

NEWSPAPER NAMES

By ELMO SCOTT WATSON

DON'T know what is the name of the newspaper in which you're reading this article...

Next to the "Big Ten" in order of popularity are the following newspaper names: Gazette, Sun, Courier, Post, Leader, Telegram, Independent, Sentinel, Chronicle, Bulletin, Dispatch, Register, American, Union, Review, Reporter, Citizen, Telegraph, Commercial, Standard, Enterprise, Messenger, Eagle, Mail, Express, Daily, Advertiser, Globe, Free Press, Advocate, Ledger, Item, Capital, Banner, State, Observer, Call, World, Transcript and Recorder.

newspaper name. One story is that it refers to a "gazetta," a Venetian coin which was the price of the early Venetian newspapers.

Among the newspaper names symbolizing the instruments by which the news is collected and

er), Defender, Standard, Banner, Progress, Enterprise, Public, Citizen and Service.

In so far as newspapers shed light on questions of public interest it is appropriate to have a Sun, a Moon, a Star, a Light, a Headlight, a Searchlight, an Outlook, a Beacon, and a Reflector.

It will be noticed that the two names, Republican and Democrat, are among the "Big Ten."

That is because the newspaper has always been a force in politics and the political complexion of its publisher is often reflected by the name of his paper.

ally enough called the Breeze for the same reason Redondo, Calif., also has a Breeze.

Down in Arizona there is a newspaper called the Epitaph which is appropriate because it is published in the famous mining camp of Tombstone.

Out in Taft, Calif., there is a paper named the Midway Driller principally because Taft is located in the center of the Midway oil fields.

Several years ago a Kansas historian began digging into the old files of the newspapers of his state and reported on his findings as follows:

"The Kansas Prairie Dog lived nine months at Lake City, Barber county, the Pawnee Rock Crank stayed a little longer, while the Elbing Hatchet, named in honor of Mrs. Nation's implement of warfare, survived two years.

"The Champion Liar of Kansas went forth under a Perry, Jefferson county, date line. In the eight months it lived it proved and established its contention. It glorified Kansas and exalted its good name.

"In those days of freak names there was a Spy at Chautauque Springs, a Cashier at Cash City, a Firebrand at Clay Center, a Cyclone at Clyde, and Little Casino at Burlington.

"The Circleville Kicker wore itself out in ten months, while Lucifer the Light Bearer lived through seven years at Valley Falls.

"Those most familiar with tom-cats say their average life is six years. That belief is borne out by the existence of the Thomas County Cat at Colby.

"Unusual newspaper names are by no means confined to the 'good old days,' however. Recently it was announced that the Jefferson (Texas) Jimplicute would be revived as a daily, succeeding the semi-weekly Jefferson Journal.

Similar to this name is the Jimplicute, published in the town of Illinois in Missouri, the origin of which is obscure.

Manchester-by-the-Sea, Mass., has a newspaper which, since that town is a summer resort, is logi-

Ask Me? Another?

A Quiz With Answers Offering Information on Various Subjects

- 1. What is the largest liner that has gone through the Panama canal? 2. How many of our Presidents owned slaves? 3. Who first discovered the principles of magnetism? 4. What are the elevations above sea level of the Great Lakes? 5. How much space does a ton of gold occupy? 6. Roman senators were appointed for a term of what duration? 7. Are all eyes of the same size? 8. How is salt secured?

depends upon the orifice or aperture through which the eyes are seen. It is the variable diameter of this opening that creates the erroneous impression of different sizes of eyes.

Favorite Recipe of the Week

Apple Scallop. 6 apples (medium size) 1/2 cupful brown sugar Juice of 1 lemon 1/2 cupful butter, melted 1 1/2 cupfuls crushed ginger-snaps 1/2 teaspoonful cinnamon

Pare, core, quarter and slice the apples in thin sections and sprinkle with lemon juice. Blend together the sugar, cinnamon, melted butter and ginger-snap crumbs.

"I Planted a Flower" Die when I may, I want it said of me by those who knew me best that I always plucked a thistle and planted a flower wherever I thought a flower would grow.

Smiles

Another Gal "I can't understand why I didn't accept you the first time you proposed."

Cruelty "Madam, your confounded dog has torn my trousers!" "Naughty, naughty Fido! I shall punish him severely. I shall take his pink ribbon away from him for a whole week."

He Kept His Word: The man who said to a woman: "Your slightest wish shall be my law"—and married her.

LETTERLY SPEAKING



Mary's Aunt—Since leaving college, has Mary's B. A. helped her much? Mary's Ma—Maybe it has; but her M. A. has helped her still more.

Beyond Him She did not understand the thermometer, but she took her husband's temperature with it and then held a match under it to read it properly.

PUBLIC OCCURRENCES

Both FOREIGN and DOMESTIC. Before, Thursday Sep. 25th 1690.

It is desired, that the Country shall be furnished with a record (or if any Class of Occurrences happen, others) with an account of such considerable things as have happened since our Nation.

That which is herein proposed, is, First, That Memorable Occurrences of Divine Providence may not be neglected or forgotten, as they too often are.

Secondly, That people every where may better understand the Circumstances of Publick Affairs, both abroad and at home; which may not only direct their Thoughts, as all things, but at some times also to assist their Beliefs, and Negotiations.

Thirdly, That some things may be done towards the curing, or at least the checking of the Spirit of Lying, which prevails amongst us, and before which all are ready, but some are more ready to believe it true, than to believe it false.

Moreover, the Publisher of these Occurrences is willing to engage, that whereas, there are many false Reports, maliciously made, and spread among us, if any well-willed person will be at the pains to trace any such false Report, so far as to find out and Convey the Birth of it, he will in this Paper (unless just Advice be given to the contrary) expose the Name of such person, as a malicious Raler of a false Report.

THE Christianized Indians in some parts of Plimouth, have newly appointed a day of Thanksgiving to God for his Mercy in supplying their extreme and pinching Necessities under their late want of Corn, &c. for His giving them now a prospect of a very comfortable Harvest.

The first page of the first and only number of Publick Occurrences, a newspaper which Benjamin Harris attempted to publish in Boston in 1690.

recorded are Telegram, Telephone, Press, Quill and Pantagraph.

Symbolical of the methods by which the news is carried to the reader are such newspaper names as Herald ("an ancient messenger invested with a sacred and inviolable character").

Community Leadership. Symbolic of the newspaper's role as a leader in the community is that name itself, Leader.

Jeffersonian is still a fairly common newspaper name, recalling the days of Jeffersonian Democracy.

The newspaper in its role as a business institution itself but more particularly as an essential adjunct to business is reflected in such names as the Advertiser, Commercial, Journal of Commerce, Free Trader, and Fair Dealer.

Bill Nye's Boomerang. All of these names are fairly common, but most interesting of all are the newspaper names which indicate some one particular region, historical association or some other special reason for an unusual name.

Manchester-by-the-Sea, Mass., has a newspaper which, since that town is a summer resort, is logi-

TESTED AND PROVED ON THE FARM THE AMAZING New Firestone GROUND GRIP TIRE PROVIDES GREATER DRAWBAR PULL, GREATER TRACTION AND SAVES MORE TIME AND FUEL NEWS of the amazing performance of the NEW Firestone Ground Grip Tire is sweeping rural America.

MORE FARM TRACTORS ARE EQUIPPED WITH FIRESTONE TRACTOR TIRES THAN ALL OTHER MAKES OF TIRES COMBINED