

# By ELMO SCOTT WATSON



DON'T know what is the name of the newspaper in which you're reading this article, but the chances are about three to one that it's the News. If it isn't that, then most likely it is the Times, and if not a paper bearing that name, it may be either the Journal or Herald. Then again it may be the Tribune or the Record, the Republican or the Press, the Star or the Democrat. For studies that have been made in newspaper nomenclature reveal the fact that these are the

newspaper name. One story is that it refers to a "gazetta," a

Venetian coin which was the price

of the early Venetian newspapers.

Another version is that the word comes from the Greek, meaning

Among the newspaper names

symbolizing the instruments by which the news is collected and

a "treasury of news."

ten most popular names for the printed sheets of paper which bring into our homes every day or every week a varied assortment of reading matter-news, pictures made from photographs, cartoons, comic strips, health talks, fashion notes, short stories, editorials, "columns," continued stories-in fact, all of that great variety of interesting and informative material which makes up a modern newspaper.

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.

There's a good reason, of course, why News should be the most popular name. For the primary function of the newspaper, as its name implies, is to furnish the news. A widespread, but erroneous belief, is that the word comes from the four letters of the compass-north, east, west and south, since news comes from all quarters of the globe. It is even said that the name is due to the fact that early public records and announcements were posted either under a weather vane or on a bulletin board decorated with the letters N, E, W, and S to indicate that the board bore information gathered from all points of the compass. However, the more believable story is that it was simply a case of the adjective "new" being made into a noun with the letter "s" added to it. Then again it may trace its ancestry back to the ancient Anglo-Saxon word "nieuwes" or the French "nouvelles," both meaning

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

In so far as newspapers shed light on questions of public inter-est it is appropriate to have a Sun, a Moon, a Star, a Light, a Head-light, a Searchlight, an Outlook, a Beacon, and a Reflector. Be-sides the Reflector there is more than one Mirror, which reflects images as well as light, a Camera, which reflects a fixed image, and an Echo, which is a reflected und. Since news comes from all over the earth, it is appropri-ate to have newspapers bearing the name of the World or the Globe as well as those of heavenly bodies and since newspapers record events as they happen we have the Times, a Day, a Morning Paper, an Every Evening, an Hour, a Timesett, a Current, an Age, an Era, and a New Era.

It will be noticed that the two names, Republican and Demo-crat, 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. The

cally enough called the Breeze and for the same reason Redondo, Calif., also has a Breeze. Coop-erstown, N. Y., has a Glimmerglass because one of its most fa-mous citizens was J. Fenimore Cooper and he immortalized a lake by the name of Glimmerglass Tales. in his Leatherstocking

Down in Arizona there is a newspaper called the Epitaph which is appropriate because it is published in the famous mining camp of Tombstone. And Tombstone got its name because old timers in the region tried to discourage a prospector, named Ed Schiefflin, from going out alone in the Apache-infested land and warned him that instead of gold he'd "find his tombstone if he didn't watch out." Bisbee, Ariz., has a newspaper named the Ore, which tells instantly what is its principal industry just as the Nome (Alaska) Nugget and the Tonapah (Nevada) Bonanza sug-gest the riches of those famous mining camps.

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. Oil City, Pa., also reflects the industry on which its prosper-ity is founded in the name of its paper-the Derrick.

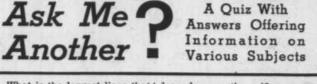
Several years ago a Kansas historian began digging into the old files of the newspapers of his state and reported on his findings as follows:

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. When Elmdale had its first natural gas excite-ment, a fellow moved in and estab-lished the Gas Jet. In 1867 a reform movement swept over Chase county. It was backed and sponsored by the True Reformer, at Cottonwood Falls. Two years previous in the same town Scalping Knife worried through six months. The Chanticleer crowed lustily for Niotaze before it turned up its toes.

"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 that particular it did not live up to its own name.

up to its own name. "In those days of freak names there was a Spy at Chautauqua Springs, a Cashier at Cash City, a Firebrand at Clay Center, a Cyclone at Clyde, and Little Casino at Burlington. Chapman had its Howitzer. Abilene its Little Sand Pounder, Howard its Broadaxe, and Grenola its Hornet. The Kansas Sod Home went forth with its message from Ravanna, the Mustard Seed from Otta-wa, the Razoop from Ensign, and the Razooper from Cain City. Coolidge on the Colorado line, started with the Bor-muzzled Truth.

muzzled Truth. "The Circleville Kicker wore itself out in ten months, while Lucifer the Light Bearer lived through seven years at Valley Falls. The Light of Liberty blazed at Esbon a year. The Kearney County Coyote made its headquarters at Hart-land, and the Infant Wonder stuck to Parsons two years. In the '80s Emporia had its Fanatic. Beattle its Boomerang and Blue Rapids its Lyre. Sweet Charlot was the name of a negro newspaper at and blue Rapids its Lyre. Sweet Charlot was the name of a negro newspaper at Dunlap, in Morris county, and in 1878 the Star of Hope shone in all its bright-ness at Urbana. The Sixteenth Amend-ment struggled for a few months at Ness, and the Ray Baby talked the Greenback language at Kirwin. Cullison was proud of its Tomahawk, Sawyer its Saw, and Grigsby its Scorcher. "In the Wichita newspaper graveyard lives Jerry Simpson's Bayonet, and Jibber-Jab. Gone, too, are the Fargo Springs Prairie Owl and the Springfield Soap Box. Topeka's Whim-Wham and Hurry-Kane were shortlived, and the Sherman County Dark Horse ran his last race at Goodland in 1894. The Mocking Bird sang sweetly at Oxford for six years before it quit. "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. What be-came of the Cat. I do not know. Judg-ing from its picture under the heading of that northwestern Kansas newspaper. I am of the opinion that it got tired fighting and died. The Cat's back is arched, its tail stands out at an angle of 45 degrees, and the whole thing suggests a bundle of skin and bones." Unusual newspaper names are by no means confined to the "good old days," however. Recently it was announced that the Jefferson (Texas) Jimplecute would be revived as a daily, succeeding the semi-weekly Jefferson Journal and that brought up the question of the origin of that name. It was then recalled that the name came from the paper's motto, when it was founded back in 1865 "Join Industry, Manufacturing, Planting, Labor, Energy and Cap-ital in Unity Together Everlastingly.' Similar to this name is the Jimplicute, published in the town of Illmo in Missouri, the origin of which is obscure. The same state has an Unterrified Democrat at Linn and the fact that it was established in 1866 is sufficient explanation for that unusal name. C Western Newspaper Union.



1. What is the largest liner that | depends upon the orifice or aperture through which the eyes are seen. It is the variable diameter has gone through the Panama canal? of this opening that creates the

Favorite Recipe

cupful butter, melted 2 cupfuls crushed ginger-snaps teaspoonful cinnamon

Pare, core, quarter and slice the

ter and ginger-snap crumbs. Fill a baking dish with alternate layers

of sliced apples and the crumb mixture. Cover and bake for 11/2

hours in a moderate oven (350 de-grees F.) A top-of-the-stove oven

will do admirably for baking this

dessert. Serve hot with ice cream

"I Planted a Flower"

or cold with plain cream.

Yield: 6 servings.

of the Week-

Apple Scallop. 6 apples (medium size) 34 cupful brown sugar Juice of 1 lemon

2. How many of our Presidents owned slaves? erroneous impression of different sizes of eyes. 3. Who first discovered the prin-

8. There are three ways in which salt may be secured: First, by ciples of magnetism? 4. What are the elevations above sea level of the Great Lakes?

mining; second, by evaporation of sea water; and third, by digging wells until a salt vein is struck and then pouring water and pumping it up again as brine. 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?

Answers 1. The Panama canal office says that the Empress of Britain was the largest liner to pass through the canal. It was also the liner to pay the largest fee, which was \$18,941.25.

2. Ten Presidents owned slaves: Washington, Monroe, Jefferson, Madison, Jackson, Tyler, Polk, Taylor, Johnson and Grant. Lincoln never owned slaves. 3. Discovery of the simple prinapples in thin sections and sprinkle with lemon juice. Blend together the sugar, cinnamon, melted but-

ciples of magnetism possessed by magnetite, or loadstone, was made by Chinese in 1400 B. C., or 3,500 years before magnetism was known in Europe.

4. The Great Lakes have approxi-mately the following elevations above sea level: Superior, 602 feet; Michigan, 581; Huron, 581; Erie, 241; and Ontario, 246 feet. 5. A 14.1 inch cube of gold weighs

6. Roman senators were appoint-ed for life unless expelled from of-

fice for some dishonorable cause.

7. Contrary to general opinion, says a specialist, there is no small that I always plucked a thistle eye or large eye. All eyes are approximately of the same size. The thought a flower would grow. reason for the apparent difference | Lincoln.



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

"That's easy. You weren's there."

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 ther-mometer, but she took her hus-band's temperature with it and then held a match under it to read Die when I may, I want it said of me by those who knew me best it properly. She sent a frantic message to the doctor: "Come at once: temperature 156 degrees." To which the doctor replied: "I can do nothing. Send for the fire brigade!"



PUBLICK OCCURRENCES Both FORREION and DOMESTICK. Befor, Thursday Sept. 25th 1690.

<text><text><text><text><text><text><text><text><text><text><text>

I, that the Country Ball be for-a muscrh (re if any Glas of Oc-happen, offerer, ) with an An-in countrable for them to get well through the Affairs of their Hashander as the time of the Affairs of their Hashander as the time of the

"new things" or "new events."

A study of newspaper names reveals a great variety of words symbolic of the functions and characteristics of the newspaper. In addition to the name News to indicate the contents of the newspaper there is also Tidings, an old word with its connotation of a periodical flood of fresh events; Town Talk, Item, Facts, Opinion, Truth and Siftings, the latter implying a critical examination of the events and the rejection of those unworthy of being printed.

In the newspaper's role as a gatherer of news it may be a Reporter, a Recorder, an Intelligencer (the name once used for a secret agent or spy), a Discoverer, an Inquirer or Enquirer, an Examiner and even a Gleaner (the patient "picker-upper" of what remains!) Somewhat similar in meaning are these news-paper names: Eye, Optic, Observer, Hawkeye and Argus. The original Argus (if you remember your Greek mythology) had a thousand eyes, some of which were always awake. However, that was be fore he was charmed to sleep by Mercury who killed him and gave his eyes to Tera to decorate the peacock's tail.

## Origin of Gazette.

As a recorder of current events the newspaper may bear that name itself, Recorder, or it may be a Register, a Record, a Review, a Chronicle, a Gazette, a Journal, a Bulletin, a Transcript, a Report or Reports, an Index, a an Item or Notes. There is considerable variation as to the origin of the term Gazette as a The first page of the first and only number of Publick Occurrences, a newspaper which Benjamin Harris attempted to publish in Boston 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 messen ger invested with a sacred and inviolable character"), Messenger, Courier, Courant, Post, Mail, Express, and Mercury, since Mercury was the messenger of the Somewhat similar in meangods. ing are the Traveler, the Bee, the Swallow, the Eagle, the Spirit and the Breeze.

Since a free press is regarded in America as an essential factor in safeguarding democracy we find among newspaper names the Tribune (named for an ancient Roman official or representative), the Advocate, the Palladium, the Guardian, the Sentinel, the Spokesman, the Clarion, the Call, the Reveille, the Patriot, the Vindicator, the Reformer, the Statesman and the Independent.

### Community Leadership.

Symbolic of the newspaper's role as a leader in the community is that name itself, Leader. But isn't the only one, as witness Chief, Chieftain, Guide, Pilot, Pio neer, Promoter, Guard, Van-guard, Vidette, Monitor (a warnJeffersonian is still a fairly common newspaper name, recalling the days of Jeffersonian Democracv.

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. Out in Wyoming is the Laramie Republican and Boomerang, the latter part of that name having been supplied by Bill Nye, the famous humor-Back in the eighties he started a paper in the second floor of a livery stable and called it the Boomerang because, he said, he was never able to hold any kind of job very long and it was only a question of time before his newspaper would come back and wallop him in the face.

Manchester-by-the-Sea, Mass. has a newspaper which, since that town is a summer resort, is logipull on dry sod, up to 40% more on dry plowed ground, up to 50% more on wet plowed ground than with any other tire tested.

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## GREATER

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