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Expropriating *The Great South* and Exporting “Local Color”: Global and Hemispheric Imaginarities of the First Reconstruction

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American Literary History, Volume 18, Issue 3, 1 January 2006, Pages 496–520,
<https://doi.org/10.1093/alh/ajl010>

Published: 19 July 2006

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In 1872, the magazine editor Josiah Gilbert Holland found himself in

something of a predicament. Just over a year earlier, he had persuaded the powerful publisher Charles Scribner to discontinue two of the magazines published by his firm and to consolidate their subscription rolls behind Holland's bold new venture: the filially named *Scribner's Monthly*, a magazine that aspired to the moral and literary authority of the *Atlantic*; the illustration quantity and quality of not just *Harper's*, but the popular London magazines; and the subscription rates to surpass all of its "high-toned" competitors (Peckham 189).¹ But now Charles Scribner had died unexpectedly at age 50. Control of his firm had passed to his young sons, whose dispensation toward the upstart magazine was unclear, and Holland had failed so far to...

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