The year 1867 was a watershed for Trollope. He had more or less disassociated himself from the increasingly progressive *Fortnightly Review*. He was at the peak of his powers, publishing in part issues *The Last Chronicle of Barset*, which he regards in the *Autobiography* as his finest achievement in fiction (A 274), and he remembered 1867 with great nostalgia – the Barchester series was complete and the Palliser novels were well under way. More significantly for his personal life, at least as he later recalls, was the decision to resign from the Post Office. Trollope's deep sense of hurt at having been passed over for promotion in 1865 eventually led to his resignation in autumn 1867. Knowing that his literary work would provide at least as much income as his civil service job, Trollope resigned on 3 October. The publisher James Virtue had for several months discussed a new periodical for Trollope to edit, and with feelings of bitterness towards his beloved Post Office, *Saint Pauls Magazine*¹ was launched in October 1867. Looking back, Trollope believed the years 1867–68 to be the 'busiest in my life' (A 322): he left the Post Office, travelled to America, established *Saint Pauls*, wrote journalism for the magazine, wrote five novels, hunted three times a week each winter and lost a parliamentary election. Whether or not we accept Trollope's construction of his life as told in the *Autobiography*, a story of making good through dedication and diligence if ever there was one,² it is true that 1867 was a transitional year for him.

Virtue had approached Trollope about editing a magazine over a year before *Saint Pauls* was launched, and by December 1866

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the author had agreed to be editor and plans were under way. Trollope's primary concern was that the first issue be postponed until October 1867. Trollope was different from other well-known editors in that he demanded full editorial control in deciding on contributors and their payments, and he was encouraged by Virtue to 'pay the contributors well to get good talent' (Letters 1, 358). His own salary was £750 per year, and at a pound a page for non-fiction, his rates to contributors were comparable to those of the quarterlies. Fiction (apart from Trollope's own, which earned a higher rate) was paid at the rate of 25 shillings per page, and it is worth noting that the other, lesser-paid serial novelists under Trollope's editorship were all women: Baroness Blaze de Bury, Frances Eleanor Trollope, and Mrs Oliphant. Trollope's place at the head of the magazine, it would seem, was not to be overshadowed by any other more popular novelist. However, his editorial control and generosity were not enough to make the venture lucrative, and he admits in the Autobiography that 'publishers themselves have been the best editors of magazines' (A 288). 'I calculate that a sale of 25,000 would pay,' Virtue wrote to Trollope, 'but I certainly expect a far higher circulation' (Letters 1, 358). As it was, the circulation never reached above 10,000, and Virtue sold the magazine to Alexander Strahan in May 1869. In January 1870, at the same time Trollope's serial of Ralph the Heir was added as a supplement to the magazine, the author-editor was informed that the publishers could no longer afford his services. By July he was out and Saint Pauls was left to 'edit itself in the manner of Blackwood's (Letters 1, 495). Four years later, after an unsuccessful intervention from yet another publisher, the magazine came quietly to an end in mid-volume.

In the same month in 1867 that Trollope resigned from the Post Office and launched Saint Pauls, his experiment with anonymity continued with Linda Tressel in Blackwood's (as discussed in Chapter 3). Interestingly, while he was testing the power of his 'brand name' with Linda Tressel, advertisements for his own periodical were anything but modest about the attraction of 'Anthony Trollope'. Adverts in September and October clearly use his popularity to sell Saint Pauls. In a full page advertisement which appeared in the Athenaeum and Saturday Review, for example, his proper name and his role as editor are both invoked three times (Fig. 4.1). Virtue had initially wanted Saint Pauls to be called Anthony Trollope's Magazine, but the humble author balked