

4124
telegraph

edition

Visalia turned out as a unit in June, 1860, to ^{service} celebrate the installation here of the telegraph ~~line~~ of the Atlantic and Pacific line. The telegraph is just another of these modern conveniences which man today takes for granted but which was regarded as something of a miracle in the early days when railroads, ~~and~~ pony express systems and stages were relied upon to deliver all manner of messages.

The story of the celebration is ^{best} described in the language of the day in the Visalia Weekly Delta of June 23, 1860:

"On Sunday night last, the information was conveyed to town that on the day following, the Atlantic and Pacific Telegraph was expected to reach Visalia. Soon after day-break of Monday morning, several of our citizens conceived the project of uniting in some suitable demonstration upon the occasion. The popular and gentlemanly road agent of the O. Mail Co., Abe Rapaley, Esq., at once ~~there~~ took ~~the~~ the matter in hand and placed at their disposal, all of the spare coaches of the company and his private buggy.

"He dispatched a messenger to Cross creek to ^{ascertain} ~~determine~~ about the time when the wires would be near here and went indefatigably to work to assist in rendering the affair creditable; and it is mainly owing to his generosity and exertions that the celebration went off so successfully.

"Owing to the short space of time in which to make preparations, and procure conveyances, the turn-out was not as large as it otherwise would have been. The procession was principally confined to town's people, the country being but sparsely represented; had the matter been generally known, the reception would have been at least ten times as large.

ad one telegraph

"Previous to the time of starting, 11 a.m., vehicles of all descriptions were in great demand and every horse was engaged. The Overland coaches were covered with flags and the horses gaudily decorated. The ladies participated to a great extent in the festivities, the coaches and buggies being crowded with you and beauty. The day was a lovely one and the bright eyes of the Tulare belles, joined with the strains of music greatly enhanced the pleasure of meeting the lightning.(cq)

"The procession formed in front of the Exchange hotel and at the tap of the drum (the Visalia Brass Band having kindly volunteered their services), proceeded down Court street, thence over the Overland Mail road. First went Mr. Rapeley and Mr. T.V. Crane, in a large open buggy, intended to convey into town Mr. James Street, the superintendent of the telegraph line, followed by the band in an open Concord coach, drawn by four horses, and driven by Victor Kinson, esq.

"Mr. Crane held in his hand a beautiful banner, expressly gotten up for the occasion and painted gratuitously by John Richardson, esq., the material being furnished by the merchants. The design was on the ~~reverse~~ reverse side, a globe representing the earth, surrounded by a chain of telegraphic wires, with the motto, "I'll put a girdle round about the earth in 40 minutes."

"Prominent among the horsemen we noticed our ~~first~~ fellow-townsmen, J.D. Keener, esq., who acted in the capacity of marshal of the day.

"After a pleasant drive of about two miles, the telegraph ~~com-~~
^{men}pany/were met, busily at work. The procession halted and Mr. Street, being taken into Mr. Rapeley's buggy, was driven slowly down the line, where he was warmly congratulated upon the success of his enterprise.....~~Mr. Street, soonly, anticipated the~~
~~reception, in a few days, at the~~

ad one telegraph

"Mr. Street, seemingly gratified with his reception, in a few appropriate words, thanked the citizens of Visalia for the interest shown in this behalf.....At the conclusion, the procession returned to town and as soon as they came in sight of the court house, the sound of cannon was heard, a salute of 100 guns being fired from the shop of Joseph N. Thomas, under his supervision and that of John A. Bostwick, esq.

"After parading through the ~~xxxxx~~ principal streets, the procession stopped in front of our office and gave three cheers for the Visalia Weekly Delta. A halt was then made in front of the Exchange hotel, where loud cries being made for Wm. Gouveneur Morris, that gentleman appeared.....and made a few appropriate remarks.....

"A.J. Atwell, being called upon, came forward and in a few well timed remarks expressed his satisfaction with the events of the day. He reiterated and endorsed the sentiments uttered by Mr. Morris.....

"Thus ended this impromptu celebration....The remainder of the day was spent in congratulations and conviviality and sending messages to their friends all over the state, Messrs Street and Williams kindly placing the wires free at their disposal and giving them cheerfully any information sought.....

"We cannot refrain from joining in congratulating the residents of this section upon this event; it is most important. We are now in telegraphic communication with Yreka, Carson valley and all intermediate points. A dispatch in relation to the late Captain E.F. Story was received by ~~Mr.~~ W.M., J.N. Thomas on Tuesday last from Mr. John Jordan, dated at Virginia City.

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ad two telegraph

The time taken in its transmission, including all delays in making connections, was only half an hour.

"A permanent office already has been established here; at present it is located at the Exchange hotel. Mr. Coit, one of the most expert of the company's operators, will be stationed here.

"Much credit is due to the energy and zeal of Mr. Street, aided by his assistant, Mr. Williams, for the success and dispatch which has been so far displayed. The wires are being rapidly pushed toward Los Angeles. We learn from Mr. Street that it is his expectation to have them there by the Fourth of July.

"This would be a most suitable day for their arrival and we trust that our Los Angeles friends will not be backward but will emulate Visalia in suitably welcoming one of the greatest enterprises of the age."

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edition

Box in telegraph story

The Visalia Weekly Delta was in thorough sympathy with dollar-a-word telegrams despite a law which would have made the charge \$3 for 10 words it is indicated from the newspaper of October 31, 1861:

"Since the telegraph has been completed, its office in San Francisco has been besieged, night and day by those desiring to send messages. One dollar per word is regularly given, and the receipts daily are from \$8000 to \$10,000. The price established by law ~~\$3~~ --\$3 for 10 words transmitted to the Missouri terminus, does not seem to be regarded. We are glad of it, and would be if the price was twice as much. If a man can't afford to pay \$10 to inform his friends 2000 or 3000 miles ~~away~~ off that he is well on a particular day, they getting it within an hour of the time it is delivered to the operator here, he has no business to be in this country.

edition a rt to him maddox--with times history. (C) 424

Morley M. Maddox, vice president and general manager of the Visalia Times Delta and the Visalia Morning Delta and owner of the Visalia Daily Times at the time of its merger with the Visalia Morning Delta in 1928, was born in Mariposa, Calif., September 11, 1884. He became a resident of Visalia in the latter part of 1890 when his father, Ben M. Maddox, arranged for the purchase of the old Times of which the elder Maddox took charge on January 1, 1891.

From 1886 to 1890 the Maddox family resided in San Francisco. The present general manager of the Visalia newspapers completed the Visalia grade schools and three years of high school, later attending Mt. Tamalpais Military Academy ~~from~~ at San Rafael, from which he was graduated in 1902.

He attended the University of California at Berkeley, being graduated with the "earthquake and fire" class of 1906. Upon his graduation, Maddox went immediately into the office of the Visalia Daily Times although this was his first period of employment on the newspaper. As a boy, he had delivered the newspaper to Visalia subscribers, making his rounds on a bicycle.

The Maddox family, it is interesting to note, has been longer continuously in the newspaper business than any other family in the San Joaquin valley, up to the present time 48 years or just two years short of a ~~quarter~~ half century. The policy of the family has been ~~unmistakably~~ consistent for the prosperity and well being of Visalia and Tulare county.

Maddox has taken an active part in municipal affairs since his association with the newspaper, as did his father before him, and it was during the editorship of Morley M. Maddox that the first full leased wire service was established about 20 years ago.

times history edition

Between 1859 and 1865, the latter date marking the founding of ~~the~~ the ~~Tulare county~~ times, the democrats of Visalia and Tulare county had various organs, among them being the the Equal Rights Expositor and the the Visalia Sun. They were not successful, however, the Expositor being wrecked by its enemies as told in another story in this edition and another publication was merged with the Delta by purchase.

The Delta, as a matter of fact, first was established as a democratic newspaper but this political point of view did not extend beyond the first ownership. A review of old files reveals a total of 16 different ownerships in the history of the Delta and 14 in the history of the Times.

Mention of the Visalia Sun as the republican newspaper of this community in those early days appears in conjunction with the historial sketch of the Delta and the merging of the Delta and the Sun. The Delta switch^{ing}~~ed~~ from a democratic to a republican newspaper.

It was at this time that H.C. Russell began the publication in Visalia of the Visalia Post as the democratic organ. Hall and Garrison bought the Post and changed the name to the Equal Rights Expositor which, as stated above, was destroyed during the Civil War.

The~~x~~ democrats then had no newspaper until Russell started the Tulare Times ~~xxxxxx~~ on June 12 in 1865. Publication of the Times seems to have run smoothly until December 12, 186~~5~~⁸, when the name of R.H. Shearer appeared as the publisher of the four-page, six column newspaper on C^Urt street. It

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ad one times history

It was in this issue that talk of a San Joaquin valley railroad first was published. At that time there was naught but connection between Visalia and the outside areas. Wagon trains transported merchandise from Stockton to Visalia merchants, the time and expense involved obviously being excessive.

The issue of the Tulare Times of December 10, 1870 called attention to the fact that the office was then "over the Checkerboard Store' at the corner of Main and Church streets."

Accepting his sons into partnership in the newspaper, Shearer, on January 10, 1870, ~~reissued the publication~~ issued the publication under the ownership of the Tulare Times Association and in the issue of that date we read of cotton ~~production~~ production in the San Joaquin valley and its future possibilities. Cotton, according to the Times, was grown successfully in the Kaweah ~~delta~~ delta lands in 1857.

The word "association" was dropped from the mast head on February 18, 1871, and on April 8, 1871, moved back to Court street into a location described as one block south of the Court street bridge or close to the location of the Times office on South Court between Main and Acequia streets before the merged newspapers moved to the present Acequia street location.

On January 13, 1872, the name of J.E. Clark appears with that of W.S. Shearer as publishers, W.S. Shearer being a son of the former owner. It also is noted that the subscription price dropped from \$5 to \$4 a year and there was a brief notice to the effect that R.H. Shearer was stepping aside after six years of ownership.

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ad two times history

On March 23, 1872, the Tulare Times Publishing Company appeared as owner of the publication, this, however, being Clark and Shearer, and on April 23 D.M. Adams entered the picture only to admit P. Bequette into partnership on July 20, 1872. Five weeks later the name was changed slightly, becoming the Tulare Weekly Times.

It was operated for two years under the Adams and Bequette partnership and then was taken over by Matlick and Strode who held on for less than a year and turned over the reins to M.C. and G.A. Butz, the transfer occurring with the issue of May 11, 1875.

M.C. Butz assumed the editorship and his brother took charge of the business management. Max Matlick came back into the newspaper in January of the following year but retired soon after, allowing George Butz who had stepped aside temporarily, again to join with his brother M.C., better known as "Chris" Butz.

Five years passed before another change took place in the ownership of the Tulare Weekly Times. Those were years of development in the community and numerous changes in the size of the publication. On June 4, 1881, M. McWhorter and A.H. Glasscock took possession of the Times, with Glasscock's name appearing as editor of the publication.

Two months later S.G. Creighton bought out McWhorter, this ownership continuing for almost a year during which time Visalia continued to expand as a community, the pages of the newspaper giving several accounts of building operations.

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ad three times history

May 5, 1882, marked another change in the ownership of the Times when W.G. Miller bought the weekly from Glasscock and Creighton and put E.O. Miller, later state senator from this district, in as business manager. ~~Miller~~ E.O. Miller still is ~~remembered~~ recalled as one of the leading attorneys of the valley.

The Millers retained the newspaper for only two months and sold to E.J. Edwards. Edwards held on until December 1, 1882, and sold to R.F. Eagle.

~~That time was enjoyed for its prosperity~~ Eagle published a review of previous ownerships of the newspaper concluding with the statement that:

"The Times has had an eventful history but amid all the mutations that it has undergone, it has ever been faithful to the general principles of the democracy. The future course in our hands will be in harmony with its past record in regard to state and national politics."

Eagle remained in charge for 18 months. M.C. Butz came back to the publication as an aid in those times which were full of excitement and the Mussle Slough tragedy still was being threshed out in the courts. It had occurred in 1880 but the long fight against the railroad continued for some years.

On June 5, 1884, A.J. Atwell apparently became owner as the name of Eagle disappeared. However, between Jun 5 and September 25, Butz was editor and manager.

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ad four times history

On the latter day, however, Atwell announced that he had purchased the newspaper for the purpose of participating in the presidential campaign and had, apparently, no intention of retaining it beyond the time required to swing votes behind the democratic ticket.

The campaign over, Atwell disposed of the Times on May 7, 1885, to Ernest A. Girvin who took over the editorial pen and S. B. Patrick came into the organization as business manager. Girvin retired three years later, selling his interest to Patrick who held the ownership until November 27, 1890, when Ben M. Maddox, then chief deputy clerk of the supreme court in San Francisco, came to Visalia on business, liked the community and made up his mind this should be the spot for his future home.

The community had prospered and the time was ripe for someone to take charge of the Times whose ownership would be reasonably continuous. Maddox did not actually take possession until January 1, 1891, when he left the supreme court position and moved his family to the county seat of Tulare county.

Maddox reached Visalia just before notorious Evans and Sontag outlaw gang broke loose and had the thrill of a reporter in covering one of the country's most outstanding series of news breaks.

Living, as the Maddox family did, almost within a stone's throw of the Chris ~~Evans~~ Evans home in the northwestern section of town, the situation gave the young new owner of the newspaper rich opportunities of which he took advantage.

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ad five times history

Study of the Times of those days reveals careful attention to detail, not only concerning live news of the period, but to news summaries of state, national and world events.

Steady improvement in the Times is traced through the years that followed the assumption of ownership by Maddox. Patrick remained at the editorial desk for a considerable period and progress was recorded in all departments of the publication.

the first issue of the Visalia Dily Times came off the press on February 22, 1892, the Visalia Daily Delta having been distributed that same morning. Thus, for all practical purposes, the two Visali dailies which merged March 1, 1928 into the Visalia Times-Delta, started their careers simultaneously. Through the years that preceded the merger, they joined forces to serve the community.

The dailies ever were opposed on issues of national politics and differed at times on principles of state and local government but these differences were friendly and the welfare of the city and county remained the goal of each publication.

Contrary to earlier ownerships, the Times and Delta editors and publishers from the day of the inauguration of the dailies took part in no fistic encounters as between themselves although the Delta under Alonzo M. Doty found times when Doty was attacked physically and did some attacking himself with black eyes and bruises resulting occasionally. The city was enlivened frequently by a spurt of bitter debate between the editors of the newspapers but these occurrences passed without casualties.

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ad six times history

A wider range of circulation was made available for the Times after Maddox took over the publication and this circulation has been further enlarged by automobile deliveries of the Times-Delta today.

The editorial police of the Times always was always sharp and timely and with advent of the press associations into the world news field, the Times took on these services evening ahead of its morning competitor.

Country correspondence first made its appearance in a Visalia newspaper in the columns of the Times. Prior to that time, the Times and Delta had published correspondence items but but had no regular representatives in the various communities. The feature proved popular.

Ben M. Maddox, having become associated with the development of the Mt. Whitney Power and Electric Company, eventually found it difficult to carry on his duties with both the newspaper and the power organization.

He expressed a desire to retire from the newspaper business as early as 1912 but did not turn the publication over to his son, Morley M. Maddox, and his son-in-law, Carl A. Ferguson, under a contract of sale, until ¹⁹¹⁰ ~~January 1, 1913~~. Morley M. Maddox took over the Ferguson interests in the contract of sale ^{in 1913 and} ~~on March 1, 1923,~~ on March 1, 1923, the younger Maddox completed the purchase from his father and became the sole owner of the publication. The younger Maddox owned and ~~managed~~ conducted the Times in the progressive manner initiated by his father, M.M. Maddox, who died in May 9, 1933, at the age of 74.

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ad seven times history

The first full leased press associated wire into a Tulare county newspaper was introduced by the Times/with the United Press, ^{about 20 years ago}

Prior to that time the United Press "pony" service had been received by the newspaper even as had the Associated Press "pony" service been received by the Delta.

The early days of Visalia, as recorded in the Times, were filled with incidents of a truly historical nature. The Dalton boys, train robbers, who started their career in Tulare county; the Mussle Slough tragedy when one man killed seven others in ten minutes; the Evans and Sontag episode so well remembered by many Visalia ~~residents~~ residents of today, and other news of local and national importance are recorded in the old files.

The Times was started as a champion for the cause of democracy, an anti-Union publication in the days when the land was torn by internal friction. Unlike the Delta, it stayed with its original political affiliation and, like most daily newspapers in communities of the size of Visalia, saw the wisdom of being a newspaper for all of the people instead of a political document. With the consolidation, the Times dropped its politics in keeping with the needs of the community and the newspaper itself.