

Idle Comment

By FRANK STONE

Back in 1948, the first part of the year, a young Kinston newspaperman conceived the idea that the town needed another paper. Kinston was on the grow, although some of the vast industrial plants had not yet come here. Somehow the young newsman visioned a larger Kinston. The young man was W. J. Rider, better known to Kinstonians as just plain Jack Rider.

After talking things over with his wife, Muriel, about the project, they decided to begin operations. They became a team, working together to get the paper going. But after a year of operation, they found the need of expansion. To expand took more money. Jack proceeded to feel out his friends. Result was, stock was sold in the project and The Lenoir County News was on the move.

Publisher Rider did the right thing first—he named his wife business manager. He did not want to be burdened with administrative worries, and at the same time edit The News and write the stories, and sell advertising to boot.

Mrs. Rider has proven she is an acute business manager, and

that is one thing that a paper must have to succeed. It was her loyal cooperation with her husband, that they weathered the trials and tribulations that go with a new adventure.

Today, the Riders are publishing The Lenoir County News and The Jones County Journal, and operating a thriving commercial job shop too. The papers are growing and the commercial department is on the upgrade.

It was not so in the beginning. Headache after headache piled up on young publisher and his helpmeet. There was no plant in the beginning. There were times when Jack almost accepted some of the steady and lucrative jobs offered him on other papers, but he decided that if he ever expected to make a go of the publishing business he just would have to hang on with the little weekly. He did, and today he has no regrets of his staying on.

Running a weekly newspaper is no easy task. There are so many things involved. There is the continual effort to do a better job. To get out a better sheet. Some one will be offended by what was on the editorial page. Others will give a word of praise on the editor's stand in a particular matter.

Editor Rider has done a good job. He has endeavored to give his readers a better paper. He has tried not to step on anybody's toes, but this is not a

BOOTS SEAWAY . . . Sgt. Gen. Bernard L. Robinson, Deputy Chief of Army Engineers, began construction of St. Lawrence Seaway, in Senate hearing.

100 per cent accomplishment. But one thing can be said for Editor Jack, he does his best to give both sides of a question. He goes to great lengths in some of his news stories to give the facts as they are and that is what a good newspaperman should do.

He has been cited for having a splendid paper. Only recently he was awarded the award from the State Press Association for having the best editorial page of all weeklies in North Carolina. That is an honor that any one would be proud to have. You just have to be good to get an award of that kind. The editorial page of The News is a good one, and was justly recognized by the award being presented.

It takes a man of courage to write some of the editorials that have been in The News. Editor Rider is just that type of man—he has the courage of his convictions. Yet he is one, that that regardless how much one disagrees with him on a subject, he respects the other fellow's views and has no animosity for the opposition. He says that one man's opinions are carried on the editorial page of The News, and that man can be wrong. We have to agree with Editor Rider and his slogan. But Jack has been right in most cases.

There is one thing he never will be shaken on, and that is, he believes in a better Kinston first and always. That which belongs to the people of this town, he will fight to retain for the people of this town.

He is a good employer. One who has been with him a long time told this writer, he (the employee), had never worked for a better man. When a long time employee make a statement of that kind, there must be more to it than a mere compliment. There is an atmosphere of free and easy and down to earthness about the plant of The News. One feels he is welcome when he enters therein.

The Lenoir County News is not a second New York Times. But today it is in the same category that The Times was once — a small struggling newspaper. Who knows? The time may come when The Lenoir County News may be to Kinston what The Times is to New York today.

As the years roll by Kinston will grow. The News will grow. The day will come when there will be a vital need for a morning daily in this community, and The News being on the ground floor will probably grow into that daily.

With this issue, Editor and Mrs. Rider, begin their sixth year in the life of Kinston, as publishers of The News. The past five years have been eventful ones for them. So we say to these fine people, more power to you, and may the next five years bring to you greater and better things, and The News a greater and better paper!

A king snake is more than a match for other snakes of his size. A constrictor, he is immune to the venom of rattlesnakes, copperheads and water moccasins.

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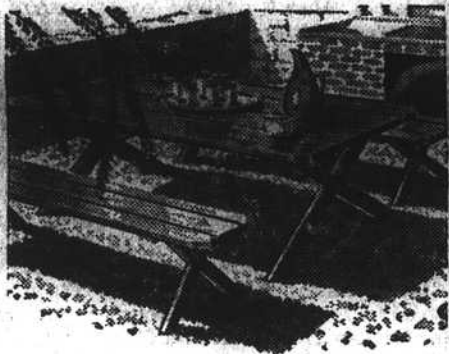
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