

Miss Louise E. Francis, the gifted editor and owner of the *Castroville Enterprise*, is well known in the field of Pacific coast journalism as one of the most successful newspaper publishers on the coast.

At the age of seventeen she left home and friends and started out into the world to gain an independent livelihood. Having received a thorough academic education and possessing a facile pen, she naturally drifted into literary work. She was soon tendered an editorial position on the Santa Clara Valley, a monthly horticultural journal published at San José which she accepted, and became the editor of the household department of the publication. Later she acted as special correspondent for the *San José Daily and Weekly Mercury*.

In 1890 she, in partnership with C. A. Peckham, established the *Monterey Enterprise* at Monterey, California. The enterprise proved financially unsuccessful and after six months the periodical was discontinued. In April, 1891, she began publishing the *Castroville Enterprise*, which she now owns.

Through all her editorial work is seen her independent spirit and commendably aggressive newspaper policy, the influence of her pencil being felt throughout the Salinas valley. Its tone is elevating and carries with it the assurance of success in all battles, where the principles of right are arrayed against the wrong.

Miss Francis is a member of the Pacific Coast Woman's Press Association and her *Enterprise* is the

official organ for the association. She is also a member of the National Editorial Association and assistant corresponding secretary for the same, she being the only member of the organization on this coast who was honored with a position on its staff of officers at their recent national convention at San Francisco.

Miss Francis relinquishes her editorial duties for a time to aid her associates in the national association work at the coming World's Columbian Exposition at Chicago in 1893. She is a bright and vivacious businesswoman, and her pencil is ever ready to gracefully acknowledge all courtesies shown to the newspaper world to which she belongs.

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