

# THE HELIOGRAPH



The *Arizona Daily Star*, is a weekly that began in 1877 by Louis C. Hughes who was governor of the territory, 1893-1896. It is still published at Tucson in conjunction with the *Citizen* (Elliott, 1884).

## The Postal History Foundation

**SPRING 1996 ISSUE      VOLUME 10, NO. 2**



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# THE HELIOGRAPH

## VOLUME 10 NUMBER 2 (Whole Number 38)

### Spring 1996

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## Contents

Philately and U.S. Newspapers, 1850-1925 (part IV of the serialization of Dane Claussen's exhibit).....1

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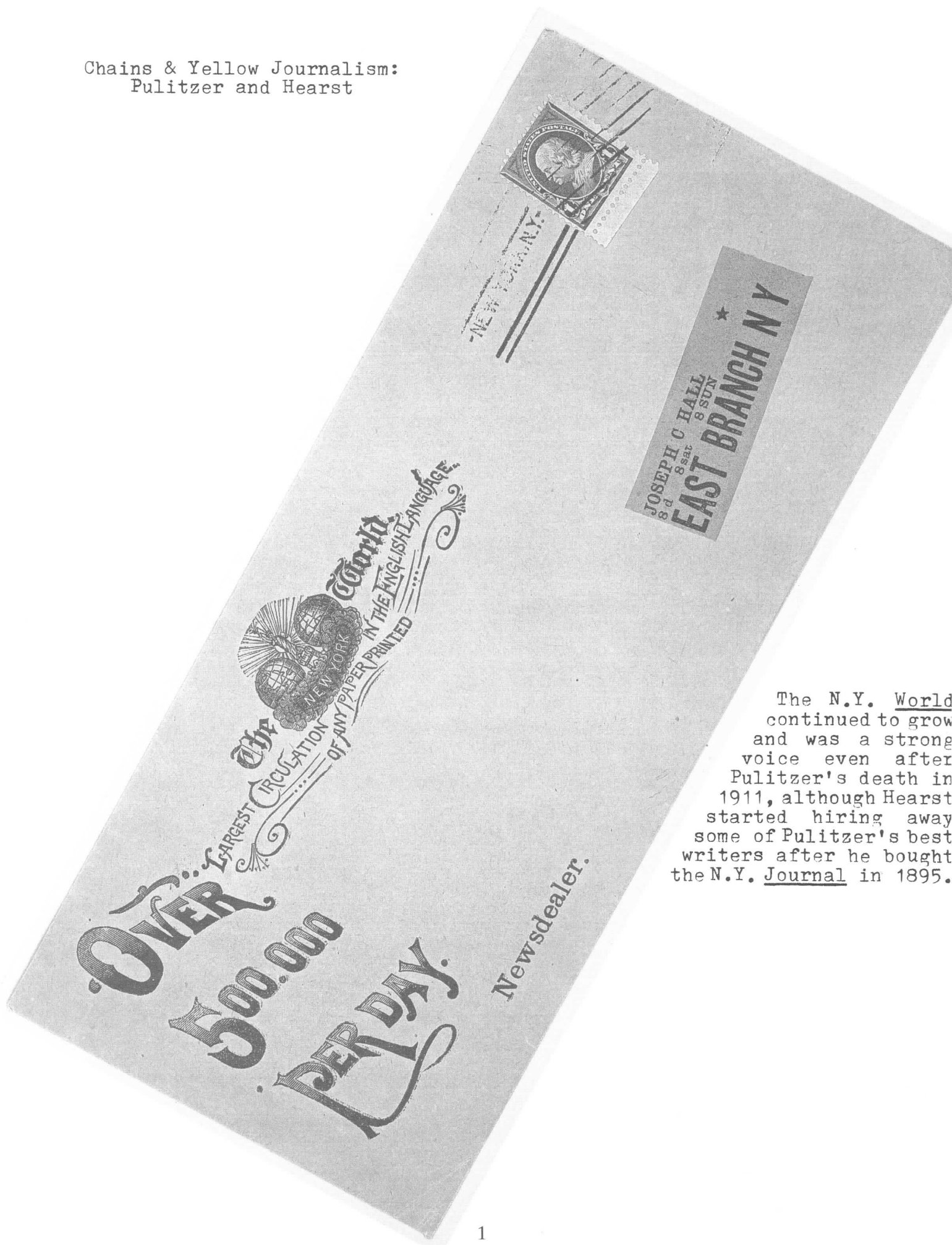
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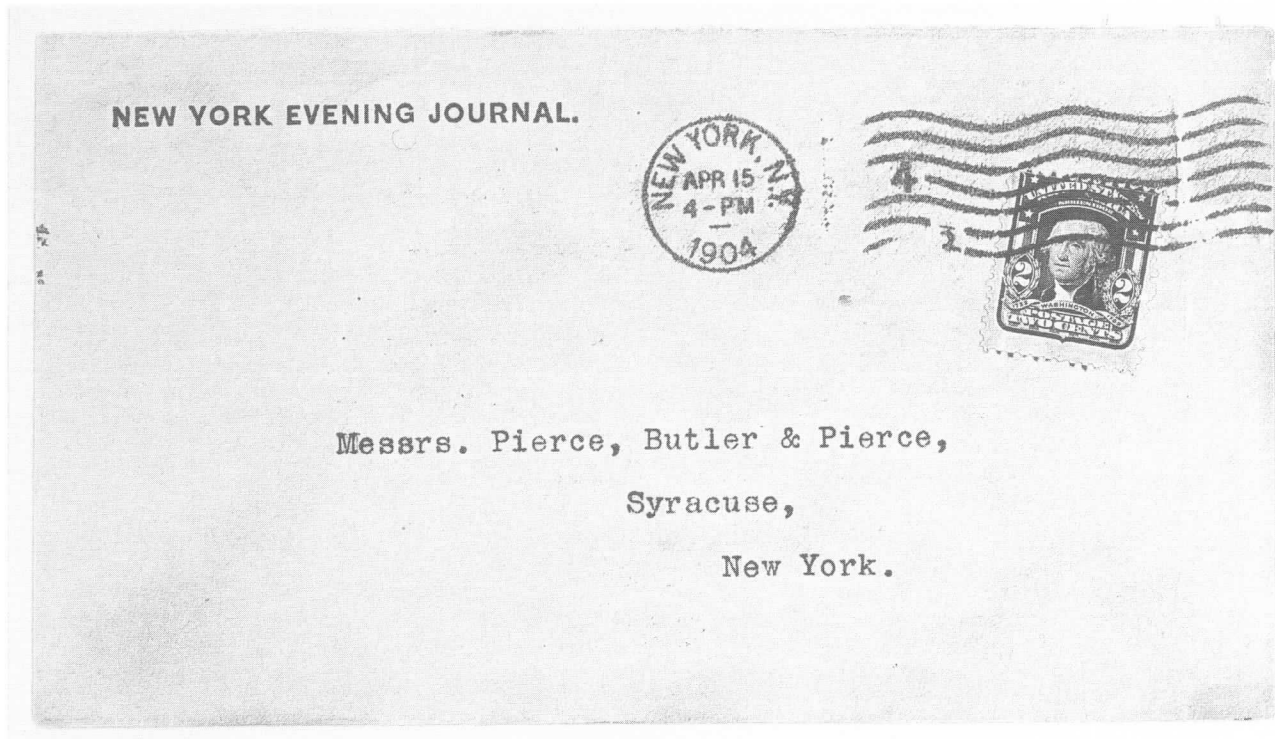


Chains & Yellow Journalism:  
Pulitzer and Hearst

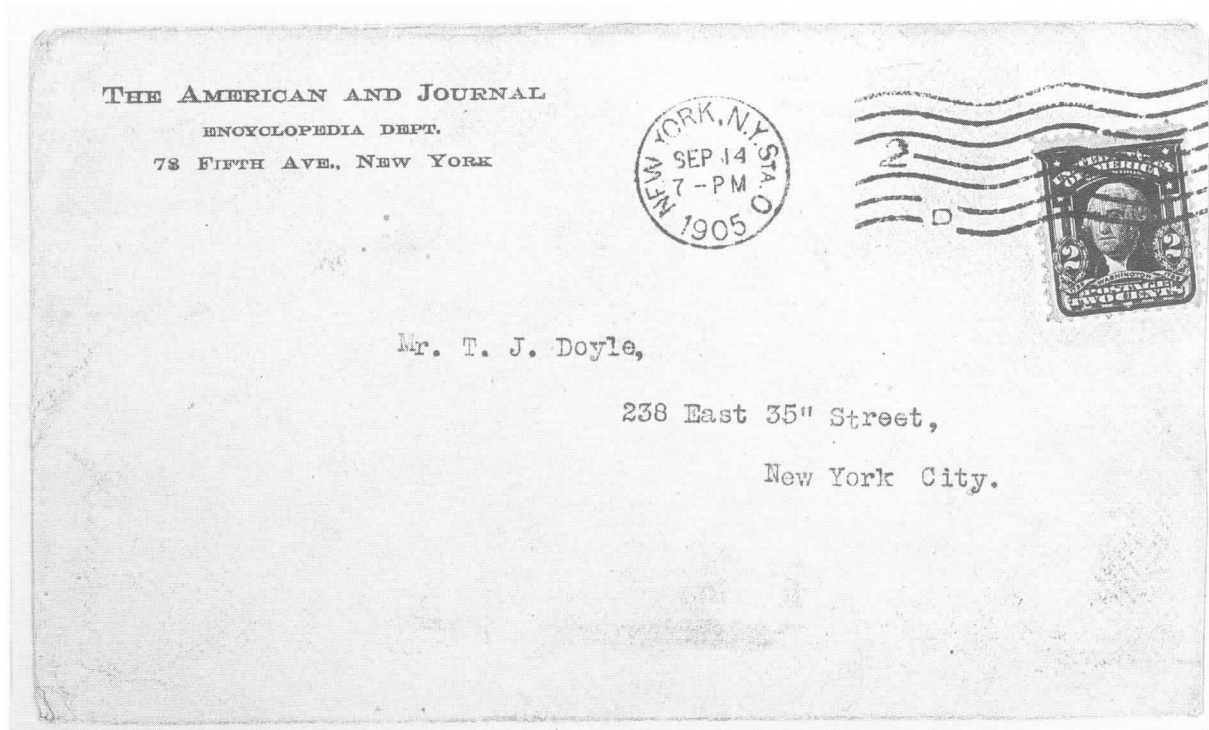


The N.Y. World  
continued to grow  
and was a strong  
voice even after  
Pulitzer's death in  
1911, although Hearst  
started hiring away  
some of Pulitzer's best  
writers after he bought  
the N.Y. Journal in 1895.

## Chains &amp; Yellow Journalism: Pulitzer and Hearst

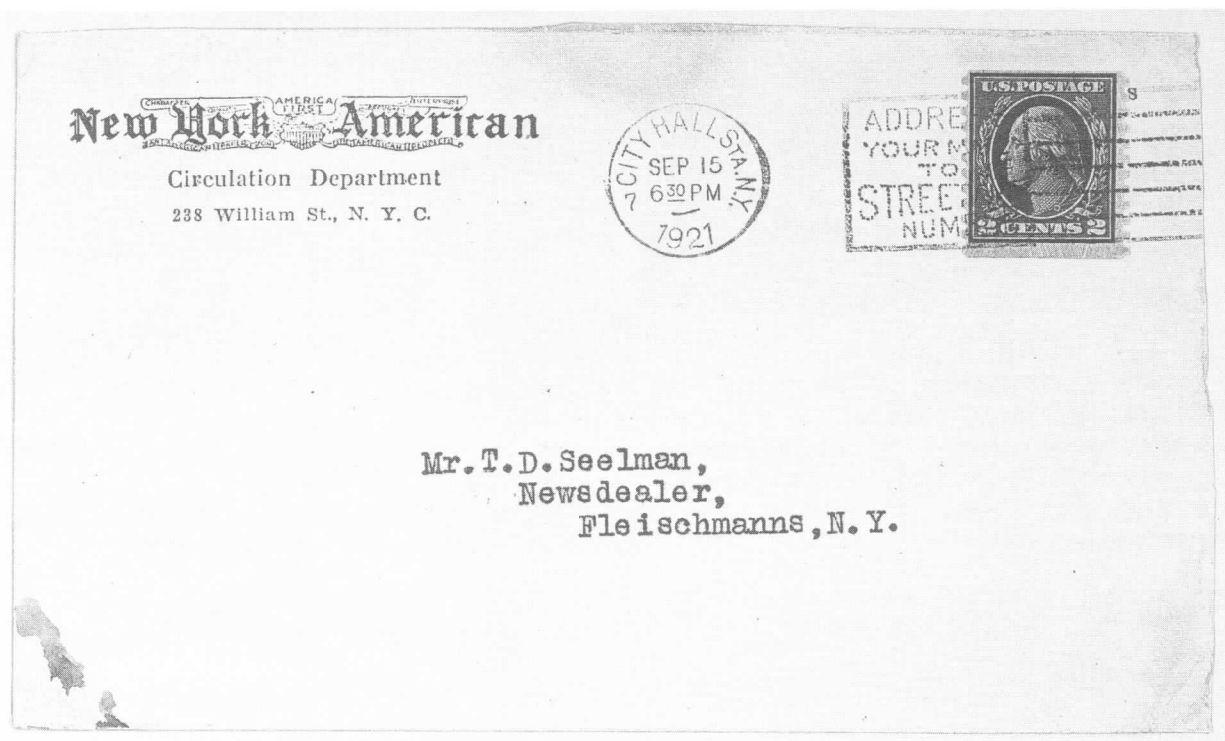


Hearst's Journal, combining sensational reporting, gossip columns, colored comic sections, and a penny price, had a daily circulation of 437,000 by 1896 and a Sunday circulation of 600,000 by 1897.





## Chains &amp; Yellow Journalism: Pulitzer and Hearst

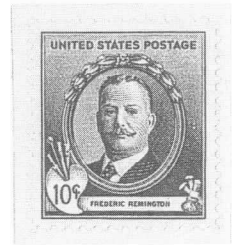


The war between Hearst and Pulitzer, in the form of crusading investigative reporting, sex and crime stories, and crusades for social causes, boosted Hearst's circulation but not his reputation. He changed the Journal's name to American when William McKinley's assassin was found to be carrying a copy.





Chains & Yellow Journalism:  
Pulitzer and Hearst

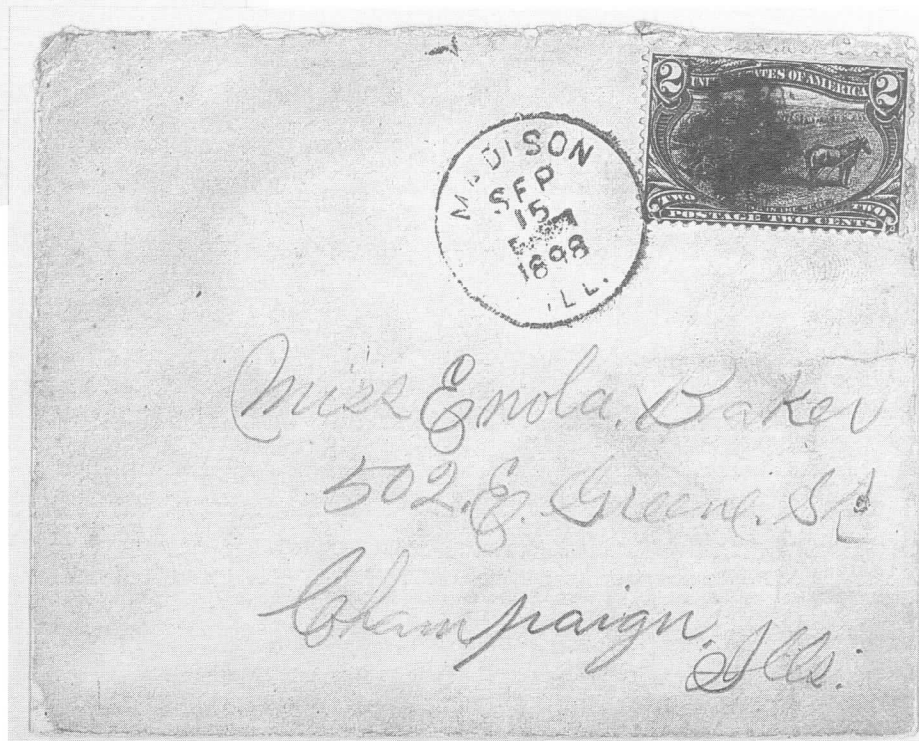


"I have also seen a part of a  
great many other regiments since  
I left pana. some of them com-  
ing direct from Cuba. On last  
Sat the 3rd Tex. V came into  
St. Louis..."

Hearst cabled his artist  
in 1898: "Remington, Hava-  
na. Please remain. You  
furnish the pictures, and  
I'll furnish the war." His  
paper later boasted, "How  
do you like the Journal's  
war?" The war was short,  
April 11-Dec. 10, 1898,  
and lucrative, the United  
States getting Puerto Ri-  
co, Cuba and the Philip-  
pines.



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Please detach and mail this card after you have signed your name and address.

Was your Examiner started promptly, and is service entirely satisfactory?

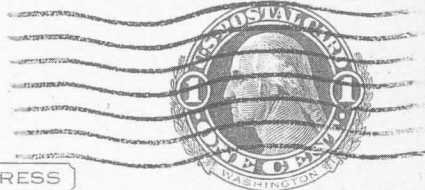
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Chains & Yellow  
Journalism:  
Pulitzer & Hearst

Hearst's embarrassments didn't slow him. He had founded four major papers during 1900-04, including the Los Angeles Examiner in 1903. He started several more during the next few years, becoming the second chain publisher.



THIS SIDE OF CARD IS FOR ADDRESS

Dr. Beckman  
562 N. Kenmore  
Los Angeles, Cal.

Return if Not Delivered in 5 days.

**Los Angeles Examiner**  
WILLIAM RANDOLPH HEARST



*forwarded*

Mr C. H. Zuber,  
1008 4th Nat'l. Bank Bldg.,  
Cincinnati, Ohio.

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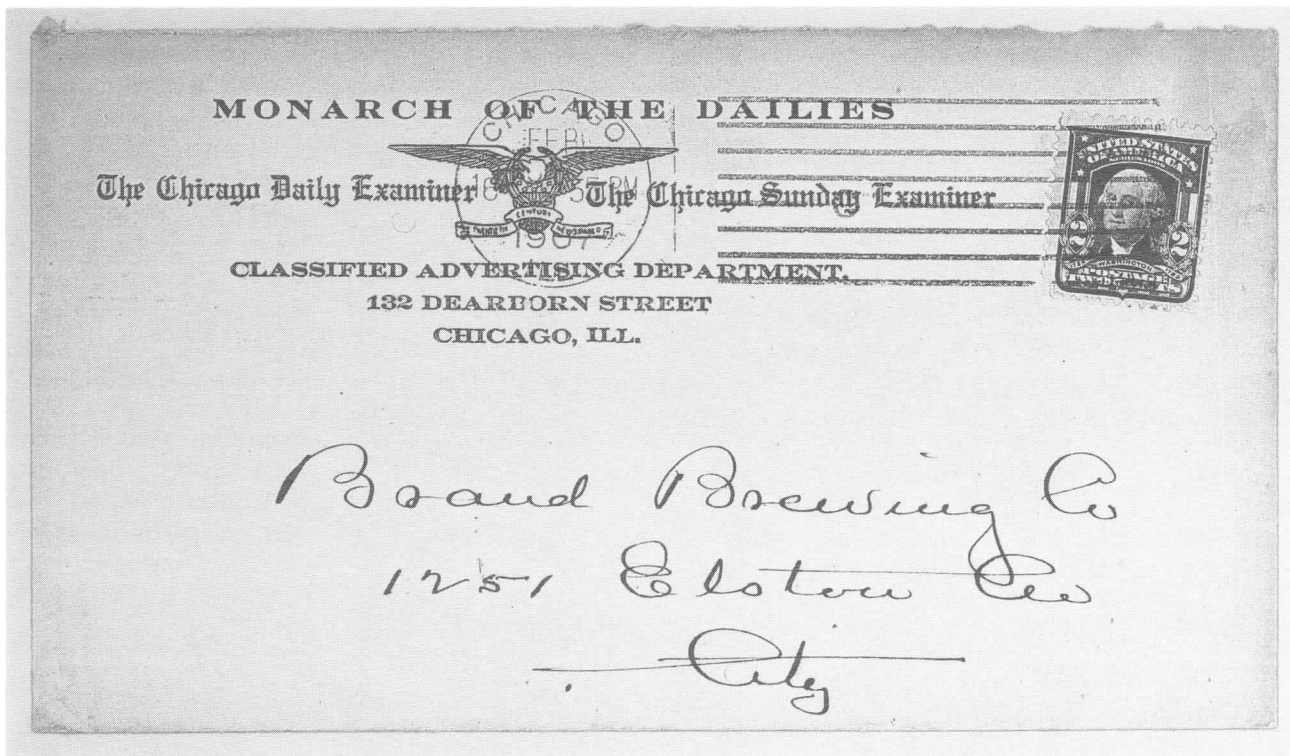
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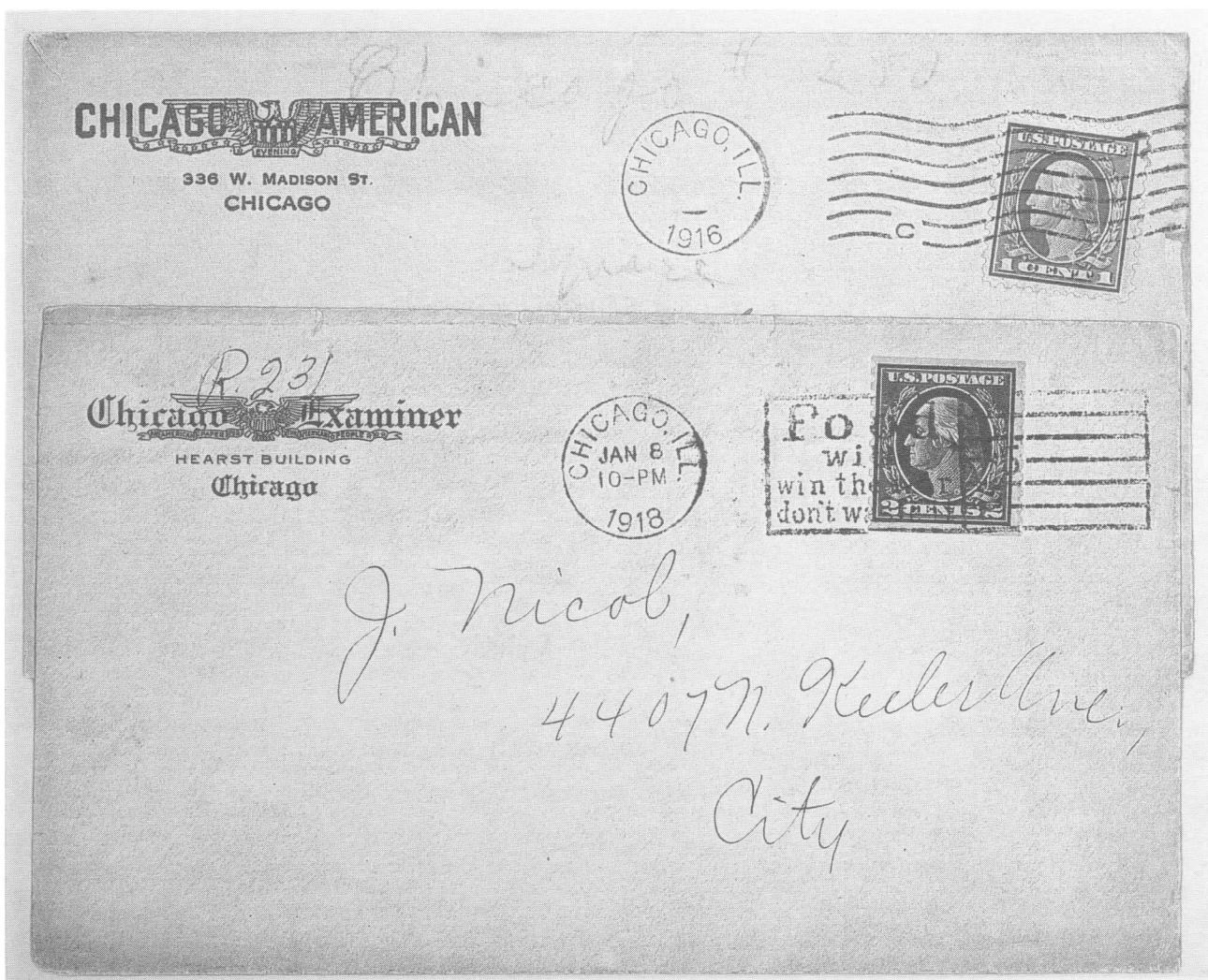
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## Chains &amp; Yellow Journalism: Pulitzer and Hearst

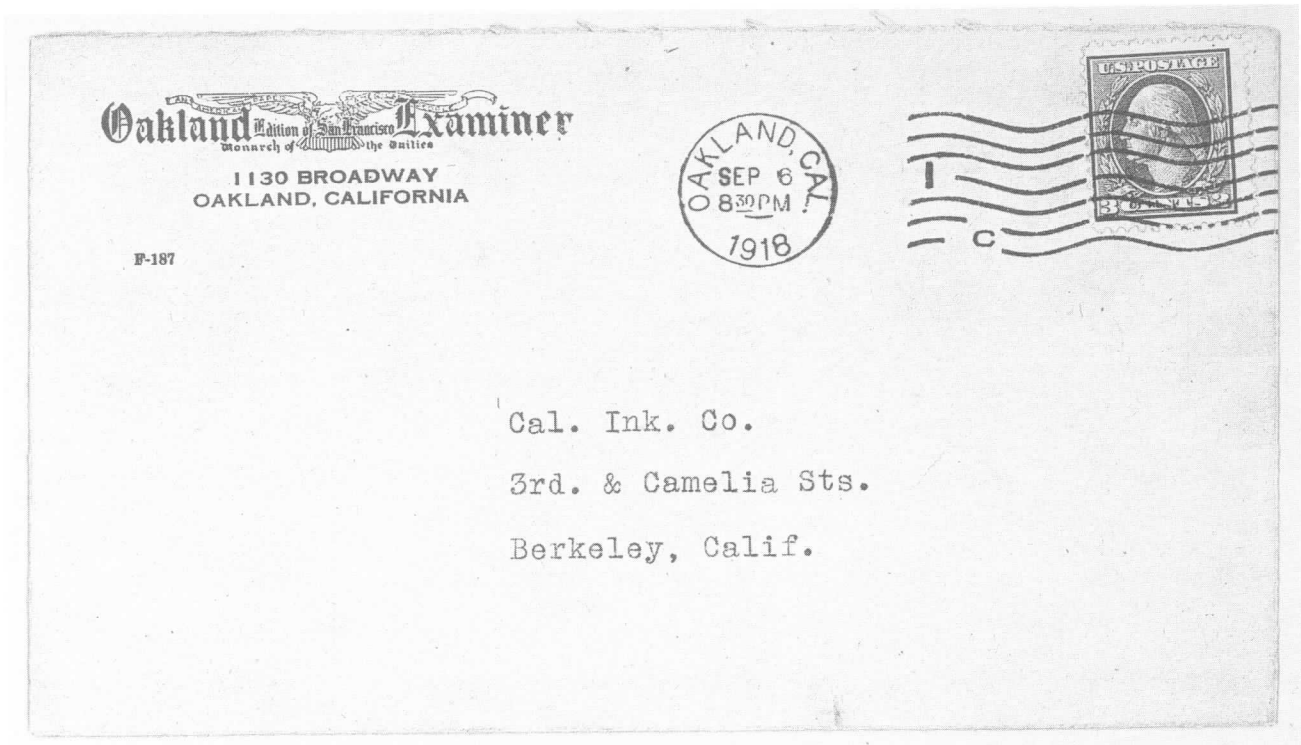


Hearst started the evening Chicago American in 1900 and the morning Chicago Examiner in 1902.

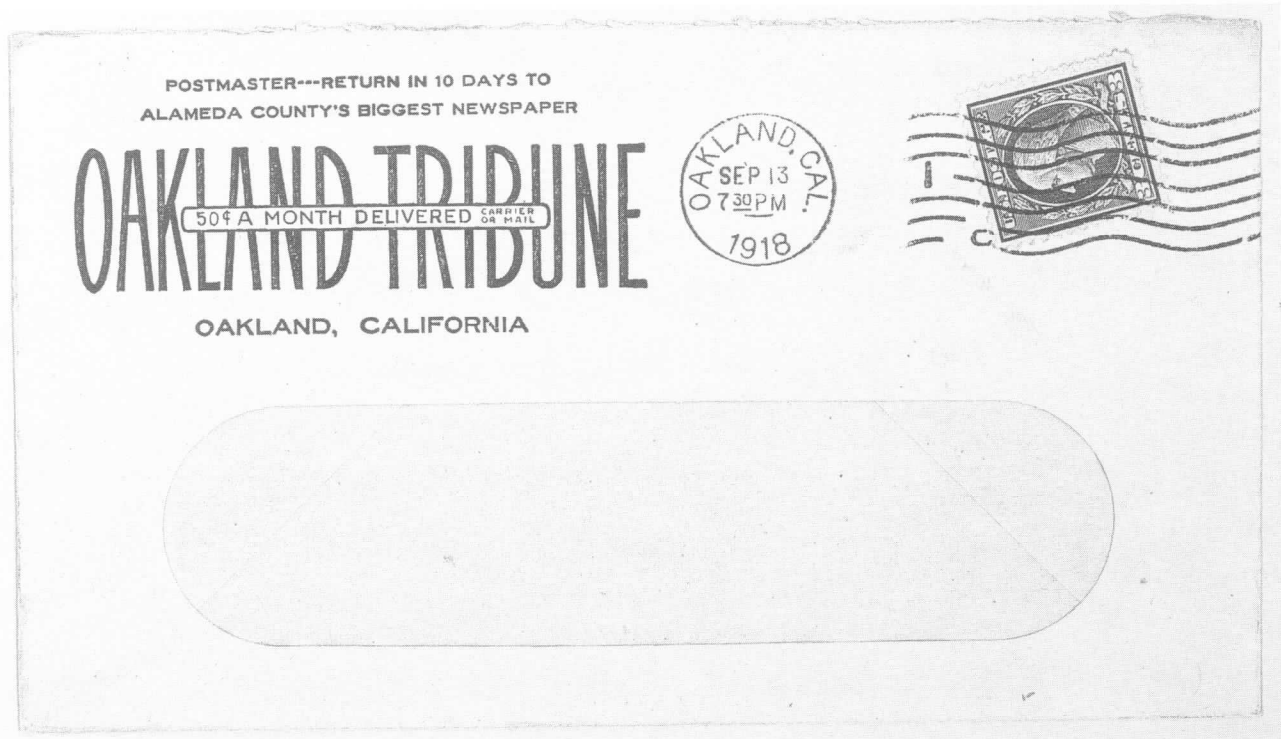




Chains & Yellow Journalism: Pulitzer and Hearst

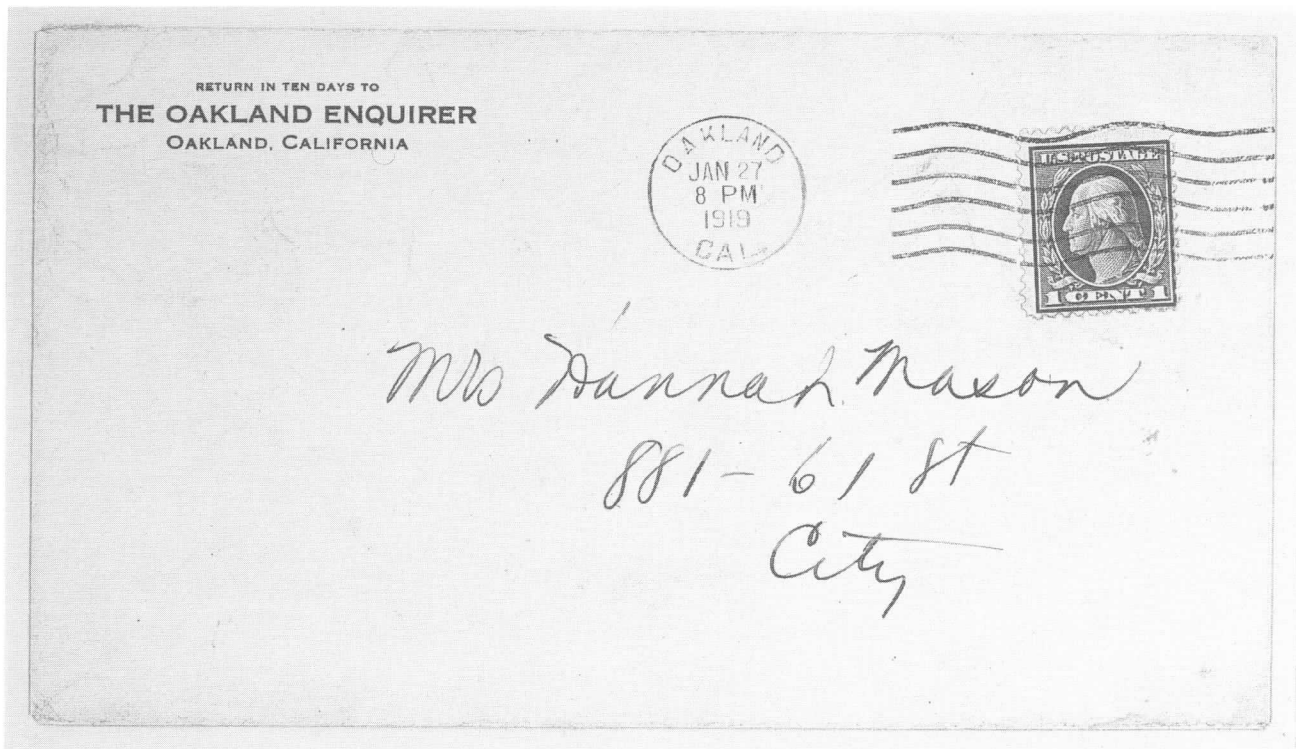


Hearst slapped an Oakland Examiner banner on his San Francisco paper to battle the powerful Knowland family's Tribune.

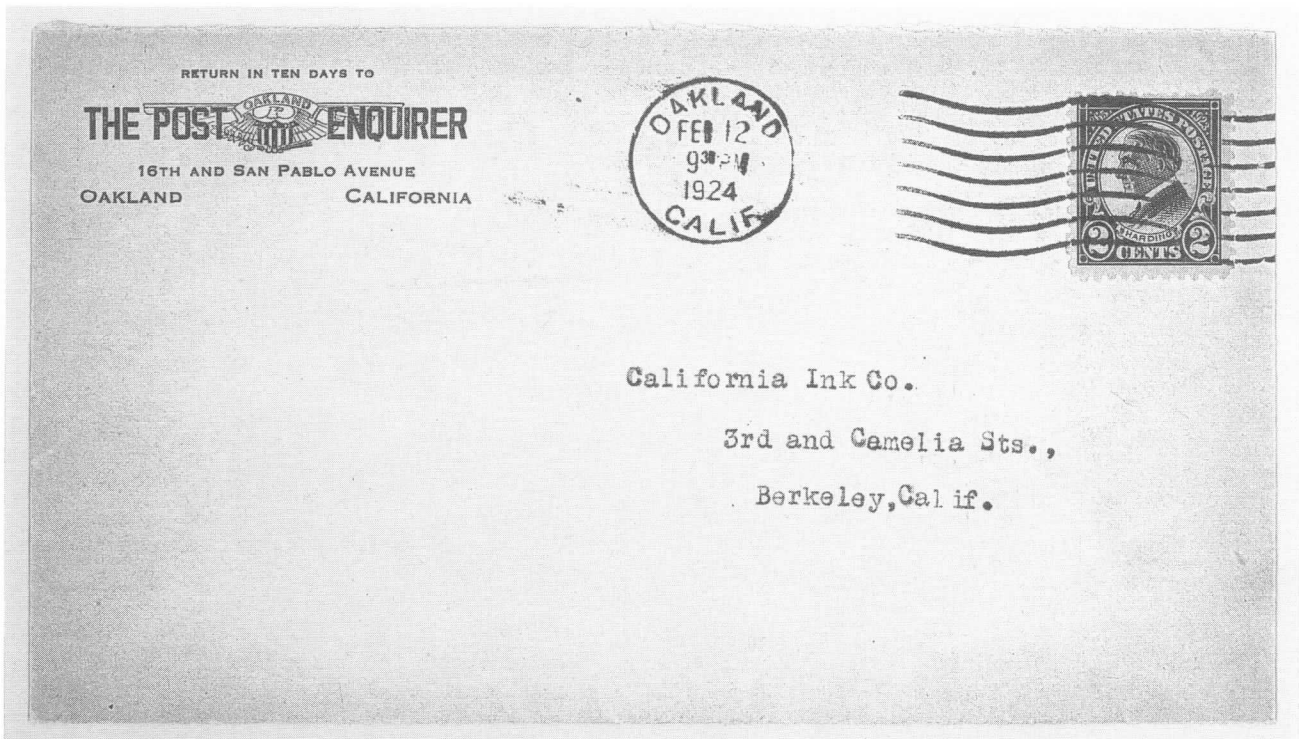




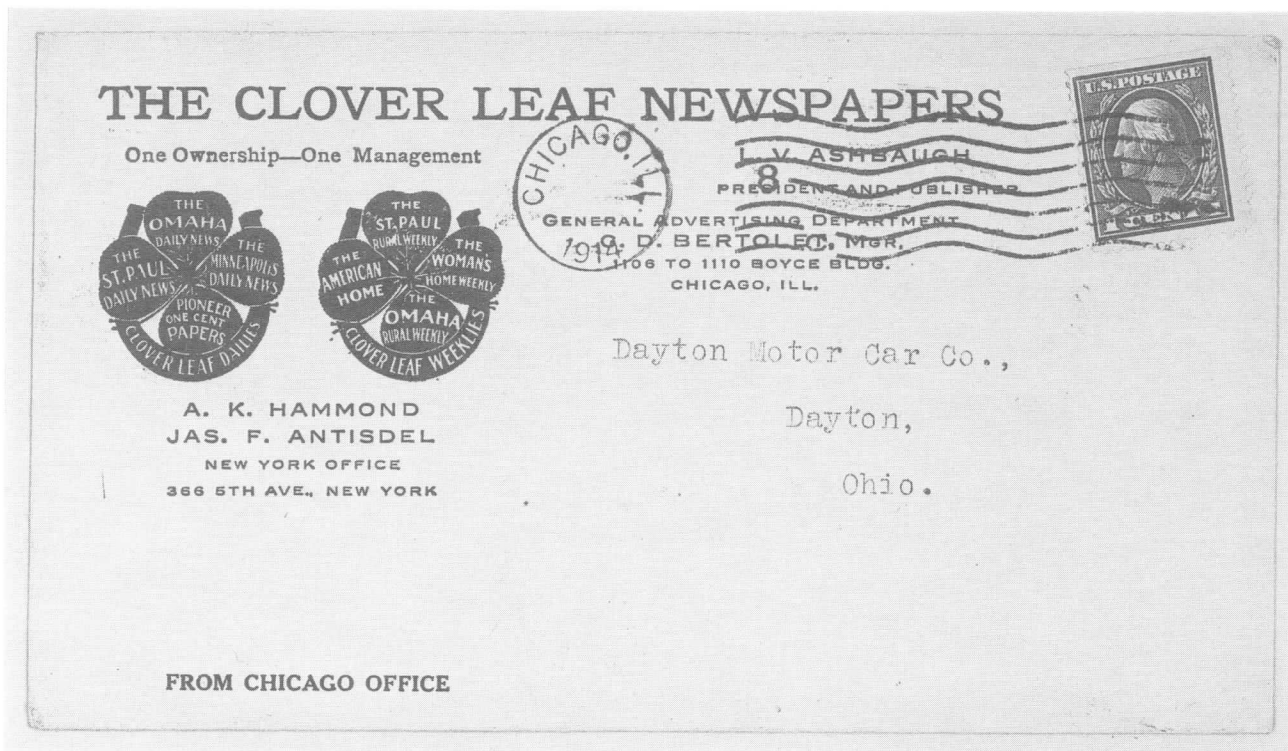
## Chains &amp; Yellow Journalism: Pulitzer and Hearst



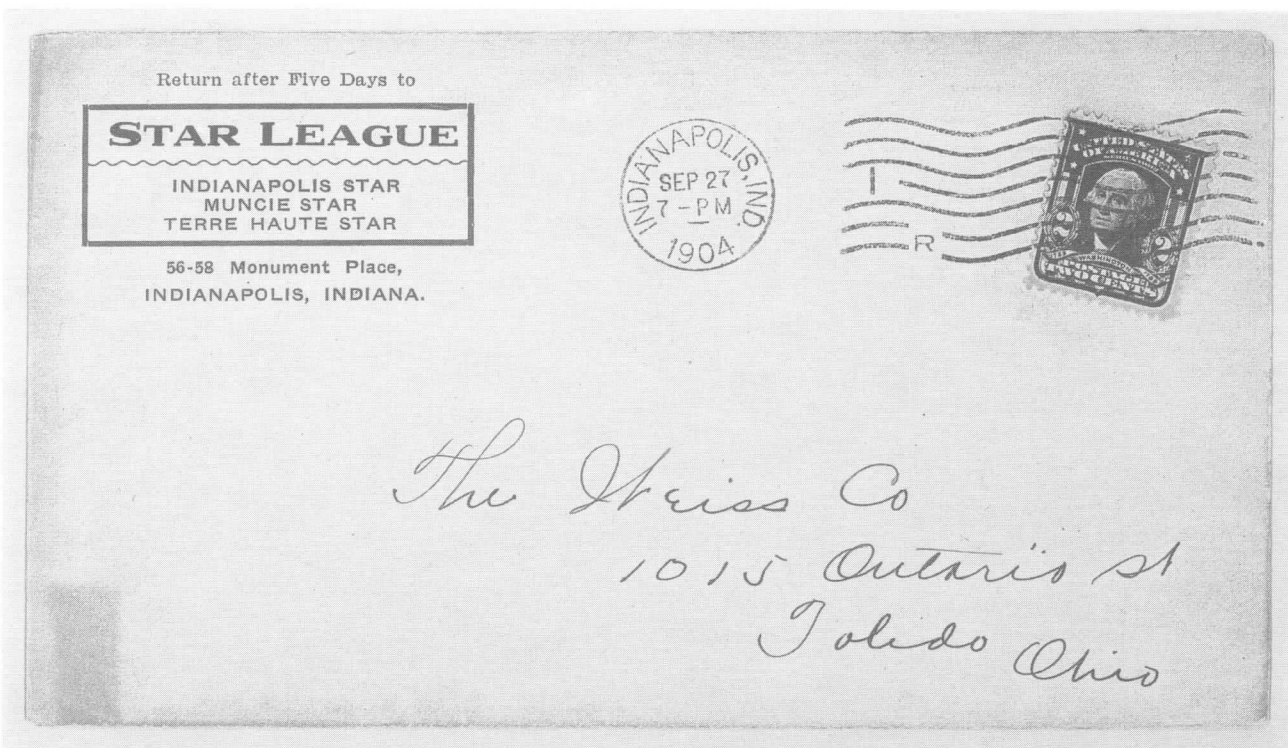
But the AP forced Hearst to drop the Oakland edition because both papers had the same content, so he bought the Post and Enquirer in 1922 and merged them.



## Chains &amp; Yellow Journalism: The Rest

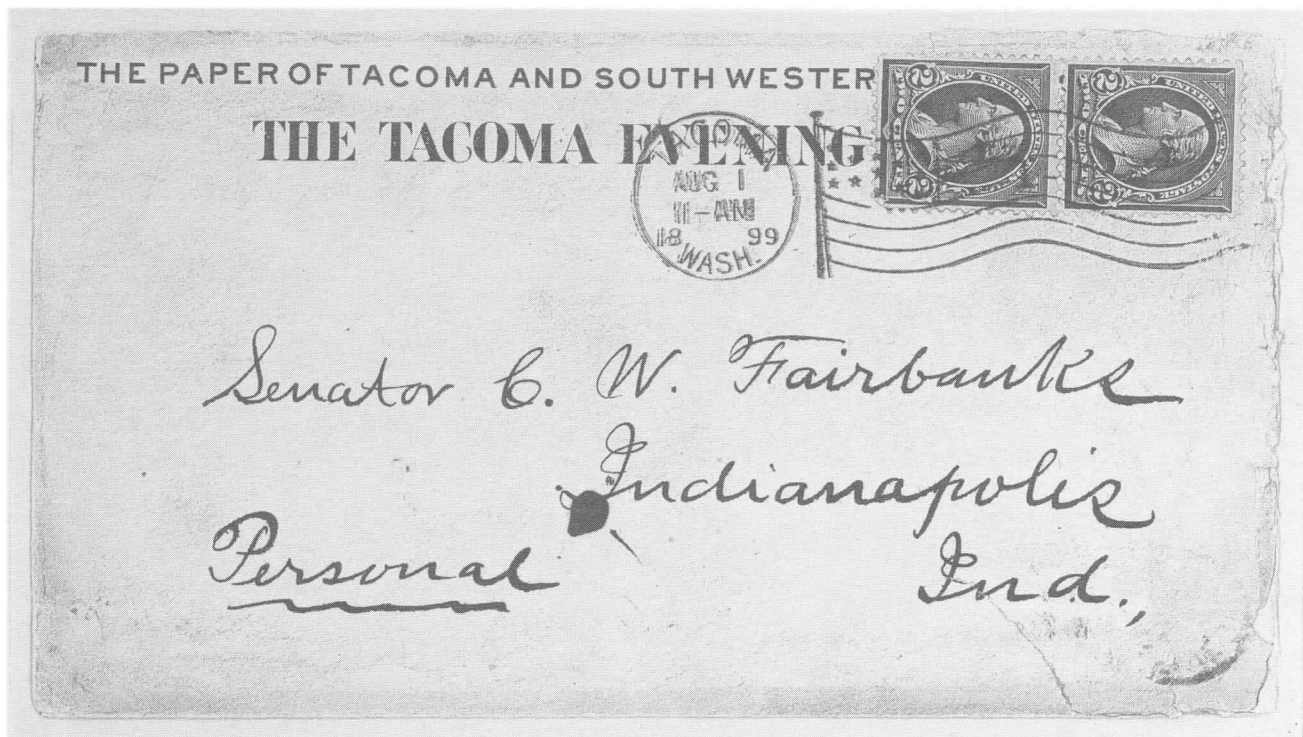


By the early 20th century, several newspaper chains were formed. Little is known on some, such as the Clover Leaf and Star groups.

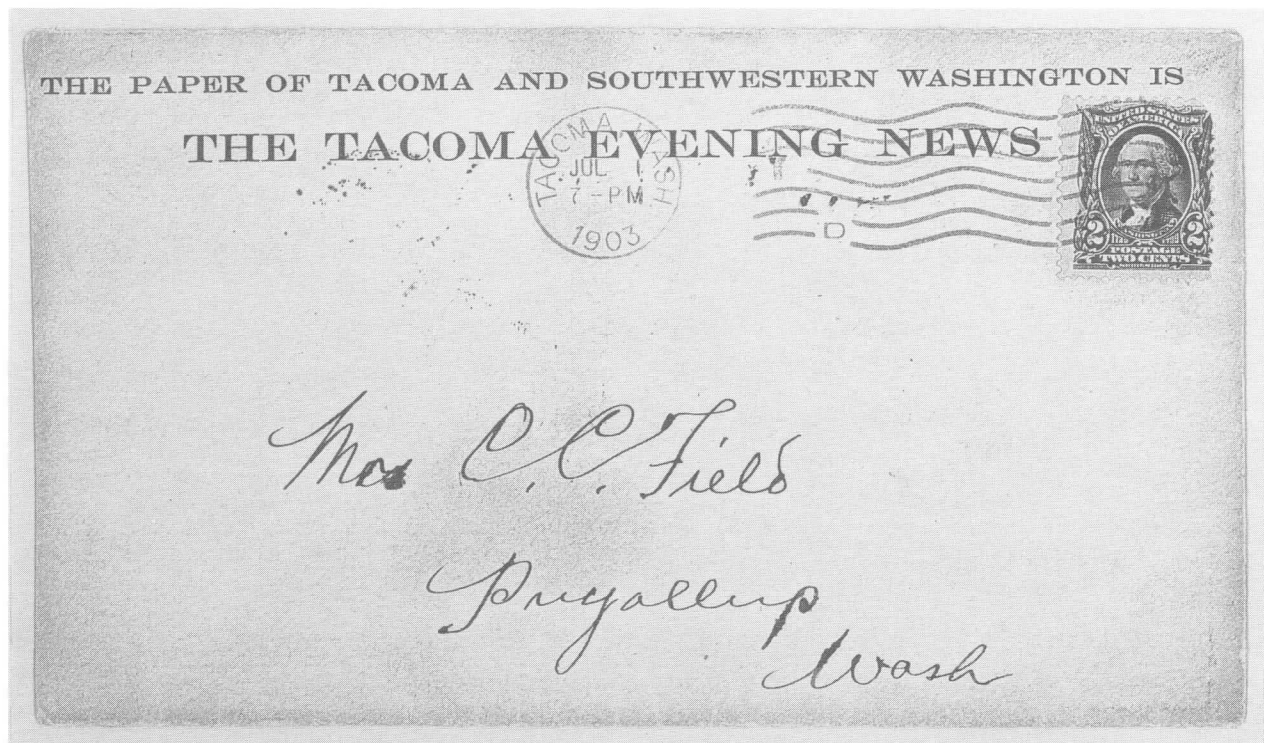




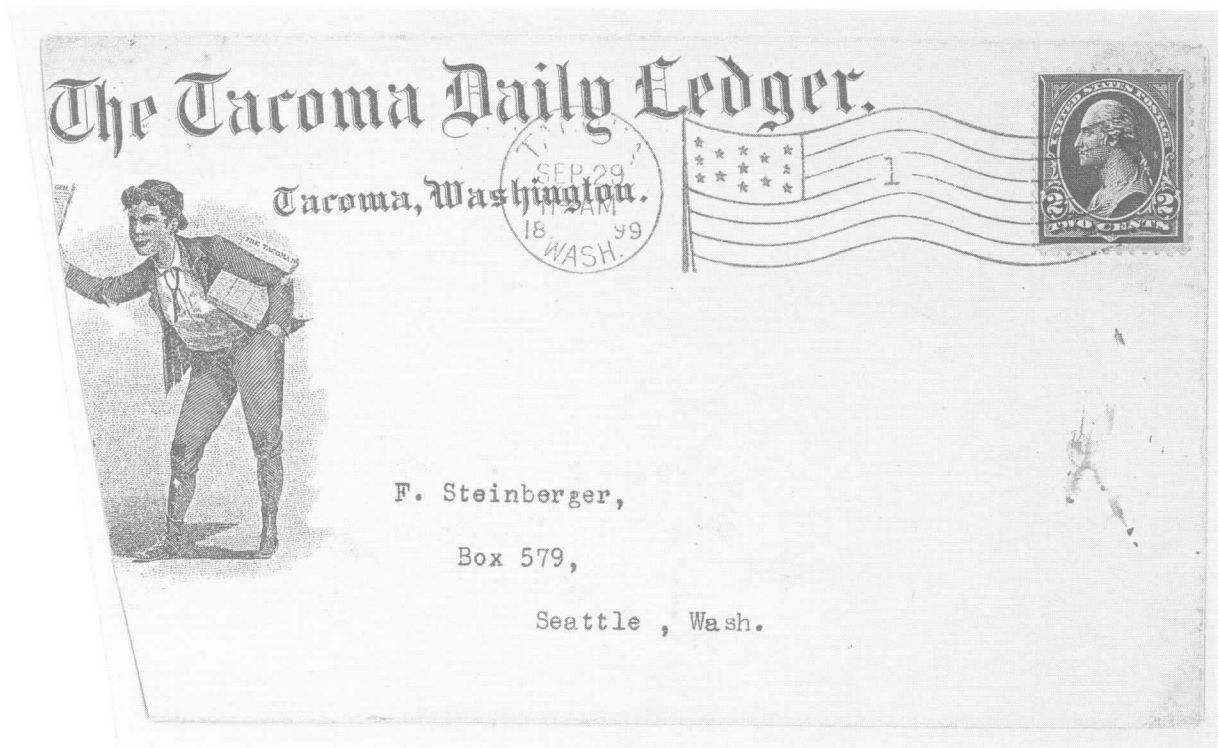
## Chains &amp; Yellow Journalism: The Rest



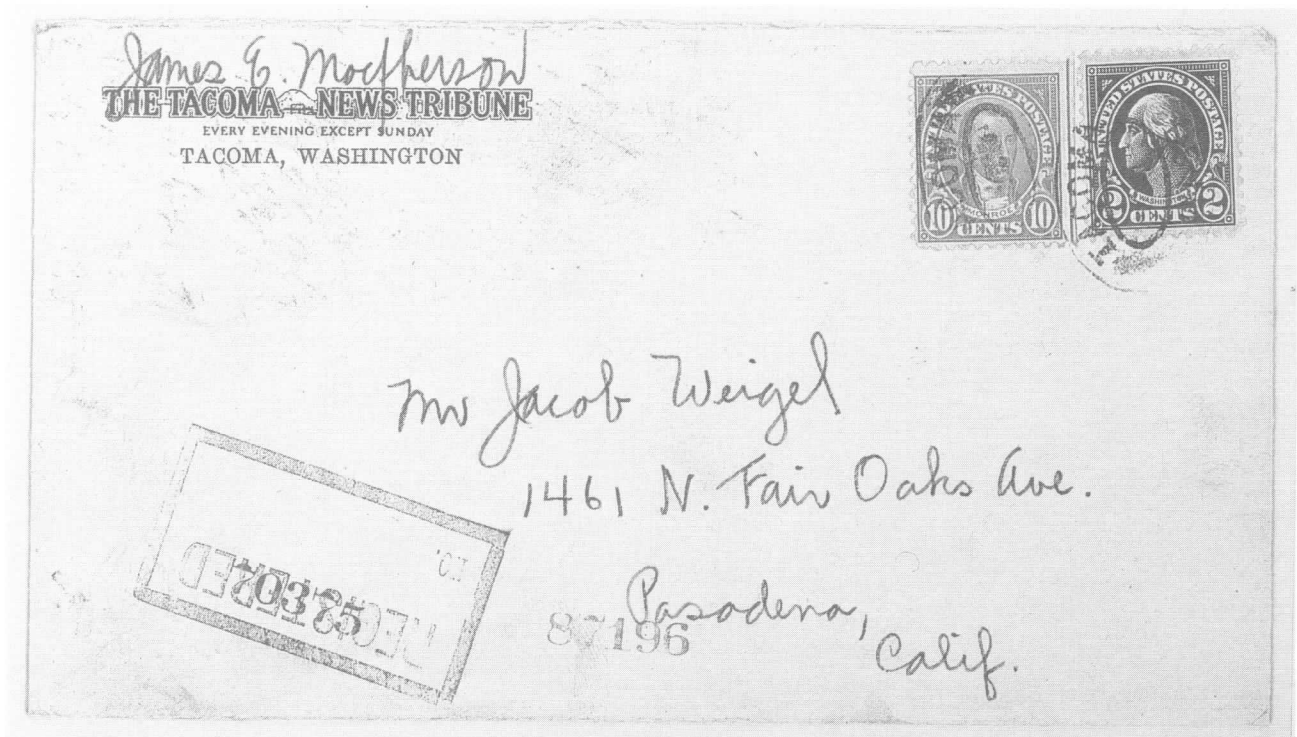
Yet another early chain builder was the now obscure S.A. Perkins. He bought the Tacoma Evening News in 1897, the Tacoma Daily Ledger in 1900, and three more papers by 1904.



Chains & Yellow Journalism: The Rest

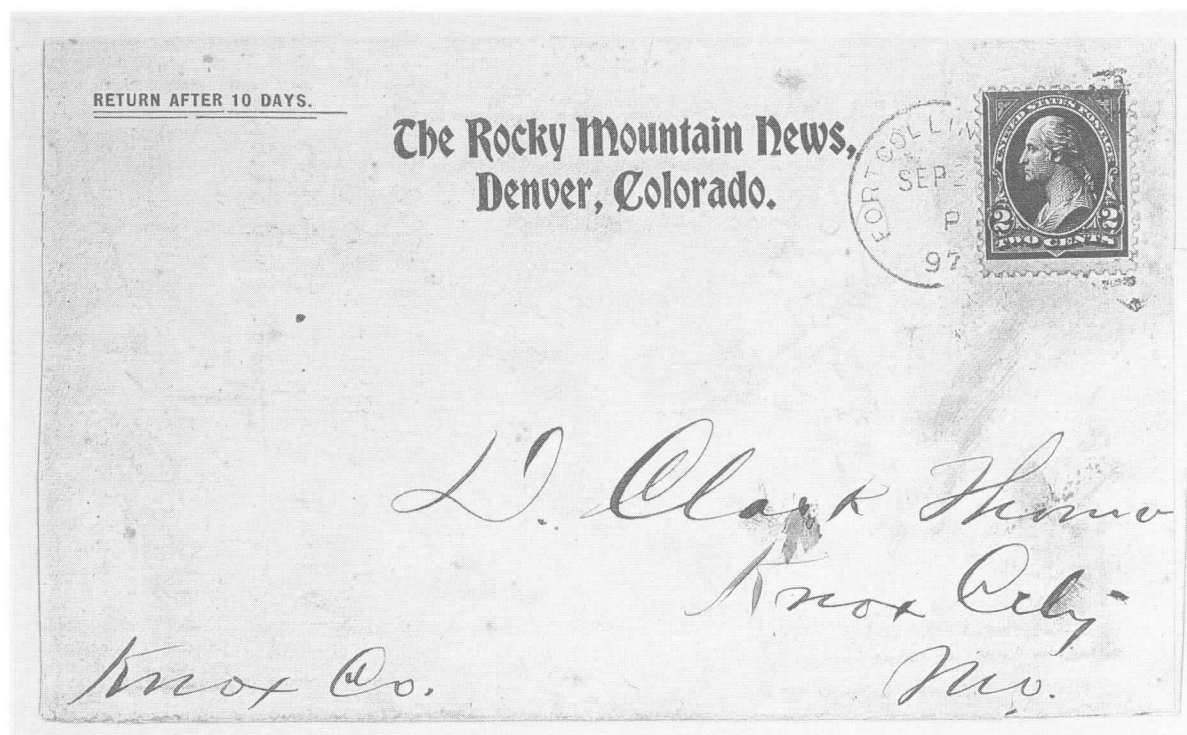


The News and Tribune merged, and eventually, the Ledger succumbed.

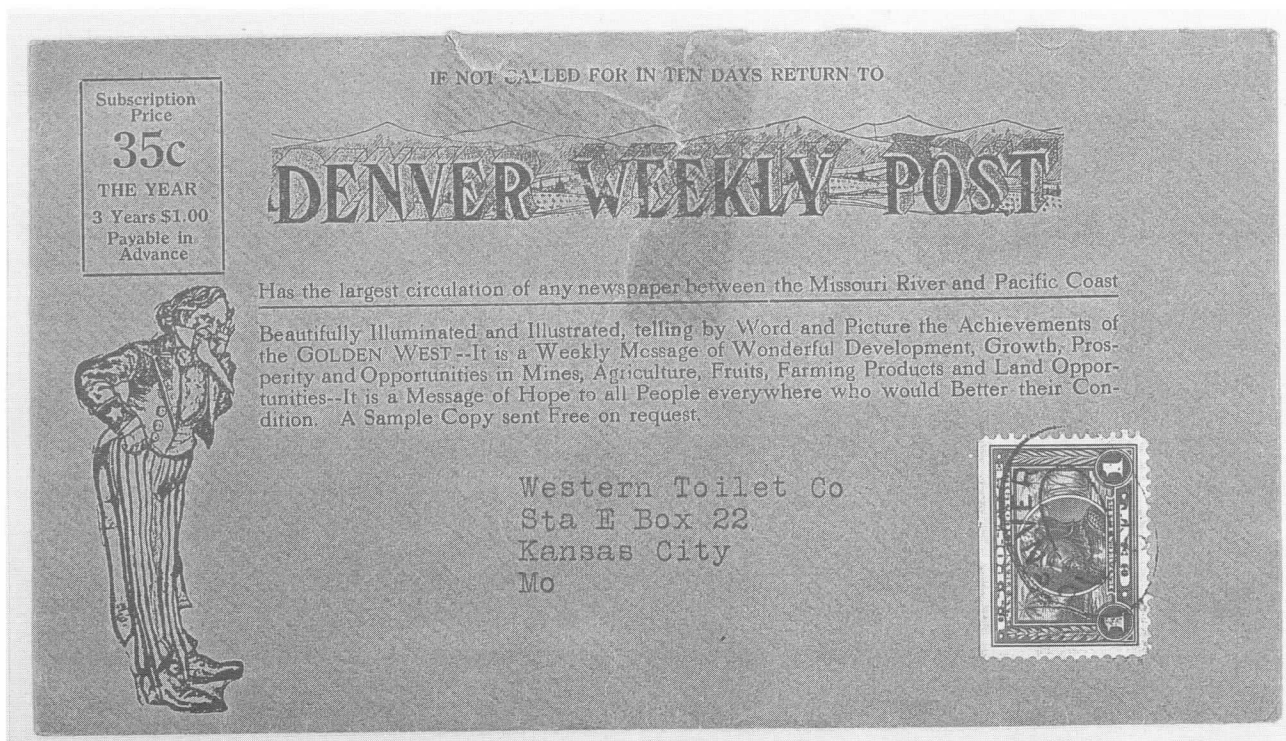




## Chains &amp; Yellow Journalism: The Rest



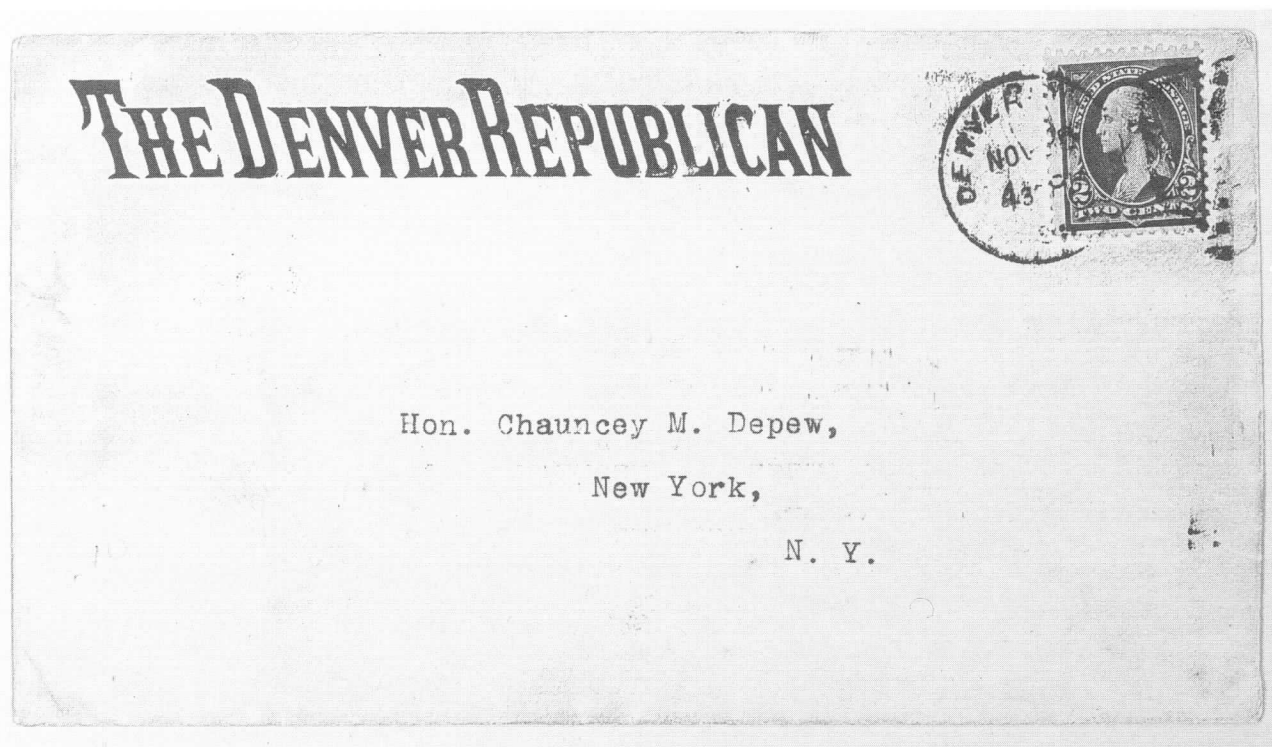
The famous Denver Post-Rocky Mountain News rivalry started when Harry Tamm and Fred Bonfils bought the Post in 1895. They faced the Republican, Express, and Times. By 1928, however, Scripps-Howard owned the News and had bought and folded all but the Post.



Chains & Yellow Journalism: The Rest

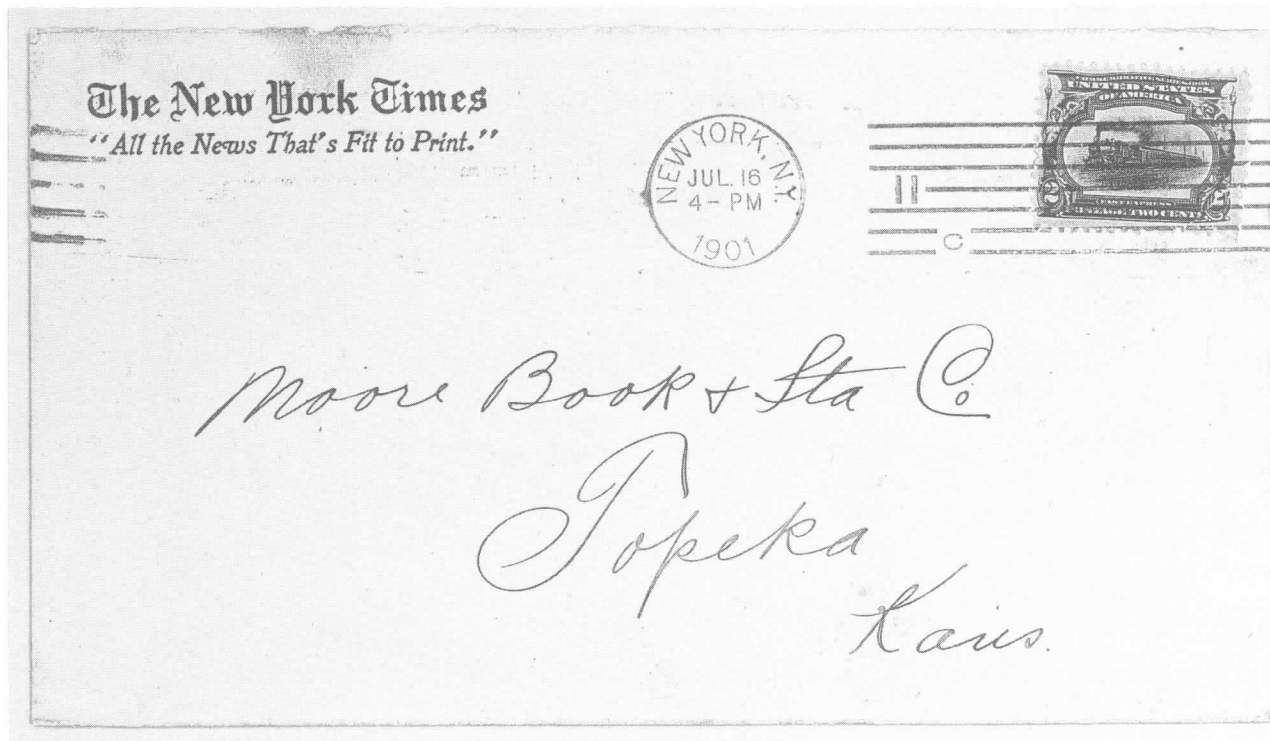


The Denver Republican had bought the Tribune in 1884, but that merger didn't save it from being bought by the Times in 1913.

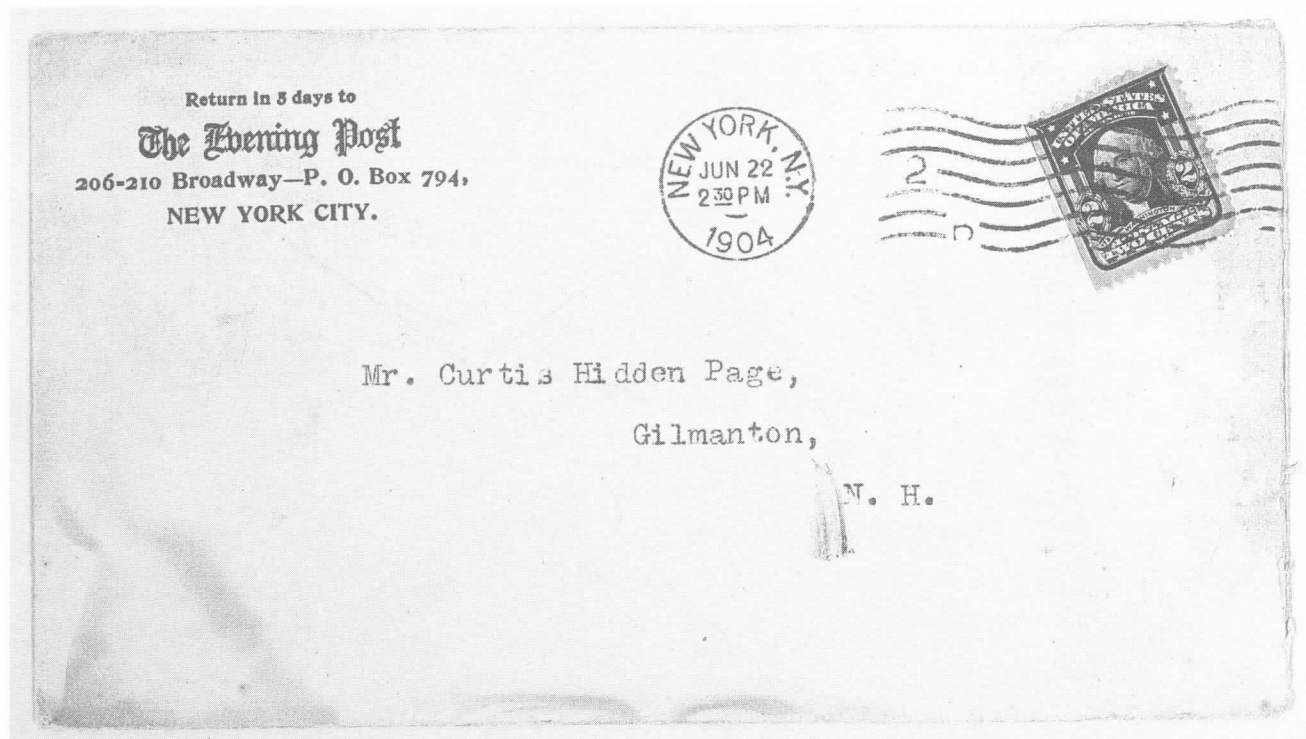




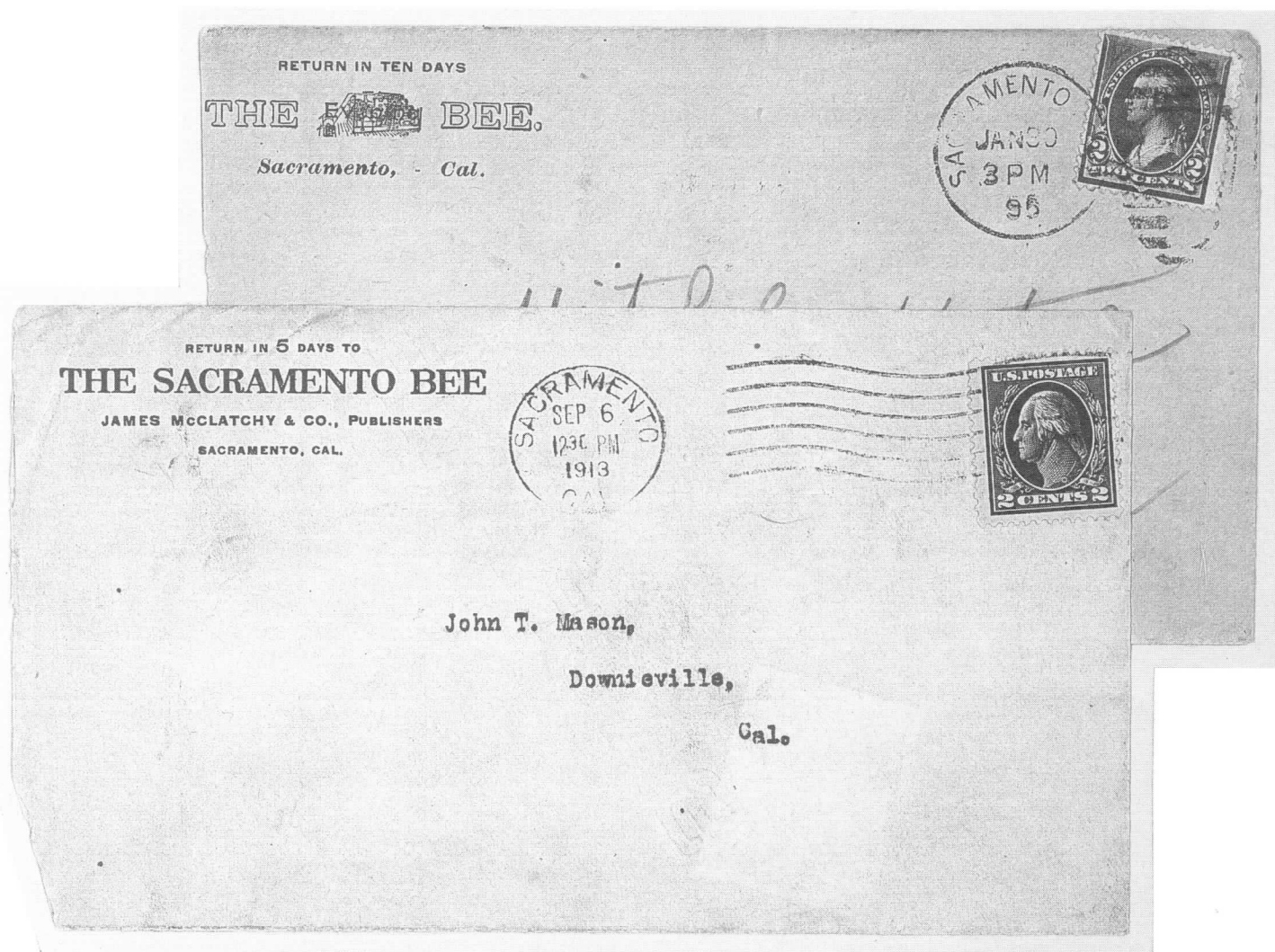
## Chains &amp; Yellow Journalism: The Rest



"Yellow journalism" was rejected by Godkin's Evening Post and Ochs' New York Times, whose circulation still went from 9,000 in 1896 to 100,000 in 1901. Ochs hired famous managing editor Carr Van Anda in 1904.



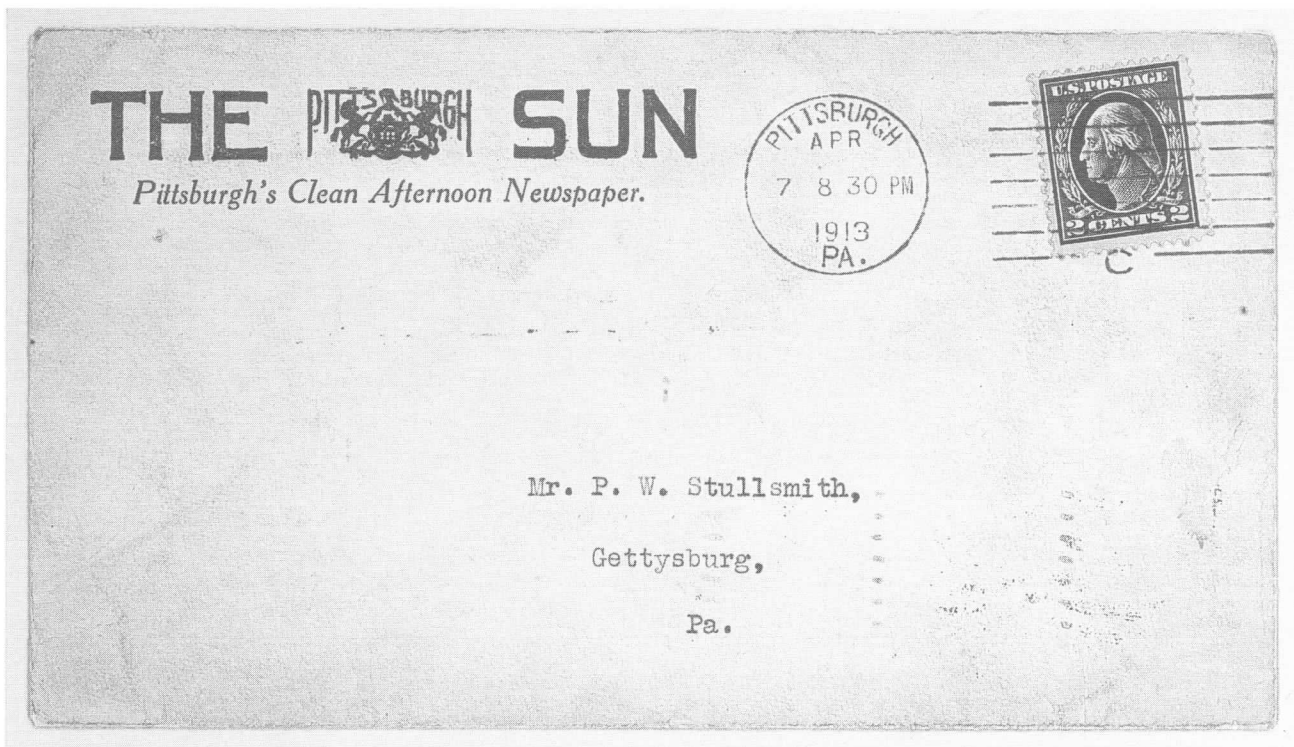
Chains & Yellow Journalism: The Rest



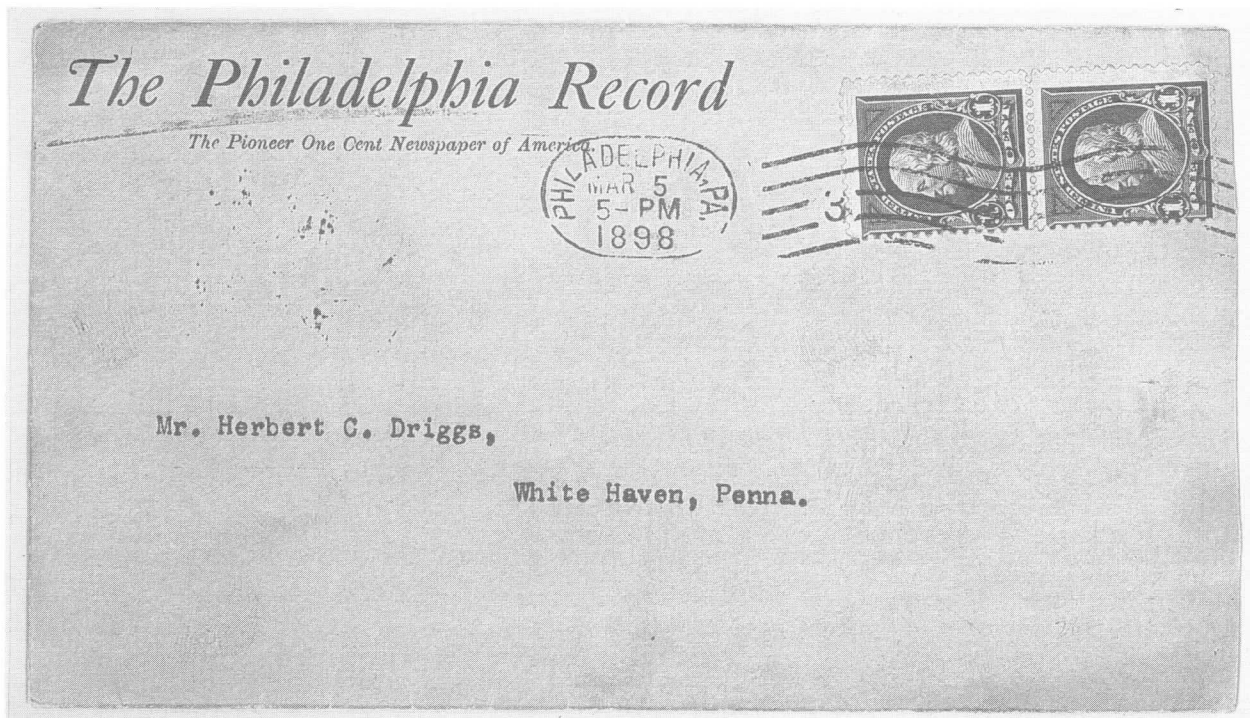
Yellow journalism was uncommon in smaller cities. C.K. McClatchy objectively edited the Sacramento Bee, 1884-1936. Also its publisher, 1923-36, he published the Fresno Bee, 1922-36, and the Modesto Bee, 1927-36.



## Chains &amp; Yellow Journalism: The Rest



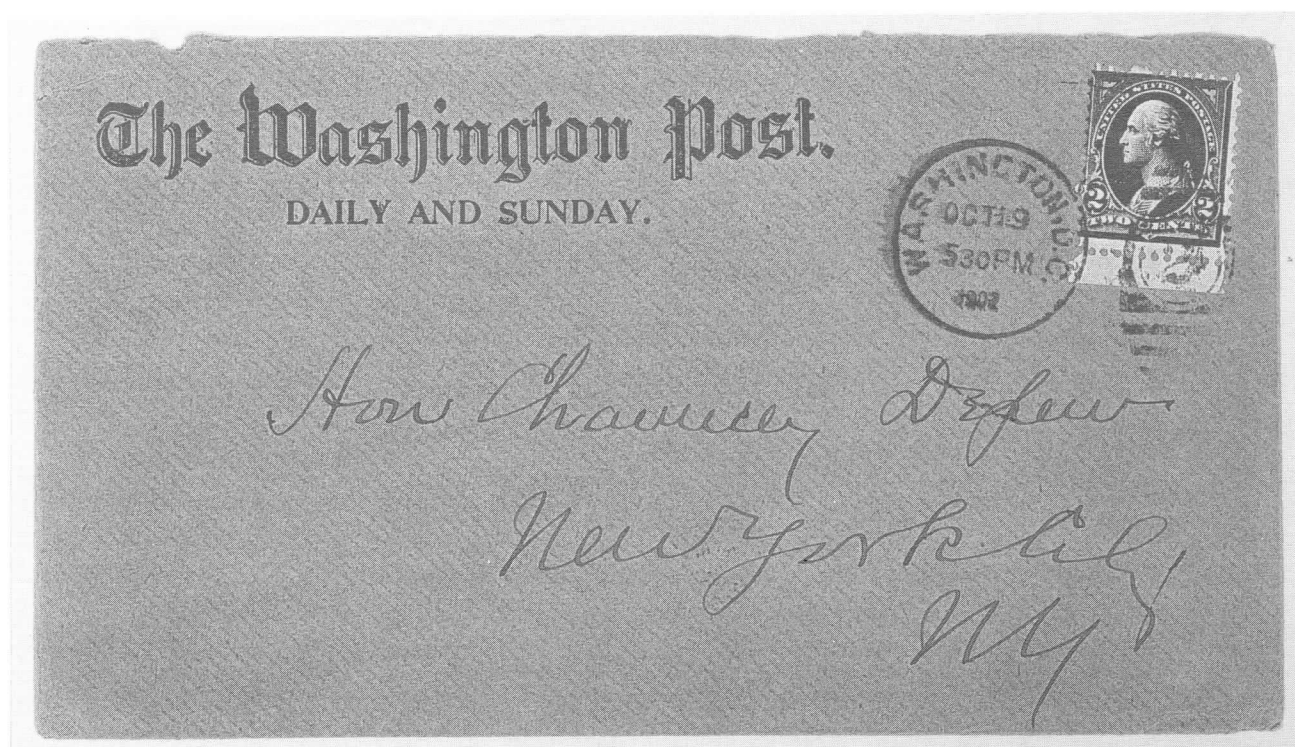
Many other papers, like the Sun, also remained unsensational, while others, like the Record, had to change their images later.



## Chains &amp; Yellow Journalism: The Rest

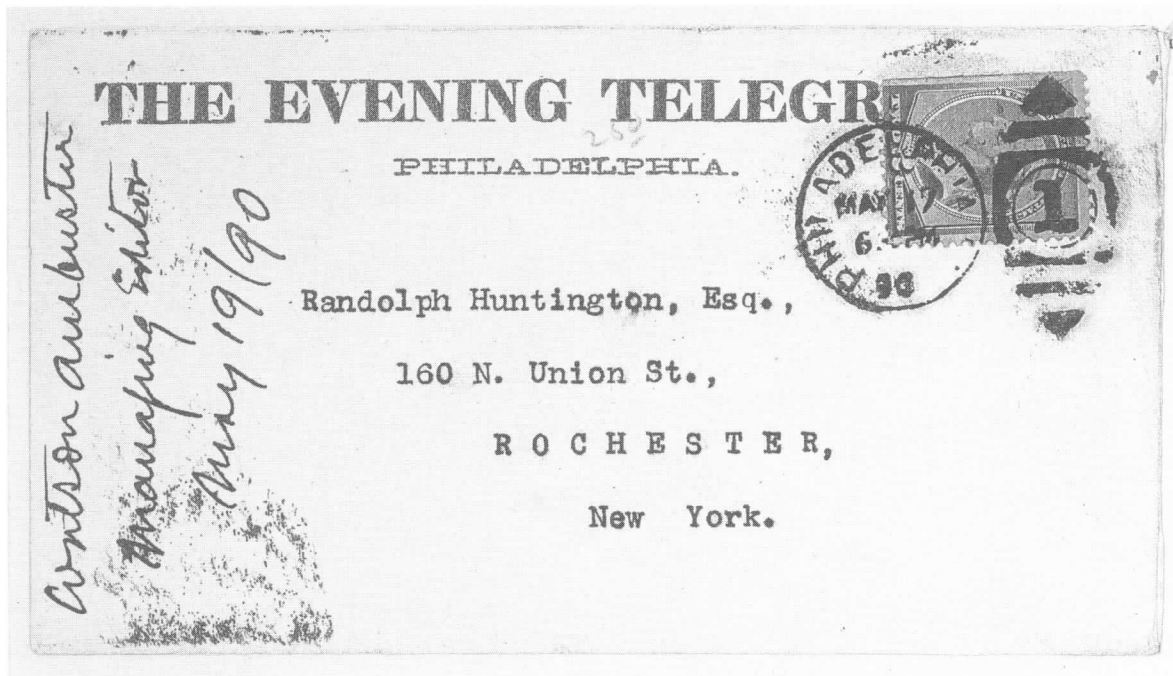


Quality journalism allowed the Washington Star (founded 1852) and The Washington Post (founded 1877) to put all competitors out of business by 1890.

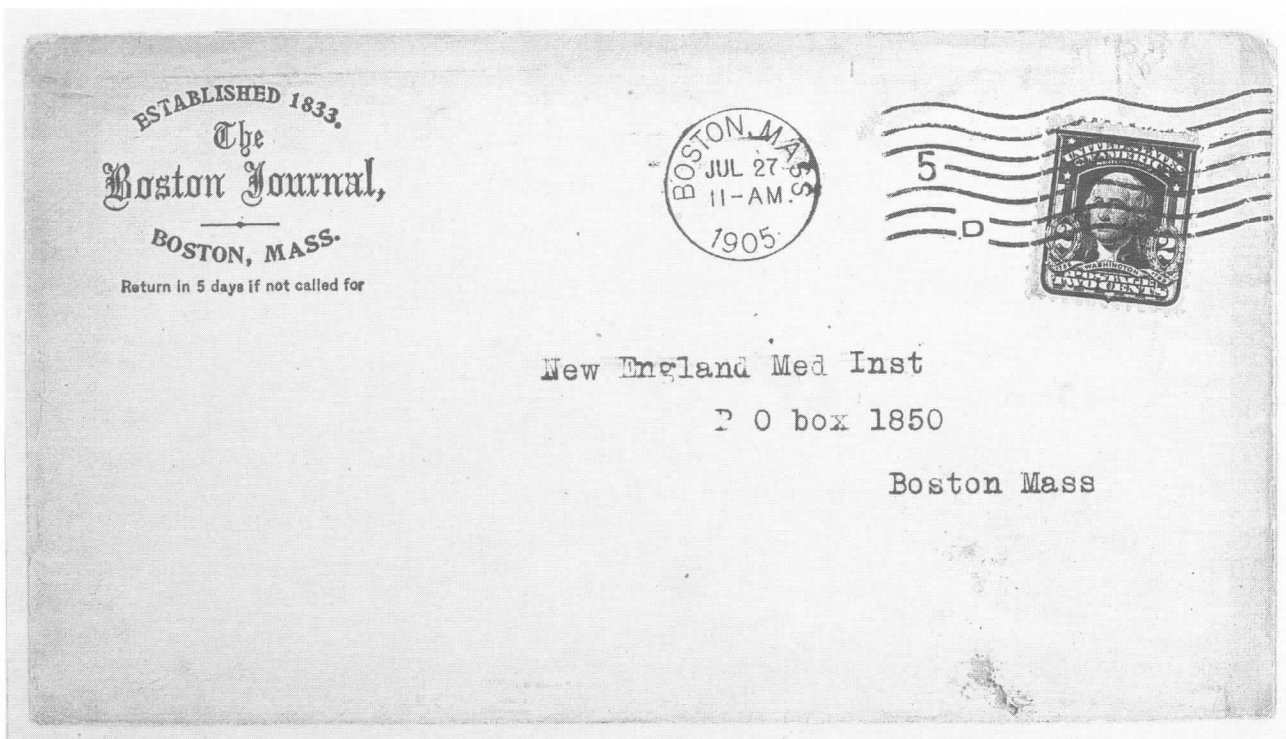




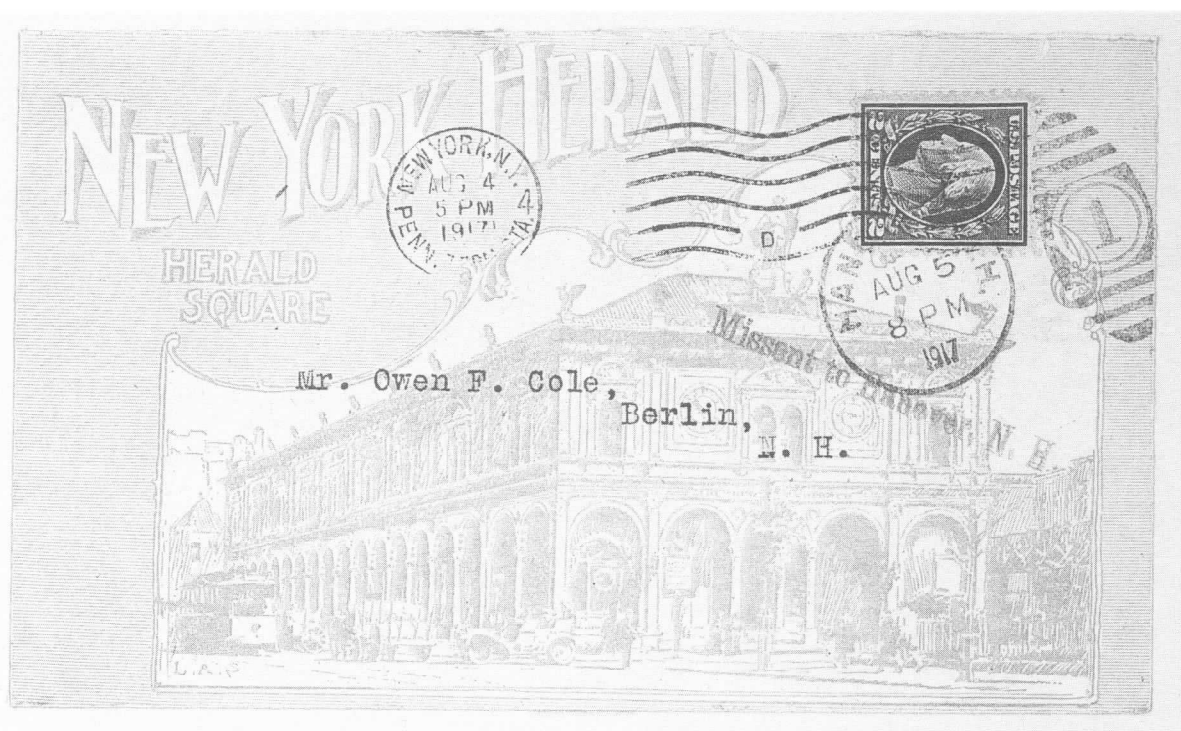
## Chains &amp; Yellow Journalism: Consolidation



Chains generally strengthened and started newspapers until 1918, but slowing growth made buying and folding competitors more attractive. During 1901 to 1924, Frank Munsey bought and then sold or killed 12 papers. He bought the Boston Journal in 1902 and sold it in 1917, bought and killed the Philadelphia Telegram in 1918.



## Chains &amp; Yellow Journalism: Consolidation

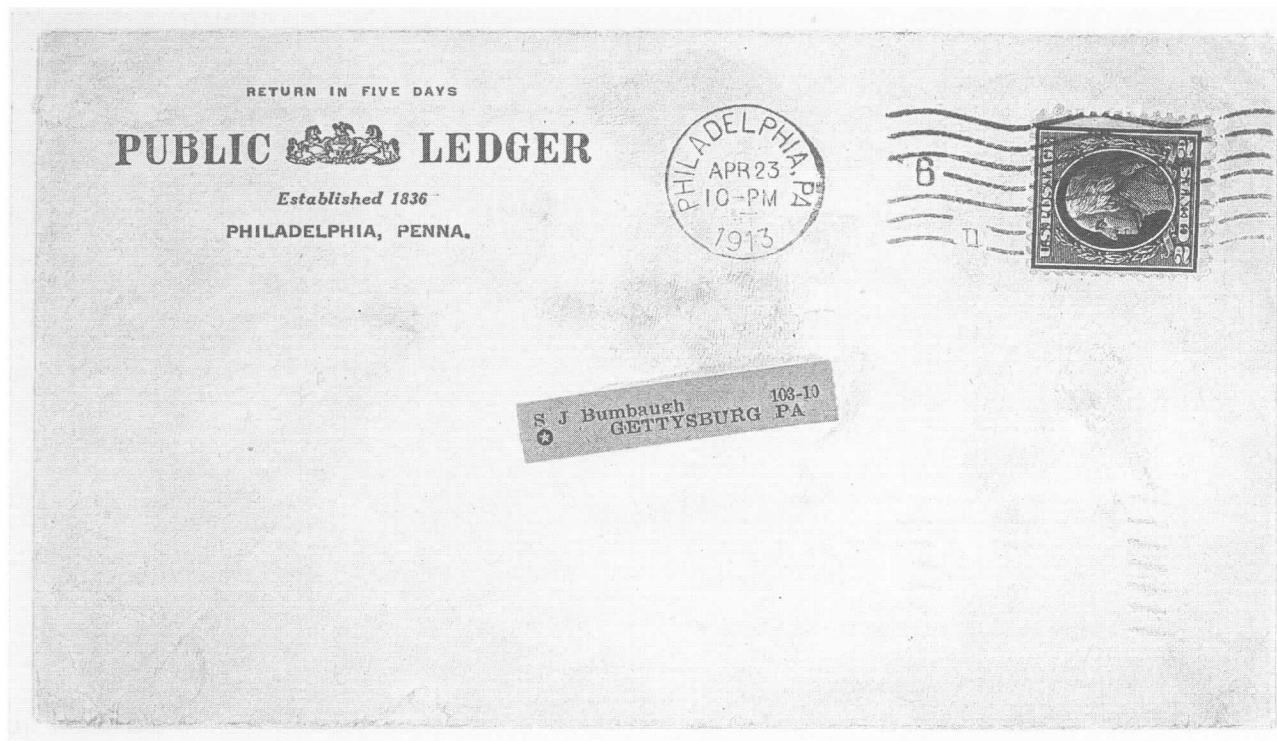


Munsey bought the N.Y. Herald in 1918 after James G. Bennett Jr. died and sold it in 1924, for a merger with the Tribune (published by Ogden Reid since the 1912 death of his father, Whitelaw Reid).

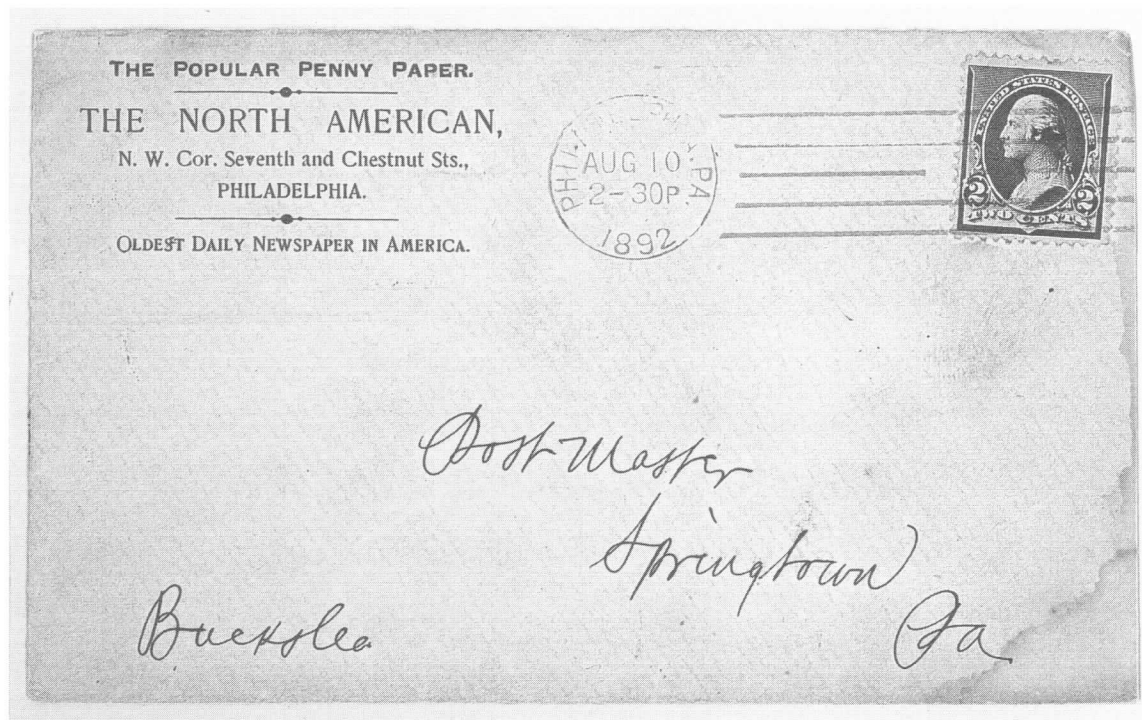




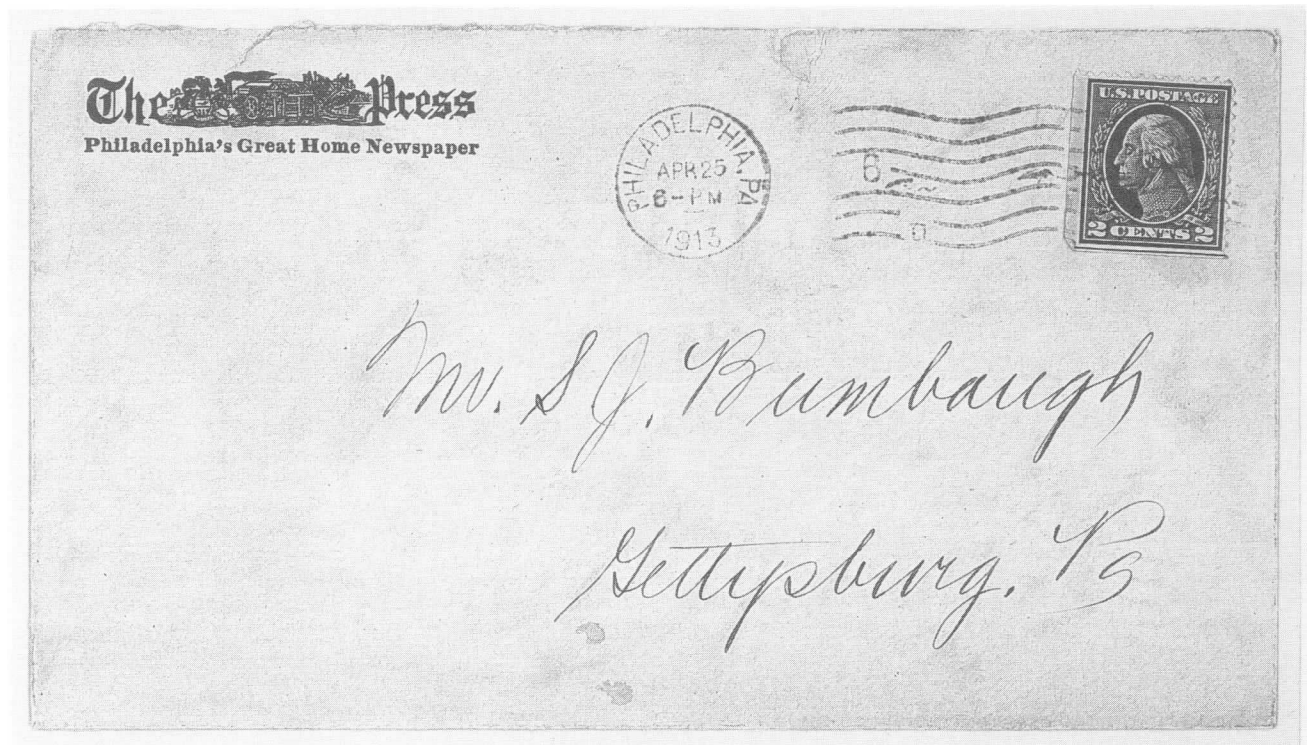
## Chains &amp; Yellow Journalism: Consolidation



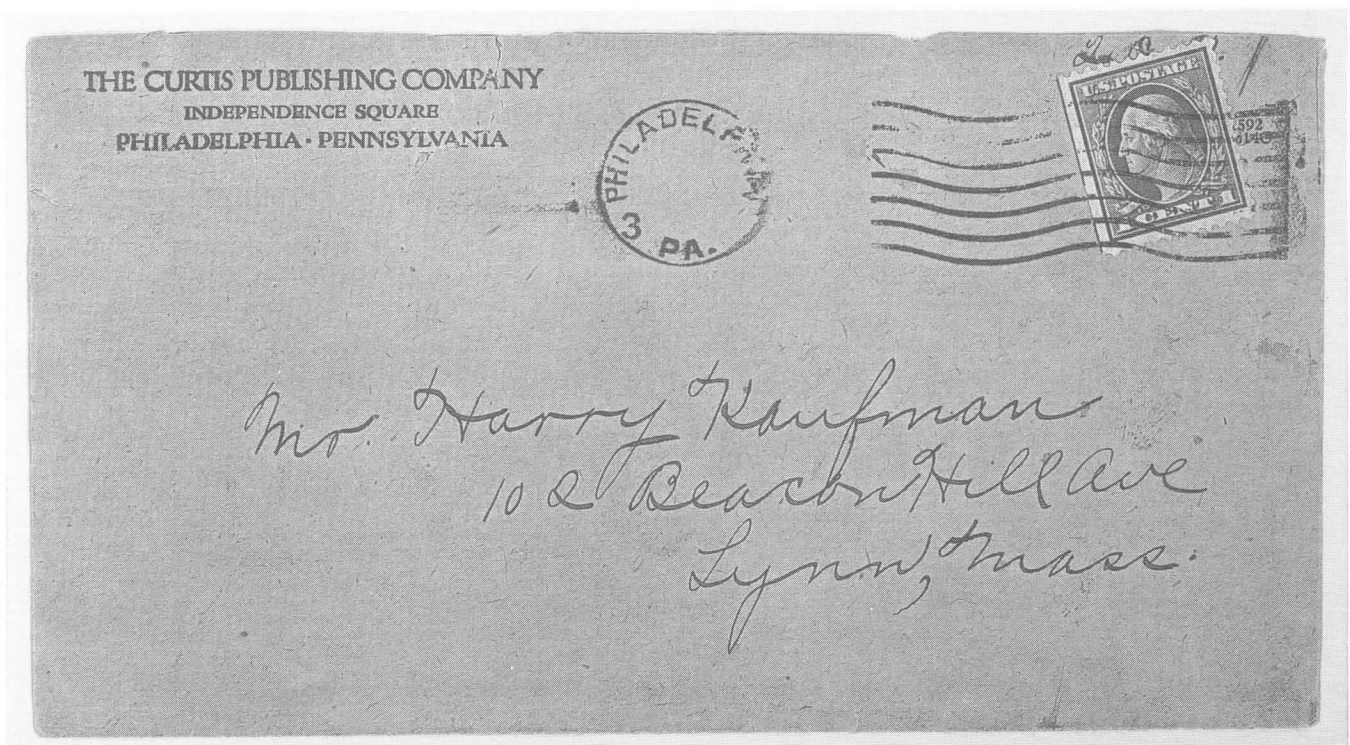
Between 1913 and 1925, Cyrus H.K. Curtis bought or started five Philadelphia newspapers. He kept the Public Ledger but folded three others, including the old, well-respected North American.



## Chains &amp; Yellow Journalism: Consolidation

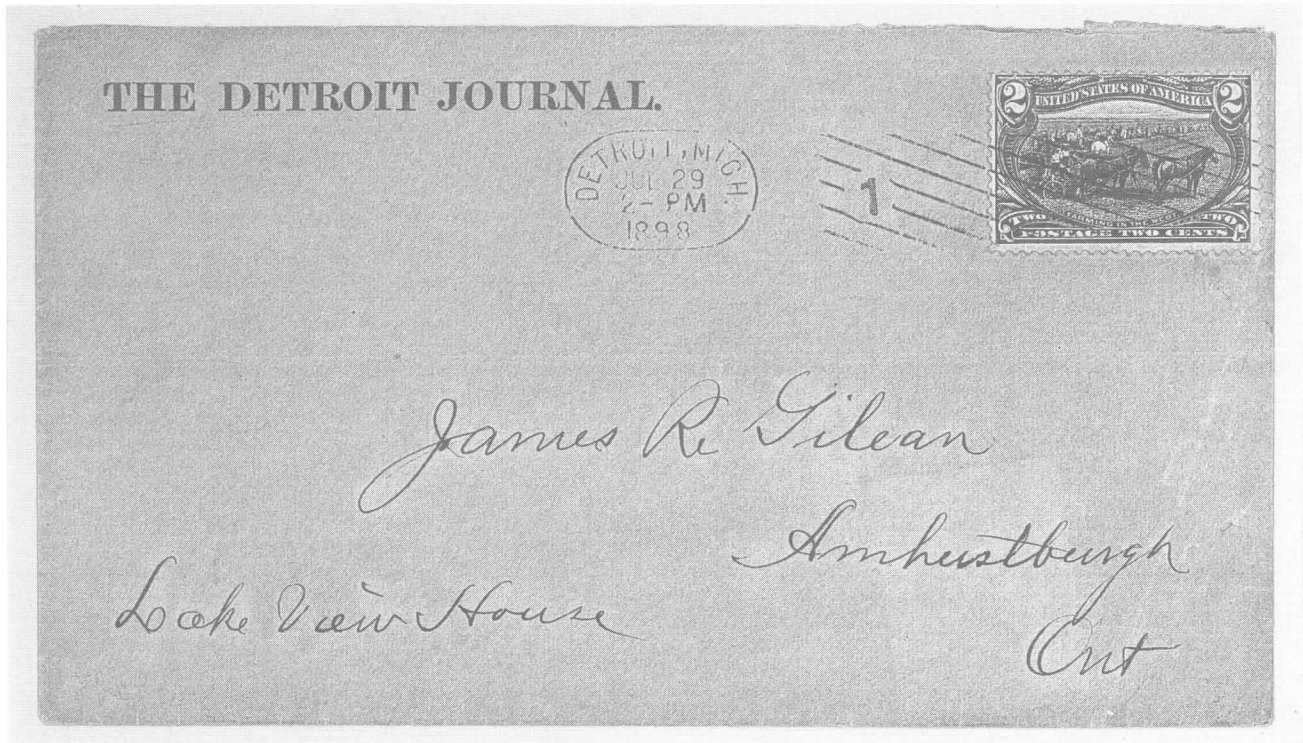


In 1920, Cyrus H.K. Curtis bought and killed the Philadelphia Press (founded 1857) simply to obtain its newsprint contract.

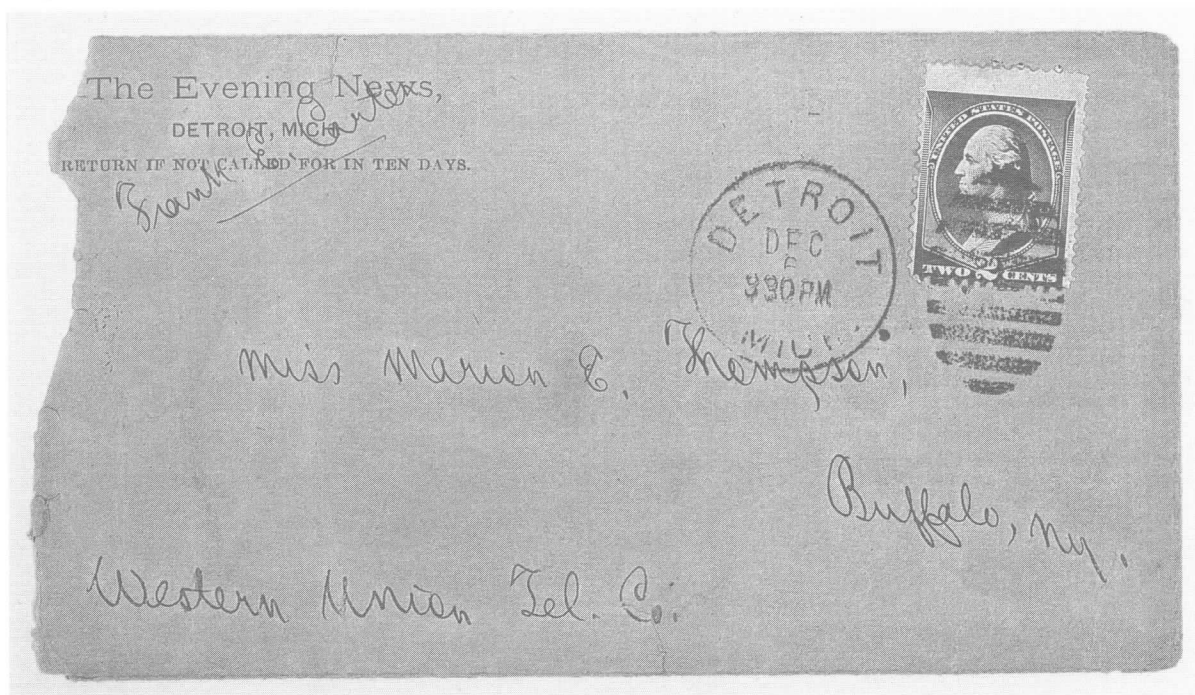




## Chains &amp; Yellow Journalism: Consolidation



Between 1918 and 1928, Hearst killed 16 papers, while Scripps-Howard folded 15 between 1923 and 1934. Hearst's purchase of the Detroit Times in 1921 prompted Scripps-Howard's News to buy the Journal in 1922.



Chains & Yellow Journalism:  
Consolidation

LOS ANGELES  
**EVENING HERALD**  
AN INDEPENDENT NEWSPAPER  
LOS ANGELES, CAL.

REGISTERED LETTER  
Return receipt demanded

67285

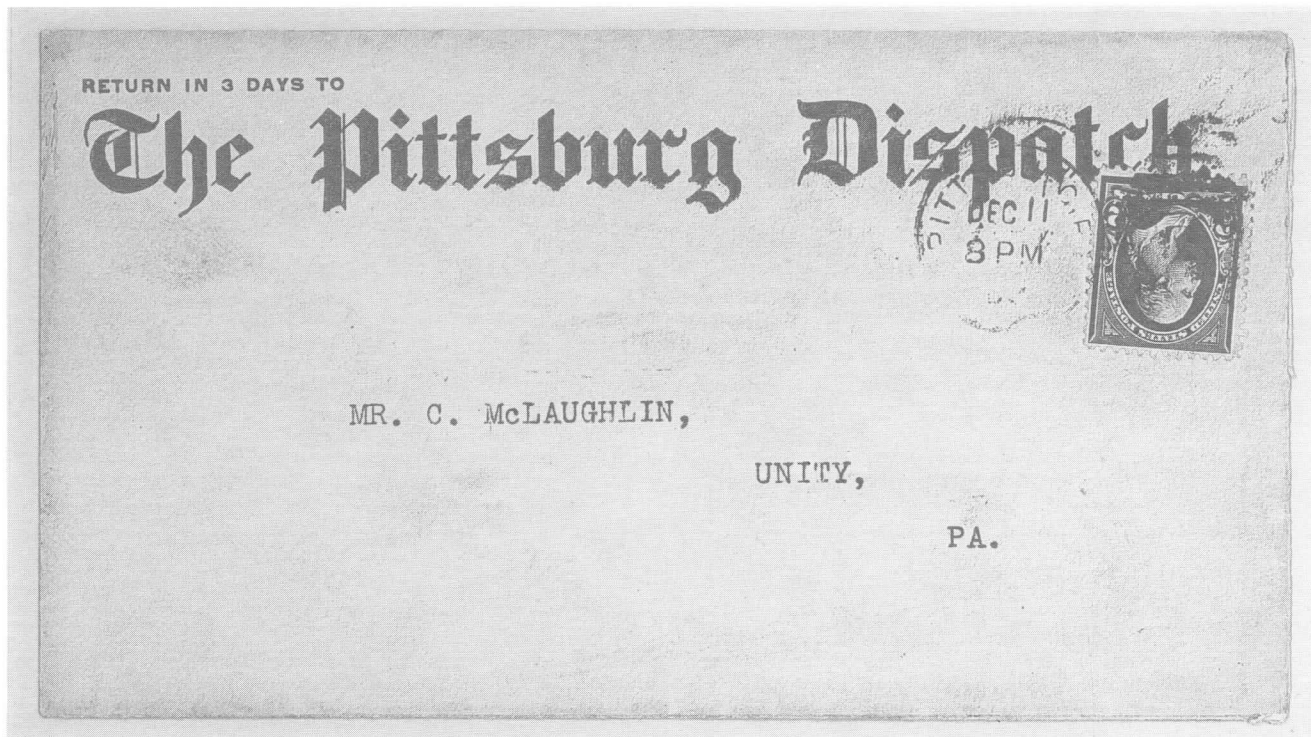
62103

Chas. M. Whitney, Secretary,  
Willamette Pulp & Paper Co.,  
San Francisco, Cal.

The Los Angeles Examiner  
bought the Los Angeles  
Herald in 1922; the re-  
sulting Herald-Examiner  
was long well-known and  
powerful.



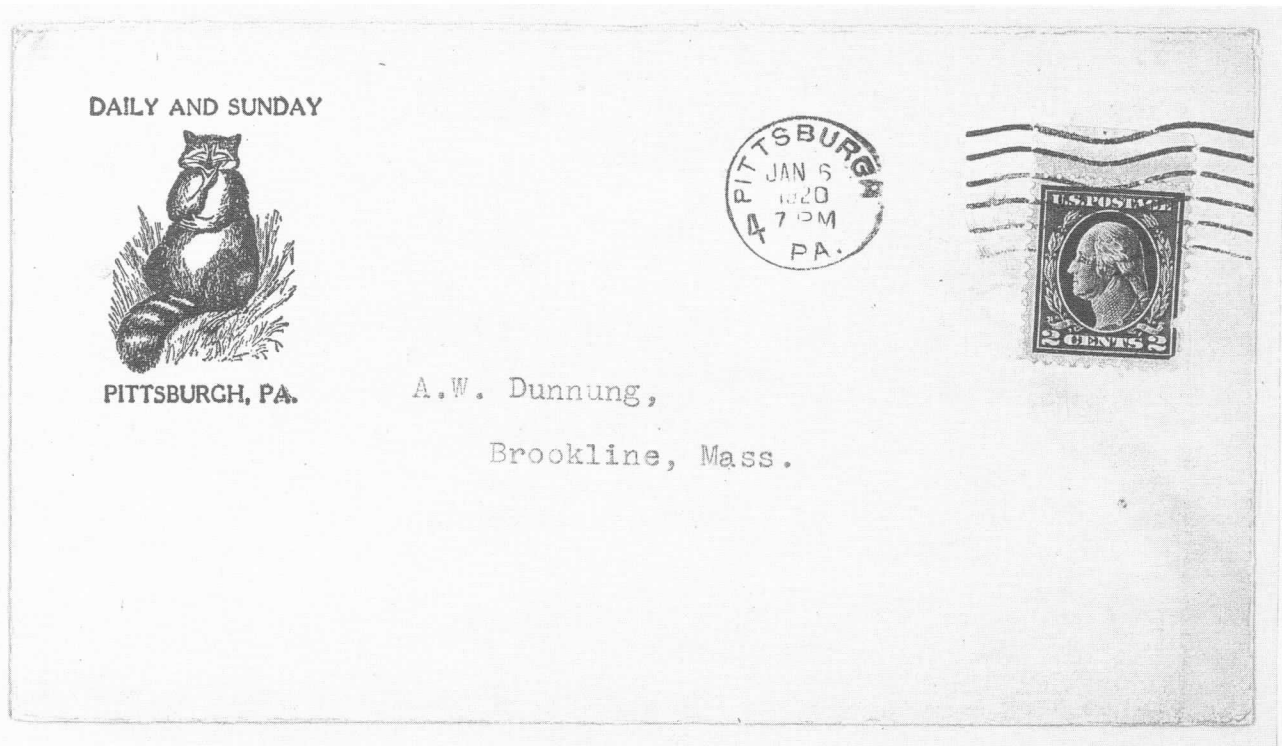
Chains & Yellow Journalism: Consolidation



In a 1923 deal, Scripps-Howard bought the Pittsburgh Press, and the Dispatch and Leader were killed.



Chains & Yellow Journalism: Consolidation



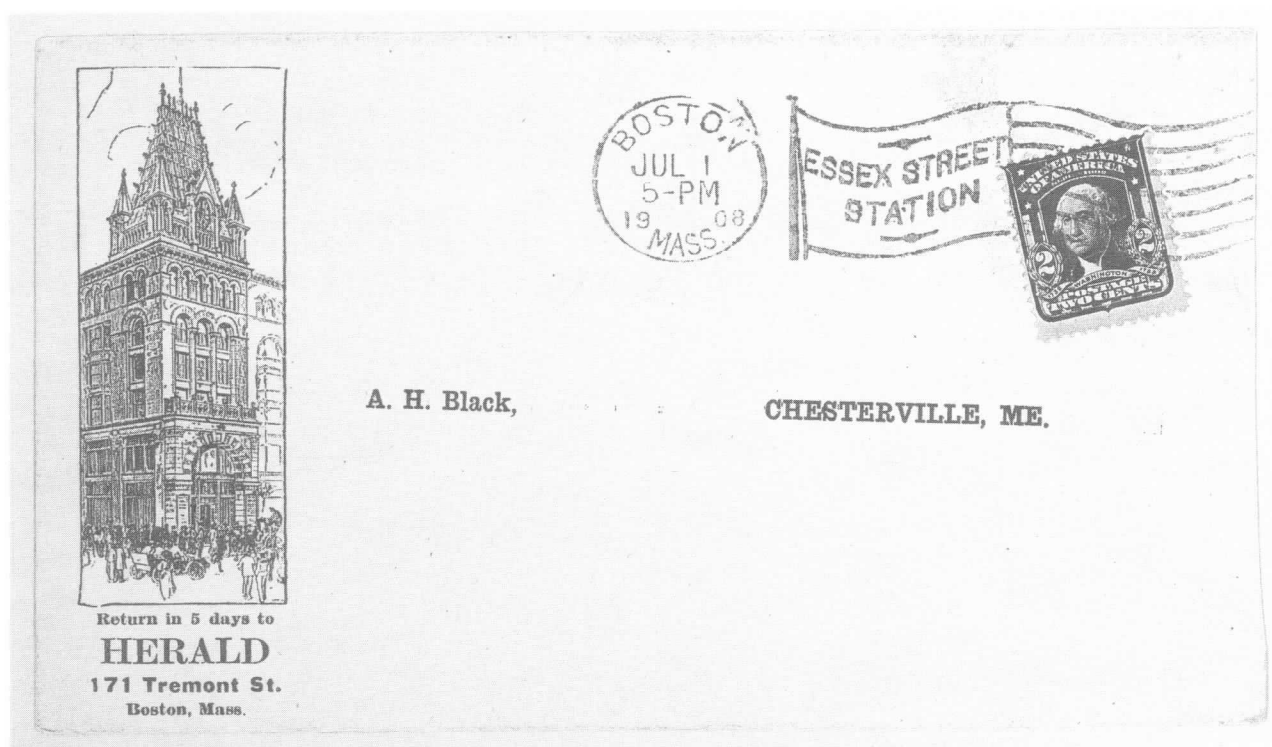
The Pittsburgh Gazette Times, itself the product of a 1906 merger, would be merged with the Post in 1927, by Hearst associate Paul Block. Hearst would merge the Sun and Chronicle Telegraph at the same time.



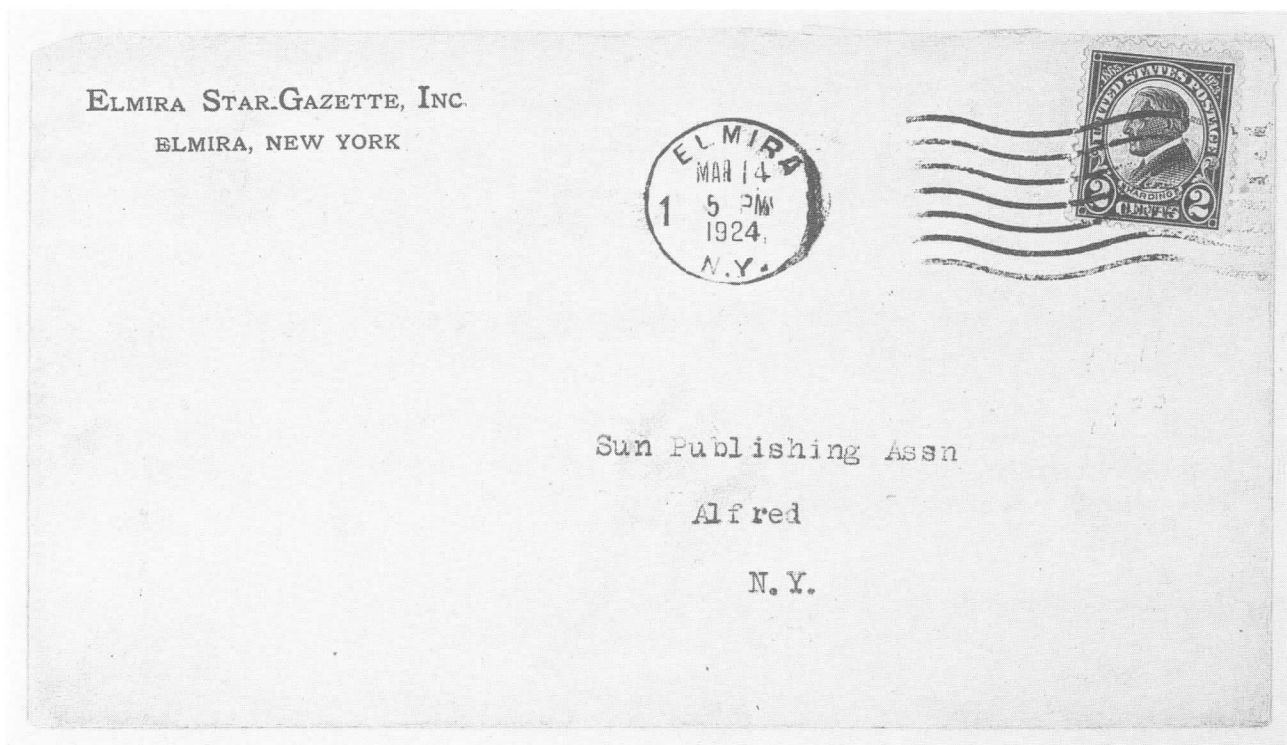
## Chains &amp; Yellow Journalism: Consolidation



Even the independent Boston Herald (founded 1846) bought the Traveler (founded 1825) in 1912 and Munsey's Journal (founded 1833) in 1917.



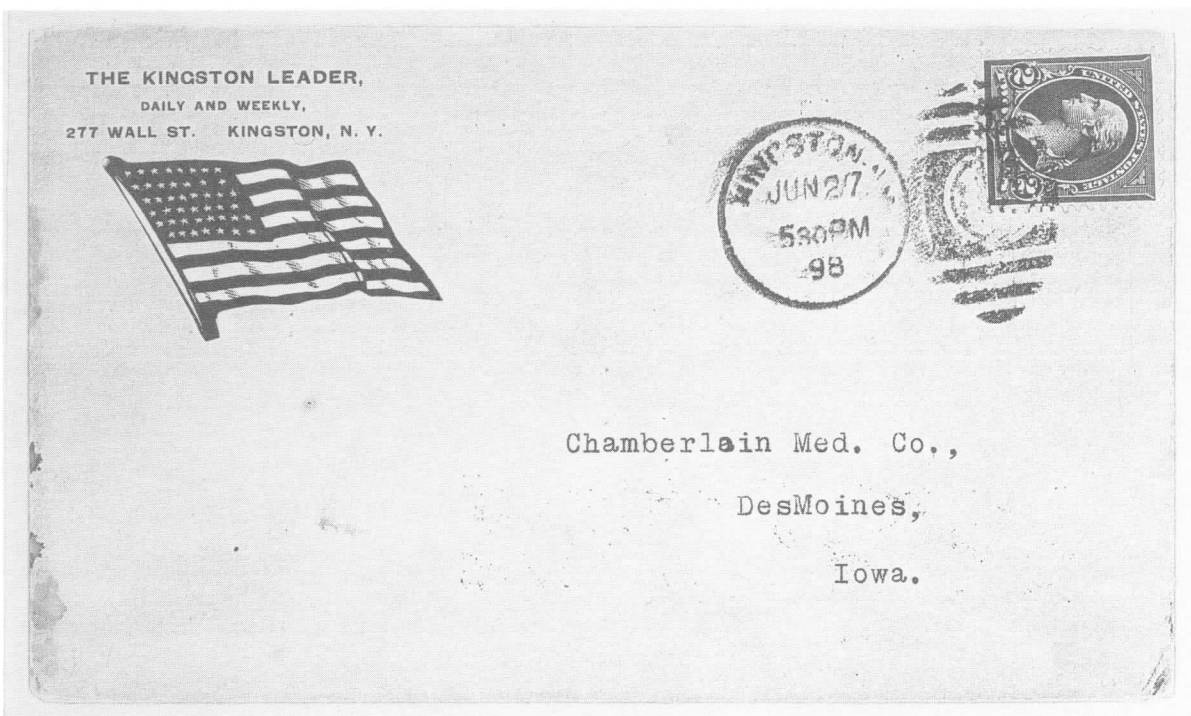
Chains & Yellow Journalism: Consolidation



Another publisher who took advantage of acquisition opportunities was Frank Gannett, who bought part of the Star-Gazette in 1906. His successors eventually built the largest U.S.-based newspaper chain.



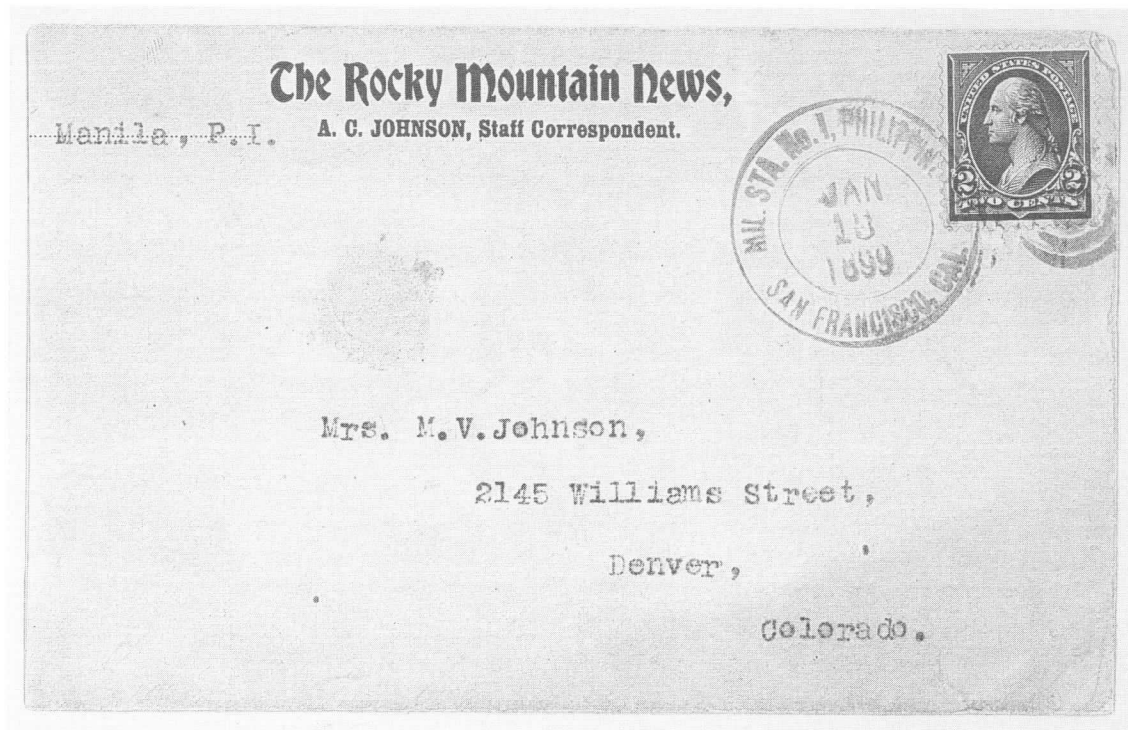
Modern Wars



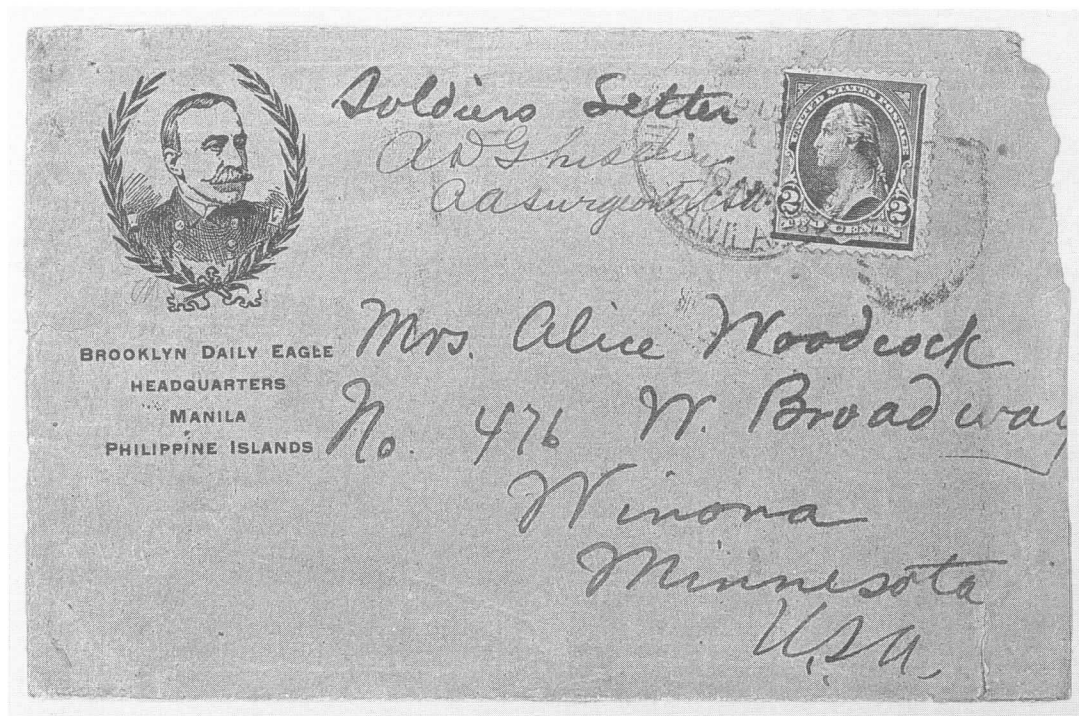
Evidence of newspapers' patriotism, if not support of various wars, is not difficult to find.



## Modern Wars

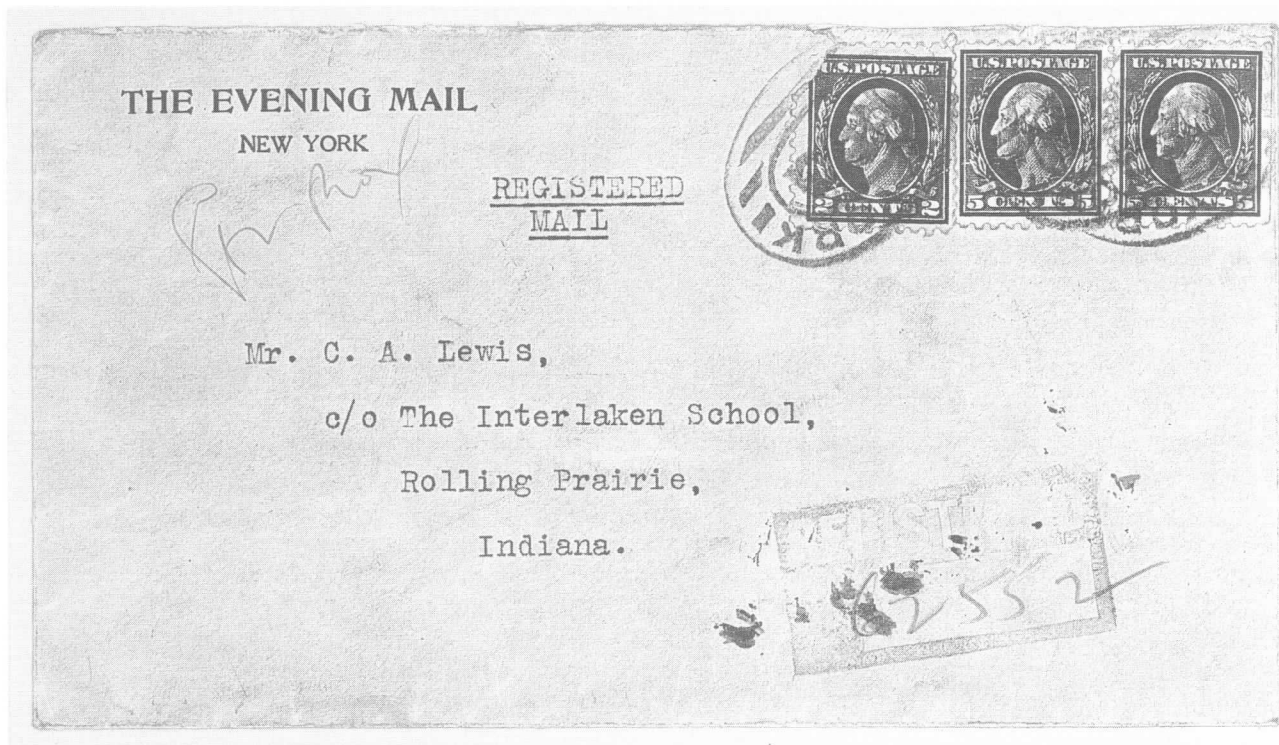


By the Spanish-American War in 1898, major U.S. newspapers were experienced in covering foreign events. The increasingly prominent Brooklyn Eagle set up a Manila Bureau; the News also covered it.



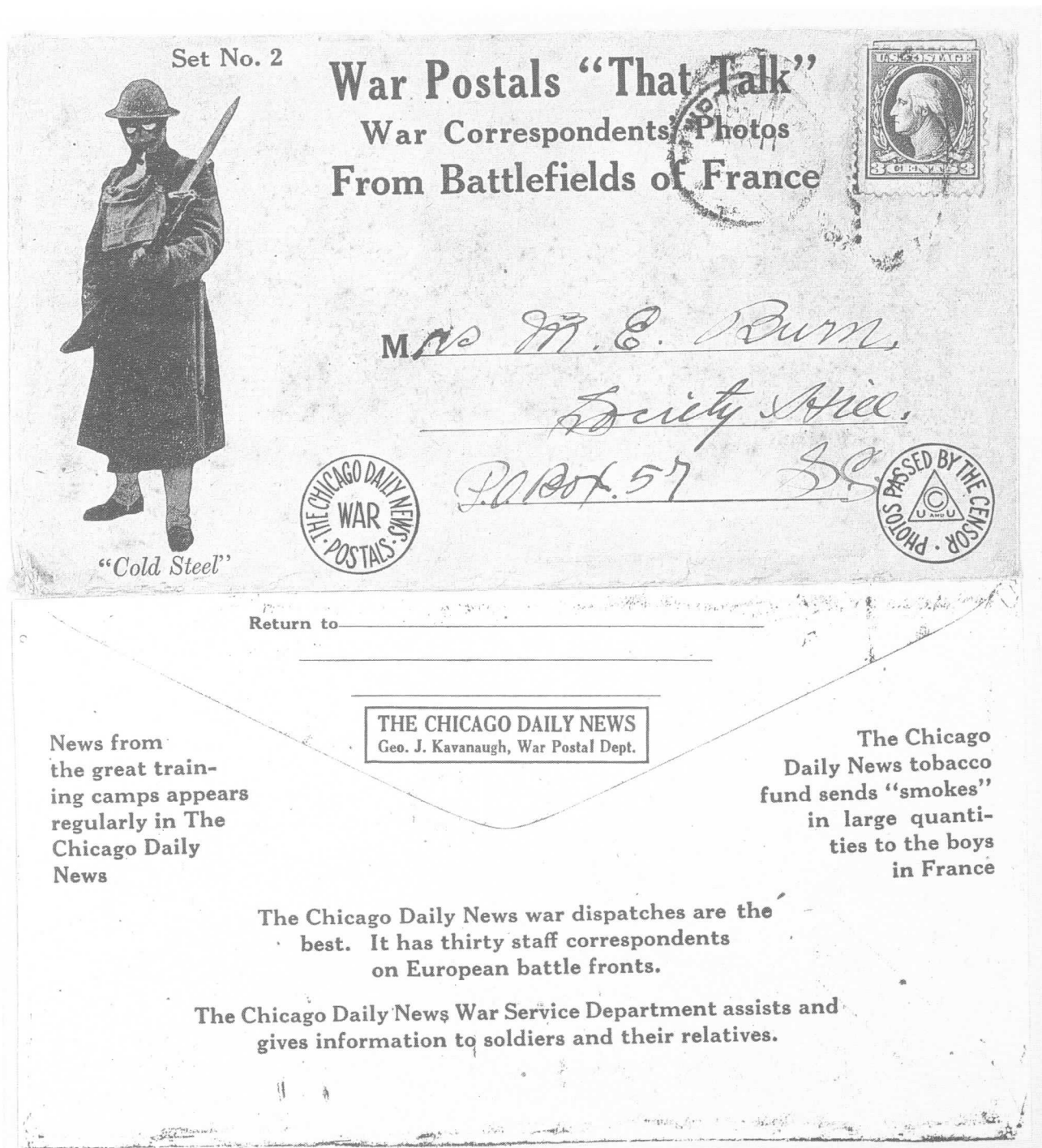


## Modern Wars



In World War I, about 75 socialist and German-language newspapers lost mailing privileges or were coerced into not covering the war. It wasn't known until later that the Mail had been bought by German agents.

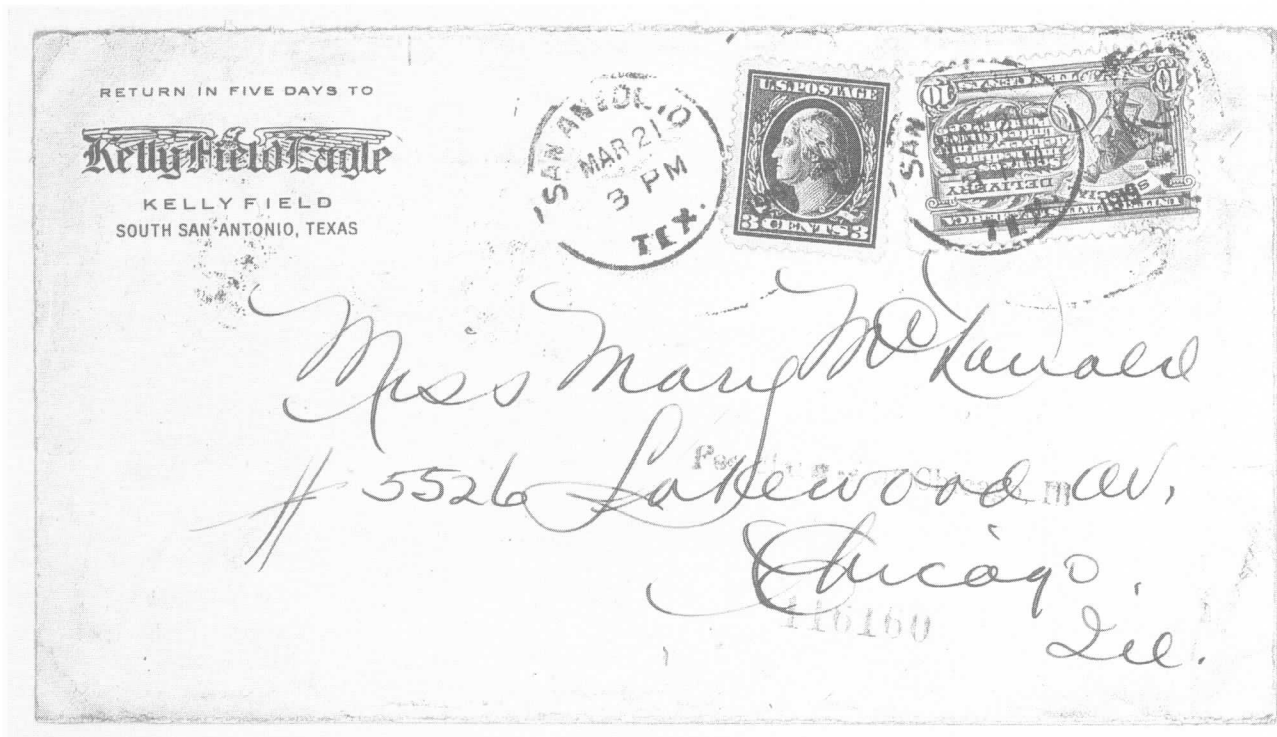
## Modern Wars



Newspapers had heavily marketed their war coverage since the Civil War, but by World War I, coverage was just part of an overall response that included both patriotic help and crass promotions.



## Modern Wars



World War I also saw the first newspapers, usually weekly, published on bases and in the field by the United States military.