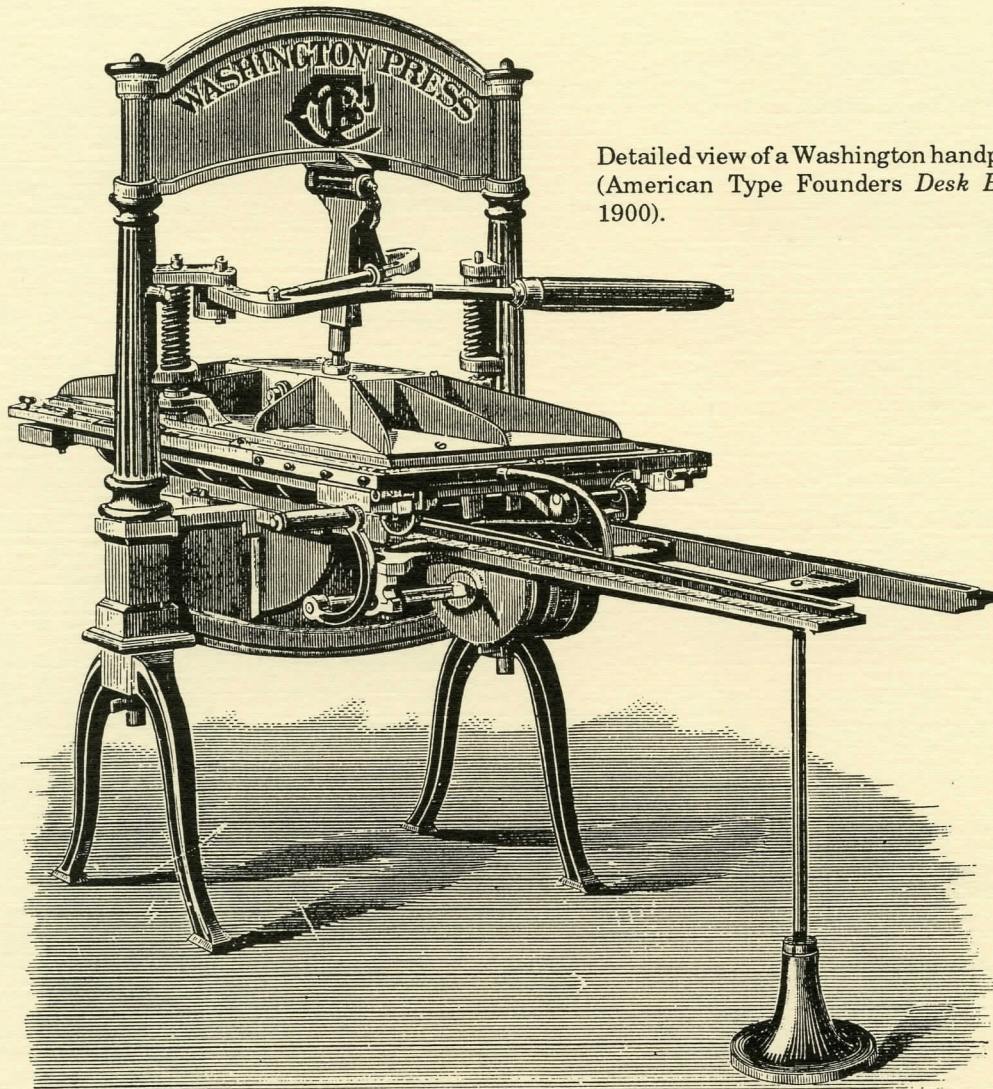


THE HELIOGRAPH



Detailed view of a Washington handpress
(*American Type Founders Desk Book*,
1900).

The Postal History Foundation

WINTER 1995 ISSUE VOLUME 9, NO. 1

THE HELIOGRAPH

VOLUME 9 NUMBER 1 (Whole Number 33)

Winter 1995

Contents

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

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Dane S. Claussen,
Editor

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Robert Bechtel and
Thomas Todsen

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*member, Arizona Camel Corps

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Philately and U.S. Newspapers, 1850-1925

This exhibit uses philatelic material to outline the key figures, events and trends of the general circulation daily and weekly newspaper industry in the United States during the 1850-1925 period. The industry's dramatic growth and changes during those years, and the fascinating individuals and events involved make it a time period worthy of study.

In as many cases as possible, stamps and covers are from the 1850-1925 period. In nearly every case where a cover's contents also are displayed, they are of philatelic, not only historic, significance.

Items of particular interest are:

*A first day cover of the 1923 2c Harding stamp (plate block of four) on a Harding Publishing Co. corner card, the only one reported.

*An 1885 cover from the young Eugene V. Debs to the equally young N.W. Ayer advertising agency.

*An 1887 issue of the National Tribune newspaper mailed from Washington, D.C. to former Pres. Rutherford B. Hayes.

*An 1889 all-over New York Sun advertising cover mailed to Argentina.

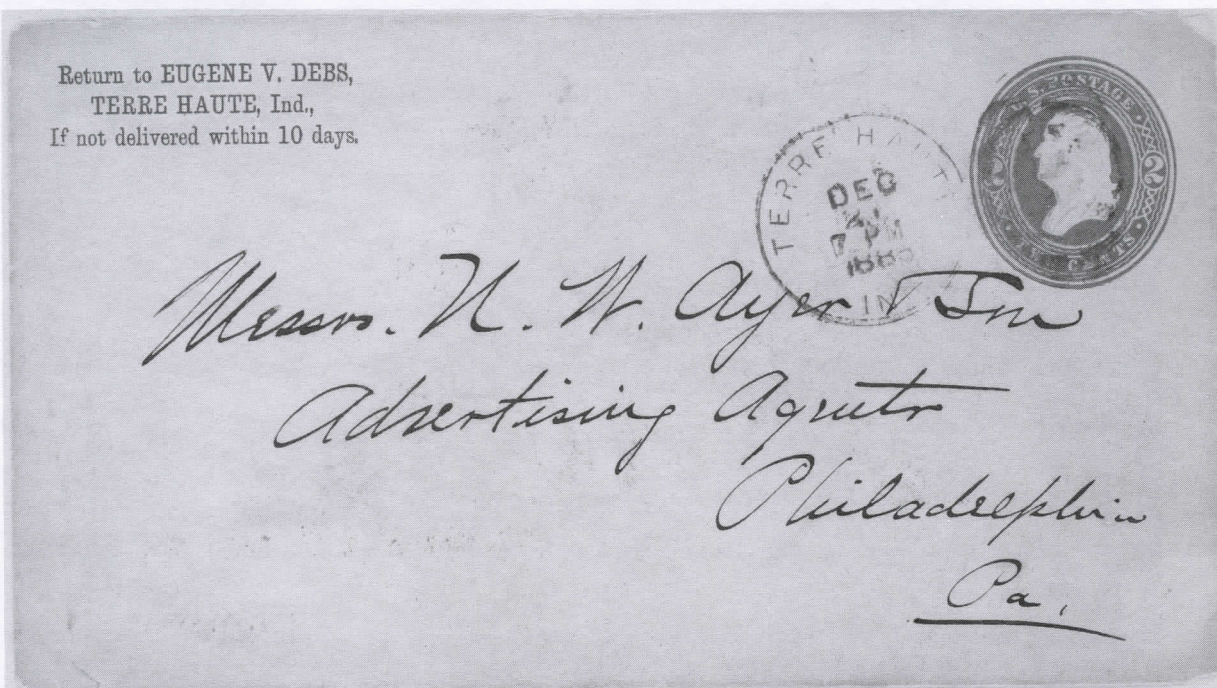
*An 1899 Brooklyn Daily Eagle cover, marked "Soldier's Letter" from Manila to Minnesota.

*The only reported all-over Atlanta Georgian and News advertising cover, used in 1913 (ex-Biddle).

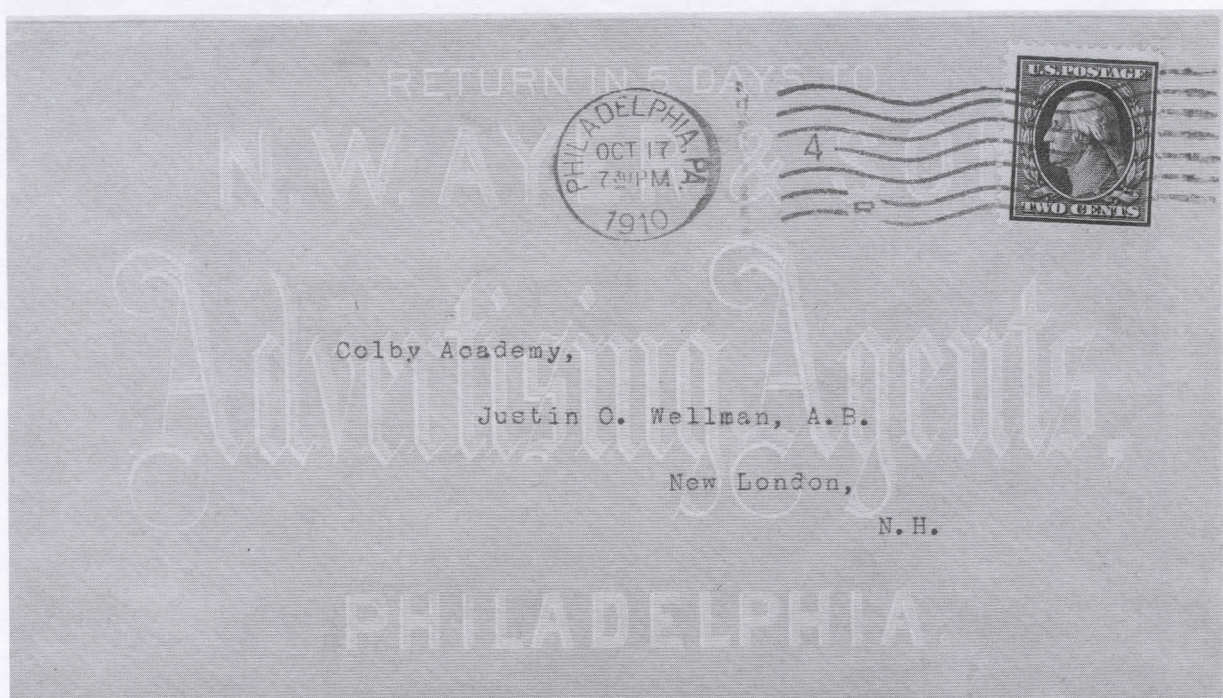
Outline

- I. SOCIAL, ECONOMIC AND TECNOLOGICAL CHANGES AFFECTING NEWSPAPERS (30 pages)
- II. KEY PUBLISHERS AND JOURNALISTS (15 pages)
- III. NEWSPAPER CONTENT AND ECONOMIC TRENDS WITHIN THE INDUSTRY (76 pages)
 - 1. Eastern Journalism (3 pages)
 - 2. Western Journalism (7 pages)
 - 3. Civil War (2 pages)
 - 4. Transition (8 pages)
 - 5. A Growth Industry (6 pages)
 - 6. Wire Services, Syndicates and Other Organizations (9 pages)
 - 7. Chains and Yellow Journalism: The Scripps Family (8 pages)
 - 8. Chains and Yellow Journalism: Pulitzer and Hearst (9 pages)
 - 9. Chains and Yellow Journalism: The Rest (9 pages)
 - 10. Chains and Yellow Journalism: Consolidation (8 pages)
 - 11. Modern Wars (5 pages)
 - 12. College Journalism (2 pages)
- IV. CIRCULATION, ADVERTISING AND PROMOTION (37 pages)
 - 1. Introduction (4 pages)
 - 2. Circulation Marketing (19 pages)
 - 3. Advertising (7 pages)
 - 4. General Promotion (7 pages)

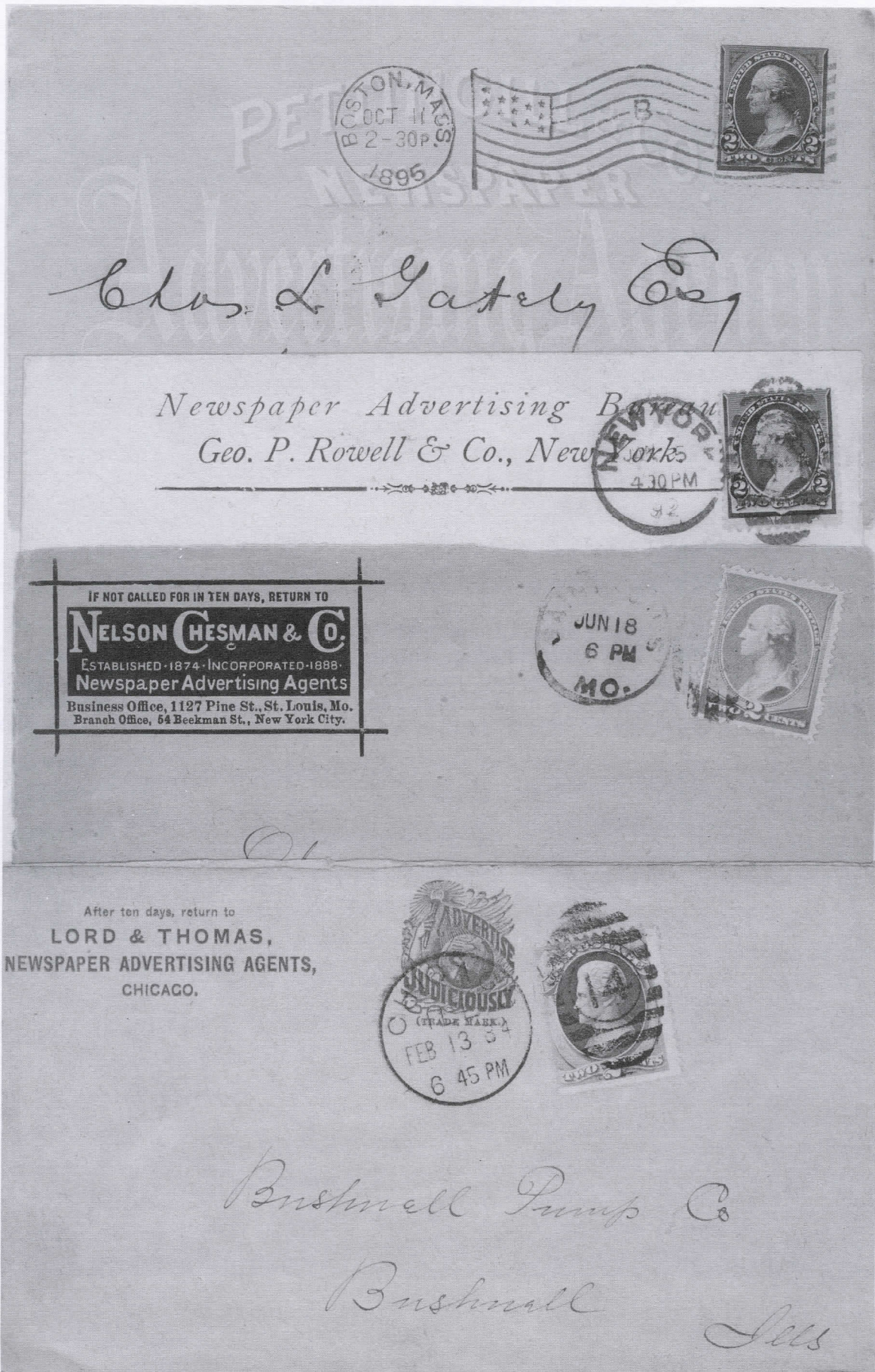
SOCIAL, ECONOMIC AND TECHNOLOGICAL CHANGES
Advertising Agencies



N.W. Ayer & Co. was founded in 1841 in Philadelphia and had 20 employees by 1876. By the 1890s, there were about 20 agencies, most in New York. Eugene V. Debs, elected to the Indiana legislature in 1885, was the socialist presidential candidate four times. In his famous 1920 candidacy from jail, he challenged Harding and Cox.



Advertising Agencies



The United Associated Presses.

Successor to the New York Associated Press, the pioneer organization, established 1837; representing leading journals throughout the world and connecting with the Western Associated Press, the New England Associated Press, the Associated Press of the State of New York, the Southern Associated Press, and numerous other news organizations in America, Europe, Asia, etc., etc.

General Offices, Western Union Building, New York.

FRED. N. BAS Samuel F.B. Morse's second message by telegraph on May 25, 1844, was
GENER that a committee had voted against sending the question of Oregon statehood to the full House—sent to the Baltimore Patriot. The telegraph allowed editors to receive news instantly, from their reporters or others. That telegraph lines were often cut during the Civil War forced invention of the "inverted pyramid"-style news writing. Western Union quadrupled telegraph lines between 1880 and 1900.

Dear Mr. Brown:

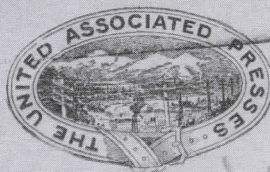
The enclosed envelope postmarked 3:30 P.M. did not reach us until 12:17 A.M. I wonder if the Boston postoffice people can tell by what train it was dispatched. Possibly there was a delay in the Boston office.

Very truly yours,

Fred N Bassett

General Eastern Manager.

C. I.



Opened by mistake

NEW YORK, N.Y.
 NOV 25 630 PM '98



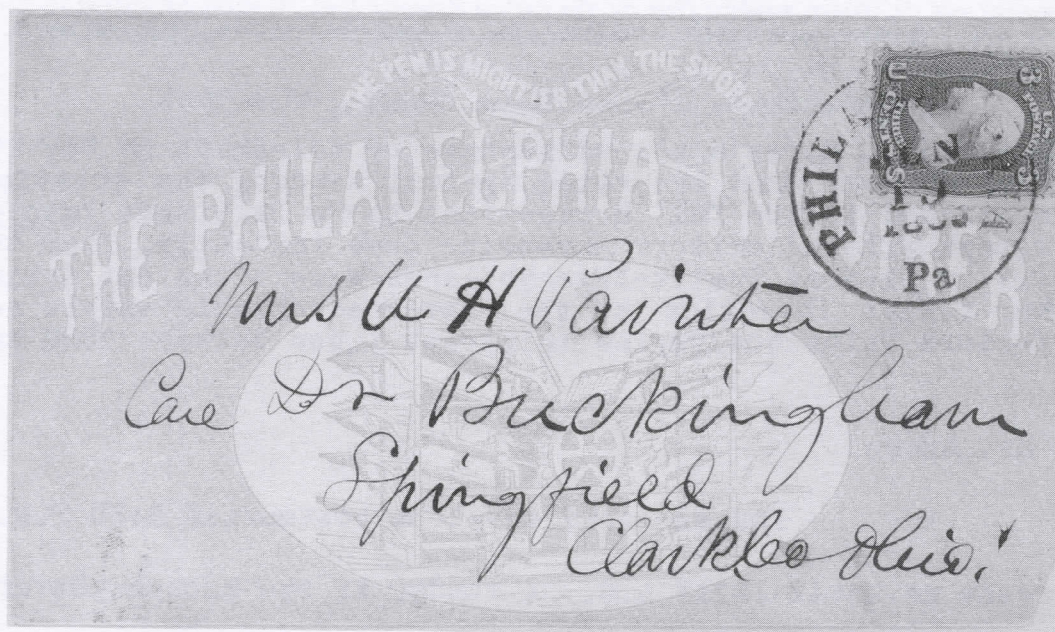
C. I. Brown, Esq.,

Care New England Associated Press,

B O S T O N,

M A S S.

New Printing Technology



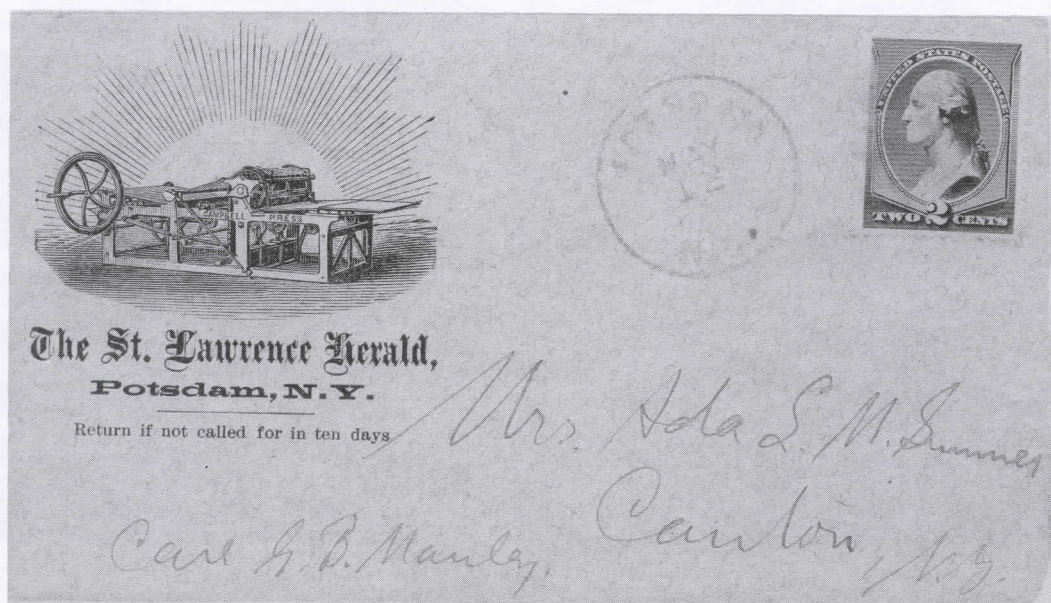
R. Hoe & Co. developed a two-cylinder press with a rotary, rather than flat, bed for the Philadelphia Public Ledger, in 1846. Its presses could print 12,000 papers per hour by 1849, 20,000 by 1861. Web presses, using a roll rather than sheets of paper, were first mass-produced by Hoe in 1871.



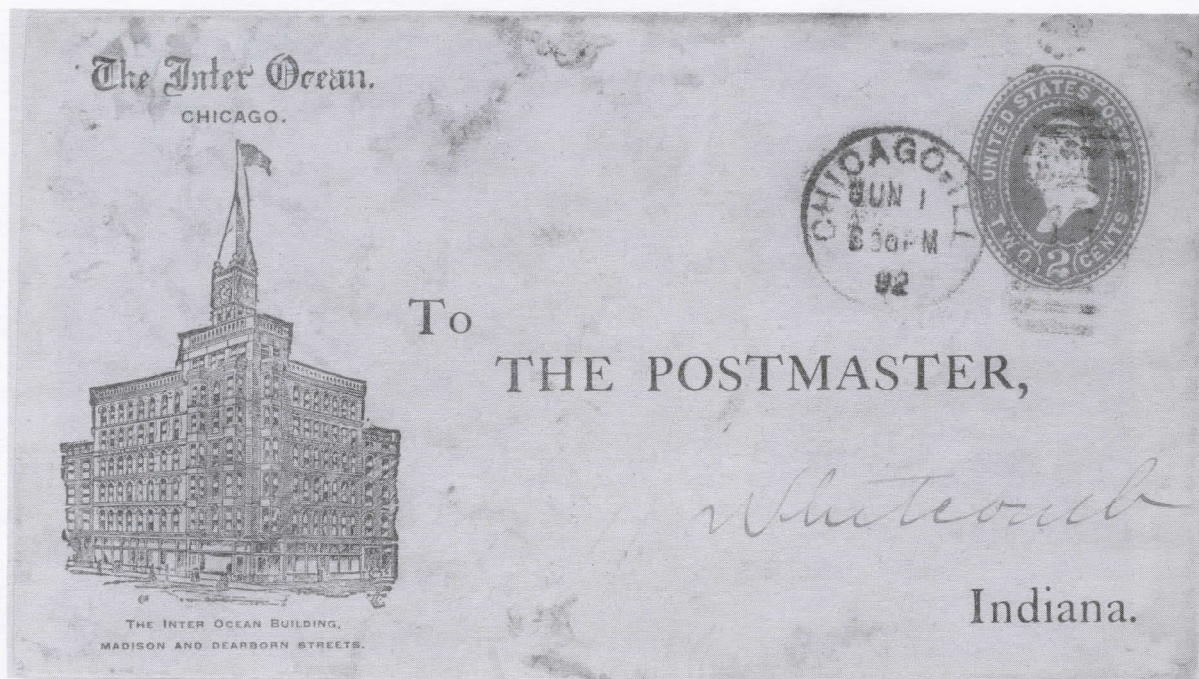
New Printing Technology



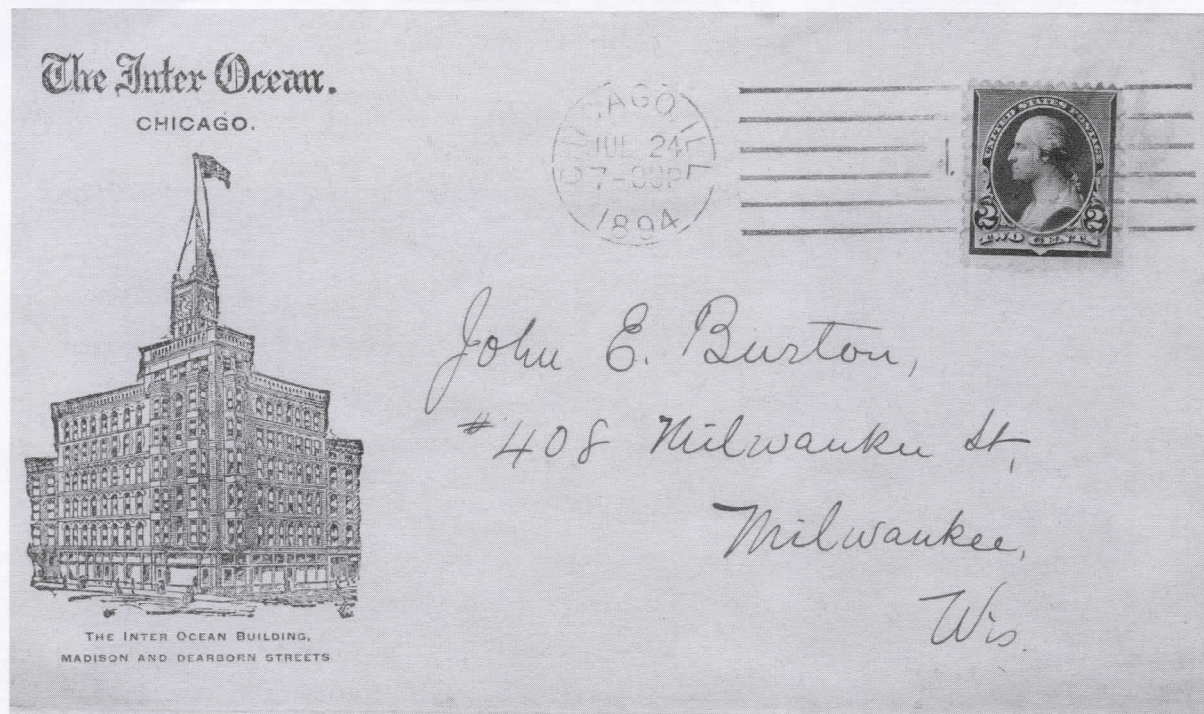
Smaller newspapers, of course, continued to use primitive, littler presses.



New Printing Technology



While color inserts printed separately had been used earlier, full color presses modeled after those being used in Paris were first built at the Chicago Inter Ocean in 1892 by Walter Scott.



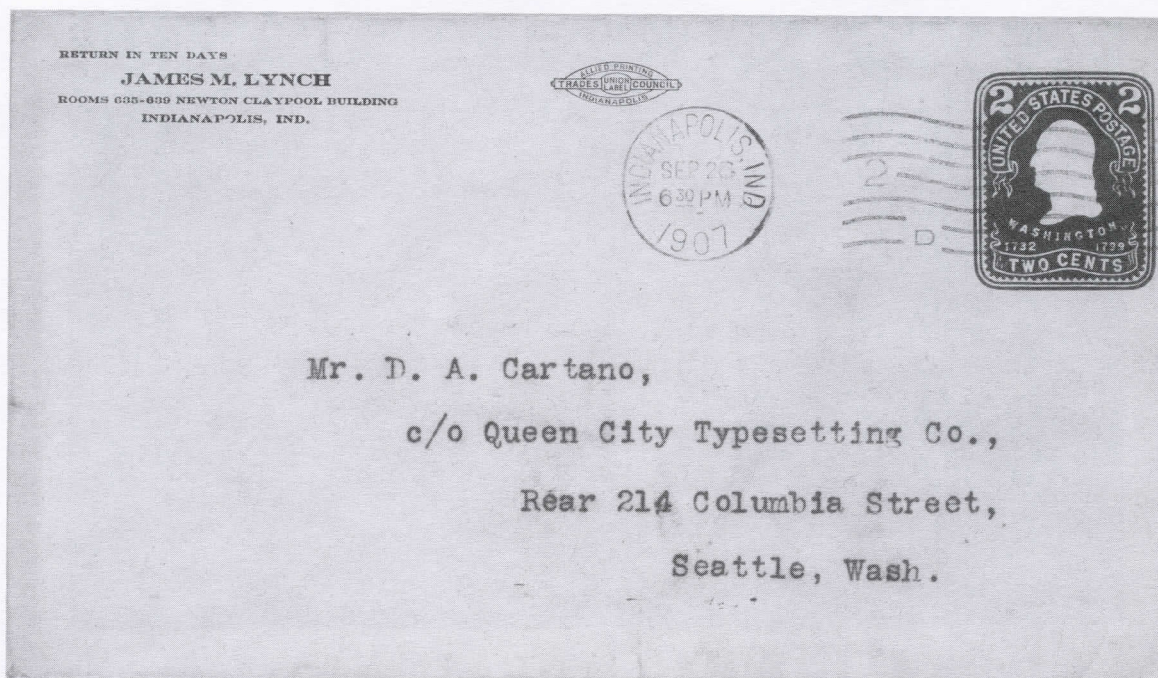
Railroads



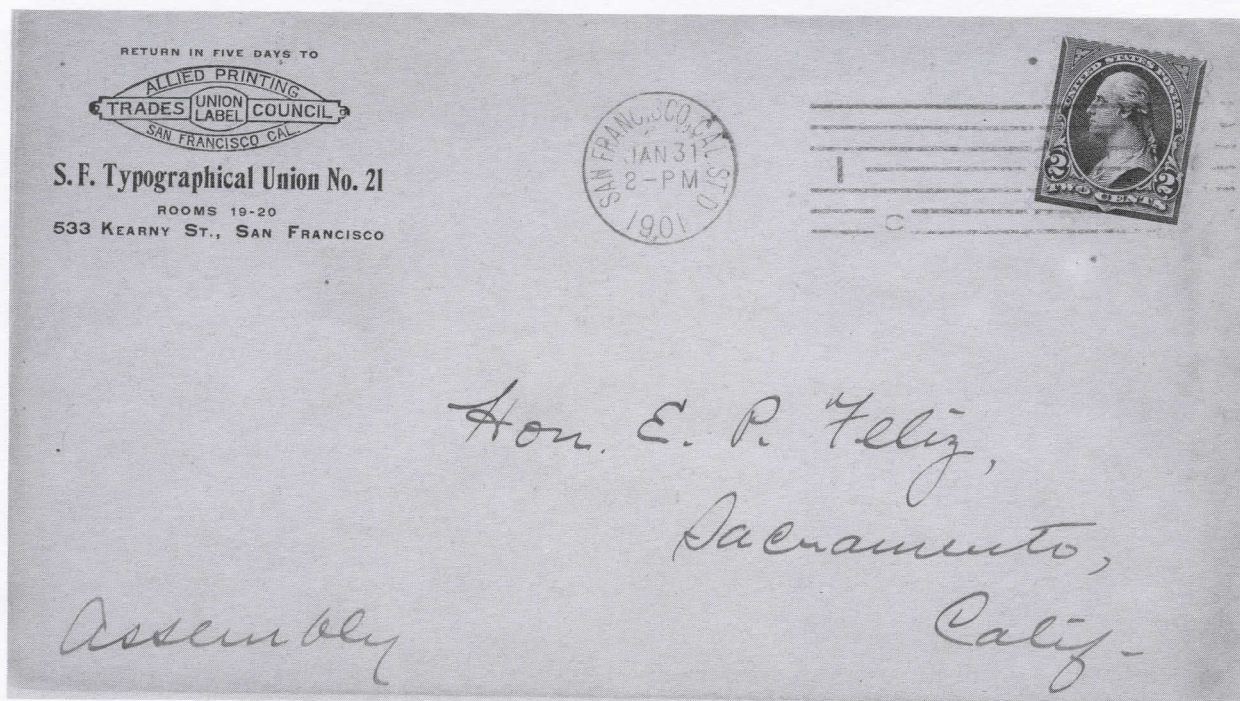
There were 23 miles of railroad tracks in 1830 but 9,000 in 1850, 93,000 in 1880 and 113,000 in 1900. This expansion allowed both news reports and newspapers to be delivered much quicker.



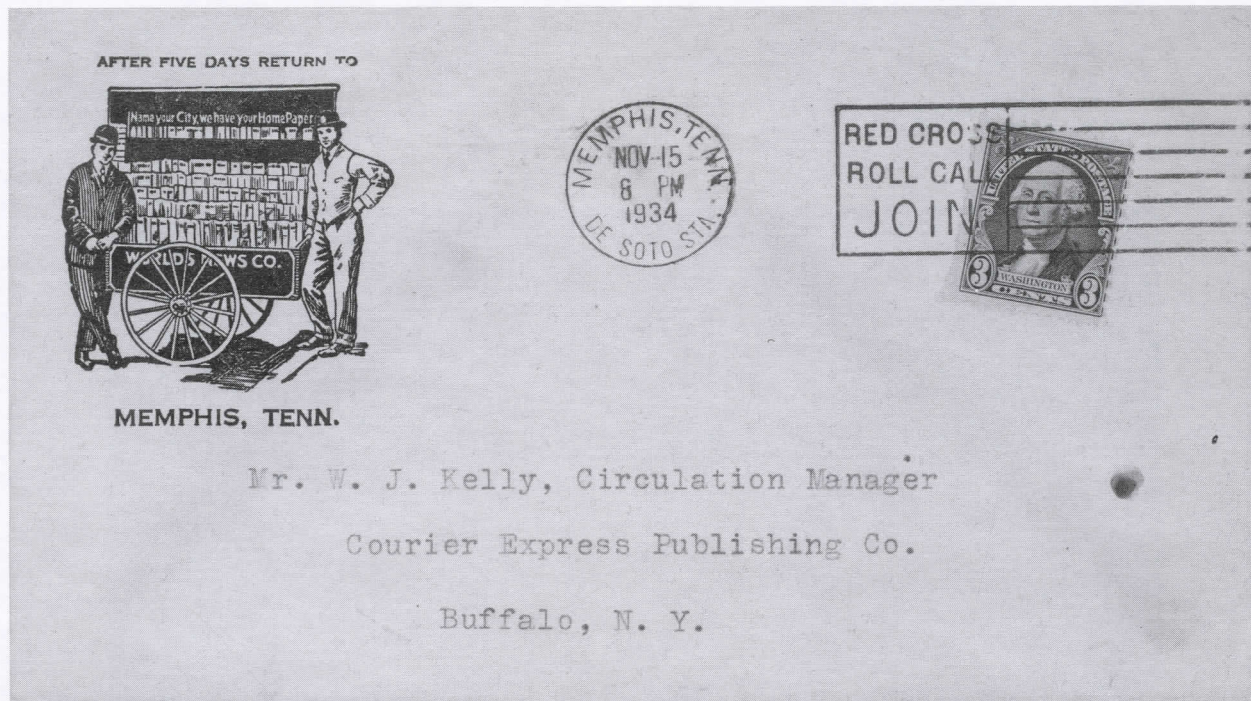
Labor Unions



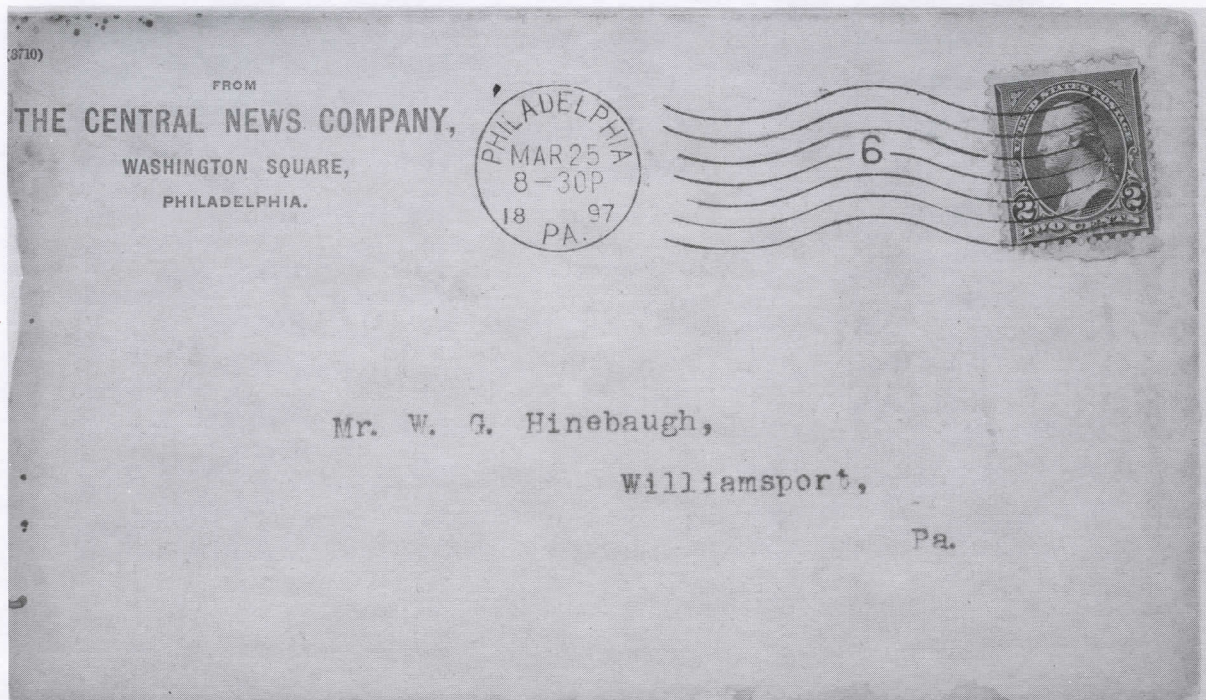
The printing and publishing industry was one of the earliest to become unionized and one whose unions have significantly slowed technological progress. Union demands and strikes have closed many papers in the last 35 years, including the Mirror, Herald Tribune and World Journal Tribune in New York City alone.



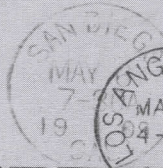
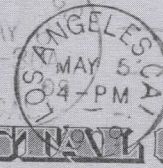

Newspaper Wholesalers



The first firm that bought papers from newspaper offices and delivered them to newsstands and cigar stores was founded in 1854. Central was founded in 1869 and served 700 retail clients by 1878. But Philadelphia's morning newspapers started co-operating in 1874, and Central had shrunk significantly by 1897.



Newspaper Wholesalers

POSTAL CARD

THE SPACE BELOW IS FOR THE ADDRESS ONLY.

*The Union,
San Diego
Cal*

AMOS NEWS CO.
(Incorporated)

Dealers in Newspapers from
all Leading Cities

Branch Agencies
San Francisco, Cal.
Oakland, Cal.
Sacramento, Cal.
San Diego, Cal.
Long Beach, Cal.
Pasadena, Cal.
Seattle, Wash.
Tacoma, Wash.

Headquarters
711 South Olive Street
Los Angeles

Los Angeles, Cal.

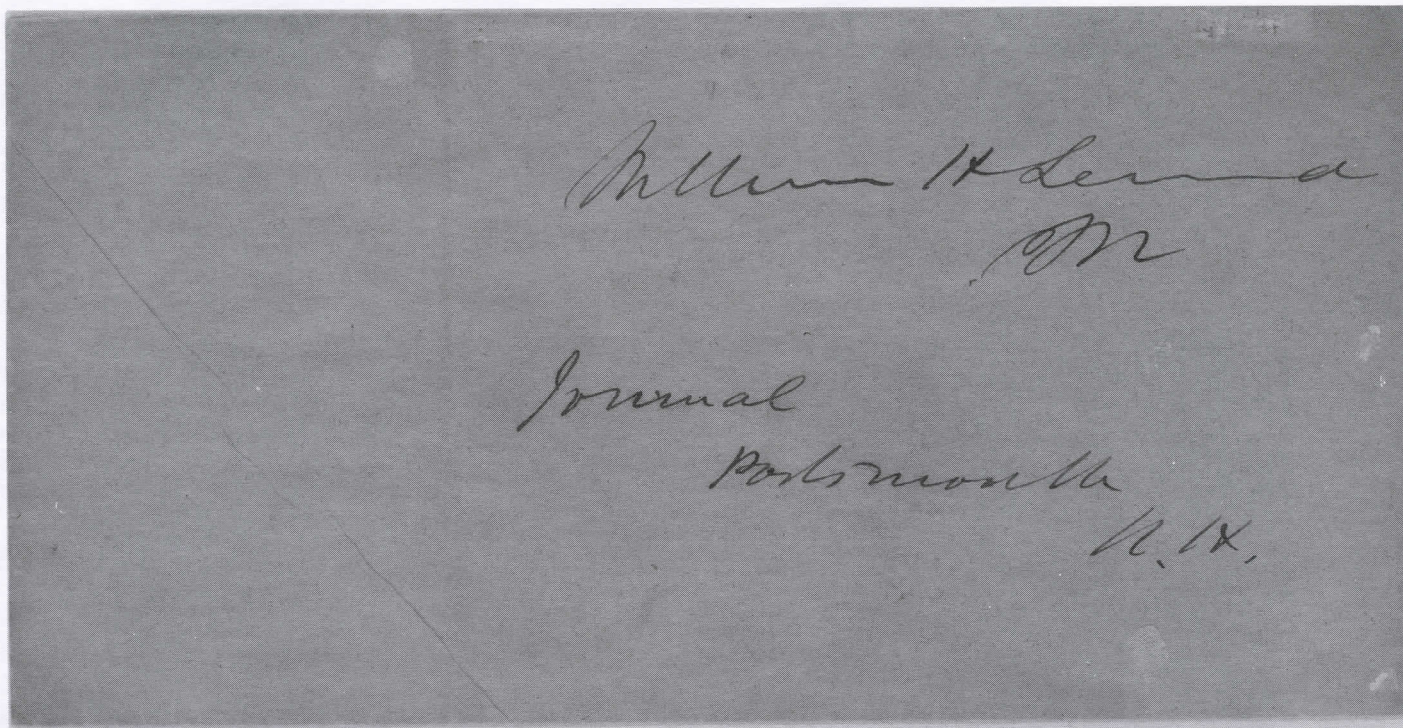
MAY 4 - 1909

Gentlemen :

Please add to ~~our~~ our order for
above town 10 daily 10 Sunday, mak-
ing the order 25 daily 35 Sunday.

Very truly yours,
AMOS NEWS CO.
By *B. E. Amos*

Civil War Censorship



Civil War censorship occurred in three phases. First, the Post Office stopped all mail Confederacy-bound, and Gen. Winfield Scott forbade the telegraphing of military information. Then censor H. E. Thayer, under Sec. of State Seward, prohibited all military and government news from leaving Washington. Second, Sec. of War Edwin Stanton took over censorship and again stopped only military data. Third, Gen. William T. Sherman in 1864 set current rules: news reporters must be accredited and acceptable to field commanders.

Brockton Daily Enterprise
VOL. XIII—NO. 111. BROCKTON, MASS., SATURDAY, JUNE 4, 1864—TWELVE PAGES.

SPECIAL ATTENTION
Is called to the following lines of

EXTRA VALUES
Commencing Saturday Morning.

H. W. ROBINSON & CO.
By direct Children's Black Cotton Hose, worn 3 to 10, the most quality we have offered at 15¢, we offer them at 10¢ a pair.
By direct Children's Black Cotton Hose, worn 10 to 15, the most quality we have offered at 15¢, we offer them at 10¢ a pair.
By direct Children's Black Cotton Hose, worn 15 to 20, the most quality we have offered at 15¢, we offer them at 10¢ a pair.
By direct Children's Black Cotton Hose, worn 20 to 25, the most quality we have offered at 15¢, we offer them at 10¢ a pair.
By direct Children's Black Cotton Hose, worn 25 to 30, the most quality we have offered at 15¢, we offer them at 10¢ a pair.
By direct Children's Black Cotton Hose, worn 30 to 35, the most quality we have offered at 15¢, we offer them at 10¢ a pair.
By direct Children's Black Cotton Hose, worn 35 to 40, the most quality we have offered at 15¢, we offer them at 10¢ a pair.
By direct Children's Black Cotton Hose, worn 40 to 45, the most quality we have offered at 15¢, we offer them at 10¢ a pair.
By direct Children's Black Cotton Hose, worn 45 to 50, the most quality we have offered at 15¢, we offer them at 10¢ a pair.
By direct Children's Black Cotton Hose, worn 50 to 55, the most quality we have offered at 15¢, we offer them at 10¢ a pair.
By direct Children's Black Cotton Hose, worn 55 to 60, the most quality we have offered at 15¢, we offer them at 10¢ a pair.
By direct Children's Black Cotton Hose, worn 60 to 65, the most quality we have offered at 15¢, we offer them at 10¢ a pair.
By direct Children's Black Cotton Hose, worn 65 to 70, the most quality we have offered at 15¢, we offer them at 10¢ a pair.
By direct Children's Black Cotton Hose, worn 70 to 75, the most quality we have offered at 15¢, we offer them at 10¢ a pair.
By direct Children's Black Cotton Hose, worn 75 to 80, the most quality we have offered at 15¢, we offer them at 10¢ a pair.
By direct Children's Black Cotton Hose, worn 80 to 85, the most quality we have offered at 15¢, we offer them at 10¢ a pair.
By direct Children's Black Cotton Hose, worn 85 to 90, the most quality we have offered at 15¢, we offer them at 10¢ a pair.
By direct Children's Black Cotton Hose, worn 90 to 95, the most quality we have offered at 15¢, we offer them at 10¢ a pair.
By direct Children's Black Cotton Hose, worn 95 to 100, the most quality we have offered at 15¢, we offer them at 10¢ a pair.

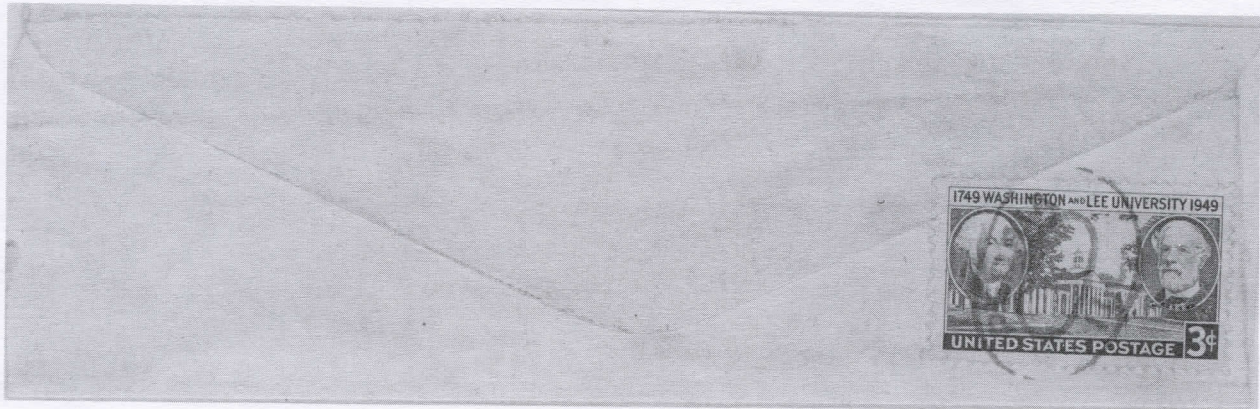
L. A. JOHNSON & CO.
Are You Interested In
STOVE FOOD.
This is Holmes, 90 Main St.
HOW THEM!
Speaking of Shirts!

BOSTON STORE
Specials for Saturday and Monday.

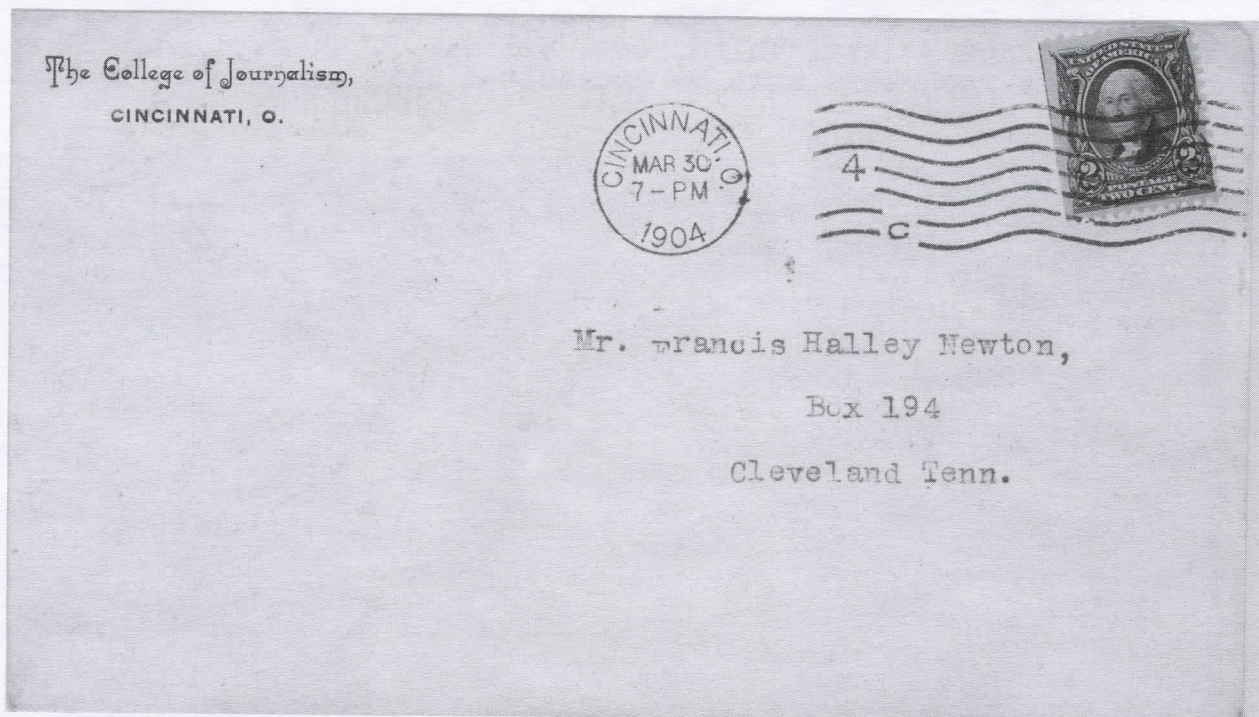
H. W. ROBINSON & CO.
M. A. HAT
BARGAIN

J. F. O'Halloran
917 H St. N.W.
Wash, D.C.

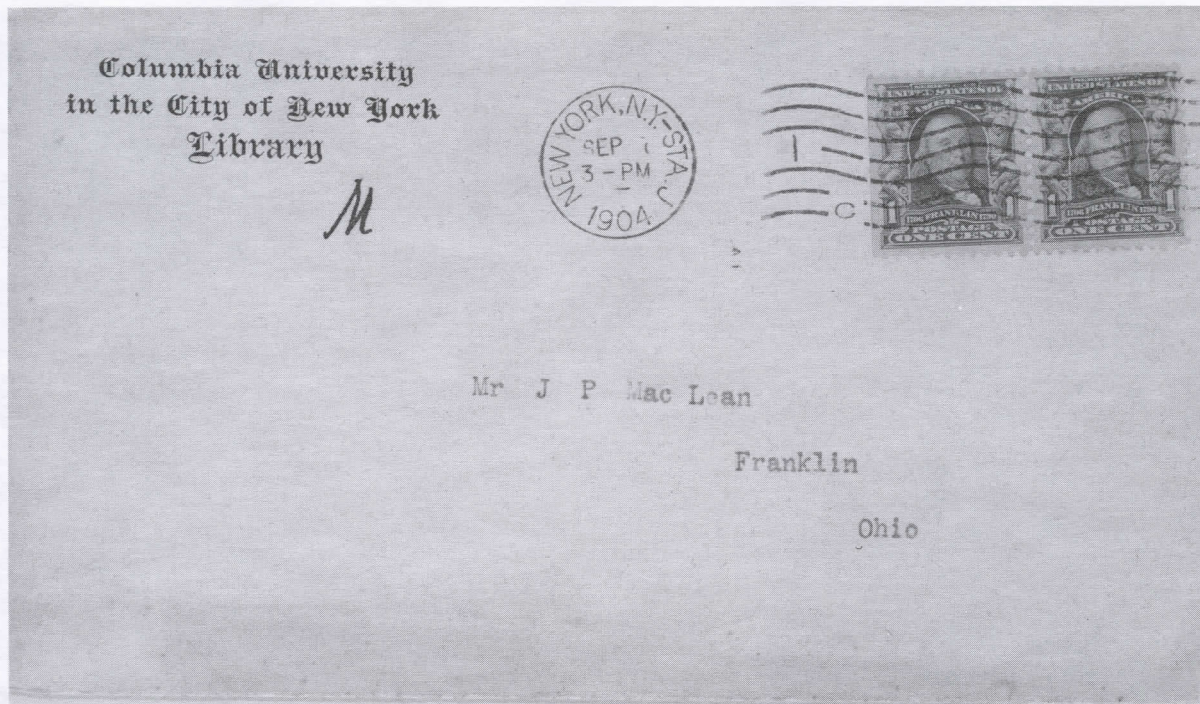
Journalism Education



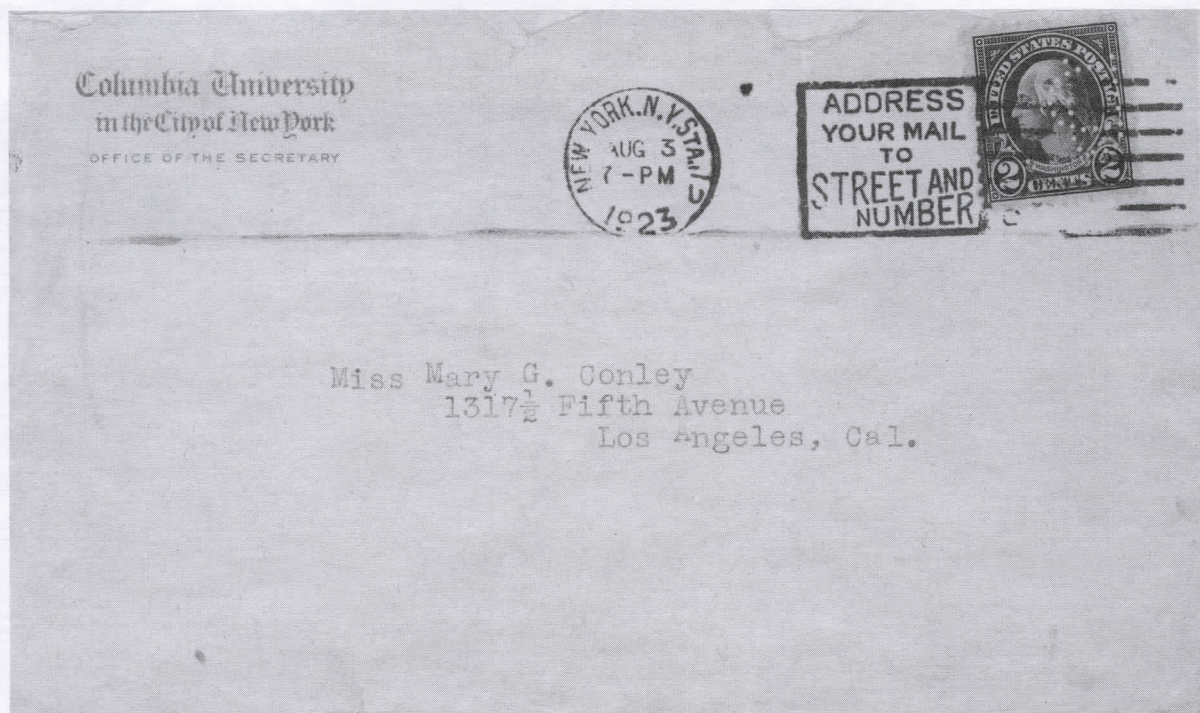
Gen. Robert E. Lee, president of Washington College (now Washington and Lee University), established printing courses in 1869. Note the usage of a 3¢ commemorative on a newspaper wrapper addressed to Rye Beach, New Hampshire.



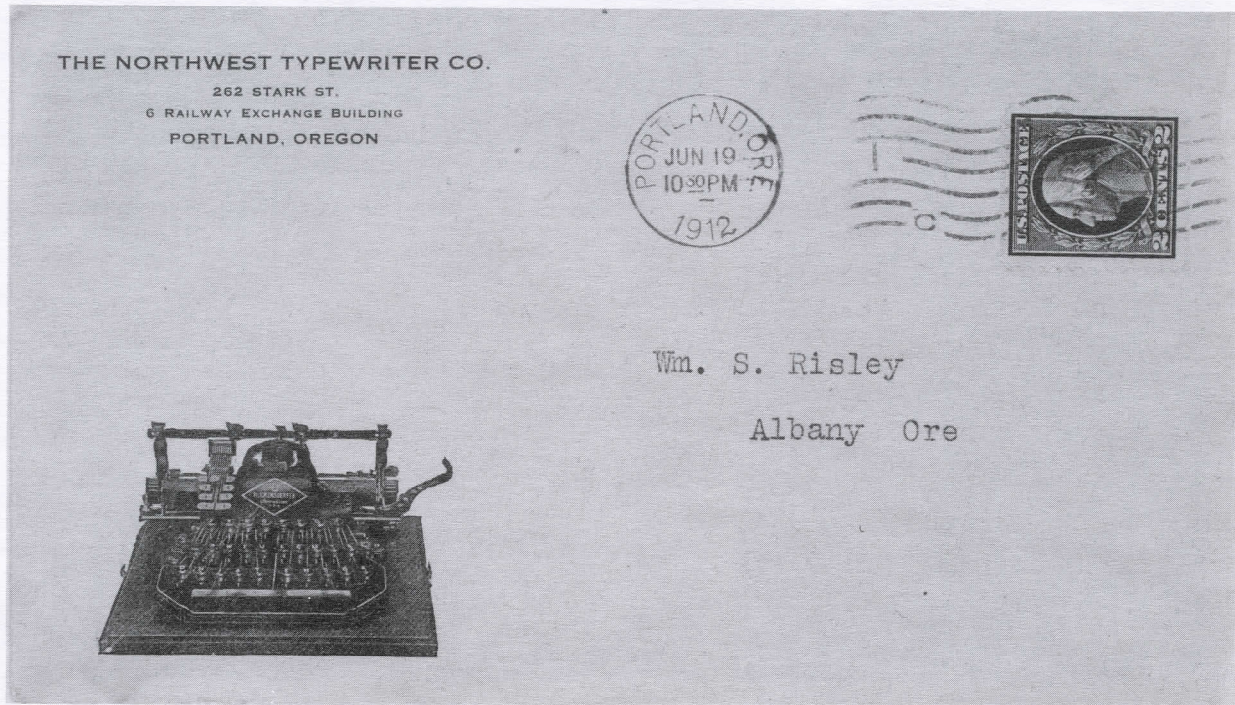
Journalism Education



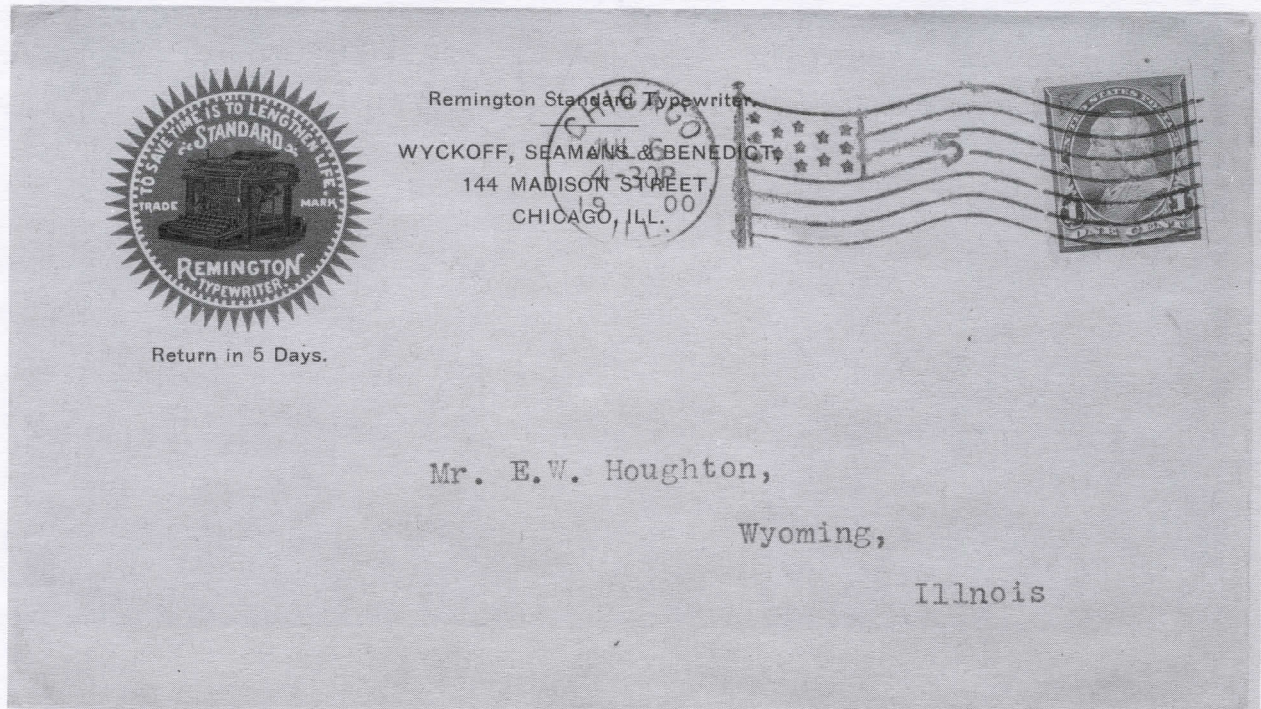
The University of Missouri offered the first reporting courses in 1878 and formed the first separate journalism school in 1908. Columbia University had the first graduate program in journalism shortly thereafter.



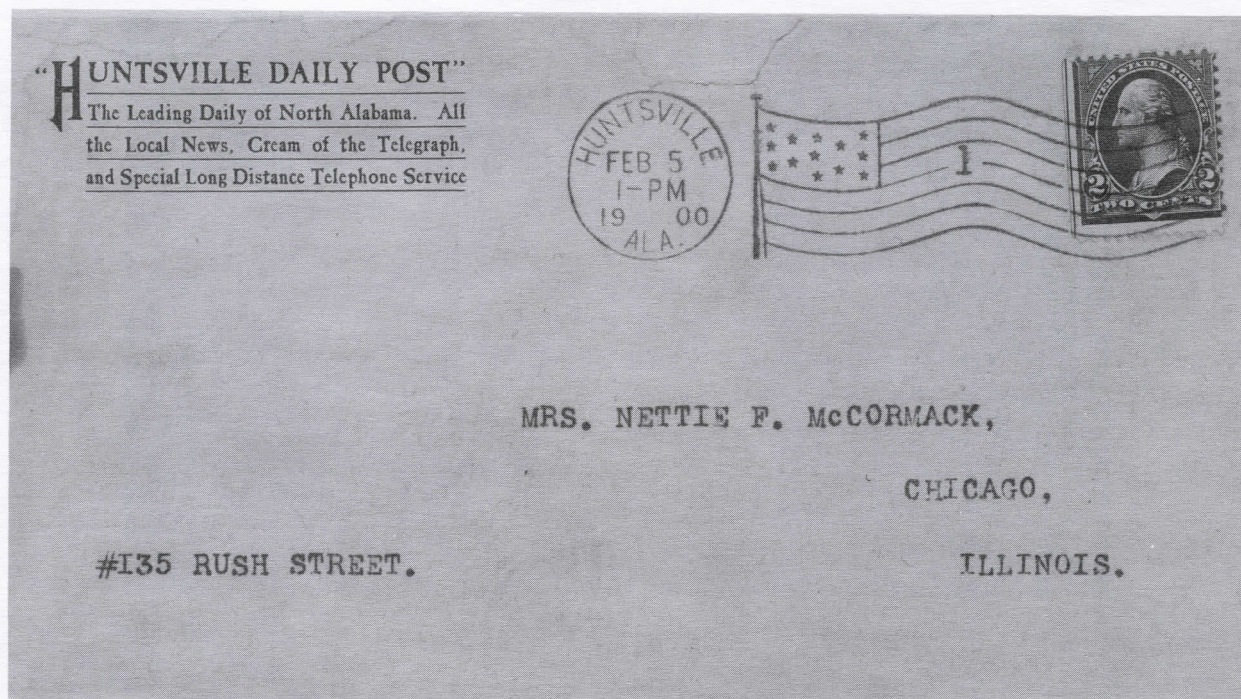
Typewriter



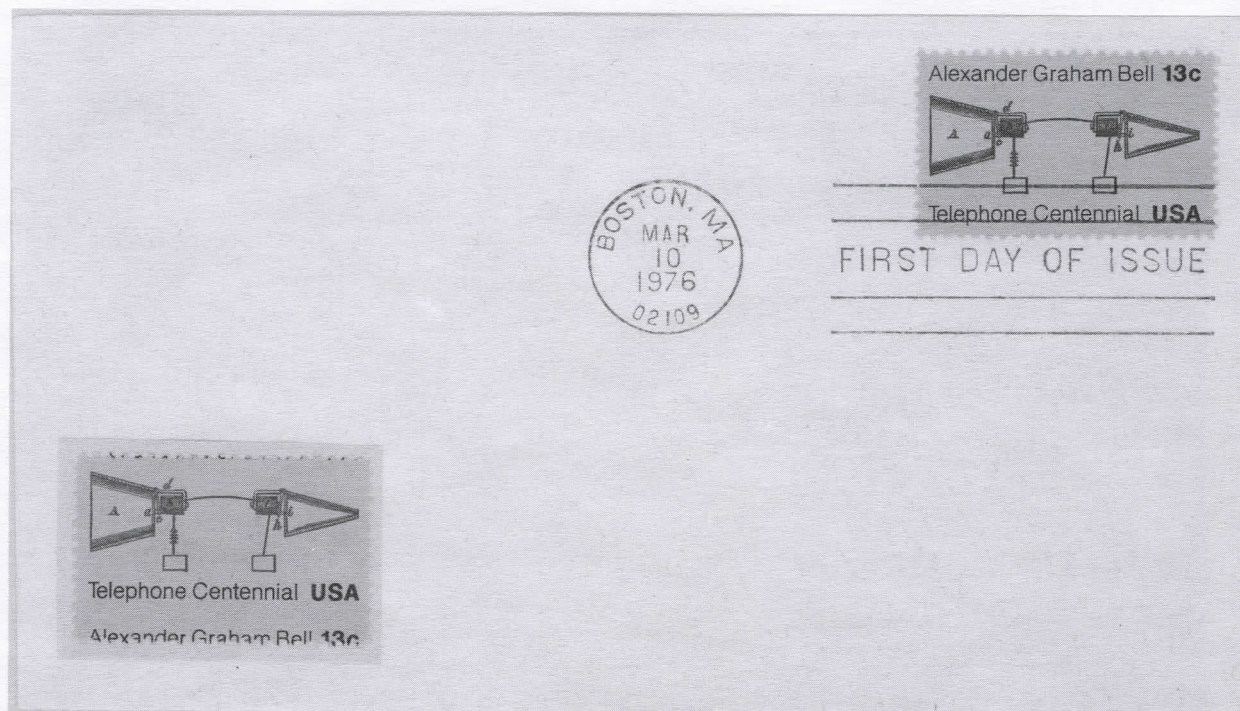
The typewriter was invented in 1868, but not widely known until 1876 and not widely used until the 1890s. Remington was the most popular brand in new rooms for decades. There were scores of typewriter firms early on, one of which was a costly flop for former journalist "Mark Twain."



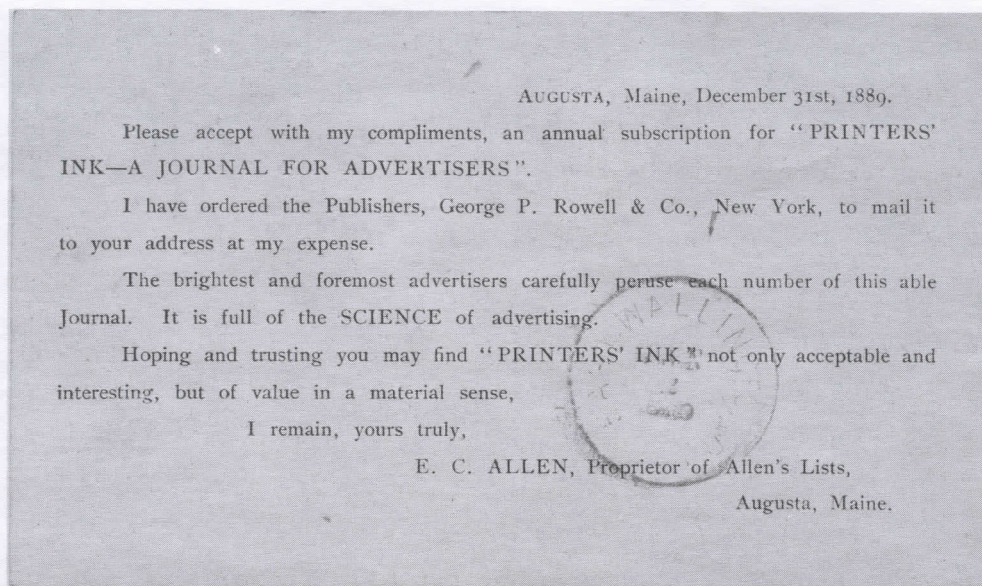
Telephone



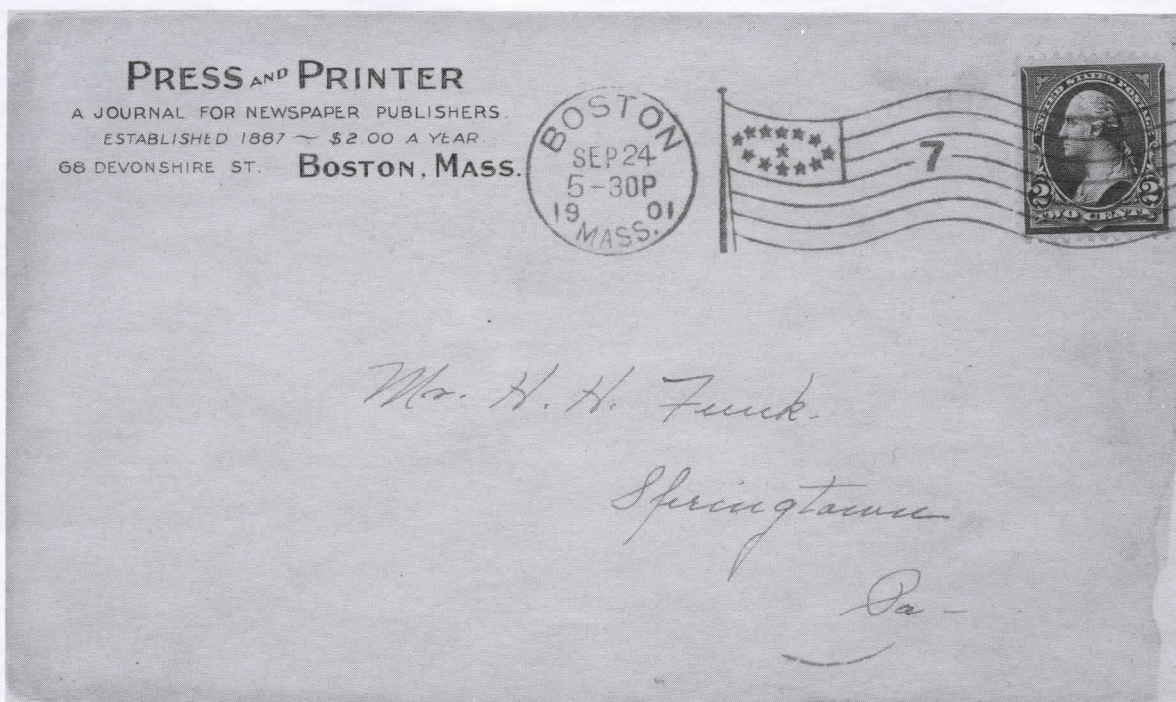
The telephone, not invented until 1876, was widely used locally by 1880. The number of telephones increased tenfold between 1880 and 1900, by which time the Bell System was nationwide.



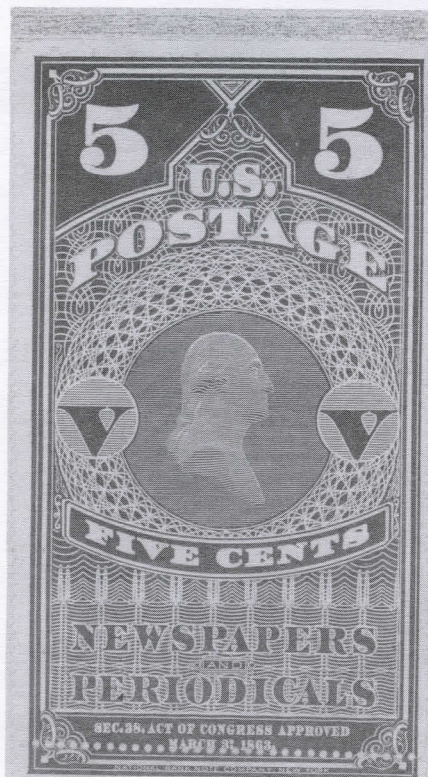
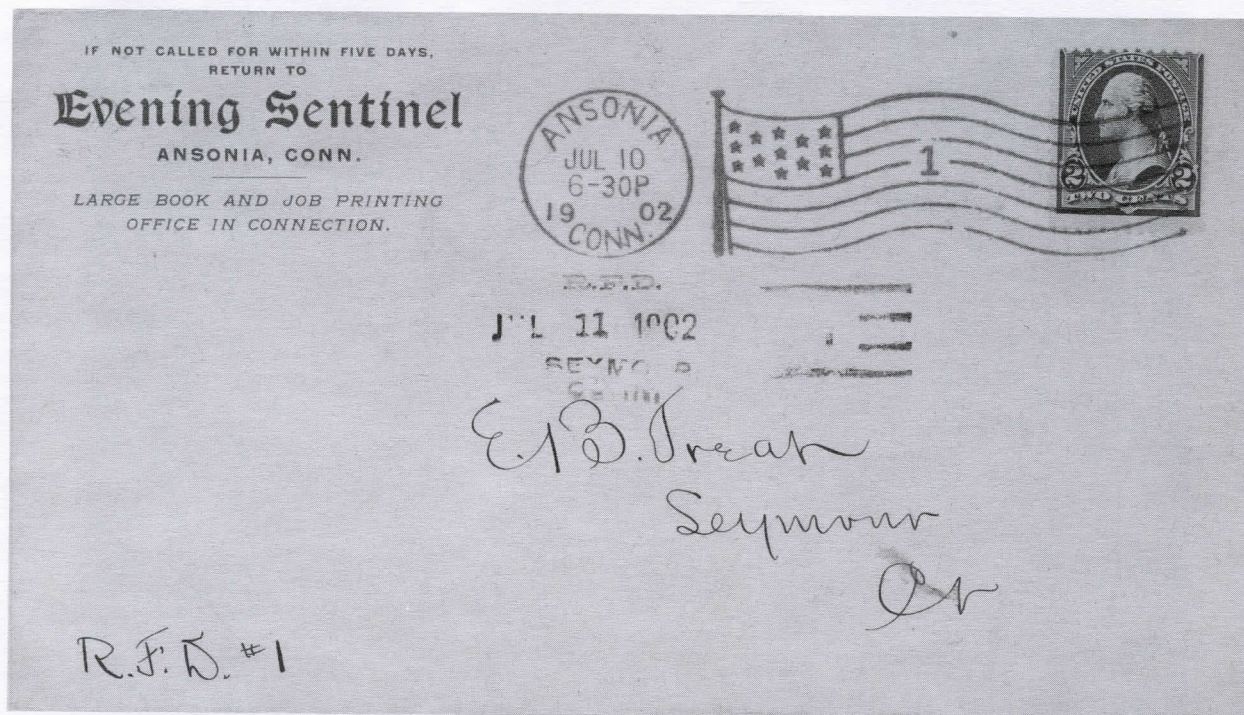
Professional Publications



The newspaper industry's growth spawned trade publications, the two most famous being Editor & Publisher and Printers' Ink, which published the first model truth-in-advertising statute in 1911.

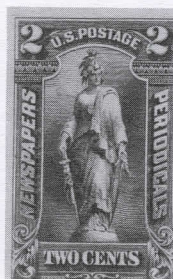


Post Office

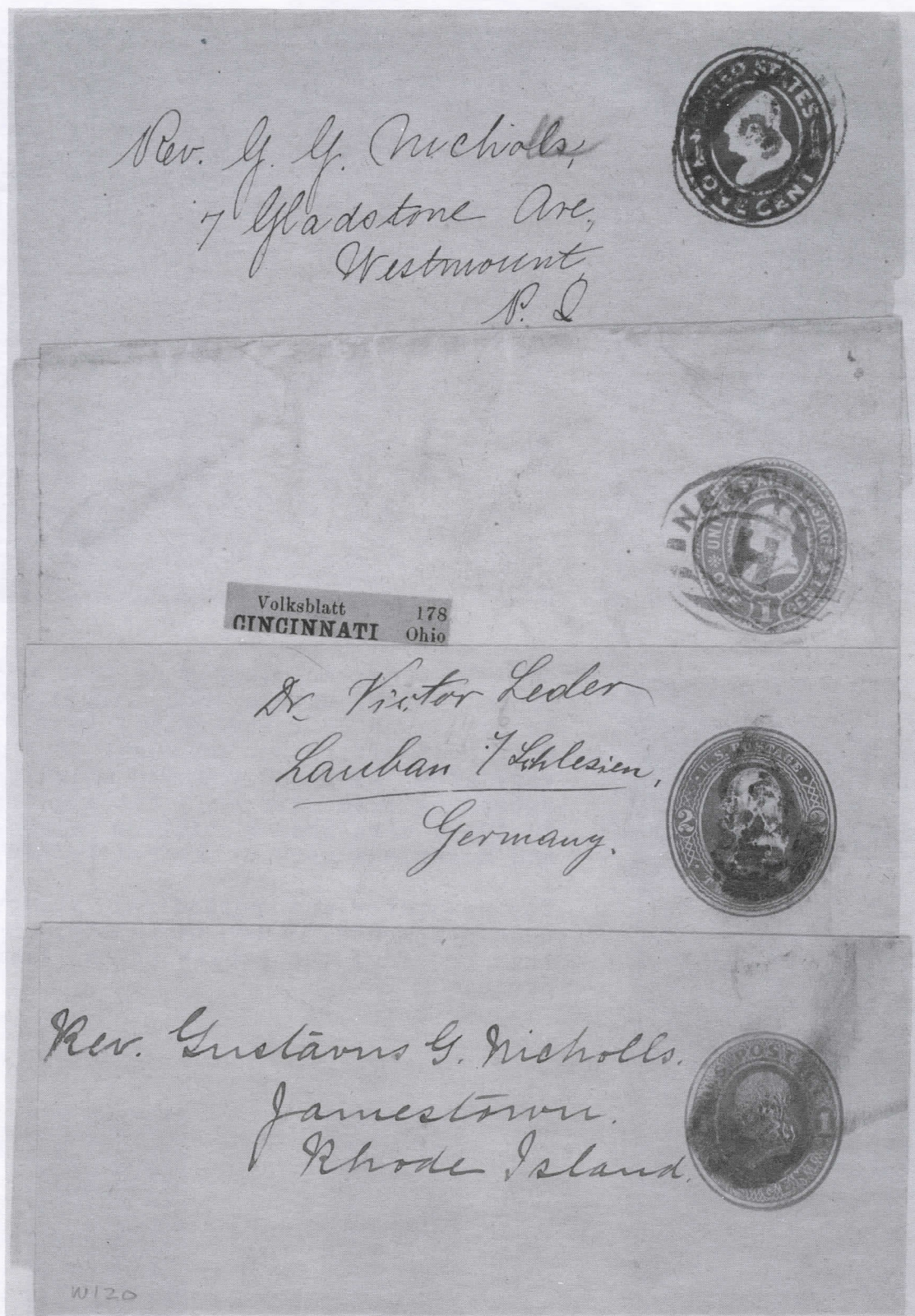


In 1879, Congress clearly defined second-class matter, and in 1885, provided for 1¢ per pound delivery rates. In 1897, the U.S. Post Office set up rural free delivery after about 20 years of dramatically extending free carrier service in cities. In 1911, more than a billion newspapers and magazines were delivered by RFD.

The newspaper and periodical stamps for bulk shipments, in use 1865-1898, are further proof of the growth of the American press.



Post Office



The US Post Office issued wrappers to carry newspapers and other printed matter.

Tribune.

...LE, AND FOR HIS WIDOW AND ORPHANS."

...DAY, MARCH 17, 1887.

...VI—NO. 32.—WHOLE NO. 292.

ORLEANS

the Opening of
Missi.

BATTERIES

Fleet Swept
beached.

NT CITY

the Federal
Farragut.

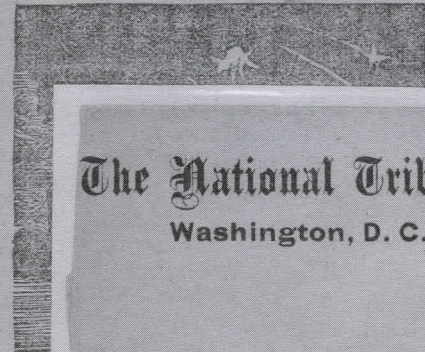
H, 6TH MICH., LAM-

1862, our brigade,
4th Wis., and 6th
board the sailing
which had a few
Ship Island. We
he Island about a
to get away, as our
w bed of sand, over
hard storms. The
Porter's, had some
mouth of the Mis-
es were being for-
A small steamer
om a few timbers
mmense vessel—it
sailing-ship afloat.
commissary stores
ard that no attempt
nor until the next

the day when the
ongside to take us
parations were in
ew London raised
to us on her way
ontchartrain. All
h us good luck on
ad a kindly feeling
on account of the
boat had of being
ight time to annoy
eir friends. After
away, the Jackson
he Southwest Pass
We made slow

coal, and then returned to the conflict, signs of which began to show in floating debris. Many of the sailors on the mortar fleet had to be relieved on account of the severe concussion from the firing of the mortars, which so affected some of them that the skin of their faces had broken open, while in others the tender membranes of the ears and nose had been ruptured, causing severe pain, and in some cases deafness.

Several attempts were made to get us over the bar, but the Great Republic was of too deep draft, and every effort resulted in failure. With the exception of watching the bombardment at night several days passed monotonously away. The night preceeding the 24th seemed to be one of unusual excitement in the fleet, so much so that our deck was nearly all night crowded, watch-



ing t
ored
moti
in r
forts
had
suspe
were
broad
air s
force
uous
coml
down

with
the noise of repeated explosions, made it appear from our distant point of view as if

from the shore, the fleet having come at some point in the river and under heavy fire.

The havoc of shot and shell began to show in the broken and battered walls and casemates of Jackson and the burnt and burning buildings of St. Philip. Above the forts for a few miles the destruction was almost impossible to describe. A short distance above St. Philip, on the right, lay the U. S. gunboat Varuna, with a portion of her bow still out of the water, the men having fought to the last, losing everything but

THE CLOTHES ON THEIR BACKS.

The spars sticking out of the water and burnt portions of other wrecks near by plainly told that the Varuna was not the only sufferer in the almost muzzle-to-muzzle conflict. On the opposite side, farther up, near a bend of the river, the Confederate ram Manassas lay, pushed partly up on the levee, where the steamship Mississippi had left it during the action. The ram first attacked

A PRISONER OF WAR.

A Veteran Illinois Soldier in Andersonville.

MISERY AND DEATH.

The Unspeakable Wretchedness of the Union Captives.

LOOKING FOR RELIEF.

And Longing for the Day of Deliverance.

BY VIRGIL A. W. JENNINGS, CAPTAIN, BATTALION, ENWORTH,

The National Tribune,
Washington, D. C.



T.B. Johnson
Elliott
Comm.

when Gen.
ement in
de, under
n our lit-
and 15th
nk on the
ree miles
ed Moon
, to be ex-
ed to live
ace for the

told, but
iring and
the Cap-
utenants
" our lit-
while it
the John-
er at dark.
men was
ctly after
right side
t disabled

Former Pres. Rutherford B. Hayes was billed by National Tribune in an envelope like that to Elliott, Conn.'s T.B. Johnson. Hayes' postage-paid copy, like most other newspapers mailed then and since, bore no stamp.

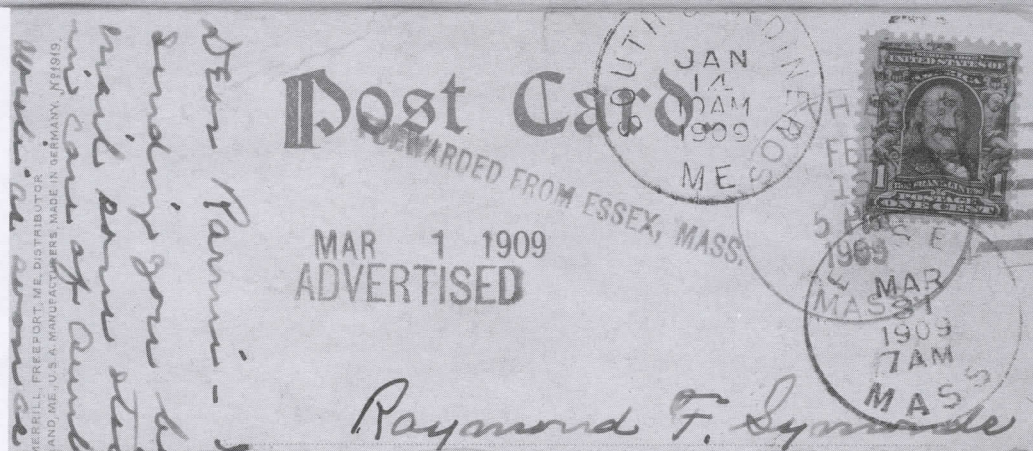
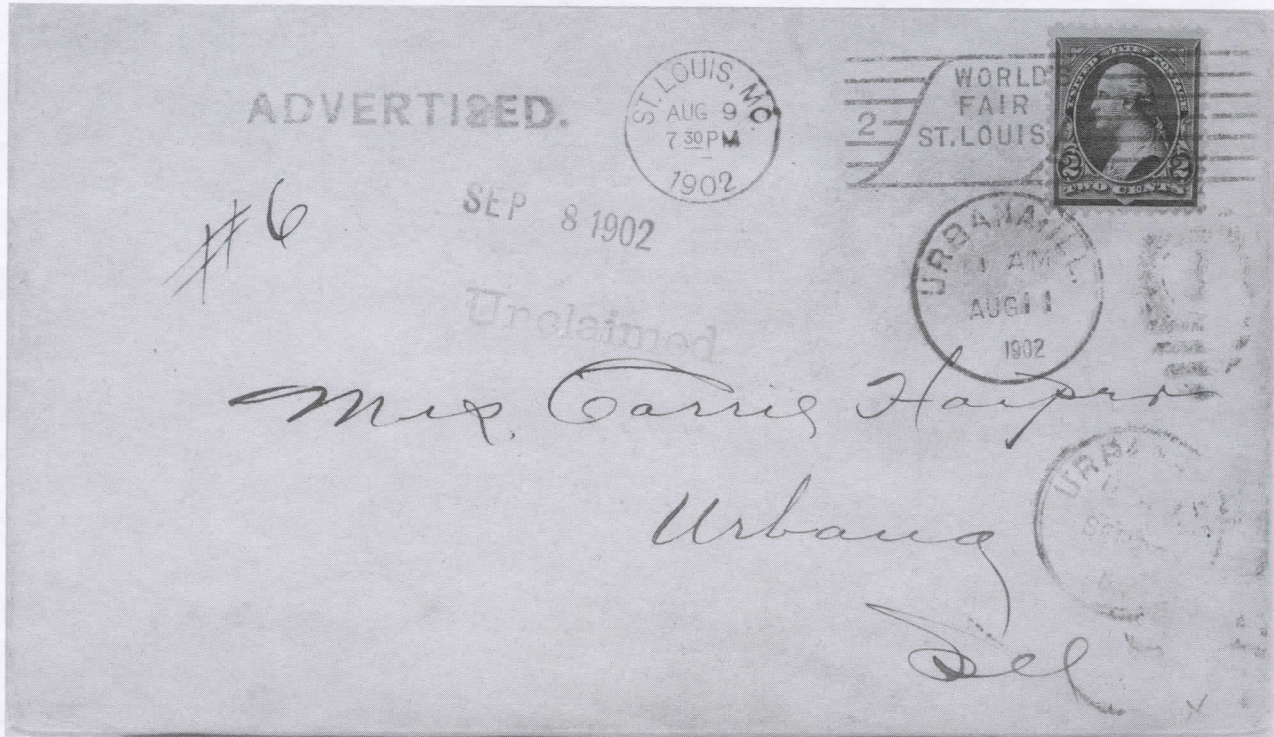
ed around to Black Bay, in rear of Fort St. Philip, o land and take the fort by assault. Accordingly the Matanzas took us in tow.

in such a condition and wounding several sailors, the transport would have remained unnoticed.

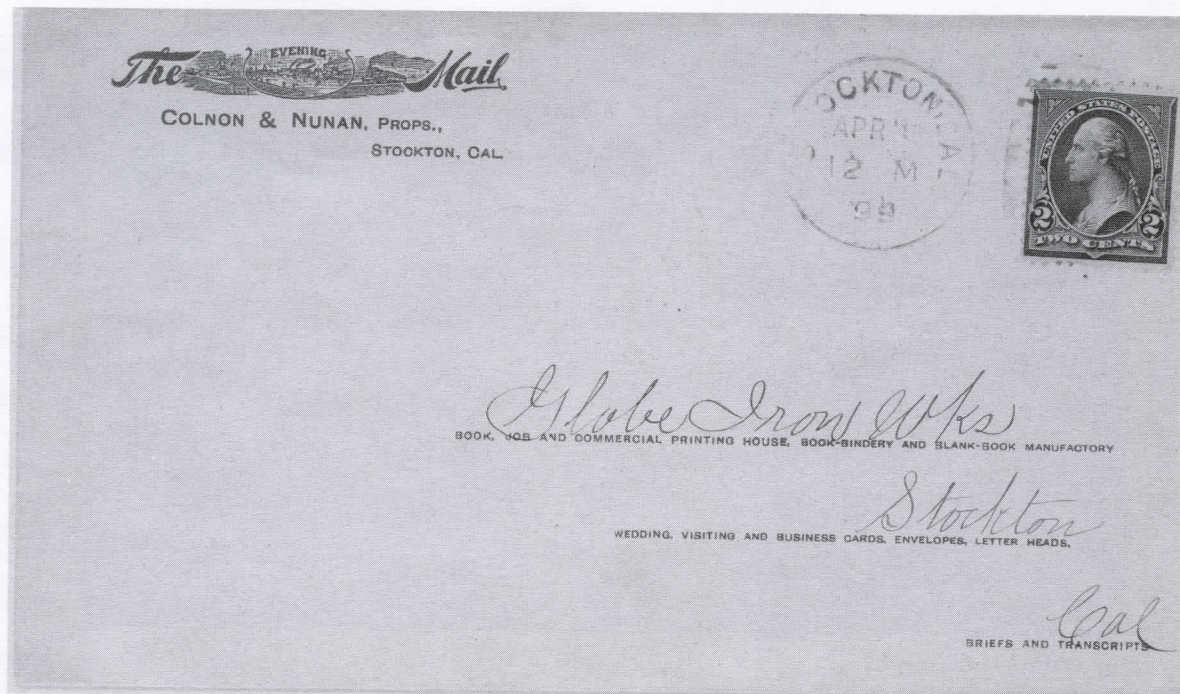
BUCKLED ON THE EQUIPMENTS of the wounded man and taken position at

went down without further consideration. I did not learn whether I had hit him or not. It was growing dark when the Captain

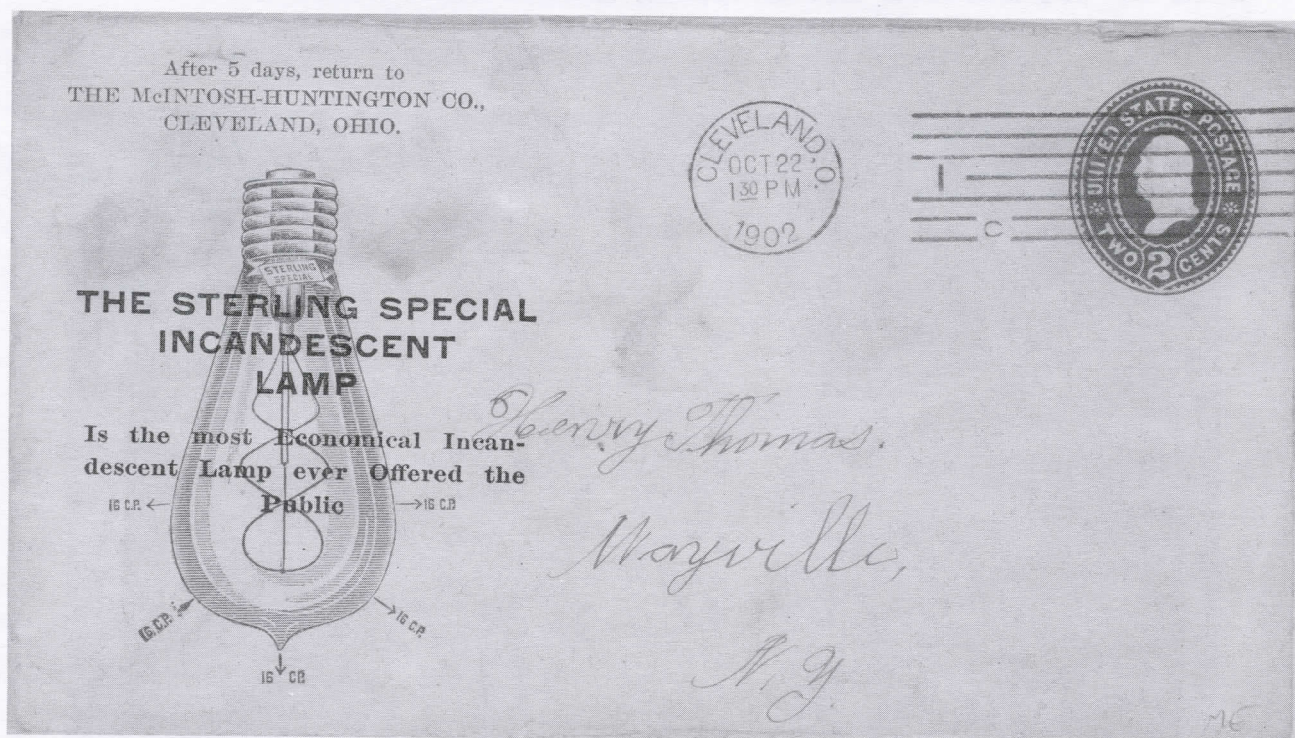
Post Office



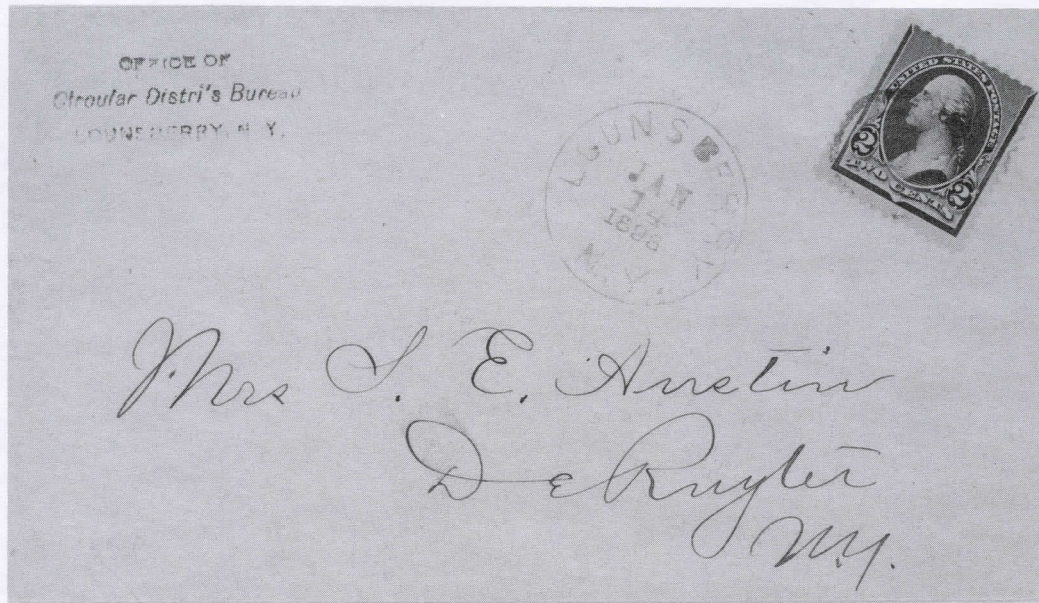
Home Lighting



The rapidly increasing availability of home lighting--gas and electric--beginning in about 1880 encouraged the publication of after-noon/evening newspapers by Scripps, Pulitzer and then others.



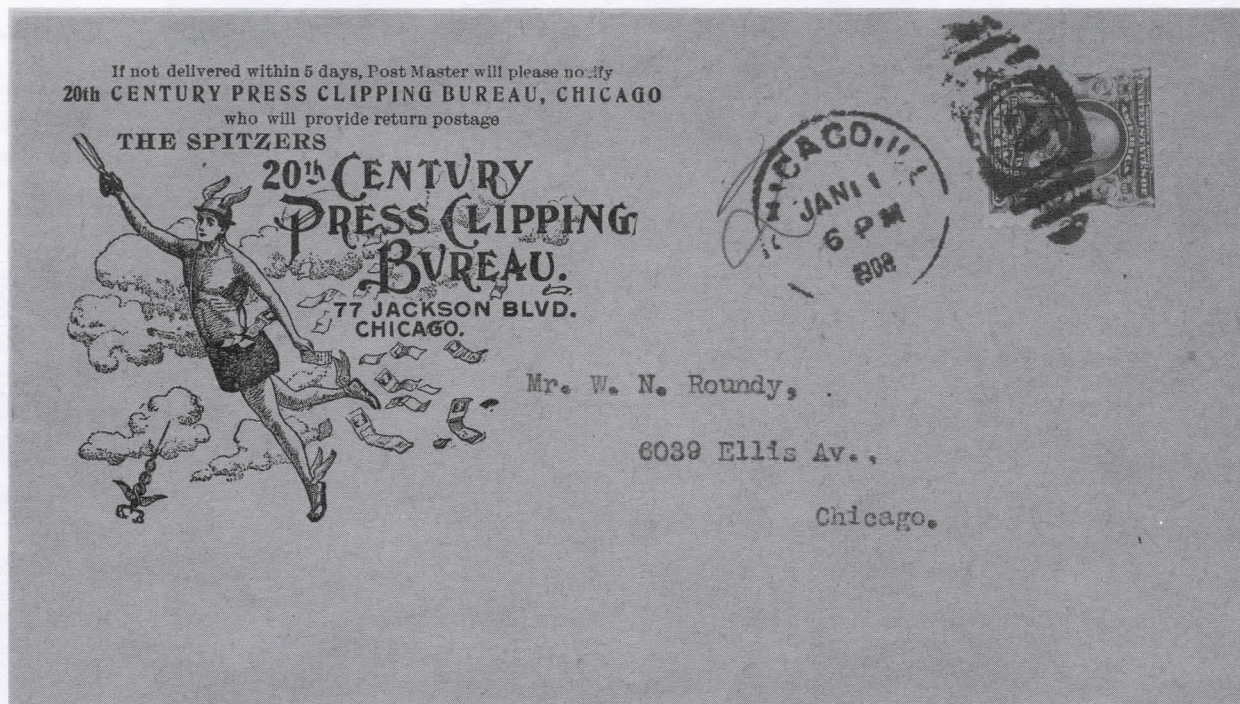
Circular Distributors



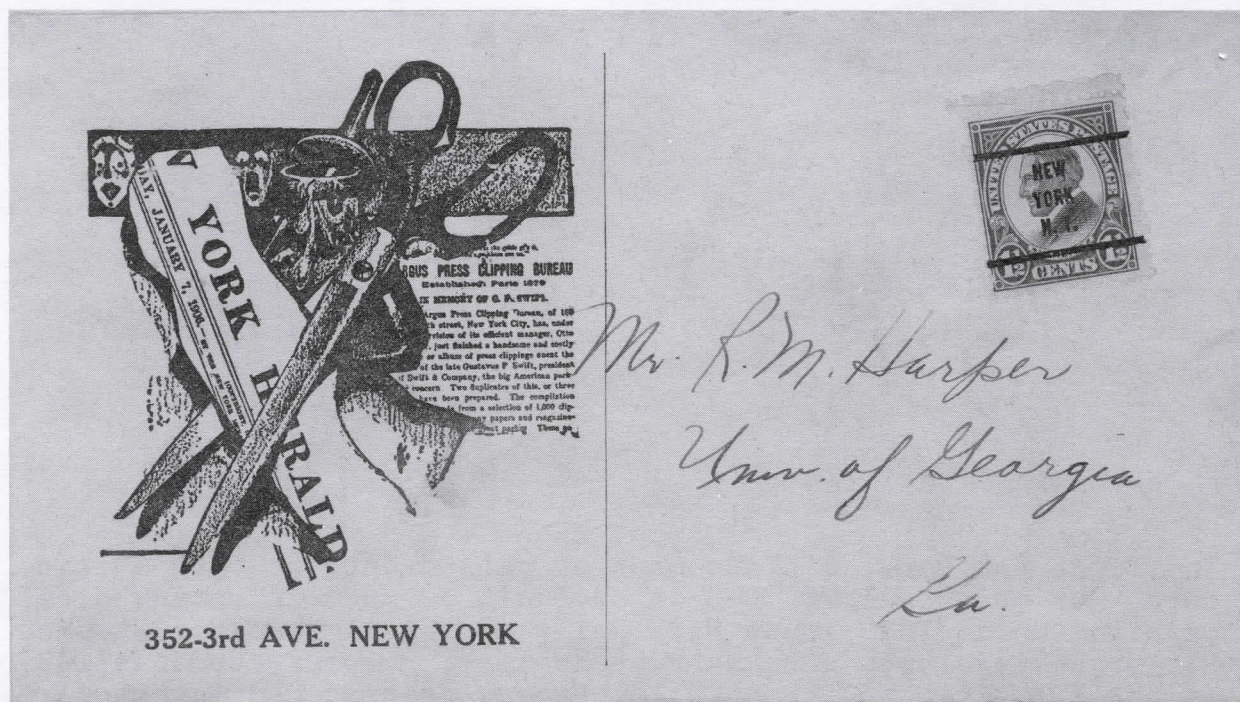
Circular distributing companies started competing with newspapers for advertising revenue early. Today, newspapers compete with direct mailers and shopping guides for "inserts."



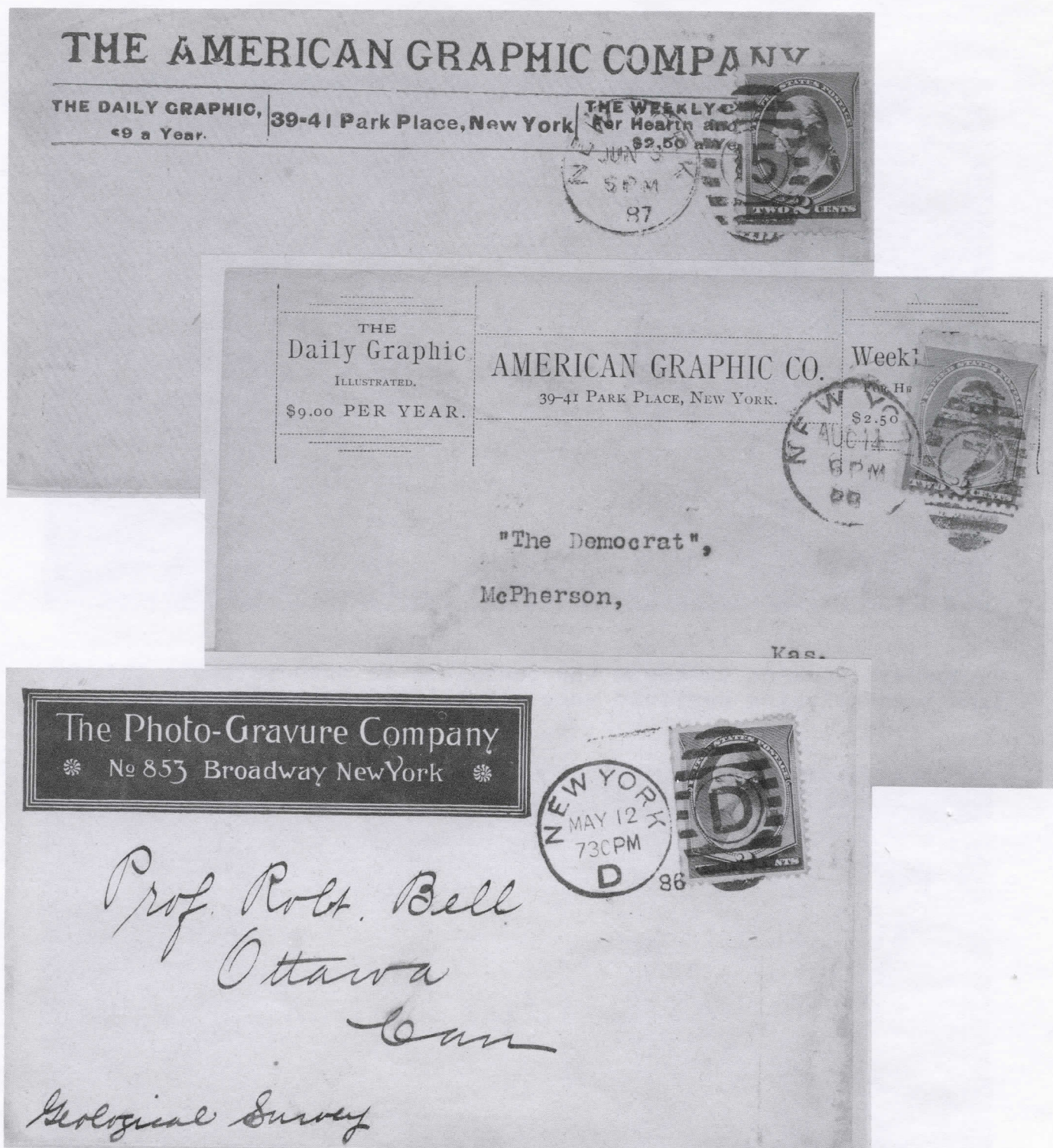
Clipping Services



Newspapers were so numerous and contained so much valuable information that clipping services were established by 1879.

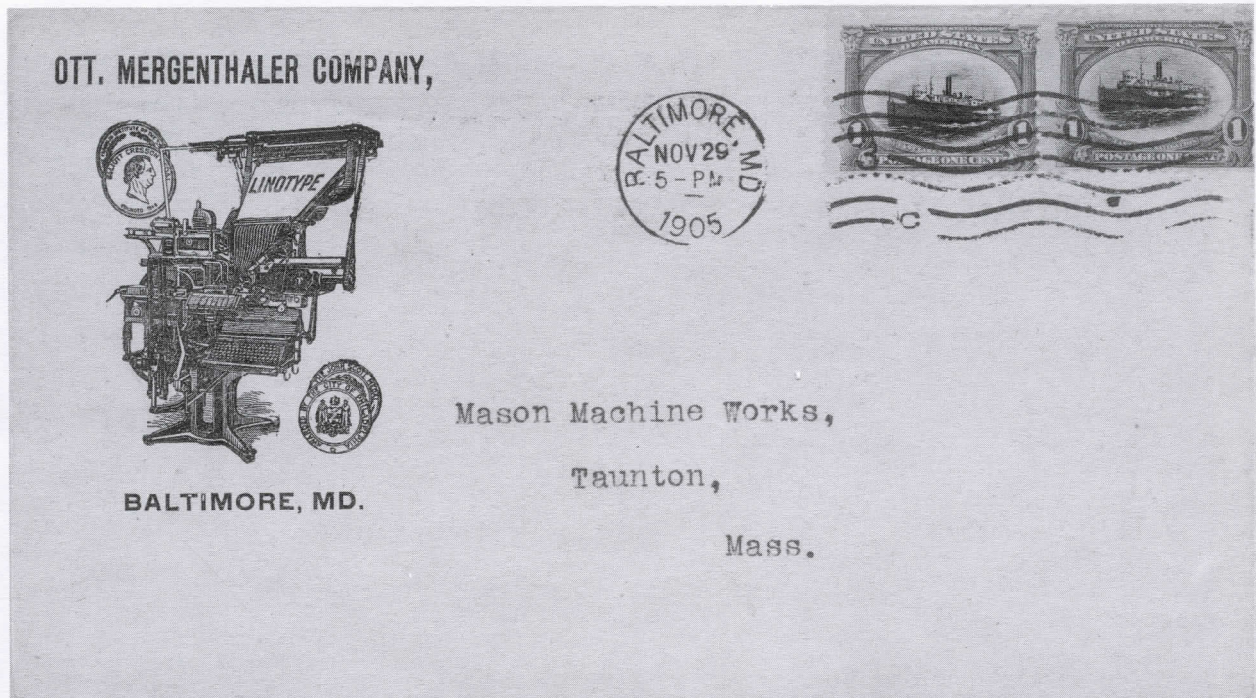


Photography

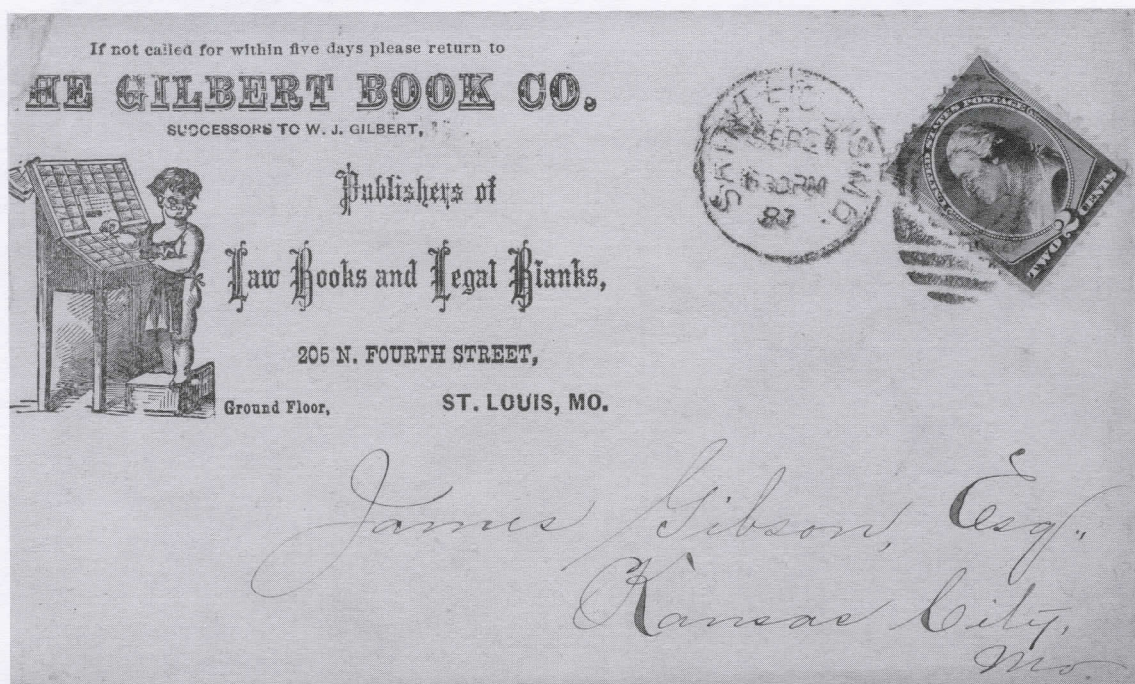


The first halftone, a plate made of raised dots to form a picture, was made in 1878. But it couldn't be used in rotary press printing until 1880, when N.Y. Daily Graphic Art Editor Stephen H. Horgan developed necessary technology. He perfected it in 1897 at the N.Y. Tribune. Meanwhile, George Eastman had invented the Kodak camera in 1888.

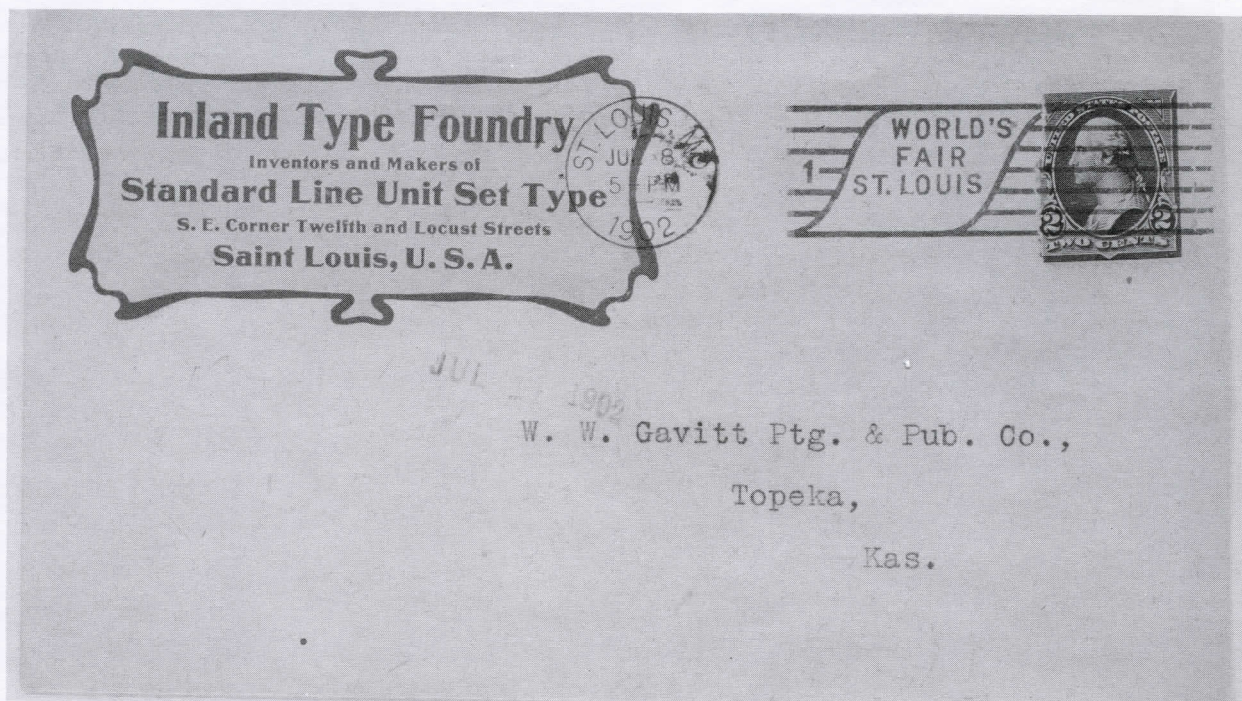
Linotype



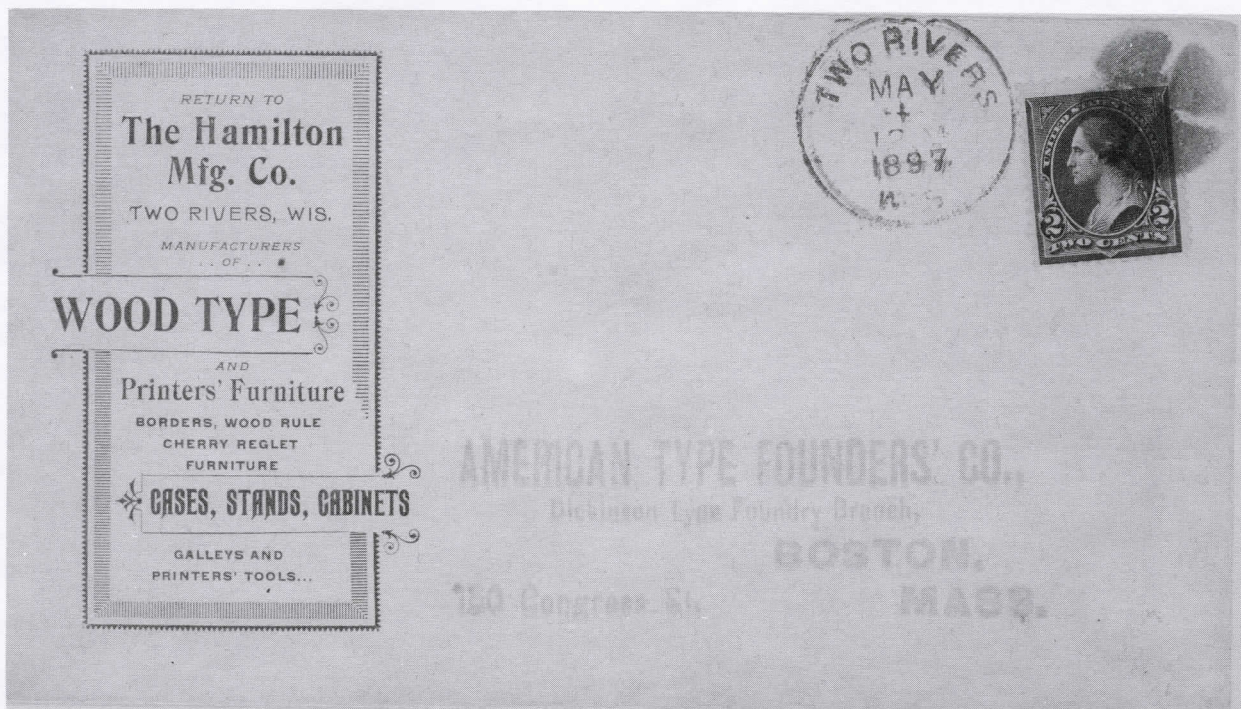
The linotype machine, with which entire lines of type could be set in one piece of reusable lead, was invented by Ottmar Mergenthaler in 1886. The linotype replaced the setting of type by hand, which required long hours in front of a type case.



Linotype



After the linotype, type foundries had to concentrate on smaller papers and commercial printers.



Newsprint



Newsprint was made entirely from rag stock until 1867, when the German Fourdrinier process allowed its production from wood pulp with rag added. Artificial rag was added in the 1890s, which decreased newsprint prices and allowed for continued low subscription prices for heavier papers. Newspapers were helped again in 1913, when Congress lowered tariffs on Canadian newsprint.



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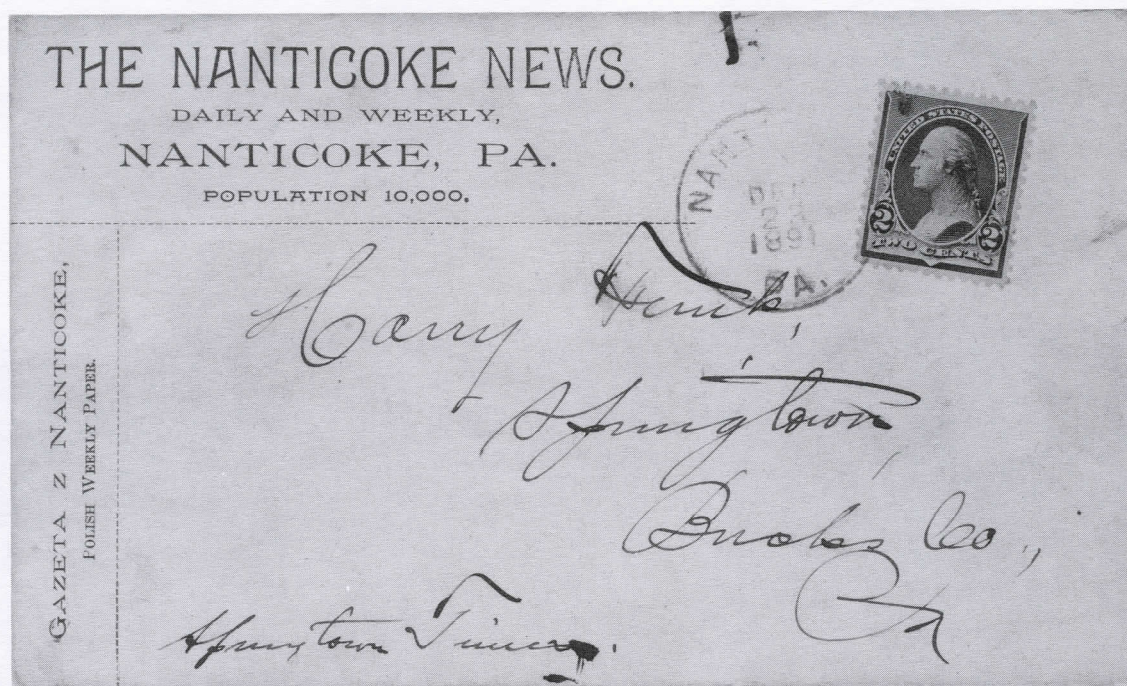
Companies selling newspaper subscriptions, and older newspapers as collectors' items testified to publications' role in society and popular culture.

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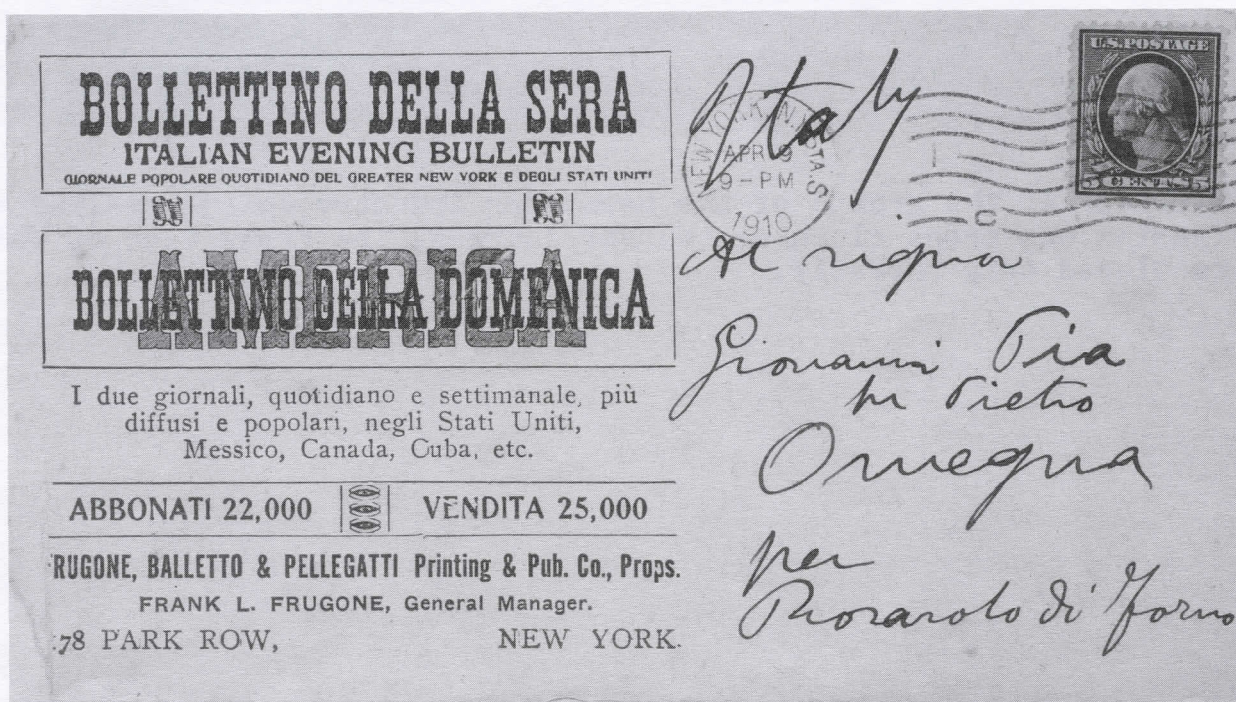
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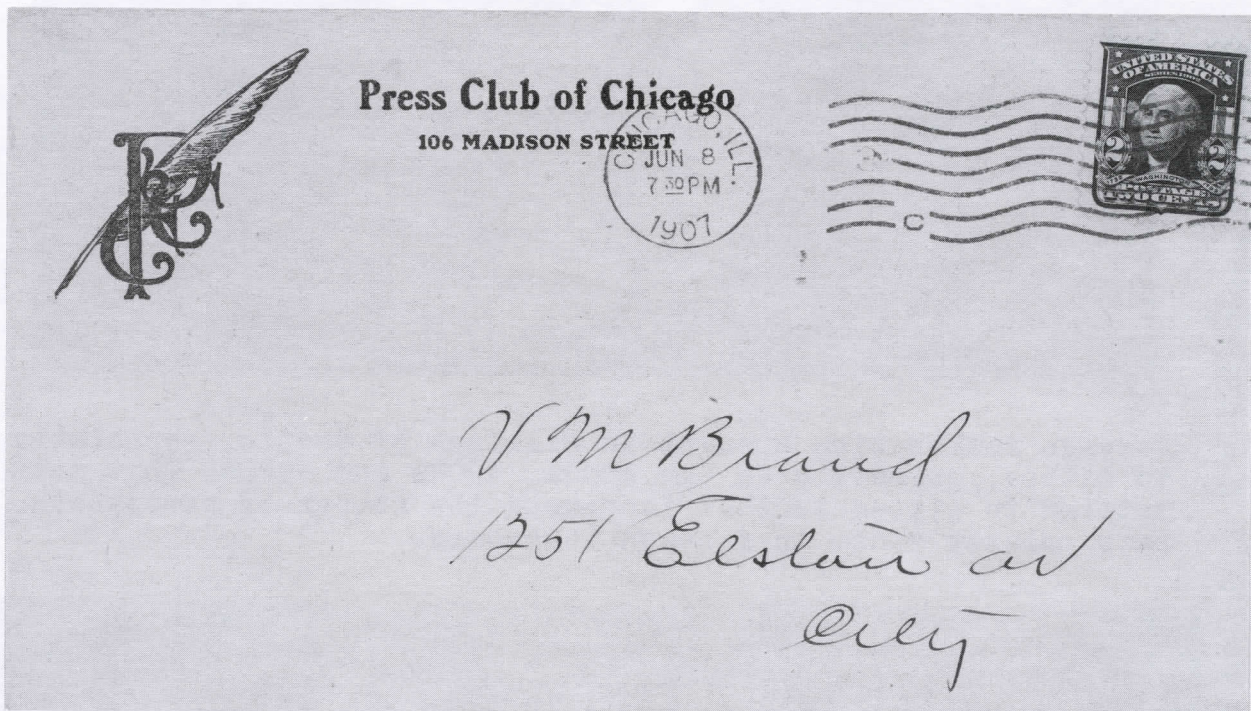
Major Population Movements



Foreign immigration brought in millions of people, especially to cities, primarily in the 1880s, 1900s and 1910s. That most settled in cities further increased the number of newspapers, particularly those in foreign languages.



Press Clubs



A result of the growth of the newspaper industry and journalism profession was press clubs-restaurant/lounges. The Press Club of Chicago closed only recently.