

St. Louis Post-Dispatch Collection

Accession Number:

MA 88:41	MA 17:14
MA 89:06	MA uu:08
MA 89:13	MA uu:09
MA 89:08	MA uu:10
MA 90:07	MA uu:11
MA 91:06	MA uu:12
MA 91:10	MA uu:30
MA 91:29	MA uu:31
MA 91:38	MA uu:39-49
MA 91:41	MA uu:76
MA 92:07	MA uu:79
MA 92:12	MA uu:84-86
MA 92:45	MA uu:92
MA 92:47	MA uu:141
MA 95:03	MA uu:147
MA 96:01	MA uu:148
MA 99:04	MA uu:149
MA 02:10	MA uu:150
MA 14:07	MA uu:151
MA 14:13	MA uu:152
MA 14:28	MA uu:155
MA 17:08	

Location: Manuscript stacks, row 12

Dates: 1878 - Present

Size: 14 boxes; 4 bound folios

Creator/Collector: Collected by the St. Louis Post-Dispatch, P-D staff, and the St. Louis Media History Foundation/Frank Absher

Collection created in Special Collections in the 1990s

Acquisition info: Donated by the St. Louis Post-Dispatch
Individual items donated by Post-Dispatch staff and Frank Absher of the St. Louis Media History Foundation.
Individual items located in Special Collections manuscript stacks and transferred to collection.

Accruals: Accruals expected

Custodial history: The collection was assembled over time in Special Collections.

Language: English

Processed by: Jean Gosebrink, 1990s; Verna Smith (volunteer), 1990s; Sarah Cain, December 2014

Conservation notes: All items placed in acid-free folders within archival boxes. Some items placed within mylar or buffered tissue paper. Some fragile items.

Scope and Content: Although the date of many of the pieces is unknown, the dated material covers the years 1878-2014 with the bulk of the material ranging from the 1910s-2000s. The collection is organized into three subseries, the bulk of which consists of publications that represent the history of and changes within the Post-Dispatch as well as the greater world of (newspaper) publishing trends and standards.

Arrangement: Collection organized into subseries.

Subseries 1: Manuscripts and ephemera
Subseries 2: Publications and pamphlets
Subseries 3: Advertising and marketing

Most boxes arranged alphabetically. Boxes 10-13 arranged chronologically.

Restrictions: Copyright held by the St. Louis Post-Dispatch.

Remarks: The collection is still growing and the number of boxes as well as their contents may change.

Editorial cartoons 1913-1965 from the editorial page of the St. Louis Post-Dispatch, BK-21-2/MA uu:39 in RB stacks.

The Story of the Post-Dispatch (1940) BK-6/MA uu:79 in RB stacks.

The Story of the Post-Dispatch (1949) BK-26/MA uu:44 in RB stacks.

What are we fighting for? A symposium conducted by the St. Louis post-dispatch (1943) BK-110/MA uu:74 in RB stacks

MA uu:58-73 withdrawn by J. Gosebrink?

St. Louis Post- Dispatch Collection
1890s – Present

14 boxes, 4 bound folios; 12.5 cu. ft.

<u>Box/Folder</u>	<u>Description</u>
	Box 1: Manuscripts and ephemera
1/1	Finding aid
	Subseries 1: Manuscripts and ephemera
1/2	“The advertising censorship of the St. Louis Post-Dispatch / as explained by L.E. Prichard, chairman, Advertising Censorship Board to the United States Department of Agriculture Club of St. Louis” 1931
1/3	“Anniversary dinner given by Joseph Pulitzer, March 21, 1945 to the men and women of the Post-Dispatch and friends, 1885-1945” (3). MM-2/ MA uu:150
1/4	“Announcing the Post-Dispatch black & white competition for St. Louis scenes – January 17 to February 14, 1925, under the auspices of the St. Louis Artists’ Guild.”
1/5	“Announcing the St. Louis Post-Dispatch bi-centennial edition of the City of St. Louis, Sunday, February 16, 1964.” Published Oct. 1963.
1/6	Bulldog edition logo, 1976-1978. MA uu:147
1/7	Circulation
1/8	Correspondence between Harry Truman, Raymond Crowley, & Ed Woods, February-March 1953. Harry S. Truman to Raymond L. Crowley, managing editor, PD, 1953, Feb. 14; Crowley to Truman, 1953 Feb. 17; and Truman to Ed Woods, PD reporter, 1953 March 6; photocopy of photograph “President Harry S Truman on morning walk, accompanied by Secret Service agent and Ed Woods ...”. Pr-5/MS-007/MA uu:92.
1/9	Correspondence, Post-Dispatch Art Department, April 7, 1894
1/10	Dist-o-meter, April 1967 (2). Ge-664, Ge-1479
1/11	Employee benefits, Your Ideas Count
1/12	Employee handouts
1/13	Ephemera
1/14	The Fat Boy’s Diet by Elmer Wheeler calorie chart card, 1950. Ge-755
1/15	First Day Cover envelope, Joseph Pulitzer, 100th Anniversary, 1947. Ge-663
1/16	“The greatest story ever told essay competition for high school students of all faiths...all denominations” 1949
1/17	History by Harry Wilensky, July 1977
1/18	Identification cards. P-D identification card, Ronald D. Willnow, Feb. 1983. MM-63/MA uu:141; Metropolitan Police Dept. press pass for Arthur Witman, staff member, 1957. Ge-515
1/19	Joseph Pulitzer Chronology, c. 1930. MM-64/MA uu:141
1/20	Letterhead envelopes, 1923-1935. Ge-539c

- 1/21 Martha Carr
- 1/22 Memo pad, 1998
- 1/23 Newspaper Guild bands, c.1995
- 1/24 Office directory, December 1988
- 1/25 Postcards, 1911-1960s. Ge-457
- 1/26 "The Post-Dispatch and Its Founder", c. 1920. MM-61/MA uu:141
- 1/27 Post-Dispatch Sticker Book, c. 1904 [Fragile]. PM-11 MA uu:149
- 1/28 Pulitzer Publication Co., news and records, 1997-1998
- 1/29 "Recent activities of the St. Louis Post-Dispatch in the public interest..."
June 15, 1939
- 1/30 Reference department five year plan, July 5, 1984, "Critical Improvement Areas"
- 1/31 "Sight seeing in the new home of the Post-Dispatch"
- 1/32 Transcription of the speeches made at Mr. Joseph Pulitzer's Anniversary Dinner,
March 21, 1945 (2). MM-20-03/MA uu:148
- 1/33 Traveling Agent's Monthly Reports, September-October 1897
- 1/34 Weatherbird. Ge-454, Ge-1367, Pr-89/MA 91:41, MA 95:03
- 1/35 Weatherbird, airplane. PM-68/MA uu:141
- 1/36 Weatherbird, reporter notebook. Ge-793
- 1/37 Weekly Calendar, October 4-November 22, 1925
- 1/38 "Working Thirty Three Years for a Great Newspaper", Alfred
Reville

Box 2: Reference department files, 1942-1982.

Includes correspondence, memos, policies and procedures, surveys, staff lists, reports, etc. The department, which held a reference library, picture file, map file, clipping files, primarily for staff use.

- 2/1 Inventory and insurance evaluation, 1950-1960.
- 2/2 Modified manual system draft, 1980; Multiple copy system survey, 1979.
- 2/3 Procedures analysis 1978
- 2/4 Memos re: clipping, picture files, 1942-1963.
- 2/5 Information request forms.
- 2/6 Telephone studies, 1975-1982.
- 2/7 Correspondence, staff information, reports, etc., 1941-1980.

Box 3: Art and Posters [oversized]

- 3/- Dan Martin. Amadee. MA 14:28
- 3/- Dan Martin. Weatherbird with 150th cake. MA 14:28
- 3/- "Post-Dispatch banners, heads." Pr-152/MA 92:47
- 3/- Poster. "Celebrate the 90th birthday of the Post-Dispatch
Weatherbird, Monday, February 11, 2nd floor cafeteria" 1991.
- 3/- Poster. "Good news just got better St. Louis Post-Dispatch" Dan
Martin.
- 3/- "More than just sound bites, St. Louis Post-Dispatch" (c. 1990s).
Pr-150/MA 92:45

Box 4: Art and Publications [oversized]

- 4/- Art studio?
- 4/- Pencil sketch of D. Goodrich Gamble by Amadee, 1971 [framed]. Presented to Gamble upon his retirement from the P-D. Signed by P-D staff. MA 92:12
- 4/- Thomas A. Engelhardt. Go, my son, and sin no more. July 30, 1976 (reproduction). Signed, 8/11/1976.
- 4/1 Ralph Graczak, July 1974. "Garden page with Barbara Lawton". Ge-1472
- 4/2 Dan Martin, November 29, 1990. "Wishing you good weather from the Post-Dispatch Weatherbird." Ge-865
- 4/3 P-D cartoons. Paul Stoddard (2), Ed Kohorst, (Steeve?). Ge-795/MA 02:10
- 4/4 Amadee. Weatherbird "No longer on Standard time" November 29, 1958
- 4/5 Amadee. Food Column.
- 4/- Amadee. Hanging ceiling sign. Dollars/Sense division in P-D newsroom, with Weatherbird
- 4/6 Paul Stoddard (4) originals. MA 89:08
- 4/7 Herbert L. Block "Herblock" (6), 1971-1974 (reproductions). "Follow that Car – And that one – and that one – " 1971; New hand in the news room 1971; The war at home 1971; Violence on television 1973; "Anything you want, dear" 1974; "Chief we're picking up some nice comments about your statement in favor of individual privacy" 1974

Map drawer A-15

- [oversize] Thomas A. Engelhardt. Think of the gas we could save if we'd just glide. March 17, 1970. [signed, 3/7/1970]. Ge-00945
- [oversize] Thomas A. Engelhardt. Night Depository. March 22, 1972. [signed, 3/22/1972]. Ge-00944.

Subseries 2: Publications and pamphlets

- 4/8 Sports Final baseball schedule, American League and National League, 1924. Ge-1401
- 4/9 "Rat Alley: A brief history of a St. Louis thoroughfare that became famous" April 14, 1940. Ge-889
- 4/- "Airplane for sale" July 20, 1958.
- 4/10 Sunday Magazine, "Senate Sketches" by Jacob Burck, January 2, 1938. MA 14:13

Box 5: Publications and pamphlets (A-St, 1953)

- 5/1 *Building the Constitution* / by Irving Dilliard of the Post-Dispatch editorial staff. 1937. Reprinted from the St. Louis Post-Dispatch.
- 5/2 *Cartoons; by Fitzpatrick, St. Louis Post-Dispatch*, 1947 [cover missing]. MA uu:76
- 5/3 "Demoralizing a nation." Reprinted from the St. Louis Post-Dispatch editorial page of November 17, 1933.
- 5/4 *Editorial cartoons 1913-1965 from the editorial page of the St. Louis Post-Dispatch* (3). BK-21-1, BK-21-3, BK-21-4

- 5/5 *Editorials and cartoons on the 1952 Republican and Democratic conventions from the St. Louis Post-Dispatch.* BK-31/MA uu:49
- 5/6 “Fifty years of Pulitzer prizes” by John Hoenberg, 1966. Reprinted from Saturday Review, May 7, 1966. MM-3
- 5/7 “Fishing lakes close to St. Louis (Missouri and Illinois): this list published for you as a public service of the St. Louis Post-Dispatch, 1964. MM-62/MA uu:141
- 5/8 *High and mighty: the flood of '93* by the staff of the St. Louis Post-Dispatch. Kansas City: Andrews and McMeel, 1993.
- 5/9 *How to read a newspaper* from the Public Affairs Department, St. Louis Post-Dispatch, 1960s. MM-60/MA uu:141
- 5/10 *Keeping Posted*, September 1985
- 5/11 *A Little Souvenir of your visit to the Post-Dispatch*, December 1922. Ge-870
- 5/12 *A look to St. Louis ... great things are happening*, c. 1960
- 5/13 *Newspaper Talk About a Newspaper, as appraised by the people and the press on its 75th anniversary*, 1953 (3 copies)
- 5/14 *The ruffled feather* newsletter, v. 1, no. 1-6 (May 13, 1994-week of Oct. 17, 1994). MA uu:147
- 5/15 A Statement by Joseph Pulitzer, February 13, 1942 (3 copies)
- 5/16 *St Louis Post-Dispatch, 1918; a description of the new building.* Ge-442, MM-16/MA uu:151 (3 copies)
- 5/17 *St Louis post-dispatch*, miniature edition, 1995. Ge-480
- 5/18 *St. Louis Post-Dispatch magazine*, Dec. 1, 1996. “The Sunday magazine: a picture story.” Final issue. (3 copies)
- 5/19 *The Story of the Post-Dispatch*, 1944. (3 copies)
- 5/20 *The Story of the Post-Dispatch*, 1949, 1953. MA uu:42, MA uu:30 (2 copies)
- 5/21 *The Humor and Pathos of 1900*, 1930 [signed by author, Major Robert E. Lee] MA 17:14

Box 6: Publications and pamphlets (St, 1954-Z)

- 6/1 *The Story of the Post-Dispatch*, 1954, 1957. MA uu:31
- 6/2 *The Story of the Post-Dispatch*, 1962. MA uu:41
- 6/3 *The Story of the Post-Dispatch*, 1973, 1981. MA uu:40, MA uu:45
- 6/4 “Technocrats” tackle the depression and teach some ominous conclusions, 1932
- 6/5 *A tour of the Post-Dispatch*, [1962?]
- 6/6 *Welcome to the St. Louis Post-Dispatch: a look behind the scenes of a great metropolitan daily*, c. 1950s
- 6/7 *Who's who on the World*, 1922
- 6/8 *The World, 1883-1903; the St. Louis Post-Dispatch, 1878-1903*
- 6/9 *The World, 1883-1903; the St. Louis Post-Dispatch, 1878-1903: two anniversaries, two accomplishments.* Pr-077/MA 91:29
- 6/10 *You and the P-D*, 1959-1965. Staff information.

Box 7: Clippings (A-H)

- 7/1 Amadee. Pr-152/MA 92:47
- 7/2 Awards
- 7/3 Building
- 7/4 Christmas, 1913-1970
- 7/5 Contempt of court case, 1940
- 7/6 Contests and competitions
- 7/7 Editorials
- 7/8 Employees, 1900-1979
- 7/9 Employees, 1980-
- 7/10 Events, programs, and demonstrations
- 7/11 History, 1900-1969
- 7/12 History, 1970-1999
- 7/13 History, 2000-

Box 8: Clippings (I-Z)

- 8/1 Mylan, David, articles with remarks
- 8/2 Newspaper in the Classroom program
- 8/3 Our Own Oddities
- 8/4 Post-Dispatch vs. Globe-Democrat
- 8/5 Printing and formatting
- 8/6 Radio newspaper
- 8/7 Readers' advocate column. PR-89/MA 91:41
- 8/8 Sale of Star-Times, 6/15/1951
- 8/9 Sale to Lee Enterprises, 2004-2005
- 8/10 Sports
- 8/11 Strike
- 8/12 Sunday morning section, 1915-1916
- 8/13 Tree Planting Campaign
- 8/14 Weatherbird. Ge-518
- 8/15 Write & Wrong column, 1986-1990

Box 9: Style manuals, specimen books, etc.

- 9/1 "Effective January 9, 1944, Mechanical information for photo engravers, typographers, artists, layout men and copy writers: new measurements for the St. Louis Post-Dispatch column width." 1944
- 9/2 Proofreading, formatting
- 9/3 Rotogravure manual. *Rotogravure, and how it may be advantageously used in the Post-Dispatch: how and when to use it.* 1924. This book prepared and copyrighted 1924 for the Kimberly-Clark company, Neenah, Wisconsin, by Merrill, Price & Taylor, Chicago.
- 9/4 *Stylebook*, December 1963 (2 copies)

- 9/5 *Type, the selling force behind St. Louis business* [n.d.]
- 9/6 Type books. *Type book: borders, ornaments* [192-?]. *Type faces: borders, ornaments, figures, rules, etc.* [194-?]. MA uu:84, MA uu:85
- 9/7 Typefaces. *Type faces, borders, ornaments, rules, mechanical requirements and general information for advertisers / St. Louis Post-Dispatch, first in advertising in St. Louis, ca. 1950s* (4 copies)
- 9/8 Type faces for display advertising. *Type faces for display advertising in the St. Louis Post-Dispatch.* January 1973.
- 9/9 Type specimens, 1917. *Type specimens, borders, rules, etc. New Post-Dispatch plant.* Fall 1917. Signed H.A. Brockland.
- 9/10 *Typography 6910*, April 1976 (2 copies). MA uu:86

Box 10: Publications [oversized]

- 10/1 I ain't got not happy home to leave by J.F. Helf. March 4, 1900. Ge-1472
- 10/2 The "Bugaboo Man" by R.A. Barnet & J.E. Nicol. June 10, 1900. Ge-1480
- 10/3 I guess you'd better hush! Hush! Hush! By Julia Marion Manley [sheet music]. October 21, 1900. Ge-528
- 10/- *The fiftieth anniversary edition of the St. Louis Post-Dispatch, with the compliments of Joseph Pulitzer.* Box edition of Dec. 9. 1928 issue [copy 1]. NC-P-043-3/MA uu:141
- 10/- St. Louis Post-Dispatch. Analysis of growth of newspaper. Ca. 1987?
- 10/4 Sun., September 29, 1918. The Post-Dispatch Sunday magazine. "How many?" Fitzpatrick cartoon showing Uncle Sam with 4th Liberty Loan bonds on cover. Ge-261
- 10/5 August 22-29, 1971. "The dilemma of delinquency: treatment or punishment?" "Juveniles in trouble. This is a special reprint of a series on juvenile delinquency ..." NC-S-129/Ge-207/ MA uu:141

Box 11: Publications, 1928-1979 [oversized]

- 11/1 December 9, 1928. St. Louis Post-Dispatch fiftieth anniversary number. Post-Dispatch section. Fragile. NC-0-043-03/MA uu:141
- 11/2 April 6, 1947. "Commemorating the 100th anniversary of Joseph Pulitzer, founder of the Post-Dispatch, April 10, 1847-Oct. 29, 1911. Special section (3 copies) [Fragile]. NC-5-003-03/MA uu:155
- 11/3 December 13, 1953. St. Louis Post-Dispatch seventy-fifth anniversary. Pts.1-2. NC-072-02/MA uu:151
- 11/4 Thurs., March 31, 1955. "Joseph Pulitzer, editor of Post-Dispatch since 1912, dies unexpectedly." Final edition. NC-5-073/MA uu:151
- 11/5 Fri., April 1, 1955. "Tributes paid to Joseph Pulitzer by great and small." Editorial section. NC-5-074/MA uu:151
- 11/6 Sun., February 16, 1964. Bicentennial edition

- 11/7 Historic Post-Dispatch pages, 1878. *St. Louis Post and Dispatch* "15 historic Post-Dispatch pages" v. 1, no. 286 (December 12, 1878). [1960s-1970s] (11 copies of various editions). MM-21
- 11/8 Sun., March 25, 1979. Special centennial edition of the Post-Dispatch." Final edition. NC-128/MA uu:141
- 11/9 Sun., March 25, 1979. "Progress and reform: the first hundred years. St. Louis Post-Dispatch 100th anniversary." NC-5-070/MA uu:151

Bound volumes [folio]

- [folio] 50th Anniversary [of P-D], December 9, 1928.
- [folio] 16th Anniversary Section of the Post-Dispatch, December 13, 1938.
- [folio] Commemorating 100th Anniversary of Joseph Pulitzer, April 6, 1947. Fragile.
- [folio] 75th Anniversary [of P-D], December 13, 1953.

Map drawer A-13

- [oversize] Weatherbird calendar. 1991 (2 copies); 1992

Subseries 3: Advertising and marketing

Box 12: Advertising and marketing (A-G)

- 12/1 Advertising, Circulation statistics
- 12/2 Advertising clippings, 1927-1999. MA 14:07
- 12/3 Advertising ephemera. Ge-690a, Ge-690b
- 12/4 Advertising mailers
- 12/5 Advertising rates, 1932-1952
- 12/6 Advertising rates, 1996-2001
- 12/7 Advertisements. AD-10/N-109/MA uu:09, AD-11/MA uu:10, AD-12/N-84/MA uu:11
- 12/8 Automotive advertising, 1932-1939
- 12/9 "Buy your Post-Dispatch here"
- 12/10 Department and Men's Store advertising, 1930-1936
- 12/11 "The Distribution of Advertising in St. Louis", 1938-1944
- 12/12 "Doublequick service for advertisers: a glimpse of the staff and a statement of purpose"
- 12/13 Get Out magazine, c. 1996
- 12/14 Grocery and drug store advertising, 1935-1939

Box 13: Advertising and marketing (H-Z)

- 13/1 Home Readership Surveys in Greater St. Louis, 1952, 1957. Ge-1309
- 13/2 "How 60 of the biggest advertisers bought space in St. Louis during ...", 1926-1940
- 13/3 Letters to advertisers, 1920-1945. From George M. Burbach, 1936-1941.
- 13/4 Letters to advertisers, 1995-1996
- 13/5 Letters to subscribers – The New Saturday Post, October 1996
- 13/6 Liquor Advertising, 1935-1936

- 13/7 Lucky Bucks play money, Thimble Theatre
13/8 Marketing, 1996-1997
13/9 Marketing promotion, 2001
13/10 P+D+C, 1920s. *The Advertiser's Micrometer of a Newspaper*, 1924.
13/11 Plaque. Front page of PD, Jan. 21, 1981. Sample of mounted front page, a "one-time project of the PD to sell front pages. It didn't work, however." – [anonymous] donor. PM-10/MA uu:151
13/12 Report of an investigation made among radio owners of Missouri and Illinois, 1925
13/13 Retail advertising rates for 1996
13/14 St. Louis radio directory, April 10, 1925. Ge-308
13/15 Survey, "\$20,000 spent – 120,000 homes visited, 15 million tabulations"
13/16 "An Unusual Comparison", advertising percentages brochure, 1935-1940
13/17 Women's advertising [advertising to women]

Box 14: Advertising and marketing, memorabilia [oversized]

- 14/- Advertising copy sheet (2 copies)
14/1 Bumper stickers. "Start a new day". MA 95:03
14/2 Memorabilia. Rulers (3). "You get the MOST when you get the 'POST'", ca. 1930. Ge-262/MA 96:01
14/- Ribbons (2). Christmas Festival, 1913. Public School Athlete League, 1912.
14/- Newspaper apron. Ge-00912
14/- Hat. "Start a new day"
14/- Buttons (13). "Employee Appreciation Day 9/1/96"; Fresh Start Every Monday"; "Get Out" (4) MA 95:03; I AM; "Kiss Me It's My Birthday"; "Post Time" (2); "Start a new day." PM-35/MA uu:152; "The New Saturday Post"; "Understanding Business From the Inside Out".
14/- Pint glass. "Get Out"
14/- Keychain, baseball bat
14/- Pens (2). "Get Out." "St. Louis Post-Dispatch."
14/- Paperweight, 100th Anniversary, 1978 (marble) with card "with complements/St. Louis Post-Dispatch/1878-1978." MM-35/MA uu:152
14/- Tie, 100th Anniversary, 1978. Pr-8/MA 89:13
14/- Handkerchief, 100th Anniversary, 1978. Pr-8/MA 89:13
14/- T-shirt. "Post-Dispatch"

Oversized (not in boxes)

Bus tails.

- "To get all this, just get this" (3). PD40052
"To get all this, just get this" mini bus tails (2). PD40052.
"Get a grip on your world" (2)
"Easy as π "; "It's a Breeze"; "No Sweat". Classified advertising campaign, 1993.
"Easy as π "; "It's a Breeze"; "No Sweat" min bus tails. Classified advertising campaign, 1993.