

The Heliograph



The Postal History Foundation

Summer 1999

On the Cover

Photograph of the painting by Cal N. Peters, one of a series presented to the Postal History Museum by the Arizona Philatelic Rangers.



Lena Rogers, Administrative Assistant, and **Harland Beckman**, volunteer with the post office, greet visitors in the lobby of the PHF.



ARIPEX '99 revisited.

See pages 19 and 20 for more about the USPS Stampers area and activities.

The Postal History Foundation

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Frank A. Mallalieu, Editor

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The Postal History Foundation is an Arizona non-profit corporation chartered to be used exclusively for historical, research, scientific, and education purposes in the advancement of postal history, including, but not limited to, the collecting, assembling, preserving, recording and publishing of postal history.

Membership donations over that for annual membership, and donations of cash, acceptable stamps, covers, books, postcards, periodicals and postal history material are deductible for U. S. income tax purposes and are most gratefully received. The Foundation is an IRS designated 501(c)(3) charitable organization.

MEMBERSHIP INFORMATION

Memberships are on a calendar year basis. Pre-payment of dues several years in advance is greatly appreciated.

Annual membership	\$20
Sustaining membership	\$35
Patron	\$100
Donor	\$500
Benefactor	\$1,000

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From the Editor

By Frank Mallalieu

Spring has sprung in the Sonoran Desert and with it sprang forth a major philatelic happening, the issuance on April 6th of a covey of new stamps celebrating the wonders of the Sonoran Desert. On a warm and clear spring morning hundreds of eager stamp collectors and other interested parties attended the First Day of Issue ceremony held in the entrance court of the Arizona-Sonora Desert Museum here in Tucson. The beautiful panel of ten stamps features 25 examples of the flora and fauna found in this desert paradise. We in Tucson feel most lucky to have had the opportunity to take part in this historic occasion and will always treasure these wonderful artifacts as an outstanding tribute to the remarkably diverse region of this country in which we live.

This issue continues the series of articles highlighting the paintings of Cal Peters that hang on the walls of the Slusser Library of the PHF. The role of the mule in the delivery of mail, one not well-known, is featured.

As a departure from previous procedure, this month's *Heliograph* features an article reprinted from *Montana Magazine*, published by the Montana Historical Society, which tells the story of the establishment of Clarkdale, Arizona, and the goal of its founder, William Clark, to establish a model town for the benefit of his company's employees (as well as his company's success). There are also some interesting philatelic connections.

We hope that our readers will take note of the activities involving youth in stamp collecting as highlighted in the article on a project of a young collector as part of the activities provided for youth at ARIPEX, held this past January. After all, it is these youth that are the future of stamp collecting/philately, and it is the kinds of fun activities that they are involved in that are probably similar to the things that we older (though not necessarily wiser) stamp collectors were involved in before we matured into more advanced collectors or philatelists. As you have heard before from these pages, and will continue to hear in the future, we need to encourage and support our young stamp collectors, as without them there it will be much more difficult for stamp collecting to grow and survive as the "large-st hobby" in the world.

Heliograph News

By Betsy Towle
Director

Board of Directors Report

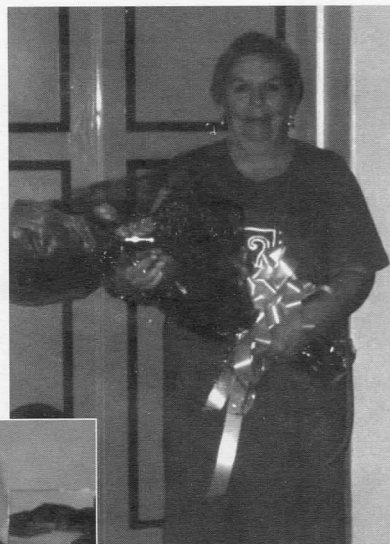
The annual meeting of the Postal History Foundation was held on Saturday, April 10, 1999, at the Arizona Inn in Tucson, Arizona. Almost 50 members and volunteers gathered to enjoy a luncheon and elect Board of Directors members and officers for the coming year. The Foundation Board of Directors meets quarterly. A list of the new Board of Directors appears on the inside cover of *The Heliograph*. John Schaefer was elected, but unfortunately felt that he is unable to give the position the time it requires, and resigned from the position.

A most important item on this year's agenda was the recognition of our volunteers and the important service that they perform for the organization. **Bob Bechtel**, Chairman of the Board of Directors, recognized **Eileen Weisbard** for her 30 years of continuous service as a member of the Sales department. Eileen is currently the Director of the Sales department and can be found working away on Mondays and Wednesdays. Eileen received a dozen beautiful peach colored roses as a token of the Foundation's appreciation. The Foundation will create a new Hall of Volunteers in the building to honor our staff. Eileen's photograph will be the first of what we hope will be many photos honoring those who have served in the interest of philately. We are fortunate to have a solid core of many long time volunteers.

Beverly Bechtel, Bob Bechtel (Chairman of the Board, PHF),
Dolores Gohdes, Paul Gohdes, volunteer in the Education
Department

Eileen Weisbard

was presented a
bouquet of roses in
recognition of her
30 years of
service as a
volunteer.



Betsy Towle, Director,
with **Dave Hopkins**,
former Assistant Director,
at the PHF reception the
evening prior to the First
Day ceremonies for the
issuance of the Sonoran
Desert commemoratives.






View of the Slusser Library with the Mexican food set out waiting for the reception to begin. Paintings by Cal Peters hang in the background.

PHF Hosts Reception

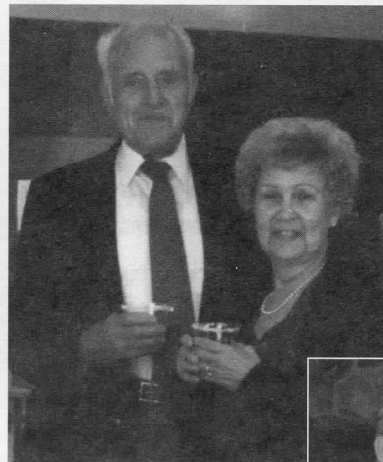
In celebration of the First Day ceremony for the Sonoran Desert stamps, the United States Postal Service and the Postal History Foundation held a reception at the Foundation, located at 902 N. First Ave. in Tucson, Ariz., on Monday, April 5, 1999.

The reception was held on the evening before the First Day Ceremony. In attendance were members of the Arizona-Sonora Desert Museum, including the Director, **Richard H. Daley**, and members of the Board. From the U.S. Postal Service in Washington, DC those attended included **Richard Porras**, Chief Financial Officer and Senior Vice-President; and from Phoenix, **George Lopez**, Arizona District Manager. **Alvaro A. Alvarez**, Postmaster of Tucson, was also in attendance, as was **Arnold Elias**, former Postmaster and now Manager, Special Projects. In addition, **Sharon Turner**, Coordinator, USPS, from the Cherrybell Main Office was also present. Congressman **Jim Kolbe** from Tucson, and members of the "George L. Mountainlion Club" also were in attendance.

Betsy Towle, Director of the Postal History Foundation, and several long-time PHF volunteers spent the next day, April 6th, assisting with the cancellation activities at the Arizona-Sonora Desert Museum. These hardy souls spent many, many hours, some serving from 8 a.m. in the morning until 5 p.m. in the afternoon, canceling the stamps and covers with a variety of special postmarks and cachets, including the PHF's own, featuring a coyote cancel and a lizard cachet. The cancels and cachets, with the First Day of Issue date, are currently available from the PHF at \$2.00 per individual cover or \$20.00 for a set of ten.

The First Day ceremony and celebration was a great success. There were many hundreds in attendance who enjoyed a presentation by a member of the staff of the Arizona-Sonora Museum of animal show and tell stories utilizing some of the animals appearing on the new stamps. Following this presentation, the purchase of the new stamps and application of the commemorative cancels and cachets got underway with much enthusiasm. Long lines of friendly stamp collectors queued up to purchase their treasures in the warm spring morning. While waiting for their purchases the crowds were entertained by the lively music of a very talented mariachi band. Once again, Tucson was the setting for a very enjoyable and successful First Day ceremony. 

[more photographs on following page]



Carl LeMar John and guest

Dave Hopkins and **Alphie Kuhm** enjoying the fine Mexican food ▼



View of some of the guests as they enjoy the delectable ▼ food and drink

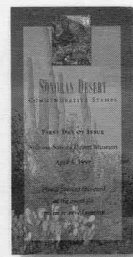
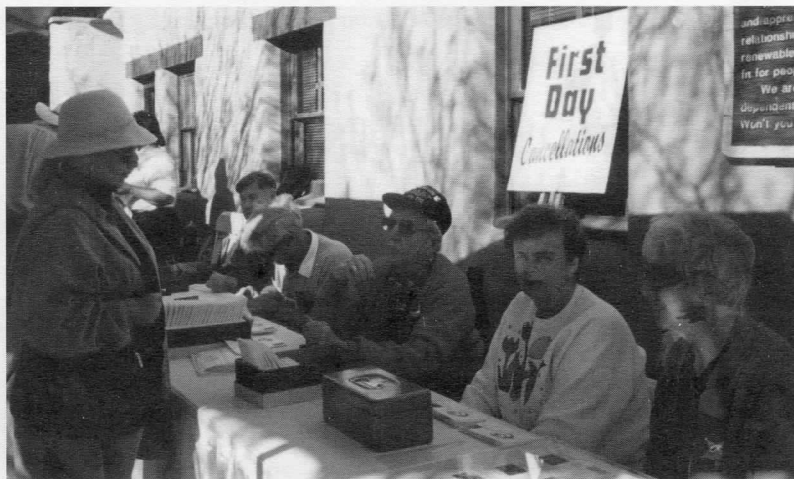




Peter Money of the Education Department of the Sonora Desert Museum introduced the audience to several of desert creatures shown on the commemorative sheet.



The store and post office opened early to accommodate museum visitors and ceremony attendees. PHF staff and volunteers, left to right, **Betsy Towle, Chuck Laubly, Alex Lutgendorf, Al Kuhm, Beppie Lutgendorf, and Alphonse Kuhm** worked a long day.



learn more...

www.linns.com
www.usps.gov
www.desertmuseum.org

Unveiling the Sonoran Desert commemorative issue are **Irma Zandl**, member of the Citizens' Stamp Advisory Committee; **Richard Daley**, Director, Arizona-Sonora Desert Museum; **Richard Porras**, Chief Financial Officer and Senior Vice President U.S. Postal Service; **George Lopez**, District Manager, Arizona District, Customer Service and Sales, U. S. Postal Service; **Jim Kolbe**, Congressman, 5th Congressional District.



learn from stamps...

SONORAN DESERT

Located in southern California and Arizona, the Sonoran Desert wraps around the Gulf of California, extending south into Mexico to include most of Baja and about half of the state of Sonora. It has a tropic-subtropical climate in which freezing temperatures lasting 24 hours rarely occur. In contrast, the other North American deserts, Great Basin, Mojave, and Chihuahuan, are temperate and landlocked.

Its climate and biseasonal rainfall pattern make it one of our lushest deserts. The Sonoran Desert is populated by giant cacti, short trees, and a great variety of shrubbery.

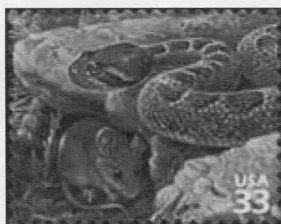
Despite high summer temperatures exceeding 100 degrees Fahrenheit, the Sonoran Desert's southern location and moderate winters foster varied plant and animal life.

[Six critters from five of the ten stamps are shown here.]



GILA MONSTER

WESTERN DIAMONDBACK RATTLESNAKE
and CACTUS MOUSE



GAMBEL QUAIL



DESERT COTTONTAIL



DESERT TORTOISE

The Other Ship Called ARIZONA

By Robert Bechtel



Just about everyone knows about the U.S.S. Arizona, the battleship that was bombed at Pearl Harbor, and whose sunken hull has become the site of a shrine to that earth-shaking event. But prior to that, in 1879, a ship was built in Scotland for the Guion Line and named the "Arizona." Its life with that name was relatively short because it was sold to the United States government in 1898 and renamed the "Hancock." Thus for nineteen years, from 1879 to 1898, a ship named Arizona was plying the Atlantic between New York and Liverpool, England. She would dock at Pier 38 on the North River at the Port of New York. Although registered in England, the ship was owned and operated by U.S. citizens.

Another of this ship's claim to fame was that in its first year after registration, on the return trip to Europe, the Arizona ran smack into an iceberg, but unlike the Titanic years later, did not sink. The story of the Arizona's survival is a remarkable one and worthy of retelling. The 465-foot-long ship with a weight of 5,750 tons (compare this to the Titanic's 883-foot length and 46,000 tons) was one of the largest ships afloat in 1879. The ship had left New York bound for Liverpool with 509 passengers on board and was traveling in clear weather about 250 miles east of St. John's, Newfoundland, when near midnight she rammed a huge iceberg at full speed of 18 knots. Most of the passengers were asleep when the accident occurred and were flung from their berths by the impact. Making their way to the decks they were greeted by the cries and shrieks of other injured and panicky passengers. The shouting and screaming of the crowds created the false impression that the ship was sinking because the damaged bow had settled somewhat into the water. There was an immediate rush on the part of some passengers to lower the lifeboats into the water desperately hoping to escape the death they felt was inevitable.

Fortunately the officers and crew were able to maintain some degree of order and sanity, and an immediate examination of the ship indicated that the forward bulkhead was secure and safely in place thus averting what could have been a replica of the Titanic's tragic fate some years in the future. Word was passed among the passengers that the ship, though severely stricken, would remain afloat until she could make it back to safe harbor in St. John's. Extricating the ship from the iceberg was no easy task. Because of the iceberg's huge size—it length was of such proportion that had the



Figure 1 ▲

Covers from the Arizona are not easy to come by. Figure 1 shows a letter, "per Arizona" canceled at New York on July 17, 1882 and backstamped London with an indecipherable date. This is an early use for the stamp, Scott's #209, as the stamp had only been issued in April of 1882.



Figure 2 ▲



Figure 3 ▼

Figures 2 and 3 show postcards, one marked "by Arizona" and canceled May 29, 1884, and the other "p Arizona" and canceled May 2, 1884. Both were sent to Germany via the then-in-effect three cent rate for postcards.

Note: The portion of this narrative dealing with the Arizona's encounter with the iceberg was taken from an account published in Windsor Magazine, 1904.

including the ship itself plus cargo, and traveling at 18 knots, the dead-on impact must have must provided an enormous crash; the wonder is that the ship wasn't completely ripped apart and didn't sink. She obviously was a well built ship—had the forward bulkhead not held she would have surely sunk, with a possible loss of many lives. The Arizona remained in St. John's for some months while a temporary wooden bow was built and then returned to New York for permanent repairs. During the panic that ensued in the moments immediately following the impact with the iceberg many incidents, of various levels of believability, were reported to have occurred. A New York millionaire's wife rushed on deck barefooted and in her night-dress putting her stockings on her hands, trying to find the fingers. A man appeared from the saloon with two backpacks and a lifebuoy. He tossed this overboard first, then threw the bags after it and was ready to jump over when he was restrained by a crew member. An elderly gentleman with an apparently weak heart fainted in the saloon at the shock of the impact and was found there when the passengers returned from the deck to clothe themselves. Recovering from his fainting spell and seeing the anxious-faced, half-clad observers around him and believing that he was the cause of their concern, he humbly muttered, "I am very sorry, but do not be alarmed. It is nothing, I assure you."

Unlike so many similar mishaps of the sea, the Arizona's tale ended happily. All the passengers and crew survived and made it safely back to land. The ship was repaired and soon resumed its normal duty on the New York - Liverpool and Return run, serving for several more years. Thus, for collectors of Arizoniana, there existed for nineteen years a ship named Arizona long before her more famous predecessor met her doom on the day... "that will live in infamy."



ship altered its course in either direction it would still have made contact with the ice mass—the crew had to reverse engines carefully so as to avoid any additional ice from falling on ship's deck and causing even more damage. The Arizona headed slowly back to St. John's so as not to strain the bulkhead, and arrived 36 hours later after what must have been a frightfully agonizing trip for the passengers and crew. It was such a unbelievable sight that Sunday afternoon, the damaged ship with its bow bashed in and its forward deck covered with ice, that one spectator was said have exclaimed "I've heard of carry coals to Newcastle, but this is the first time I've seen a steamer bringing a load of ice to St. John's." The Arizona's forward deck was encumbered with what was estimated to be over 200 tons of ice, being so wedged into the fractures and gaps of the damaged bow that it was felt unwise to try to remove it before arriving back to land.

It was reported that nearly the entire population of St. John's lined the waterfront as the Arizona came into the harbor. That the ship survived the crash and made it back to land safely was truly a miracle. The bow of the ship was smashed in from the top rail down to the keel, a gaping wound fully 20 feet wide. Her massive joints and ribs were crumpled up like pieces of cardboard. All the iron work was twisted, the oak planking reduced to toothpicks, and the beams and stanchions which reinforced the bow were torn and completely ripped off the hull.

With a dead weight of nearly 10,000 tons,

NOTE: This article is reprinted from *Montana Magazine* (Autumn 1992) through the kind permission of its publisher, the Montana Historical Society.



Northern Arizona University Library, Flagstaff

Downtown Jerome, Arizona, 1895

William Andrews Clark and Welfare Work in Arizona

By Jeanette Rodda

Before 1910 farmers and ranchers in the fertile Verde valley of central Arizona Territory seldom saw automobiles on the meandering dirt road linking the valley with the booming copper camp of Jerome. Arizona's most famous copper town, Jerome clung in all her smoky glory to the side of Cleopatra Hill some two thousand feet above the Verde River. Occasionally, a valley farmer, driving a wagon load of strawberries uphill to market in Jerome, might observe a lone miner fishing the Verde River, or parties of Jerome's fashionable younger set might motor down to picnic under ancient cottonwoods on the river bank. Otherwise, Jerome's miners, drawn from premier western camps and every corner of the globe, preferred urban to rural pleasures. While dependent on the valley for produce, meat, and dairy products, Jerome's five thousand cosmopolitan residents generally spent their free time nearer the bright lights and attractions of their own town or in worldly-wise Prescott.

Thus, in 1910 valley growers watched with mounting optimism as expensive automobiles bearing United Verde Cop-

per Company (UVCC) officials, surveyors, and engineers descended the mountain. The luxurious cars slowly cruised the rutted roads, stopping now and again to look over some vacant land. The growers rejoiced when, among the officials, they spotted dapper, diminutive William Andrews Clark, owner of Jerome's celebrated United Verde mine. Clark's presence meant one thing. The time had finally come to relocate the UVCC smelting works from Jerome to the banks of the Verde. Rumor had it that Clark also intended to build a model town adjacent to the new smelting works. For several years Verde farmers and ranchers had anticipated the move and the increased business it would bring.

William Andrews Clark—industrialist, philanthropist, and ex-Senator from Montana—visited Jerome twice each year on tours of inspection. From homes in New York City, Paris, Santa Barbara, California, and Butte, Montana, he oversaw a financial empire that extended across the United States and into several foreign countries. Clark owned railroads, vast tracts of timber, coffee and rubber plantations,

bronze foundries, sugar factories, and some of America's most productive mines. He excelled as a practical and technical mining man, as witnessed by the United Verde mine in Arizona, his richest holding.

A native Pennsylvanian, Clark was twenty-four in 1863 when he followed the gold rush from Denver to Montana Territory and sluiced out a small fortune in gold near Bannack. He soon diversified his interests, taking up merchandising and banking, but he always remained alert for promising mines. In the early 1870s he acquired rich copper and silver claims in Butte that set him firmly on the road to vast wealth. His interests multiplied so rapidly that by 1899 he could not name from memory every enterprise he owned.¹ In the early years of the twentieth century, Senator Robert M. La Follett named him among the one hundred men who controlled America.²

Clark bought Jerome's United Verde copper mine in 1888 after a number

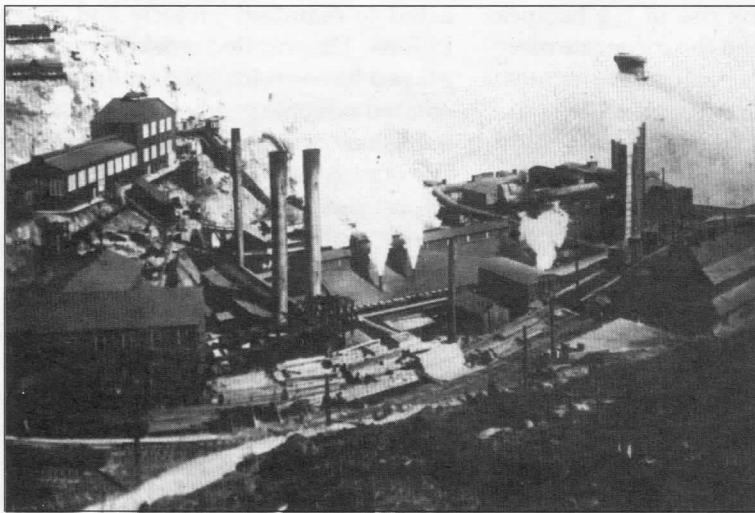
1. *Anaconda Standard*, September 26, 1899.

2. Michael P. Malone, *The Battle for Butte: Mining and Politics on the Northern Frontier, 1864-1906* (Seattle: University of Washington Press, 1981), 199-200.



‘A Little Bit Better’





Northern Arizona University Library, Flagstaff

UVCC Smelter
Jerome, Arizona, 1895

of Arizona prospectors, politicians, mining men, and eastern capitalists failed to make a go of it. The locals, those with the greatest faith in the mine, lacked the capital for development while the easterners, with sufficient capital, hesitated to use it effectively and unsparingly. In the person of William Andrews Clark, confidence in the mine's bounty emerged with generous use of capital and managerial genius. Twelve years after Clark bought the United Verde, mining experts declared it the richest individually-owned copper mine in the world.³

By the turn of the century Clark's hardrock men were applying the latest underground mining techniques to extract record amounts of ore. The hillside smelter, however, could not expand to take advantage of new milling technology. An underground fire, ignited by a fall of sulphurous rock in 1894, continued to burn directly underneath the smelter, destroying timbers, caving surface ground, and buckling building foundations. Workmen constantly repaired and shored up the old works, a costly and inefficient solution by Clark's standards.⁴

Clark made no secret of his plans to relocate the United Verde smelter, although he shrewdly refrained from revealing the chosen site while quietly buying up thousands of acres in the Verde valley. More important in arid Arizona, he obtained legal rights to water from the river and springs that supplied local ranches.⁵ In 1911 the

UVCC officially announced construction of a new smelter in the valley, and engineers and architects immediately began preliminary work at the new site. Most inhabitants of the sparsely populated valley celebrated the coming of new markets. Work crews with their mules raised clouds of dust grading beds for Clark's new Verde Valley Railway, a 38-mile line between the smelter and Drake on the Santa Fe mainline, and for miles of secondary lines connecting smelter, mine, and towns. A year later the aging Clark announced through his son Charles that he would build a model town in conjunction with the plant.⁶ When company management diplomatically suggested Clarkdale as a name, Clark offered no objection. At 73, most people prefer to reduce the pace of their lives. Not so W. A. Clark. With Clarkdale he embarked on one of the most ambitious projects of his uncommonly busy life. When he died of pneumonia 13 years later in his New York mansion, his deathbed piled high with pressing paperwork, experts pointed to the United Verde mine, Clarkdale smelter, and the model town of Clarkdale as among the best-managed and most progressive enterprises in the country.⁷

William Andrews Clark lived during a time of revolutionary transition in American industry. In 1838, the year of his birth, most manufacturing centered on agriculture—processing the produce of farms and fields, then

selling the resulting product back to growers.⁸ As a rule, industries served small areas. The Civil War permanently altered this pattern as it altered Clark's destiny. Clark fled west, as did a host of young men, to escape the war. The ever-increasing number of westerners demanded swift transportation, and the railroads raced to accommodate them. While Clark sluiced gold on Horse Prairie in 1863, railroads proceeded to edge out farms as America's hungriest consumer of industrial products.⁹

3. For Clark's role in the history of Jerome see Karl Brodgan, "The History of Jerome, Arizona" (master's thesis, University of Arizona, 1952); Lewis J. MacDonald, "The Development of Jerome, An Arizona Mining Town" (master's thesis, Northern Arizona University, 1941); and Herbert V. Young, *Ghosts of Cleopatra Hill: Men and Legends of Old Jerome* (Jerome: Jerome Historical Society, [1964]).

4. *Jerome News*, July 10, 1914.

5. Herbert V. Young, *Gem of the Verde Valley* (unpublished manuscript in author's possession, 1982), 3.

6. *Jerome Mining News*, May 10, 1912.

7. "Spotless Town," *Arizona*, 6 (April 1916); *The United Verde Copper Company: A Series of Articles Describing the Organization, Operations, and Activities of this Company in the Jerome District of Arizona*, (Washington, D.C.: Government Printing Office, 1930) reprinted from *Mining Congress Journal* (hereafter UVCC).

8. Alfred D. Chandler, Jr., "The Beginning of Big Business in American Industry," *Business History Review*, 33 (Spring 1959), 4.

9. *Ibid.*, 5; Robert W. Fogel, "Railroad as an Analogy to the Space Effort," in Jack Blicksilver, ed., *Views on United States Economic and Business History: Molding the Mixed Enterprise Economy* (Atlanta: Georgia State University Business Press, 1985), 198-99.

As railroads connected America's major and minor cities coast to coast, large urban markets emerged, and a national distribution system evolved to serve them. The railroad triggered a second worldwide industrial revolution in America less than a century after the Great Industrial Revolution of the late 1700s. Railroad development led to the rise of big business by the 1880s. Entrepreneurs who recognized the vital link between modern transportation and big profits became America's first "captains of industry" or "robber barons," according to the respective political and economic philosophies of those applying the terms.¹⁰

Clark first grasped the economic opportunity afforded by rail transportation in Montana when the Utah and Northern line chugged into Butte in 1881, and he shipped the first big load of copper ore by rail from Butte to eastern smelters. The huge success Clark made of Arizona's United Verde mine rested initially on the United Verde and Pacific Railway, a 26-mile, narrow-gauge line he built from isolated Jerome to Jerome Junction near Prescott on the Santa Fe line. Later, in the early years of the twentieth century, he built the San Pedro, Los Angeles, and Salt Lake Railroad from Salt Lake City to Los Angeles, fighting and winning a spectacular right-of-way battle with prominent tycoons E. H. Harriman and John D. Rockefeller.¹¹

Railroads provided a step-by-step model for entrepreneurs in other fields. Using the railroad model, business his-

torians depict the rise of big business as contingent upon the corporate mergers of previously competitive interests and the restructuring of management.¹²

Incorporation first allowed centralized control, followed by a hierarchical arrangement of management that resulted in increasingly efficient production. Boards of directors and department heads replaced the lone entrepreneur. While Clark adopted the production methods and management tactics of big business, he resisted merger at every turn. When forced to include others in his projects for financial, political, or legal reasons, he preferred complaisant family members. Clark always controlled his business interests and made decisions himself; compromise and consolidation were not his style. His penchant for command of every situation at least partially explains his success with Clarkdale.

As the second business revolution of the late nineteenth and early twentieth centuries reshaped the character of the nation's economics and politics, bringing unprecedented prosperity to the middle and upper classes, American workers became increasingly disenchanted. Few employers used profits to alleviate grim and dangerous working conditions, raise substandard wages, or reduce long working hours. Frustrated workers retaliated with crippling strikes, sabotage, deliberate slowdowns, frequent absenteeism, and high job turnover. Perceiving eventually that workers did not fully appreciate the new metamorphosis of business and protested loudly its negative effects on their lives, employers sought solutions. Some felt real concern for workers while others

acted to maintain projects and crush unions. Disgruntled workers not only played havoc with profit margins but created adverse publicity. Revolution in business went hand-in-hand with the rise of progressivism, a time of industrial reform and a questioning of the bureaucratic path down which America seemed headed. At the turn of the century and after, distressing articles by muchraking journalists circulated widely, outraging many Americans.

Welfare capitalism proliferated as a solution to worker unrest. Any benefit provided by a company for the improvement of workers' lives, yet not a requirement of business or law, fell under the definition of welfare work.¹³ Forward-looking companies provided a wide inventory of services, from company-built towns, hospitals, and leisure activities to profit-sharing, group insurance, and company unions. Although welfarism reached its peak during the progressive era, it first appeared in America shortly after the American Revolution and is much in evidence today.¹⁴ The most visible form of early twentieth-century welfare capi-

10. Alfred D. Chandler, Jr., "The Emergence of Managerial Capitalism," *Business History Review*, 58 (Winter 1984), 474.

11. *Helena Independent*, May 10, 11, 14, 1901. Accounts of the right-of-way battle appeared regularly in the nation's major newspapers. The *New York Times*, *Salt Lake Tribune*, and *Los Angeles Times* followed this battle with as much eagerness as they did Clark's political struggles.

12. Chandler, "Beginning of 'Big Business,'" 31.

13. Stuart D. Brandes, *American Welfare Capitalism, 1880-1940* (Chicago: University of Chicago Press, 1970), 5-6.

14. *Ibid.*, 11; Elizabeth Fones-Wolf, "Industrial Recreation, the Second World War, and the Revival of Welfare Capitalism, 1934-1960," *Business History Review*, 60 (Summer 1986), 232.

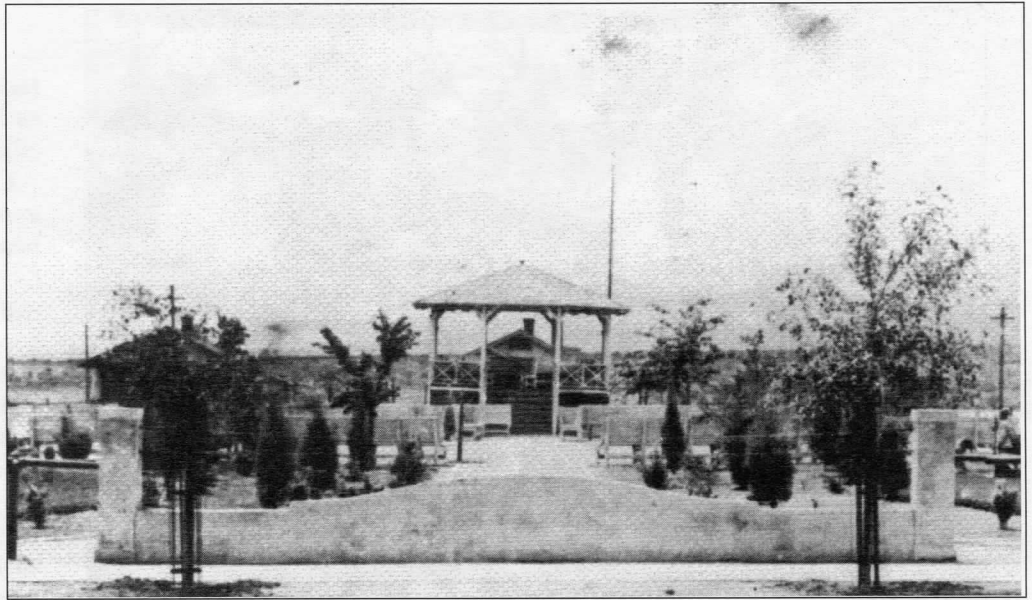
Bungalows line
the streets of
upper
Clarkdale in
1917.



Jerome State Historic Park, Ariz.

Clarkdale City
Park and
gazebo,
circa 1913

Jerome State Historic Park, Ariz.



talism was the company town or industrial village. Such communities ranged from spotless, modern wonders to filthy, disease-ridden shantytowns. Whatever the physical conditions of the company town, none escaped charges of administrative paternalism and the implication that such rule eroded the dignity and civil liberties of residents.

William Andrews Clark's paternalistic approach to his business interests—in the sense that he insisted on full control—repeated itself in the founding of Clarkdale. He supervised and prescribed every detail of construction from copper pipes for the modern sewer system to hardwood maple floors in all houses. Such amenities did not appear regularly in company towns of the time; people made-do with out-houses and drafty floors of cheap, cracked pine.¹⁵ Clark, who used the finest and most modern construction materials and equipment in all his industrial projects, directed the same careful attention to his welfare work.

Workmen laid out the Clarkdale town site and began construction in 1913. Illumined by electric lights, broad, graded streets bounded a spacious central plaza, which was planted in trees and grass and on which Clark forbade his managers to post "Keep Off the Grass" signs. The Clarkdale Smelter Band, sponsored by the UVCC, entertained regularly from the plaza's small pavilion. When the band performed at indoor social events, electric fans played over huge blocks of ice from the

company ice plant, blowing cool air over the participants.

A business block of one- and two-story brick buildings, leased to approved merchants, abutted the plaza. Clark allowed three saloons to operate but would not condone a red-light district. Miners and smeltermen did not suffer unduly, however, with bawdy Jerome just up the hill.¹⁶ Prudery did not influence Clark's grand experiment. He did not object to an occasional drink or a game of poker, and he certainly deserved his reputation as a ladies' man, although it is doubtful that the ladies belonged to the "frail sister" category. Rather than eradicate "sin," his goal was to attract stable family men.

Architects, following Clark's specifications, designed four- and six-room brick workers' cottages with screened sleeping porches for summer. Unlike most company towns, the architectural styles, though not exactly avant-garde, pleased the eye and varied from house to house. Large fenced yards kept wandering burros and goats from creating visual and sanitary disarray, a real problem in many southwestern towns. Residents enjoyed indoor plumbing with water for household use pumped from UVCC-owned Haskell Springs. Company electricians wired each residence for electricity and telephone hookups. Residents paid rent and all utility charges to the Clarkdale Improvement Company, a subsidiary of UVCC.¹⁷

Visiting nurses, indicative of advanced company towns and the precur-

sors of social workers, were a common sight in Clarkdale. These young women visited mothers regularly, dispensing the latest advice on home hygiene and proper child care. Some historians have speculated that the nurses also may have served underground roles as company inquisitors or spies and as acculturators to eliminate the "un-American" habits of immigrant women.¹⁸ No corroborative evidence indicates, however, that Clarkdale nurses plied their trade nefariously.

Physicians and nurses, working in well-equipped hospitals, delivered excellent medical care to UVCC employees and their families both in Jerome and Clarkdale. Miners and smelter men, for a minimal monthly paycheck deduction, received medical care and hospitalization for all conditions except venereal disease. Members of their families received free routine care and medicines and were charged half rates for surgery, with \$75 the maximum payment. In the interest of returning injured men to work as soon as possible, complete physical therapy departments were installed in the hospitals. Nationwide, only major companies or the richest individual capitalists could absorb

15. Brandes, *American Welfare Capitalism*, 40.

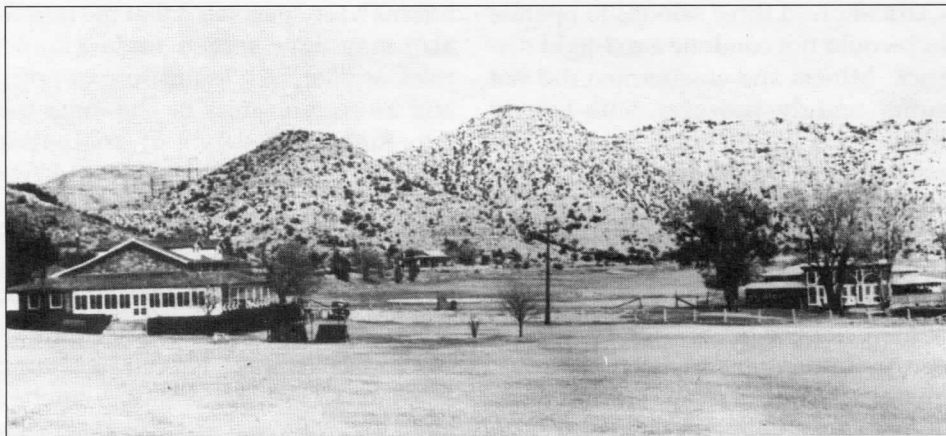
16. General descriptions of Clarkdale appear in the *Jerome News and Copper Belt*, April 12, 1913, *Jerome Mining News*, April 20, 1914; Young, *Gem of the Verde Valley*; UVCC, 98-99.

17. UVCC, 98-99; Young, *Gem of the Verde Valley*, 3-9.

18. Brandes, *American Welfare Capitalism*, 115-18.



The UVCC-supported Clarkdale Baseball Team, pictured here September 28, 1913, was the nemesis of Jerome's own company team.

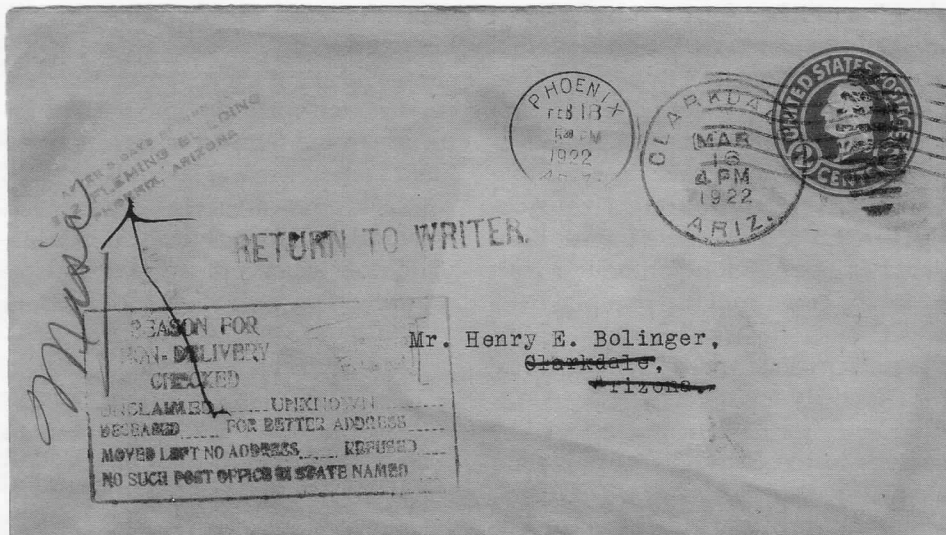


Jerome State Historic Park, Ariz.

facilities while others were emphatically substandard. Clarks medical facilities ranked among the finest.¹⁹

Clark embraced his employees' leisure activities as he did their housing, health needs, and working conditions. Corporations in every part of America actively recruited the best players for corporate baseball teams, then gave them soft jobs. Clarkdale was no exception.²⁰ Both Clarkdale and Jerome boasted talented company-sponsored baseball teams with professional-caliber players. rivalry between the two teams was intense and raged for years. One early resident recalled disgruntled fans protesting the decisions by umpires so vehemently that they descended onto the field and ripped the shirts from officials' backs.²¹ The UVCC also built football fields, tennis courts, swimming pools, parks, and playgrounds in both towns. A golf course at nearby Peck's Lake served officials and upper level management. Clubhouses, libraries, and reading rooms furnished less strenuous forms of recreation.

The Verde Valley Golf Club, built in 1915 across the Verde River from Clarkdale, sported a clubhouse and dance pavilion.



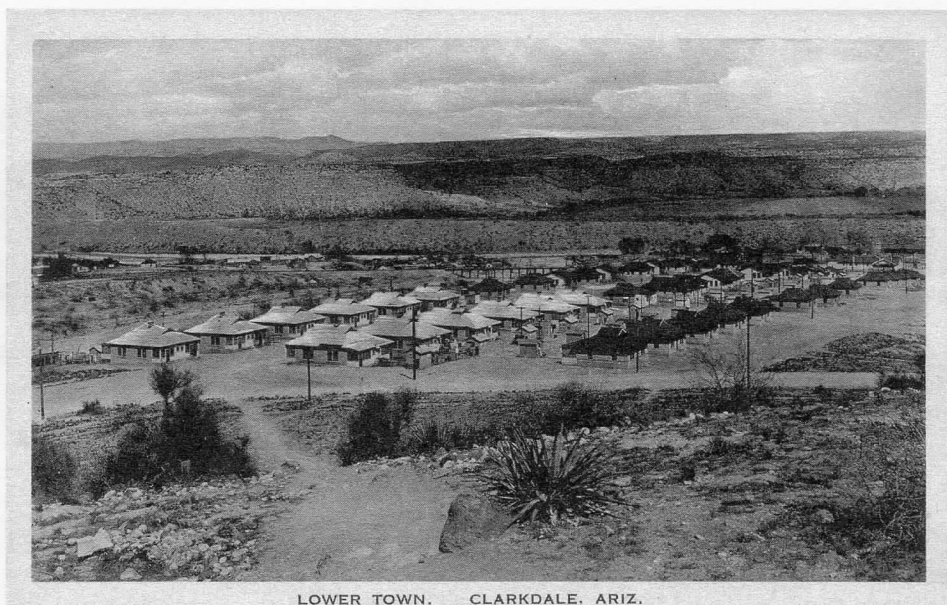
Cover mailed from Phoenix on February 18, 1922, to Henry E. Bolinger, but returned in March as "unclaimed" or needing a better address. The Clarkdale Post Office was established on February 8, 1913.

19. Ibid., 98-102; James B. Allen, *The Company Town in the American West* (Norman: University of Oklahoma Press, 1966), 95-98. UVCC, 105-6. John MacMillian interview, Clarkdale, March 3, 1988.
20. Fones-Wolf, "Industrial Recreation," 251-52; Brandes, *American Welfare Capitalism*, 75-78.
21. "Interview with Margaret Connor," Cottonwood, Arizona, *Independent*, June 30, 1976.

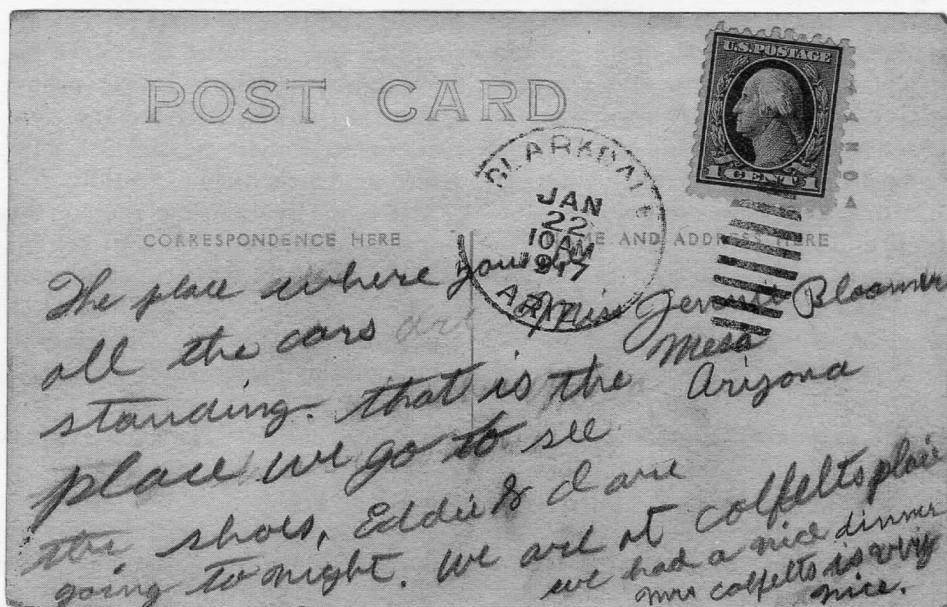
Such planned and elaborate recreation often may have served to divert workers' attention from unionizing and other less healthy pursuits, such as drinking to excess or rowdiness, which reduced production.²² Clark had no argument with moderate labor unions and welcomed their presence in his mines and mills. Thwarting these unions did not motivate Clark; maximizing production did. On the other hand, if Clark meant to substitute physical recreation for alcohol consumption, his intention backfired. Most western smelter towns were renowned for hard drinking, and Clarkdale was no exception. During Arizona's long prohibition, the town enjoyed a certain regional fame for fine bootleg whiskey.²³ A Jerome newspaper observed that there flowed "enough booze at that straight laced city [Clarkdale] to irrigate the dusty roads of the Verde Valley."²⁴

Some conditions in Clarkdale simply reflected the social segregation common throughout the Southwest in 1915. Native Yavapai Indians worked in the smelter but lived away from whites on a reservation donated by the company. Officials and townspeople claimed the Yavapai preferred these arrangements, but it is unlikely that they consulted with the tribe as to their preferences. Hispanic workers and their families—a sizeable segment of Clarkdale's population—lived in a segregated section of town as they did in every Arizona mining community.²⁵ Still, Clark provided decent dwellings for Hispanics with the same modern conveniences as in the Anglo section and did nothing to promote segregation further.²⁶ In contrast, the dismal conditions in the Hispanic section of Hayden, Arizona, touted by Kennecott Copper as Arizona's model mining town, belied that company's claims. A strong fence separated the Anglo and Hispanic areas of Clemenceau, Arizona, another company town, making clear indeed the sentiments of company management.²⁷

Clarkdale's Hispanic population certainly suffered from ethnic intolerance. Hispanos outnumbered all minorities in the early days of mining in the Southwest and eventually came to



LOWER TOWN. CLARKDALE, ARIZ.



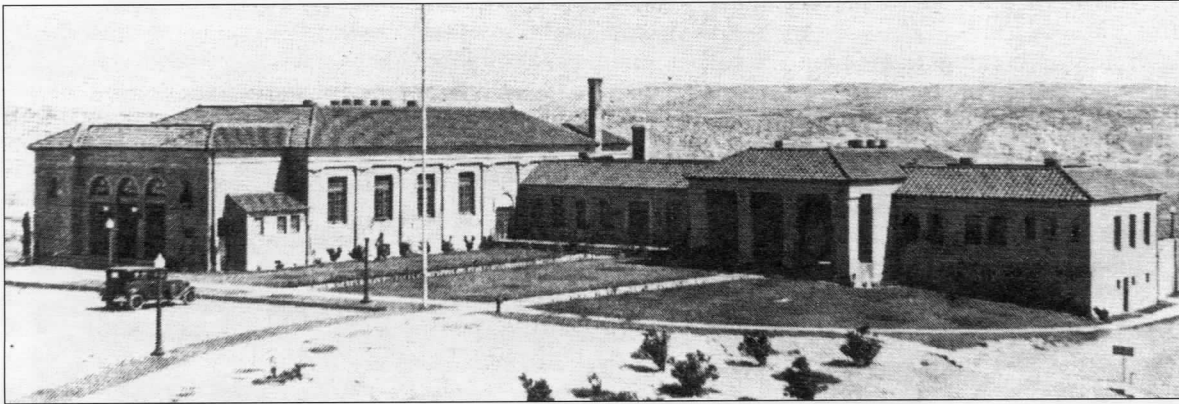
Post card mailed from Clarkdale on January 22, 1917, to a resident of Mesa, Arizona. As a mining community, Clarkdale went out of existence at the same time as Jerome. Several years later it was bought by Earle P. Halliburton. Clarkdale is enjoying a renaissance as a retirement community.

comprise over half the Verde valley work force.²⁸ Those who called Jerome a melting pot forgot the segregation of its Hispanic and Indian populations over many harsh years.²⁹

School officials segregated Hispanic from Anglo children in classrooms and provided a separate building for Indian students. This situation continued until the late 1940s, as it did in other Arizona towns. Segregation did not end in the classroom. In 1916 the UVCC built brick, patio-style houses with modern utilities along the edge of the Verde River to replace the hodge-podge of tents and shanties

housing the Hispanic population. Ironically, Hispanics in Patiotown enjoyed the shade of towering cottonwoods and cooling breezes along the river while their bosses sweltered in the mid-summer heat of the upper town.

Copper companies in Arizona paid "Mexican wages," about half the daily salary Anglos made, resulting in low morale, poor performance, and strong resentment. UVCC management averted these and other problems by instituting a bonus system in 1923.³⁰ Any man who exceeded standards set for his assigned job received a substantial bonus. In the early days most



Jerome State Historic Park, Ariz.

The Clark Memorial Clubhouse as it appeared in the 1930s

Hispanic and Indian smeltermen labored in semiskilled, usually low-paying positions at the UVCC, but all could augment their wages through increased production. Both groups also benefited from the UVCC's pervasive "Safety First" program, in which safety experts and supervisors trained all miners and smeltermen in cautionary measures to prevent accidents and injury.

Longtime Anglo and Hispanic Clarkdale residents concede the segregation, but tend to maintain that little friction and few problems existed between the groups. Dorothy Benatz, mayor of Clarkdale from 1980-1988, said residents simply accepted discrimination when she moved there in 1938, and that it disappeared with time.³¹ Angela Caballero, a resident of Patiotown since 1926, agreed, but acknowledged her dismay when she enrolled her son in school:

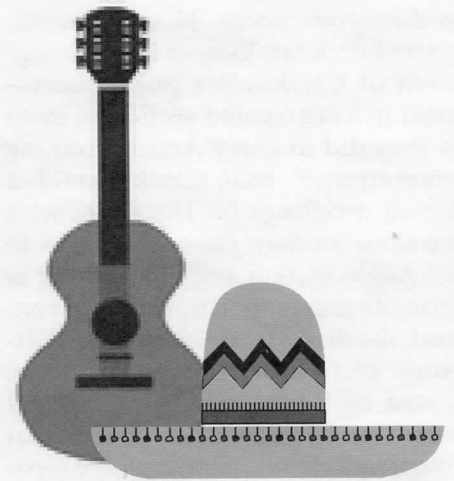
I was surprised when I brought my little Dick and they had Mexican kindergarten and white, and it went on and on from first grade all the way to eighth. But we accepted it. We went through that.³²

Indian residents of Clarkdale, who experienced similar discrimination, prospered under Clark's benevolent paternalism more than Indians in

other camps. The Yavapai complained that in later years, meddlesome Bureau of Indian Affairs agents and not the mining companies, tried to relocate them to government reservations. Some Indian men worked at the smelter, and most children attended the company-owned Indian school.³³ Today the reservation is theirs in perpetuity.

Clarkdale by no means took on the aspect of an armed camp with Anglos, Hispanic, and Indians constantly on guard against one another. Baseball teams were integrated, and all residents shared playgrounds, baseball and football fields, and tennis and horseshoe courts. The only consistently restricted recreation spot in all the Verde valley was the nine-hole golf course and country club at Peck's Lake, which did not welcome minorities or blue collar miners or smeltermen. The luxurious Clarkdale Memorial Clubhouse, built with a large bequest in Clark's will, had no restrictions on its use. The Spanish-style building housed a bowling alley, billiard and pool tables, soda fountain, spacious lounges for men and women, a reading room and public library, and a large auditorium. Furnishings rivaled those of the finest houses of the time. Today the town of Clarkdale, incorporated July 1, 1957, uses UVCC structures for city and state offices.

Ethnic intolerance often gave way to celebration and cooperation. Anglos tapped their toes to mariachi music and enjoyed the Mexican food associated with annual Hispanic fiestas, and all Clarkdale residents rallied behind athletic teams and school children in competitions with Jerome. Some Anglos envied the more casual and colorful lifestyle they perceived in Patiotown.³⁴



22. Brandes, *American Welfare Capitalism*, 76-77; Hareven, *Family Time and Industrial Time*, 66-68.
 23. *Jerome Sun*, December 4, 1917; *Jerome News*, August 11, April 6, 1917.
 24. *Jerome Sun*, December 4, 1917.
 25. Allen, *Company Town*, 38-39.
 26. Angela Caballero interview, Clarkdale, April 6, 1990.
 27. Linda Laird and Associates, *Cottonwood, Arizona*

Historic Resources Inventory; Final Report (Tucson: Linda Laird and Associates, n.d.), 15.
 28. Herbert V. Young, *They Came to Jerome* (Jerome: Jerome Historical Society, 1972), 11-12.
 29. *Ibid.*, 13.
 30. Louis McDonald, "Development of Jerome," 84.
 31. Dorothy Benatz interview, Clarkdale, February 24, 1990.
 32. Angela Caballero interview, Clarkdale, April 6,

1990.

33. Vincent Randall and Lulu Randall interview, in *Cottonwood Chapter 20 American Association of Retired Persons, Cottonwood, Clarkdale, and Cornville History*, (Cottonwood: Fran's Print Shop, 1984), 79-80.
 34. Patricia Paylore, "Viva Clarkdale! A Personal Testimonial," *Journal of Arizona History*, 21 (Summer 1980), 113-15.

No company town can avoid charges and insinuations of paternalism or manipulative control of workers. Anti-union industrialists used company towns to block union organization, quickly firing and evicting people even remotely under suspicion. Other industrialists, realizing that a loyal, contented work force labors at top efficiency and increases profits, applied a more benevolent brand of paternalism, which nevertheless involved a certain manipulative control.

Clark fell into both categories. Some Jerome miners and smeltermen belonged to the conservative International Union of Mine, Mill, and Smelter Workers (IUMM&SW). Clark did not object to this union and never interfered in its day-to-day operation, but he abhorred radical unions, such as the Industrial Workers of the World (IWW). Like many mine owners, he employed professional spies to mingle with his men and detect the presence of socialists and other radicals.³⁵ Because Clark paid fair wages, voluntarily instituted the eight-hour day before state law required it, and provided safe working conditions, prolonged labor strife never crippled Jerome or Clarkdale, and labor violence was almost unknown. Much larger firms, such as United States Steel, strongly resisted instituting the eight-hour day or even installing grievance committees until the mid-1920s and thus extended labor strife.³⁶ In contrast no hotbed of labor agitation existed in the Verde valley. The only serious incident occurred in 1917.

Labor unrest plagued Arizona in 1917, and the Verde district did not escape. World War I boomed copper production in the United States, but Arizona's copper companies, including the UVCC, did not pass on the windfall to miners in the form of higher wages. Instead Clark poured millions into the building of Clarkdale and the new smelter. Meantime, the cost of living in Arizona camps soared. The first serious strikes broke out in 1915-1916 in camps where high costs, low wages, and substandard living conditions prevailed, such as the Globe-Miami, Ray, and Clifton-Metcalf-Morenci districts. Despite company-ordered shutdowns,

intimidation, and violence, strikers won raises and union recognition.

Recognition did not guarantee strong unions, however, and Jerome's unions had never been powerful. By the spring of 1917 the miners of Jerome, angered at high prices in the Verde district without a corresponding increase in wages, requested and received from the UVCC a cost-of-living increase. This victory set off an organizing strike for the closed shop and the check-off system, concessions long sought by miners and long denied by management. Strikers in Jerome walked off the job on May 25, 1917, and stayed out only ten days with nothing to show for their efforts but a new system for filing grievances. Infighting among Jerome's three unions, the IUMMSW, the IWW, and the WFM (Western Federation of Miners) broke the miners' efforts more than any strong-arm tactics on the part of the district's mining companies.

Smelter workers in Clarkdale did not join the strike initially, professing themselves quite content with the wage increase. On May 25 the striking miners of Jerome marched down the hill to Clarkdale to convince the smelter men to go out in sympathy. At the Clarkdale city limits officials informed the miners that Senator Clark owned the town and they "weren't wanted there."³⁷ The miners appealed to the state attorney general, who overruled the Clarkdale officials. On May 26 two hundred miners paraded down the hill to Clarkdale where ten armed deputies escorted them swiftly down Main Street thence out of town. Such intimidation outraged the smelter men, and 82 of them joined their union brothers in a boycott of the smelter. On June 3 all 82 voted in a bloc to end the strike, theirs being the decisive vote. The UVCC, in a conciliatory gesture, rehired all strikers including leaders, lowered rents in Clarkdale, and successfully pressured area merchants to lower prices. After a short strike, Jerome and Clarkdale citizens and members of the IUMM&SW with the underground cooperation of UVCC management, forcibly ejected IWW organizers from the camp.

UVCC paternalism tended to be less invasive and manipulative than in most company towns and was directed more toward the work place than toward interference in private lives. Clark ad-

hered to the simple, well-advertised policy that Clarkdale must be a peaceful, respectable town. Company officials evicted those who pursued contrary lifestyles. That Clarkdale residents accepted Clark's terms is evidenced by the low, 5 percent turnover rate of company houses and the perpetually long waiting list for housing.³⁸

Clarkdale, however, was no utopian paradise. The company required that simple maintenance problems be reported to the proper department, which then dispatched a repair crew. Residents could neither paint rooms nor hammer a tack into a wall without company approval. Other forms of control were more ominous. Supervisors might threaten with dismissal the father of a delinquent child who continued his rascality. Some residents spoke of a furtive company spy who scouted neighborhoods at night and reported "improper" behavior to management; others dismissed the allegation. Even more disconcerting was the meddling by ambitious company officials in local elections, resulting in the foretold nature of every contest.³⁹ Residents naturally resented such rigging of the election process but had little recourse. The mining industry ruled Arizona's legislature and local politics as it did in Montana. Senator Clark had learned the value of a well-managed political machine in his home state during the war of the copper kings.

In the work place, an enlightened paternalism prevailed, despite the claims of bosses that paternalism did not exist.⁴⁰ Efficiency experts set clear standards of expected performance and time required to complete tasks for every job.⁴¹ A grievance system assured

35. Letters from operatives to UVCC officials, United Verde Copper Company Collection, Special Collections Library, Northern Arizona University, Flagstaff; Charles K. Hyde, "Undercover and Underground: Labor Spies and Mine Management in the Early 20th Century," *Business History Review*, 60 (Spring 1986), 1-2, 16.

36. Prescott Arizona Daily Journal-Miner, May 26, 1917.

37. Gerald G. Eggert, *Steelmasters and Labor Reform, 1886-1923*, (Pittsburgh: University of Pittsburgh Press, 1981), 95-96, 150-60.

38. UVCC, 98.

39. Dorothy Benatz interview.

40. UVCC, "Statement: President Tally," 100.

41. These practices, known as "Taylorism," after Frederick W. Taylor, the father of scientific management, were widespread in early progressive companies.

any employee an immediate and sincere hearing from his superiors. This did not guarantee, however, a resolution of every complaint. In 1920 the Company hired A. B. Eldredge, a high-ranking official of the United States Naturalization Board as an advocate for alien employees of the UVCC. His main task was to persuade foreigners, especially Mexicans, to become United States citizens. During a period when most employers in the Southwest considered Mexicans a temporary and cheap labor force, such a policy indeed deviated from the norm.

Clark communicated his philosophy of business management to all department heads, who then filtered his ideas down to every employee from foremen to the lowest man on the smelter bull gang. Clark expected loyalty and cooperation from workers, and he ordered management to apply the "Golden Rule" to employee relations. On every level of management, each boss was expected to treat his charges as he wished his own superiors to treat him. The system of open communication between management and worker resulted in an unusually loyal and dependable work force.

Clark often remarked that he intended for Clarkdale to attract stable, married workingmen and their families. He reasoned that such men, when treated decently, resisted agitation and tended to remain loyal to a company for years. Certainly, the comfortable, low-rent houses he built for his employees lessened workers' proclivities to search for better conditions elsewhere. For many miners' families, quiet, clean, decorous Clarkdale contrasted favorably with the boisterous and rather grimy western mining camp. Wholesome recreation replaced the saloon, the gambling hall, and the parlor house. Paternalism, in the form of the ever-present company, was for many a small price to pay for respectability and peace of mind. When properly and thoughtfully carried out, Clark's brand of enlightened paternalism enhanced profit, a benefit he failed to mention in his pronouncements.

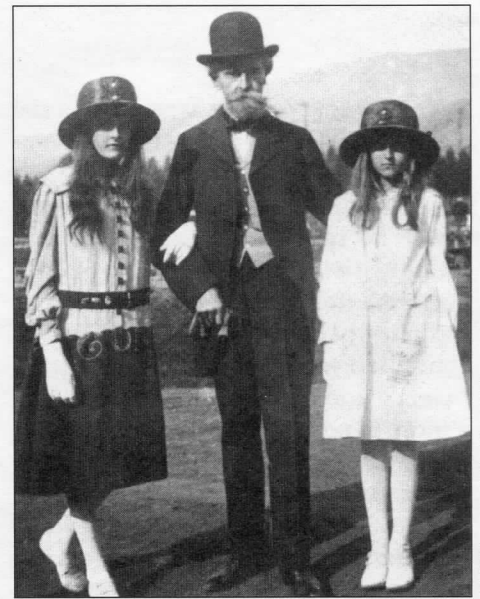
In building Clarkdale, Clark recognized and overcame obstacles that stood in the way of other mining barons of his time. Developers of western mining regions often found the com-

pany town to be a prerequisite to the development of rich ore bodies. The old saw, "gold is where you find it," applies to copper as well. Bonanza ore shows up in the most isolated and improbably locations. Extracting it requires a sizeable force of miners and at least passable accommodations for their comfort and health.

Clark's openhanded use of capital and managerial genius brought Jerome out of its isolation and into world prominence. When he chose to move his smelting works into the Verde valley, several considerations led to his decision to build a self-sufficient community around the new plant. First, the smelter's isolation made a new community imperative, and second, self-interest, in the form of maximizing profits, demanded that he create an attractive, family-oriented environment to maintain a contented work force.

Clark's immense fortune and a genuine concern for the well-being of his employees partly accounted for the fine building materials, modern services, excellent health care, and variety of leisure activities in Clarkdale. Just as important, Clark had no resistant stockholders to contend with in dispensing profits. His aversion to merger gave him exclusive control of UVCC stock; when Clark directed town managers to provide Clarkdale residents with free water for lawns and gardens during the summer months, his order went into effect at once. He never answered to stockholders who would rather tuck the cost of such amenities into their own pockets.

Finally, with an eye to the future, Clark built Clarkdale as a monument to himself. In his last years when the Society of Montana Pioneers proposed to build a sizeable monument, such as a statue, in his honor in Helena, he refused. Instead he requested a simple bronze plaque. He expected a dynasty of Clarks to carry on his empire and assumed that the physical structures he erected would outlive him for generations. The Clark heirs sold out to the Phelps Dodge Company in 1935, and that company operated the mine and smelter until final shutdown in 1953. Phelps Dodge dismantled the smelting works and most of the surface works in Jerome and shipped them to working mines farther south. For a time, the



MHS Photograph Archives, Helena

Clark and his daughters, Mary Joaquina (left) and Katherine Louise

population of Clarkdale dwindled, but retirees kept the town alive. When the Phoenix Cement Company located a plant just outside town, working men and their families once again moved into Clark's brick houses. Clark lived in an age of consensus favoring the tactics and products of big business, and he believed posterity would judge him by his industrial legacy. He died [more than] seventy years ago, in 1925, and cannot be faulted today for misjudging a future that does not particularly admire industrialists of the past.

Today, Clarkdale stands much as it did in 1915, altogether a handsome small working-class town. Modern tourists to the Verde district seldom perceive Jerome or Clarkdale as monuments to an industrial giant. While they appreciate the color and history of the towns, they also remark frequently on the environmental costs of mining. Sometimes the past speaks best for itself. Dorothy Benatz, two-term mayor of Clarkdale and resident for many years, reflects the views of those most intimately connected with Clark and his activities: "We always thought we were a little bit better down here in Clarkdale."⁴²

42. Dorothy Benatz interview. In Montana Clark's reputation is clouded by political scandal. Verde district people who worked with and for the Clark family are singularly unwilling to criticize Clark management. John MacMillan interview, March 3, 1990.

THE EURO VERSES THE ECU

Are you ready for the next collecting craze?

By


Frank Mallalieu

With the advent of the Euro, soon to take the world by storm(?), there may be a lot of confusion as to what it is exactly and how does its use fit in with the ECU (European Currency Unit). The following is a very brief explanation of the two.

France issued its first stamps denominated in both euros and francs at the beginning of the year.

The Euro is an actual currency, its use now in effect in several European countries. The Euro is the brain-child of the European Union, into which the old, more narrow, European Economic Community (EEC) was merged. The current members are: Austria, Belgium, Denmark, Finland, France, Germany, Greece, Ireland, Italy, Luxembourg, the Netherlands, Portugal, Spain, Sweden, and the United Kingdom. The European Union countries plus Iceland, Liechtenstein, and Norway form the European Economic Area (EEA). Switzerland, true to its long-standing policy of distancing itself from most kinds of alliances with other nations, European or otherwise, has chosen not to participate in any of these affiliations.

As far as the European Monetary Union (EMU) is concerned, eleven of the fifteen European Union countries have joined to form this organization. They have adopted the Euro as their currency which become legal tender in their countries on January 1, 1999. Denmark, Greece, Sweden, and the United Kingdom have chosen not to participate at this point in time, or were excluded from participating as a result of insufficient economic performance (whatever that means). Currency (bank notes and coins) are not scheduled to be put into circulation until January 1, 2002. Between January 1, 1999 and January 1, 2002, the existing national currencies of the member countries will circulate as they have in the past and will be considered as subunits of the Euro (with a fixed exchange rate). The European Currency Unit (ECU) will convert 1:1 into the Euro, but it is not the same unit. It is a very different unit, and actually is not a currency at all, but rather a so-called "basket" of currencies. The ECU ceased to exist with the introduction of the Euro this past January.

There have been some issuances of commemorative coins with denominations of ECU, but these should not be confused with currency that will be issued in Euros. Some of these countries have started issuing stamps with dual currency denominations, the native currency along with denominations in Euros. Are you ready for the next collecting craze? 



learn more...

<http://www.linns.com>

<http://www.westpac.com.au:80/euro/index.html>

<http://europa.eu.int/euro/html/home5.html?lang=5>

http://headlines.yahoo.com/Full_Coverage/World/EMU/

The Italian Women in Art stamps bear denominations in both euros and lire.





From the Archives of the Postal History Foundation

*Photograph of painting by
Cal N. Peters, on display in
the Slusser Library at the
Postal History Foundation.*

By Frank A. Mallalieu

Jackass Mail


The chronicle of the carrying of the mail in the Old West from the middle to the end of the 19th century is one of hardship and toil probably unrivaled in the annals of the government's long history of delivering the mail. The well-known tales of the Pony Express riders are familiar to most Americans, but there were many, many more unsung and unknown individuals that made their livelihood and often gave their lives in the service of their country in ensuring that the mail did indeed get through. The routes of travel across the land were often desolate and dangerous, the weather often unforgiving in its fierceness, and local populace not always inclined to be too friendly. What was a mail carrier to do! Well, about the only thing one could do was tough it out and pray that he and the mail made it through safely. In the early days of the delivery of the mail in the Southwest this responsibility was carried out by private companies under contract to the U.S. Government.

One such incident, of many thousands over the years, no doubt, is the subject of the painting featured in this month's presentation of material from the archives of the Postal History Foundation. This painting depicts a Mail Rider accompanying a pair of pack mules loaded down with the U.S. mail on the route from Yuma to Tucson sometime before 1857. This use

of mules for the carrying of the mail led to this practice being commonly called "Jackass Mail." In the painting, the Mail Rider is depicted firing his rifle at pursuing Indians. One can almost feel the fear and terror the mules (and horse and rider) must have felt as they desperately struggled to outrun their pursuers. Mules are not known for being particularly fleet of foot, and speed was not the major reason, if at all, for their selection for this grueling duty. One is left to wonder if this brave mail rider and his pack mules with their precious cargo ever made it safely to Tucson.

While this painting is not based on any specific incident, it could very well have happened as depicted. Some interesting facts make the tale all the more intriguing. The contract mail carrier for the Tucson to Yuma route was the San Antonio and San Diego Mail Co. The Tucson to Yuma route (and vice versa) was actually only one leg in the San Antonio to San Diego route, hence the name of the company. It is somewhat well known that mules were selected for the carrying of the mail because they travel well on sand, much better than horses carrying comparable loads. It also is known that mules were definitely used in the portion of the route across the California desert from San Diego to Yuma. Although the description of the painting that is attached to the

painting hanging at the Postal History Foundation Slusser Library indicates that the mules were employed on the Yuma to Tucson leg of the route, there has never been any verification that this was the case. There has been extensive research into this aspect of the carrying of the mail on this route, but to date no evidence has surfaced to verify this. There are extant covers from this period in time post-marked at Yuma and delivered to points on the East Coast, with the assumption by their owners that their prized mail was carried by mules while traversing what is now Arizona. Alas, there is nothing to prove this and more than likely that is not the case.

Mules are not the most beloved of all the beasts of burden, certainly not an animal that one thinks of cuddling up to. But they certainly have proved their usefulness and value in the many areas where they have served their owners. "Jackass" may be a derogatory term to some, but it certainly deserves to be held in high esteem for all noble service they have provided not only with regard to the delivery of the mail, but in many other areas in times of both war and peace. 

Acknowledgment: **John Birkinbine**, President of the Arizona Rangers and a renowned collector and exhibitor of early Arizona, mail provided much of the information pertinent to the use of mules in the delivery of the mail during this period in time.

Postal History Foundation

Youth Education

There were many activities to interest the young people that attended ARIPEX '99 this past January. Some of those activities, such as those sponsored by the Postal History Foundation and the United States Postal Service Stampers program were mentioned in the Youth Education column in last month's *The Heliograph*. One such activity was a project in which the youth was asked to create a story in stamps. Drawing from a large pile of common worldwide stamps the young person would fill in blank stamp image spaces on a form provided them and then make up a story to go along with the stamp images. Adult volunteers were on hand to assist the youths, but all the selection of stamps and the writing of their stories was done by the young boys and girls themselves. Many imaginative stories were created in this manner. Shown here is the work of **Kelsey Malfitano**, who is nine years old and a student in the 3rd Grade at Coyote Trail Elementary School in Tucson. The photographs show some of the young people busily engaged in several of the fun activities available in the Stampers' Kids Area.

The happiness and enthusiasm shown by the creations of these young people is heartwarming and bodes well for the future generation of stamp collectors. However, the challenge will be to get even more youth involved in stamp collecting in the years ahead. Obviously the joy evidenced by these youth in their participation in these stamp activities is one of the main reasons that the Postal History Foundation and the hundreds of volunteers throughout Arizona involved in these youth activities believe so strongly in supporting such programs.



Note: The material presented for this article was provided by **Mary Ann Lewis** of Phoenix, Ariz.



What's Your Story?

Fill in this sheet with your own stamps to create a wacky story.

Once upon a time,



went to buy



and



for his one true love,



She had just returned from filming the movie,



, with

co-star



in



"Thanks!," she said. "It's a



for my



!" That's just what I wanted!" And they lived in



happily ever after.

— THE END —

What's Your Story?

Fill in this sheet with your own stamps to create a wacky story.

Once upon a time,

man

went to buy

thing

and

thing

for his one true love,

woman

She had just returned from filming the movie,

thing

, with

co-star

person

in

place

. "Thanks!" she said. "It's a

thing

for my

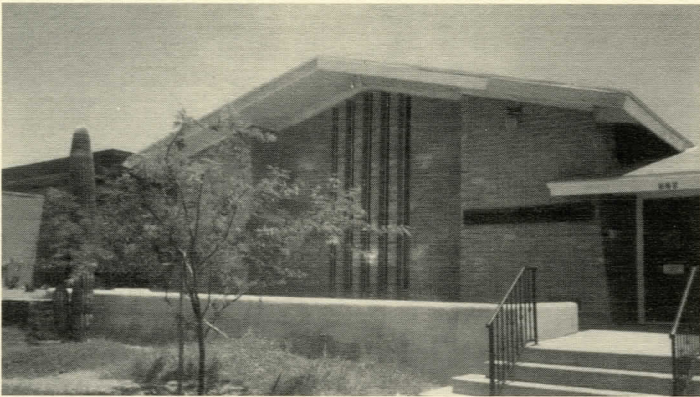
thing

! *That's just what I wanted!* And they lived in

place

happily ever after.

-The End-



**The Postal History Foundation
Tucson, Arizona**

Portion of the Sonoran Desert scene depicted on
the Sonoran Desert commemorative, the first in the
series Nature of America.

Sheet of ten stamps; illustrator, John Dawson;
designer, Ethel Kessler.

