

Jennifer Long Morehart:

Good afternoon. I think we're going to go ahead and start today. Welcome to the William T. Jerome library. I'm Jennifer Long Morehart and I'm a university archivist. Thank you for coming to the final lecture of the Center for Archival Collections Local History Publication Award lecture series. The Local History Publication Award is an outreach initiative of the Center for Archival Collections. We encourage and recognize outstanding publications in the field of Northwest Ohio history.

Jennifer Long Morehart:

The Local History Publication Award lecture series celebrates the winning authors and publications. Today's publication *Forgotten Visitors: Northwest Ohio's Notable Guests* may be purchased from Yarko Kuk, managing editor at the University of Toledo Press book table right there behind you. This afternoon's presenter for our final lecture of the season is Tedd Long.

Jennifer Long Morehart:

Tedd Long is an author, photographer, lecturer and curator of holytoledohistory.com. As a local history storyteller, Long has a great appreciation for the rich history of the Maumee Valley and the Great Lakes Region. The common thread in all of Long's work is his hope that it will help heighten awareness for America's heritage and provide support and encouragement for the many people who work to preserve our natural and cultural treasures. Tedd Long has called Northwest Ohio home for more than 30 years.

Jennifer Long Morehart:

On behalf of the Center for Archival Collections, I would like to present you with this plaque honoring your achievement as the 2020 Local History Publication Award winner in the Independent Scholar Division.

Tedd Long:

Thank you very much. I appreciate it. Thank you.

Jennifer Long Morehart:

And now please join me and welcoming Tedd Long.

Tedd Long:

Alright, are you guys all able to hear me okay? Alright, good. I'm going to kind of meander a little bit with a story about Mark Twain. There's a lot of people covered in the book, but I think Twain's story is one of my favorites, so I chose that as the area focus for today's discussion.

Tedd Long:

The book itself, when you open it up and you look at the list of chapters that list the people from *Forgotten Visitors*, it's impressive, but it's not that impressive. What's impressive is when you see the faces and you start to put these faces together with the

backstories of why they were in Northwest Ohio. That's what intrigued me the most about writing this book. Yarko Kuk is in the back, managing editor of the University of Toledo Press. He was looking at some of the blog entries I did on holytoledohistory.com, which is where I do a lot of my writing.

Tedd Long:

He said, "Have you ever thought about doing a book?" I thought, "Yeah, I'd love to do a book, but I don't have any idea what I would write it on." So, this is kind of the story of how it happened. I was reading a New York Times backstory piece on the Willard-Dempsey fight that happened in Toledo in 1919. This was the 4th of July. If you don't know the story, it was 110 degrees at the time they rang the bell for the start of the fight. You could see everybody in the crowd's got towels hanging off the back of their hats, trying to stay warm and stay out of the sun.

Tedd Long:

What fascinated me was, in reading about this the author talked about Jack Dempsey's bio in which he described that when he climbed into the ring at Toledo on July 4th, 1919, he looked out into the crowd, and he saw these two gentlemen taking guns and knives from people in the crowd. They were working security.

Tedd Long:

This is Bat Masterson and Wyatt Earp in 1919 in Toledo, Ohio. I had no idea. I was totally flabbergasted and it kind of led me to the question, "Who else came to Toledo that we don't know about? Who else was forgotten? What's their backstory? Why were they there?" That's really the impetus for the book itself.

Tedd Long:

It goes about 225 years that we cover in the book. There's about 25 different stories and they cover everything from women's rights movement to Babe Ruth and his visit in the twenties. There's a story of a modern speed train that came and set a world record for speed across the United States. It's a very diverse list of guests, but the one that I want to talk about today is this gentleman, Samuel Clemens.

Tedd Long:

I'll be real clear off the top- I'm not a historian. I don't tell people I'm a historian. I do a lot of different things and people always want to introduce me as a historian and I stop them and say, "I'm a storyteller." I love to gather up insights and then tell the stories behind those and when it comes to Samuel Clemens, this one really intrigued me because he was such a great storyteller.

Tedd Long:

The Samuel Clemens story, I'll tell you first off, I'm not a Clemens expert, but I did a little research just to understand who he was at the time he came to Toledo and what he was all about. This is his famous desk that he wrote at when he was out West. You know, he has an interesting life story. We know that he originally thought he wanted to be a

printer. He went to New York and St. Louis and then came back. Then he was a riverboat captain apprentice for a little while, and then the Civil War broke out and that went away.

Tedd Long:

He did participate in a volunteer training for a Confederate militia group, which is not something that people talk about much, but that group was disbanded two weeks after it started so he didn't participate in the war. His brother, Orion, was very instrumental in pushing for Abraham Lincoln in Lincoln's first election, and out of that he became the secretary of the Nevada Territory. That was his political prize.

Tedd Long:

So, in 1861, he's going to move to Nevada. The problem was there was no tuition or no money given to him to help for the move, so he cut a deal with his brother. "You pay for my move and when we get there, I'll make you my secretary." So that's how Clemens ends up originally going West.

Tedd Long:

He gets there and he hates it. The whole politics and all, all that stuff is just not something Samuel Clemens was wired for. He eventually tried his hand at gold mining and failed. Then he got his brother through his political connections to give him a job at the Virginia City Territorial Enterprise.

Tedd Long:

He had been writing pieces. He had been writing letters to the editor. They'd seen his stuff and they said, "Okay, we'll bring you in." That was really his start, from these editorial letters. Then in 1862, he actually became the city editor and starts to build his career as a writer. What really obviously made him who we know today was this piece, The Celebrated Jumping Frog of Calaveras County, which he wrote and published in 1864.

Tedd Long:

This really gave him his leap into the publishing world, and from there, he moved to San Francisco where he became a writer for the Alta California, and he kind of picked out a unique niche. He wanted to be a travel writer. He convinced one newspaper to pay his way into the Sandwich Islands, which you know today as Hawaii. He wrote a whole piece about traveling through this exotic area, came back, made a pretty good dent in developing an audience through lectures. That was an introduction to the idea of lecturing, but it was in a very small geographic area in the West.

Tedd Long:

He then convinces the Alta to give him \$1,500 and sign him up for the Quaker City. The Quaker City was a heavy 1400 ton side wheel steamship, was actually built and used in the Civil War. After the War, it was converted to a tour ship and it was set to leave the East Coast of the United States and go to Europe and the Holy Lands. He talked his

editors into paying his way and he got on the ship, and this becomes the basis for his first real book that we know today as *Innocents Abroad*, which was the story of an American's trip through Europe and the Holy Land.

Tedd Long:

He was a special traveling correspondent of the *Alta*. He actually sent wires back and forth throughout his trip, and they were printed both in that paper and then picked up by other newspapers around the country. He was starting to build his name and his brand. As the roving reporter on the *Alta*, he started to hang out with a select group of people. This is actually him you see in that red square. It's hard to tell that that's him.

Tedd Long:

He also picked up a number of friends. I love some of these quotes. He said about his cabin mate, a guy by the name of Daniel Sloat. Clemens wrote, "He has got many shirts and a history of the Holy Land, a cribbage board, and 3000 cigars. I will not have to carry any baggage at all." You've got to love Clemens for how he described his situation.

Tedd Long:

His fellow passengers got along with him, but they thought he was a little out there. They weren't used to someone who spoke the way he did, so eloquently and at the same time so honestly about things that he was seeing, particularly when he got to the Holy Land. One of his fellow passengers described him as "a wicked fellow that will take the name of the Lord in vain, that is no respecter of persons. Yet he is liberal, kind of obliging, and if he were only a Christian would make his mark." There's your description of Samuel Clemens.

Tedd Long:

The best part of this trip for me, leads to his trip to Toledo, obviously, but when he returns, the ship captain kind of turned on everyone. About three weeks after the return, he spoke, Captain Duncan spoke at the Henry Ward Beecher Plymouth Church on December 3rd and claimed that he observed rampant drunkenness aboard the ship. He pointed to Twain as the leader of this debauchery, right?

Tedd Long:

So, the Brooklyn Eagle challenged Twain by claiming "Mark Twain is the man to settle the point. Let us hear from Mr. Mark Twain." Twain's response of imaginary notes from his diary, I think are classic. This is what was published in the Brooklyn Eagle on New Year's Eve, 1869. He says, "At sea, August 14th, Captain Duncan appeared at breakfast this morning entirely sober. Heavens be praised." At sea, August 18th, "Four days of forebodings and uneasiness, but at least Captain Duncan appeared at breakfast again, apparently entirely sober. Cheerfulness sat upon every countenance and every heart was filled with thankfulness."

Tedd Long:

This captain never touched a drop of alcohol and most of this trip Twain was really good at just using his writing to kind of scour this guy. And then he says, "Captain Duncan has not once been in liquor. Oh, how grateful we ought to be! A movement is on foot to present him a silver dinner service when we shall have arrived in Rome." but he saved the best for last in his PS. He said, "I'm sorry. I'm truly sorry to say that in Italy, Captain Duncan brought wine and drank on board the ship." He goes on and on and he says, "Captain Duncan offered me. He tried to make me even fall with his horrid Italian intoxicating bowl, but my virtue was proof against his wiles. I sternly refused to taste it. I prefer the French article. So does Griswold."

Tedd Long:

Mark Twain had his own style and his own repertoire in terms of how he handled situations with people and I think that was one. That's always been one of the things that intrigued me about him. While he was writing these pieces for the Brooklyn Eagle. He was in New York and he meets this woman who becomes his wife. We are really grateful for that because without that relationship, we wouldn't have the insight that we have now into his trip into Toledo, because he was writing her every day. This is Olivia Langdon. They attended a Charles Dickens reading in New York City together in late December, and then he began his courtship. By 1869, when he visits the Midwest, he's pretty much writing to her every day.

Tedd Long:

He had packaged up this trip that he had made into a lecture series that he was doing out West. And he referred to it as a Lecture on Pilgrim Life, a sketch of his notorious voyage to Europe and Palestine. He realized that he had an audience Out West, but he really needed to move East and get to that bigger audience. He also realized he had to clean up his act a little bit and repackage how he was presenting the trip.

Tedd Long:

So, this is April and by November, he's repackaged it to American Vandal Abroad in which he really kind of paints himself as this goofy American, doesn't understand manners, doesn't understand European culture, and he's just kind of bumbling around Europe. At the same time, he's also making all these observations that you and I could read today and just have a ball with.

Tedd Long:

So, this became the basis of the tour. He then reached out and booked himself a series of lectures through the Lyceum Group. He got a Boston agent to set the whole thing up. It's interesting when you look at the lecture series, this is coming from the University of Virginia library. If you look at it geographically, it's pretty wide and dispersed, but when you look at it from a time perspective, this is where you get a sense for just how much pressure he had to be under.

Tedd Long:

You know, this is before the airlines. This is train travel at its best. He is just moving from one city to the next, making these presentations. So, he had a lot of pressure, and as he's writing back to Liv, he keeps explaining to her how worried he is about Toledo. This is what intrigued me and became the backstory for the chapter on Twain's visit to Toledo. By the way, this is what he looked like in 1869 during his visit to Northwest Ohio. This is how he was depicted.

Tedd Long:

Several newspapers went after Twain because of the way he was talking about the Holy Land, and he wasn't really holding it up in the same standard that they expected that he would. This was starting to worry him, and then he was also very worried about this trip to Toledo, and you don't really get a sense for what's bothering him until you get this letter. This is from Ottawa, Illinois, January 13th, just weeks before he arrived in Toledo. This is back to Olivia. He says, "Another botch of a lecture, even worse than Elmira, I think. And it was such a pity for we had a beautiful church entirely full of handsome and well dressed intellectual ladies and gentlemen. They say, I didn't botch it, but I should think I ought know."

Tedd Long:

Again, he's doing up because he's worried about how the press is treating him and he's still starting to give a little bit more about why he's worried about Toledo. I was surprised by this. He made a direct route to Toledo from Iowa City. I just would assume they would've traveled their way from West to East, but it was like a ping pong. I mean, they were all over the place. He did have enough time in between, and he talks about it later that he could have gone up to Elmira, New York and visited with Liv before he went to Toledo, but I'll tell you what he said about that in a minute.

Tedd Long:

He makes it to Toledo on the Toledo, Wabash and Western Railway. Two things I'll point out on this piece here. Down below you see the name Azariah Boody, president, New York City. That's the person the Boody House in downtown Toledo was named after, and it's the person who I always have to remind young people it's B O O D Y, Boody. It gets confusing. People hear Boody House, and they think of all kinds of things.

Tedd Long:

You'll also see, down below, John B. Carson. He was the general freight agent for the Toledo, Wabash and Western, and that's who Twain stays with during his visit to Toledo. He writes back to Liv on January 20th, "Am most handsomely housed here with friends, John B. Carson and family. Pleasant folks and their home is most elegantly appointed. They are bright and happy as they can be." So that's a kind of cool thing that he feels good about his visit there. By the way, Carson lived at, I think it was 190 Superior Street. So today, if you're familiar with Toledo, this would be right behind the Mud Hen Stadium kind of where the SeaGate Center is today.

Tedd Long:

One thing I learned as I dug into a lot of these different visitors was I always wondered what was the venue? You know, when these famous people come to Toledo, where did they present? I was shocked to find out that before 1871, Toledo was a town of halls. There was no venue like we'd know today. In 1869, you see here on the left White's Hall. This was located on the third floor of the Neuhausel Brothers store on Summit near Oak. Today, Oak is Jackson street. So, this would be where four SeaGate sits today in downtown Toledo.

Tedd Long:

This was an interesting venue. The first two floors were the dry goods store for the Neuhausel Brothers. It was four brothers who founded this store and ended up becoming a very important store in Toledo history throughout the late 1800s. The third floor was the actual hall and it's amazing to me that Ralph Waldo Emerson spoke there. Horace Greeley. Frederick Douglass. I mean, this is what you had in 1869.

Tedd Long:

Now by 1871, the Wheeler family builds the opulent Wheeler Opera House, which you see in the center. Absolutely beautiful building. I go into great detail describing what it looked like in the book. Then the Wheeler burns down in the 1890s, and they then build the Valentine Theater, and that became kind of the venue for something like Twain when he were to come to Toledo, but White's Hall is where we know that Mark Twain spoke and it was a packed hall. It was January 20th, 1869.

Tedd Long:

Again, I'm going to get into detail about his fear, but even up to the day of his presentation there, he was writing back to Livy saying he was very worried about what he was going to do in Toledo. The Toledo Blade thought he rocked the house. This is their review. They said, "White's Hall was filled from him cellar to garret last night by one of the best tickled audiences that ever assembled there to hear a lecture or see a speaker. Mark Twain tickled them, and he did it so easily and almost consistently that they didn't know what they were laughing at more than half the time they were there."

Tedd Long:

I mean, that's a unique way to describe someone who really captured the audience. They said at the end that, "Mark Twain is a success as a lecturer as well as a writer. We think no one who heard the American Vandal Abroad last night will dispute." The Toledo Commercial felt similarly. They said, "There's an originality and pungency to his wit, and a purity of tone and expression that gives it a relish to the most cultivated minds." So, he hit it out of the ballpark.

Tedd Long:

You know, he is worried, and he talked about these previous episodes that didn't go as well, and he just gets rave reviews from Toledo. He goes home to his guest quarters that evening and he writes to Liv. He said, "It was splendid tonight. The great hall was

crowded full of the pleasantest and handsomest people and I did the very best I possibly could. I did better than I ever did before. I felt the importance of the occasion." Here's where we get the hint, "For I knew that this being Nasby's residence, every person in the audience would be comparing and contrasting me with him and I am satisfied with the performance. For all times, Sam." By the way, notice in these letters, when he writes to Liv, he signs it Sam. When he writes to others, he signs it Mark. Kind of an interesting way that he viewed himself with friends and family.

Tedd Long:

So now we know the secret. What was bothering Mark Twain was that he was really fearful of entering into Petroleum V. Nasby's den. Petroleum V. Nasby at that time was the most popular newspaperman in the United States. I'll go into detail about who this person was, but this is a person who everyone knew. He had the largest newspaper audience in the United States. Abe Lincoln, when he was assassinated, there was a clipping from Petroleum V. Nasby in his pocket and so, Twain knows he's coming into Nasby's town, because at that time Nasby had purchased the Toledo Blade and he was the editor at the Blade. So, this is what was really kind of in the back of his mind the whole time in this period leading up to his trip to Toledo.

Tedd Long:

What I love is, as the days go by, he starts getting cocky and he starts feeling like he really hit it out of the park in Toledo. He has no worries now. On the 21st, he wrote Liv, and he said, "I could have spent 24 hours with you from Monday evening till Tuesday evening, but the long trip to there and the long trip back to Toledo would have finished me and left me unfit to attack Nasby's fellow citizens."

Tedd Long:

So, he looked at it almost like this was war. You know, he had to go in there and attack these citizens because they had heard humorous before and they understood quality, and so he really viewed this as something that he had to step up to the plate for. A day later, he's really feeling his oats. He writes his partners back East, and he says, "Shall be in Hartford about March and then make a flying trip to California. I swept Nasby's dung hill like a besom of destruction." I love this. And then he says, "I don't know what a besom of destruction is, but it is a noble sort of expression. Came off with flying colors, printed notices for me. Love to all four of you. Yours always, Mark." And he signs it Mark.

Tedd Long:

So anybody familiar with the phrase "besom of destruction"? A besom is actually a broom. And this comes from Isaiah chapter 14, verse 23. "I will also make it a possession for the bittern and pools of water, and I will sweep it with the besom of destruction, saith the Lord of the hosts." Pretty heavy. I mean, can you imagine? I picture him beating his chest while he's writing this letter. He's got to be feeling like he really took care of things in Toledo.

Tedd Long:

He then, in a very short period of time after that Toledo visit, he meets his nemesis Petroleum V. Nasby, who is David Ross Locke. Nasby was his pen name. They become drinking buddies and they become lecture colleagues. Eventually Locke offers Clemens a job on the Toledo Blade. A lot of people don't realize Samuel Clemens had the opportunity to move to Toledo and become a writer for the Toledo Blade. This is his letter to his mother. She had written to him telling him all about his brother's issues and she was kind of hinting around she wanted him to send some money home.

Tedd Long:

He said, "My head is so busted up with endeavors to get my own plans straight, and I'm hardly in a condition to fix up anybody else's. I don't know whether I'm going to California in May. I don't know whether I want a lecture next season or not. I don't know whether I want to yield to Nasby's persuasions and go with him on the Toledo Blade. I don't know anything. I'm too happy and comfortable and sleepy now to know anything. I don't care a dam. Affectionately Sam." One thing I'll point out. He never swore in front of his mother. He spelled damn, D A M.

Tedd Long:

He was a character. There's no doubt about it. So, this is David Ross Locke. If you're not familiar with him, he was born in Broome County, New York, and he apprenticed at a newspaper at the age of 12 in Courtland County, New York. And then following a 17-year apprenticeship, he tramped around the country, and he ended up in Pittsburgh. Then at 1855, he ends up in Mansfield, Ohio, then Plymouth, Ohio at the Osiris Journal, where he begins writing the Nasby Letters, where he takes on this persona of the Southern copperhead, who is just completely misunderstanding what's going on in the war and writes his just outrageous statements and comments.

Tedd Long:

He eventually then, as I said earlier, is given the opportunity to buy the Toledo Blade. He's not just the editor. He purchases it and moves to Toledo. This is a cool shot I picked up. A Boston photographer shot this. This is Samuel Clemens, David Ross Locke, and then another person that was on their tour together. This is Henry Wheeler Shaw. His stage name was Josh Billings. These three, can you imagine attending lectures with these three? I mean, and the things that you would pick up? It would have been incredible.

Tedd Long:

So, I tell people that it's probably Toledo's loss that Mark Twain didn't take the job at the Toledo Blade, but it's the world's gain, because I'm not sure he would've been able to produce these incredible pieces that we all recognize as masterpieces in American literature. So, I guess Toledo took one on the chin for everybody else. This is Twain in his older years. And again, it was my pleasure to dive in and find this backstory and make it part of the whole story of Forgotten Visitors to Toledo.

Tedd Long:

That's my presentation. I want to thank you for your time and thanks for the award.
Appreciate it very much.