



# **Alicia Patterson**

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Assistant Dean of Special Collections  
Hofstra University



Alicia's father was Joseph Medill Patterson. He started *The Daily News*. His father, Robert W. Patterson, Jr. was a journalist at the *Chicago Tribune*.



Her mother was Alice  
Higinbotham Patterson.  
Alice's father was the  
president of the 1893 Chicago  
World's Fair and the financial  
executive for Marshall Field &  
Co.



Alicia's aunt was known as "Cissy" Patterson and was the editor and publisher of the *Washington Times-Herald* from 1930 until her death in 1948.





Alicia, was the middle daughter, but she behaved as a substitute “son” for Joseph Patterson. She learned to fly a plane, hunted big game and was a risk-seeker and adventurer. Alicia had a love of flying, and she became a Transport Pilot in 1931. She held the Woman’s Aviation Record from New York to Philadelphia.





Alicia worked for her father at the *Daily News*, first in the promotions department then as a reporter. She managed to get a high profile divorce case mixed up in print and the paper was sued for libel. That was the end of her initial newspaper career.



Her first husband was James Simpson Jr. He was the son of Marshal Field's Chairman of the Board. Her parents announced her engagement to him without Alicia's knowledge. She told her father she would stay married for one year. True to her word, they married in 1927 and divorced a year later.





Alicia Patterson met Amelia Earhart at an event in New York City at the Hotel Commodore in 1930. Grover Loening (an aircraft manufacturing company) gave out a trophy for the greatest progress during the year by flying students of colleges and universities. The Harvard Flying Club won the award and both Amelia Earhart and Alicia Patterson Simpson were invited guests.

*20 hrs.  
40 min.*

OUR FLIGHT  
IN THE FRIENDSHIP

AMELIA EARHART





ON THE "PRESIDENT ROOSEVELT"

© London News Agency

20 HRS. 40 MIN.

OUR FLIGHT IN THE FRIENDSHIP

THE AMERICAN GIRL, FIRST ACROSS THE  
ATLANTIC BY AIR, TELLS HER STORY

BY

AMELIA EARHART



WITH 61 ILLUSTRATIONS

G. P. PUTNAM'S SONS

NEW YORK — LONDON

*The Knickerbocker Press*

1928

To

Alicia Patterson Simpson  
with best-wishes  
for "Happy Landings"

Amelia W. Earhart-



Alicia did not have children but was quite involved with her younger sister Josephine's children and enjoyed their company. Alicia lived a life of leisure at this point and traveled around the world.





Alicia's second husband, Joseph W. Brooks was an athlete and they married in 1931. Brooks played collegiate football and then went on to coach at Williams College and eventually coached at Columbia. He was a friend of her family and so her father furnished a house for her in Sands Point. Alicia and Brooks divorced in 1938.

## ALICIA PATTERSON TO WED HERE TODAY

Daughter of Mr. and Mrs.  
Joseph M. Patterson to Be Mar-  
ried to Joseph W. Brooks.

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### BOTH ARE AIRPLANE PILOTS

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Bride-to-Be Holds Flight Records—  
Ceremony Will Be Performed at  
the Broadway Tabernacle.

Miss Alicia Patterson, daughter of  
Mr. and Mrs. Joseph Medill Patter-  
son of this city and Chicago, will be

## START WEDDING TRIP BY AIR

Mr. and Mrs. J. W. Brooks Leave  
In Plane for South and Mexico.

*Special to The New York Times.*

ROOSEVELT FIELD, L. I., Dec.  
24.—Joseph W. Brooks, a New York  
broker, and Mrs. Brooks, who was  
Alicia Patterson, left here today in a  
Bellanca monoplane on a wedding  
trip which will take them as far  
south as Mexico. Charles J. Sutter,  
their mechanic, went with them. They  
were married yesterday at the Broad-  
way Tabernacle.

Mr. and Mrs. Brooks, both of whom  
are transport pilots, expected to  
reach Richmond, Va., tonight. From  
there they will leave for Greensboro,  
N. C., for quail shooting, and will  
then continue south to visit George  
La Branche at his plantation near  
Miami.

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Alicia's third husband was Harry Guggenheim. They married in 1939. She claimed he saved her from a life of "purposelessness."

# **A New Guggenheim Partnership Formed**

New York —Formation of a new Guggenheim Brothers partnership to carry on the Guggenheim family's world-wide mining and metallurgical interests and to engage in research and new businesses, was announced today.

Announcement of the new firm's partners was made by Harry F. Guggenheim of Sands Point, sole surviving member of the present firm of Guggenheim Brothers, successor to the firms of the same name that developed some of the leading mining enterprises in the world.

Men active in the management of natural nitrate, copper, tin, oil and other mining companies and experimental and trading enterprises generally related to them, are members of the new firm. Most of them have been associ-



The Guggenheim family was known for mining and smelting. They became the leading mining enterprises in the world. Harry served an apprenticeship at one of his family's refineries in Mexico. He eventually headed a group that was doing extensive research into the production of hydrazine which was used for rocket fuel.

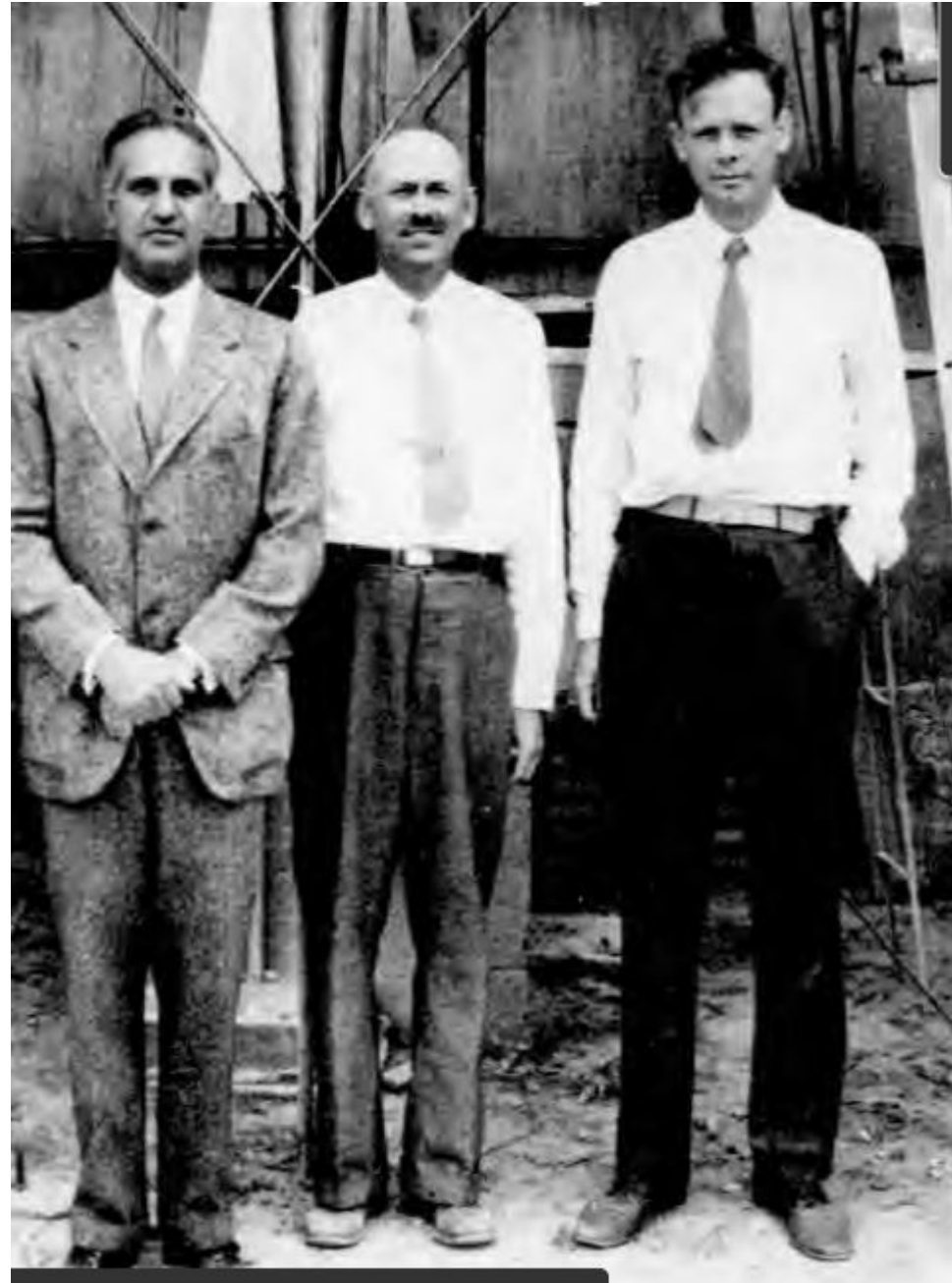


After finishing his education, Guggenheim served in World War I and World War II. He had always been interested in aviation and learned to fly small planes.





Harry's interest in aviation spilled over to rockets as well. Here he is shown with Robert Goddard (the father of modern rocket propulsion) and Charles Lindbergh in New Mexico at a rocket launching site in 1935.



Harry rose to the rank of captain in the Navy and was often referred to with that moniker. Harry was Jewish and Alicia's parents did not necessarily approve. "He also had more money, bigger estates, and more national prominence than they did," according to her niece Alice Arlen.





Alicia and Harry lived in *Falaise*, the Sands Point house that Harry had built by architect Frederick Sterner for his second wife Caroline Morton. The house was completed in 1924 and built in the Northern French Chateau style. It contained many artifacts from their European honeymoon trip in 1923 and had quite a dark interior. According to Ken Horowitz who provided tours of the house when it was given to Nassau County, any of the rooms that were bright and airy were done by Alicia.

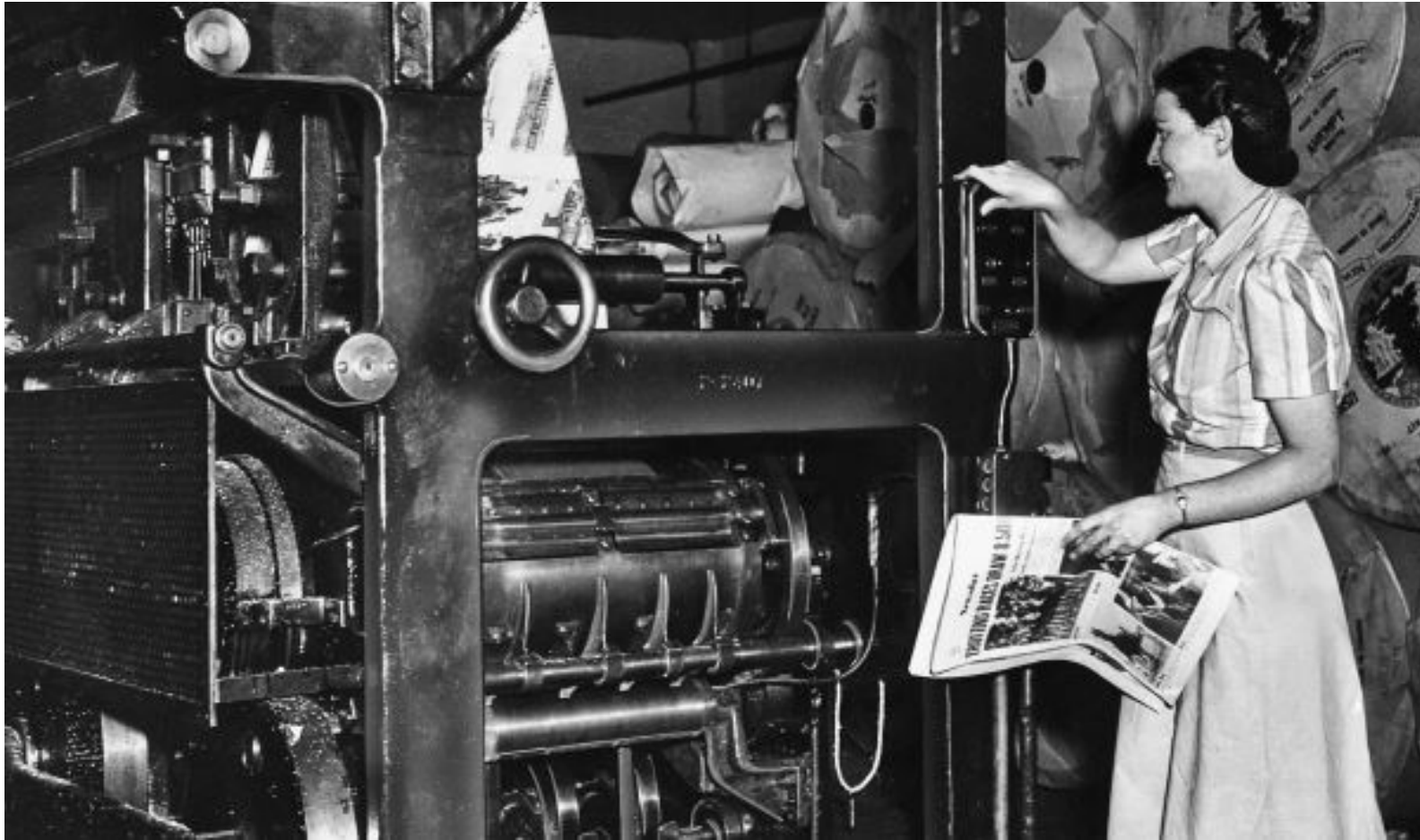




When Harry married Caroline Morton, his father gave them 90 acres of waterfront property in Sands Point. Originally a rose garden, the pool was created when Harry became ill and his doctors recommended exercise.







In 1940 Harry and Alicia purchased a failing newspaper in Hempstead which had been run out of a former car dealership. Guggenheim paid \$50,000 for the paper they started and named *Newsday*. Harry owned 51 percent of the new company and Alicia, 49 percent.

At first Alicia balked at the idea of purchasing the presses – she thought they were too old and would be unable to run the kind of tabloid she was interested in printing. She and Harry fought about it and she finally agreed that they should try to create a paper for Long Island.





The first issue came out on September 3, 1940 and consisted of 30 pages, many of them badly smudged. Alicia exclaimed, "I'm afraid it looks like hell."





Alicia with Alan Hathway editor of *Newsday*. Alicia “stole” Hathway from her father’s paper *The Daily News* in 1942. He started as the city editor and eventually became the executive editor of *Newsday*.





Although Harry had a controlling interest in *Newsday* the paper was really Alicia's. She was known to remark, "Harry go on upstairs to the money. You're not supposed to meddle in editorial." And although Alicia was not born on Long Island, she soon became protective of it, sure that she knew what was important for Long Islanders to know and confident that she could figure out what was in the best interest for her "home turf."



Alicia wrote a comic strip with Neysa McMein that ran in the *Boston Herald* and the *Chicago Tribune* in 1942-43. "Deer" was a princess in ancient Egypt but was assassinated by her people – she was saved by a priest who slipped her an immortality potion and she woke up in 1940's New York City. The strip was not successful and ended a year into the story line.



... a **new** strip!

# "DEATHLESS DEER"

By **ALICIA PATTERSON**  
and **NEYSA McMEIN**

**Start it  
next Monday!**

Alicia was the first woman invited to be on Hofstra's Board of Trustees. She accepted the invitation in 1943.

**Newsday**

283 Main Street, Hempstead, L. I., New York - Telephone, Hempstead 700

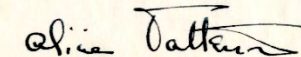
December 20, 1943

Mr. Howard S. Brower  
Acting President  
Hofstra College  
Hempstead, N.Y.

Dear Mr. Brower:

I am indeed honored to have been elected to the Board of Trustees of Hofstra College and I am looking forward with much pleasure to meeting the Members of the Board.

Yours sincerely



Alicia Patterson  
Editor and Publisher

AP:nh



John Cranford Adams,  
President of Hofstra,  
remarked that Alicia,  
“had remarkable personal  
gifts: she was particularly  
radiant as hostess, with a  
genius for bringing  
people together and  
drawing out of them both  
their convictions and  
their visions.”





March 8, 1944

Mr. Howard S. Brower  
Acting President  
Hofstra College  
Hempstead, N.Y.

Dear President Brower:

It is with real trepidation that I find myself a member of the Finance Committee. Frankly, finance is not my strong point and I am afraid that I would be of little value on that Committee. I understand, however, that a Post War Planning Committee has been set up which is much more in my line. The post war planning of Nassau has been a subject in which Newsday has been particularly interested, and I feel sure I could pull my weight there.

I am sorry indeed that I missed the last meeting and expect to attend more regularly in the future.

Yours sincerely



Alicia Patterson  
Editor and Publisher

AP:nh

Alicia understood her own strengths and weaknesses and when faced with a task that she didn't think she was up to – could bow out gracefully.

At first *Newsday* ran in the red, but the paper became profitable within a few years and its circulation steadily rose. In spring 1949, Time magazine ran a full-page story on Patterson titled “Another Patterson,” which noted that *Newsday*’s circulation was above 100,000, and called the paper “a journalistic jackpot.”





In 1950 and in 1953, *Newsday* ran two series of exposés about a union boss named William DeKoning, who had a reputation for violence and graft. In May 1953, *Newsday* won a Pulitzer Prize for its coverage.



In an address given at a Communication Arts Symposium in 1953, Alicia had remarked that “Much that I learned I learned from my father...Nothing was too insignificant for him to notice...This trait helped him to understand why people do as they do...He was geared with invisible antennae that alerted him to the shifting moods of the times.”





Alicia and Harry had several properties besides *Falaise*. There was the 11,000 acre Cain Hoy plantation in South Carolina, a hunting lodge in Kingsland, Georgia and a townhouse in Manhattan. They also had a horse-breeding operation in Lexington, Kentucky.





After joining Hofstra's post war planning committee Alicia was then asked to be on the Nassau and Western Suffolk Planning Forum in 1955.





In a speech in 1958 Alicia explained,  
“Out of 1,700 newspapers in this  
country we find only 67 women listed  
as editors...and only 7 of these  
women edit newspapers with  
circulations over 20,000.”



A Fawcett Publication  
**Woman's  
Day**

67 WEST 44 STREET, NEW YORK 36, N. Y. • MURRAY HILL 2-3606

November 3, 1960

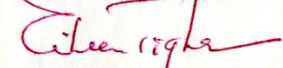
Hofstra College  
Hempstead  
New York

Gentlemen:

In the December issue of Woman's Day, fourteen distinguished American women, including Alicia Patterson, Editor and Publisher of Newsday, gave us a personal statement in answer to a question of world-wide importance, "What can women do for peace?" The article to which all these women brilliantly contributed is titled "Peace on Earth."

Each of the women who sent us a statement on peace was asked to designate an organization or charity to which we could contribute in her name. We are pleased to inform you that Miss Patterson has designated Hofstra College. We are therefore enclosing a check for one-hundred dollars, with our best wishes and those of Miss Patterson.

Sincerely,



EILEEN TIGHE  
Editor

ET/esp  
Enc.

As editor and publisher of *Newsday* Alicia was asked to respond to many questions, sat through many interviews and was the subject of many articles in other news sources. She gave generously of her time and in this case, her money.





Patterson and Illinois Gov. Adlai Stevenson had a romance as well as a longtime friendship. "She was influential in getting him into politics," according to niece Alice Arlen. Alicia was influential enough to get Stevenson to Hofstra to receive an Honorary Degree in 1961.



Alicia continued to be an outdoors “woman” and loved to hunt and fish.





In 1960 Patterson and Moses teamed up to convince the FAA that the recently de-commissioned Mitchel Field should be deeded to Hofstra, Nassau Community College, Adelphi and for use as “edu-cultural” spaces. Both Patterson and Moses were on Hofstra’s Board of Trustees. Photo of Harry and Alicia with Robert Moses and his grandchildren.





While Harry's principal interests were business ventures, his *love* was thoroughbred horses and horse-racing. He was one of the founders of the New York Racing Association and from 1929 until his death he was a racehorse owner and breeder. He won the 1953 Kentucky Derby with Dark Star and was the owner of Ack Ack who was the American horse of the year in 1971.





Harry Guggenheim,  
Alicia Patterson  
and Robert Moses  
at Belmont where  
Harry often had a  
horse in the race!



The Guggenheim Museum was named for Solomon Guggenheim, Harry's uncle. The modern building was built in 1959 and designed by Frank Lloyd Wright. By the time the building opened both Solomon and Wright had died. Harry was made president of the museum.





From left to right:  
Empress Farah of  
Iran, Harry  
Guggenheim and  
Alicia touring the  
Guggenheim  
Museum, April 16,  
1962. The Shah was  
in the US for a state  
dinner in  
Washington DC and  
then spent several  
days in NYC with a  
tickertape parade  
held in their honor,  
a visit to two  
museums, and the  
Central Park Zoo.



Although married for over 20 years, the Guggenheims spent much of the time feuding – whether it was about politics or the management of *Newsday*.





In an interesting turn of events, Alicia never received an Honorary Degree from Hofstra, but after her death, Harry Guggenheim did in 1967.



In July of 1963 Alicia went to the hospital to have stomach surgery. She died of what her doctors called “uncontrollable bleeding” after the operation.





Alicia was only 56 years old. She was remembered as a generous woman who defied expectations of what a woman could do in her time.

The Hofstra Magazine, Summer 1963

## ALICIA PATTERSON DIES

ALICIA PATTERSON, a HOFSTRA Trustee since December 1943, died on July 2 following surgery for a stomach ailment. She was 56 years old. Miss Patterson, a generous contributor to Hofstra, had served on many committees of the Board of Trustees and, at the time of her death, was active on two committees.

Editor and publisher of *Newsday* in Garden City, Miss Patterson wrote one of the great success stories in American journalism. Under her direction, *Newsday* became one of the most successful suburban newspapers in the United States. It won a Pulitzer Prize for public service in 1954.

President John Cranford Adams sent the following message to *Newsday* following Miss Patterson's death:

"Like all who knew Alicia Patterson I am stunned and grieved at this news of her untimely death. She was undoubtedly one of the colorful, courageous and imaginative leaders in America. Her vitality was unquenchable. Over the years she not only had time and energy to build up one of the most successful newspapers in the country but also to play an active role in support of many other forces for good. She was in her nineteenth year as Trustee of Hofstra University, and during those years I have been privileged to know her particularly well. Always a wise and farsighted counsel-



ALICIA PATTERSON

lor, she was deeply concerned with the growth and welfare of the University, performing services beyond count as well as contributing generously to its programs and needs. She was unfailingly alert to the major trends of educational development in the United States and also played a constructive role in the world of literature and art.

"Miss Patterson had remarkable personal gifts: she was particularly radiant as hostess, with a genius for bringing people together and drawing out of them both their convictions and their visions. She will be missed by all her friends as well as by her myriad professional and cultural associates, among them the Trustees and staff of Hofstra University, where for twenty years she endeared herself as the loyal colleague, friend and supporter."

HEMPSTEAD, LONG ISLAND

Among the 800 people who attended her funeral were Hofstra's President John Cranford Adams, Nassau County Executive Eugene Nickerson, Mr. and Mrs. Vanderbilt, and Rear Admiral Gordon McClintock. Both Gov. Rockefeller and President Kennedy paid tribute to her in statements that were printed by newspapers world wide.

# JFK in Tribute to Alicia Patterson

Garden City—President Kennedy and Gov. Rockefeller led scores of friends and public figures today in paying tribute to Alicia Patterson, editor and publisher of Newsday. Funeral services for Miss Patterson were scheduled for 2 PM today at the Protestant Episcopal Cathedral of the Incarnation in Garden City.

Miss Patterson died Tuesday night in Doctors Hospital, New York, following a stomach operation. She was 56. Her death drew statements of bereavement from leaders in many fields. Most of the statements cited her courage and imagination, and the contribution she had made to the profession of journalism by making a suburban newspaper into a major editorial force.

President Kennedy, in a statement released at the White House, said: "I am most grieved to learn of the death of Alicia Patterson, who made a substantial contribution to her country. Miss Patterson, with a long heritage in the newspaper field, founded the newspaper Newsday at a time when many similar attempts to start major newspapers had failed. The fact that Newsday was quickly a success and won the confidence of its thousands

leadership. Mrs. Kennedy and I join in offering our sympathy to her family."

## *Success Story Unique*

Miss Patterson, daughter of the late Joseph Medill Patterson, founder of the New York Daily News, founded Newsday with her husband, Capt. Harry F. Guggenheim, in 1940 in a garage, and saw it grow under her editorship from an initial press run of 15,000 to a current circulation of more than 370,000. The success story she wrought at the paper has been hailed as unique in modern journalism, coming at a time when other newspapers have found their circulations dwindling.

In addition to Guggenheim, president of Newsday, Miss Patterson is survived by her mother, Mrs. A. H. Patterson of Chicago; two sisters, Mrs. Ivan Albright of Chicago and Mrs. Donald Baker of Greenwich, Conn.; a brother, James Patterson; three nieces, Mrs. James Hoge, Dina Albright and Adrienne Baker, and two nephews, Joseph Medill Patterson Albright and Adam Albright.

At the cathedral, the Order for the Burial of the Dead was to be read by the Very Rev. Harold F. Lemoine, D.D., Dean of the Cathedral. Several of Miss Patterson's favorite hymns were to be sung by the choir. The body is thereafter to be cremated, with committal services at a later date. The family requested that no flowers be sent.

Miss Patterson's contribution to the growth of Long Island was hailed in a tribute by Gov. Rockefeller. "The death of Alicia Patterson," the governor said, "is a great loss to American journalism and a bad blow to her countless friends. A member of one of the nation's most distinguished journalistic families, she was a vigorous pioneer of suburban publishing whose imagination and creativity played a major role in the phenomenal growth of Long Island over a period of nearly one-quarter of a century. Her courage and dedication to public service





Alicia Patterson was an unusual woman – she could hunt and fish and fly an airplane – yet she agreed to two marriages which her parents arranged. She could be strong willed and decisive but not very successful in her private relationships. She went on to become one of the few women in a business that was overwhelmingly male. And when she died the outpouring of grief and sadness was real and people remarked that she did her job with grace and wit and would be genuinely missed.