

THE SEARCH LIGHT.

WHEN an old magazine—the patriarch indeed of American magazines—shaves off its metaphorical beard, removes its antique attire, gets into modern dress and takes part with the youngsters in the race for popularity, a proper respect for its old friends and new acquaintances demands that it should explain its conduct and purpose.

For GODEY'S has just gone through such a change, which, after all, is merely a rehabilitation, and its appearance this month is believed to be an indication that it is as young as the youngest and as strong as the strongest. It will hereafter be a magazine not for women alone but for all classes of adults who enjoy the best of things, literary and artistic, and who have read so much and so long as to know at sight what is good. This is not so much a change as a return to first principles, as will be recognized at once by every one who knows the history of American periodicals. Such knowledge implies a long memory or a great deal of study, so some explanations may not be amiss.

GODEY'S is the oldest of American magazines. It was a flourishing adult when *Harper's New Monthly Magazine*—may it never grow old—raised its infantile, but lively demand for the recognition which it richly deserved and quickly obtained. GODEY'S had enjoyed more than a quarter of a century of success when New England, wanting a magazine wholly its own, started the *Atlantic* to lap the greater New England which reaches to the Pacific, with its familiar and refreshing waves. In the meantime other magazines had been born and buried, some because they were too good to live, others through their impatience to become full grown quicker than the public faculty for nursing would allow. Later there came into existence *Scribner's*, *Lippincott's*, the *Century*, the *Cosmopolitan* and others. All were good—who knows better about them than GODEY'S, the predecessor of all of them—GODEY'S, which had been alone so long that it pined for company and rejoiced to find that which was good.

GODEY'S started as a "ladies' book." How much the term meant two-thirds of a century ago can not be imagined by any one who has

not followed closely the history of American literature. Books for women were scarce in those days; indeed, there were editors and literateurs who doubted whether women had any right to read or whether they wanted any such right. It is to the lasting credit of the founder of this magazine that he recognized the high intellectual grade of American women and procured for them the finest literary feasts that the nation's literary cooks could devise. Few great names of that time are lacking in the intellectual menus published in GODEY'S from month to month; some of these names are reprinted in another part of this issue of the magazine, merely to show where some of the choicest literary morsels of the age were first offered to an expectant throng which proved to be fastidious. Nor was the feast enjoyed by women alone. Abundant were the crumbs which fell from the table to be eagerly snatched by members of the ruder sex. Indeed, so great is woman's generosity that it is not to be doubted that each partaker shared with husband, brother, father or sweetheart the good things which she herself received.

Later, as one new magazine after another began to cater to men and women alike, GODEY'S became all the truer to its purpose to give woman what she most liked and desired. Much is said nowadays about dress reform, but the first emancipation of woman from the thrall of the country dressmaker—bless her honest yet blundering fingers—was brought about by GODEY'S publishing each month some colored pictures of well-dressed women, with instructions in the art of transforming raw material into graceful raiment. Women learned from these fashion plates and directions that taste, not cost, was the secret of success in dress. Slowly but surely, under the guidance of GODEY'S, American women became better dressed than those of any other nation, France not excepted, for Paris is not France, as every one knows who has travelled on the Continent.

The time came, however, when GODEY'S began to rub its experienced eyes and wonder whether it might not be well to return to first principles, giving up none of its characteristic features of

later date, yet relegating less to its literary brethren. Women now have the choice of everything good in literature, and they exercise it with admirable taste and industry. They like all they have found in GODEY'S, but they demand more, all of which must be of the best. Although many new and admirable periodicals have been devised expressly for them, they ask why GODEY'S should not be for the present generation as it was for two earlier ones a collocation of everything good.

The demand is just, as well as complimentary, and we are so pleased by it that we are going to do all that is asked of us. To begin, the magazine is to be much larger than ever before. Far be it from us to spread a less bountiful table than can be found elsewhere. "The best, the very best, and plenty of it" is the principle upon which the old magazine has been rehabilitated. Far from abandoning the old distinctive features, GODEY'S will continue to give women suggestions as to dress, and do it with a thoroughness and elegance never before attempted anywhere; for particulars see the colored prints which accompany this number. A good novel or other long story is enjoyed by every one once in a while, so GODEY'S will print each month as good a story of full book length as money can buy from the best authors. Everybody likes pictures if the pictures are good, so each story will be profusely illustrated by the best artists. Ours is a generation of omnivorous readers, yet every one wants to know something about books before buying them. So GODEY'S will have a veteran reviewer who is appreciative as well as critical to faithfully describe in each number all the new books of every kind which are worth reading. To comply with demands so general and constant is more than any other magazine has attempted, but GODEY'S cheerfully accepts the responsibility and asks no more in return than to be judged by the results.

It will do even more—much more. It would never do for a veteran to be less entertaining than any of its spirited juniors, so GODEY'S will give each month an attractive variety of general and special articles in many departments of literature. There is no place in literature nowadays for anything that is not the best of its kind, so GODEY'S will take care that only the ablest writers shall appear in its pages. Recognizing also the fact that literary finish does not always imply good taste, the magazine will rigorously exclude everything, no matter how

brilliant, which is at all likely to "leave a bad taste in the mouth" of any one who may buy and read it. A magazine to be universally welcome in the home circle should contain nothing which can offend any one. GODEY'S will, therefore, be in the future as it has been in the past, a magazine which may safely be given to any member of the family or to any friend. Literature which is not clean may have its place—there is plenty of room in ash barrels and gutters for it—but the pages of a modern magazine can be put to a better use; those of GODEY'S will never admit anything offensive to proper taste or moral sense.

In conclusion it may not be necessary, but it is certainly gratifying to say that GODEY'S will not be in any sense a competitor of any of the several admirable magazines now before the public. There is room for all and for many more. The time has passed in which people read only a single monthly magazine. Modern monthlies are much the handsomest compendiums of literature which the world has ever known, and they are so cheap that any person who can afford one can buy all he may like. Any magazine gives much more in quantity, quality and variety than a large book. It does not take the place of a book, nor should it, although in the case of GODEY'S an entire book forms merely part of the monthly contents. All the good magazines of the month may be bought for the price of two cheap bound books, yet the contents are ten times as voluminous. It is only in magazines that place can be made for much entertaining material which otherwise might not appear at all. Magazines are America's most popular literary and moral educators. They have already done their work so well that they now circulate by thousands where once they sold only by scores. The money that is expended on any single issue of GODEY'S or any other first-class magazine would buy and publish fifty novels or other book of similar size. Magazine editors do not lie at ease in their chairs and wait for contributions; they are untiring and persistent in their efforts to extract from authors their best thoughts and in demanding the ablest work of artists. Were the contents of this issue of GODEY'S, which is sold for twenty-five cents, to be published in book form, in the ordinary manner, the publishers would have to charge ten dollars a copy or go to the poor-house. The same may be said regarding the work of some of our esteemed contemporaries. Such enterprise deserves its

reward, and we do not for an instant doubt that we shall receive our full share of it.

UNWELCOME death, with his dusky wings, has cast his shadow and obscured the light of earth from the eyes of many who, through past years, have made our pages shine with the light of learning and genius. Many of the great names of literature have been stricken from the "working roll," but their memories are left, and the fragrance and beauty of their lives are all the more surely felt and appreciated by those who are left on the morning side of the dark river. Josephine Pollard, whose life went out into the great unknown while yet the pages of this magazine were being compiled, left the world better for having lived in it. Ill health had long kept Miss Pollard from doing extensive literary work, but the last poem to come from her graceful pen, and in fact the last work she did for publication, was "A Love Song," which appears elsewhere in this issue of GODEY'S. A letter received by the editor only a few days before her death, expresses languor, but it contains no complaint. She was not of the sort to complain. Coming, as she did, from Puritan stock, Miss Pollard inherited the sturdy and noble qualities of the brave ones who came to a new country to seek and to uphold independence and freedom. During her busy literary life, Miss Pollard wrote much. She was particularly at home when writing upon religious subjects and for children, yet she had a clever touch and an unusual ability at turning a bit of verse in lighter or humorous vein. She was a New Yorker by birth, and the greater part of her life was passed here, where she was identified with literary movements and interests. But she kept in the modest and quiet paths of literature, never seeking display with her pen or personality, but always working faithfully, honestly, and oftentimes brilliantly. Others may take up the work she has left unfinished, greater minds may dazzle the readers, but her place in the world of letters can never be filled.

It will be the province of the editor to turn the Search Light from his little corner to all points of the world, and to search out for his readers all that shall interest and instruct them in art, literature and science. It will ever be his pride to turn the light upon all that is good, as also upon the evil of the world, so that the

dark, unwholesome and unattractive places shall no longer be in shadow. In taking upon himself these duties, in assuming the line of work which was begun by others, and which has been carried on so successfully for many years, the editor feels that his task is not only a peculiar, but in many respects a difficult one. "Our Arm Chair," the name under which the editorial department of GODEY'S has so long been recognized by its readers, and which has been occupied by and contributed to at various times in the history of the magazine by men and women who, by their force of character, excellent judgment, careful discrimination and superior intelligence, did much toward forming the literary standard of their times, is now surrendered for a more modern chair. The old familiar "Arm Chair" will remain little else than a memory, but its influence, always for good, will, we trust, continue to make itself felt in the modern surroundings and scenes of labor. The readers of GODEY'S can do much, if they will, towards making the editor's chair a comfortable one, and to this end he asks their hearty co-operation. The Search Light will first be turned into the home circle, where it hopes to find happiness, contentment and a copy of GODEY'S MAGAZINE; to the business world, where there may be prosperity and wealth; to the world of art, where the workers in the realm of beauty may produce that which shall please and delight the eye; and last, but by no means least, to the great field of letters, where it will try to search out the brightest and most entertaining and instructive writers. Certainly the Search Light has accomplished this at the beginning in the preparation of the number that is now presented, but this is but the beginning, only a forecast of that which is to come, and if the penetrating rays shall search more deeply and effectually in the future than it has in the past, we shall be all the more gratified. The greatest happiness should come from accomplishing the greatest good, and if this end is attained, if the world and the people in it are made better and happier, if human nature is lifted to a higher plain through that which may be found in these pages, then the Search Light shall not have shone in vain.

It is the tendency of the times to search deeply. We are living in an age when great problems are being solved, when the masters of science are bringing to the light and perfecting

those things which have been throughout the long ages thought to be hidden from the knowledge of men. It is admitted that many of the arts of the ancients are lost to us of modern times, but let it become necessary, through any cause, and perhaps the busy brains of men may come to the front and startle the world by their productions. No pyramids nor massive temples have been built in America, because there has been no demand; but should necessity call modern invention would assert itself, and similar machinery to that used by the ancients to lift mountains of stone and marble to high elevations, would once more be invented. The age is indeed a remarkable one, and although the strides made in the fields of the sciences and arts during the present generation have been greater than at any time in the world's history, yet it is generally conceded that the generation to come will develop far greater marvels. In the past the growth and development of these things has been slow and steady, but now in our modern, rapid, feverish times great inventions and discoveries develop in a day—in a hour—and the world marvels as it contemplates how easily is accomplished that which was once thought to be the impossible. The art of book printing and book making is one which has progressed toward a state of perfection by rapid leaps and bounds, during the present generation. The various engraving and reproducing processes, photographic and otherwise, that have been developed; the nicety with which the type is cast for the printer, and the electrotypes afterwards; the high state of perfection which has been reached in the art of paper-making, not forgetting the binding, all combine to give us high art books at a price which only a few years ago would not have been thought possible. The reader is the one who profits by this, for at a very small expense he has placed within his reach books and magazines, libraries and art galleries of themselves, and calculated quite as much to please the eye as the mind. For without a pleasant picture it is hard indeed to derive the greatest intellectual pleasure. Ugly, awkward and blurred type takes away much of the attractiveness from one's book, while if clearly and beautifully printed the pages, on the other hand, may be entirely without illustration and still have a charm for the eye.

PUBLISHER'S PERTINENT POINTS.

TO THE OLD FRIENDS OF "GODEY'S LADY'S BOOK."—It is none other than your old friend who appears in this October number as GODEY'S MAGAZINE. She presents herself, however, in an entirely fresh costume, and feeling a little natural pride in her new dress, takes occasion to expand and will hereafter surpass in quality and dimensions any of her relatives in the field of magazines. More than one million families in this country have, at some period of the Nineteenth Century, been accustomed to read GODEY'S LADY'S BOOK. The almost affectionate relationship which existed between reader and magazine will, no doubt, receive a very special stimulus by the reappearance of their old companion in the rejuvenated form. These constituents of the past will recognize it, not so much, perhaps, by the type dress in which it now appears, as by the features which have made GODEY'S universally popular. In the realm of delightful stories, as well as of brilliant fashions, GODEY'S has always been great. It is greater now than ever, because the old-time features are presented in a way hitherto unapproached by GODEY'S or by any other magazine. We confidently expect every friend of the past to become the reader of the present, and the presentation of a single copy of the magazine to a friend or friends will result in widening its scope of influence, just in proportion to the willingness of its older readers to simply display its pages to would-be subscribers. We feel a healthy confidence as to the future, born not only of the fact that our magazine enjoys the proud distinction of having been a leader for sixty-two years, but also because no money or effort shall be spared to continue it in that same relation of pre-eminence to the field of magazine literature which it has justly occupied for so many years. In this issue of GODEY'S are displayed the results of nearly three-quarters of a century of experience. When our esteemed contemporaries have served the public for an equal period of years, they may then hope to meet its demands, by a presentation as unique and acceptable as we are proud to say this issue of GODEY'S MAGAZINE is. We shall continue to excel!

THE PUBLISHER.