

April 4th, 1903.

Indomitable

Mr. Albert Shaw,

The Review of Reviews, New York City.

My dear Sir:-

A strong corporation has been formed in Chicago for the purpose of publishing "Christendom", a religious magazine of the general type of the Independent and The Outlook. I have been asked to act as Chairman of the Editorial Committee of the Board of Directors. Professor Shailer Mathews of the University is to be the editor, and, as you will see from the enclosed slip, some very strong men are to be associated with him.

In addition to these Associate editors it is hoped to have a number of representative men who will be known as Contributing Editors. Their duties would consist in furnishing occasional contributions, for which we should of course expect to pay, and in helping us in the way of suggestions and advice as occasion might arrive.

It would give Professor Mathews and myself a great deal of pleasure if you would consent to allow your name to be used as one of these Contributing Editors.

The first number of "Christendom" will appear April 15th.

April 11, 1903.

Handwritten signature in red ink, likely "G. B. Shaw".

Mr. Albert Shaw,

The Review of Reviews, New York City.

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It would give Professor Mathews and myself a great deal of pleasure if you would consent to allow your name to be used as one of these Contributing Editors.

The first number of "Christendom" will appear April 15th.

We are naturally anxious to have the list of Editors at that time complete.

I am very well aware that you are under heavy pressure of duties, but I trust that your interest in the purpose for which "Christendom" stands will lead you to consent to allow us to use your name.

Yours very truly,

W. R. Harper

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Yours very truly,

W. R. Harper

April 4th, 1903.

President F. A. Alderman,
New Orleans, La.

My dear President Alderman:-

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President E. A. Alderman,

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W. R. Harper

May 23rd, 1903.

President David Starr Jordan,

Leland Stanford University, Palo Alto, Calif

My dear President Jordan:-

A strong corporation is just beginning the publication of "Christendom", a weekly magazine of the general type of "The Outlook" and "Independent". Its promoters plan to make it as good a magazine as possible. I have been asked to act as chairman of the Editorial Committee of the Board of Directors, and Professor Shailer Mathews of the University is acting as editor.

We should be very glad if you could give us a paper of perhaps 2500 words upon The Place of Athletics in the College Curriculum. I hesitate to add another to your burdens but I should count it a favor both personally and from the editorial point of view if you would consent to do "Christendom" this service.

Of course I hope that you will consider the subject ~~as~~ mentioned as only in the nature of a suggestion. Possibly you would prefer to write upon some other topic. I should perhaps add that we should not expect you to do us this service without what I trust would be a satisfactory financial return.

Yours very truly,

May 23rd, 1903.

President David Starr Jordan,

Harvard University, Cambridge, Mass.

My dear President Jordan:-

A strong corporation is just beginning

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Yours very truly,

May 23rd, 1903.

M. J. J. Jusserand,

Ambassador of the French Republic, Washington, D.C.

My dear Sir:-

A strong corporation is just beginning the publication of "Christendom" a weekly magazine of the general type of "The Outlook" and "Independent". Its promoters plan to make it as good a magazine as possible. I have been asked to act as chairman of the Editorial Committee of the Board of Directors and Professor Shailer Mathews of the University is acting as editor.

We should be very glad if you could give us a paper of perhaps 2500 words upon the subject, Is France Irreligious? I hesitate to add another to your burdens but I should count it a favor both personally and from the editorial point of view if you would consent to do "Christendom" this service. Of course I hope that you will consider the subject I mention as only in the nature of a suggestion. Possibly you would prefer to write upon some other topic. I am enclosing a check for \$100. which I trust you will accept as a partial honorarium.

Yours very truly,

W. R. Harper

May 23rd, 1903.

Mr. J. J. Townsend,

Ambassador of the French Republic, Washington, D.C.

My dear Sir:-

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W. R. Harper

Christendom

PUBLISHED WEEKLY

153-155 LA SALLE STREET

TELEPHONE, CENTRAL 3918

CHICAGO, June 16th, 1903.

Wm. R. Harper, Esq.,

University of Chicago, Chicago. ✓

Dear Sir:-

You will pardon us if we trouble you again about your subscription to the stock of The Christendom Company. There are three payments due, amounting to \$300.00. It is quite essential that these installments be paid regularly in order that the work of the Company may not be crippled.

Will you kindly give the matter your immediate attention, and make your check payable to Frank J: Llewellyn, Treas.?

Yours very truly,

CHRISTENDOM.

A. J. Llewellyn
Bus. Mgr.

Christendom

PUBLISHED WEEKLY

13315 LA SALLE STREET

TELEPHONE CENTRAL 2018

CHICAGO, June 18th, 1903.

Wm. R. Harper, Esq.,

University of Chicago, Chicago.

Dear Sir:-

You will pardon us if we trouble you again about your subscription to the stock of The Christendom Company. There are three payments due, amounting to \$300.00. It is quite essential that these installments be paid regularly in order that the work of the Company may not be crippled.

Will you kindly give the matter your immediate attention, and

make your check payable to Frank J. Hlawell, Treas.?

Yours very truly,

CHRISTENDOM.

L. J. Humphrey
Wm. R. Harper

June 27th, 1903.

Mr. A. J. Llewellyn,

153 LaSalle St., Chicago.

My dear Mr. Llewellyn:-

I am very much obliged to you for the full and satisfactory statement of June 23rd. I appreciate very much the facts which you lay before me and remain

Yours very truly,

MENT

June 27th, 1903.

Mr. A. J. Llewellyn,

123 LaSalle St., Chicago.

My dear Mr. Llewellyn:-

I am very much obliged to you for the
full and satisfactory statement of June 23rd. I appreciate very much
the facts which you lay before me and remain
Yours very truly,

Christendom

PUBLISHED WEEKLY

153-155 LA SALLE STREET

TELEPHONE, CENTRAL 3918

CHICAGO, June 23rd, 1903.

Dr. William Rainey Harper,
University of Chicago,
Chicago, Ill.

Dear Sir:-

In reply to your esteemed favor of the 22nd inst., I beg to state with reference to your three points. First

RE STAMPS AND PERSONAL CHECKS

The matter of accepting stamps or personal checks was thoroughly canvassed in the beginning, and it was the general opinion of those who have had experience, that we should not lose any subscriptions by calling attention to the fact that stamps and personal checks were not desirable media for the transmission of subscriptions; but on the other hand, they are very objectionable because stamps stick, and there is an exchange charge at the banks upon personal checks from the towns from which our subscriptions, as a general thing, come. This item of exchange would amount to a considerable sum. Second

RE SUBSCRIPTION FOR STOCK

Your subscription of \$1,000.00 was turned over to me by the chairman of the finance committee, together with the other subscriptions, and as we need all the funds that should come from the stock subscribed, I have sent out notices to all the stock holders regularly with reference to the monthly installment of ten percent, as they fell due. Third.

RE EXPENDITURES AND SUBSCRIPTIONS

The amount paid out for contributions during the first ten weeks of the existence of the paper has been an average of \$200.00 per week. I understand from Mr. Mathews that this pays for contributions

Christianity

PUBLISHED WEEKLY

123-126 LA SALLE STREET

CHICAGO, ILL., 1902

Dr. William Henry Harper,

University of Chicago,

Chicago, Ill.

Dear Sir:-

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RE MEMBERSHIP AND SUBSCRIPTIONS

The amount paid out for contributions during the first ten weeks of the existence of the paper has been an average of \$200.00 per week. I understand from Mr. Mathews that this pays for contributions

Christendom

PUBLISHED WEEKLY

153-155 LA SALLE STREET

TELEPHONE, CENTRAL 3918

CHICAGO,.....

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on hand that have not yet been used.

The cost of the paper per week based on the first ten weeks is as follows:-

Printing, Illustrating and Paper	\$378.00
Rent chargeable 1/2 to Editorial Department and 1/2 to Business Department	25.00
Salaries chargeable 1/2 to Editorial Department and 1/2 to Business Department	161.00
Clerk Hire and Sundries chargeable 1/4 to Editorial Department and 3/4 to Business Department	150.00
Mailing	30.00
Contributions	200.00
Total cost per week	<u>\$944.00</u>

With reference to subscribers, I would state that we started in with 2,700 nominal subscribers of The American Weekly, but found that, of these, one thousand subscriptions had expired from four to six months before we took hold. They were retained on the mailing list in order to assist us in making the entry of CHRISTENDOM at the Post Office as second class matter. These were stricken off the list after we had made several efforts to get them to subscribe to CHRISTENDOM at reduced rates. They only paid 50 cents a year for The American Weekly, and very few of them would come to the price of CHRISTENDOM, although we reduced it to \$2.00 to them as old American Weekly subscribers.

This left us 1,700 live subscriptions at the time we started in April 15th. We wrote these people saying we would fill out the unexpired term of their subscriptions, with CHRISTENDOM; and as their subscriptions expired, I made them special offers to renew. Very few of them, however, would do this, largely on account of the fact that the

CHRISTIANITY

PUBLISHED WEEKLY

103-105 LA SALLE STREET

CHICAGO

TELEPHONE CENTRAL 5015

TELEPHONE CENTRAL 5015

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The cost of the paper per week based on the first ten weeks

is as follows:-

\$275.00	Printing, Illustrations and Paper
25.00	Rent chargeable 1/2 to Editorial Department and 1/2 to Business Department
161.00	Salaries chargeable 1/2 to Editorial Department and 1/2 to Business Department
150.00	Clark Hire and Supplies chargeable 1/2 to Editorial Department and 1/2 to Business Department
30.00	Mailing
300.00	Contributions
\$941.00	Total cost per week

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Christendom

PUBLISHED WEEKLY

153-155 LA SALLE STREET

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CHICAGO,

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Of the above 1,700 American Weekly subscribers, therefore, we have left now about 1,000, and I suppose very few of these will renew as their subscriptions expire month by month. We have, therefore, today on our subscription list 1,000 American Weekly subscribers.

In addition to this, we have secured through circularizing and agents, about 2,000 annual bona fide subscribers to CHRISTENDOM in the two months that we have been in existence.

In addition to this, we have a standing order from the Western News Company for 2,000 copies per week, which brings our list of bona fide subscribers up to a little over 5,000. To do this, we have expended about \$2,500.00 in circularizing, and other methods of promotion.

Our weekly issue runs from 7,000 to 13,000 copies.

If there is any further information you desire that I can furnish, I will gladly do so.

Yours very truly,

A. J. Lewellyn, Bus. Mgr.

Christianity

PUBLISHED WEEKLY

153-155 LA SALLE STREET

TELEPHONE CENTRAL 3018

CHICAGO

-2-

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If there is any further information you desire that I can furnish, I will gladly do so.

Yours very truly,

O. J. Langley, Pres. W. N. Co.