

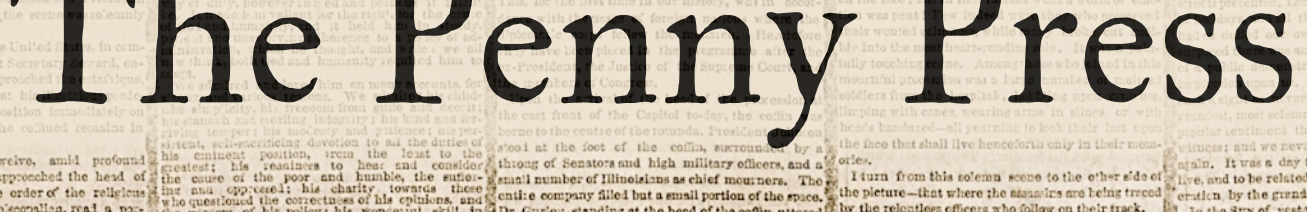
bons; for the integrity, honesty and transparency character bestowed upon him, and for having given us proper counsellors to guide our nation through

terrible civil strife, should never be read, and thus the end of the war should be the end of slavery; and, as a consequence, of rebellion; his readiness to friend and aid the cause of freedom, and his triumphant march through the fruits of which should be a wide spreading as the earth, and as enduring as the sky. All those things commanded and fixed our admiration, and the admiration of the world, upon Stephen upon his character and like the unmistakable impress of greatness. But more sublime than any one or all of these, more holy and influential, more

OBSERVANCE ELSEWHERE.
Maryland.
Baltimore, April 19.—This city to-day is draped heavily with mourning; bells are tolling; minute guns are firing, and the churches generally are open and their organs playing.

The officers found three Mrs. Surrat, a large, hard featured woman of some forty years; Miss Ann Surrat, her daughter—a sister of the supposed assassin; a Miss Fitzpatrick, a Miss Holahan, and two negro servants. Mrs. Surrat, the mother, took the matter very coolly, but the younger woman was greatly distressed. The officers found the house in

which did not exhibit *some* signs of mourning, but was unable to discover many of them. The poorest people—people with whom life is one struggle for daily bread—even they, without a ception, so far as could be discovered, displayed a humble sign of participation in the all-prevailing grief at the cruel and bloody death of a great and

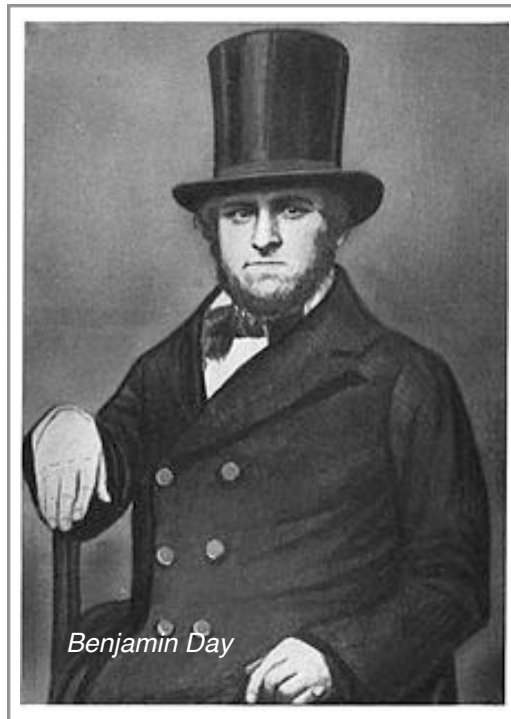


rief at the cruel and bloody death of a great and
man, whom all at least honored. Once or twice

The Penny Press

On the morning of September 3, 1833, a paper printed on four letter-size pages and filled with human-interest stories and short police reports appeared on the streets of New York. Its publisher was a young printer named Benjamin Day, and he sold his paper, the *Sun*, for one penny. The American newspaper with the highest circulation at that time was New York's *Courier and Enquirer*, a mercantile paper which sold 4,500 copies a day in a city of 218,000. In 1830, perhaps the most respected newspaper in the world at the time, the *Times of London*, which was founded in 1785 by John Walter, was selling 10,000 copies of day in a city with a population of two million. However, within two years, Day was selling 15,000 copies a day of his inexpensive, little *Sun*.

The first cylinder press, invented by a German, Frederick Koenig and improved by Napier in England, was first used in the United States in 1825. An improved version of this press, using two cylinders, was developed by Richard Hoe in New York in 1832. Steam engines had first been used to drive presses at the *Times* in London in 1814. By 1835 Day was using a steam press to print his rapidly growing *New York Sun*. These new presses made it possible to push circulations much higher. The old Gutenberg-type printing press could print perhaps 125 newspapers an hour; by 1851 the *Sun*'s



presses were printing 18,000 copies an hour.

The *Sun* became the first successful penny daily, popular with the city's less affluent, working classes. Day, emphasized local events, police court reports, and sports in his four-page morning newspaper. Advertisements, notably help-wanted ads, were plentiful. By 1834, the *Sun* had the largest circulation in the United States. Its rising popularity was attributed to its readers' passion for the *Sun*'s sensational and sometimes fabricated stories and the paper's exaggerated coverage of sun-

dry scandals. Its success was also the result of the efforts of the city's ubiquitous newsboys, who the innovative Day had hired to hawk the paper. The *Sun* added a Saturday edition in 1836. A number of weekly and semiweekly titles were also published, such as the *Weekly Sun* (1851-1869), which shares the same masthead as the *Sun* with "Weekly" appearing in the title ornament.

The paper's true glory days began in 1868 when Charles A. Dana, former managing editor of the *New York Tribune*, became part owner and editor. Dana endeavored to apply the art of literary craftsmanship to the news. Under him, the *Sun* became known as "the newspaperman's newspaper," featuring editorials, society news, and human-interest stories. A Sunday edition was added in 1875 and, later, a Saturday supplement appeared, offering book notices, essays, and fictional sketches by Bret Harte, Henry James, and other well-known writers. In the 1880s, the paper's size increased to eight pages and in 1887 the *Evening Sun* hit the streets in two editions: Wall Street and Night.

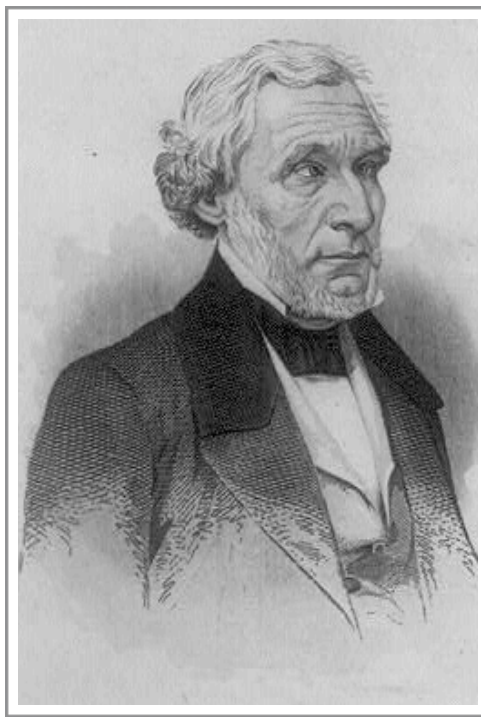
[James Gordon Bennett](#), one of the most creative forces in the history of journalism, began his own penny paper, the *Herald* in 1835. Within two years it was selling 20,000 copies a day, despite a price increase to two cents. A number of penny newspapers



had failed in Boston, a couple even before Day started his. That city's first successful penny paper was the *Daily Times* in 1836.

Philadelphia had the *Daily Transcript*, begun in 1835, and the *Public Ledger*, in 1836; Baltimore's *Sun* was first published in 1837—all selling for a penny.

The "cheap" newspaper arrived in France in 1836 with Emile de Girardin's *La Presse*. Newspapers were also selling for a penny or two in England in the first half of the nineteenth century; however, there was one major difference between these papers and their American counterparts: The English penny papers—the "pauper press," they were called—had to evade the stamp tax, which by 1815 was up to fourpence on each copy sold, so they were illegal. More than 560 different unstamped newspapers were printed in England between 1830 and 1836. One, Henry Hetherington's *Twopenny Dispatch*, was reported to have a circulation of 27,000 in 1836.



James Gordon Bennett

The English penny papers, because they lived outside the law, tended to be extremely radical in their politics. "Politics is the noble art of dividing

society into two classes months, but by 1801 there were about 20 daily newspapers in the country, including six in Philadelphia, five in New York and three in Baltimore. With daily publication, American newspapers were in a better position to cater to the need of merchants for up-to-date information on prices, markets and ship movements.

By 1820, more than half of the newspapers in the largest cities had the words "advertiser," "commercial" or "mercantile" in their names. These "mercantile papers" were often published on large, or "blanket," sheets, and they were expensive—about six cents a copy, more than most of the artisans or mechanics in the cities could afford.

Excerpted from: *The Library of Congress, Chronicling America: Historic American Newspapers*, at <http://chroniclingamerica.loc.gov/essays/1/> and *The History of Newspapers By Mitchell Stephens* (article from *Grolier Encyclopedia*)



The front page of Bennett's New York Herald, 1862, at the height of the Civil War. By then, the price had risen to two cents.

The First American Newspaper To Utilize Newsboys

by Mark Peters

<http://www.historybuff.com/library/refnewspeters.html>

While it is true that Ben Day's *New York Sun* was the first successful penny paper in the city, Day was not actually the first to have his paper hawked by newsboys on the streets of New York. That honor belongs to none other than Horace Greeley who, in an unlikely partnership with a recent medical school graduate named Horace David Sheppard, anticipated Day by some eight months. Here's how it went:

Sheppard, although trained as a physician, dreamed of becoming a newspaper publisher and sometime in 1831, having seen that boys peddling spice cakes on the streets of New York for a penny each quickly sold out, he became convinced that a daily newspaper hawked at that price could do just as well. Most of the papers in the city at that time were commercial journals catering mainly to middle-class and business interests. They were also quite dull and cost six



Newsboys gather for their morning rounds.

cents a copy -- a price few ordinary working people could afford. By contrast, Sheppard's paper would be fresh and lively and, at only a penny per copy, should greatly appeal to the masses.

All well and good, but with no real editorial experience and very limited resources, Sheppard found it difficult to put his idea into practice. As a last resort, he approached the young Horace

Greeley who, with a partner, was then operating a small print shop. Gree-

ley, even then cautious by nature, hesitated at first but later agreed to the venture. He insisted, however, that they charge two cents for the paper.

The new paper, called the *New York Morning Post*, hit the streets on New Year's Day in 1833. Unfortunately, so did a severe snowstorm and the paper's luckless newsboys could find few buyers. With the snow piled on the streets for days afterward, things failed to improve significantly.

The fact that Sheppard was quite inept as an editor, and the paper thus had little other than price to recommend it, also did not help. Neither did dropping the price of the paper to a penny after a disastrous first week.

Circulation never managed to climb higher than a few hundred and after two and a half weeks the *New York Morning Post* was dead. It did not live its very short life in vain, however, for if nothing else, it spawned the concept of using newsboys to sell papers on the street. An idea the *Sun* so successfully put into practice only eight months later.

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A newsboy selling a penny paper. "The News, One Cent" reads the sign on his hat.