wrote his series of pamphlets called THE FEDERALIST. THE NEW HAVEN GAZETTE AND CONNECTICUT MAGAZINE was the chief exponent of the federalist party.

With the country at last standing on its own feet, we hear echoes of the French Revolution across the Atlantic. Although we probably cannot give credit to all that was said in THE POLITICAL CENSOR, we know that at least there is some justification for the statement that Americans felt vitally concerned in that Revolution. The fact that Europeans had compared the French Revolution to the American War for Independence was an insult the Americans could not easily forgive. Cobbett at least gives us a very striking account of the effect of that war on the American people.

In addition to these points of historical interest, through
the magazine we are able to see the developments of the various social movements of that period. The abolition of slavery was constantly in the limelight from the very beginning of the magazine throughout the century.

In mentioning the reform movements of the period, THE INDEPENDENT REFLECTOR deserves special mention. This magazine was probably the most far-reaching and far-sighted agent of social reform of the eighteenth century. The publication began with propaganda to establish widow and old-age pensions. It continued with attacks on the corrupt politics then prevalent, on party divisions, on the indiscriminate practice of medicine and countless other reforms. It even fore-shadowed the passage of the Pure Food Laws!

Education was of grave concern to the people of this period. As early as 1741 the agitation for female education became apparent. Noah Webster printed countless articles upon the place of women in the educational system. The general consensus of opinion was that female education should be limited to the arts, leaving science and practical knowledge to the men. Another question which arose concerning education was the problem of its control. After much debate it was decided that education should be provided for by the state, but the actual problem of education was to depend upon those who were better qualified and more interested in the welfare of the people than the politicians.

As to the place of women in this early period of magazine
history, THE LADIES' AND GENTLEMEN'S TOWN AND COUNTRY MAGAZINE was the first to realize that something might be printed which would be of interest to the fair sex. The ladies at a later date, following the example set by Mary Woolstonecraft's A VINDICATION OF THE RIGHTS OF WOMEN, struck out on a magazine venture of their own called THE LADY'S MAGAZINE. The next century was to see a great increase and a great improvement in magazines for women.

Thus we are able to see that the magazine while it began as a political organ, gradually became more social and more literary. We must regard the magazine as a reflection of the thoughts and interests of the people during whose lives it was published. With this in view, the history of the magazine takes on new and vitalizing interest.
THE DEVELOPMENT OF THE MAGAZINE IN THE EIGHTEENTH CENTURY IN AMERICA

When THE PHILADELPHIA WEEKLY MERCURY on Oct. 30, 1740, printed an announcement to the effect that THE AMERICAN MAGAZINE would be published by Andrew Bradford in March, the newspaper world of Philadelphia became the scene of one of the most memorable controversies in its history. The two most important publishers of that time, Benjamin Franklin and Andrew Bradford, raged at each other in open warfare. Franklin was bitterly disappointed because he had been planning a magazine for some time.

Early in the year of 1741, Franklin interviewed John Webbe as a possible editor for the new magazine. To Webbe he explained all his intentions and plans, offering him as a salary 25% of the receipts on the sale of the first 2,000 copies, and 50% on all copies sold thereafter. Franklin himself was to bear all the expenses. Webbe refused the offer. However, the idea of a magazine appealed to him; so he went to Andrew Bradford, long a rival of Franklin, and offered his services to edit a magazine under better terms than those proposed by Franklin. A newspaper war was on! Franklin on the one hand, accused Bradford and Webbe of stealing his idea to publish a magazine. Bradford and Webbe brought a countercharge against Franklin for not allowing the newspapers of Bradford to be carried through the mails when he was postmaster of Philadelphia.

1- The History of Printing in America- Thomas, vol.II, p.123
2- The American Mercury, Nov.6,1741
All this resulted in a race to see which publication could claim the honor of being the first magazine published in America. Both apparently concentrated on the "scissors and the paste-pot". Bradford finally succeeded in placing his publication on the market just three days before his opponent. The great discrepancy in dates is due to the fact that Bradford's magazine did not appear until long after the date that it was promised, while Franklin, in his eagerness to outdo his rival published his periodical three months before it was due.

Bradford called his publication THE AMERICAN MAGAZINE or a Monthly View of the Political State of the British Colonies. In the first issue, he said "I apprehend this scheme to be new and extraordinary", but that "The encouragement that Compositions of this nature have met with in Great Britain from People of all Ranks, and of all different sentiments in Religion, Politicks, etc. has induced us to begin the publication, notwithstanding we have not as yet such a number of Subscribers as are sufficient to support it, not doubting but that if the Design be well executed, further encouragement will arise hereafter." The price of the publication was listed at one shilling or eightpence sterling per single copy. It was Bradford's idea to collect the most instructive and the most amusing excerpts from the current periodicals in Great Britain and America, and to publish them in magazine form, binding them

1 The American Magazine, January 1741, page 1.
all together at the end of twelve months. In this way he hoped to preserve many of the worthwhile articles of the current news-sheets which would otherwise, in all probability, be lost. He was very particular to state that his magazine would be non-partisan and non-sectarian. In politics he intended to state both sides of the case fairly, leaving the reader to decide for himself which side it was best to follow. His aim he stated was "serious and pleasant; instructive and diverting. To edify and please."\(^1\) He planned to include articles on history, politics, poetry and philosophy.

The magazine did contain much important historical material. However, this seems to be its only interest. The history itself consists mainly of reports from the various state assemblies. The chief article of interest to me was the French Declaration of War in the third issue.\(^2\) The first number of the magazine contained as an opening article "A Dissertation on the State of Religion in the United States and Great Britain." Following that, came a report on the Annual Convention of Churches in Boston on May 25, 1743. Such names as George Whitefield, Cotton Mather, and Jonathan Law appear. The next article would be of interest even to us today. It was a list of the subjects which would be discussed in public assembly by the candidates for the Degree of Master of Arts at Harvard College. One of the

\(^1\) The American Magazine, January 1741, page 1.

familiar names was that of Samuel Adams. He was to defend the affirmative of the question "Whether it be lawful to resist the Supream Magistrate if the common-wealth cannot otherwise be preserved." An account of a visit to "Madras; in the East Indies" was the next offering. This is very matter-of-fact and very dry. Webbe or Bradford apparently forgot his aim of non-sectarianism in the article on the "Translation of the Pope's Bulls". The growing antipathy between the colonists and the French is shown in a letter from a "Jew Traveller in Paris to his friend in Venice." The man writes of the loose morals and intrigues of the French people. To show the influence of Addison and Steele, there is an excerpt from Mr. Spectator "on a cure for the Hyp". The second section of the magazine is devoted to poetry. There is no light verse--some pretends to be such but succeeds only in being very dull and pedantic. "Foreign Affairs", as the title might lead one to suspect, was an account of the current events in Europe.

In the second issue of the periodical, Webbe added a section for the "Late Discoveries and Improvements in the Arts and Sciences." Even this did not succeed in giving life to the flat, hum-drum magazine. To show the situation existing between the colonies and the mother country even at this early date, we have the following excerpt: "We shall give our readers in our next, a list of the members of the British Parliament. As it is now

rendered unsafe to entertain the Publick with any account of Their Proceedings or Debates, we shall give them in their stead, in some of our subsequent Magazines, Extracts from the Journal of a Learned and Political Club of Young Noblemen and Gentlemen established some time ago in London. Which will in every respect answer the same intention."¹

The magazine itself lacks variety. It is satiated with reports from assemblies. There is nothing in it to appeal to the less learned—or even to the ordinary citizen. It contains no light verse nor informal essays which might counteract the flatness of the assembly reports. For this reason the publication failed to gain the support of the people. Thus, we have the first magazine published in America a complete and utter failure just three months after it started off with such high hopes and enthusiasm.

THE GENERAL MAGAZINE and Historical Chronicle for all the British Plantations in America, was published by Benjamin Franklin. He was also the editor and sole proprietor of the work. It was quite frankly modelled on the English magazines of the same period. The cover was designed with a large wood-cut of the coronet of the Prince of Wales. The price for a single issue was ninepence—more expensive than its rival. The first number contains an advertisement to the effect that the magazine will be published monthly with the same amount of paper and pages!

¹ The American Magazine, March 1741, page 73
Franklin was very careful about every last detail for his work. He says again that "No care shall be wanting, or expenses spared, to procure the best Materials for the Work and to make it as entertaining and useful as possible. The character will be generally small, for the sake of comprising much in little room, but it shall be good and fairly printed." The print certainly was small—especially in the Historical Chronicle! Frankly, I do not think that the contents are worth the eye-strain.

The first issue opened with a "Brief History and Chronological Notes on Several Princes, States, Governments, etc." I suspect that about all of these articles are excerpts from other publications. There is no way of proving this, however, as it was not the custom for the editors to acknowledge the source of their material. The principal articles of interest in this number are those related to the currency question of the colonies. On this problem, he prints the "Proceedings of the Parliament of Great Britain on the Affair of Paper Money in the American Colonies". As a supplement to this, he includes the instructions sent to the "Governor of the Plantations" as a result of that session of Parliament. As a possible solution to the problem, Franklin presents "New England's scheme for emitting Notes to pass in lieu of money". This was a very vital question to the people of that time. Information concerning it would certainly have a wide appeal in the colonies. Hence,

Franklin had laid a good corner-stone. He tried to keep the magazine universal in tone with articles of interest to each one of the sections of the colonies. The first issue contained treatments on Pennsylvanian laws, "A Proclamation issued in New York relating to Commerce", and a report from the New England Assembly. Then as an article of interest to the colonies as a whole, there followed an item on "The Action of Parliament for Naturalizing Foreigners in the British Colonies." Besides all this political and historical material, the publication gave places to "Essays from American Newspapers", "Accounts and Extracts from new books, pamphlets, etc. published in the Plantations", and "Pieces of Poetry". The Historical Chronicle was five pages long, and contained information concerning exports, rates of exchange between the Colonies and London, and the Price Currents in Philadelphia.

In the second issue Franklin loses the interest aroused in its predecessor. He discussed the various Indian Treaties, but without the zest which he gave to the currency question. Showing the growing spirit of nationalism, there is an article attributing the discovery of America to the Britons. This is supposedly substantiated by the fact that there were many words used by the Mexican Indians that might have originated in the English language. The Poetical Essays, as the poetry of this period was called, are devoted to orphan hymns, with such titles as "Before Going to Work", "For Their Benefactors", and others
equally as sentimental.

Although the magazine was not as original as Bradford's AMERICAN MAGAZINE, it had a wider appeal through its informal essays, poetical epistles, records, extracts, and the like. Richardson estimates that less than 10% was original material.\(^1\) The periodical ceased publication with the sixth number.

So far the magazine as a form was unsuccessful. This is due to the fact that it was not justifying its own existence. There was nothing in these two publications which would make them any more valuable than the weekly papers.

The BOSTON WEEKLY MAGAZINE established in March, 1743, was scarcely any improvement upon its predecessors. This was an eight-page pamphlet of periodical essays selected from English magazines.

It also contained some verse and less news than was customary. Thomas believes that Jeremiah Gridley was probably the editor.\(^2\) The aim of the magazine was to gather a collection of worthwhile literature from the existing periodicals. It stated "It has been wished by Gentlemen of Ingenuity and Learning that a weekly paper were published among us, something different in its Nature and Manner from those which already entertain us".\(^3\) It said further that it was not the intention of the publishers to print any private scandal or anything else inconsistent with religion and virtue.

\(^1\) A History of Earlier American Mag.- page 126
\(^3\) A History of American Magazines- Mott- page 26
The first issue included a Poem to a Political Lady, extracts from THE LONDON MAGAZINE, an Ode by Addison, and two short articles of intelligence from Boston newspapers. Mott thinks that the magazine was an exordium to the AMERICAN MAGAZINE AND HISTORICAL CHRONICLE; while Richardson says that it was written to forestall this publication. Frankly, I do not see that there are any grounds to lead one to believe either writer. Neither of these authors favor us with their reasons for suspecting any connection between the two magazines. The fact that the AMERICAN MAGAZINE AND HISTORICAL CHRONICLE was not published until 1757, fourteen years after the BOSTON WEEKLY had sunk into oblivion, seems to me enough to dispute any connection between the two publications.

The third attempt at a magazine was unsuccessful, for the BOSTON WEEKLY MAGAZINE ceased publication just three weeks after it was begun. It was by far the best attempt at the form so far, but it failed to gain the necessary financial support.

The first magazine of any success in America was THE CHRISTIAN HISTORY published in Boston in 1743 for Thomas Prince, Jr. A.B. This publication contained "accounts of the Revival and Propagation of Religion in Great Britain and America". The publisher and editor was the son of the famous Boston divine, Thomas Prince. It is thought by many people that the

1 The Boston Weekly, March 18, 1743
3. A History of Early American Magazines- Richardson, p.126
father was the real editor of the work. At any rate it was entirely religious in nature. Its purpose was to support the revivalists—George Whitefield, Jonathan Edwards, Coleman, and others. Prince stated that the magazine "therefore will be wholly confined to matters of religion, and no advertisements inserted but of Books and Pamphlets and Other Things of Religious Importance." ¹ It was published weekly, on good paper and in clear characters—bound and indexed at the end of the year. This magazine was the instrument of the Great Awakening—containing sermons by eminent divines, and an attempted chronological history of religion in America. Its contents were fourfold:

2. Extracts from the Best Pieces in the weekly history of Religion in England and Scotland.
3. Religious letters
4. Passages, histories, and doctrines from old writers of the Church of England and Scotland from the time of the Reformation. On the back page there was usually featured an advertisement of a religious book printed by Kneeland and Greene. ²

The magazine enjoyed a flourishing existence for two years. At the end of that time it had been such a source for heated

¹ The Christian History, March 5, 1743, page 1.
² The Christian History, March 5, 1743, page 3.
religious discussion that the editor considered it unwise to continue his work. Richardson says "It was time for the non-challenging magazine to withdraw leaving the field to more blustering knights."  

After THE CHRISTIAN HISTORY there was a lull in magazine history. The next publication did not appear until 1753 when William Livingston published THE INDEPENDENT REFLECTOR. This paper consisted of a series of weekly essays in sundry subjects. It has the distinction of being the first interesting and really vital magazine of this period. The editor starts out rather tamely on January 18 by discoursing at length on the problem of howling dogs disturbing the peace of sophisticated New Yorkers. In the next issue he waxes more political with a discussion of "Public Virtue to be distinguished by Public honors: The Selling of Offices, which require Skill and Confidence, a dismal omen of the Declension of the State."  

The editor felt that there should be some greater reward for offices. "The Ambition natural to the Mind of Man wants, at least, the prospect of Fame and Honour to keep him in the Pursuits of Glory." How happy the nation among whom Public Venality and the Sale of Offices is prohibited by Law!" This suggestion was not enough; later he says--"I have indeed heard it insinuated, that there have been, even among us, such illegal Practices. * * * * Can it be presumed that Persons, sworn to

1 A Hist. of Early Amer. Magazines- Richardson- page 127
2 The Independent Reflector, January 25, 1753, page 34
3 The Independent Reflector, January 25, 1753, page 36
...
execute the laws should openly counteract and violate them?" ¹

From this time on THE INDEPENDENT REFLECTOR was vigorously attacked. Livingston expected it, for he said that in proportion to his services to his country, he was confident of opposition. For this reason, the noise and uproar about THE INDEPENDENT REFLECTOR are to him no matter of astonishment. His only plea was that they should at least attack him with some semblance to decent manners. This, however, they did not do, for later—”he hath been branded with the opprobrious language of Rascal, Scoundrel, Atheist, Deist, Mocker of Things Sacred, and Vile Reflector." ² The clergy apparently formed a body to try to arrange for his destruction. He defends himself by saying that he did not intend to offend priests—unless Popish priests. He then proceeds to quote Pope that his purpose was "To instill into the minds of his fellow-subjects the amiable sentiments of Liberty". He further announces his intention "to proceed without trepidation and in defiance of all Tyrants, civil or ecclesiastic." ³ An independent soul, you must admit!

For a few issues he does steer clear of actual politics. He starts propaganda to establish laws for the regulation of the practice of medicine. Surely this was a far-sighted movement. He furthermore pledges his assistance to protect his own country against "the dismal Havock made Quacks and

¹ The Independent Reflector, February 8, 1753, page 43.
² ibid- page 2
³ ibid- page 3
This attempt at social reform was also squelched by the powers that be. He comes back to politics with a discussion of the value of party divisions. He calls them "calamitous". He further states that when one joins a party, he abandons all reason and joins in a game of follow the leader. The leaders themselves were corrupt and degenerate—working only for their own gain. His next question concerned the transportation of felons from England to the colonies. Why should America become a criminal dumping ground?—was his contention. Publicus—another writer for THE INDEPENDENT REFLECTOR said the chief criminals in America were those who were sent from their own country to avoid the jail sentence.

From March 22 to April 26, THE INDEPENDENT REFLECTOR discusses the Plans for the proposed College in Philadelphia. His next item of social reform came in the discussion of the advisability and the real necessity for passing laws to regulate the sale of beef and pork, and also for the inspection of butter. In the last issue of the publication, he deplores the great number of ever-growing religious sects and the increasing confusion resulting therefrom. "Primitive Christianity" was "short and intelligible": modern Christianity is "voluminous and incomprehensible". This paper was the finishing touch to a

1 The Independent Reflector, February 15, 1753
2 The Independent Reflector, February 22, 1753
3 The Independent Reflector, March 15, 1753
4 The Independent Reflector, May 10, 1753
5 The Independent Reflector, June 28, 1753
The content of the page is not legible due to the quality of the image. It appears to be filled with text, but the specific content cannot be accurately transcribed.
glowing career. It would not make much of an impression in 1936, but in 1753 when the Great Awakening was still a recognizable movement, it certainly was of far greater concern.

From the articles already cited, it is easily seen that THE INDEPENDENT REFLECTOR was a through-going reformatory periodical. Its greatest difficulty lay in the fact that it was aimed at too many people in positions of power. While Livingston assumed the responsibility for the publication, he was aided in the work by Aaron Burr, John Scott, and William Alexander. The magazine ended with the July 5th. issue of 1753. Thomas suspects that the printers were bribed. At any rate, we can be fairly certain in the assumption that the magazine did not cease of its own accord.

Livingston continued his attacks under cover of THE OCCASIONAL REVERBERATOR published in New York beginning with September 7, 1753. Smith assumed the responsibility for the magazine, but Livingston was the Occasional Reverberator. The paper was about sixteen pages long. It was to be published weekly, but it ceased with the fourth issue. This publication also was probably silenced by the invisible powers. Its chief work was in defense of Caine.

In 1755 James Parker and William Weyman combined as editor and publisher for THE INSTRUCTOR. This paper was published in New York from March 6th. to May 8th. It was in the nature of a miscellany composed of articles gathered from various and

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1 The History of Printing in America, Thomas, page 317
sundry sources. The entire collection was to form a book, as is generally the aim when a magazine assumes this particular form. The publication contained no religious controversy. Its chief aim and purpose was to fight the territorial claims of France and Spain in America through its editorials and articles. It lacked variety and general appeal; so it died a natural death after probably ten numbers! The exact date that it ceased publication is unknown. The tenth number is the last existent.

In July 5 of the same year, the same publishers collaborated to produce JOHN ENGLISHMAN. This paper had two distinct aims. The first was to try to prove the Dutch Church a sister to the Anglican Church, thus promoting a greater sympathy and understanding between the two churches. Its second aim was the defense of the English constitution. It was not the intention of the editors to publish the magazine at regular intervals. It was planned that "The Public may expect a Paper of this Length as often as shall be thought needful." There was apparently much curiosity as to the editor of the work. The New York Mercury says "A conclave of Eight Reverend Clergymen" were the editors. JOHN ENGLISHMAN says this is not the fact. It is the general concensus of opinion that the publishers were also the editors.

After a brief space of three years, in October 1757, a new

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1 A History of American Magazines, Mott, page 28
2 The New York American Mercury, April 14, 1755
magazine was put on the market. It was THE AMERICAN MAGAZINE AND MONTHLY CHRONICLE which was allegedly published by a Society of Gentlemen in Philadelphia. William Smith was the chief contributor. Other members of the society were said to consist of the Rev. Kinnersly, Franklin Alison, all of the College of Philadelphia.

This magazine is conceded to be the most vital and original literary magazine published in America before the War of the Revolution. The expressed aim of the publication was—"To give persons at a distance a just idea of the public state of these American colonies, or to give one colony an idea of the public state of another." The magazine was proposed to the publishers by some book agents in London. They promised support for the work in Great Britain and Ireland. The society was very particular that the work should be truly representative of the colonies. To this end, they tried to gain contributors from each one of the colonies. They aimed to give equal importance to the news of each section. The magazine was essentially the work of the colonies and for the colonies. The only other limitation was the "In treating of public matters we shall be very careful to lay nothing before the world which might weaken us as a nation, or be of advantage for the enemies of our country to know." This was the first time that a magazine had tried to become the voice of the colonies speaking to their own members.

1 The American Magazine, Oct. 1757
2 ibid.
and to those interested in their welfare in the mother country.

The design of the work was to comprise five sections:

1-2 To deal with European affairs, particularly those of Great Britain.

3 Philosophical Miscellany containing the newest discoveries in philosophy, natural history, agriculture, mathematics, and mechanic arts either here or abroad. The Reverend Kinnersly was more or less in charge of this department.

4-5 Monthly Essays in prose or in verse for the promotion of peace and good government, industry, public spirit, love of liberty and the excellent constitution and Christianity.

6 A History of the War in North America beginning with the year 1749. This was a general history of the colonies from the first settlement and its purpose was to refute the charges that had been published in French volumes.

7 A Monthly Chronicle containing news from each colony.¹

The magazine supports the cause of England against the French. It shows the general run of feeling in the colonies during the French and Indian Wars. At the head of each issue there is a picture of an Indian leaning on a gun. A Briton is pictured standing next to him reading the Bible, and carrying under his arm a roll of cloth as a symbol of civilization. To the right of them is a Frenchman dressed in very elegant and

¹ The American Magazine- Oct. 1757
foppish clothes. He is offering the Indian a tomahawk and a purse of gold. The picture is supposed to symbolize the contrast in the treatment of the Indians by the English and by the French.

THE AMERICAN MAGAZINE AND MONTHLY CHRONICLE was distinguished by such contributors as Hopkinson, Godfrey, Beveridge, Shippen, Sterling and Davies. Although it does contain a great deal of stolen material, it includes more original material of worth than any other magazine up to this time. The Planter, The Prattler, and The Hermit are all essayists worthy of mention.

The magazine, because of its political sentiments and especially because of its attack on Franklin and the Friends, was thought very radical in nature. Smith was jailed twice for "aiding and promoting the publishing of libel." However, in spite of all these difficulties, the publication continued for thirteen months and has the remarkable distinction of being the only magazine up to this time that ceased as a result of any other thing than financial insecurity and lack of sufficient support. The reason given for its discontinuance was that the Gentlemen of the Society wished to turn their thoughts elsewhere.

In August of the year 1758 THE NEW ENGLAND MAGAZINE OF KNOWLEDGE AND PLEASURE was printed in Boston for Benjamin Mecom. The first issue stated that it was to contain:

1 A History of American Mag. Mott, p.34
2 The American Magazine, June 1758
"Old-fashioned writings and select essays
Queer notions, Useful Hints, extracts from plays,
Relations wonderful, and Psalm and Song,
Good sense, Wit, Humor, Morals, all ding-dong;
Poems and Speeches, Politics and News,
What some would like, and other some refuse;
Births, Deaths, and Dreams and Apparitions too;
With something suited to each different God
To humour them, and Her, and Me, and You." 1
As an advertising scheme, the publishers offered one copy gratis
with every six magazines bought.

The cover design displays a hand holding a bouquet. It contains the motto "Prodesse et Delectare. E. Pluribus Unum."
The paper was edited by Urbanus Filter. Urbanus apparently was laboring under the illusion that he was the favored son of the Muses, for he continues in verse:

"Kind reader, Pray what would you have me do
If, out of twenty, I should please but two?
One likes the Turkey's Wing, and one the Leg.
The Vulgar boil (the learned roast) an Egg." 2

The design of the magazine was "to increase, collect, and amplify old and new, entertaining and useful remarks; to confirm, improve and illustrate established doctrines; to communicate uncommon Truths and Intelligence, consisting of such Parts

1 The New England Magazine, August 1758, cover
2 Ibid.
as may gratify the curiosity and improve the Minds of Persons of all Conditions and of each Sex."\(^1\) Or in words of a more simple nature, it was the editor's intention to print anything written on any subject which might catch the attention and ultimately the subscriptions of the general public.

The content of the periodical was composed of small fugitive pieces from current publications. It contained no general headings except Queer Notions and Poetry. The first issue in August 1758 contained articles on "A Man of Good Breeding compared to the real Philosopher," and "Letters from Father Abraham to his beloved Son" for eight very long pages. A selection from THE SPECTATOR PAPERS revealed at least a bit of selective common sense. The work has the distinction of being the first magazine to open its doors to the drama, by printing an extract from "The Toyshop". The Queer Notions are probably somebody's idea of a joke. However, times have changed. The magazine itself seems didactic and sensational all in one. Apparently the editors wished to appeal to both natures in their subscribers. It turns from a selection on morning and evening devotions to "Accounts of People Burning to Death." It gave neither knowledge nor pleasure. Hence, it died a dishonorable but lingering death,--staggering through six or seven irregular number.

In 1764 a new kind of magazine was attempted--THE CHILDREN'S MAGAZINE, edited and published by Hudson and Goodwin in Hartford,

\(^1\) The New England Magazine, August 1758, page 1
Connecticut. This magazine was intended to cater exclusively to the children. However, the children to whom it would appeal probably wore a wig and carried a cane, for it was far beyond the mind of a child. The editors sought to gain the support of the teachers, ministers, and parents. They doubtless hoped that in this way it would be forced upon the children. However, for once (that is to say, in those days) the children had their own way, and the magazine ceased to exist after the third number.

One can well imagine the nature of the magazine from an extract from the first issue—"The work is designed to furnish Children from seven to twelve years of age, with a variety of lessons on various subjects, written in a plain, neat, familiar style."¹ It was planned to bridge the gap between the spelling book and the best writers. It comprised forty-eight pages of lessons and more lessons—through its moral tales, sentimental stories, Letters and Poetry. It was especially recommended as a wise gift to a girl or boy away at boarding school. The publication is significant only in the fact that it was the first of its kind in America.

In June of the same year THE NORTH CAROLINA MAGAZINE OF UNIVERSAL INTELLIGENCE was published at New Bern, North Carolina by James Davis, printer and newspaperman. It is particularly significant that Davis up to this time had always been connected with the newspapers, for the only claim that the NORTH CAROLINA

¹A History of American Magazines- Mott, page 43
MAGAZINE can make upon the name of "Magazine" lies in the title itself. In reality it was nothing but a short news journal. The first section was devoted to selected essays, items on legislation, and other articles common in the newspapers of that period. The rest of the magazine was composed of current advertisements. The thirty-third number is the last that has been preserved. There seems to be no accurate information as to how long the magazine did last. This was the first attempt of the South to experiment with the new literary form.

In considering the development of the magazine, one can scarcely neglect to mention the PENNY POST. However, we will pass over it with scant attention, because the work was really nothing short of a newspaper. It consisted of four pages, published tri-weekly in Philadelphia for a few weeks under the editorship of Benjamin Mecom. The reader is already acquainted with the publisher through the consideration of the NEW ENGLAND MAGAZINE. Perhaps the easiest way to refresh your mind is to merely mention the word "rhyme". However, this was the second failure on the part of Mecom. From the sensational, sentimental tales of the former he turned to the barren news sheets called THE PENNY POST. It was in reality nothing short of a political newspaper defending the British point of view for purposes of propaganda against the Whigs. It contained the usual articles, poems, and essays.
W. and T. Bradford, co-editors of THE AMERICAN MAGAZINE or GENERAL REPOSITORY of May 1769, tried to bring the magazine back to its natural function as a literary form. They tried to distinguish it from the newspaper. The function of the newspaper, they stated, was to record the current happenings of interest in America and abroad. The magazine, on the other hand, while it may print articles of news, should be chiefly literary in nature. The Bradfords secured as their editor Lewis Nichols a very eminent man of science. As a member of the American Philosophical Society, he devoted a section of to the transactions of that organization. Although the magazine was never the official organ of the society, it was regarded with approval by its members. In this way it became the outstanding magazine of the period, particularly notable for its scientific content.

The editor planned to edit thirteen numbers of the magazine each year. At the end of the thirteenth copy, they were to be bound with an added supplement. The cost of this magazine was a shilling for each number. However, owing to financial conditions, Nichols was forced to abandon his plan after nine numbers.

The magazine itself was chiefly literary in nature—the domestic and foreign intelligence being at a minimum. There was scant attention paid to religion, an unusual fact for a magazine of this period. To counteract the scientific nature

1 The American Magazine, 1769, page 1
of the publication, Nichols added a phase of cheap journalism. "Advice to the Love-lorn" and the Dorothy Dix element crept into the scientific journal. You can well imagine that it would be exceedingly difficult to sandwich Cordelia's love problems between articles on medicine or science with any grace. Most of the material, other than that concerned with science or matrimonial affairs, consisted of selections from English authors, such as, Swift, Pope, and Shakespeare. In poetry, light verse was predominant. Again, this was probably an attempt to appeal to a wider range of people. This magazine is chiefly to be remembered as a notable work of science and for its connection with the American Philosophical Society.

THE CENSOR published in Boston on May 2, 1772 was the next attempt on the part of magazine writers. This was a very vital work. It was incited by an article of Mucius Scaevola published in the MASSACHUSETTS SPY.\(^1\) The excerpt was to protest against the tyranny of one "whom his master calls our Governor". It stated that the peoples' patience was nearly exhausted", and went on to question why the "money thus forced from us, is to hire a man to tyrannize over us".\(^2\) This was the rebellious spirit when the King appointed Governor Hutchinson to the position of Governor of Massachusetts Bay. The periodical was said to have been edited by Lieutenant-Governor Oliver who called himself A. Freeman.

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\(^1\) Massachusetts Spy, newspaper published by Thomas
\(^2\) The Censor, November 23, 1771, page 1 and 2
The purpose of the paper was "To weigh every sentiment when ushered to publick view with temper and decency; to compare discordant opinions, and give birth to truths which the temper of the times may have hitherto confined to the honest but timid bosom of the patriot; to blunt the arrows of envy, malice, and revenge, and to detect designs of the conspirator against his country's peace. These are the designs of this political paper." ¹ The magazine continues from Saturday, November 23 to January 25 of the next year. A Freeman attacks in turn "Mucius Scaevola, Candidus, Leonidas, and the other state mountebanks." When Freeman ran out of material for his attacks, he failed to realize that the purpose planned for the work, was gone. He continued to write articles such as, a receipt for a Good Patriot of the Colonies, and more and more extracts from English papers to fill in space. It grew more and more like an unseasoned news-sheet until it ceased publication on May 2, 1772.

Almost two years later, in January 1774, Isaiah Thomas published THE ROYAL AMERICAN MAGAZINE or THE UNIVERSAL REPOSITORY OF INSTRUCTION AND AMUSEMENT. Thomas was probably the most significant of all the colonial printers. Besides printing innumerable newspapers, magazines, and books, he himself wrote two books which are invaluable to the student of

¹ The Censor, November 23, 1771, page 5
early periodical literature in the United States. For the new magazine, Thomas succeeded in securing the services of Joseph Greenleaf as editor. Greenleaf was already quite prominent in the field and had been accused of a connection with the MASSACHUSETTS CENSOR. This seems to have been highly improbably, however, for the CENSOR was distinctly a Tory publication; while the ROYAL AMERICAN was an out-and-out sympathizer with the Whigs. In addition to these facts, Thomas was not the man to hire an editor of even dubious political connections.

It was the primary intention of Thomas to make this magazine a worthwhile miscellany. For this reason, it is said, he subscribed to all the magazines in Great Britain and America. However, the magazine rapidly became the mouth-piece of the Whigs. It was used as an agent to spread propaganda for the Revolution. It was the first magazine to use illustrations at all liberally. Many of these were engravings by the famous Paul Revere, worthy of preservation for themselves. There are interesting cartoons of the British Oppression of the Colonists, and on the Quebec Bill, and other points of political interest. The editor announced with great pride that the reader would have to put up with the print as he was using domestic ink. This was the first time that printers' ink was made in America. I hope that the reader will forgive it if I tell him that the ink was very poor. In fact, now it is scarcely legible.

The contents of the work were varied, although chiefly
eclectic. Thoughts on female education receive prominent attention. In February the "Directory of Love" appears. This is most interesting. Nancy Dilemma and Arabella seek advice in their various and varied love tangles. In the same issue with a cartoon of the Boston Tea Party, June 1774, there is an article on substitutes for tea. A distinctly new contribution appears in the form of a Hunting Song with both the lyric and the music. ¹

In July, Greenleaf bought the magazine from Thomas. He describes the purpose of the magazine in this manner—the sons of Harvard are distributed everywhere, why not the American Magazine? He intends to use articles on morals, religion, science, and about everything else that he can lay his hands on. The magazine was chiefly governmental. It may be considered a good publication for the period.

THE PENNSYLVANIA MAGAZINE or AMERICAN MONTHLY MUSEUM was published in Philadelphia in 1775. Aitken, the publisher for the new magazine, intended that it should be an effort towards the improvement of the arts and sciences in America. The colonies were becoming sensitive about the criticisms from abroad. With the open breach between England and America, they felt it even more intensely. Aitken says that "Every heart and hand seems to be engaged in the interesting struggle for American

¹ The Royal American Magazine, June 1774, p.5.
Liberty. Till this important point is settled, the pen of the poet and the books of the learned must be in a great measure neglected." ¹ However, he does intend to publish his magazine "unassisted by imported materials." He would like to have included discoveries of the curious remains of antiquity which would lead to the confirmation of historical facts of the rights and ceremonies of a former age." ² However, he states--"A new settled country can not expect to afford any entertainment of this kind. We can look no farther back than to the rude manners and customs of the savage Aborigines of North America." ³ He would be obliged if his correspondent would favor him with these.

For the second issue of the publication, Aitken secured the services of the famous Thomas Paine at a much disputed salary. Smith says that it was twenty-five pounds for a year, while Richardson insists that it was twice that much money. It was Aitken's idea to engage Paine to furnish the magazine with some worthwhile original material. Paine was never the editor of the magazine in the real sense of the word. He was merely a contributor paid by the year. Aitken found it very hard to hold Paine to his contract. Thomas tells of one instance when Aitken had to go after Paine: "On one of these occasions, when Paine had neglected to supply the materials,

¹ The Royal American Magazine, January 1775, page 1
² The Royal American Magazine, January 1775, page 2
³ The Royal American Magazine, January 1775, page 3
for the magazine, within a short time of the day of publication Aitken went to his lodgings, and complained of his neglecting to fulfill his contract. Paine heard him patiently, and coolly answered, 'You shall have them on time'. Aitken expressed some doubts on the subject, and insisted on Paine's accompanying him and proceeding immediately to business, as the workmen were waiting for copy. He accordingly went home with Aitken and was soon seated at a table with the necessary apparatus which always included a glass, and a decanter of brandy. Aitken observed 'he would never write without that'. The first glass of brandy set him thinking, Aitken feared the second would disqualify him or render him intractable; but it only illuminated his great intellectual system; and when he swallowed the third glass, he wrote with great rapidity, intelligence and precision, and his ideas appeared to flow faster than he could commit them to paper. What he penned from the inspiration of the brandy was perfectly fit for the press without any alteration or correction.  

Paine remained the official editor from the second to the seventeenth issue. His articles are all signed by fictitious names, the most common being "A.B.". This is found signed to essays, arguments, and poems in great profusion.

In his prospectus, Aitken announced his intention to exclude all articles on religion and politics from the magazine. However, it was impossible at such a crucial point in the history of the

country, to exclude articles tinged with the sentiments of liberty. Especially could this fact be true because Thomas Paine was the editor. Can you imagine Paine ignoring politics at this time? Why his very heart and soul were wrapped up in the cause of American liberty! Of the more noted of his articles in the PENNSYLVANIA MAGAZINE, there is an essay entitled "On Liberty" signed by Philo-Liberatus, and "The Liberty Tree". Numbered among the other contributors to the publication are the names of Phyllis Wheatly and John Witherspoon. Each issue included a section devoted to an account of the progress of the War. The last issue contained a copy of The Declaration of Independence. The magazine is important for its great quantity of original material.

According to Mott, THE UNITED STATES MAGAZINE edited by H.H. Brackenridge in December 1774, was probably "The most brilliant performance of the whole period." Brackenridge was already well-known for his wit. He was the author of the first satirical novel in America. John Witherspoon, President of the College of New Jersey, also contributed much brilliant satire. Notable among the contributions of this man is a satire of James Rivington. The methods of the paper were often more sarcastic than subtle. The one notable disturbance caused by this fact concerned Lee and Brackenridge. It all started by the editor's allusion to some green breeches concerning which Lee was very sensitive.

1- A History of American Magazines, Mott- page 53
This started a bicker between THE UNITED STATES MAGAZINE and THE PENNSYLVANIA ADVERTIZER. It ended when Brackenridge called Lee a "metamorphopsychosist". Lee probably stopped the quarrel because he couldn't hope to find anything that sounded worse to say of Brackenridge.

In this magazine Phillip Freneau first comes to the attention of literary America. One of his contributions was called "Sylvus on the lighter phases of life". From this time on Freneau was granted a high place in American literature.

THE UNITED STATES MAGAZINE also was written to show England that there were some good writers in America. For the Americans it was intended to be a short cut to culture and learning. The magazine was discontinued "until an established peace and a fixed value of money shall render it convenient or possible to take it up again."

The activity in the magazine field naturally felt the effects of the Revolution. It was impossible to achieve any literary work while such a problem of intense concern to each one of the colonists was about to be decided. Hence, we have a lull in the history of the magazine until THE BOSTON MAGAZINE appears in January 1783. This was edited by a group of men composed of Norman, Freeman, White, Greenleaf, Eliot and Minot. The periodical contains "a collection of instructive and entertaining essays"

1- The Pennsylvania Advertizer, March 12, 1779
2- The United States Magazine, June, 1779
in the various branches of useful and polite literature."\(^1\) Hence, we have a revival of the purely literary magazine. It also included "Foreign and Domestic Occurences, Anecdotes, Observations on the weather, etc. etc."\(^2\) The magazine contained a great deal of original material with some music. A single issue had articles on natural history, "The manner of Praying among the modern Puritans", light essays, historical anecdotes, political essays, a continued story from an Historical Novel, Poetical essays, Foreign and Domestic news, and vital statistics. The illustrations are excellent and worthy of preservation. These were the work of Norman. He said that the fact that they soon disappeared was due to the fact that he was never paid for them. The rest of the editors asserted that the work was not suitable for publication; so they discontinued the engravings until such a time as they could find someone who could do better. Apparently they found no one, for the engravings never were continued. The editors one by one dropped out until only Greenleaf and Freeman were left. With the gradual deterioration of the publication, Greenleaf tried to withdraw. But Freeman would neither buy his share in the business nor allow him to sell it to an outsider. Consequently, Greenleaf turned over his partnership to his father and withdrew all support from the work. At the close of the same year, Freeman was forced to acknowledge his defeat. During the last two years of its existence the

1- *The Boston Magazine*, Oct, 1786  
2- Ibid.
periodical lost its flavor and originality. From a magazine contributed to by such men as Blair, Crevecouer, Greene, Timothy Dwight, Mather Byles, and others, it became a miscellany of none too good selection.

The most interesting feature of this magazine is the Geographical Gazetteer compiled as a supplement to the first volume. This contains invaluable source material for the geography and history of the towns surrounding Boston.

THE GENTLEMEN AND LADY'S TOWN AND COUNTRY MAGAZINE printed by Wendon and Barrett came as a pioneer in the field. Heretofore the female members of society had been almost neglected. This magazine intended to make a place for them. It particularly asked for their contributions. "The Ladies in particular are requested to patronize this work by adding the elegant polish of the Feminine pencil, where purity of sentiment and impassioned are happily blended together". In this very quotation the whole tone of the magazine is implied. It is syruppy to the point of being sickish. It is filled with cheap and tawdry sentimentality. Advice to the Ladies, Rules and Maxims for promoting Patrimony, and moral essays were dominant. It shows the great popularity of the Eastern and Moral tales, Gothic Romances, and moral essays. The poetry department is the best for its originality. Before each article, the note of the contributor appears. For instance, "If you think the following will meet with the

approbation of your readers, although an extract, by inserting it, will oblige your friend -- T.E." 1 This was inserted before an excerpt taken from a British Magazine.

Hertofore, the Meteorological Observations have assumed rather a prominent place in magazine publications. THE GENTLEMEN AND LADY'S TOWN AND COUNTRY MAGAZINE promises that "In the room of the Meteorological Observations, they flatter themselves to afford something more agreeable to the general tastes, than the account of a snow-storm when the sky is serene, or the history of a Northeaster when the wind is Southeast." 2

In the October issue, they insert the following: "The Gentlemen who are in arrears for the Magazine will do an essential service to the Publishers by making a speedy payment, etc." 3 Apparently, the Gentlemen mentioned did not take the hint, for the publication ceased with the December issue because of the lack of sufficient funds. The work is significant only as an index to the popular tastes of the time.

The one issue of THE AMERICAN MONITOR published in Boston in October 1785, is important for being the first magazine in America to focus its attention upon commerce. The editor planned to "make it our constant study: * * * * * * to promote commerce." 4

1- The Gentlemen and Ladies' Town and Country Mag.- May 1784, page 15
2- ibid. page 11
3- ibid. Oct. 1784, page 1
4- The History of American Magazines- Mott - page 63.
The publication contained mercantile intelligence of Europe and America as well as court decisions, and other matters which might prove interesting to the business man. The fact that it had three pages of advertisements is in itself significant. This fact alone would certainly make it more of a newspaper than a magazine. At this time there were practically no advertisements included in the true magazine form. THE AMERICAN MONITOR was forced to discontinue after a single attempt because it had no larger scope than the daily papers with whom it could not possibly compete.

In 1789 THE NEW HAVEN GAZETTE AND CONNECTICUT MAGAZINE appeared. The publishers, Josiah Meigs and Elnathan Dana, were newspaper men. They gave their publication the name of a magazine to dodge the stamp tax which had been levied on the newspapers. The magazine itself was political in nature. Through ironic use of subtleties and a proficient use of satire, the editors supported very decided political opinions. They were ardent exponents of a strong federal constitution, and a stabilization of the financial structures of the new nation. Ellsworth was the chief contributor to the Federalist cause. The current disorder of the country was satirized by such able men as Humphreys, Trumbull, and Barlow, the Hartford Wits.

This magazine achieves its distinction in that it was the first publication to poke vigorous fun at the Connecticut Blue Laws, such as whipping for stealing, fines for kissing, and the
like. Timothy Dwight frequently contributed poetry, and Meigs himself as John Littlejohn, a spectator of life, wrote excellent sketches of the great figures in English Literature. The news was confined to the Historical Chronicle.

At the end of the second volume, Dana withdrew. Meigs did his best to continue the publication, but it lost the former vitality and originality through which it had gained its appeal. So at the end of the third year, Meigs was forced to give up the publication.

There was another newspaper publisher in Massachusetts who objected to the Stamp Act which imposed duties on Licensed vellum parchment, and paper. The act levied a tax of 2/3 d on newspapers and one penny on almanacs, while it let the magazine go through scot-free. The independent Isaiah Thomas, the publisher of THE MASSACHUSETTS SPY in Worcester, objected to the injustice of this act. Hence, he converted his newspaper into the WORCESTER MAGAZINE. About the only change that he made in the publication was to stretch the pages from four to sixteen in number. Its chief interest remained in politics and current events. Many articles were continued from THE MASSACHUSETTS SPY. Among these are "The History of the Late War in America" and another on the Russian Empire. The essays of Tom Taciturn and The Worcester Speculator are the only literary features of the magazine which are worthy of consideration. The people of that time thought these essays worthy of comparison with THE

1 The Massachusetts Spy, a newspaper published by Thomas
SPECTATOR. The poetry was headed "Pegasus of Apollo." However, there were very few of these. It ran only two to six poems in a single copy.

Mr. Thomas evidently was up against it when he came to collect subscriptions. He announces "The printer supposes that some of his customers in Worcester have forgotten that they are in his debt for Newspapers and Magazines; he, therefore begs leave to request they would be so obliging as to make inquiry. As the Printers wants are many, and money is scarce, especially for the discharge of debts, he will take Indian corn or Wood in payment if brought within three weeks from the date thereof."

When the tax was lifted two years later, the magazine resumed the newspaper form.

In February 1787, THE NEW JERSEY MAGAZINE or MONTHLY ADVERTIZER was published for the first time in New Brunswick, New Jersey. It was intended to be a substitute for a newspaper. The aim of the publication was "to inform, improve, and please." It advertised itself open to suggestions. It soon became the fore-runner of the "true confession" type of magazine, containing sentimental essays, and melancholy love stories—often apt to run to the sensational. As a literary work, it had no influence upon the magazine as a form.

The AMERICAN MUSICAL MAGAZINE was published in New Haven Connecticut in 1786. This was the first musical magazine printed.

1- The Worcester Magazine, Oct. 1789, page 1
2- The History of American Magazines, Mott, page 56.
in America. However, in reality, the work is not a magazine at all. It was merely the means the editors, Amos Doolittle and Daniel Read, took to market a music book. As they were financially unable to undertake the publishing of the book all at once, they hit upon the magazine as a "pay-as-you-go" scheme. The work was published in twelve quarto numbers and indicates an interest in vocal music, especially in hymns.

The first really successful magazine printed in America was the AMERICAN MUSEUM. Jean Pierre Brissot said that this publication was "equal to the best periodical contribution in Europe"\(^1\), which was indeed, high praise. Mathew Carey began the work with a bare twenty subscribers. He offered prizes to induce better correspondents. This was the first time that correspondents received any reward for their labors other than that of seeing their name in print. Carey intended that the work should be eclectic. In the Preface, he states- "The work lays little or no claim to originality ** ** ** ** Original writings, however are by no means excluded."\(^2\) He also aimed that the magazine should be impartial politically speaking. However, it does have a strong Federalist inclination. Up to 1790, it printed extracts from the Worcester Speculator, and a great variety of tales. After that time, it became more original in nature. In 1789 Carey asked Belknap to contribute to the work. These articles by Belknap are very note-worthy.

1- A Hist. of Early Amer. Mag.- Richardson- page 132.
2- The American Museum, Dec. 1792-page 1
The magazine was forced to cease publication in December 1792 because of the new Post Office Act which made no provision for the transportation of magazines.

In December of 1787 Noah Webster published THE AMERICAN MAGAZINE, the fourth by this title printed in the eighteenth century. This was a very significant work, well-done and very interesting to the general public. It contained "a miscellaneous collection of Original and other valuable essays in prose and in verse, calculated both for instruction and Amusement." The subscription price amounted to $2.50 a year or twenty-five cents for a single copy. Webster wanted to make the magazine as original and as truly American as possible. Indeed, he advertised that "The editor is determined to collect as many original essays as possible; and particularly such as relate to this country." This, doubtless came out of the spirit of nationalism of the new nation.

Webster was greatly concerned with the failure of the magazine up to this time. He says-- "The expectation of failure is connected with the very name of magazine." He evidently intended to remedy the situation. His next step was to issue a warning to all would-be plagiarists telling them that he would prosecute them as far as he was able. Up to this time, the editing of a magazine had been a comparatively easy task. If there were not enough original contributions, the editor cut

1- The American Magazine, Dec. 1787, page 1
2- Ibid.
3- Ibid.
and clipped with little or no discretion from any magazine that happened to be near him at the time. These extracts seldom acknowledged their original source. To Webster, this was an unspeakable crime. He stoutly pledged himself to do all that was within his power to do away with this practice.

Among the interesting articles in the periodical, is the "rare adventure of Tom Brainless, showing what his father said of him, how he went to college, and what he learned there; how he took his degree and went to keeping school, how afterwards he became a great man and wore a wig; and how anybody else may do the same." This article has been accredited to the famous John Trumbull. The Grave Yard Epitaphs brought a new department to the magazine. From this time on they are frequently seen. One of the best of these is:

"Here lies the body of Deacon John Auricular
Who in God's ways walked perpendicular." This may seem a very morbid interest to you. However, when one stops to consider the number of cars that are seen even today outside the little moss-covered burying grounds, it is easily seen why this particular form should take the public fancy. Webster was also very much interested in the cause of education which was beginning to be of primary concern to the people of that period.

To give some idea of the contents, I will quote the titles

1. The American Magazine, Dec. 1787, page 4
2. ibid. page 17
of some of the articles included in the first issue of the publication. The first was an item on the "Grafting of Trees". Apparently Webster himself knew little of Agriculture, but he inserted the article to gain the support of the farmers. An Anecdote of the Duke of Gordon, an Item on the Bill of Rights and a treatise on the principles of Government and Commerce, all came within a few pages of each other. A letter on colonial forts and an extract from Smith's History of Virginia continued the instructive theme. Jemima Loveleap was apparently inserted to please the tender females. This is suspected to be the work of Webster himself. A new and original idea came in with Titus Blunt's articles on what the well-dressed man and woman will wear. To a letter received from Guy Grumblestone grumbling on the trials and tribulations of married life, the editor gives the sweet advice to "look before he leaps" the next time. The Moral Tale is represented in "Floretta of the Fountains". Each issue contains a goodly amount of poetry most of which is original. The magazine failed because it was not universal in appeal.

The Methodist-Episcopal Church was the first religious sect in America to publish a literary organ of its own creation. The Bishops Coke and Asbury published THE ARMINIAN MAGAZINE in 1789 in Philadelphia. The purpose of the new periodical was to try to awaken a sense of unity among the scattered groups of the church. It also helped Bishop Asbury to maintain some recognition against the overpowering fame of John Wesley. Its
aim, again, was to disseminate the knowledge of Arminius and to combat the ever-growing Calvinism in America. The chief service of the publication came in the publishing of the sermons of John Wesley.

The full title of the magazine is THE ARMINIAN MAGAZINE consisting of extracts and Original Treatises on the General Redemption. The editors declared that heretofore Calvinistic doctrine had been widely published in the United States but "This magazine maintains that 'God willeth all men to be saved'". It preached the doctrine of God's love. The editors believed that Calvinism was on the decline. Any profits which might arise from the publication were "to be applied as the conference may direct". The pages of the periodical were filled with such materials as would be indicated by the following titles: "A History of the Reformation in the Low Countries", "The Universal Redemption", "The Synod of Dort", and twenty-four sermons of John Wesley. The work was purely of a religious interest.

In 1790, one of the most successful magazines of the eighteenth century was published in Boston by Isaiah Thomas and Ebenezer Andrews. It was THE MASSACHUSETTS MAGAZINE or The Monthly Museum of Knowledge and National Entertainment. Its purpose was chiefly to amuse. Up to this time the subscribers of magazines were regarded in the light of patrons fostering a

1- The Arminian Magazine, Dec. 1790- page 1
2- ibid.
a new art. Now at last the magazine was able to stand upon
its own feet. The result was that THE MASSACHUSETTS MAGAZINE
was able to live to the ripe old age of eight years.

The publication catered to every class of people; so the
content was highly original and very varied. It contains an
abundance of short stories varying from the sentimental tales
fairy tales, oriental tales, to moral tales, and every other
kind of tales. It is very interesting to see extracts from
Sterne and "Alas! Poor Vorick!"

The periodical is especially to be distinguished for its
essayists. The Dreamer, The Babler, and the Reformer all
submitted a series of remarkable light informal essays. The
Babler wrote upon such subjects as love, friendship, "the
dangerous inattention which ladies testify to the morals of
their lovers; with an extract from Dr. Fordyce", or, the
"absurdity, nay the Impiety, of many humble supplications to the
Divine Being. Popular character essays were written for the
publication by Benevolus. Noah Webster at this time was trying
to stir the American public to a spelling consciousness. Well
they needed it if one can be allowed to judge even by the maga-
zines themselves. The new periodical expresses much concern
over the degeneracy of the language. It even goes so far as
to list columns of common errors in grammar or diction. The
publication also contains a department on "The Stricture of a
Young Lady's Dress."
In July 1796 at the resignation of Harris, William Bigelow was selected as editor of the magazine. He had much more difficulty in securing contributions. Harvard Students seem to be the only ones upon whom he could rely, and their contributions were mostly Latin verse. The magazine gradually grew stale in tone. It was forced to cease with the December issue of the same year.

In 1789 a new GENTLEMEN AND LADIES' TOWN AND COUNTRY MAGAZINE was published by Coverly. This publication is not to be confused with the publication of that name printed in 1784. There is no connection between the two. The new magazine was devoted to "Literature, History, Politics, Arts, Manners, Amusements, and various other matter". In the first issue, the editor "solicits every Son of Science and Daughter of Genius to favor him with generous assistance." To the ladies in particular he sends his appeal. For "the major part of which (the magazine itself) will ever be dedicated to their instruction or amusement."

The magazine was very poorly executed. There are few general headings. In the midst of everything else, on page eight of the first issue, the editor inserts a list of the prices current in Boston. The entire tone of the magazine is exceedingly sentimental. From illustrations of "Conjugal Affection to Thoughts on Matrimony, or "How to get a Husband", the magazine might be called a fore-runner of LOVE STORY WEEKLY. The

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1 The Gentlemen and Ladies' Town and Country Magazine, Feb. 1789 page 1
The poetry is segregated under the heading of "Parnassian Blossoms". The work itself is certainly insignificant.

THE CHRISTIAN'S, SCHOLAR'S & FARMER'S MAGAZINE, the first bimonthly magazine published in America, was first printed with the April-may issue of 1798. It was edited by a number of gentlemen in Elizabethtown, New Jersey. Shepard Kollock was known to be the publisher and it is suspected that the real editor was the Reverend David Austin. The aim of the publication was "to promote religion, to disseminate knowledge, to afford literary pleasure and to amuse and advance the interests of agriculture." Not a very small order, you must admit. He claims to have made a speciality of public treatises on the arts and sciences. However, one might easily be led to suppose that most of his attention was focussed upon the continued stories and articles. At any rate by 1789, it is said that the editor carried as many as thirty-eight serials on such subjects as rhetoric, farming, oratory, theology, manners and customs, natural history, the discovery of America, biology, Greek history, painting, music and the fine arts. Surely this must have been more than a side-line attraction! Special attention was paid to questions on manners and decorum. In addition, it contained 4-6 pages of poetry and some current events. The tone was heavy and learned.

The editors claimed to have abandoned the publishing of the paper for want of the leisure time in which to continue it. How-

1- A History of American Magazines- Mott, page 73
ever, I would not be surprised if the real reason for its cessation could be found in those very continued articles. How do you feel when you blissfully read along to a "to-be-continued-in-our-next note? Well, how would you feel if you did this very thing thirty-eight times in a single copy of a magazine? I prefer to believe that the magazine ceased publication because the editors felt it more conducive to longevity to go into retirement! At any rate this publication can be remembered as the Father, Mother, and Big Brother of the modern continued story.

In 1792 the female members of the new nation tried their hands at the magazine form by publishing THE LADY'S MAGAZINE & REPOSITORY OF ENTERTAINING KNOWLEDGE. It was the combined work of a literary society. The idea of a woman trying to publish a literary magazine will not strike us as very unusual today. However, we must stop to consider that at this time, women were practically beyond the educational pale. The Emma Williard School in New York was not to open its doors until the next century. As for colleges for Women---these were but a dream of the future. In view of these facts, The Literary Society certainly performed a noble work. The women catching the spirit made prevalent by the Declaration of Independence, began to demand educational and intellectual consideration.

The frontispiece of the magazine depicts a woman kneeling at the feet of another to whom she is presenting a copy of The Rights of Women. A lyre, globe, pallet, some books, and a scroll
are laid in the corner. In the back-ground another woman is coming forward bearing a laurel wreath with a palm and a horn. The editors explain the symbolism in this manner: "The Genius of THE LADY’S MAGAZINE is accompanied by the Genius of Emulation who carries in her hand a laurel crown, approaches Liberty and kneeling presents her with a copy of THE RIGHTS OF WOMEN".  

The magazine is printed with many flourishes and scrolls. It is dedicated to the "fair Daughters of Columbia". The publishers put it up to the women to add the charm to literature which they felt that the men had thus far lacked. They are really very subtle in their salesmanship. They said that "since it is devoted to the fair sex" it is up to every lover of the ladies "to stand as champion of the magazine." The purpose of the periodical was --

"to please, instruct and entertain the fair,
Shall be our constant, our peculiar care--
To blend amusement, with instruction bright
And Charm, by mixing profit with delight."  

Its motto was stated more briefly, "The mind to improve and yet amuse."  

It is to be noted that the first objection to the continued article came from the women. Perhaps they are more curious. Be that as it may, the Literary Society felt that something

1- The Lady's Magazine, 1793, page 3
2- ibid page 1
3- ibid- cover page
4- ibid
must be done about those annoying continued articles. So in order to avoid the suspense and vexation, they decided to publish the magazine every six months, not as a bi-yearly publication. No, they were going to publish the first six numbers in June and the final six numbers the following December. In this way, if there was a continued article, you merely had to reach out your hand for the next number. Surely this was at least a novel solution!

The Ladies called upon the females of Philadelphia for their contributions; for, said the Literary Society, "The Females of Philadelphia are by no means deficient in those talents which have immortalized the names of a Montague, a Craven, a More, and a Seward in their inimitable writings."¹ The plan to publish a miscellany of entertaining and instructive writings and original essays. Later on, they hoped to include fashionable patterns of needle-work for gowns, aprons, and the like.

The first issue gives an indication of the popular feminine tastes. Apparently, back-seat driving was not unheard of even then, for every female in Philadelphia wrote a letter to the Society expressing her views on how the magazine should be run and what it should contain. In fact, there were so many requests that the editors put it before the public, concluding: "After printing these letters, we have only to say that we shall endeavor to please all parties at one time or other; but they must see how impracticable this would be at all times."²

¹-The Lady's Magazine, May 1793- page 2
²-ibid
In reality the magazine itself contains everything from "flap-dash stories" to accounts of a salmon leap in Ireland. The poetry would wring tears from a rhinoceros. The women were inspired with a zeal to rescue the fair sex "from obscurity in which the timidity of female delicacy would hide itself". 1 Mary Woolstonecraft's A VINDICATION OF THE RIGHTS OF WOMEN was advertised very prominently. The whole work is significant only as being the first to be attempted by the women.

THE NEW HAMPSHIRE JOURNAL or The Farmer's Museum was published in Concord, New Hampshire in November, 1793. The editor was John Dennie, a lawyer in Concord. This magazine is significant because it introduces Joseph Dennie into the magazine world. In the next century, he was to edit the first real critical review in America—THE FORT FOLIO. As to the merits of the work itself, it contained a collection of Lay Sermons for which Mr. Dennie was famous. As usual, the publication failed through the lack of financial support.

In 1793, Noah Webster again experimented with the magazine, this time with THE AMERICAN MINERVA published in New York. It was intended to be "The Patroness of Peace, Commerce, and the Liberal Arts". 2 It is less literary and very miscellaneous. In fact, it was in reality a newspaper usurping the work of the magazine. As a political record, its chief function was the defence of the Jay Treaty. It was also strongly in favor of the

1- The Lady's Magazine, May 1793, page 2
2- A History of American Magazines, Mott- page 62
federal constitution. It later continued as THE COMMERCIAL ADVERTISER, a newspaper.

In 1795 there were three literary weeklies started. The first was THE PHILADELPHIA MINERVA published by W.T. Palmer. This was a miscellany of old and fugitive pieces. Little else about the magazine seems to be known. However, in THE POLITICAL CENSOR Peter porcupine called it "a bold and able defender of the British Treaty"; so it must have had some political aspirations. In addition to this, Cobbett implies its reliability and likewise its impartiality.

THE TABLET was the next weekly to appear. This was a miscellaneous paper devoted to the Belles Lettres. It aimed to please through its literary simplicity. There is a very interesting comment signed "C" in the third number. "C" criticized American writers because they did not write of American settings. He advised all would-be writers to avoid writing of Italian and European settings with which they were entirely unacquainted.

This magazine was the second attempt on the part of Joseph Dennie. This work contains much more criticism than THE NEW HAMPSHIRE JOURNAL. These articles of criticism are usually signed "Farrago". This publication is certainly a more worthy fore-runner of THE PORT FOLIO. Indeed, it might even be called the first magazine of critical review in America.¹

¹ THE POLITICAL CENSOR, or The Monthly Review of the Most Interesting Political Occurrences relative to the United States of...
America was published from 1796-1797 by Peter Porcupine, in real life the famous (or infamous, according to your political opinions) William Cobbett. To my mind this is a very significant work—a high light in the history of eighteenth century magazines. It was a real, live, glowing organ. Even to pick up the magazine today makes interesting reading. What must it have been to the people of its own time when most of the other literary offerings were more suitable for fire kindling than to waste time over! Cobbett was a very severe critic with distinct prejudices. However, he exerts a great deal of common sense in his choice of material. One can well imagine how the work must have appealed to the people of that day when it is of interest to the reader of a century later.

The magazine was decidedly anti-Gallican. It was published during the years of the French Revolution. Feeling ran high even in America. The French Revolution meant something to all the world. There were rumors that French agents were in America trying to incite sympathy with the cause of the revolutionists. In the May issue Thomas Paine certainly got his just deserts. In a review of THE AGE OF REASON, Peter Porcupine says that Franklin Bache of Philadelphia should be condemned for importing 15,000 copies of this pamphlet, and for selling them below cost to insure a wide distribution. This, says Peter, is no doubt due to the fact that Paine got his Deistic ideas from Dr. Franklin, grandfather of the book-seller. He went on to say—"The grateful young man should, however, recollect that a vendor of poison will not be excused because the compound was kneaded, or the receipt for it
given by an ancestor." 1 He talks of the blasphemous pamphlets" of "mad Tom". In speaking of the AGE OF REASON, Cobbett says-
"As to the work itself, it cannot be better described than by saying it is as stupid and despicable as its author." 2 Peter accuses Paine of having left America "to bask in the rays of the French Revolution", because America was becoming too civilized for the revolutionist. He thought Paine could not be held fully accountable for the publication, for he says "The Second part of THE AGE OF REASON, he wrote for a living, and the first Part he wrote for his life." 3 What he neglected to mention to the complete destruction of the man is added in an epitaph by a contributor. Poor Tom Paine was certainly drawn and quartered in this magazine. Not that Porcupine was through with him yet. No, in fact he had scarcely begun. The September issue of the magazine includes a "Life of Tom Paine interspersed with Remarks and Reflections". This brings in the scandals of Paine's married life and his dismissal as an officer of the exiles. It concludes-
"He has done all the mischief that he can in the world, and whether his carcass is at last to be suffered to rot on the earth, or to be dried in the air, is of little consequence." "Like Judas, he will be remembered by posterity; men will learn to express all that is base, malignant, treacherous, unnatural, and blasphemous by the single monosyllable of Paine." 4 As a final touch,

1- The Political Censor, May 1796, page 196.
2- The Political Censor, May 1796, page 196.
3- Ibid. page 203
4- The Political Censor, September 1796, page 49.
in his will Peter Porcupine bequeathed to Paine "a strong hempen collar as the only legacy I can think of that is worthy of him." He urged his executors to send this to Paine without delay "that the national razor may not be disgraced by the head of such a monster!" So falleth Tom Paine. The situation becomes somewhat of a paradox when we remember that it was this very man, William Cobbett who later had the body of Tom Paine carried over to England with all pomp and splendor, hailing him as a great national hero.

Muhlenburg, a United States representative was another victim of the violent pen of Peter Porcupine. Muhlenburg was so dead-set against the adoption of the Jay Treaty that he drew up a paper with the leading citizens of Philadelphia, asking the President not to ratify the treaty. Then what did he do but vote for the bill himself. Porcupine attributes this sudden about-face to "some invisible powers". Then, said Pete, the next day Muhlenburg voted for a preamble that said the treaty was "highly objectionable and that it might prove injurious to the United States." Porcupine said that Muhlenburg "tacks with ten times the celerity of an Indian on the top of his sugar-house". In his will, he leaves the politician a statue of Janus.

John Swanswick of Philadelphia was the next man to walk the plank. Swanswick had had a poem published in the Gentleman's Magazine of June 1795. Peter Porcupine gives his estimation of

1- The Political Censor, May 1796, page 175
2- ibid, page 176
3- The Political Censor, January 1797, page 53.
the poem. It is a good criticism based on subject-matter, theme, diction, meter, and general impressions. He finally concludes that the poem is "one line of rhyme and the other of nonsense".

Much of the magazine is devoted to propaganda against the French. He condemns France for not paying her two million dollar war debt. This, apparently, is not such a new question as we have been led to believe. He further cites instances of people being paid to exert French sympathies. In one issue he discusses "Insolent and Seditious Votes communicated to the people of the United States by the French Minister Adet". In his will, Peter Porcupine leaves to the People of the United States an everlasting hatred of the French Revolutionists and their destructive and abominable purposes.

Cobbett's life became a problem of constant defence, not only of his reputation, but also of his very life. Indeed, he received over forty letters threatening his life by all means ranging from butcher-knives to cannon. Finally, he decided that life was becoming far too complicated; so he issued his last will and testament and thus concluded THE POLITICAL CENSOR.

Cobbett himself was bound heart and soul in each moment undertaking. He was a strong-willed individual as he himself admits freely-- "I also beg leave to hint to those who would give me advice which they wish that I should follow, not to do it in too dictorial style, for if I may have good qualities,

1-The Political Censor, November 1797, page 68.
In the absence of data, there is no information to extract. Please provide a readable text or image for analysis.
docility, I am afraid, is not to be numbered amongst them." 1

The next magazine published that was of any significance was THE AMERICAN UNIVERSAL MAGAZINE published in Philadelphia in the same year. This was chiefly eclectic in nature. The first issue contains an article written to the editors "on the Advantages of Periodical Publications". It condemns the periodicals for publishing materials that are inferior or even harmful. "What slender abilities are employed in the compilation of some, what prejudice is displayed in the conduct of others, what factional and despotic principles are disseminated in the conduct of others." 1 The possibilities of the periodical publication are to him boundless in their benefits. "Thus to the philosophic eye, the periodical labours of character undignified by literature appear capable of more beneficial consequences, than the abilities of a Plato, a Socrates, or a Johnson." 2

The object of the magazine was to "inculcate sound morality and dispel the mists of prejudice". 3 However, the readers might easily have suggested that he had a moat in his own eye. The tale of Cardinal Alberoni certainly was too great a stretch for his morality. Nor could any one say that it was designed "to dispel the mists of prejudice." In truth, the whole thing probably had some basis of truth, but obviously as it stands it contradicts itself in a dozen different ways. Whatever the intention of the

1- The Political Censor- November 1797, page 63
3- ibid. cover page
of the periodical, it certainly was not very tolerant.

Interspersed between the theological treatises were frequent epigrams. For instance,

"While you, great George, for knowledge hunt
And sharp conductors change, for Blunt
The empire's out of joint;
And all your thunder heedless views,
By sticking to the point."¹

It was customary to include in each issue either a report of the proceedings of the House of Representatives or an account of the Senate. It was suggested by some of the subscribers that these reports are very dull, and that the space might be used to better advantage. The editors put it up to the general vote.

One of the most interesting questions that was raised came in an essay by the Enquirer entitled "Is it desirable that the state should interfere in the education of youth?" This question apparently began in the founding of the nation and not in the Teachers' Oath Bill after all. The Enquirer decided that the state should only provide the means, for "it may sometimes happen in the election of superintendents or preceptors, that the political interests may clash with those of the institution."²

Likewise, it cited the situation in England, "In the English Universities, with all due respect to those ancient and venerable

¹- The American Universal Magazine, March 1797, page 63
²- ibid. page 78.
institutions, be it remarked the mischievous effects of national interference in education are but too visible.¹ It is most interesting to see how little the stand of the educated has changed on this point.

The magazine also contains much propaganda for the abolition of slavery, from the announcements of meetings to articles and stories for this purpose. The poetry contributions come under the heading of Poetical Effusions. These consisted principally of translations from Horace. The rest of the magazine included moral and oriental tales, serious and ponderous articles, and anecdotes. It was not the policy of the editors to include any articles dealing with politics. In fact they turned down some contributions thus, "We have received several communications on political subjects; none of these, however, we may acknowledge their merits, can appear, as we have determined to publish nothing connected with local politics or party spirit."² The magazine lasted for about one year. It failed through the lack of financial support.

THE NEW YORK MAGAZINE was published in 1789-97. It was one of the three long-lived magazines of the eighteenth century. It was intended to be "an entertaining magazine and a copious Repository of Useful and Interesting matter."³ It might well be distinguished for its informal essayists. Philoblicus, Juvenis, The

¹- The American Universal Magazine, March 1797, page 79
²- Ibid. page 1
³- The New York Magazine, Preface, volume II.
Scribbler, The Club, The Drone, The Miscellanist, and others made many and varied contributions in this field.

However, the main importance of this magazine is the new interest manifested in the theatre. In many numbers there is included a list of plays being given in New York with comments on each one of them. These are apt to be a little partial to the actors. The editors themselves state that "our design in undertaking this publication has been two-fold—generally to convey information to our fellow performers on the stage." 1 However, in spite of this one-sided opinion, the criticism itself was a big step ahead for the magazine.

The American sense of humor seems to have improved since the birth of the new nation. Perhaps it was the English connection that made the jokes in former magazines such a wrestling match between fantasy and common sense. I have not included any of these earlier specimens because they are really too pathetic. However, here are two "anecdotes" taken from the New York Magazine.

"A dissipated spend-thrift, who was dependent upon his grandfather being reproached by a lady for being a rake, replied 'You mistake the matter, Madam, my grandfather is the rake, I am only a pitch-fork!' " 2

And another one—

"Ah, Honey! ( said an Irishman to his friend one day), pray

can you lend me ten pence?—"No, indeed I can't (replied Patty) for I have no more nor four pence." "Well (returned the other) give me that and then you'll owe me sixpence." 1

These are samples of a fairly good early joke. You see there is still quite a long road to travel between THE NEW YORK MAGAZINE and THE NEW YORKER.

This publication was able to boast of such illustrious subscribers as George Washington, John Adams, Mathew Carey, Thomas Greenleaf, James Humphreys, John Jay, Edward Livingston, and many others of lesser importance. It was quite a well-known magazine of its time. However, it was never a financial success even in its very beginning. If it had not been for the supporters it would never have continued for the eight years of its existence. The magazine was forced to acknowledge its defeat in 1797 because of the vast number of competitors that had now sprung into the field.

From January to June in 1797, Phillip Freneau published THE TIMES PLACE AND LITERARY COMPANION as a tri-weekly in New York. Little else seems to be known about the magazine. It is not mentioned in his biographies; so I presume that it was not considered of any importance. We mention it here because the name of Freneau entitles any work to some consideration.

THE MONTHLY MAGAZINE AND AMERICAN REVIEW was the first critical review to be attempted in America. This publication 1- The New York Magazine, February 1793, page 72.
was edited by the famous Charles Brockden Brown. One of the most interesting articles in the magazine was a treatise "On the State of American Literature". He attributes the current superficiality of American Literature to five different sources:

1- America is bound up in a struggle for wealth. There is too little attention being paid to the arts.
2- There are too many colleges in the United States. It would be impossible to have them all so well endowed that they would not be troubled with monetary considerations. He calls some of the colleges "diploma manufacturies". He suggests a uniform requirement for the A.B. degree.
3- There are so few learned men that it is possible for even average men to gain recognition in the field literature.
4- Literary distinction brings little reward of its own. It seems almost a custom for the successful authors to die in dire poverty.
5- Even in this period of history, books were a rarity. Brown hoped that "the establishment of the magazine would materially subserve the interests of letters and science in America".

The section which was devoted to reviews included for the most part selections from the daily papers. The AMERICAN GAZETTEER, THE NEW YORK TRIBUNE, THE NEW JERSEY NAVAL GAZETTE, and many

1- The Monthly Magazine and American Review
others were represented.

The work was later continued under the name of THE AMERICAN REVIEW AND LITERARY JOURNAL. This article by Brown is certainly an excellent conclusion to the magazine history of the eighteenth century. He has enumerated the obstacles which faced the early editors and publishers. He has explained why this literary form was so slow in its development. Lastly, he has set a new standard for magazine editors both in his familiar essays and in the new field of literary criticism.

Hence, we have watched the American magazine through its birth and infancy. We have watched it gradually disentangle itself from other literary forms of the period. At last, at the end of its first fifty years of existence, it is fairly well established and is already exciting a great deal of interest among both the American public and the literary world.
Thus, from the foregoing thesis we see that the magazine in America in the eighteenth century had not as yet secured a fixed foothold in the field of literature. The history of the development of the form in this period is the story of one failure after another. The obvious question which will occur to the reader is, then — of what value are the magazines of this period and what contribution did they make to the field of literature?

From the point of view of the general reader, I would say that the chief value of these magazines to people of the twentieth century lies in the picture of social conduct, manners, and customs of the people who really built America. The contributors to these early magazines wrote for the pure love of writing, of things which they felt would be of interest to the people of growing America. We follow the various wars through their courses as news— not history. Social movements become a vital concern. Meetings of organized reform are announced. We become co-existors in this period so important to American democracy. To study the history of the period in the most inoffensive and entertaining manner possible, I would certainly recommend the reading of these early magazines.

Aside from these sociological reasons, in the study of the development of the magazine, the early writers in America are at last given some consideration. In the study of literature America has always looked across the Atlantic, leaving the study of its own literature to a much later date, or, as in most cases, omitting
it entirely. While we certainly will agree that a back-ground
of English Literature is essential, we must not disregard the
fact that America did produce some writers worthy of considera-
tion, both in the past, and in the present, and certainly is
at last prepared to produce a work truly American and truly
artistic. Because there is, comparatively speaking, so little
material written on American Literature, it is possible to read
the works of these early writers without any previous bias. We
can watch their progress in technique and form from magazine to
magazine. In the next century the magazine was to grow more and
more important, until at the present time it is considered a
definite contribution from the American people to the field of
literature.

To watch the progress of literature in America is like
watching a seed planted in the early spring. Its progress is
gradual. In this early period there was a mere cracking of the
seed to let out the small tender roots. Through the nineteenth
century its growth was fostered and nourished by greater hands;
until now the plant is ready to send out its first wonderful
blossom which will be the pride not only of those who cared for
it through the toilsome years, but of the neighbors, friends,
and of the great men who are to come.
LIST OF MAGAZINES PRINTED 1741-1799

1741

Jan.- AMERICAN MAGAZINE or Monthly View of the Political State of the British Colonies - March 1741

Jan.- GENERAL MAGAZINE and Historical Chronicle for all the British Plantations in America - June 1741

1743

March 2- Boston Weekly - March 16, 1743

March 5- CHRISTIAN HISTORY- February 23, 1743

September- AMERICAN MAGAZINE and Historical Chronicle

1752

Nov.30- INDEPENDENT REFLECTOR

1753

Sept.7- OCCASIONAL REVERBERATOR

1755

March 6- THE INSTRUCTOR- May 8, 1755

April 9- JOHN ENGLISHMAN- July 5, 1755

1757

October- AMERICAN MAGAZINE AND MONTHLY CHRONICLE

1758

January- THE NEW AMERICAN MAGAZINE- March 1760

August- THE NEW ENGLAND MAGAZINE- undated

1764

Ein Geistliches Magazien, Oder; ans der Schatzen der Schriftgehehrten zum Himelrich gelehrt, dargestlchtes Alter und Neues- 1770-1772

1769

AMERICAN MAGAZINE or General Repository- Sept. 1769
Nov. 23 - CENSOR - May 2, 1772
ROYAL SPIRITUAL MAGAZINE* no date

January - THE PENNSYLVANIA

January - THE UNITED STATES MAGAZINE

October - BOSTON MAGAZINE - Oct 1786

May - GENTLEMEN AND LADY'S TOWN AND COUNTRY MAGAZINE - Dec 1784

October - AMERICAN MONITOR - one issue only

Feb. 16 - THE NEW HAVEN GAZETTE AND CONNECTICUT MAGAZINE
June 18, 1789

April - THE WORCESTER MAGAZINE - March 1788

September - THE COLUMBIAN MAGAZINE - later
THE UNIVERSAL ASYLUM & COLUMBIAN MAGAZINE - Dec. 1788

December - NEW JERSEY MAGAZINE - Feb. 1787
AMERICAN MUSICAL MAGAZINE - 1786

January - AMERICAN MUSEUM - Dec. 1792

December - AMERICAN MAGAZINE - Nov. 1788

January - THE ARMINIAN MAGAZINE - Dec. 1790
January- THE CHILDREN'S MAGAZINE - March 1789
January- THE MASSACHUSETTS MAGAZINE - Dec. 1796
February- GENTLEMEN AND LADIES' TOWN AND COUNTRY MAGAZINE - August 1790
April- THE CHRISTIANS', SCHOLARS', & FARMERS' MAGAZINE - March 1791
April 23- COURIER DE BOSTON, AFFICHES, ANNONCES, ET AVIS - October 15, 1789

1790
January- THE NEW YORK MAGAZINE - Dec. 1797

1792
January 6, THE AMERICAN APOLLO - Sept. 28, 1792
June- THE LADY'S MAGAZINE - May 1793

1793
January- THE COLUMBIAN MUSEUM - one number
April 11- THE NEW HAMPSHIRE JOURNAL: or Farmers' Weekly Museum - Oct. 15, 1810
June- THE FREE UNIVERSL MAGAZINE - 1794
June- THE NEW HAMPSHIRE MAGAZINE - Nov. 1793
December-9- THE AMERICAN MINERVA - Oct. 2, 1797

1794
April- MONTHLY MISCELIANY & VERMONT MAGAZINE - Sept. 1794
April- UNITED STATES MAGAZINE - August 1794

1795
January- THE AMERICAN MONTHLY REVIEW - Dec 1795
January- RURAL MAGAZINE - Dec. 1796
February 7- PHILADELPHIA MINERVA - July 7, 1798
May 9- THE TABLET - August 11, 1795
July 1- THE NEW YORK WEEKLY MAGAZINE - later THE SENTIMENTAL & LITERARY MAGAZINE - Aug. 23, 1797

July- THE THEOLOGICAL MAGAZINE - Feb. 1799

1796

Feb. 2- THE NEW STAR - one issue only

March- PROSPECTS FROM A CONGRESS GALLERY later THE POLITICAL CENSOR - March 1797

May- THE EXPERIENCED CHRISTIANS' MAGAZINE - April 1797

May 10- THE NIGHTINGALE - July 30, 1796

June- THE LONG ISLAND MAGAZINE - one issue only

August- LADY'S AND GENTLEMEN'S POCKET MAGAZINE - Nov. 1796

MONTHLY MILITARY REPOSITORY - 1797

THE UNITED STATES CHRISTIAN'S MAGAZINE - 1796

1797

January- THE LITERARY MUSEUM - June 1797

THE METHODIST MAGAZINE - August 1798

THE SOUTH CAROLINA MUSEUM - July 1798

THE WEEKLY MUSEUM - Feb. 1797

January 1- THE REMEMBRANCER - Feb. 1797

January 2- THE AMERICAN UNIVERSAL MAGAZINE - March 7, 1798

March 13- TIME PIECE; AND LITERARY COMPANION - August 30, 1798

April 11- THE NEW STAR - Oct. 3, 1797

July- THE MEDICAL REPOSITORY - 1824 - no date

July- THE NEW HAMPSHIRE AND VERMONT MAGAZINE - Oct. 1797

July 3- THE AMERICAN MORAL & SENTIMENTAL MAGAZINE - May 21, 1798

1798

January- THE PHILADELPHIA MONTHLY MAGAZINE - Dec. 1798
January - THE THESPIAN ORACLE - one issue only

January 13 - THE KEY - July 14, 1798

February 3 - THE WEEKLY MAGAZINE - June, 1799

February 17 - THE RURAL MAGAZINE - Feb. 9, 1799

April 7 - THE RELIGIOUS MONITOR - Sept. 22, 1798

May 12 - THE HUMMING BIRD - June 9, 1798

June - THE GENERAL MAGAZINE AND IMPARTIAL REVIEW - August 1798

July 14 - DESSERT TO THE TRUE AMERICAN - Aug. 19, 1799

October 1 - SCOURGE OF THE ARISTOCRACY or A Republican Magazine - Dec. 15, 1798

CHRISTIAN MONITOR - 1799

January - THE PHILADELPHIA MAGAZINE & IMPARTIAL REVIEW - June 1799

April - THE MONTHLY MAGAZINE & AMERICAN REVIEW - Dec. 1800

June 1 - THE NATIONAL MAGAZINE - 1800
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