

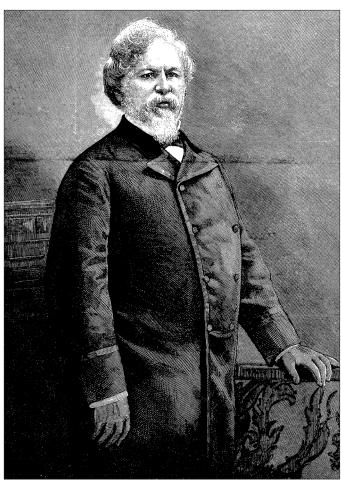
By Gary McQuarrie and Charles Williams

### Frank Leslie's Illustrated Newspaper

(hereafter Leslie's, but not to be confused with Leslie's Monthly magazine) was one of three major American illustrated newspapers (along with Harper's Weekly and the New York Illustrated News) during the Civil War and was one of the most highly read periodicals in the United Sates during the conflict. These publications were classified as newspapers because they reported current events; however, they focused on material more often seen in magazines, mainly features and illustrations. Leslie's was started by Frank Leslie, the nom de plume of Henry Carter, a talented engraver who was born in 1821 in England. As a young man in London he contributed sketches to *The Illustrated London News*, signing them as Frank Leslie to ensure his anonymity from his family and relatives who discouraged his artistic aspirations. Leslie took a job in the engraving department of *The* Illustrated London News, ultimately becoming the superintendent of engraving at the newspaper, and an expert and inventor in his engraving work.

By 1848, Leslie had acquired significant experience at The Illustrated London News and struck out for America. After arriving in New York, he worked as an independent engraver; one of his early clients was promoter P.T. Barnum who commissioned Leslie for illustration work in support of a professional singer's tour. When Gleason's Pictorial magazine was established in Boston, Leslie moved there to take charge of its engraving opportunities, where he discovered that the engraving process could be significantly accelerated by dividing a drawing into multiple small blocks and distributing the work among many engravers. But he soon returned to New York City to work for P.T. Barnum's short-lived *Illustrated News*. At this point, having gained expertise and experience, he started his own publishing business in 1854 with a successful illustrated women's fashion newspaper and an illustrated romance fiction magazine. A year later, he started *Frank* Leslie's Illustrated Newspaper after months devoted to organizing an efficient art staff; the first issue was published on December 15, 1855. In 1857, Carter finally legally changed his name to Frank Leslie.

Frank Leslie was Editor of Leslie's from 1855-1880. At the time of his death in January 1880, its circulation had



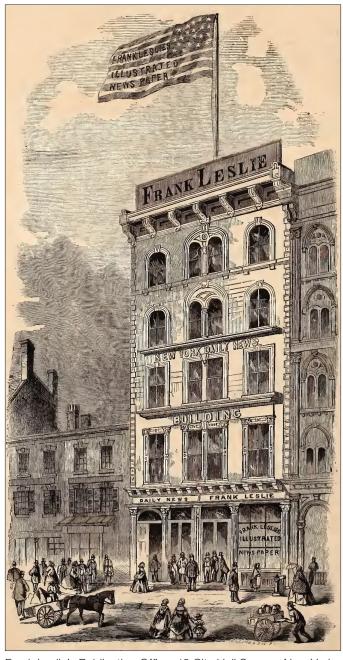
Line engraving portrait of Editor and Publisher Frank Leslie from front cover of the issue announcing his death. Published in Frank Leslie's Illustrated Newspaper, Volume XLIX, No. 1269, p 381, January 24, 1880.

declined to approximately 33,000. After his death, Mrs. Leslie succeeded to the management of the publishing house and brought significant skills to the position. She developed a decorative cover for the newspaper, used improved paper stock, enhanced the printing of the woodcuts, brought in new writers, and increased the circulation to nearly 50,000 within a year or two. In 1889, Mrs. Leslie sold the newspaper to the publishers of Judge, a weekly satirical magazine. Leslie's subsequently had a series of names, each a variation on the original it became Frank Leslie's Illustrated Weekly in 1891, Leslie's Illustrated Weekly in 1894, Leslie's Weekly in 1901, then changed back to Leslie's Illustrated Weekly in 1907, to Leslie's in 1912, to Leslie's Illustrated Weekly Newspaper in 1914, and finally back to Leslie's in 1920. Following the Civil War, Leslie's circulation continued to grow substantially into the first years of World War I,

but after that war it suffered serious decline and the last issue was published on June 24, 1922.

## Leslie's During the Civil War Years

The key to Leslie's success was the caliber of its illustrations. Frank Leslie had rigorous demands for accuracy and speed in preparing and publishing the illustrations. From the staff of artists he employed came the majority of the most talented cartoonists and sketch



Frank Leslie's Publication Office, 19 City Hall Square, New York City, NY. Line engraving published in Frank Leslie's Illustrated Newspaper, Volume XI, No. 264, p 532, December 15, 1860.

artists of the Civil War. Although Harper's Weekly was probably the strongest of the American illustrated newspapers when the Civil War began, its illustrations were initially inferior to those of Leslie's and remained so until several years into the war when it was able to recruit artistic talent away from Leslie's and attract other talent based on its resources and aggressive recruitment. It was Leslie's that first established illustrations as an effective and successful technique of reporting. As an engraver himself, Leslie oversaw and supervised the preparation of illustrations to a high standard and his field artists knew they could rely on the newspaper's engravers to transform their sketches into excellent illustrations.

Leslie's was published weekly every Saturday. In July 1861, Leslie's proclaimed itself "the oldest, most brilliant and most enterprising illustrated newspaper in America," typical of the relatively grandiose self promotion of the illustrated newspapers of the era. Not only an illustrated journal, it claimed to be "A Family Paper of the highest order and merit." In December 1861, the price of a single issue was 6 cents; individual subscriptions were priced as follows: 1 copy for 17 weeks, \$1.00; 1 copy for 1 year (52 numbered issues), \$2.50. For a club of 5 to one address for 1 year, \$10, with an extra copy sent free to the sender of the club who paid for the club in total. By December 6, 1862, the price of a single issue rose to 7 cents based on increased paper and production costs, as well as value; only 3 issues later, it rose to 8 cents per issue. By April 1864, 14 weeks cost \$1.00 and 1 copy for 1 year cost \$3.50, while the price of a single issue remained 8 cents. In July 1864, the price of a single issue was increased to 10 cents, with 1 copy for 13 weeks, \$1.00 and 1 copy for 1 year, \$4.00. These prices remained in effect through the end of the Civil War.

By 1860, Leslie's had grown to an "immense circulation" of 164,000 (Volume IX, No. 218, p 145, February 4, 1860). At the start of the Civil War in 1861, the circulation of Leslie's was only slightly ahead of that of Harper's Weekly, which had started in December 1857. After mid-1863, the circulation of Leslie's was finally surpassed by the circulation of Harper's Weekly and that of the New York Illustrated News. By 1865, its circulation had decreased to approximately 50,000. Looking back, Leslie's was ultimately considered to be of markedly

lesser quality than Harper's Weekly, which was considered to be both superior in literary excellence and better printed, although Leslie's was generally considered, especially in its early years, to have excelled in a "liveliness" in presenting the American culture with an amusing perspective and in the caliber of its illustrations in the early years of the Civil War. Like Harper's Weekly, Leslie's became a great pictorial history of the Civil War through its illustrations.

Leslie's Volume XI, No. 281, April 13, 1861 through Volume XX, No. 502, May 13, 1865 encompassed the Civil War, a total of 221 issues ("numbers"). During the Civil War, typical issues of Leslie's were 16 pages in length, with dimensions of approximately 12 x 16 inches (the size allowed easy shipping), and would contain 16 to 32 illustrations consisting of two types:

- 1) based on photographs taken by numerous Civil War photographers and
- 2) engravings based on sketches done by 'Special Artists' and over 50 "corresponding artists," including some on US naval expeditions or ships of war engaged in the blockade.

Leslie's had a significantly higher proportion of illustrations prepared by 'Special Artists' than did Harper's Weekly; Leslie's engaged 16 identified 'Special Artists' as on-scene corresponding illustrators who each had at least 10 illustrations published. In addition, soldiers and army officers sent sketches, and naval officers sent drawings of their ships and the war on the rivers and at sea. The artists whose sketches were the

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#### FRANK LESLIE'S ILLUSTRATED NEWSPAPER.

[ Aug. 2, 1856.





HOW ILLUSTRATED NEWSPAPERS ARE MADE.

Few persons, however well informed regarding literary and artistic matters, understand clearly the distinction between a pictorial paper and an illustrated newspaper. The first—the pictorial paper —is merely the medium of presenting to the public pictures, whose merits consist in their abstract attractiveness, without regard to















How Illustrated Newspapers Are Made. Published in Frank Leslie's Illustrated Newspaper, Volume II, No. 34, p 124, August 2, 1856. Library of Congress (USZ62-121643, cph 3c21643).

basis for the illustrations were not always identified. Both photographs and sketches were transferred onto paper by the state-of-the-art technology of woodcut engraving and then locked in place with handset type; each page was then electrotyped to produce multiple copies of a metal printing plate, allowing extended print runs. Because other periodicals in both the North and the South consistently published almost exclusively content, perhaps with occasional maps, Leslie's provided one of the most extensive set of original illustrations of the war; however, Harper's Weekly also provided similarly extensive illustrations of the war. Because of the time necessary for the production of the engraving plates from which the illustrations were printed, most news accounts were reported about 1 to 3 weeks after the events had occurred. This speed was made possible by the method of making a drawing on a large wood block (usually boxwood), then cutting the block into multiple blocks and assigning each smaller block to an individual engraver (10 to 15 or more engravers in total), then reassembling the blocks, a method generally attributed to Frank Leslie. Indeed, in its August 2, 1856 issue (Volume II, No. 34, p 124), Leslie's published an article "How Illustrated Newspapers Are Made," detailing from sketch to publication the extensive steps involved in producing and printing an illustration.

Leslie's also published many so-called "double numbers" or "double issues," to accommodate the large numbers of interesting sketches sent to the newspaper by its special artists and occasional contributors. Leslie's believed that the public required their publication to fully represent the conflict pictorially. In May 1862, Leslie's claimed it published these "doubles" to "eclipse other illustrated contemporaries," as well as to undertake something "it alone was capable of doing compared with other illustrated newspapers on this side of the Atlantic," another self-promoting boast. Based on manual review of the issues accessible online by the Editors of Civil War Navy—The Magazine, Leslie's published "doubles" in Civil War issues as follows: 1861 (0), 1862 (6), 1863 (1), 1864 (0), 1865 (1). During the Civil War, it also carried many full-page and 2-page illustrations of military engagements and an occasional 4-page folding battle scene.

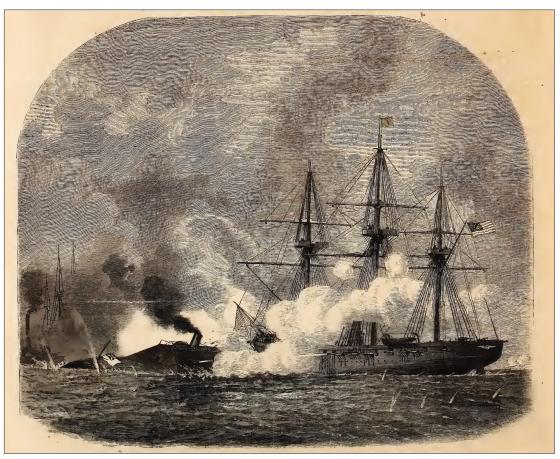
# Leslie's Special Edition Civil War **Pictorial Books**

Numerous and varied editions, including facsimile editions, of pictorial collections from Leslie's have been published since the 1860s and in the modern era, sometimes with new, authored introductions. These editions contain very high quality illustrations. A classic edition is Frank Leslie's Illustrated History of the Civil War (Louis Shepheard Moat, Editor. Introduction by Joseph B. Carr. One Volume, 512 p [New York: Mrs. Frank Leslie, 1894]). Based on a manual review by the Editors of Civil War Navy—The Magazine, this specific edition has 659 illustrations (115 naval-related illustrations); these numbers include 111 portraits (6 naval officers) and 11 maps (6 naval related). The illustrations are listed by title or under a more general topic (e.g., battle, fort, geographic location) in a 4-page index at the beginning of the book. Searching for a specific illustration is a relative hit-or-miss undertaking given that the captions form the basis for the indices.

The Soldier in Our Civil War: A Pictorial History of the Conflict, 1861—1865 (Paul F. Mottelay, T. Campbell-Copeland, Editors. Introduction by Robert B. Beath. Volumes I & II [New York: Stanley Bradley Publishing Company, 1890]) is another iconic pictorial collection of illustrations from Leslie's. Based on a manual review of this edition by the Editors of Civil War Navy— The Magazine, Volumes I and II combined have 1,448 illustrations (161 naval-related illustrations); these numbers include 204 portraits (11 naval officers) and 39 maps (12 naval related). A minority of the illustrations have sketch attributions to identified artists, including Edwin Forbes, Frederick B. Schell, J.H. Schell, R. Schell, Charles E.H. Bonwill, E.S. Hall, F. Munson, William T. Crane, W.H. Johnson, William R. McComas, James W. McLaughlin, Henri Lovie, George Law, G.P. Kirby, Walter A. Lane, James Francis Edward Hillen, William Waud, F.B. Wilkie, and Albert Berghaus. Only a few of these identified artists reflect naval-related illustrations (mainly attributed to William T. Crane, Henri Lovie, and William Waud), and identified artists are only noted in the Index to Illustrations in Volume II; the Index to Illustrations in Volume I does not identify artists, although a minority of illustrations in Volume I have captions identifying the artist. In Volume I, the



The Great Naval Battle on the Mississippi.--Passage of the 2nd Division of the National Squadron Past Fort Philip, April 24, 1862. Line engraving published in Frank Leslie's Illustrated Newspaper, Volume XIV, No. 345 (Supplement with Paper No. 344), p 101, May 24, 1862.



Farragut's Naval Victory in Mobile Harbor—The Hartford Engaging the Rebel Ram Tennessee. Line engraving published in Frank Leslie's Illustrated Newspaper, Volume XVIII, No. 466. p 369, September 3, 1864.

double-page illustrations (142 illustrations, 14 naval related) are listed by illustration title or under a more general topic (e.g., battle action, fort, geographic location) in a 1-page index at the beginning of the volume, with a 4-page index of all illustrations (829 illustrations, 90 naval related [including maps and portraits]) at the end of the volume. In Volume II, the double-page illustrations (91 illustrations, 9 naval related) are listed by illustration title or under a more general topic (e.g., battle action, fort, geographic location) in a 1-page index at the beginning of the volume, with a 3-page index of all illustrations (619 illustrations, 71 naval related [including maps and portraits]) at the end of the volume. Searching for a specific illustration is a relative hit-or-miss undertaking given that the captions form the basis of the indices.

It appears that in none of the editions of pictorial collections of Leslie's illustrations noted herein are the illustrations credited to the original issues of the newspaper in which they were published.

## Accessing Leslie's Online

Today, Leslie's is available online free for reading and full-text searching but in only a limited number of digital sources. However, identifying and locating specific Civil War illustrations, including naval illustrations, in these online sources still involves some degree of manual effort, with the search process guided generally by the date of a specific event or time period of the war of interest or relevance and, in the case of naval illustrations, by a ship name, a naval battle or action, or a high-ranking naval officer's name.

#### Leslie's on The Lincoln Financial Foundation Collection

Leslie's during the Civil War years is available for free via the Internet Archive, Volumes 11 (1860-1861) through 22 (1865-1866):

https://archive.org/search.php?query=Leslie%27s%20 illustrated%20newspaper

Sixteen Civil War year issues are missing from this collection: Volume 12 (No. 308, October 12, 1861), Volume 16 (No. 403, June 27, 1863), and Volume 17 (No. 417, September 26, 1863 through No. 430, December 26, 1863). Volumes may be viewed magnified with very good resolution and can be easily scrolled using a slide button, and pages are quickly turned using arrow buttons, making this site useful for relatively rapid scanning. Volumes can be downloaded as large PDF files.

#### Leslie's on Accessible Archives

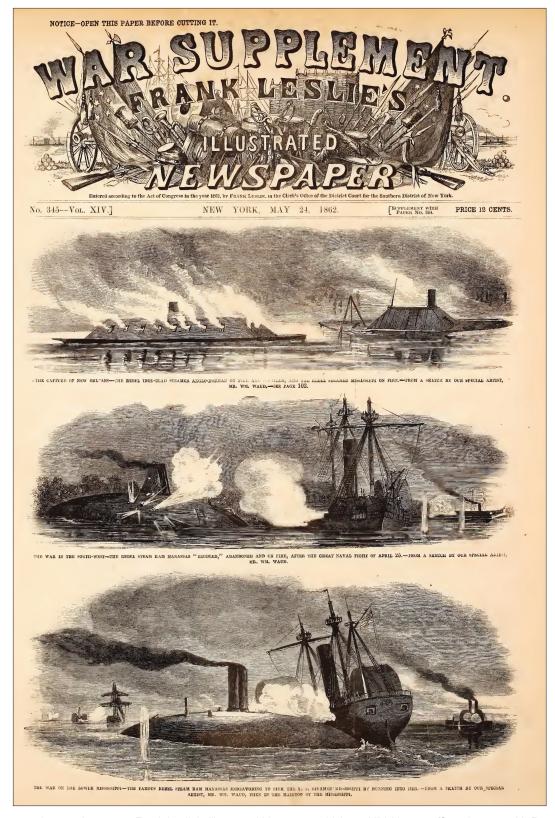
Leslie's is available to institutions on a one-time purchase basis or an annual subscription or to individuals on a paid personal subscription access basis from Accessible Archives (http://www.accessible-archives.com; Malvern, PA). Personal subscribers can subscribe on a quarterly or annual basis. Personal subscribers are limited to viewing 250 pages, images, and tables of contents per month. The entire collection is available and searchable, divided into 14 parts (from 1855 to 1922). Searching requires a degree of skill and learning the database search methodologies and strategies. Once a search is completed, one can access the full-text as well as the image of the page of Leslie's of interest; unfortunately, one cannot scroll to other pages but rather must click on 'previous image' or 'next image' buttons to move within an issue. The restricted number of page views associated with an individual subscription limits the functionality of searching this database. However, the database does hold the complete set of Leslie's, including during the Civil War years, whereas the other online and CD sources have missing issues as previously noted.

#### Leslie's on One Horizon CD

One Horizon (Virginia History and Genealogy) offers a CD (via eBay) containing the 1860-1865 years of Leslie's, Volumes 9 through 20. This collection lacks the same missing issues as that of The Lincoln Financial Foundation Collection online. The collection is searchable. The CD also contains the book Frank Leslie's Illustrated History of the Civil War (Louis Shepheard Moat, Editor. Introduction by Joseph B. Carr. One Volume, 512 p [New York: Mrs. Frank Leslie, 1894]) and a copy of Leslie's Illustrated Weekly Lincoln Centennial Number (Issue) (Volume 58, No. 2787, February 4, 1909).

#### Leslie's from BACM Research—Paperless Archives

BACM Research—Paperless Archives offers for purchase a download of the same years and issues of Leslie's as available in The Lincoln Financial Foundation Collection on the Internet Archive and Leslie's on One Horizon CD.



Front page of a supplement to Frank Leslie's Illustrated Newspaper, Volume XIV, No. 345 (Supplement with Paper No. 344), p 97, May 24, 1862 with 3 naval illustrations: (top) The Capture of New Orleans—The Rebel Iron-clad Steamer Anglo-Norman on Fire and Scuttled, and the Rebel Steamer Mississippi on Fire.—From a sketch by our Special Artist, Mr. Wm. Waud. (middle) The War in the South-West-The Rebel Steam Ram Manassas "Riddled," Abandoned and on Fire, After the Great Naval Fight of April 25.—From a sketch by our Special Artist, Mr. Wm. Waud. (bottom) The War on the Lower Mississippi-The Famous Rebel Ram Manassas Endeavoring to Sink the U.S. Steamer Mississippi by Running into Her.—From a sketch by our Special Artist, Mr. Wm. Waud, Then in the Maintop of the Mississippi.

# **Finding Civil War Naval Illustrations** in Leslie's

During the course of the Civil War, Leslie's and Harper's Weekly each published several thousand original illustrations, with Leslie's claiming to have published over 3,000 war-related illustrations by more than 80 artists at the beginning of 1865 (Volume XIX, No. 485, p 257, January 14, 1865). Based on a manual review of all 221 issues encompassing the Civil War by the Editors of Civil War Navy—The Magazine, almost 540 of these were naval-related illustrations (including 30 maps and 16 officer portraits).

The challenge for most Civil War naval enthusiasts is how to identify and readily locate specific naval illustrations in the 223 individual issues published from the start to the end of the war.

These illustrations richly complement the Civil War photographs of coastal defenses, naval vessels, navy yards, and naval officers because many of them depict actual naval scenes of engagements and battles, bombardments of forts, and some naval vessels and naval officers for which actual photographs are not available historically. It should be kept in mind that the illustrations, though based on submitted sketches, were detailed by multiple engravers and thus were subject to some interpretation artistically; in addition, though many illustrations were based on eyewitness sketches by the artists, some illustrations were based on the witness reports of other individuals and even occasionally depicted events that had not occurred simultaneously. Thus, the illustrations should not be interpreted as though they were actual photographs of an event.

Unlike the Richard A. Owens' meticulously prepared and self-published *Index to the Illustrations of Harper's* Weekly During the Civil War Years 1861-1865,

there is no comparable resource available that categorizes, details, and cross references the illustrations of Leslie's during the Civil War, which is unfortunate given the extensive set of original illustrations it published, including naval-related illustrations.

To locate a naval illustration from Leslie's, a multipronged search strategy is generally necessary. An initial search of the Naval History and Heritage Command (NHHC) Photographs Collection (https://www.history. navy.mil/our-collections/photography.html) can locate some of Leslie's Civil War naval illustrations (only approximately 20% of those available). In the NHHC Photographs Collection, The Editors of Civil War Navy—The Magazine found just over 100 naval illustrations (including only 2 portraits and 2 maps) from Leslie's, Frank Leslie's Illustrated History of the Civil War, and The Soldier in Our Civil War. These naval illustrations are digitized and may be easily downloaded in low, medium, or high resolution. The naval illustrations in the NHHC Photographs Collection may be found by using the combined search terms of "Leslie's" (or "The Soldier in Our Civil War") AND "Civil War year of interest." The results using "Leslie's" as a search term do include some duplicate images, unrelated images, and some images with more than one Civil War year included in the description; typically, these illustrations are attributed to a specific month and year of the illustrated newspaper, but specific citation details such as issue, page number, or week of publication are not included. The results using "The Soldier in Our Civil War" do provide the volume number and page number for each illustration. Alternatively, the specific naval event or battle or the name of the warship involved (or naval officer name) may be used as a search term in the NHHC Photographs Collection and the search results scanned, but this can be a hit-or-miss approach; however, a search (or modified search) can be performed and the results scanned quickly.

Freely accessible online digital collections of Leslie's searched by the Editors of Civil War Navy—The Magazine do not have volume or annual indices of the engravings or illustrations in the Civil War years of publication. Thus, one is left to manually scan various special edition publications of *Leslie's* illustrations, as well as accessible online digital collections of the illustrated newspaper, usually searching within the latter 1-3 weeks (sometimes longer) after the dates of known specific naval events of the war involving specific naval vessels or officers in order to try to locate a specific illustration. The indices of the special edition publications can be manually scanned, but this can be a hit-or-miss method because the index entries are typically (but not always) the captions for the illustrations.

Beside the accessible online digital collections, a limited number of libraries nationwide contain either bound print volumes or microfilm formats of Leslie's (WorldCat.org), and various bound print volumes of *Leslie's* or the special edition publications may be for sale from a commercial source.

## Acquiring Original *Leslie's* Issues

Originals of Leslie's Civil War (1861-1865) issues (and occasionally bound individual annual volumes or volume sets) can be purchased from a variety of commercial sources, including old or rare book and newspaper sellers (individuals and commercial firms), online book and marketplace sellers (e.g., eBay, Amazon), and auction houses, but do not appear to be as widely available as original issues of Harper's Weekly. The listings below are a sample of sellers and are not intended to exclude other sellers. Potential acquirers should be aware that there may be listings for facsimile reproduction issues, not originals, for sale on many sites and the facsimile versions are not always specified; very low prices are typically an indication of a facsimile issue. Additional information on detecting reproductions of Civil War-era newspapers, including Leslie's, can be found on an authored collectors information web page at:

http://www.historicpages.com/cwfakes.htm

#### Timothy Hughes Rare & Early Newspapers

This online seller has a small number of selected Leslie's issues available for sale: http://www.rarenewspapers.com

All issues are authentic originals and unless otherwise specified, are complete and in good condition, although actual issue conditions vary. Issues are continually added to the stock for sale and are made available for sale as quickly as feasible. First-rate issues may have minor foxing (age-related process of deterioration that causes spots and browning on old paper) and wear that is typical for a collectible, and centerfolds may have small binding holes. If images are not present, the seller is pleased to provide them upon request. The seller often has lesser-rated condition issues available at lower prices.

#### Dietrich's Vault

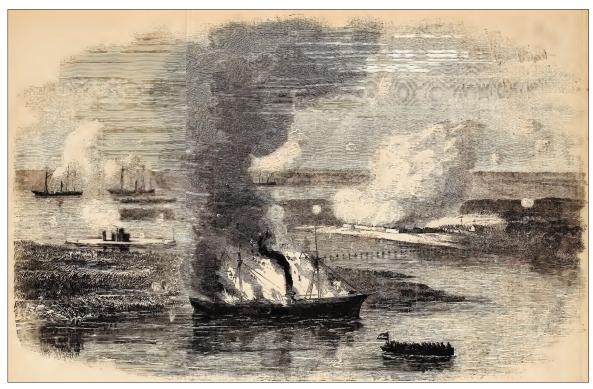
Dietrich's Vault is an online seller of a comprehensive collection of vintage ephemera, antiques, and collectibles. In addition to other Civil War ephemera, this seller offers only originals of numerous magazines and illustrated newspapers of the era, including Leslie's, Harper's Magazine and Harper's Weekly, The Illustrated London News, the Century Magazine, and Scribner's Magazine:

http://www.dietrichsvault.com/default.aspx

The seller rates the condition of an issue and provides additional details on its condition. The website also contains a Resources tab under which searchers find useful articles on ephemera preservation and distinguishing original prints and photographs from reproductions and fakes. Purchasers may buy individual pages or complete issues as available.

## Summary

Despite *Harper's Weekly* having a perceived greater literary value and general reputation for its extensive Civil War reporting and pictorial representation, Leslie's appears to have had a very comparable pictorial representation of the conflict, including a comparable or possibly higher number of naval-related illustrations. Perhaps because Harper's Weekly was considered the most widely read and the primary illustrated newspaper of the North, its illustrations appear to be more widely used (and accessible) than those of Leslie's in Civil War-related publications. Nonetheless, Leslie's illustrations are numerous and appear comparable in coverage and detail. Because there is no comparable compilation of illustration listings for Leslie's as exists for



Destruction of the Famous Confederate Privateer Nashville, in the Ogeechee River, Georgia, by the Union Ironclad Montauk, Capt. Worden, Feb 28. Line engraving published in Frank Leslie's Illustrated Newspaper, Volume XVI, No. 391, p 13, March 28, 1863.

*Harper's Weekly* (the self-published index compilation by Richard A. Owens), searching the Naval History and Heritage Command Photographs Collection online is the first step recommended to try to identify a *Leslie's* naval illustration of interest. Alternatively, one is left to manually scan various special edition publications of Leslie's illustrations and their indices, as well as the accessible online digital collections of the illustrated newspaper, usually searching within the latter 1-3 weeks (sometimes longer) after the dates of known specific naval events of the war or by searching for specific naval vessels or officers to try to locate a specific naval-related illustration. The Leslie's online digital resource may be used to identify specific issue details.

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