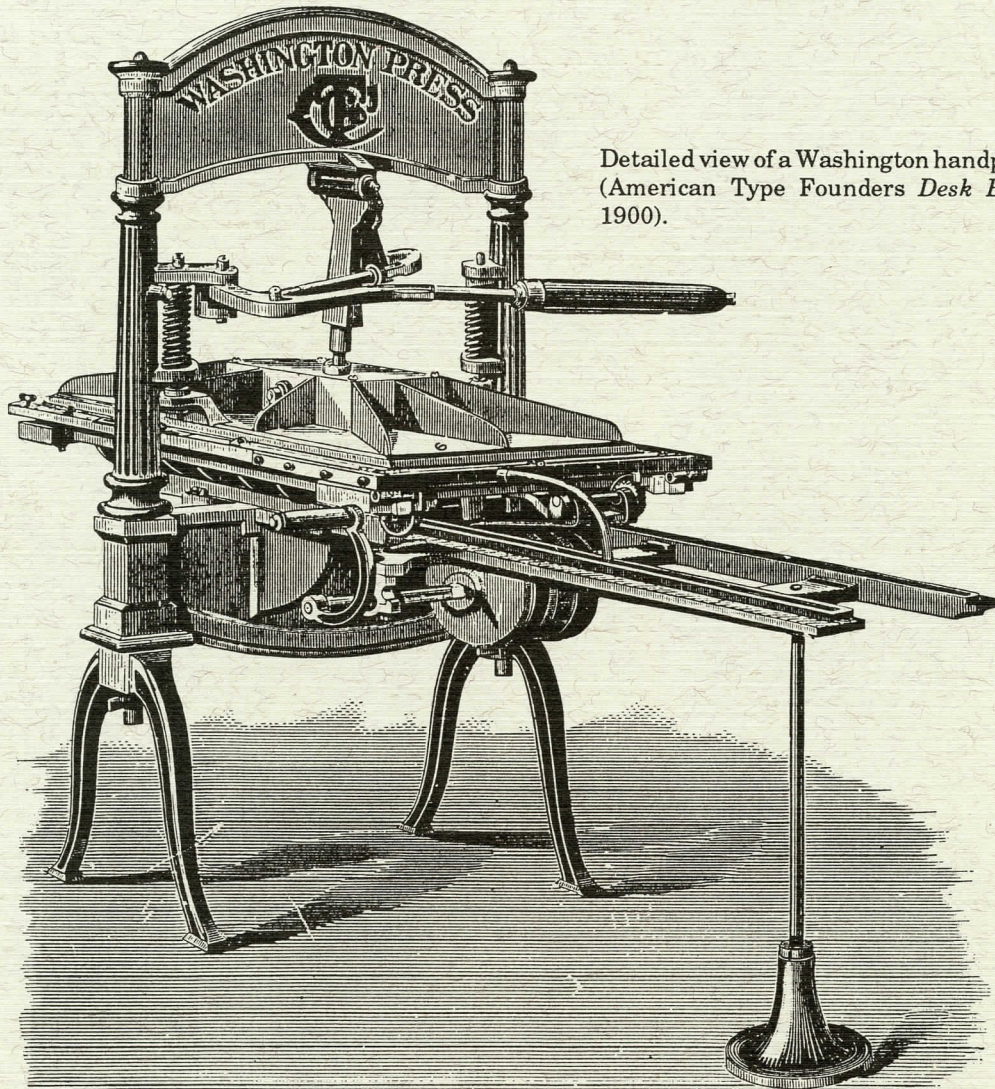


THE HELIOGRAPH



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

The Postal History Foundation

SPRING 1995 ISSUE VOLUME 9, NO. 2

THE HELIOGRAPH

VOLUME 9 NUMBER 2 (Whole Number 34)

Spring 1995

Contents

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

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Dane S. Claussen,
Editor

Editorial Staff:
Robert Bechtel and
Thomas Todsen

THE HELIOGRAPH is published quarterly by
THE POSTAL HISTORY FOUNDATION, P.O.
Box 40725, Tucson, AZ 85717. Subscriptions are
available by membership:

Annual membership.....	\$18
Sustaining.....	\$35
Patron.....	\$100
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ment of dues several years in advance is greatly
appreciated.

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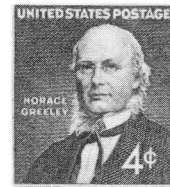
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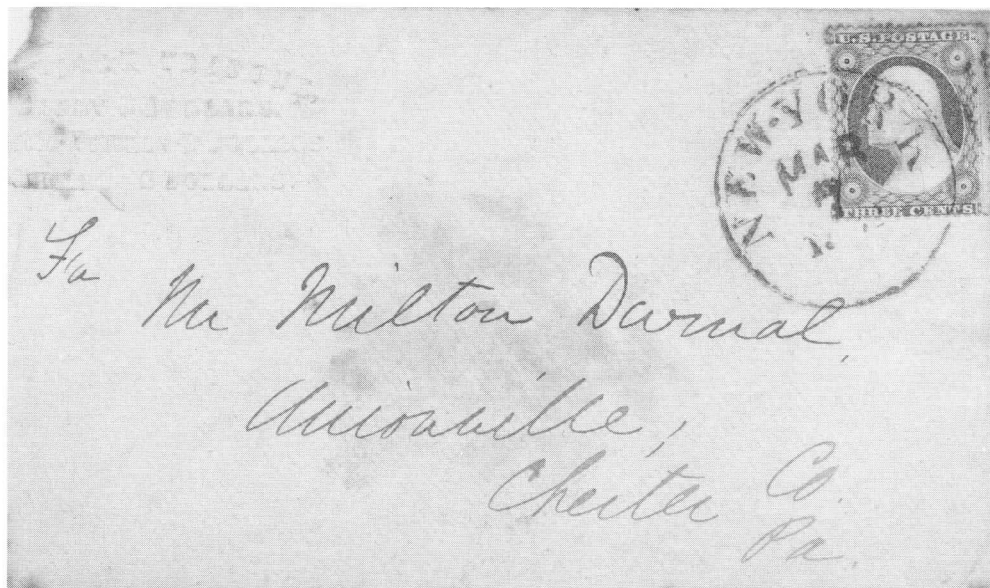
KEY PUBLISHERS AND JOURNALISTS

Horace Greeley, Charles Dana & Karl Marx

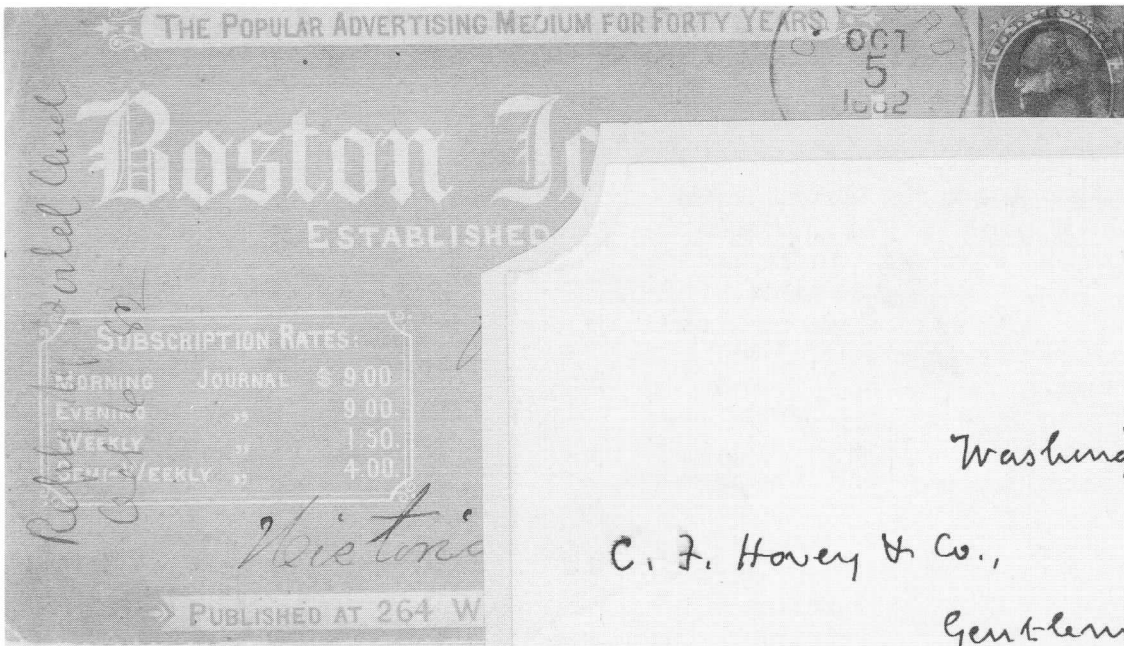
Greeley, then a powerful Whig, founded the N.Y. Tribune in 1841. It reached the masses without 1830s-style sensationalism. Well-written and provocative, it was the nation's largest newspaper (circ. 100,000) by the Civil War. He helped found the Republican Party in the 1850s and was presidential candidate for both "mugwump" Republicans and Democrats in 1872.



Greeley also launched the careers of Charles Dana (N.Y. Sun editor 1868-97), Whitelaw Reid (N.Y. Tribune editor 1872-1912), Henry James, Henry Raymond and Carl Schurz. He believed in the competition of ideas, and Karl Marx was his London correspondent for 10 years.



Benjamin Perley Poore



Poore was an early key member of the US Capitol press corps on the Boston Journal, 1854-87. He founded a Washington Grid Iron Club in 1885, which still exists today. The receiving mark on cover is very unusual, predating those in Blake and Davis' book.

Washington, Jan. 3, '85

C. F. Hovey & Co.,

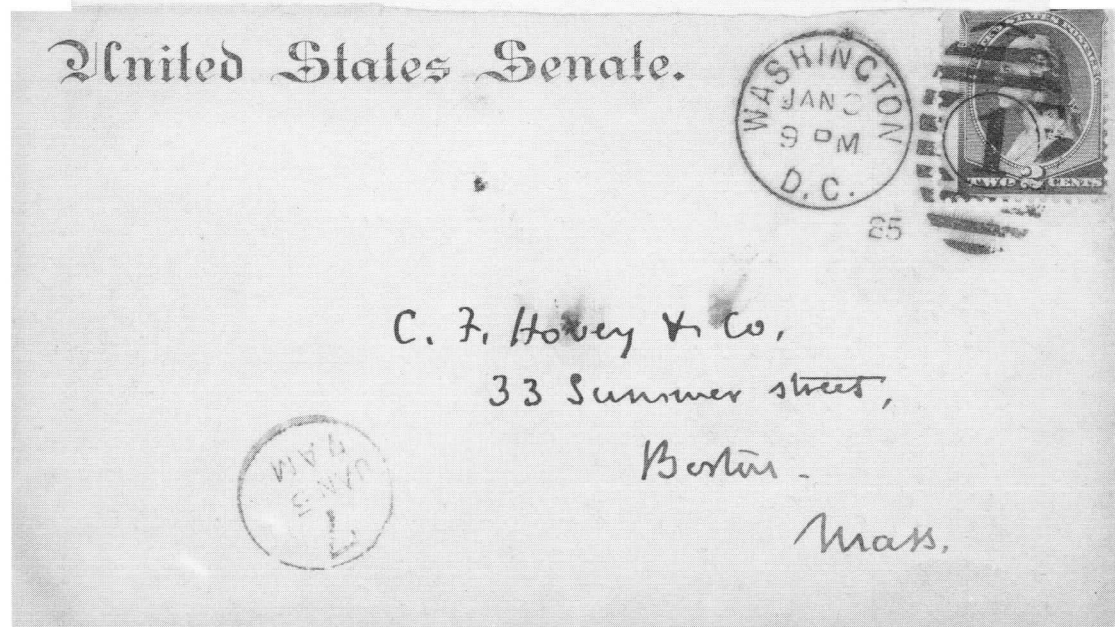
Gentlemen,

Enclosed is

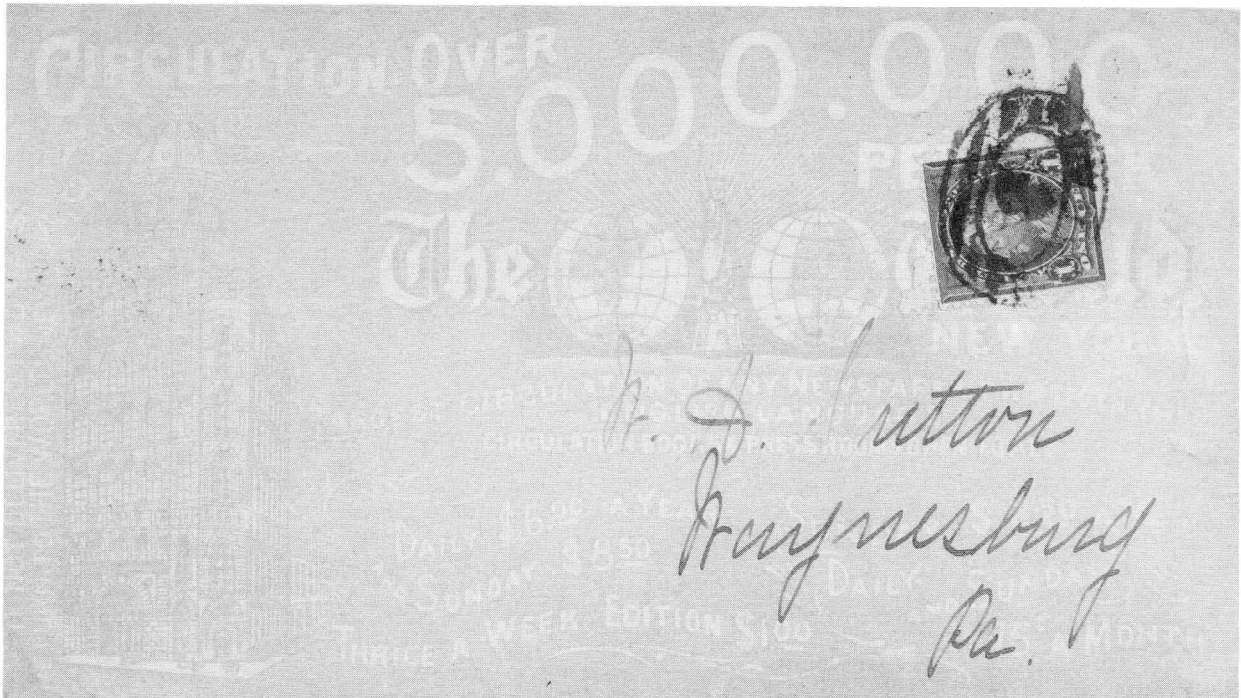
a postal note for the amount of
your account, which please receipt
and return - stamps enclosed.

Truly Yours

Ben; Perley Poore

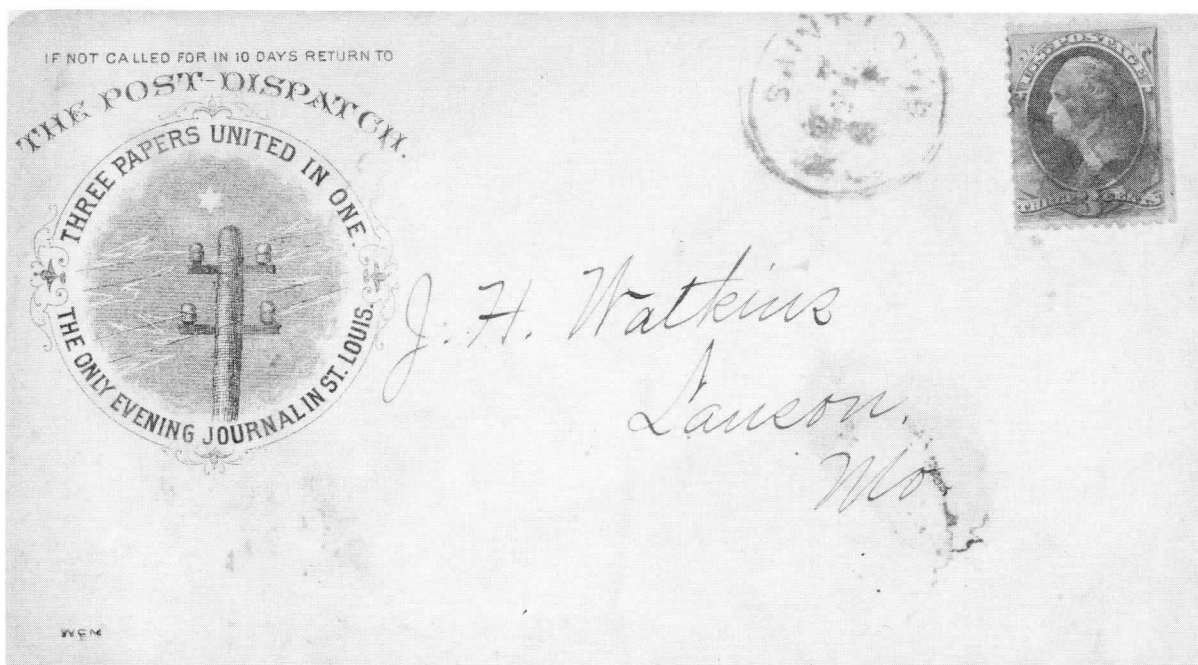


Carl Schurz & Joseph Pulitzer

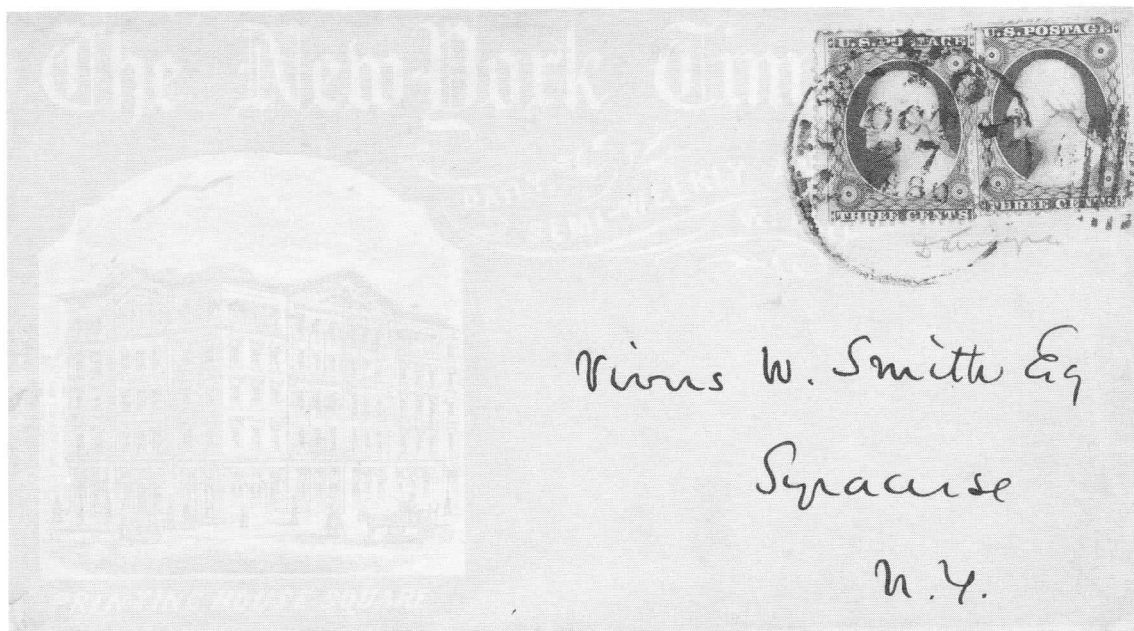


Schurz founded the German-language St. Louis Westliche Post in 1857 and was U.S. Senator, 1869-77; Secretary of Interior, 1877-81; and co-editor of the N.Y. Evening Post, 1881-83. In 1893 he would be an anti-imperialist movement leader.

The Westliche Post employed Pulitzer, briefly part-owner, as a reporter, 1868-72. After time in Europe and legal studies, he bought the St. Louis Dispatch in 1878, merging it with the St. Louis Post. Pulitzer bought the N.Y. World in 1883; he modernized the press but also revived sensationalism. He served in Congress, 1884-86, and in his 1911 will founded the Columbia University School of Journalism and the Pulitzer Prizes.

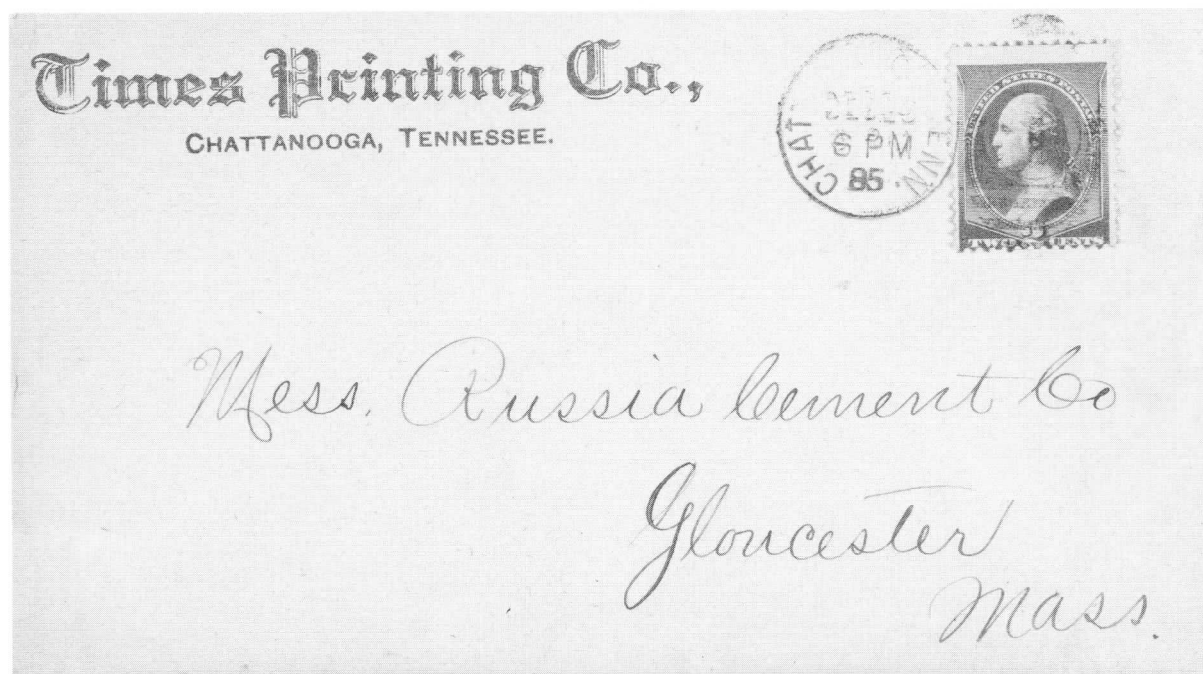


Henry Raymond & Adolph Ochs

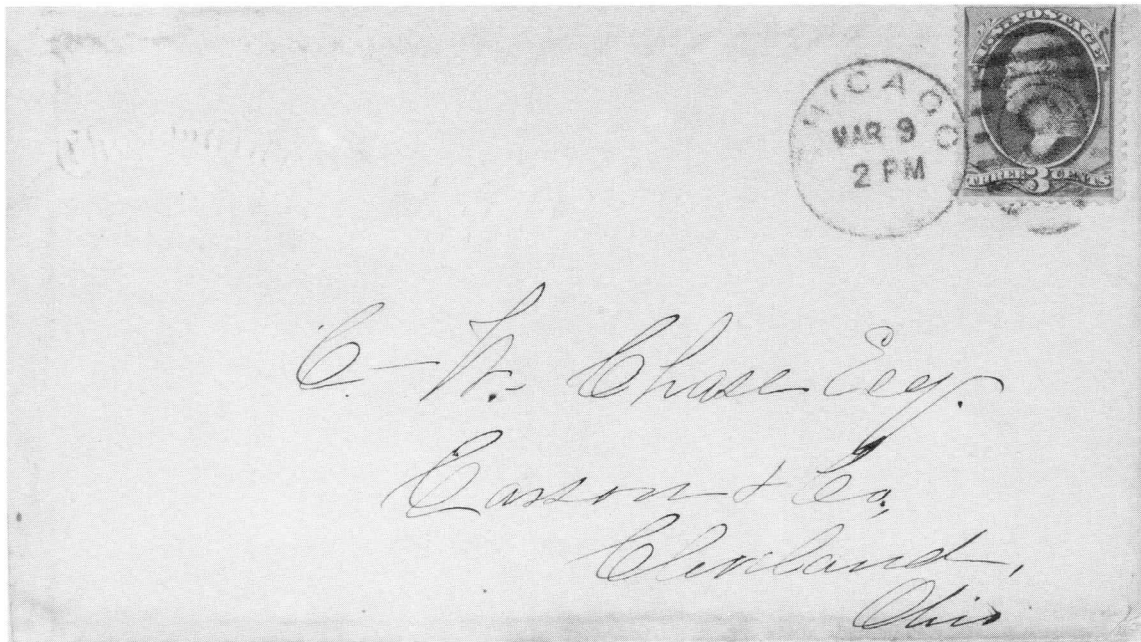


Raymond was assistant editor of the N.Y. Tribune and N.Y. Courier & Enquirer before co-founding the N.Y. Times in 1851. He was objective and concentrated on foreign news. Raymond chaired the Republican National Committee, 1863-5, and served in Congress, 1864-6.

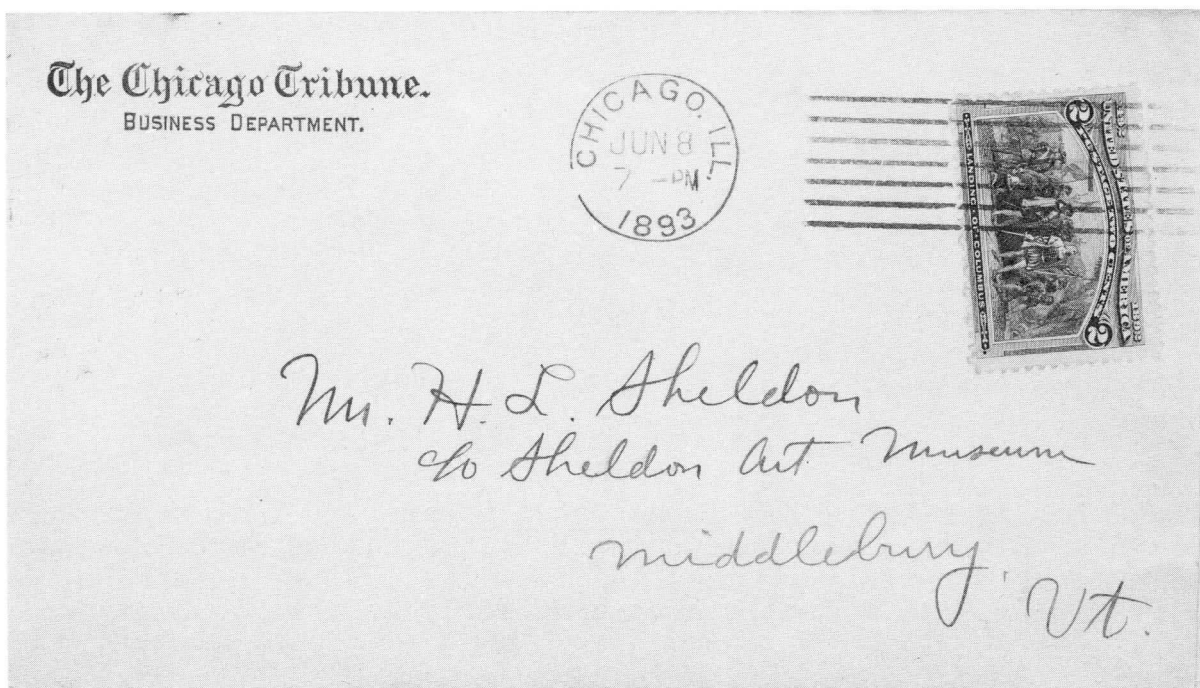
Ochs bought the Chattanooga Times in 1878, part of the N.Y. Times in 1896 (gaining control in 1900), and the Philadelphia Public Ledger in 1902. He believed in hard news, building the flagship's circulation from 9,000 in 1896 to 100,000 in 1901.



Joseph Medill



Medill and partners bought the Chicago Tribune in 1855 and immediately supported Abraham Lincoln. Medill built a solid, conservative, nationalistic newspaper as editor, 1874-99, and laid groundwork for today's Tribune Co. His heirs funded Northwestern University's Medill School of Journalism in 1921.



Frank Leslie

W. J. ARKELL, Publisher.

Frank Leslie's Weekly
JUDGE BUILDING,
COR. FIFTH AVE. & 16TH ST.
NEW YORK.

NEW YORK
SEP 20
630 PM

NEW YORK
JAN 14
730 PM

**FRANK LESLIE'S
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NEWSPAPER**

W. J. ARKELL AND R. B. HARRISON,
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Frank Leslie's Illustrated Newspaper, Weekly,	10 Cts., or \$4 a Year.
Frank Leslie's Chimney Corner, - Weekly,	10 Cts., or \$4 a Year.
Frank Leslie's Illustrirte Zeitung, Weekly,	10 Cts., or \$4 a Year.
Frank Leslie's Lady's Journal, - Weekly,	10 Cts., or \$4 a Year.
Frank Leslie's Young American, - Weekly,	6 Cts., or \$3 a Year.
Frank Leslie's Boys' and Girls' Weekly, -	5 Cts., or \$2.50 a Year.
Frank Leslie's Lady's Magazine, Monthly,	\$3.50 a Year.
Frank Leslie's Boys of America, Monthly,	15 Cts., or \$1.50 a Year.
Frank Leslie's Pleasant Hours, Monthly,	15 Cts., or \$1.50 a Year.
Frank Leslie's Budget of Fun, - -	15 Cts., or \$1.50 a Year.
Frank Leslie's Illustrated Almanac, - - -	50 Cents.
Frank Leslie's Comic Almanac, - - -	15 Cents.

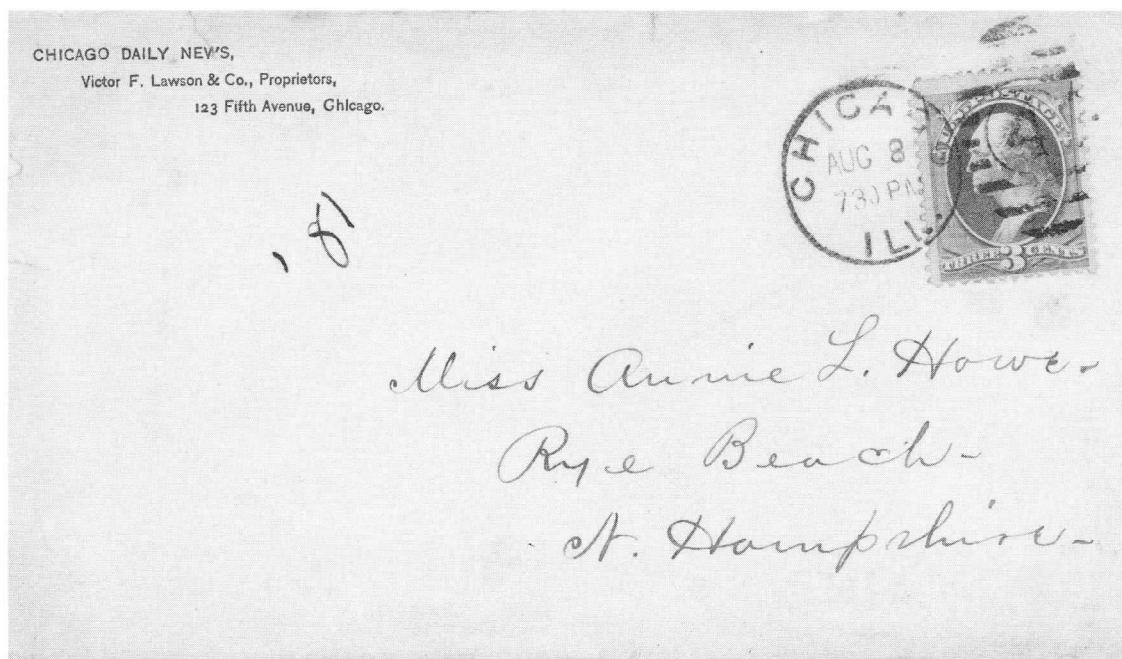
FRANK LESLIE, 537 PEARL STREET, NEW YORK.

Frank Leslie started his Illustrated Newspaper, forerunner to today's weekly news magazines, in 1858, and helped force newspapers to publish more photos, maps and drawings. After his death, his wife Miriam Follin Leslie became an early prominent woman journalist.

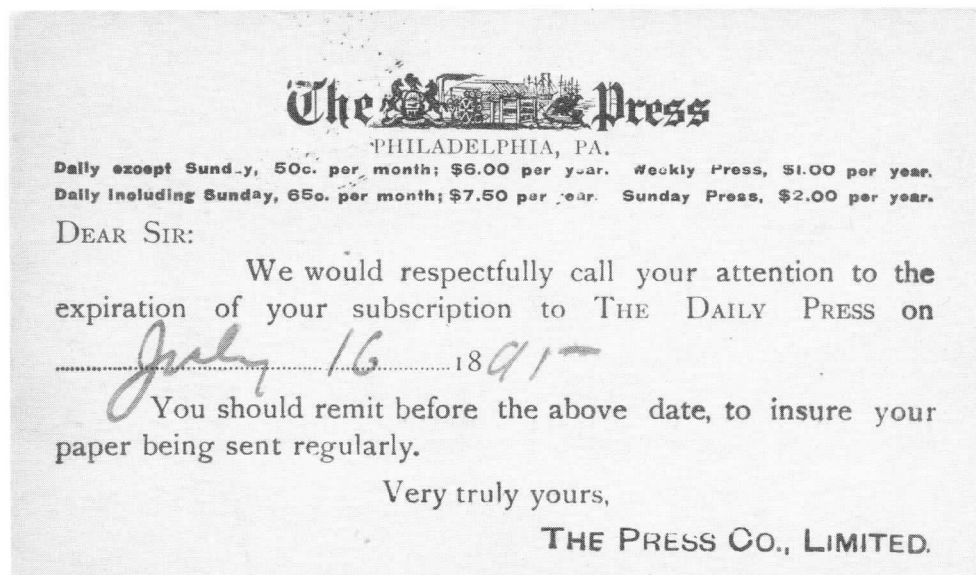
Melville Stone & Victor Lawson



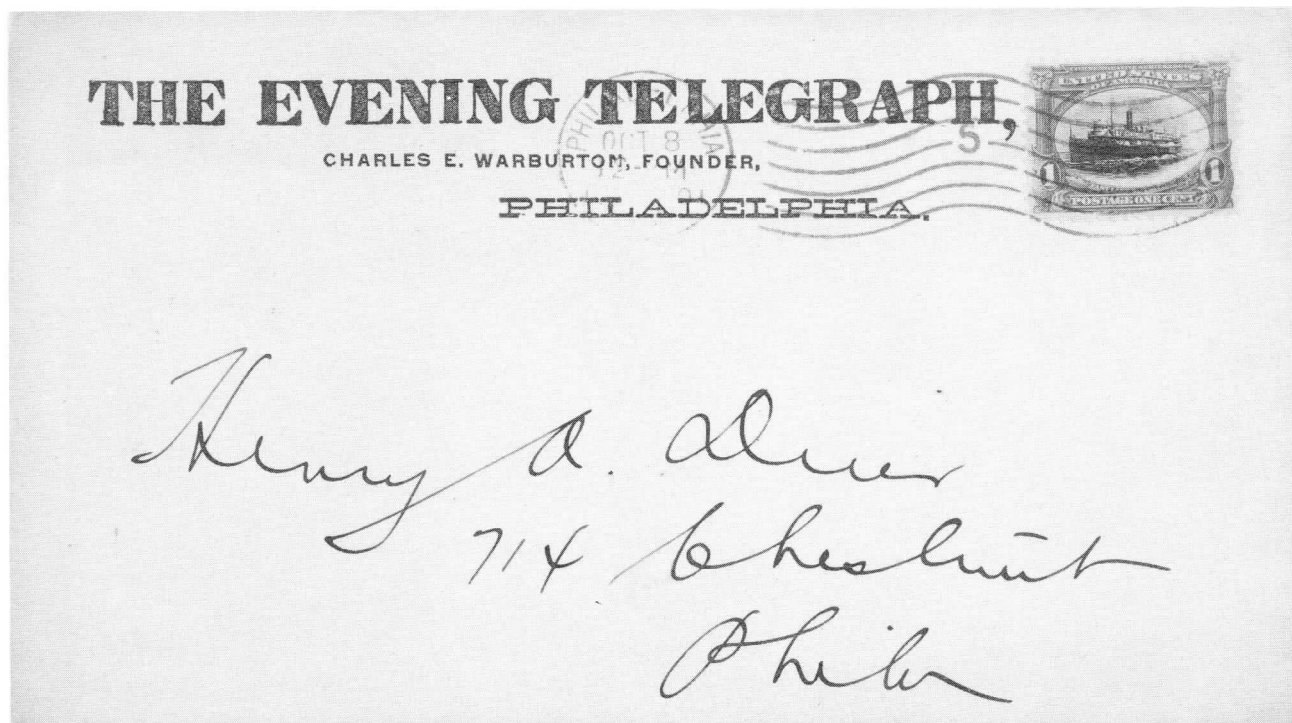
Stone founded the Chicago Daily News in 1876 and sold most of it to Lawson the same year. Stone built a modern newspaper with an all-star staff and when he sold out in 1888, only Pulitzer's N.Y. World had a larger circulation. In 1892, he became general manager of the Associated Press. Lawson, News publisher until 1925, went on to pioneer foreign news coverage.



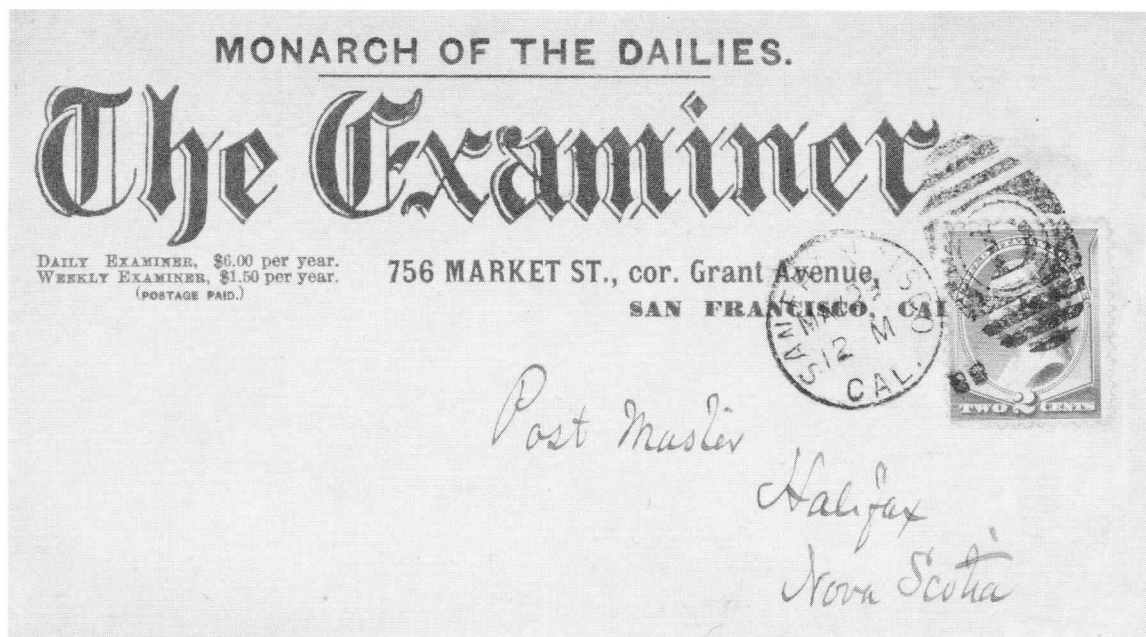
Cyrus H.K. Curtis



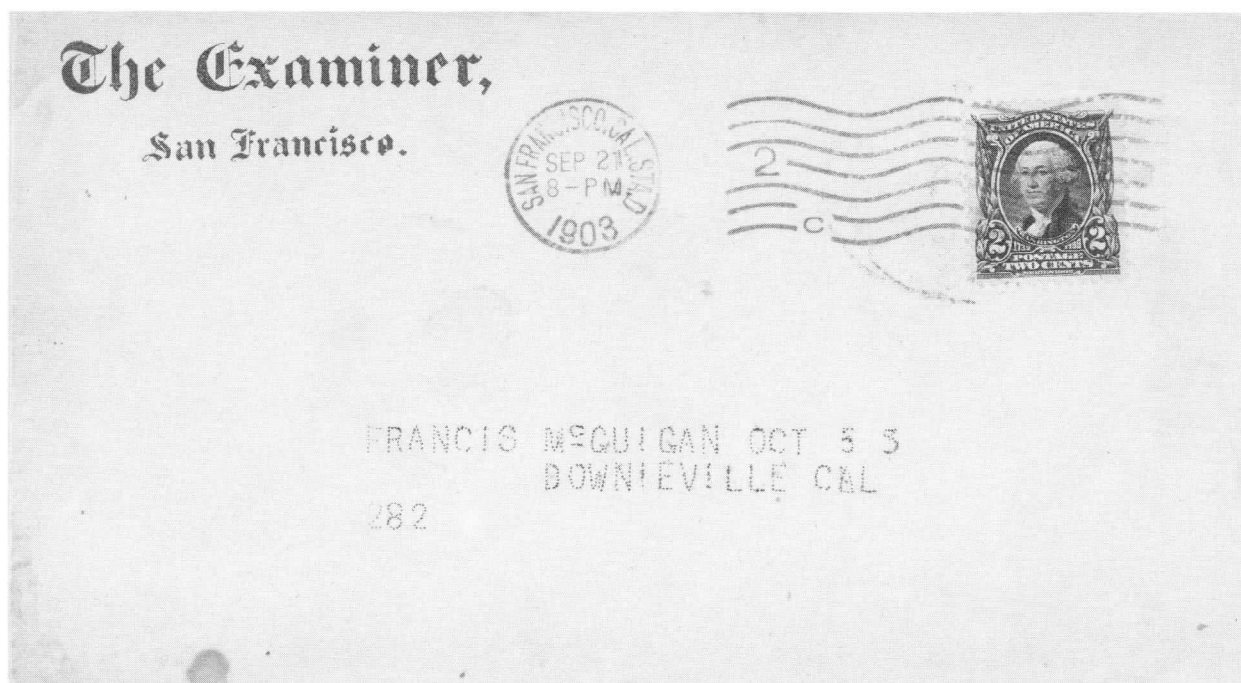
Cyrus H.K. Curtis started Ladies Home Journal in 1883, and bought the Saturday Evening Post in 1897. Then he bought the Philadelphia Public Ledger (from Adolph S. Ochs) in 1913, started the Evening Public Ledger in 1914, bought and killed the Evening Telegraph in 1918, then did the same to the Press in 1920 and the North American in 1925.



William R. Hearst



Hearst was given control of the San Francisco Examiner in 1887 by his father, and bought the N.Y. Journal in 1895. Successful and powerful, he killed 16 papers between 1918 and 1928 just to bolster many of the 26 his empire held at its peak in 1935. Hearst also was a "yellow journalist" who helped start the Spanish-American War, a Red-baiter and a self-promoter. Although a congressman, 1902-6, quests for higher office were unsuccessful. Living until 1951, his path crossed those of most of the 20th century's rich and powerful.



★ THE HEARST LEAGUE OF NEW YORK ★



"EQUAL OPPORTUNITIES FOR ALL"

Declaration of Principles of the William Randolph Hearst League

The following Declaration of Principles was unanimously adopted at a mass meeting held in Independence Hall, Twenty-seventh Street and Third Avenue, on May 28, 1903, by the William Randolph Hearst Clubs of the City of Greater New York:—

"Believing in the principles of government expressed by Thomas Jefferson, applied with matchless courage by Andrew Jackson, and nobly supported by Abraham Lincoln; believing that the encroachment of predatory wealth has become a serious menace to those principles, and that the time has once more come when the people must rise, and, throwing off the yoke placed upon us by the advocates of those monarchical principles which Thomas Jefferson opposed, choose a man of the people to sit at the head of the Government in the name of the people; believing that the most available man in America to-day who possesses the combined qualities of a great commoner and an ideal candidate is William Randolph Hearst; and believing that the interests of the people will be best conserved by the selection of William Randolph Hearst for the office of President of the United States; we purpose to promote by every possible, legitimate means the nomination and election of William Randolph Hearst to the said office."

ORGANIZATION COMMITTEE:

TEMPORARY HEADQUARTERS,

CARE J. J. CULLEN, 25 THIRD AVENUE

NEW YORK, December 30, 1903

Mr. J. W. Churchman,

Brookewood, Va.

Dear Sir:

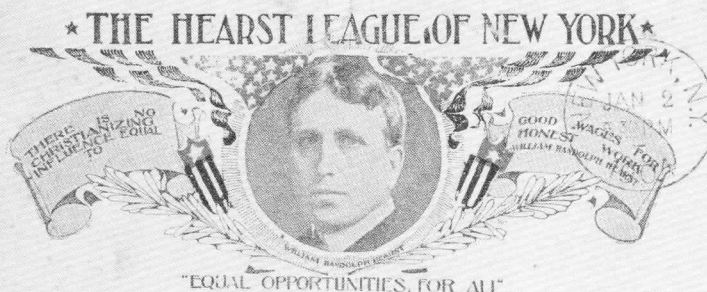
I desire to call your attention to the copy of the Tammany Times of this city which contains an article relative to William Randolph Hearst and some interviews illustrating the sentiment

Mr. Hearst

the New

could carry ranging

public

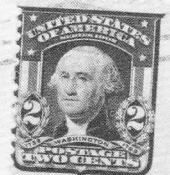


"EQUAL OPPORTUNITIES FOR ALL"

If not found, return to

J. J. CULLEN

25 THIRD AVENUE NEW YORK

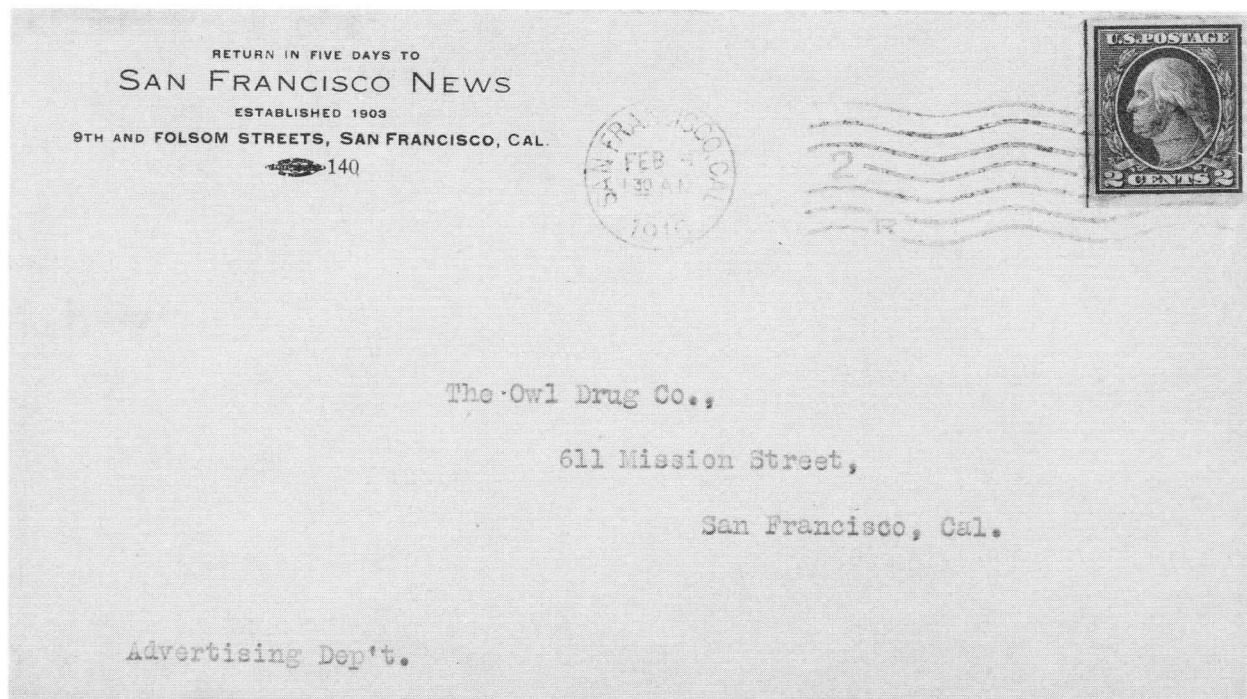


Mr J W. Churchman

Brookewood
Va

[P107]

Edward W. Scripps & Carl Sandburg



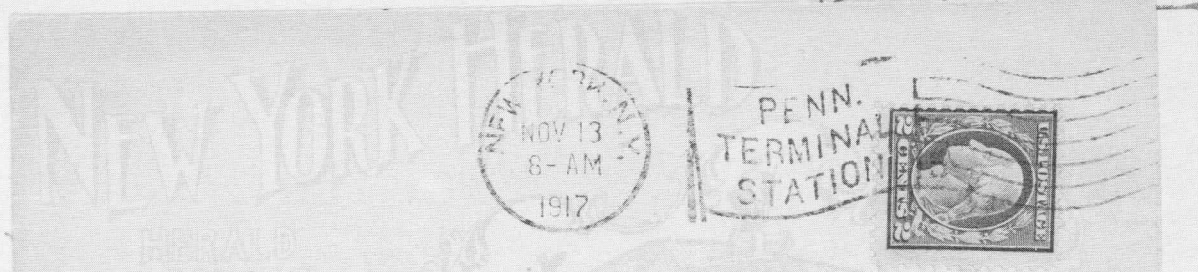
Scripps founded the Cleveland Penny Press in 1878, and took over the Cincinnati Post in 1883. The Scripps-McRae League, founded 1889, had 18 papers by 1911 (one was the San Francisco News). It became Scripps-Howard in 1922, still one of the largest U.S. media firms. His son, James, founded Scripps League in 1920, and a grandson founded a third newspaper group. Scripps in 1907 founded United Press Associations, forerunner of United Press International.

Scripps also first tried the address newspaper, Chicago Day Book, 1911-7. Carl Sandburg was its chief reporter (city editor).



The Times

WASHINGTON, D. C.



THE NEWS

NEW YORK'S PICTURE NEWSPAPER

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NEW YORK, N. Y.



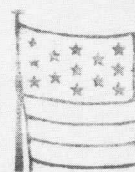
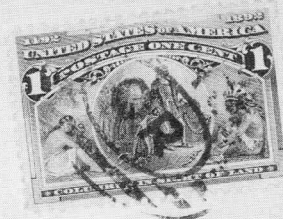
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YOUR MAIL
TO
STREET AND
NUMBER



The Press

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CIRCULATION, OVER 125,000 COPIES DAILY.
38 PARK ROW, NEW YORK.



170 NASSAU STREET, N. Y. CITY.

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OFFICES, { 530 6TH AVE.

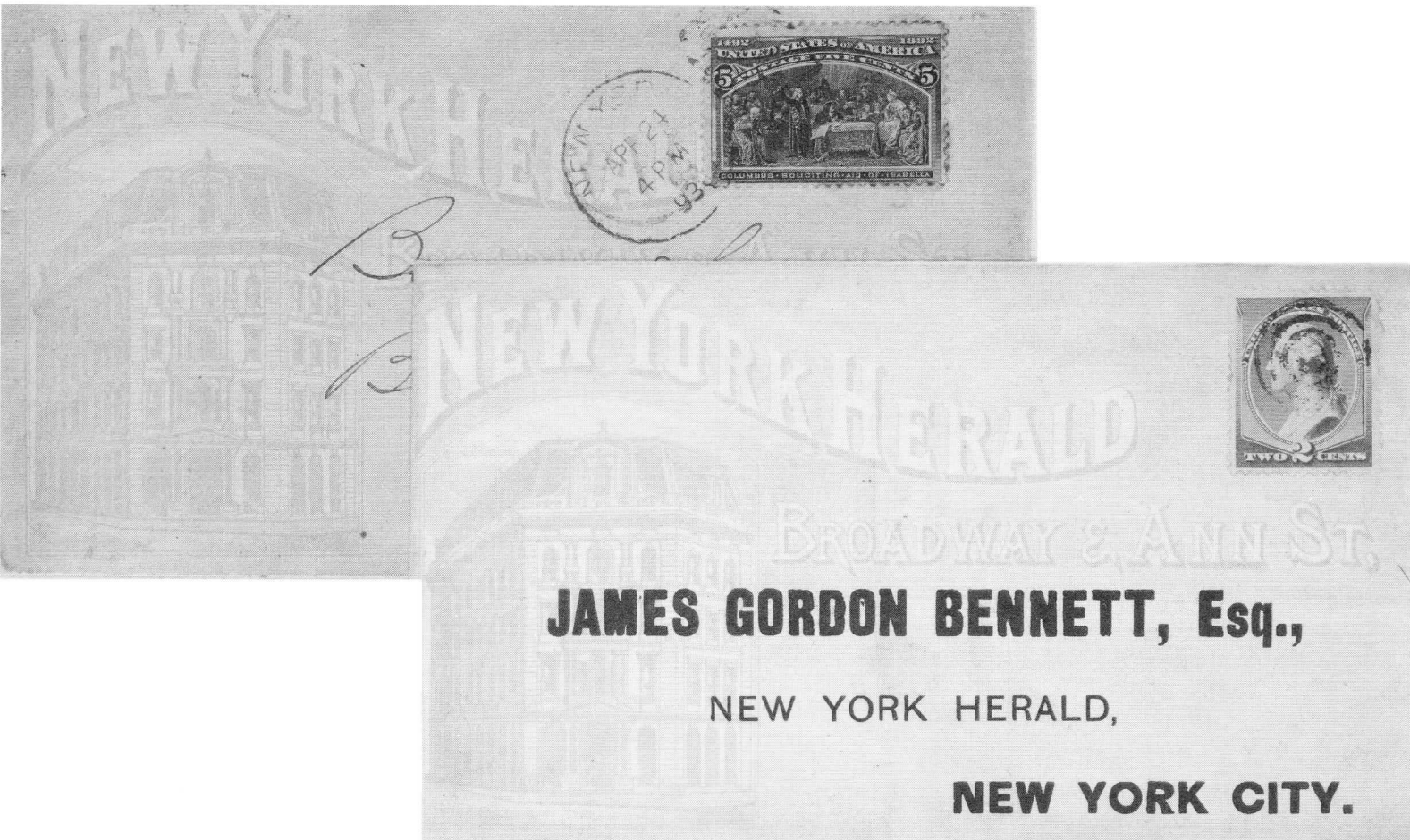
The Peck, Stow & Wilcox Co.,

Southington,

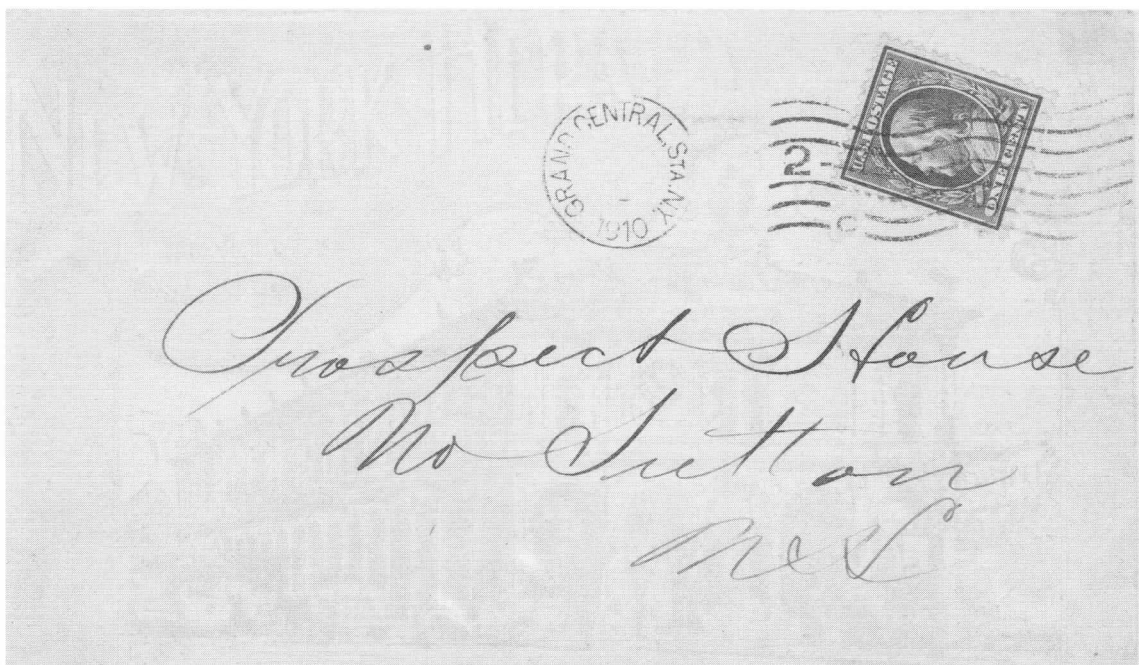
Conn.

Frank Munsey started Munsey's in 1889, by far the biggest magazine by 1900. He bought the old N.Y. Daily News and Washington Times in 1901, Boston Journal in 1902, Baltimore Evening News and Philadelphia Evening Times in 1908, N.Y. Press in 1912, N.Y. Sun in 1916, N.Y. Herald in 1918, N.Y. Telegram in 1920, N.Y. Globe in 1923 and the N.Y. Mail in 1924. He killed most of them.

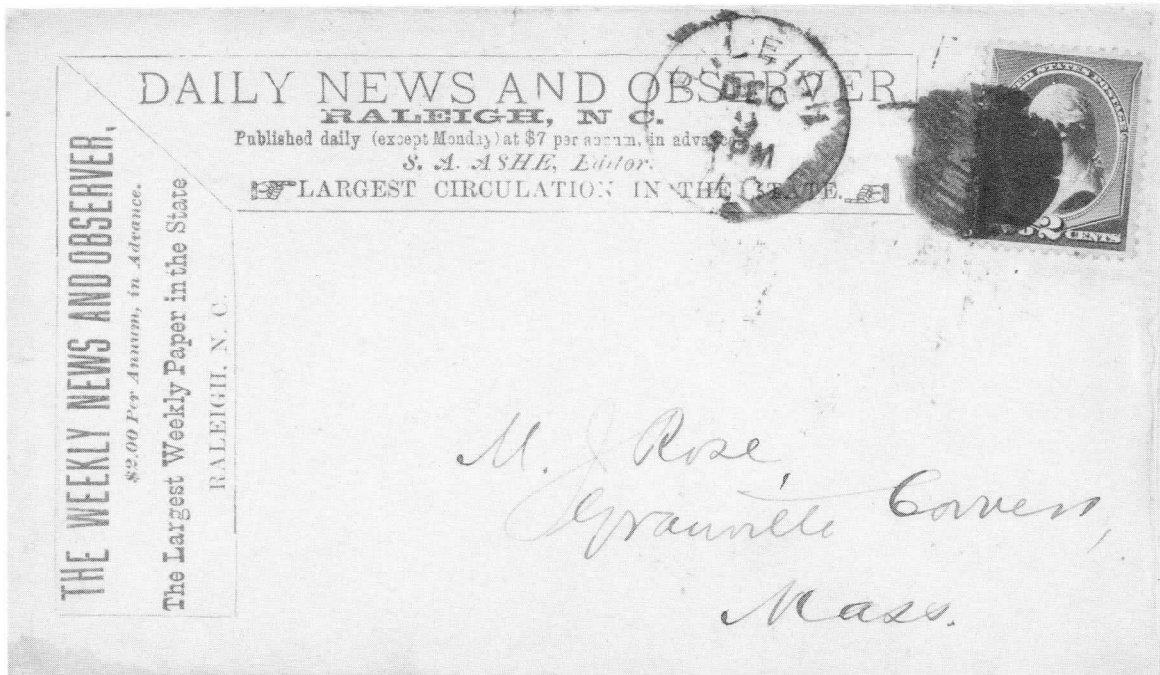
James G. Bennett, Jr.



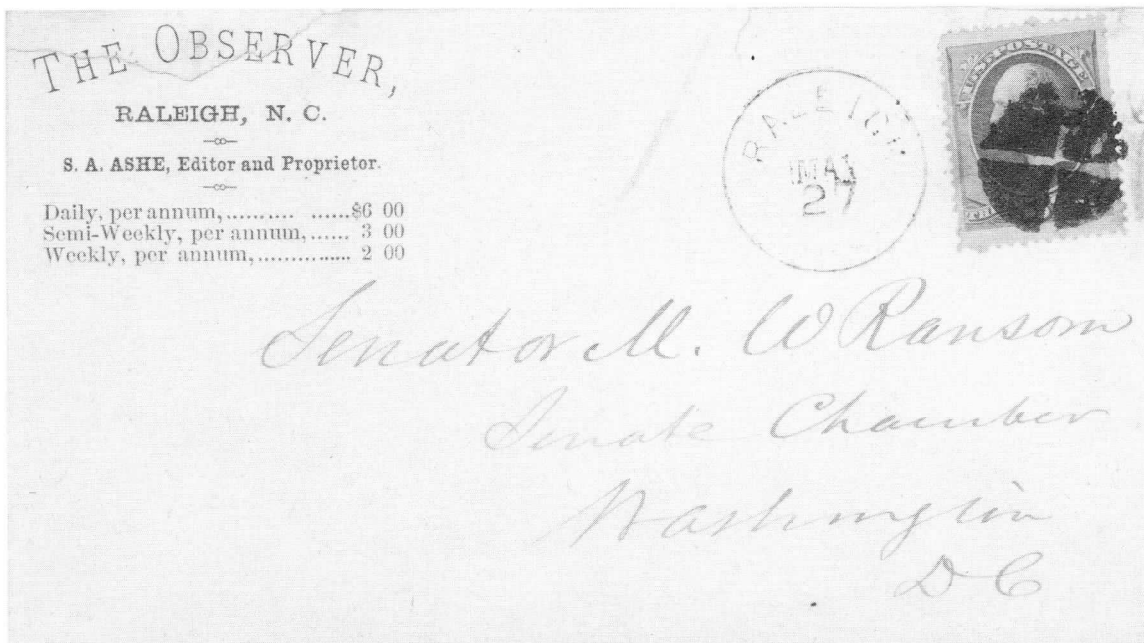
Bennett, namesake of the founder of the NY Herald and Evening Telegram, took over the papers in 1872 and ran them and his Paris edition, later the International Herald Tribune, as high-quality enterprising newspapers until his death in 1918. Top-notch correspondents covered politics and wars worldwide, while another, Henry M. Stanley, found Dr. Livingstone in Africa, taking two years.



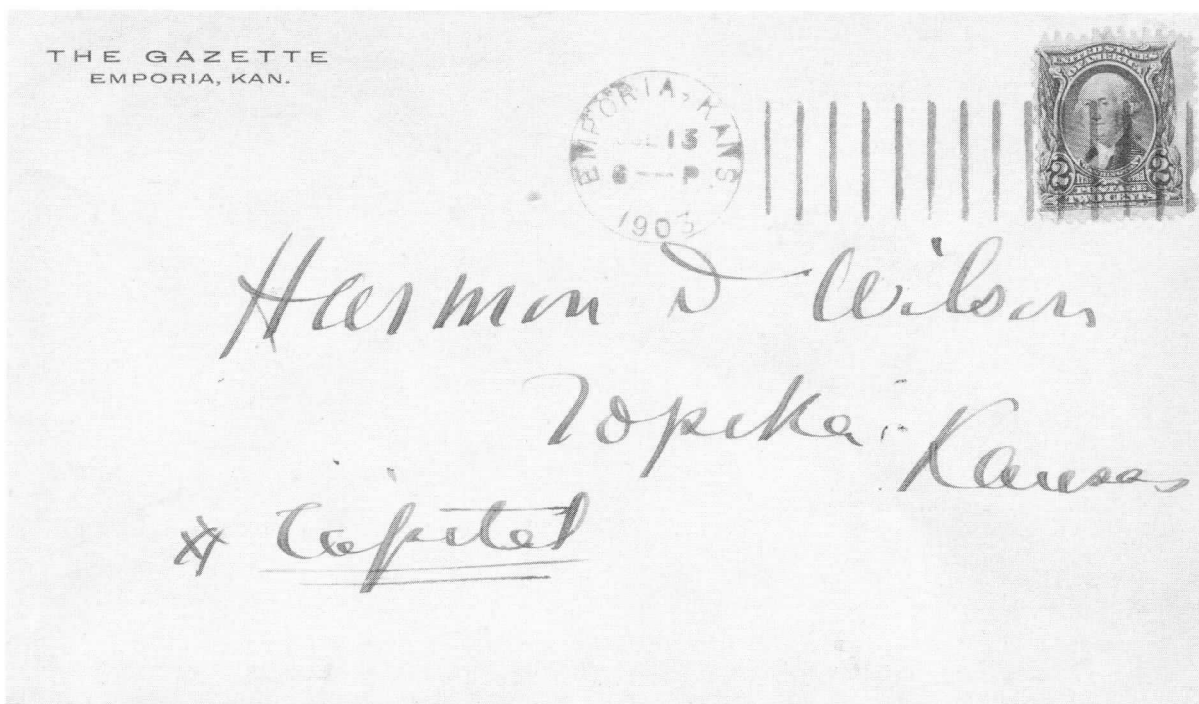
Josephus Daniels



An outstanding Southern editor, Daniels became chief of the Raleigh State Chronicle in 1885, and merged it with the News and Observer in 1895, running it until his death in 1948. He advocated public funding of schools and colleges and compulsory education, and fought the "tobacco trust."



William A. White, William R. Nelson & Teddy Roosevelt



White was born in Emporia, Kansas, in 1868. After attending the University of Kansas, he became an editorial writer at the Kansas City Star, owned by William Rockhill Nelson since 1880. White bought the Emporia Gazette in 1895 and published it until his death in 1944.

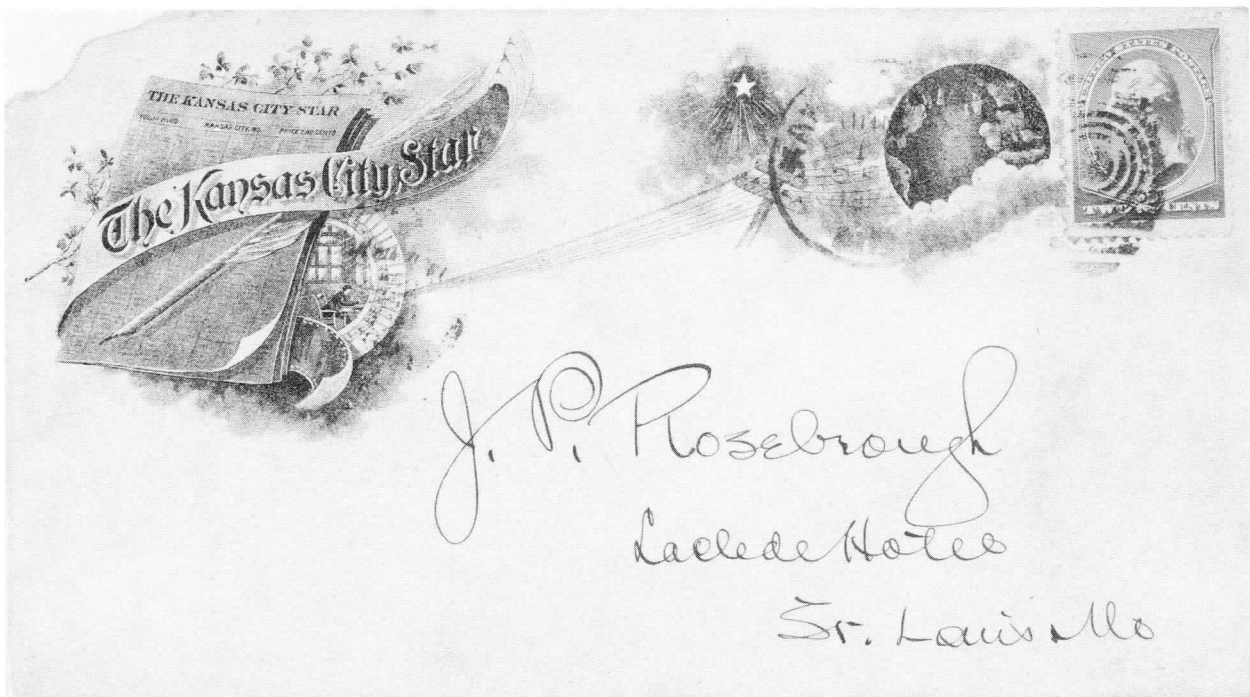


William A. White, William R. Nelson & Teddy Roosevelt



White, despite his geographical isolation, was a close friend of many "muckrakers" and Teddy Roosevelt, for whom he served as a national committeeman for the 1912 Progressive Party.

Nelson, who bought the Kansas City Times in 1901, was the first publisher of a major US newspaper without a journalism background. During the First World War, he convinced Roosevelt to write anti-Woodrow Wilson editorials for the Star although Roosevelt was criticizing Hearst for anti-Allies positions.



Warren Harding & James Cox

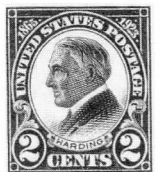
Harding and Cox, the 1920 presidential candidates, were both Ohio newspaper publishers. Harding owned the Marion Star from 1884 until his death in 1923. Cox owned the Dayton and Springfield papers and went on to build a communications empire between 1930 and 1950. This cover is an FDC.

THE HARDING PUBLISHING CO.
"THE MARION STAR," MARION, OHIO.

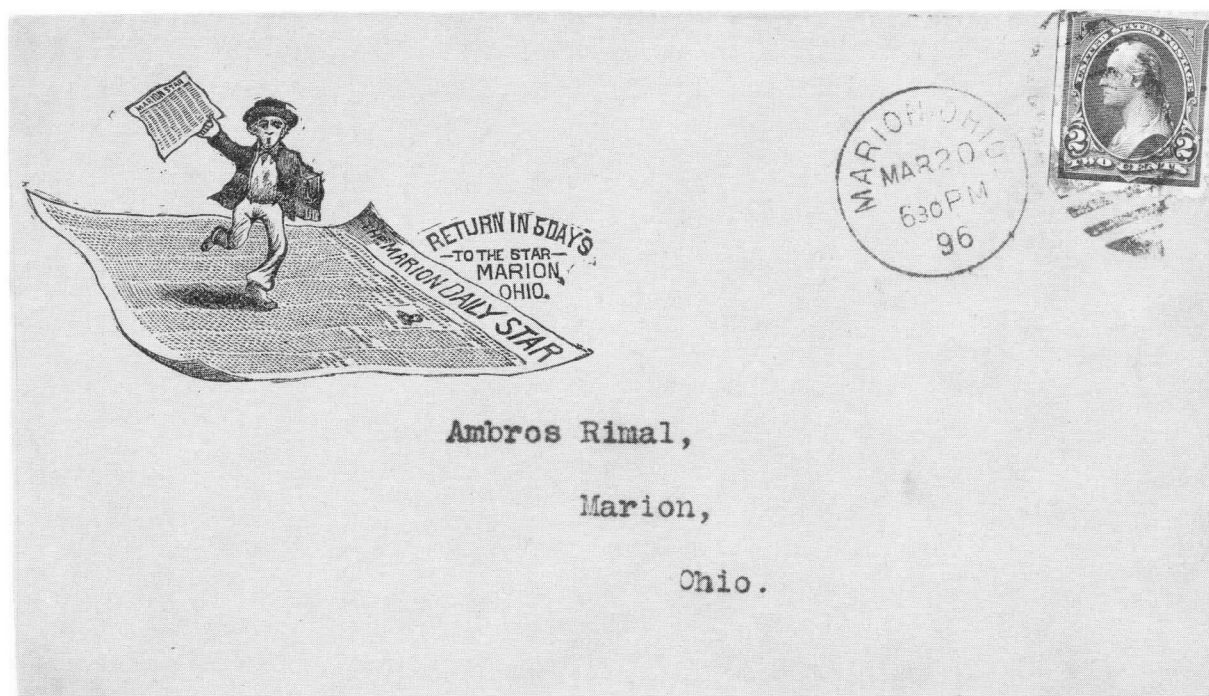
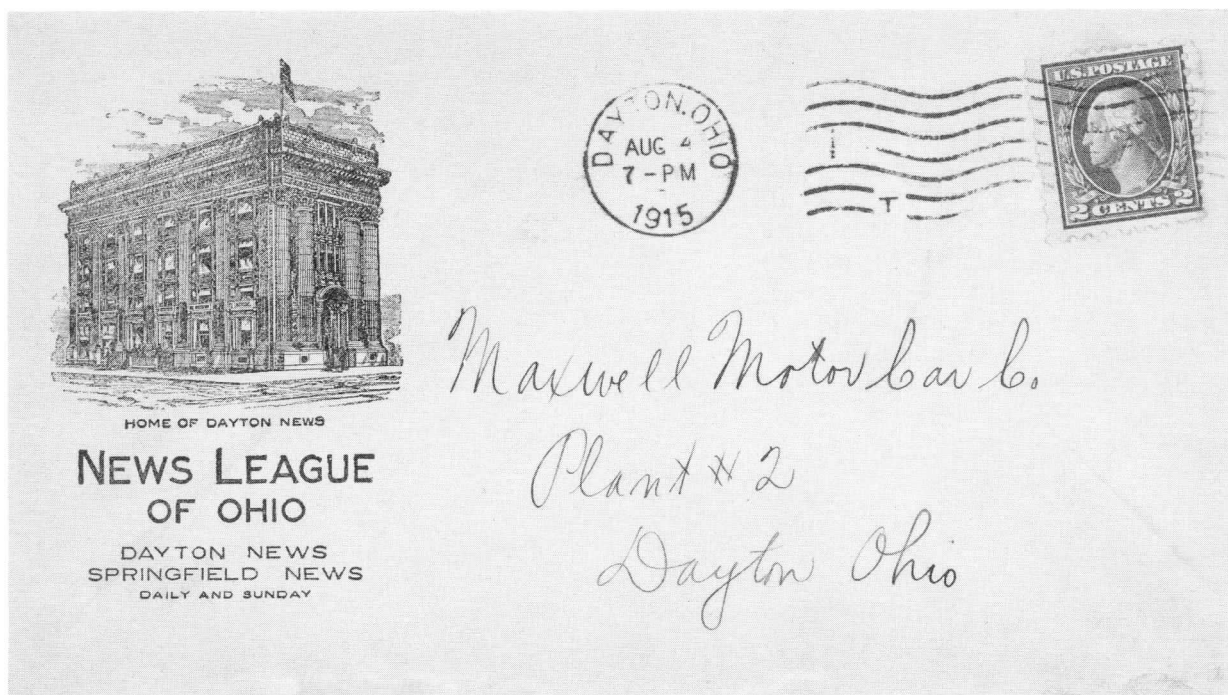
Edw. C. Worden
Milbuen, N. J.



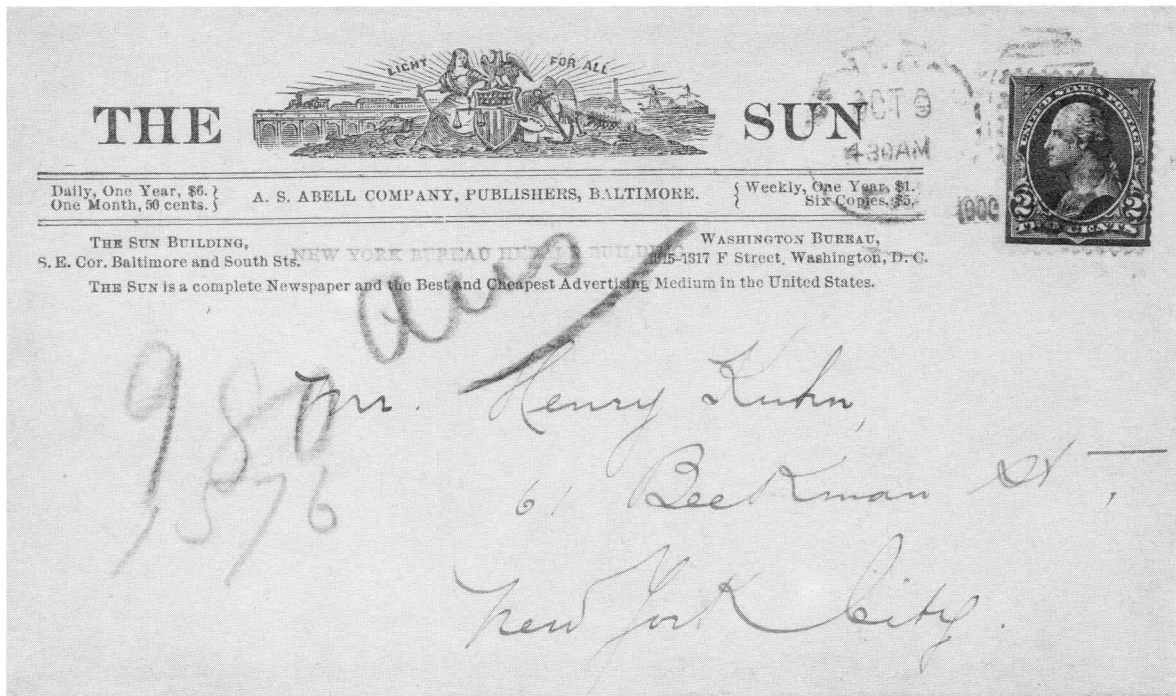
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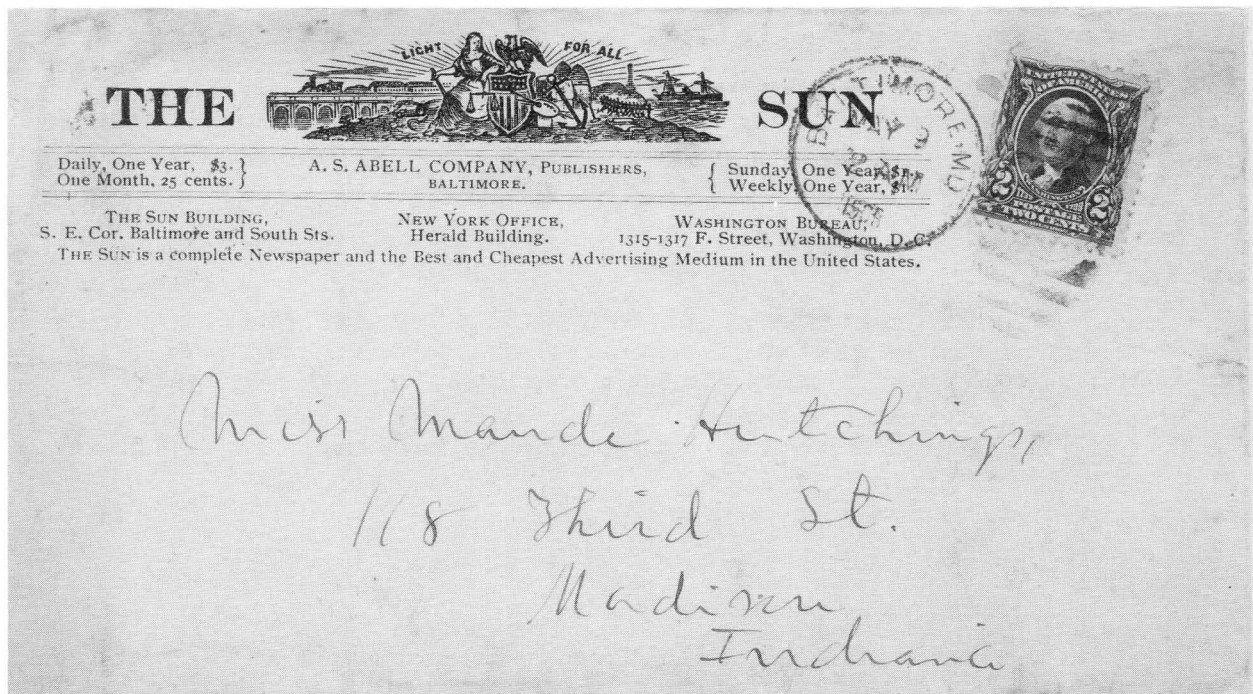
Warren Harding & James Cox

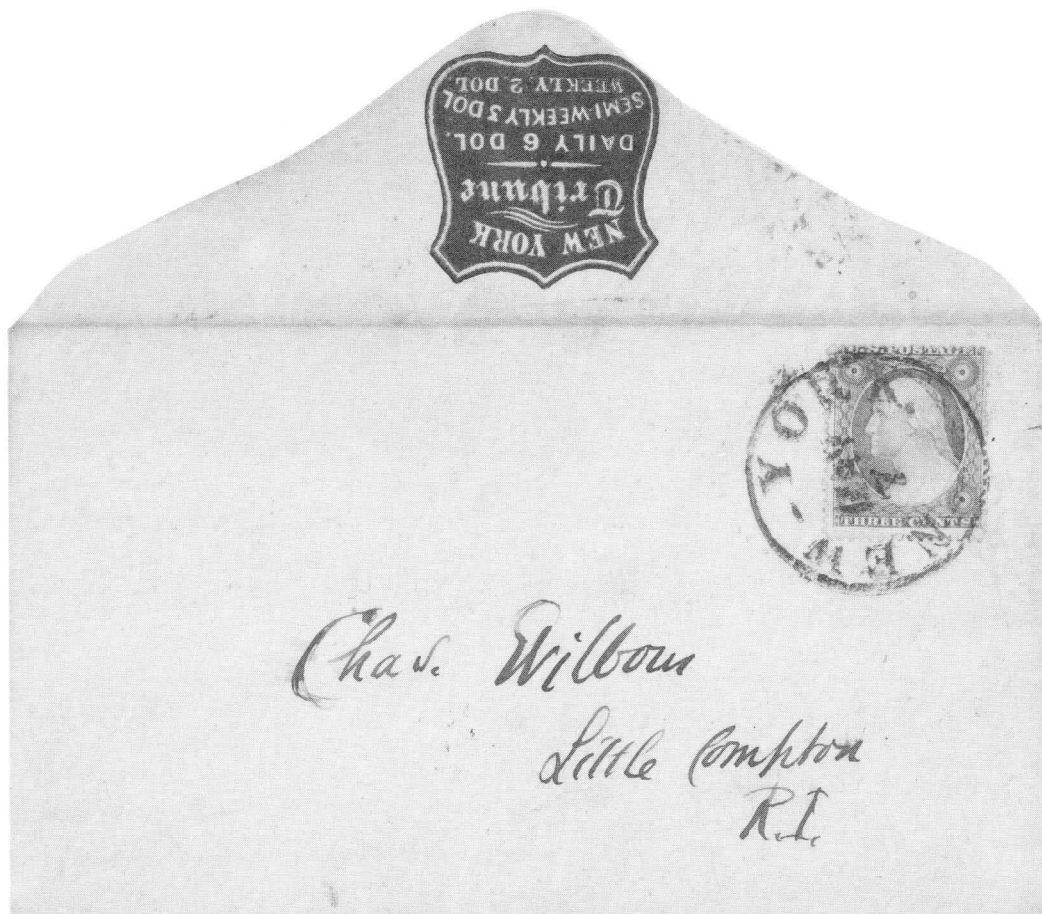


H.L. Mencken



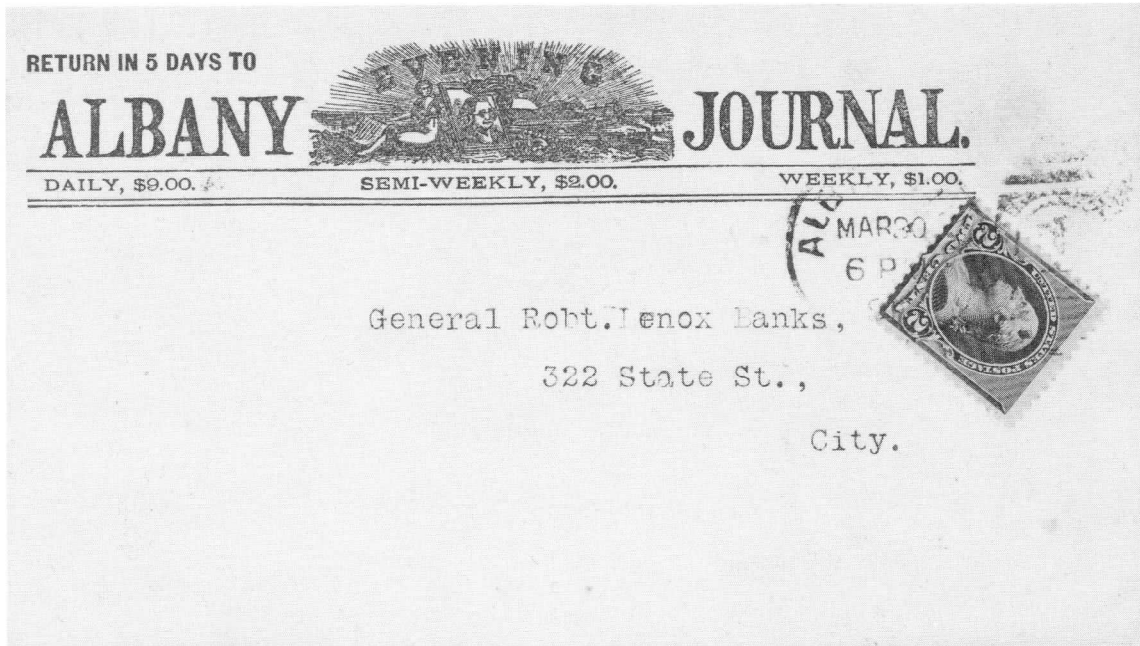
Noted columnist and English usage expert H.L. Mencken worked for the Baltimore Sun, 1906-10, and the Evening Sun, 1910-17, 1920-35. He wrote for Smart Set beginning in 1914, and founded the American Mercury in 1924.



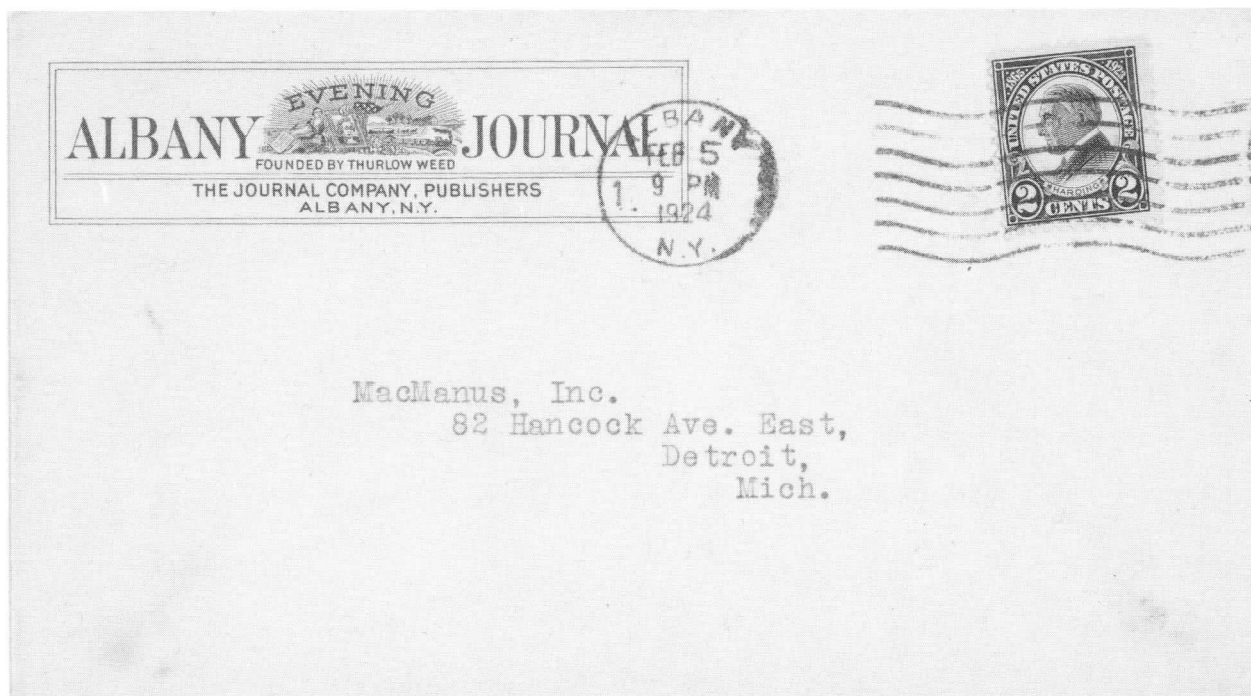
CONTENT AND GENERAL INDUSTRY TRENDS
Eastern Journalism

The "penny press," newspapers published for mass circulation, already was well-established; James G. Bennett Sr.'s N.Y. Herald had 77,000 readers by 1860. Newspapers were political and usually were linked to a party. Greeley's Tribune was first Whig, then Republican, and had 100,000 readers by 1862.

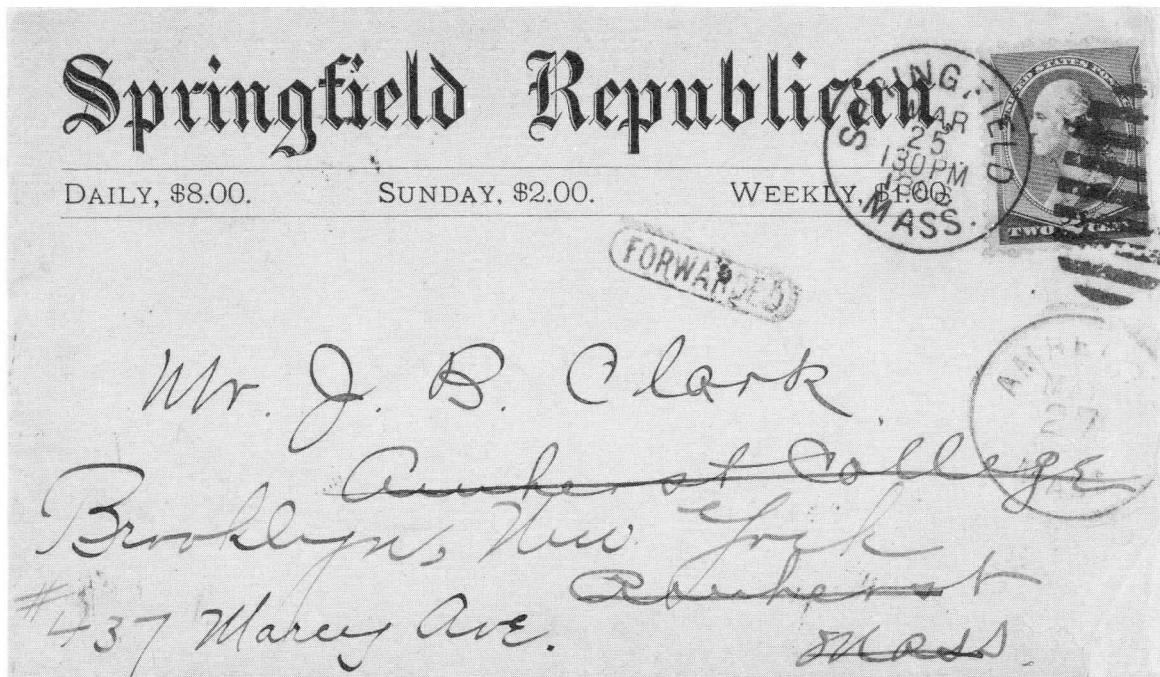
Eastern Journalism



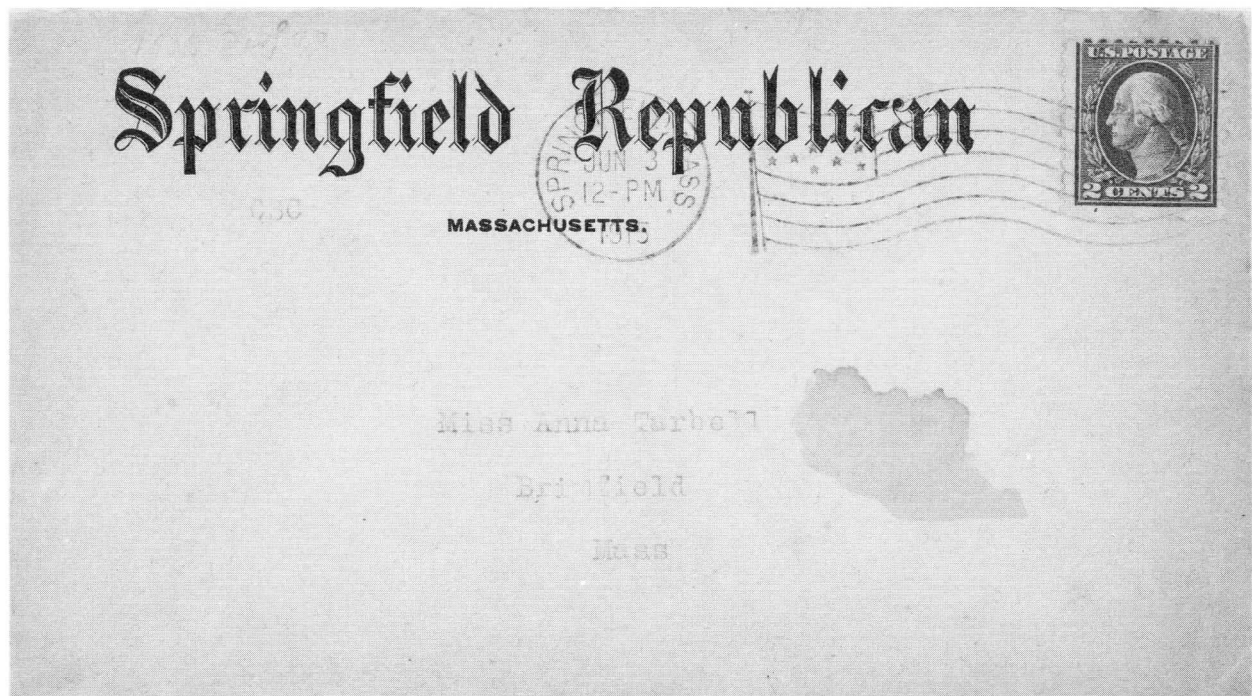
Greeley was one of three Whig leaders, another being Thurlow Weed. He was editor of the Rochester Telegraph, 1825-30; Albany Evening Journal, 1830-63; and N.Y. Commercial Advertiser, 1867-8. His name did not appear on Journal stationery until many years after his death in 1882.



Eastern Journalism



Two other newly prominent newspapers were the N.Y. Times, founded in 1851, and the Springfield Republican. Samuel Bowles III, its leader from the mid-1840s to 1878, built a national reputation with talented staffers and a paper that would be a training ground for rising young journalistic stars for decades.



Western Journalism



In 1850, many Western states were claiming their first English-language newspapers. The Oregon Spectator (Oregon City) and The Californian (Monterey) were founded in 1846. The Californian merged with The California Star to form the weekly Alta California in 1849, which became daily in 1850.

Western Journalism

SAN FRANCISCO CHRONICLE

New Chronicle Building.


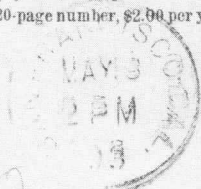

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Cal.

The Farmer's Paper, WEEKLY CHRONICLE, \$1.50 A YEAR in advance.


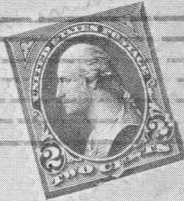




California continued to grow quickly, and both the San Francisco Chronicle and Examiner were founded in 1865. They thrived, particularly after Hearst took over the Examiner in 1887.

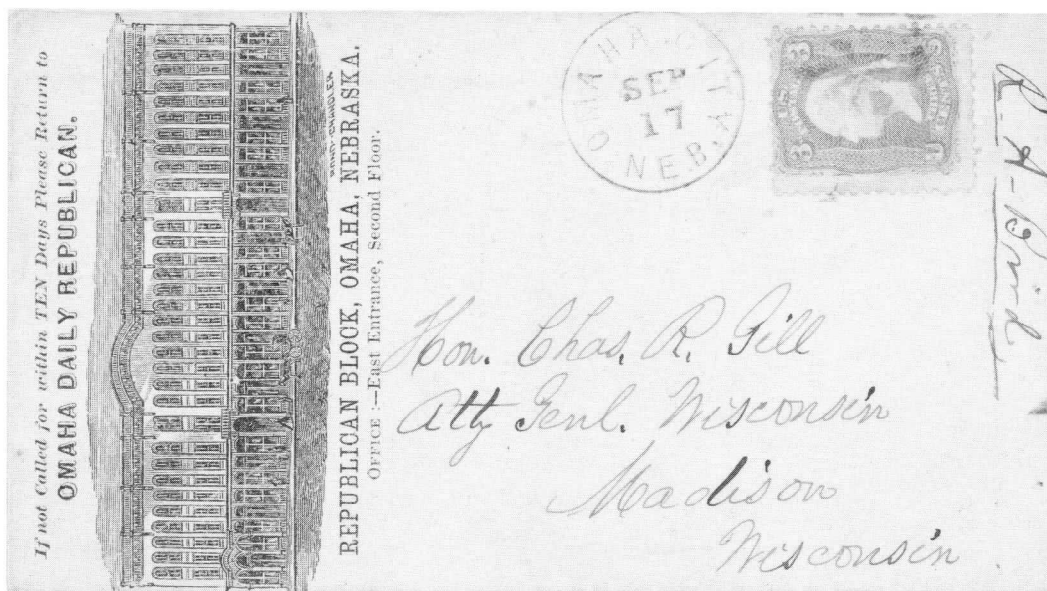
The Examiner.

San Francisco

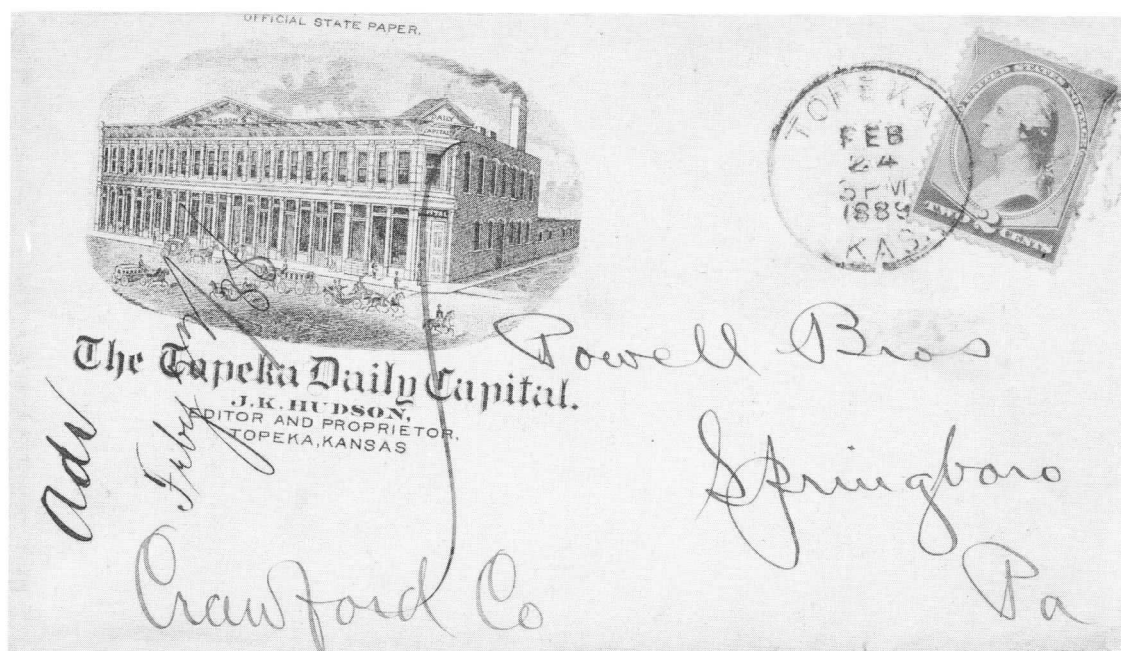
Postmaster,
Seattle, Wash.

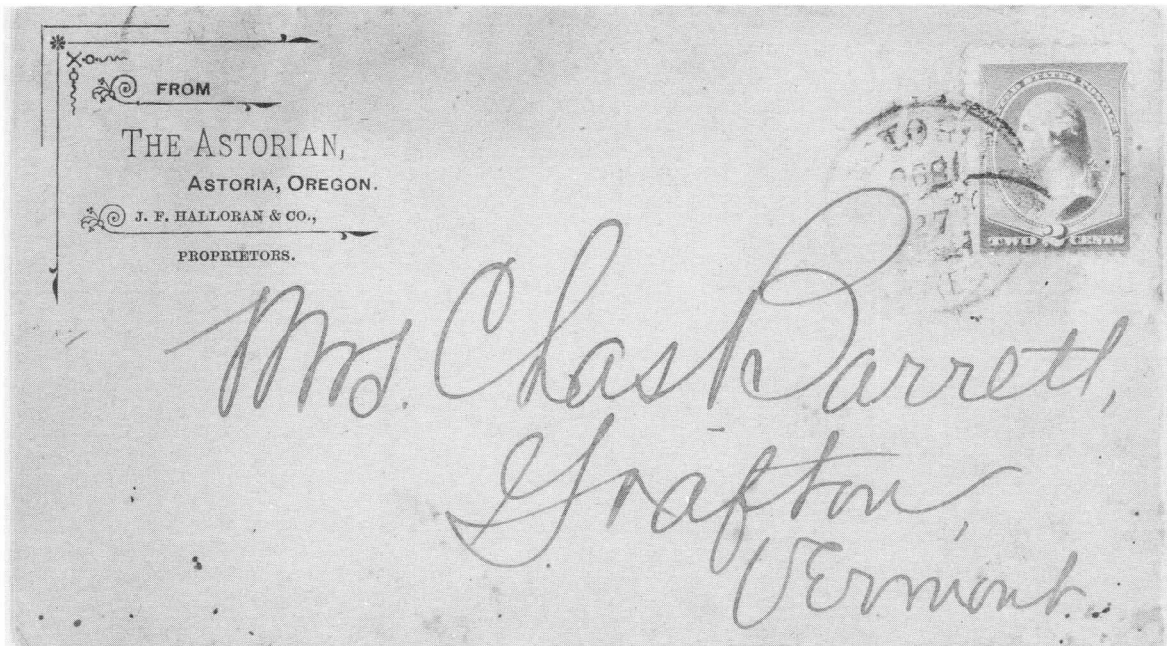
Western Journalism



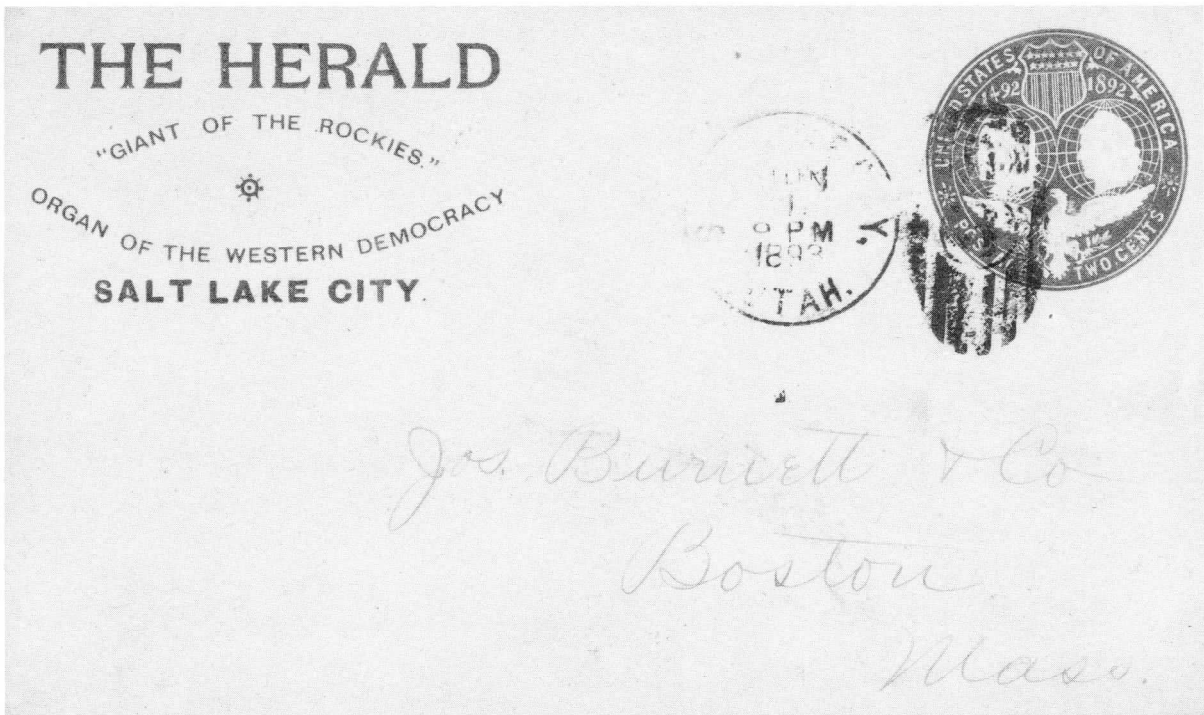
Getting equipment to the West was a problem. The Republican had the first power-driven press in Nebraska, but not until the Civil War. The Daily Capital had the first linotype in Kansas, but not until mid-1894.



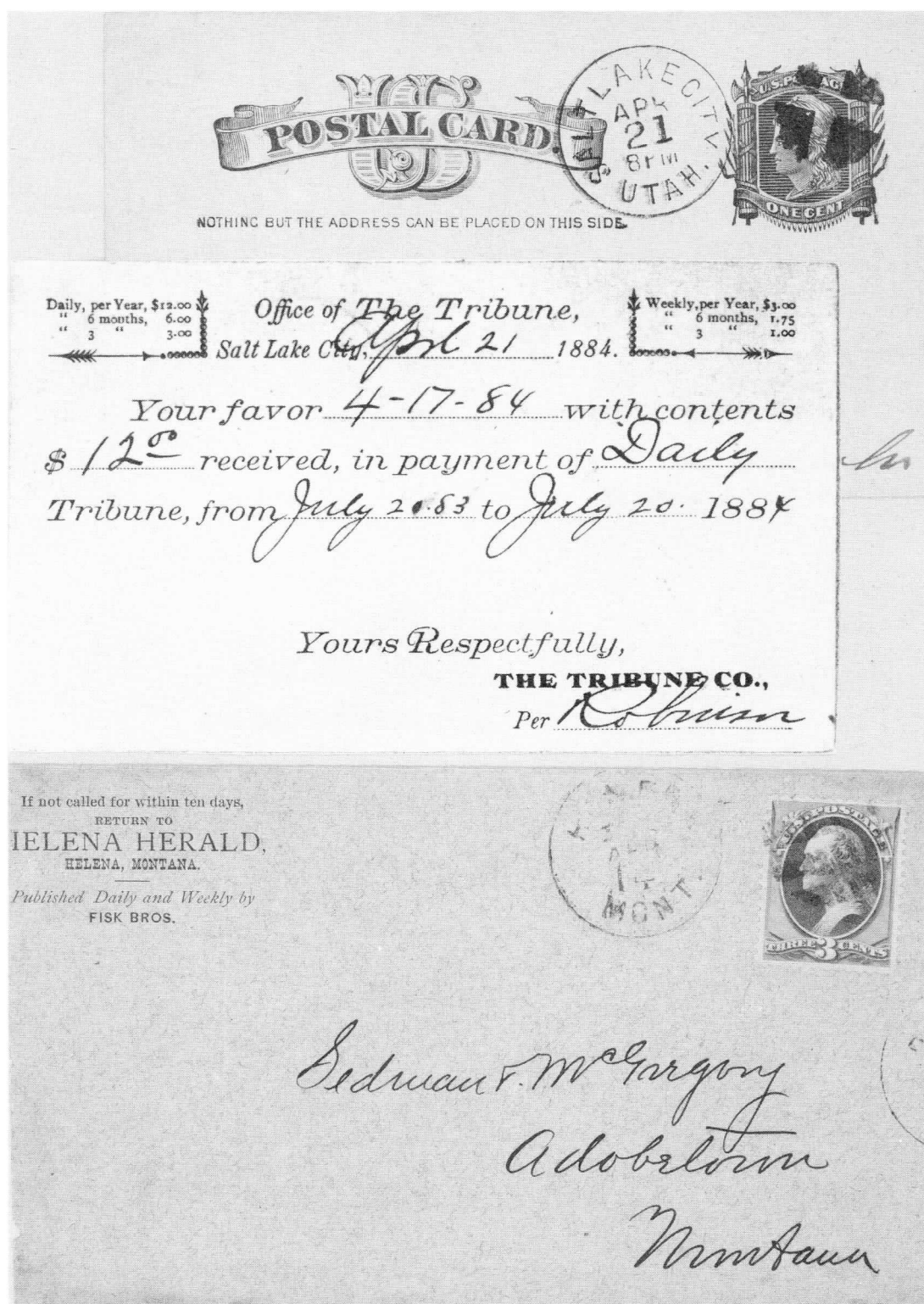
Western Journalism



The Astorian in late 1892 and The Herald in late 1893 had the first linotypes in Oregon and Utah, respectively.

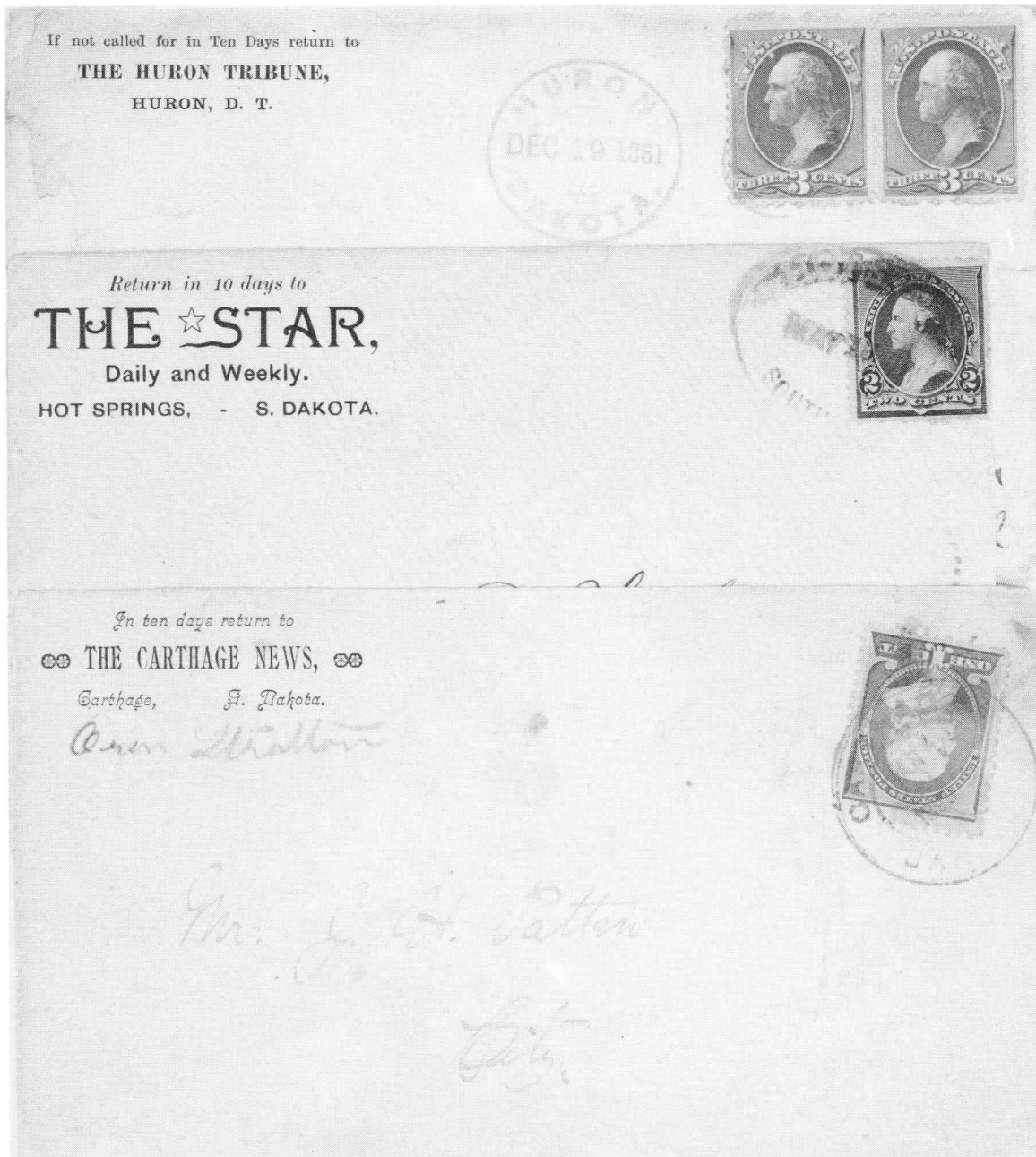


Western Journalism



The Salt Lake City Tribune, originally The Mormon Tribune, founded in 1871, had the first linotype in Utah on August 31, 1893. The Helena Herald had a colorful competition with the Rocky Mountain Gazette and The Montana Post, and eventually, it prevailed.

Western Journalism



Very surprising is how early so many newspapers were established in what would come to be known as the Wild West.

Our Job Department is Complete.

TERMS.

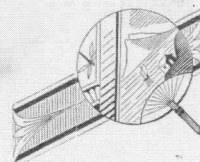
Daily, per Year, - - \$70.00
 " " Month, - - 1.00
 Weekly, per Year, - - 2.00
 " " Six Months, - 1.25
 " " Three Months, - 75

No names entered on list until
 the subscription is paid.

M. BESHOR, Proprietor.



DAILY AND WEEKLY



ADVERTISER

ADVERTISER STEAM PRINTING HOUSE.

EL ANUNCIADOR } THE ONLY SECULAR NEWSPAPER IN COLORADO AND NORTH-
 ERN NEW MEXICO. WHICH IS PUBLISHED PARTLY IN SPANISH.

Trinidad, Colo., April 7 1884

A. J. Shotwell Esq.

Virginia Dale Colo.

Dear Sir,

Your letter of the 24th ultims did not come within the range of my vision till last Saturday — owing to my absence for twelve days to Arkansas in the interest of my zinc property.

My financial troubles have been greatly exaggerated in the papers. I made the assignment for the purpose of gaining three days time on paper which had been brought up maliciously. At the end of three days as the assignee is in business. He has been accumulating a debt to me when he is a

DRS. BESHOR, SLATER & EDWARDS,
 TRINIDAD, COLORADO.

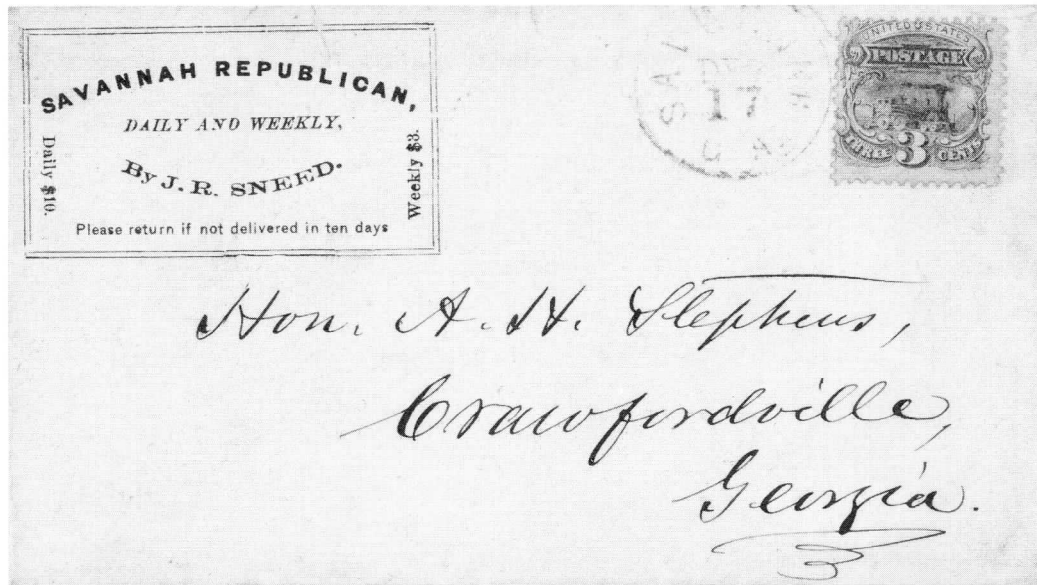


A. J. Shotwell Esq.

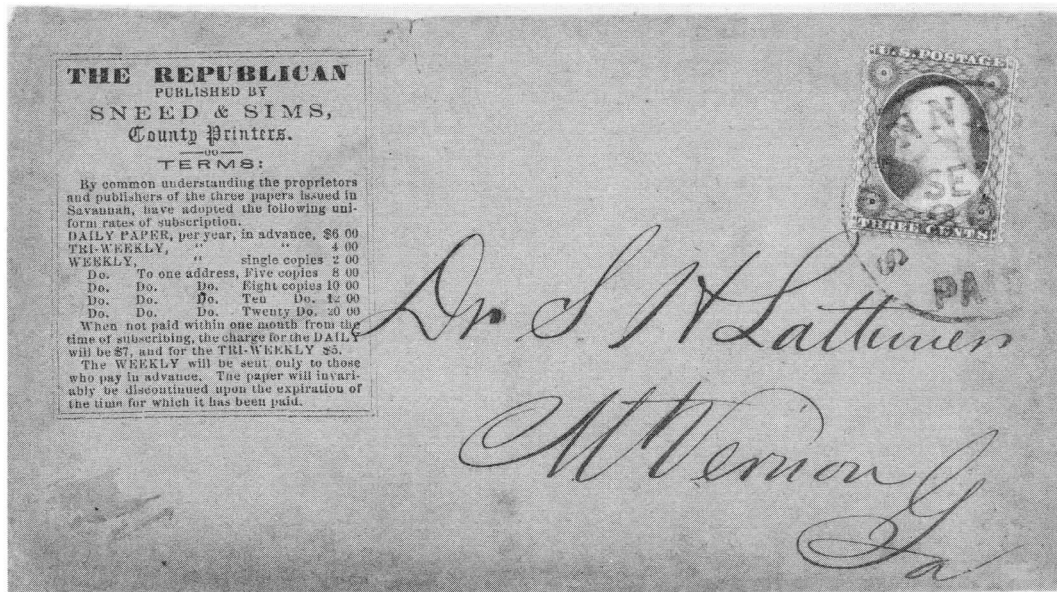
Virginia Dale
Colorado.

The Trinidad Ad-
vertiser was not-
 able in being pub-
 lished partially
 in Spanish.

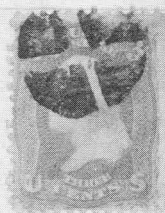
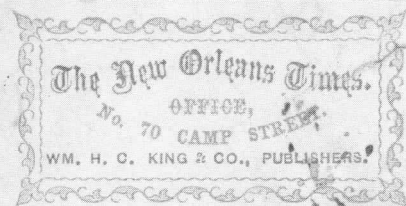
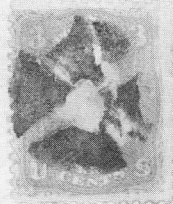
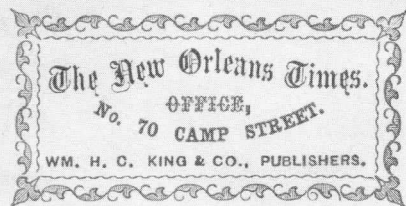
Civil War



Northern papers prospered during the Civil War because of increased circulation. But the South lost almost half of its dailies during the war, leaving only 43 in 1865. One survivor was the Savannah Republican, which at different times claimed the top two Confederate war correspondents.

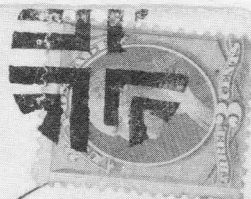
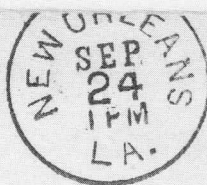
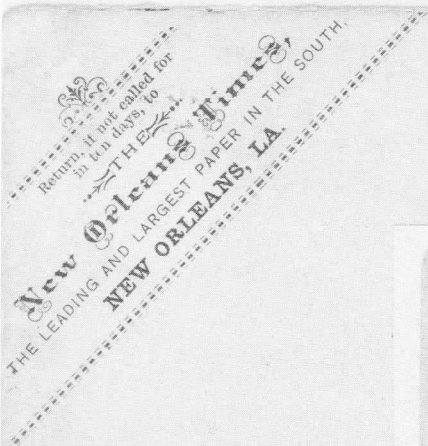


Civil War



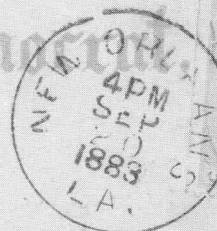
Hon. A. S. Stephens,
Crawfordville,
Georgia.

One of the few Southern papers started during the war was the New Orleans Times, which survives today as the Times-Picayune.



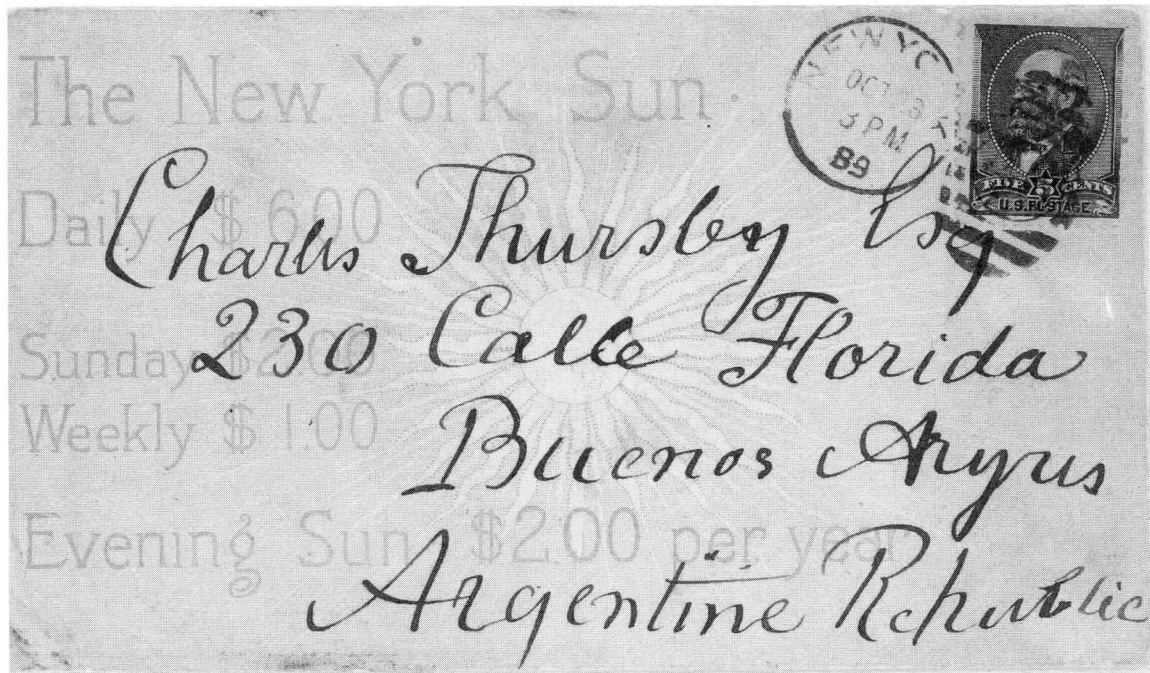
To Mr. Stephens

The Times-Democrat
NEW ORLEANS.



W. E. Hawkins Esq.,
Georgetown,
Texas.

Transition



By 1878, Raymond, Bennett, Greeley and Bowles all would be dead. One of the new leaders was Charles Dana, who bought the N.Y. Sun in 1868. He made the Sun interesting, relevant and understandable to average readers, and tripled his circulation to 130,000 by 1876. He was editor until his death in 1897.



Post Office Department
Appointment Office,
January 18, 1859

Gentlemen:

The Post Master General has
this day directed the Post Master of
Harrisburg, Pa, to revoke his order awarding
the advertisement of the uneducated for letters
at his office to the "Telegraph," and to
give said advertisement to the " Patriot
and Union," published by you. The reasons
are stated in { I am respectfully, &c.
Letter to Mr. Thacker.

Respectfully,
Your Obedient Servant,

John A. McPherson,

McPherson & Barnett, Tps,
Patent & Union Office,
Harrisburg,
Pa.