

THE GREAT AMERICAN MAGAZINE.

THE SUCCESS OF "THE CENTURY" AND ITS PLANS
FOR 1891.

The Century Magazine is now so well-known that to tell of its past success seems almost an old story. The *N. Y. Tribune* has said that it and its companion, *St. Nicholas for Young Folks*, issued by the same house, "are read by every one person in thirty of the country's population,"—and large editions of both are sent beyond the seas. It is an interesting fact that a few years ago it was found that seven thousand copies of *The Century* went to Scotland,—quite a respectable edition in itself. The question in England is no longer "Who reads an American book?" but "Who does not see the American magazines?"

A few years ago *The Century* about doubled its circulation with the famous War Papers, by General Grant and others, adding many more readers later with the Lincoln History and Kennan's thrilling articles on the Siberian Exile System. One great feature of 1891 is to be

"THE GOLD HUNTERS OF CALIFORNIA,"

describing that remarkable movement to the gold fields in '49, in series of richly illustrated articles written by survivors, including the narratives of men who went to California by the different routes, accounts of the gold discoveries, life in the mines, the work of the vigilance committees (by the chairman of the committees) etc., etc. General Fremont's last writing was done for this series. In November appears the opening article, "The first Emigrant Train to California,"—crossing the Rockies in 1841,—by General Bidwell, a pioneer of pioneers. Thousands of American families who had some relative or friend among "the Argonauts of '49" will be interested in these papers.

MANY OTHER GOOD THINGS ARE COMING,

the narrative of an American's travels through that unknown land Tibet (for 700 miles over ground never before trod by a white man), the experiences of escaping War-Prisoners; American Newspapers, described by well known journalists; accounts of the great Indian Fighters, Custer and others; personal anecdotes of Lincoln, by his private secretaries; "The Faith Doctor," a novel by Edward Eggleston, with a wonderfully rich programme of novelettes and stories by most of the leading writers, etc., etc.

It is also announced that *The Century* has purchased the right to print before its appearance in France or any other country, extracts from the famous Talleyrand Memoirs, which have been secretly preserved for half a century—to be first given to the world through the pages of an American magazine. All Europe is eagerly awaiting the publication of this personal history of Talleyrand—greatest of intriguers and diplomats.

The November *Century* begins the volume, and new subscribers should commence with that issue. The subscription price (\$4.00) may be remitted directly to the publishers, The Century Co., 33 East 17th St. New York, or single copies may be purchased of any news-dealer. The publishers offer to send a free sample copy—a recent back number—to any one desiring it.

CHILDREN'S LITERATURE.

WHAT "ST. NICHOLAS" HAS DONE FOR BOYS AND GIRLS.

Victor Hugo calls this "the woman's century," and he might have added that it is the children's century as well, for never before in the world's history has so much thought been paid to children—their schools, their books, their pictures, and their toys. Childhood, as we understand it, is a recent discovery.

Up to the time of the issue of the *St. Nicholas Magazine* seventeen years ago, literature and children's magazines were almost contradictory terms, but the new periodical started out with the idea that nothing was too good for children; the result has been a juvenile magazine genuine with conscientious purpose,—the greatest writers contributing to it, with the best artists and engravers helping to beautify it,—and everything tuned to the key-note of youth.

It has been the special aim of *St. Nicholas* to supplant unhealthy literature with stories of a living and healthful interest. It will not do to take fascinating bad literature out of boys' hands, and give them in its place Mrs. Barbauld and Peter Parley, or the work of writers who think that any "goody-talk" will do for children, but they must have strong, interesting reading, with the blood and sinew of real life in it—reading that will waken them to a closer observation of the best things about them.

In the seventeen years of its life *St. Nicholas* has not only elevated the children, but it has also elevated the tone of contemporary children's literature as well. Many of its stories, like Mrs. Burnett's "Little Lord Fauntleroy," have become classic. It is not too much to say that almost every notable young people's story now produced in America first seeks the light in the pages of that magazine.

The year 1891 will prove once more that "no household where there are children is complete without *St. Nicholas*." J. T. Trowbridge, Noah Brooks, Charles Dudley Warner, and many well-known writers are to contribute during this coming year. One cannot put the spirit of *St. Nicholas* into a prospectus, but the publishers are glad to send a full announcement of the features for 1891 and a single sample copy to the address of any person mentioning this notice. The magazine costs \$3.00 a year. Address The Century Co., 33 East 17th St., New York.