## 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.

<table>
<thead>
<tr>
<th><strong>Box/Folder</strong></th>
<th><strong>Description</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Box 1: Manuscripts and ephemera</strong></td>
<td></td>
</tr>
<tr>
<td>1/1</td>
<td>Finding aid</td>
</tr>
<tr>
<td><strong>Subseries 1: Manuscripts and ephemera</strong></td>
<td></td>
</tr>
<tr>
<td>1/2</td>
<td>“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</td>
</tr>
<tr>
<td>1/3</td>
<td>“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</td>
</tr>
<tr>
<td>1/4</td>
<td>“Announcing the Post-Dispatch black &amp; white competition for St. Louis scenes – January 17 to February 14, 1925, under the auspices of the St. Louis Artists’ Guild.”</td>
</tr>
<tr>
<td>1/5</td>
<td>“Announcing the St. Louis Post-Dispatch bi-centennial edition of the City of St. Louis, Sunday, February 16, 1964.” Published Oct. 1963.</td>
</tr>
<tr>
<td>1/7</td>
<td>Circulation</td>
</tr>
<tr>
<td>1/9</td>
<td>Correspondence, Post-Dispatch Art Department, April 7, 1894</td>
</tr>
<tr>
<td>1/10</td>
<td>Dist-o-meter, April 1967 (2). Ge-664, Ge-1479</td>
</tr>
<tr>
<td>1/11</td>
<td>Employee benefits, Your Ideas Count</td>
</tr>
<tr>
<td>1/12</td>
<td>Employee handouts</td>
</tr>
<tr>
<td>1/13</td>
<td>Ephemera</td>
</tr>
<tr>
<td>1/14</td>
<td>The Fat Boy’s Diet by Elmer Wheeler calorie chart card, 1950. Ge-755</td>
</tr>
<tr>
<td>1/15</td>
<td>First Day Cover envelope, Joseph Pulitzer, 100th Anniversary, 1947. Ge-663</td>
</tr>
<tr>
<td>1/16</td>
<td>“The greatest story ever told essay competition for high school students of all faiths...all denominations” 1949</td>
</tr>
<tr>
<td>1/17</td>
<td>History by Harry Wilensky, July 1977</td>
</tr>
<tr>
<td>1/19</td>
<td>Joseph Pulitzer Chronology, c. 1930. MM-64/MA uu:141</td>
</tr>
<tr>
<td>1/20</td>
<td>Letterhead envelopes, 1923-1935. Ge-539e</td>
</tr>
</tbody>
</table>
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
1/27 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

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
2/5 Information request forms.
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. “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/-

4/1

4/2

4/3
P-D cartoons. Paul Stoddard (2), Ed Kohorst, (Steve?). 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]

Subseries 2: Publications and pamphlets

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
Editorials and cartoons on the 1952 Republican and Democratic conventions from the St. Louis Post-Dispatch. BK-31/MA uu:49


“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


How to read a newspaper from the Public Affairs Department, St. Louis Post-Dispatch, 1960s. MM-3/MA uu:141

Keeping Posted, September 1985

A Little Souvenir of your visit to the Post-Dispatch, December 1922. Ge-870

A look to St. Louis ... great things are happening, c. 1960

Newspaper Talk About a Newspaper, as appraised by the people and the press on its 75th anniversary, 1953 (3 copies)


A Statement by Joseph Pulitzer, February 13, 1942 (3 copies)

St Louis Post-Dispatch, 1918; a description of the new building. Ge-442, MM-16/MA uu:151 (3 copies)


The Story of the Post-Dispatch, 1944. (3 copies)

The Story of the Post-Dispatch, 1949, 1953. MA uu:42, MA uu:30 (2 copies)

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)

The Story of the Post-Dispatch, 1954, 1957. MA uu:31

The Story of the Post-Dispatch, 1962. MA uu:41

The Story of the Post-Dispatch, 1973, 1981. MA uu:40, MA uu:45

“Technocrats” tackle the depression and teach some ominous conclusions, 1932

A tour of the Post-Dispatch, [1962?]

Welcome to the St. Louis Post-Dispatch: a look behind the scenes of a great metropolitan daily, c. 1950s

Who's who on the World, 1922

The World, 1883-1903; the St. Louis Post-Dispatch, 1878-1903

The World, 1883-1903; the St. Louis Post-Dispatch, 1878-1903: two anniversaries, two accomplishments. Pr-077/MA 91:29

**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

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
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
punishment?” “Juveniles in trouble. This is a special reprint of a
series on juvenile delinquency …” NC-S-129/Ge-207/ MA uu:141

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
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


**Bound volumes [folio]**

[folio] 50th Anniversary [of P-D], December 9, 1928.

[folio] 16th Anniversary Section of the Post-Dispatch, December 13, 1938.


[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


13/4 Letters to advertisers, 1995-1996

13/5 Letters to subscribers – The New Saturday Post, October 1996

13/6 Liquor Advertising, 1935-1936
Lucky Bucks play money, Thimble Theatre
Marketing, 1996-1997
Marketing promotion, 2001
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
Report of an investigation made among radio owners of Missouri and Illinois, 1925
Retail advertising rates for 1996
St. Louis radio directory, April 10, 1925. Ge-308
Survey, “$20,000 spent – 120,000 homes visited, 15 million tabulations”
“An Unusual Comparison”, advertising percentages brochure, 1935-1940
Women’s advertising [advertising to women]

**Box 14: Advertising and marketing, memorabilia [oversized]**

Advertising copy sheet (2 copies)
Bumper stickers. “Start a new day”. MA 95:03
Memorabilia. Rulers (3). “You get the MOST when you get the ‘POST’”, ca. 1930. Ge-262/MA 96:01
Newspaper apron. Ge-00912
Hat. “Start a new day”
Buttons (13). “Employee Appreciation Day 9/1/96”; Fresh Start Every Monday”; “Get Out” (4) MA 95:03; 1 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”.
Pint glass. “Get Out”
Keychain, baseball bat
Pens (2). “Get Out.” “St. Louis Post-Dispatch.”
Paperweight, 100th Anniversary, 1978 (marble) with card “with complements/St. Louis Post-Dispatch/1878-1978.” MM-35/MA uu:152
Tie, 100th Anniversary, 1978. Pr-8/MA 89:13
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.