

94

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Rev. Amos A. Phelps

NOV 10 1833

Boston

single paid

Johna Dewitt
New York
Nov 8. 1833.



so many good thoughts, while the Evangelist is,
at the same time actually suffering for the
want of a few fresh & reasonable originals.

Another thing which we must have, in order to
make the Evangelist a New England paper. That
is a regular correspondent at or near the me-
tropolis of New England. He will give us early &
full accounts of all interesting incidents
that take place. He should be a man that is
wise to know when to speak & what to say, & at
the same time one who will not flinch from
little spice, now & then, of "New York
Evangelist-ism" notwithstanding he might
incur a censure from the profound & most
delicate editor of —. The letter from "our correspond-
ent at Boston," in the Evangelist of June 8. is a
happy specimen of what we want. There ought
to be about a dozen or twenty such letters in
a year, giving accounts of anniversaries, at
Boston, Salem, Andover, Portland, Concord &c. of
ordinations, new churches, monthly convents at
Boston, temperance meetings, anti-slavery,
&c. occasional biographical or obituary notices,
in short, news, каивотегор — never, newest, facts em-
bedded with sentiment — all alive.

Your letter has decided us to enlarge, at the begin-
ning of the year, to the size of the Observer.

My love to all the brethren
Yours truly
John Leavitt

region. Indeed, we had just before been talking
of the same thing, on the very day your letter came.
Mr. R. G. Williams, a very active & efficient
agent, is now reaping a special harvest in
Berkshire Co. & as soon as he has gathered
that, we mean to direct his course to Bertan.
Hope you will aid him with such advice
& direction as you can. If you know of a
real good agent who will devote himself
exclusively to the Evangelist, we should be glad
to employ him. We have got tired of joint a-
gencies with other things, however dissimilar.
"No man can serve two masters" in getting
subscribers, more than any thing else.

You speak of making the Evangelist "the
paper for New England." One indispensable
requirement to this, is that a good proportion
of its matter should come from New England.
In planning for a newspaper, I dare say you
did not think of entering into competition with
those highly intellectual publications, the
Evangelist, Recorder, &c. without calculating
upon a good deal of literary labor among
yourselves, in order to fill its columns. I presume
there are among you already several important
& sensible articles, fit for the press, & preparing
for a vent. Let me beg that you will not smother

New York Nov. 8, 1893

83
Dear Brother Phelps

Your kind letter of Oct. 18. has just come to hand - I cannot but think you have decided wisely in regard to the paper - keeping my own interest out of view. It is a prodigious operation to get a paper under way, of the size that papers assume nowadays, the expense is enormous. One of my ^{partners} has sunk \$3000 in the Evangelist, which he never will recover. I have about \$2500 in it, besides two years of wholly uncompensated labor, supporting my family from my private resources. Our subscription is now upwards of 5500, + if we can carry this list along into our fifth year ^{with a moderate increase} it will then for the first time yield sufficient to support those that labor on it. But this list is liable to constant fluctuations, for multitudes of subscribers have no sort of sympathy with and - it - especially one who goes ahead - but for the least mistake or difference of opinion they just kick him + turn him adrift.

Your letter is gratifying, and we shall lose no time in sending an agent to you