

Lineage No.: **ALEXANDRIA 02**

Group Title: **Alexandria Gazette**

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**Variant 01: The Columbian Mirror and Alexandria Gazette**

Publication Data: November 21, 1792 to December 25, 1793 2/week (Wed & Sat)

Proprietors: John Smith & Ellis Price

IVP Associates: John Smith (389), Ellis Price (342)

Notes: Smith withdrew from this partnership with the issue of September 11, 1793, which left the newspaper in Price's hands alone.

References: LCCN No. 84-024503, Brigham II: 1107.

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**Variant 02: The Columbian Mirror and Alexandria Gazette**

Publication Data: December 29, 1793 to September 13, 1800 3/week (Tues, Thu, Sat)

Proprietors: Ellis Price & Henry Gird Jr.

IVP Associates: Ellis Price (342), Henry Gird Jr. (181)

Notes: Price increased the publication frequency of his year-old newspaper with the December 29, 1793, issue (from twice weekly to thrice); with the issue of November 29, 1796, Price took Henry Gird Jr., his shop foreman, into a year-long partnership with him in his office; ownership reverted to Price alone with the November 23, 1797, issue with Gird remaining in his employ; Gird then bought the office from Price, appearing as its sole proprietor with the issue of February 27, 1798, and remained such until he sold the office back to Price on December 13, 1799; hence from the December 14, 1799 issue through the September 13, 1800 number, Price was again the sole proprietor.

References: LCCN No. 84-024503, Brigham II: 1107

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**Variant 03: The Columbian Mirror and Alexandria Gazette**

Publication Data: September 16, 1800 to December 6, 1800 3/week (Tues, Thu, Sat)

Proprietors: William Fowler

IVP Associates: William Fowler (173)

Notes: Fowler became sole proprietor of this paper with the issue of September 16, 1800, after purchasing the business from a financially-desperate Ellis Price, continuing its publication without interruption; Fowler's tenure was brief as he sold the business (though not its outstanding debts) to the partnership of Samuel Snowden & Matthew Brown after issuing his last number on December 6, 1800; Snowden & Brown also continued publication of the paper without interruption, though with a different title, on December 8, 1800.

References: LCCN No. 84-024503, Brigham II: 1107

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**Variant 04: Alexandria Advertiser and Commercial Intelligencer**

Publication Data: December 8, 1800 to September 16, 1803 Daily ex. Sunday

Proprietors: Samuel Snowden & Company

IVP Associates: Samuel Snowden (393), Matthew Brown (057)

Notes: The partnership of Snowden & Brown had been collecting subscribers for a proposed new Federalist journal in adjacent Washington when Fowler's *Columbian Mirror* was put up for sale in late November 1800; the pair then changed their approach and chose to buy out William Fowler instead; they promptly renamed his eight-year-old paper and increased the frequency of its publication from thrice-weekly to daily, starting with the December 8, 1800, issue, so continuing the previous schedule without interruption; Brown withdrew from the partnership with the issue of June 9, 1802, leaving the paper in Snowden's hands of alone; he would retain control of this journal, if not outright ownership of the paper, until his death in July 1831.

References: LCCN No. 84-024011, Brigham II: 1105

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**Variant 05: Alexandria Daily Advertiser**

Publication Data: September 19, 1803 to July 9, 1808 Daily ex. Sunday

Proprietors: Samuel Snowden

IVP Associates: Samuel Snowden (393)

Notes: Snowden simplified the name of his paper with the issue of September 19, 1803, adopting both a new masthead and new dress; financial difficulties in summer of 1807 compelled him to sell his interest in this daily to an unnamed individual; hence, this paper's colophon stated that it was printed "for the Proprietor" by Snowden from September 30, 1807 until September 18, 1808, suggesting a limited year-long arrangement with that person.

References: LCCN No. 84-024012. Brigham II: 1105

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**Variant 06: Alexandria Daily Gazette, Commercial & Political**

Publication Data: July 11, 1808 to September 30, 1812 Daily ex. Sunday

Proprietors: Samuel Snowden

IVP Associates: Samuel Snowden (393)

Notes: The unnamed Proprietor that Snowden engaged in September 1807 evidently asked for a change of this paper's name in the midst of the 1808 political campaigns; the new title, employed with the July 11, 1808 issue, asserted the paper's legitimacy by using *Gazette* in place of *Advertiser* and its Federalist outlook by adding "Commercial & Political" as an addendum; this title was continued until May 1817. With the September 18, 1808 issue, Snowden regained sole ownership of this paper, and remained so until acquiring another partner in September 1812.

Beginning on September 9, 1808, a triweekly edition of Snowden's paper was issued "for the country," one using the same title as this daily minus the word "Daily" in its name. The duration of that edition's life is unknown, as only one issue – for September 30, 1809 – is known extant; this variant may have survived until the supply shortages attending the War of 1812 forced a reduction of the frequency of its parent paper.

References: LCCN Nos. 84-024013 & 86-071534, Brigham II: 1109

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**Variante 07: Alexandria Gazette, Commercial and Political**

Publication Data: October 1, 1812 to May 13, 1817 Daily ex. Sun., w/ variations

Proprietors: Samuel Snowden & John D. Simms

IVP Associates: Samuel Snowden (393), John D. Simms (387)

Notes: The War of 1812 was a challenging period for this Federalist journal. In the summer of 1812, Snowden gradually increased the contributions of John D. Simms, Alexandria's city attorney, to his paper's political content; with the issue of October 1, 1812, he took Simms into partnership with him as the daily's senior editor; the alliance continued until shortly after war's end. War-time supply shortages, however, eventually forced the pair to reduce the paper's publication frequency from daily to thrice-weekly (October 5, 1813 to April 11, 1815); they were also compelled to suspend publication entirely for two weeks in late summer 1814 as a consequence of the British occupation of Alexandria (from August 23rd to September 8th). Simms withdrew from their partnership with the issue of March 9, 1815, leaving Snowden again in sole ownership of the paper through September 1819. His paper resumed daily publication with the April 13, 1815, issue; Snowden also dropped the phrase "Commercial & Political" from its title briefly in early 1816 (January 5th to 8th).

References: LCCN No. 84-024014, Brigham II: 1109

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**Variante 08: Alexandria Gazette & Daily Advertiser**

Publication Data: May 14 1817 to February 3, 1819 Daily ex. Sunday

Proprietors: Samuel Snowden

IVP Associates: Samuel Snowden (393), Samuel H. Davis (126)

Notes: With the issue of May 14 1817, Snowden altered the title of his daily in an overt effort to appeal to a broader audience by distancing his paper from its preceding incarnations as a Federalist organ; he would do so again with the issue of February 4, 1819.

References: LCCN No. 83-026170, Brigham II: 1109

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**Variante 09: Gazette and Alexandria Daily Advertiser**

Publication Data: February 4, 1819 to October 17, 1821 Daily ex. Sunday

Proprietors: Samuel Snowden

IVP Associates: Samuel Snowden (393), Samuel H. Davis (126)

Notes: With the issue of February 4, 1819, Snowden altered the title of his daily in his continuing effort to appeal to broaden his paper's audience by distancing it from its earlier life as a Federalist organ. Still that effort did not resolve Snowden's recurring financial distress. By the fall of 1819, he had decided to make a clear break legally with his past; he sold his paper and press to Samuel H. Davis, another Alexandria printer, and closed his business; Davis had "nominal" control of the *Gazette* for three months (October 1, 1819 to January 4, 1820), while Snowden conducted the office as he had before; with the issue of January 5, 1820, Davis transferred ownership of the *Gazette* to a new company owned by Snowden

and his family, announcing in an essay therein both his departure and Snowden's return, as well as his part in the legal ruse. Snowden continued on alone until compelled to take on another partner in January 1825.

References: LCCN No. 83-026170, Brigham II: 1109, Cappon 35.

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**Variant 10: Alexandria Gazette & Daily Advertiser**

Publication Data: October 18, 1821 to March 30, 1822 Daily ex. Sunday

Proprietors: Samuel Snowden

IVP Associates: Samuel Snowden (393)

Notes: With the issue of October 18, 1821, Snowden returned to the title for his newspaper that he had first adopted in May 1817.

References: LCCN No. 83-026170 & 85-025001, Cappon 35.

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**Variant 11: Alexandria Gazette & Advertiser**

Publication Data: April 2, 1822 to December 30, 1824 3/week

Proprietors: Samuel Snowden

IVP Associates: Samuel Snowden (393)

Notes: By the spring of 1822, Snowden was again financially pressed; so with the issue of April 2, 1822, he reduced the frequency of his paper's publication from daily to thrice-weekly in order to trim expenses; its daily publication was not resumed until December 1825.

References: LCCN No. 86-071520, Cappon 35.

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**Variant 12: The Alexandria Phenix Gazette**

Publication Data: January 1, 1825 to December 31, 1833 3/week, then Daily ex. Sun.

Proprietors: Samuel Snowden

IVP Associates: Samuel Snowden (393)

Notes: Snowden's troubled finances led to his bankruptcy in August 1824; an ensuing court order compelled the sale of his property by year's end; so on December 30th, Snowden closed his business in order to settle accounts. Two days later, Snowden began publishing a new daily with the same type and presses employed previously; the new paper was issued in a partnership arrangement with one William Fitzhugh Thornton, who was then apparently the titular owner of the office's tools and supplies. Snowden claimed that the *Phenix* was not "a continuation of the other, but as a new and independent journal," a fiction he had to maintain for legal reasons, just as he had done with Samuel H. Davis in 1819.

The *Phenix Gazette* made its first appearance on January 1, 1825; by late fall, the forced reorganization restored Snowden's solvency, allowing him to resume publishing on a daily schedule with the issue of December 5, 1825. The firm of Snowden & Thornton continued successfully until July 1828, when Thornton sold his interest in the concern to Snowden in order to start a campaign paper in Washington in support of the reelection of John Quincy Adams. Snowden then turned to his only son, Edgar Snowden (1810-1875), as his partner and successor. The *Gazette* continued in this fashion until Snowden's death on July 14,

1831, having gradually reverted to the simple title of the *Alexandria Gazette* after 1826. Edgar Snowden succeeded his father, and was editor and proprietor of the paper for more than 40 years, until his own death in 1875; thereafter, the paper has continued into the present day, under various guises, all of which have included variations on the *Alexandria Gazette* name, having become an Alexandria institution.

References: LCCN No. 85-025006, Cappon 35.

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