

A History of
The Rusk Cherokeean

1847-1973

By
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ISBN 1-878096-96-6

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First Printing, 2009

Best of East Texas Publishers
PO Box 1647
Lufkin, Texas 75902
936-634-7444

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ACKNOWLEDGMENTS

The writing of this thesis would have been impossible without the aid of many persons. I am deeply indebted to my thesis director, Dr. Francine Hoffman, who offered so much guidance, advice, and patience. I am also grateful to Mr. Ben F. Hobbs and Dr. Jim Towns, assistant professors of communication, and Tim Scheer, who helped to print the photographs which I included.

To the many professional people who so graciously aided me in my research, I am grateful. These persons include Mr. James C. Martin, assistant archivist of the library for The University of Texas at Austin; Dr. Dorman H. Winfrey, director and librarian of the Texas State Library, Austin; Miss Millicent Huff, editor of Texas Libraries; Dr. C. Richard King, professor of journalism at The University of Texas at Austin; Dr. Olin E. Hinkle, former professor of journalism at The University of Texas at Austin; and Mrs. Mary Mae Hartley, managing editor of the Texas Press Messenger, Austin.

I also appreciate the cooperation of other individuals. These include Mrs. Frank L. Main of Phoenix, Arizona; Carl Avera of Palestine, Texas; Mrs. Ellen Lane of Aldine, Texas; Mrs. Gene Gregg Meyers, Mrs. J.W. Summers, Mrs. Mildred Fulton, Mrs. Paul Potts, Miss Winnie Meeks, Mrs. Jewel Bagley Coupland, Mr. W.M. Vining, Mrs. Marvin Roten, Mrs. Esther Harrison, Mrs. Lottie Priest, Mrs. Margaret Dickey, Mr. Gerald Chapman, all of Rusk; and the late Mrs. Oliver Miller Taylor of Dallas.

I thank my typists, Miss Susan Metcalf and Mrs. Joann Outsterhout, for their assistance.

I am grateful to my husband, Emmett H. Whitehead; two daughters, Terrie Lou and Wendee Ree; and my mother, Mrs. Mae Anderson, for their encouragement and patient support during the writing of this thesis.



THE RUSK CHEROKEEAN

THE FIRST NEWSPAPER IN RUSK WAS THE SHORT-LIVED *RUSK PIONEER*, WHICH BEGAN IN 1848 AND MOVED TO PALESTINE THE FOLLOWING YEAR. ON FEBRUARY 27, 1850, THE FIRST ISSUE OF THE *CHEROKEE SENTINEL* WAS PUBLISHED. THIS IS THE PUBLICATION TO WHICH THE CURRENT *CHEROKEEAN/HERALD* CAN TRACE ITS ORIGIN. AFTER THE CIVIL WAR, THE NAME OF THE WEEKLY PAPER WAS CHANGED TO THE *TEXAS OBSERVER*, AND IT WAS AT THIS PAPER, AS A TYPESETTER, THAT TEXAS' FIRST NATIVE GOVERNOR, JAMES STEPHEN HOGG, BEGAN HIS WORK IN THE NEWSPAPER BUSINESS.

THIS WEEKLY PUBLICATION UNDERWENT A SERIES OF NAME CHANGES AND CONSOLIDATIONS OVER THE YEARS BUT REMAINED IN CONTINUOUS OPERATION. AMONG ITS SIGNIFICANT PUBLISHERS HAVE BEEN: SAMUEL A. WILLSON, A NOTED JUDGE, WHO WAS APPOINTED BY GOVERNOR RICHARD COKE TO HELP CODIFY THE LAWS OF TEXAS UNDER THE 1876 CONSTITUTION; JOHN BENJAMIN LONG, A U.S. CONGRESSMAN, STATE LEGISLATOR AND MAYOR OF RUSK; AND STATE REPRESENTATIVE WALLACE M. ELLIS. THEY AND OTHER PUBLISHERS AND EDITORS HAVE KEPT THE CITIZENS OF RUSK AND CHEROKEE COUNTY INFORMED OF NEWS AND EVENTS THROUGHOUT THE YEARS.

THE *RUSK CHEROKEEAN* PUBLISHED ITS FIRST ISSUE IN 1919 AND PURCHASED THE *PRESS JOURNAL* (A SUCCESSOR TO THE *CHEROKEE SENTINEL*) IN 1923. IN 1959, THE PAPER'S NAME WAS SHORTENED TO THE *CHEROKEEAN*. IT HAS BEEN KNOWN AS THE *CHEROKEEAN/HERALD* SINCE A MERGER WITH THE *ALTO HERALD* IN 1989. AT THE BEGINNING OF THE 21ST CENTURY, THE PUBLICATION COULD LAY CLAIM AS THE OLDEST, CONTINUOUSLY OPERATED, WEEKLY NEWSPAPER IN TEXAS.

[2001]

JUNE 1, 1950,
EMMETT AND MARIE WHITEHEAD
BOUGHT THIS NEWSPAPER FROM
FRANK AND MARIE MAIN.
THEY AND THEIR FAMILY HAVE
OWNED IT SINCE.

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Chapter 1

INTRODUCTION

The Cherokeean, a weekly newspaper now published at Rusk, Texas, claims to be a successor to the Rusk Pioneer, which was established July 5, 1847, by Joseph A. Clark and W.R. Culp. This claim, first published as fact on March 15, 1935, is maintained by the present owners of The Cherokeean in the newspaper's nameplate.

Statement of the problem. Is The Cherokeean a descendant of the Rusk Pioneer? And can it claim the title of Texas' oldest weekly newspaper? These two questions provided the problem for this thesis research.

Purpose of the study. Owners of The Cherokeean do not know whether the claim made in the newspaper's nameplate is a valid statement because no one has compiled a complete, chronological genealogy of the publication from which true assumptions can be made. If the claim now made is correct, then The Cherokeean is really Texas' oldest weekly newspaper with a right to display the slogan, "Serving Rusk With Distinction For 126 Years."

In addition to verification of the claim, this thesis would also qualify The Cherokeean for recognition through the

Texas State Historical Association by whose authority historical markers are placed.

Because other publications have made the same claim, it was necessary for one of the publications to assume the responsibility for research to determine the correct answer. In recent years, the Huntsville Item claimed the title of the state's oldest weekly, but now that the publication is printed tri-weekly, publishers of the Item no longer have a basis for the claim. Another Texas newspaper says that it is the state's oldest weekly. The Bastrop Advertiser was established March 1, 1853, by Tom Cain. His sons and grandsons continued the operation of the publication until 1925 when it was purchased by a group of local merchants.

The following year, the Bastrop newspaper was sold to the Standifer family, whose descendants have owned and operated the newspaper through the present time.¹ The elimination of the Huntsville Item from competition for the title narrowed the field to two publications—The Cherokeean and the Bastrop Advertiser.

Review of studies by historians and

writers. Many writers, some of whom are recognized as professional historians, have commented briefly on the history of newspapers in Rusk. During the town's growth from 1847 when it was established through present time, more than two dozen newspapers have been published there. Some of these were short-lived.

Hattie Joplin Roach, Rusk historian, said in her history of Cherokee County that the Rusk Pioneer was first published on the north side of the courthouse square (lot 9) in June, 1847 by Joseph A. Clark, former owner of the San Augustine Redlander, and W. R. Culp. She wrote:

This first newspaper venture was evidently not a financial success, the Pioneer becoming the home of the Cherokee Sentinel in February, 1850. In December, William Hicks, owner of the Sentinel, conveyed half interest in its press to his sister, Jane Jackson. Thus Andrew Jackson, Jane's husband, colorful figure in the town's history, began his long newspaper career in Rusk.²

Some sources indicate that the two original founders of the Rusk Pioneer may have moved the newspaper to Palestine. There are also conflicting statements by earlier writers as to whether the Rusk Pioneer was actually established in 1847 or 1848. As early as November, 1901, the Industrial Press, a proven predecessor of The Cherokeean, carried this information in its flag: "Originally Established February 27, 1850." John B. Long was the newspaper's editor.

Later editors of the Cherokeean ancestors who continued the 1850 founding date were the Reverend J.S. Burke, publisher of the Industrial Press; W.M. Ellis, publisher of The Press Journal; W.L. Martin, who established The Rusk Cherokeean and later merged it with The Press Journal; and Mr. and Ms. H.O. Ward, who succeeded Martin as owners of The Rusk Cherokeean.

Mrs. Ward sold The Rusk Cherokeean to Elton L. Miller and Quanah Price December 1, 1934, and the new owners promptly researched the records to their satisfaction and decided that The Rusk Cherokeean was really a successor to the Rusk Pioneer. This information was published in the newspaper's masthead as early as March 15, 1935. It is possible that their deduction was based on a reprint in The Press Journal issued in late October or early November, 1918.³ This issue gave credit to Mrs. Laura Guinn for sharing with The Press Journal a copy of The Texas Observer which was published in Rusk in July, 1876.

That edition of The Texas Observer carried a history compiled in 1876 of the town of Rusk and of Cherokee County. Its reference to the history of Rusk's newspapers stated:

The first newspaper published in the county was the Rusk Pioneer Published at Rusk in the upper story of the house now known as the Cherokee Hotel. Its editor and proprietor was Joseph A. Clark.

Subsequently in 1850 the Cherokee Sentinel was published in the same building by A. Jackson and I.E. Lang.⁴

The interpretation of the phrase, “in the same building,” was evidently the basis for future claims to the ancestry of the Rusk Pioneer.

The Handbook of Texas, however, reports that Joseph Addison Clark and W.R. Culp founded the Pioneer at Rusk and later moved it to Palestine where it was published as the Trinity Advocate.⁵ The account gives no dates for the Pioneer’s establishment or termination in Rusk, but it does credit Clark with the purchase of the Red-Lander (sic) plant in San Augustine in the winter of 1847-48.⁶

This statement of fact is substantiated by a legal document recorded in the county clerk’s office of the courthouse at Rusk. The note was made by Joseph A. Clark to William N. Harmon of San Augustine for \$200 with the “press, type and appurtenances known as the Redlander heretofore published in the town of San Augustine as security.”⁷ The instrument was filed for record at Rusk on February 17, 1848, but the note was dated December 18, 1847.

Recorded in the same office in the courthouse at Rusk is another instrument dated March 23, 1848, and filed by Joseph A. Clark. The promissory note reads:

Know all men by these presents that

I, Joseph A. Clark of said state and county have this day and do by these presents bargain, sell, convey and deliver unto John Shaffer of County of Fannin and state aforesaid, the Rusk Pioneer press, type and appurtenances now established and published in the town of Rusk, Cherokee County for and in consideration of the sum of one hundred and fifty-eight dollars, the receipt whereof I have hereunto set my hand and scroll of seal this 23rd March A.D. 1848. The condition of the above sale is such that whereas the said Joseph A. Clark has this day executed his promissory note for the sum of one hundred fifty-eight dollars payable to said John Shaffer or bearer in, on or before the 25th day of December next. Now should said note be paid according to contract the sale be null. Otherwise to remain in full force and effect this day and date above written.⁸

Signed by Joseph A. Clark, this second note, which was filed for record at Rusk June 12, 1848, conclusively proves the existence of the Rusk Pioneer prior to March 23, 1848.⁹ The first note made by Clark to Harmon in December, 1847 is substantiating evidence that the Rusk Pioneer was established at Rusk between the dates of the two notes — December 18, 1847, and March 23, 1848

Frank L. Main, who purchased The Rusk Cherokeean in 1937, accepted his predecessors’ claim that the newspaper was a descendant of the Rusk Pioneer. Editor Main did, however, take issue with the date of the Rusk Pioneer’s establishment. In a front page editorial February 14, 1946, headlined, “Only Ninety-Eight,” Main gave his explanation:

When The Cherokeean was acquired by the present owners in 1937 the paper was carrying at the heading a line 'Successor to The Pioneer Established in 1847.' Who arrived at the date on which the Pioneer was established the editor did not know, but assumed that the statement was made on reliable information.¹⁰

Editor Main credited Bonner Frizzell, superintendent of schools at Palestine, with uncovering new facts which put the date of establishment for the Rusk Pioneer in question. The Cherokeean's editor reported that Frizzell had found in the Library of Congress at Washington, D.C. a copy of the Rusk Pioneer dated April 4, 1849.

The copy was Volume 1, Number 40. Main explained the meaning of "volume" and "number" to his readers by pointing out that volume expresses the number of years a newspaper has been published and that number indicates the sequence of issues for a fiscal year. To Main, Volume I implied the Rusk Pioneer was in its first year of operation. And by counting back forty weeks, he determined that the founding date was July 5, 1848. The honesty of this editor was reflected in his statement:

To the average reader, this difference of a few months makes no difference. It makes little difference to anybody, except perhaps some to the editor. To him it means that he probably cannot claim the Cherokeean is the oldest weekly newspaper in Texas, because two or three others were established in 1848. So far he

does not know whether or not they are older than the Cherokeean.¹¹

Editor Main said that he had chosen the "alleged" birthday of The Cherokeean to make the correction. With that issue, he changed the founding date for the Rusk Pioneer to July 5, 1848.¹² If the 1937 editor of The Cherokeean had known about the two legal documents filed for record at the courthouse in Rusk, he would not have been so positive that July was the correct month for the Pioneer's establishment. This owner of the Rusk newspaper is now deceased. Where errors are found in research by this writer, they will be noted with specific sources to support accurate clarification and verification.

Method of research. Through historical descriptive research, this thesis sought to establish a correct and chronological pattern of newspaper name changes and newspaper ownership to prove the present claim of The Cherokeean as the state's oldest weekly. Because this manuscript was written for a threefold purpose — degree requirements, application for a historical marker, and publication as a book — the writer presented a more in-depth review of news from the area served by the newspaper than might be expected.

The writer included items relevant to Cherokee County, its growth and development, as these events were reported in the Rusk newspaper during the one hundred twenty-four year period.

In addition to the sources already cited in this introduction, research included all newspapers published at Rusk and now on file in the Texas Newspaper Collection, E.C. Barker Texas History Center at The University of Texas at Austin; records from the archives at the State Library in Austin; records in the courthouses of Cherokee and Anderson counties; records from the public libraries in Rusk and Palestine, Texas; all newspaper copies on file at the office of The Cherokeean, Rusk, Texas; editions of the Texas Almanac from 1857 through 1973; records from the Special Collections Room in the Stephen F. Austin State University Library at Nacogdoches; and the personal papers of John Benjamin Long in The University of Texas Archives at Austin.

These books were also reviewed: Thank God, We Made It! by Dr. Joseph Lynn Clark, A History of Cherokee County and The Hills of Cherokee by Hattie Joplin Roach, A History of Texas Newspapers by A.B. Norton, and Pioneer Printing in Texas by Douglas C. McMurtrie.

Unpublished manuscripts studied included "The Life of John Benjamin Long" and "The Willson Family." Unpublished sources of information at the office of Dr. C. Richard King, professor of journalism at The University of Texas at Austin, were also researched. Additional information was obtained through personal interviews and personal correspondence with some persons of authority. Photographs of some of the publishers were included in a biographical chapter. Other photographs from the files of the present

owner of The Cherokeean were also used in this manuscript.

This thesis contains five chapters with subdivisions at the proper changes in the genealogical development.

In Chapter 1 the writer presents a statement of the problem, the purpose of the study, a review of the studies of historians and writers pertinent to the problem, and the method of research.

The second chapter is a documented review of the newspapers published at Rusk, Texas, which are a part of the present Cherokeean's lineage. The period of time covered in this chapter includes the years from 1847 through the present. More emphasis is placed on the early years of the newspaper's history because this information is not readily accessible to the average person.

Issues published in later years, which are on file and open to the public at the office of the present Cherokeean, are given more limited review but are included to show the newspaper's growth and its expanded service to the community and area.

Biographical sketches and photographs of men who have made significant contributions to journalism in Rusk are included in Chapter III. Some of these persons are to be recognized for contributions in other areas of life during, or following, their service as newsmen at Rusk. There is a specific analogy in the

lives of six of the nine men to be included. Each pursued a successful political career. In the cases of three of these, the role of publisher was combined concurrently with political service.

Newspapers published at Rusk, but which are not a part of The Cherokeean's genealogy, are recognized in Chapter IV.

The last chapter presents a review of the problem and the research conducted and gives the writer's findings and conclusion.

¹ Statement by R.E. Standifer, telephone interview, August 15, 1973.

² Hattie Joplin Roach, A History of Cherokee County (Dallas, Texas: Southwest Press, 1934), p. 48.

³ The Press Journal (Rusk, Texas), 1918 (a portion of one edition on file at the office of The Cherokeean, Rusk, Texas; date determined from a legal notice appearing on p. 6).

⁴ Ibid.

⁵ Walter Prescott Webb (ed.), The Handbook of Texas, Vol. I (Fort Worth, Texas: Marvin D. Evans Company, 1952), p. 356.

⁶ Ibid., Vol. II, p. 449.

⁷ Cherokee County, Deed Records, Vol. B (Rusk, Texas), p. 165

⁸ Ibid., p. 215.

⁹ Ibid.

¹⁰ The Rusk (Texas) Cherokeean, February 14, 1946.

¹¹ Ibid.

¹² Ibid.

Chapter II

FROM HANDSET TYPE TO PHOTOCOMPOSITION

Texas relinquished its sovereignty as a republic and became a state of the union December 29, 1845. Slightly less than four months later on April 11, 1846, the newly organized Texas legislature approved an act creating Cherokee County from Nacogdoches County.

This same act also provided for a commission to establish the county seat, dated by deed to April 13, 1847. Named to the commission were William Roark, Nathaniel Killough, John H. Irby, William S. Box, and Elisha Moseley. The site which they selected is known as the town of Rusk, named in honor of General Thomas J. Rusk, distinguished Texas statesman and soldier.

The first newspaper published in the county was the Rusk Pioneer published at Rusk in the upper story of the house known in 1876 as the Cherokee Hotel. Its editor and proprietor was Joseph A. Clark.¹

RUSK PIONEER

The Pioneer is alleged to have been established in 1847 and also in 1848. Extensive investigation by the writer proved

beyond all doubt that the year was 1848. Courthouse records of transactions by Clark substantiate the year as 1848.²

March 2 of that year, the Houston Telegraph and Register noted that the proprietor of the Western Argus at Bonham was about to establish a new paper at the town of Rusk, Cherokee County, to be called the Rusk Pioneer. The news item included the comment, "That section is filling up so rapidly with intelligent and wealthy 'pioneers' that this journal will doubtless (sic) be well sustained."³

A few weeks later in its March 23 edition, the Telegraph and Register reported the arrival of two editions of the Rusk Pioneer. The editors wrote:

We are gratified to state that this journal is highly creditable to its conductors. The editorial department is conducted with much ability, and the articles evince that its intelligent editors are distinguished alike for talent and industry.⁴

In his research, Dr. Joseph Lynn Clark, a grandson of Joseph A. Clark, reported that his grandfather came to Texas from Kentucky

with his mother and two sisters.⁵ He pointed out that his grandfather sold the Pioneer to his partner, John Shaffer, but remained as editor for a time. He also wrote that the Clark family of Rusk moved to Palestine between July and November, 1849.⁶

A photostatic copy of the Rusk Pioneer, dated August 8, 1849, on file at the office of The Cherokeean in Rusk, showed Clark and Culp as the publication's editors.⁷ That same edition carried a classified advertisement which offered the home and premises of J.A. Clark for sale. The paper also contained an advertisement for Mrs. Clark who sought students for her educational facility, The Female Institute. A five-month session was offered by Mrs. Clark. These two notices confirm the location of J.A. Clark family in the summer of 1849.

The Handbook of Texas reported that Clark edited the Rusk Pioneer, a Whig paper, and that he formed a law partnership with Rufus Chandler. "Later the paper was moved to Palestine and published by Clark as the Trinity Advocate."⁸

With all facts pointing toward a removal to Palestine late in 1849, Clark's actions were further verified by this statement in the Texas State Gazette of Austin, September 29, 1849: "The Pioneer, heretofore published at Rusk, Henderson County (sic), has been removed to Palestine, in Anderson County."⁹ The writer recognized that an error in the name

of the county was made. The remainder of the statement, however, substantiated the theory that Clark did move the newspaper plant to Palestine.

In a final effort to ascertain the answer to the Pioneer's removal to Palestine, photostatic copies of the August 8, 1849, Rusk Pioneer and the June 19, 1852, and February 26, 1853, issues for the Trinity Advocate were compared by Dr. Olin E. Hinkle. The former University of Texas journalism professor is regarded as an expert in the field of typography. It is his opinion that the two publications, the Rusk Pioneer and the Trinity Advocate, used Caslon handset type, imported from England and named for its designer, William Caslon of London.

Since the copies submitted to Dr. Hinkle were reproductions, he was unable to say that both papers were printed from the same type collection.¹⁰ While his opinion added to neutral information, he did verify the fact that body type for the two publications was the same style.

Carl Avera, Palestine historian, who is developing a history of that Anderson County town's newspapers, says that Joseph Addison Clark is credited with establishing that community's first newspaper, the Trinity Advocate. This information is verified in The Lone Star Centennial History of Anderson County and the personal notes of Mary Kate Hunter on file at the city library in Palestine. The notes

of Mary Kate Hunter affirm that Clark had established the paper in Palestine by September, 1849, and that it was located at the corner of the present Crawford and Lacy Streets. Dr. Bonner Frizzell, historian and superintendent of schools at Palestine, now deceased, called the itinerant publisher Clark “a bird of passage,” according to Avera.¹¹

In the face of evidence presented here, it is concluded beyond question that the Rusk Pioneer did move to Palestine in September, 1849. This is not to imply, however that the present publication is not the state’s oldest weekly. Its long and colorful ancestry began with the community’s next newspaper, the Cherokee Sentinel.

CHEROKEE SENTINEL

The printing press made its appearance in Texas in 1819, according to A.B. Norton.¹² Twenty-nine years later, when Texas had been a state for slightly more than two years, Rusk’s first newspaper, the Rusk Pioneer, was established in March, 1848, by J.A. Clark and W.R. Culp. Pressed by financial difficulties, Clark moved his newspaper to Palestine in late 1849 and for a few months, the community of Rusk lacked the services of a local newspaper.

Andrew Jackson and I.E. Lang are credited with the establishment of the next publication, the Cherokee Sentinel on

February 27, 1850. Six sources confirm the founding year.¹³ Two of them are specific about the month and day, as well as the year.¹⁴ Jackson’s career as a newspaper publisher in Rusk was to last from 1850 through 1877. His entry to the profession was confirmed through records in the county courthouse at Rusk where a note was recorded which conveyed William A. Hicks’ half interest in the Cherokee Sentinel to his sister, Jane Jackson, wife of Andrew Jackson. The note was filed for record December 30, 1850, and in part, read:

...do give, grant alien and convey to the said Jane Jackson (sic) her heirs and assigns the (my) one half of the printing press known as the press of the Cherokee Sentinel upon which is printed the Cherokee Sentinel together with the one half of all the type and appurtenances of whatever description pertaining or belonging to aforesaid printing press...¹⁶

Thus, it is evident that Jackson’s affiliation with the Cherokee Sentinel began in 1850.

Between 1850 and 1861, the Cherokee Sentinel sought to serve its readership with a wide range of news as well as advertising. The newspaper’s format, May 10, 1856, was six columns and the body text type was Caslon handset type.¹⁷ The nameplate for the newspaper featured a wooden engraving at the center. The engraving depicted an Indian in a sitting, resting position with a rifle braced against his lap, and running horses were sketched

in the background which extended to the horizon. The front page art work was credited to W. Roberts, whose name was inscribed beneath the drawing. On the front page of the May 10, 1856 edition, publishers Jackson, Wiggins and Company reported an address made by the Honorable W.B. Ochiltree at the Baptist Church in Palestine.¹⁸ The story was credited as a reprint from the Trinity Advocate (Palestine).

The writer of the original story in the Advocate noted that his comments were based on his memory of the address which had been heard by both men and women. Ochiltree's speech was in behalf of the presidential election and the writer recalled the speaker's position in the campaign:

Notwithstanding he heartily adopted the views of the American party relative to foreigners, yet, in the coming contest for the Presidency, he would lay down Whiggery and Americanism (to be taken up again when occasion or necessity required) and vote for the Democratic nominee, as the only hope to defeat the Abolitionists, preserve inviolate the Constitution and the Union...¹⁹

The Advocate writer, whose story was reprinted in the Cherokee Sentinel, reported Ochiltree's talent for persuasive speaking:

...in point of ability, eloquence and candor was just such an effort as those who knew 'Old Buffalo' had a right to expect from him. He was frequently interrupted by the cheering and applause from his

audience. It has never fallen our lot to listen to a more able, comprehensive and deep, soul-stirring address, and we feel satisfied it will have a most beneficial political influence on those who heard it....²⁰

The obituary of Mrs. Mary F. Rusk, wife of General Thomas J. Rusk, Texas statesman, appeared on the front page of this May 10, 1856, issue of the Cherokee Sentinel. More than two columns were devoted to the story. Mrs. Rusk had died at her home in Nacogdoches, Texas, April 26 at the age of forty-six. The Rusk newspaper credited the Nacogdoches Chronicle for the story which reported the death of Mrs. Rusk.

As might be expected for that year, when communication of news was slow, the notice of her death was not published in Rusk until May 10. The obituary stated:

Mrs. Rusk leaves a household desolate because of her absence. It was sad that after passing through so many troublous scenes, she should be called away, just when peace and happiness had gathered about her, — that when the career of her husband was brightest, and his growing fame beckoned him on to the highest honors, she who had shared his past, should not know his future — that the ties which bound her with all of a mother's love to her children should be severed, — that the society she adored should be deprived of her assocation and example; but 'tis happiness to behold tingeing (sic) the darkest shade of the melancholy truth, the pristine colors of Paradise.²¹

The reference to her husband's career was based on the potential candidacy of Thomas J. Rusk for the office of president in 1856.

The Cherokee Sentinel's masthead showed the name of Thomas J. Johnson as editor. His variety of news offered food for the reader's political palate as illustrated by a story entitled, "General Jackson's Last Visit to Nashville." This story was credited as a reprint from the Nashville Christian Advocate. Strong religious convictions of the editors were reflected in the May 10, 1856 Cherokee Sentinel when they discussed their views on the evils of playing marbles on Sunday. This was regarded by the editors as being "among the sins set down to the account of a portion of the rising generation in Texas."²²

The editors and publishers of the Cherokee Sentinel in 1856 coped with primitive production facilities. The process of setting the entire publication in handset type was a time-consuming task, and yet, these early journalists offered the Rusk leadership a wide coverage of local, state, and national news events.

Page two of the 1856 issue compared favorably with today's accepted form of the editorial page. Several columns of short items by the editor offered the local bits and squibs which were obviously read with relish by the early pioneers. These ranged from notices of church meetings to political conventions. Some of the

column's news items included these:

Hon. T.J. Rusk is gaining daily for the Presidency. We already look upon him as a formidable candidate. He is a safe, sound and reliable patriot, and if nominated will undoubtedly be elected.

The rivers are getting up again — the Trinity is in excellent boating condition. We hear favorable comments from the Red River.

May Day was appropriately celebrated in Palestine. With festival, coronation of a Queen, and the 'merry dance' the hours sped gloriously away.

Monday is the day for the democratic county convention (sic). Let there be unity and harmony in the proceedings.

Dr. W.L. Gammage, during the absence, of Mr. Yeomans, conducted the editorial columns of the Enquirer; and in his pro tem capacity, sustained his reputation as a writer of ability.²³

In support of his appreciated advertisers, editor Johnson in his column called attention to the new card advertisement for Dr. Hicks in the Cherokee Sentinel. The advertising placed in the 1856 issue of the Rusk newspaper reflected a particular kind of lifestyle for that era. Page three carried notices of stray animals, property for sale and rent, goods for sale, professional services, medicine, tobacco, alcohol and educational facilities. The value of animals and the honesty of the community's citizens were evidenced in this notice:

Estray Notice — Taken up by John Hearn, ten miles east of Rusk, Cherokee co. (sic), and strayed before E.L. Givens, esq., one small sorrel mare Mule, three

years old swich (sic) tail and roach mane with some white hairs in each, and appraised at \$60. Given under my hand at office, this 12th April, 1856. O.G. Woodall, clk co ct c c (sic).²⁴

Shoes for the citizens were offered by D.P. Irby who sold "Russett Brogans;" home builders could purchase window glass and putty from D.P. Irby. F.M. Hicks offered his customers everything from well buckets priced at \$1.75 to muslin and lawn material for the women and tobacco for "those who use the weed."²⁵

The Rusk newspaper also advertised for S. Sterne who said that he had something for everybody and would take cotton in exchange for goods purchased. Other advertisers of this issue included the Texas Hotel, located at Larissa, now a Cherokee County ghost town. The Rusk Male School, operated by M.W. McKnight and H.G. Lane, and the Rusk Female Seminary, directed by Miss Jane Tullar, advertised their services to the community.

The school for young men offered spelling, reading, writing, geography, mathematics, Latin, and Greek. Rates for each course varied in price; and room and board were available for eight dollars per month. The school for young men advertised:

If sufficiently encouraged for the next two years, this school will, after that time, assume the most dignified appellation of Rusk Male College.²⁶

The young women were offered courses at primary, junior, middle, and senior levels. These included spelling, reading, writing, arithmetic, geography, English grammar, United States history, composition, botany, natural philosophy, chemistry, algebra, geometry, physiology, geology, rhetoric, mythology, and mental and moral philosophy. Lessons in French and music were also available.

Trustees listed in the advertisement included Dr. C.B. Raines, Colonel E. Mallard, the Reverend A. J. Coupland, F.M. Hicks, James A. Anderson, and the Reverend A.H. Shanks.²⁷

Another notice attested to the intrinsic value of Dr. M'Lane's Vermifuge for its success in expelling worms. The advertisement was accompanied by a letter from L. Carter, M.D., of Harrisonville, Shelby County, Kentucky, April 2, 1849. He wrote:

I am a practicing physician, residing permanently in this place. In the year 1848, when a resident of the state of Missouri, I became acquainted with the supeaior (sic) virtues of Dr. M'Lane's Vermifuge. At some more leisure moment, I will send you the result of an experiment I made with one vial, in expelling upwards of 900 worms.²⁸

The advertisement announced that Dr. M'Lane's Liver Pills and Dr. M'Lane's Vermifuge could be purchased from E.W. Bush and Company.

In 1856, Rusk had its own hotels, and one of these which advertised was the Bracken House. This hotel was located at the northwest corner of the public square and was operated by Mrs. Ann G. Bracken and son, Ed. R. Bracken. The Cherokee Hotel served the public from the southwest corner of the public square and its proprietor was Varnum Ozment, formerly of Memphis, Tennessee. Ozment promised his customers:

He has spared no pains or expense in fitting up his rooms with new furniture and every convenience to make them comfortable. From a long experience in Hotel keeping, he flatters himself that he will render the sojourn of his guest not only comfortable, but agreeable. One important item in the recommendation of this House is a large and well arranged stable, with abundance of good provender and Hostlers that will do their duty, under the special superintendance of the Proprietor himself. Corn and Fodder kept for sale on reasonable terms at the Stable. October 20, 1855.²⁹

As evidenced by the date in this advertisement, the Cherokee Sentinel published notices for its customers on a til further notice basis, just as do newspapers of today.

Frequent bits of humor were scattered throughout the publication. One such item read:

‘Husband, I hope you have no objection to my being weighed.’
‘Certainly not, my dear, but why do you ask the question?’

‘Only to ascertain if you will let me have my weigh for once.’³⁰

Another special service to the readers of the Cherokee Sentinel was a published notice of the arrival and departure of mail in Rusk. James M. Wiggins was the postmaster in May, 1856 when this schedule was printed:

The mails leave Rusk Post Office for Dallas, twice a week, Mondays and Thursdays, at 6 a.m.; arrives Mondays and Thursdays at 6 p.m.

Crockett mail departs twice a week, Mondays and Fridays, at 6 a.m.; arrives Tuesdays and Saturdays at 6 p.m.

Henderson ail departs Mondays and Fridays at 6 a.m.; arrives Tuesdays and Saturdays at 6 p.m.

Eastern mail via. Linwood, departs on Wednesdays and Saturdays at 6 a.m.; arrives same day at 6 p.m.

Larissa mail departs every Monday at 6 a.m.; arrives same day at 8 p.m.

Douglass mail departs every Wednesday at 6 p.m.; arrives same day at 7 p.m.³¹

More advertisements and notices appear on page four of the May 10, 1856, issue of the Cherokee Sentinel. Some were card advertisements for Rusk attorneys John T. Decherd, A.H. Shanks, M.H. Bonner, A.J. Hood, W.R. Wiggins, M. Priest, J.T. Murray, R.H. Guinn, S.P. Donley, J.M. Anderson, John C. Rushing, John Everett, and Thomas J. Johnson, who was also the Cherokee Sentinel’s editor.

This issue contained, too, an announcement to the voters of the Ninth

Judicial District in which John H. Reagan addressed his fellow citizens and explained that his district had been changed. Three counties had been removed from the district and two were added. One of the two new counties added was Cherokee County. In the district change, Reagan had received a salary increase from \$1,750 to \$2,250 per year. His notice to the people was a letter of resignation which said in part:

By returning the office to your hands, the field is at once open to you to cast about and see if the increased salary will secure the services of some one better qualified than myself to administer the law, as Judge of this District.³²

Reagan stated that he would be a candidate for re-election:

If you elect me, I can only promise the same energy, zeal and fidelity, which I have heretofore tried to bring to your service. — If you elect another, no one shall bow with more respect than myself to your decision.³³

Reagan was re-elected and he continued an outstanding political career by serving in both the House of Representatives in Congress and the United States Senate. Following his service as an elective official, he was appointed by Governor James Stephen Hogg to serve as chairman of the first State Railroad Commission. Difficult as it was to publish a newspaper, such was the news and advertising content offered by the Cherokee

Sentinel at Rusk in 1856.

The following year, Jackson, Wiggins & Company underwent a realignment of ownership, according to an instrument recorded at the courthouse in Rusk. James Noland mortgaged his interest in the Cherokee Sentinel to William R. Wiggins and Thomas J. Johnson for \$430. The note was “due and payable on or before the first day of January, 1858.”³⁴ The issue of the Cherokee Sentinel dated August 1, 1857, carried the names of Reagan and Noland as publishers and the inside masthead showed M.R. Reagan to be the editor.³⁵

Politics continued to dominate the news in the issue of August 1, 1857, just as it had on May 10, 1856. Front page news cited the voting record of Sam Houston, who was at that time serving in the United States Senate and also running for the office of Governor of Texas as an advocate of the Know-Nothing party.³⁶ The Sentinel's editor wrote:

Keep It Before The People. That General Houston is the Know Nothing Candidate for Governor, That General Sam Houston is not a Democrat, That General Houston pretends to be opposed to the convention, when in truth he is only opposed to daylight conventions held by Democrats, That General Houston has while in Congress for the purpose of making poor, futile bids for the Presidency, or for some other insufficient cause, voted with and in favor of the North and against the South and its true representatives in Congress.³⁷

The winds of political change, however, began blowing in 1857. Friendships and alliances shifted and moved as rapidly as quicksilver. The four-page Cherokee Sentinel in deep East Texas of the deep South was only four years away from disastrous days. The quarrel between the North and South was destined to erupt as open war on April 12, 1861, at Fort Sumter, Charleston, South Carolina.

As it would be expected, a shortage of all goods was experienced with the mounting of the war, and the lack of newsprint may explain why there are so few issues of the Cherokee Sentinel available for study after August 1, 1857.

The number of newspapers published in Texas declined to a handful by 1862, according to A.B. Norton.

The number soon dwindled down to eight or ten and scarcely any of them kept consecutive issues. Printing paper was in such short supply that some papers of this period were printed on fools-cap paper, wrapping paper, tea paper, and wall paper — paper of every shade and hue being bought at enormous war prices. Bulletins were issued upon scraps of every kind, and people thirsting and famishing for news were mighty glad to get anything of printed character.³⁸

After the war ended in 1865, Jackson, the venerable journalist, resumed his service as a newsman in the community of Rusk with the establishment of The Texas Observer.

THE TEXAS OBSERVER TO THE RUSK OBSERVER

By 1861 when the War between the States began, Cherokee County was considered populous and wealthy, according to a history of the town of Rusk and Cherokee County compiled in 1876.³⁹ At the end of the war, which lasted four years, the population of Rusk was smaller, but its citizens began to start anew the development of their community.

Andrew Jackson, one of the nine men who served on the committee to write the 1876 history of Rusk and Cherokee County, rendered valuable service to the news hungry residents in 1865 by beginning a newspaper called The Texas Observer. He had ceased publication of the Cherokee Sentinel with the secession of the South and the start of the war in 1861.

Since Jackson was referred to as Colonel A. Jackson in his obituary published in The Dallas Morning News May 25, 1895, the writer believes that he served in the Confederate Army of the South.⁴⁰

The 1876 history of Cherokee County was printed in The Texas Observer July of that year, according to a reprint in The Press Journal in late 1918. The committee appointed to prepare the historical sketch included Sam A. Willson, A. Jackson, William T. Long, Asa Dossett,

E.B. Ragsdale, W.J. Ragsdale, R.H. Guinn, John J. Bowman, and Isaac Lee.⁴¹

The history was prepared at the request of President Grant who also asked that citizens of every county in the United States assemble at their county seats on July 4, 1876, with the oldest inhabitants as honor guests. The historical sketch of Cherokee County was first read at that county's gathering in 1876. President Grant had expected similar reports to be submitted from all counties of the nation, but so few complied that the proposed "Centennial History of the United States" was never published.⁴²

With regard to newspapers in Cherokee County, the 1876 history stated that the county's first newspaper was the Rusk Pioneer, published at Rusk in the upper story of the house known as the Cherokee Hotel and that "Subsequently in 1850 the Cherokee Sentinel was published in the same building by A. Jackson and I.E. Lang."⁴³

The historical sketch also reported the establishment of The Texas Observer in 1865 and its owners from 1865 to 1876 as being Jack Davis and H.S. Newland, Veitch and Reed, Veitch and Barron, Veitch and Dillard, Jeff Shook and Company, M.A. and J.E. Shook, Jackson and Willson, and Willson and Son. In 1876, the year the history was written, the report said The Texas Observer was owned and published

by A.D. Davis Esquire.⁴⁴

It is clear from this historical account of newspapers, brief as it is, that Jackson did not continuously operate The Observer. His ownership at the beginning was established from a copy of issue Number 23 of Volume 1 of The Texas Observer which was dated April 28, 1866. The nameplate included the names of Jack Davis and H.S. Newland as independent editors and proprietors. At the top of the first column, the publisher's name was printed.

The Texas Observer is published every Saturday by A. Jackson. Terms of subscription. The Observer will be furnished to subscribers at \$5.00 per annum, in currency, strictly in advance.⁴⁵

The writer believes that Jackson owned The Texas Observer for a long period but maintained only the title of publisher while others served as editors and proprietors. This belief is strengthened by the fact that he is listed as the publisher of The Texas Observer in the 1872 edition of the Texas Almanac.⁴⁶

In 1865 with the slogan, "The World Is Governed Too Much," The Texas Observer began more than a decade and a half of service to the citizens of Rusk and the surrounding area.⁴⁷ The legalization of alcohol in the community was a major issue in 1877 and that local question, perhaps more than any other, had

tremendous impact on the establishment of competitive newspapers and the frequent change of editors.

The March 24, 1877, issue of The Texas Observer devoted at least half of its five column, tabloid front page to exhortation against alcohol.⁴⁸ From the news columns of that issue, it is evident that the sale of alcohol was legal.

However, editors E.A. Priest and S.P. Willson were laying the groundwork for another liquor election to be held twelve months later. In the news columns, the alcohol issue was discussed in detail, along with shorter sidebar stories such as two headlines, “Villanous Rum” and “Drunkenness.” The latter article read:

Drunk! Young man, did you ever stop to think how that word sounds? Did you ever think what misery you brought upon your friends when you degraded your manhood by getting drunk? How it rings in the ears of a devoted wife! How it makes the fond heart of a mother bleed! How it crushes out the hopes of a doting father, and brings reproach and shame upon a loving sister. Drunk! See him as he leans against some house. He stands ready to fall into hell, unconscious as to his fate. His wife with tearful eyes and aching heart sits at the window to hear her husband's footsteps.

Alas! They come not. He is drunk! The husband, the parent is drunk! Spending money, his means of support for liquor, while his family is starving for bread, his children suffering for clothing. His friends one by one are leaving him to a miserable fate. Think of this, will you?⁴⁹

In another front page story of that March 24, 1877, issue, The Texas Observer reported problems in letting a penitentiary construction contract. It can be presumed that the editors were referring to the East Texas State Penitentiary which was under construction in Rusk at that time. Another front page story editorialized on the increasing numbers of suits for divorce in the county. The editors praised the attitude of Judge R.S. Walker who had recently announced that hereafter he would see to it that no divorces would be obtained in his court, except in cases where the facts and the law imperatively demanded such. The editors reported that Judge Walker had done much to check the looseness with which divorces in the district had been granted.

Intent in their press for prohibition, the editors also commented on the recent Travis County prohibition election by saying, “The germans (sic) and the negroes (sic) voted solidly against it. We had hoped that the beautiful capital (sic) of our great State would rid itself of the grog shops.”⁵⁰

Keeping in mind that the use of handset type was the method of publication, The Texas Observer carried an amazing variety of news in 1877. Front page comments referred to the displeasure of the New York Sun with the cabinet of President Hayes and his Southern policy. News columns also reported trouble in New Orleans, which was believed to be the

work of Blaine, Morton, and other firebrands at Washington who wanted to use Hayes' Southern policy to create dissension.

The editors also reported that George S. Boutwell had been appointed a commissioner to revise the Revised Statutes of the United States. The Observer story referred to the opinion expressed by the New York Sun and reported, "The Revised Statutes have been sufficiently bungled already, and to set another incompetent at work on them is really too bad."⁵¹ The Observer predicted that the United States Senate would be Democratic after March, 1879, and reminded its readers, "The Republicans have only 5 majority in the Senate as it now stands."⁵²

In a column titled "Answers to Enquirers" and bylined, "By Our Little Machine," The Observer answered questions from readers as it performed its role of service to inform and to educate. Answers to questions indicated that there were fourteen practicing lawyers in Rusk and one in Jacksonville, making a total of fifteen for the county.

The column also answered a school boy's questions about the length of the Mississippi and Missouri rivers. In addition, answers to questions concerning laws against the use of vulgar, indecent and obscene language in public and the possible

date for a local option election were included.

Inside pages of the March 24, 1877, issue contained local news and advertising. The editors were ceaseless in their efforts to outlaw liquor. Even though the recent election had legalized alcohol, The Texas Observer continued to fight. The second page carried the reprint of a circular issued by John B. Reagan and others during the period preceding the liquor issue vote. The editors explained that the circular was being published at the request of several of its patrons. Regret was expressed by the editors that the circular had not been issued and distributed throughout the county earlier, because they felt that it would have secured the success of prohibition by a good majority.

In an editorial, Priest and Willson discussed the unequal and unfair produce tax paid by farmers and noted that this was the only class of people required to pay an income tax in addition to the ad valorem tax. The editors explained that an amendment to the Constitution would be necessary to bring relief, but in the meantime, taxpayers would have to pay the tax and possess their souls in patience.

The farmer may have been producing plenty in corn, cotton, potatoes, wheat and oats in 1877, but the lack of fresh meat was reflected in several news items. The first comment was a reprint

from the Tyler Courier in which the paper's news had reported, "About one half the city lit out after a rabbit which was crossing the square last Saturday." Rusk's editors replied, "It must be a ground hog case with the people of Tyler for meat. We had always understood that Tyler was a splendid hog range...."⁵⁴

The Texas Observer asked why the grangers of Smith County were not supplying the market of Tyler with good pork, mutton and beef as grangers in Rusk did. However, on page three, the editors suggested that if someone would bring a good fat beef to town, it would meet with ready sale.

Assuming the role of leadership, the editors proposed that a beef market would be a very convenient, profitable institution in the spring, summer, and fall and expressed the hope that someone would undertake the business.

In this issue of 1877, the editors reported that Professor R.B. McEachern had favored The Texas Observer with a poem which they hoped their subscribers would read. The editors expressed their regret that McEachern had not furnished it to the public before the local option election. McEachern was a blind poet-musician who served on the faculty of the Rusk Masonic Institute. His poem entitled, "The Brothel," was printed on page four.

Other news of that issue reported action on the Grand Jury and a progress report regarding the wooden tramway from Rusk to Jacksonville and work at Philleo's Foundry. In a local news column, the editors reported that they had learned on good authority that of the some two hundred freedmen who had voted in the recent local option election that only about five of them had voted for prohibition.

We haven't seen as many freedmen in our town since the loyal league times in the reign of E.J. Davis as we saw here on that day, and they voted as solidly for whiskey as they did in days past for radicalism.⁵⁵

The four-page tabloid was hard pressed to find space for all the important news of its day, and the section of the newspaper to be known later as women's news or society news had not yet made its appearance. However, editors Priest and Willson contributed this bit of news for the women in the community of Rusk:

We hear it rumored that one of the favorite and most talented of the young ladies of this place, was married one day this week, but we have not learned enough about it to insert a marriage notice. She was an old subscriber of the Observer, and we think she ought to tell us all about that grand event of her life.⁵⁶

The editors may have lost their "old subscriber" after that comment.

A short work of fiction appearing on page four of this same issue of The

Texas Observer was headlined “The Imaginative Woman” and credited to Vidi. Although the article satirizes women, the writer believes that it could have been written by a woman.

Mrs. Brown has an imagination so active that she might make a fortune as a writer of ten-cent romances, if she would only turn her talent in that direction; but she does not. Being a home-loving woman, and not aspiring to literary fame, she entertains her family with her peculiar genius. The other morning at breakfast, she said:

‘John, did you ever think what would be your feelings, if — when little Melvina is grown — she was to become acquainted with a hook-nosed foreigner, and he should by his insidious arts enslave her youthful affection, and, when we objected to him, she should desert the loving care of her parents, and elope with him, and after living in misery and poverty for years, and after being ill-treated and abused by the wretch, she should return home to die? It makes me weep to think of it.’

‘Well, Polly, don’t think of it,’ remarked the cold-hearted John.

‘Or, suppose,’ continued Mrs. B., ‘Katie should be engaged to an Italian Count, and we had prepared her a costly trousseau, an elegant supper, had invited guests to the marriage, had talked to our friends of the Count’s magnificent castle, his wealth and greatness; had planned a visit to Italy’s sunny climes; suppose the day arrived, the ceremony performed, and as we were seated at the marriage feast, two policemen should come in, arrest the Count, and proclaim before the astonished guests that he was a thief named Jack Smith, formerly a valet, and had stolen his master’s diamonds, clothes and money. What would be our feelings, and Katie, poor girl, what would she do? Do you ever think about it, John?’

‘Can’t say that I do,’ said B.

‘Ah, we do not know what will occur in the future. I think about Will, the dear boy. Perhaps he will marry a woman who will make a life miserable to him. She will, perhaps, have beauty, and will want him to dress her in suits imported from Worth; or maybe she will be lazy, and he will have to wait upon her. Perhaps her mother will live with them — oh, my poor boy! Perchance his life would be made so miserable, that in a moment of desperation, he would take cold poison. I shudder to think about it.’

Mrs. Brown wiped her eyes, sighed and continued.

‘And I sometimes think, John, what if you were to die and leave me with three helpless children to support, what would I do? You might leave me some property, but then our home would be devoured by the fire-fiend, the bank burst, and I and our children left homeless and friendless. Or suppose, in my lone widowhood, a man wealthy in this world’s good, noble and kind, should come and ask me to be his wife — to share his wealth, promising to be a loving father to my dear children. Could I have the heart to refuse? I think about these things a great deal, John. Life is so uncertain, the future so mysterious. If you should die —.’

John slammed the door, and was off.

Mrs. Brown wiped her eyes and went to see about dinner.⁵⁷

In addition to editorial matter, The Texas Observer in 1877 contained a variety of advertisements. One of the newspaper’s best advertisers must have been Beatty Pianos as twelve advertisements for this company were run on one page of the March 24, 1877, issue. Other advertisements were published for attorneys and for patent medicine companies. The patent

medicine advertisements promised to cure fits, epilepsy or consumption, and to pure the blood.

One advertisement offered to the women readers printed booklets giving the secrets of marriage.

Users of opium and morphine and those who had intemperate habits were promised a cure by Dr. Carlton whose address was 187 Washington, Street, Chicago, Illinois. Advertisements for the Silver Tongue Organ, Domestic Sewing Machine and the Galveston News were also included in this edition.

The Texas Observer offered one year subscriptions, free of all postage, for one dollar and fifty cents per year to be paid in advance. Advertising was charged at one dollar per column inch for the first insertion and fifty cents for each subsequent insertion.

The following year was one of numerous changes for the Rusk newspaper. It was early in 1878 that The Texas Observer changed its format to a larger tabloid size but retained its five-column width. The editors, subscription rates, and advertising rates remained the same as in 1877, too. One local issue so dominant in the 1877 issue, however, was conspicuously absent from the news columns of the April 6 and April 20, 1878, issues. Neither of those publications had anything concerning local option and there was no

reference to the evils of alcohol.

A study of these two editions indicated that either the editors were too busy to write local news or that little of news interest was happening as more than half the news content was composed of news borrowed from other newspapers. Advertising, both local and national, however appeared to have gained ground during the twelve-month interval if the April 6 and April 20 issues were representative.⁵⁸

Later in 1878, The Texas Observer changed both its name and its ownership. Sam A. Willson, owner and publisher, sold the paper to M.A. Shook October 18, 1878.⁵⁹ Between the April 20 edition and the date of the sale, the paper's name was changed from The Texas Observer to The Rusk Observer. After the sale of the newspaper, editor S.P. Willson, an attorney like his publisher-father, moved to Jacksonville where he became the senior member of the law firm of Willson, Box, and Watkins.

When the Court of Civil Appeals for the Texarkana District was created, Governor Campbell named Judge S.P. Willson as one of the court's original members, a post he held until his death.⁶⁰

THE RUSK OBSERVER TO THE CHEROKEE STANDARD

At this point, J.E. Shook became an important name in the genealogy of the Rusk newspaper. His earlier affiliation with The Texas Observer was recorded in the history of the town compiled in 1876. J.E. Shook was the son of the new owner, M.A. Shook, and witnessed the bill of sale from Sam A. Willson to his mother.⁶¹ The son was to continue in the operation of the newspaper under the name of The Rusk Observer until 1882 when the newspaper's name and ownership changed again.

R.E. Hendry became the new proprietor in 1882 but Shook remained with the publication which was named The Cherokee Standard.⁶² In the March 2, 1883, issue of The Cherokee Standard, J.E. Shook published a notice in which he announced his severance of relations with the newspaper. The notice read: "With this issue of The Cherokee Standard, my connection with it, in every way, ceases."⁶³

For the five-year period, 1878-1883, this writer was unable to locate original or photostatic copies of the Rusk community newspaper, but an original copy of the March 2, 1883, issue of The Cherokee Standard was available for comparison. The format in 1883 was seven columns, but the editors had maintained much of the original style and their use of the same handset type for headline is a clear indication that The Cherokee Standard was

a successor to The Observer. Not only were type faces in headlines and advertisements the same, but also the nameplate itself was from the same type family.

This was important at this point in research because it substantiated a statement to be made in 1901 by longtime news editor, John B. Long, when he published in his nameplate, "Originally Established February 27, 1850." The 1883 issue of The Cherokee Standard featured a front-page calendar of events almost identical to that of one in the 1878 Observer. This calendar was a listing of churches and their meetings, as well as lodges throughout Rusk and Jacksonville.⁶⁴

R.E. Hendry's proprietorship in The Cherokee Standard was of short duration for the March 27, 1885 issue shows that Hendry had been replaced by F.R. Trimble as proprietor and E.A. Priest, formerly with The Observer, as publisher of The Cherokee Standard.⁶⁵

The following year on June 26, 1886, Trimble had been succeeded by H.A. Owen as editor. E.A. Priest was still the publisher.⁶⁶ In February, 1887, fewer than eight months later, The Cherokee Standard announced the employment of Charles H. Martin as editor.⁶⁷ Martin, also a lawyer and land agent according to an advertisement in later editions, did not last long with publisher Priest. Three months later in the May 14, 1887, edition of The Cherokee Standard, Martin announced the

end of his editorship.

My editorship of The Cherokee Standard ends with this number and I will no longer be responsible for any of its utterances. The paper starts under a new management next week and will declare for prohibition. Wishing The Standard and all of its readers much prosperity, I make my bow. Charles H. Martin.⁶⁸

The next issue, May 21, 1887, published the name of John B. Long, as editor.⁶⁹ Thus, history first recorded the name of a man in the field of Rusk journalism who would serve intermittently in this capacity until 1905. He was also to serve as a Congressman to the United States House of Representatives, mayor of Rusk, and member of the Texas House of Representatives.

Long's ardent opposition to liquor was reflected in his writings throughout his publication of newspapers in Rusk. Obviously his appointment to fill the vacancy created by the resignation of Martin was for the purpose of securing an editor who agreed with the publisher in the matter of local option.

In the 1880's, residents of Cherokee County sought opportunities to develop the abundant iron ore deposits in the area and to secure adequate rail transportation for the industry. But John Benjamin Long, a farmer himself, knew the plight of rural people, and he worked diligently to promote agriculture through the local and

state Grange. It is possible that in his wisdom, he knew Cherokee County would always be a strong agricultural area which time has proved. Since his work with the Grange, church affairs, and politics imposed a time burden on his daily life, a series of editors worked for him after he purchased the newspaper.

Here a discrepancy in the findings of other historians with those of the writer must be cited. The Handbook of Texas⁷⁰ and "The Life of John Benjamin Long"⁷¹ credit Long with the ownership of the paper in 1886. Research for this thesis, however, shows that he did not begin his newspaper career until 1887

THE CHEROKEE STANDARD TO THE STANDARD ENTERPRISE

The following year in 1888, the name of Long's publication was changed to Standard Enterprise as the result of consolidation with a competitive newspaper, the newly established Labor Enterprise. The January 18, 1888, issue carried a statement concerning this name change.

Salutatory. It will be noticed that I am associate editor of the consolidated papers, the Standard Enterprise. It is with some reluctance that I accepted the position having very nearly as much work as I could do aside from this. But I desire to do all the good that I can and feeling that in this I may be of some benefit to our country and the common cause of

mankind I yielded to solicitation of the managers. My work with the paper will not be very extensive, but I trust the small amount of work I may be able to give will be for good to the managers and readers together. It is understood that I represent the moral side of the Enterprise but I am proud to say that it has no immoral side. My superiors both being high toned Christian gentlemen. I wish it distinctly understood that I am not the fighting editor. I reckon Bro. Wilson will occupy that position and this perhaps is better for the fighting public as he is a smaller man (avoirdupois) than I. Now with highest regards for all and disrespect for none, let us unite to build up Eastern Texas and especially our own blood county, Cherokee, giving God the glory and working so that souls may be saved. Allow me to subscribe myself, Yours Obediently, I.V. Jolly.⁷²

A letter to the editor in the same issue gave one reader's view on the name change. "...I like the present name of the paper at least as well as either of the others. It is more significant than Cherokee Standard or Labor Enterprise."⁷³

Personnel changes on the staff of the Standard Enterprise were made frequently. In the January 18, 1888, issue, I.V. Jolly was reported to be the pastor of the Cumberland Presbyterian Church at Rusk, and W.F. Black, who had published the Labor Enterprise for its short life prior to the consolidation, was reported to have joined the staff of the newly organized Standard Enterprise.⁷⁴ One week later, the January 25 issue featured the names of W.F.

Black and F.M. Wilson as editors and proprietors and the Reverend I.V. Jolly as associate editor.⁷⁵

The April 11, 1888, masthead of the publication showed Brazille and Power as local editors and W.F. Black and I.V. Jolly as owners.⁷⁶ The next month on May 2 the paper's masthead carried the name of A.G. Brazille as local editor; W.F. Black, editor; and I.V. Jolly, associate editor.⁷⁷ By August, the newspaper, with W. F. Black as editor and I.V. Jolly as assistant editor, was recognized as the official organ of the Cherokee County Farmers Alliance.⁷⁸

The year 1888 was an important one in the development of Rusk. That year saw in New Birmingham, now a ghost town, the quick rise of a potential "Iron Queen of the Southwest." Events surrounding both New Birmingham and the iron industry were recorded in the issues of 1888.

Regarding this promotion of iron at New Birmingham, the Standard Enterprise reported on March 14, 1888:

The Cherokee Land and Iron Company Capitol Stock, \$800,000 has filed a charter in the office of secretary of state. Incorporators David C. Jones, E.L. Gregg, William Hamman and others. The above company is to operate in the iron region of this county. There are New York parties back of the scheme. Such capitalists as John H. Cheaver, J.R. Keen and R.S. Coleman of St. Louis, W.E. Rider

and A.G. Bushby of New York. The money will be put up by the New Yorkers at once.⁷⁹

The development of the iron industry, however, was not the only natural resource which Cherokee County hoped to develop. They anticipated, too, a health resort in their area and the Standard Enterprise publicized the project. In the edition which announced the consolidation of The Cherokee Standard with the Labor Enterprise to form the new Standard Enterprise, the editors reported the development of a new resort area near Rusk called Chalybeate Springs.

Everybody should visit the celebrated Chalybeate Springs, three miles northeast of the town of Rusk. The grounds around the springs and the park has been fitted up (sic) for public gatherings. There is a speaker's stand built of solid masonry and heavy timbers. Seats will be erected before spring opens. East Texas affords no better place for comfort, convenience, enjoyment and health than these duly celebrated Chalybeate Springs. Mr. Martin informs us that the first week in May of this year will be a free week, that is all campers at the springs will be allowed to use the water free of charge and will also be allowed to use wood free. Sometime during the free week everybody will be invited to take part in the grand picnic. Further information about these springs will appear from time to time in the Standard Enterprise.⁸⁰

Keeping in mind the newspaper's role to entertain as well as to inform and educate, the editors of the Standard

Enterprise on March 28, 1888, presented a column titled, "Standards."

Next Sunday is your day. On a decline, the Republicans. One live cabbage is worth a half dozen dead beats. There is nothing like meeting troubles with declination. Jay Gould has headed his yacht for home. While out in mid ocean a shark came across and followed his yacht for several days until Jay went on deck and he and the shark looked at each other and nodded and exchanged a smile of recognition. And the shark sadly turned back thinking that one shark was enough to a vessel.⁸¹

The sharing of information from other newspapers was a common practice in 1888. The Standard Enterprise borrowed this bit of amusement and printed it March 28, 1888.

Moses Schwartz, a farmer of Rochester went to his barn to water his stock last Saturday night about 9 o'clock. He was gone so long that his wife became alarmed and went to search for him. To her horror she found him hanging by the neck from a beam in the barn. Mrs. Schwartz ran shrieking to the neighbors. When help came it was discovered that instead of hanging himself with the halter as was first supposed, Mr. Schwartz was the victim of an enormous black snake that had dropped part of its length from the beam and taken a turn around the farmer's neck. Mr. Schwartz, though unconscious, was still alive and soon recovered. The snake was over 11 feet long. (The next biggest liar step to the front.)⁸²

Making application of this

humorous story to call attention to one of the social conditions of that year, the editors commented on page one:

Moses Schwartz, a farmer of Rochester was hanged by an enormous black snake in his own barn. He was discovered in time to be saved from a horrible death. Whether (sic) are we drifting as a nation. Is such mob violence as this permitted? We will add that the snake was mobbed without a trial or benefit of clergy and showed not the least signs of repentance. Some contend that it was one of the Cisco bank robbers.⁸³

Early Texas editors like those today showed an interest in their profession by attending meetings of newspapermen. The Standard Enterprise carried a report May 30, 1888, of the editors' trip to Dallas to attend the Texas Press Association meeting. The Dallas trip culminated in Austin where the editors attended the dedication of the state capitol.⁸⁴

In 1888 Rusk saw the establishment of a competitive newspaper, the Iron Clad.⁸⁵ Soon thereafter, a disagreement developed between the Standard Enterprise and the new competitor. The crux of the quarrel seemed to rest with the Standard Enterprise's opposition to investment by foreign money in the development of the local iron industry. The first hint of trouble between the two newspapers appeared July 4, 1888. Entitled, "Rusk On a Boom," the situation was discussed:

The town of Rusk has improved more than perhaps any other of its age and size in Eastern Texas within the last two years. There is not a vacant house in town save one or two old plank houses on the east side. There are some 20 new houses, some real city ones built in the last two years and any number of old ones renovated and modernized and with all this there is not a house to rent in the town of Rusk. The Methodist, Presbyterian and Cumberland Presbyterians have all built bran' spankin' new parsonages for their parsonages in less than a year's time. In addition to all this, she has two of the livliest (sic) sort of newspapers. We say livliest (sic) because they are both here to stay and of course to live and as their names indicate they are enterprising and solid. The Standard Enterprise means to improve with every issue and be an enterprising journal. The Iron Clad will hit weekly while the iron's hot and with each stroke will become smoother and more solid. No use in talking. We're here to stay. Each of us will make ourselves a necessity to the advertising and reading public. Of course, now and then a patron of the SE who had not paid up will get mad at us and quit taking the paper and go over and subscribe for the Iron Clad. But the same week we will get one of the same sort who will have fallen out with the Iron Clad so that neither lose anything. Verily, we are booming. The Iron Men. (Not Iron Clad.) Blevins and others are here and one can't but believe they mean business. Now is the time to buy property in Rusk. It will be high, higher and highest and that soon. Hurah (sic) for Grover Cleveland and Rusk. We are ready to grasp with an Iron Clad enterprising grasp every honest man who seeks a home among us. Again we say, Rusk is booming. Now is the time to invest a few hundred dollars. There will be thousands in the near future. Come and see.⁸⁶

The Standard Enterprise continued July 25, 1888, to exhort its people to invest in the home development of industry. The editors noted that there would soon be a new town located for the prospective iron works. "Soon there will be a veritable Birmingham in our very midst." The Iron Clad apparently continued to needle the Standard Enterprise. In the July 25, 1888, issue, there was this comment:

We won't quarrel with the Iron Clad. We don't think it is manly. The slurs it has thrown on us personally shall go by forgiven and hereafter unnoticed. We wish them success, not at our downfall though, however.⁸⁸

By August 1, 1888, open war appeared to have been declared in the columns of the two newspapers. Headed "We Are Awake," the Standard Enterprise wrote:

The Iron Clad in a recent issue accuses us of Rip Van Winklism and also in a roundabout way offering to boost the new iron company that proposes to assist in the development (and we need development) of iron fields of Cherokee County. The I.C. also hints that we are insufficiently acquainted with the English language to define properly the meaning of the word 'development.' Now we don't mind being accused of having slept a few hundred years 'for we admit that sleeping is a luxury of which we are peculiarly fond' nor do we claim to be a Webster in orthography or a Horace Greeley, a Henry Waterson, a Shook, or an Engledow in the use of the Fabre but we do claim to have at heart the interest and future

development of Cherokee County and especially are we interested in the development (and we do mean DEVELOPMENT) of our iron fields by home capitol but if home capitol is unavailable, then by capitol from any quarter of the globe. In commenting upon an article headed, 'Don't Sleep' in a recent issue of the Standard Enterprise, our neighbor says: 'Is the Standard Enterprise so soundly asleep that it does not know that these resources have already been developed and does not depend upon future development?' Candidly, neighbor, we did not know you were this bad. Has the prospects of your future greatness and riches so completely mixed you up that you no longer comprehend your situation? Why, my dear fellow laborers in the iron fields of Cherokee, not a single rock has been broken towards the establishment of a furnace excepting that belonging to the state at the penitentiary. And it is now just fairly in operation. Be calm. We know the signs are encouraging and that sooner or later furnace fires will be as common in Cherokee County as in the iron region of Pennsylvania but they haven't been lighted yet my brother. Again, we say, be calm. The weather is fearfully hot and we feel for you. Now we repeat that the development of the iron fields of Cherokee County have scarcely begun and we also repeat that we want home capitol to take a hand in the further development of this, our greatest natural resource. Now you say that you agree with us that there is sufficient capitol in Cherokee county to develop our mines. But you don't say, 'come and do it.' In the language, that not long ago started the inhabitants of the union, 'what are we here for, he who tooted not his own horn, the same shall not be tooted.' The Iron Clad and the Standard Enterprise are the mouthpieces of the people paid by the people of

Cherokee County to do their 'tooting' and regardless of foreign folks who 'tooting' done, our duty is to look out for the people who feed us. So much for this part of the Iron Clad's comment. Now brethren of the IC, we are as much opposed to seeing the treasures of Cherokee County locked up in Mother Earth as you are and like you, if capitol cannot be procured at home to develop our 'iron mines' we'll second your motion to get it from anywhere available. But suppose we just talk the matter up a little, tell our neighbor that we have backed the game and invite them to the feast and then if they do not respond, we will invite everybody to take a finger in the pie who'll help do the cooking.⁸⁹

The next edition, August 8, 1888, contained a scathing rebuttal to the Iron Clad, which was primarily a defense of the editor's literacy and his comprehension of the English language. At this point, the Iron Clad had enlisted the support of an Alto resident as its correspondent. He signed himself W.B. This person was a member of the County Farmers Alliance and judging from the contents of the August 8, 1888, writing, the Alto correspondent had encouraged other members of the Alliance to support the Iron Clad as "the paper." In concluding this discussion, the Standard Enterprise wrote:

But if he think he can whip the other members of the order into line he will be the worst deceived office seeker that ever tried to swap spit with a country editor. We are through with the Iron Clad and its gentlemanly correspondent and we apologize to our patrons for that paper's

mudslinging proclivities as we believe it has not yet discovered that it has cast its lot among intelligent people.⁹⁰

In preparation for the anticipated growth of Rusk and the surrounding area, the Standard Enterprise announced plans August 15, 1888, for a special edition. The publication was to be eight pages and contain an exhaustive account of the resources and natural advantages of Cherokee County. The editors planned to distribute five thousand copies of that issue which they said would contain well-written articles on every subject that might benefit Rusk in securing capitol and immigration. Circulation was planned for September 10, 1888. The Standard Enterprise sought the support of its citizens for this special edition by writing:

At an early day a representative from the S.E. will visit in person the businessmen of Rusk for the purpose of ascertaining what encouragement will be given. Now all respond liberally. It is a pretty good sized undertaking for a small paper we'll admit, but we mean business. The time has arrived for the circus to open. And we intend to be at the opening. Our word for it. This move will bring more dollars and cents to the people of Cherokee County than they will imagine and we trust that all will lend a helping hand 'in inflating' the circulating medium.⁹¹

Research by the writer of the September 5, 12, 19, and 26, 1888 editions of the Standard Enterprise failed to indicate that this special edition ever materialized.

In August, 1888, the Standard Enterprise boasted a circulation of more

than 800 subscribers, but its editors were still dealing with the Iron Clad.

The Iron Clad has never attempted to answer our argument. That cat paw business is a malicious falsehood and is used simply because it cannot answer us. Considering the source, we pass it by. This paper is a permanent fixture of Cherokee County. We own 40 acres and a mule besides our printing outfit and if the S.E. fails to produce the wherewith for our support, we'll shut down for repairs and join our Alliance brethren (sic) between the plow handles. In this respect we think we have the advantage of Shook for it is said that it takes a smart man to make a farmer for any chump can be a lawyer, a snide one.⁹²

By 1888, the use of ready-print newsprint was an established practice in Rusk. The use of this pre-print material had steadily increased during 1888 as observed in the collection of the Standard Enterprise on file at The University of Texas at Austin. There was an advantage to this method of operation in that readers of the Standard Enterprise were able to obtain information about world events and to read essays, poems, and sermons which otherwise would have been unavailable to them. The disadvantage to the use of pre-print was the limitation of space for the use of local news and advertising.

The August 22, 1888, issue of the Standard Enterprise was four pages. The front and back pages had been pre-printed elsewhere and the inside pages, two and

three, were used by the local publishers for news and advertising. Publications credited with reprint in that issue included the Boston Herald, New York Graphic, and Argosy.⁹⁴

With Black as editor and Jolly as his associate, the journalistic battle for leadership between the Standard Enterprise and Iron Clad was becoming a countywide topic of conversation in August, 1888, as evidenced by a comment from the Wells (community of Cherokee County) correspondent for the Standard Enterprise.

I see you and the Iron Clad and some other fellow is having (sic) quite a row about Democracy and English grammar. I guess that's none of my business. We have several good alliance men that talk up for the Standard Enterprise. The last time we met I gave you three subscribers.⁹⁵

Based on another news story in this issue, it would appear that the Iron Clad had accused the Standard Enterprise of using prison labor in its operation. The Standard Enterprise took the liberty of reprinting from the Iron Clad a letter written by the assistant superintendent at the prison, William Neal Ramey, who explained the situation:

To the editors of the Iron Clad. Dear Sirs: My attention has been called to an article in your last issue, beginning as follows: 'By what authority do the convicts come from the penitentiary and work in the Standard Enterprise office, etc.' In reply I will state that Mr. Black,

proprietor, of the S.E. came to the prison and desired to have some repair done on his press and other things in his office and wished me to send a practical printer to examine the same and ascertain what was necessary to be done, that he would have the work done at the prison. We sent Adamson, a practical convict printer to his office, who made the examination and recommended the repairs necessary. Mr. Black brought part of the press to the prison and had it repaired. I ordered Adamson to carry it back and fix it for him at the office which he did. Now all this I would have done for the Iron Clad office or any other that might have desired it. The work was paid for and all parties interested satisfied so far as I know. I have taken no stock in the controversy between the two papers, have not written a correspondent in your paper nor have I authorized to anyone at the prison to write for either paper or to type for the same. If I had been consulted this explanation would have been made gratuitous free at the prison and its authorities would have been avoided. Yours respectfully, William Neal Ramey, assistant superintendent in charge, Rusk Prison.⁹⁶

The Standard Enterprise noted that the foregoing letter was a reprint from the Iron Clad. In other news from this issue of August 22, 1888, the Standard Enterprise editors wrote, "Men who attend to their own affairs and accede the same privilege to others generally get along best. For the I.C."⁹⁷

The meeting of deadlines and delivery of the newspaper, regarded by many as two of the major problems in journalism today, was a real problem in

1888. Editors Black and Jolly announced that the paper went to press at 7 a.m. on Tuesdays and was mailed out Tuesday nights and Wednesday mornings. They requested readers who did not receive their paper regularly to "confer a favor on this office by notifying us."⁹⁸ Regarding their deadline for receipt of all communications to be published, they said, "Monday evening at four o'clock the forms are locked and no matter can be inserted without extra pay."⁹⁹

The most unusual comment by the editors of this issue read: "Dull times. Rusk defies any town for improvements."¹⁰⁰ This appears to be a paradox. The editors say in one breathe, "dull times" and "unprecedented progress." Considering the open warfare between the Standard Enterprise and its competitor, the Iron Clad, life around the office could hardly have been regarded as dull.

From their early beginning, newspapers have supplemented income with commercial printing, commonly called job printing. August, 1888, was no exception to the many publications which had preceded the Standard Enterprise. Editors Black and Jolly, in a house advertisement, announced their services.

Job Printing from the Standard Enterprise. The Standard Enterprise job office does first class job work, fancy job work a specialty. We will fix up noteheads, letterheads, billheads, envelopes, etc. and

will duplicate the prices of any house in Texas. When you want any kind of job work done give us a trial.¹⁰¹

Column writing was more in evidence in the Standard Enterprise by August 29, 1888, than in earlier issues. One such column headed "Town and Country" reported:

Candidates are buzzing. Was there ever such a dull time. Monkey show in town Thursday. Didn't we make it pleasant for you. New Birmingham is getting there. Summer is nearly ended and is sorry for it. Picking cotton will soon be the order of the day. Our photographer T. Patton, was taking views of New Birmingham last week.¹⁰²

The East Texas State Penitentiary located at Rusk in 1888 caused editors to make this editorial statement:

The object of prisons is to reform not to torture men. The fallibility of human nature encouragement that should be offered to an ex-convict whose determination to reform is apparent.¹⁰³

Such liberal views with regard to lawbreakers was a movement which would wait many years for full development.

Several items of professional significance appeared in October, 1888, issues of the Standard Enterprise. An announcement in the October 10 issue stated that a photographer, D. Patton, was offering to take photographs of individuals.¹⁰⁴ An item in the October 17

issue stated that N.W. Ayer and Son had just published their ninth annual report.¹⁰⁵ The N.W. Ayer Company, still in operation today, publishes a directory of all newspapers in the United States.

Files for the Standard Enterprise in the Texas Newspaper Collection at Austin cease with the October 24, 1888, edition. W.F. Black and I.V. Jolly were the publishers for that issue.

The genealogy of subsequent publications were ascertained through the columns of a competitive newspaper, the Cherokee Herald, which published a special edition September 4, 1889. In their review of the history of Rusk, editors Padon and Kirkpatrick briefly discussed newspapers. They recorded the establishment of their own publication, the Cherokee Herald as July 10, 1889, and had this to say about their competitor:

Without giving the history of our worthy and highly respected contemporary, it affords us pleasure to here attest the fraternal and personal esteem in which we hold these upright Christian gentlemen, Mr. J.B. Long and Rev. I.V. Jolly, who have owned and edited the Standard Enterprise since November 23, 1888. The paper is a seven column four page journal and its fabled editors labor earnestly to advance the best interests and the morals of the people.¹⁰⁶

Thus, where research had failed to produce a copy of the Standard Enterprise to confirm John B. Long's purchase of the

competitive Labor Enterprise, it was determined from a newer competitive publication, the Cherokee Herald, that the date was November 23, 1888.¹⁰⁷

STANDARD ENTERPRISE TO THE STANDARD HERALD

In researching the Standard Herald, the writer again was faced with the problem of missing copies in the files for the Standard Enterprise and the Cherokee Herald. However, Rusk newspaper copies on file at The University of Texas resume with the Standard Herald dated May 12, 1893, which carried John B. Long's name as the editor.¹⁰⁸

Long, himself, was later to claim his publication as the descendant of the Cherokee Sentinel, established February 27, 1850. Thus, his ownership of the Standard Herald implies a merger between the Standard Enterprise and the Cherokee Herald under the new name of Standard Herald.

The actuality of such a merger is further substantiated in the volume and issue number for the May 12, 1893, edition of the Standard Herald. It is shown as Volume XI, Number 32. This definitely indicated Editor Long's continuation of the newspaper from the Cherokee Standard of 1882. John B. Long's continued ownership of the Rusk newspaper can be found in scattered issues at The University of Texas

at Austin for the years of 1895, 1896, 1897, 1899, 1900, 1901, 1903, 1904, and 1905.

To repeat briefly, it is significant to remember at this point that Long's affiliation with the newspaper was established as May 21, 1887. Three years later he was nominated and elected to the United States Congress and began his term of office in 1891. He did not seek reelection to that position. Returning to Rusk, Long devoted his energies to the development of a newspaper in a growing community.

STANDARD HERALD TO THE INDUSTRIAL PRESS

It was, perhaps, the potential growth Long saw for his town which caused him to consider a change in the name of his publication which he announced January 22, 1897 in a local news column:

There will be no other issue of the Standard Herald. Our rollers have to be shipped for recasting and will not get them returned in time. Your attention is directed to the first edition of the Industrial Herald.¹⁰⁹

In another front page story headlined, "Friends, Read This Week Only," the editor wrote:

The Standard Herald will bid you 'goodbye' the first day of February, 1897 when it will change its present form, widen its field of operations and make a specialty of the interest involved through the

agricultural, manufacturing and mining interests of Eastern Texas. These interests need a hearty exponent. If you think such a paper will help your cause along, it would be wise to 'stick' to it. Local interests shall be taken care of.¹¹⁰

The Industrial Press dated March 16, 1899, represents a two-year lapse in copies for review. That March 16 edition's nameplate carried a subtitle which read, "A Continuation of the Standard Herald." A brief notice in this same issue called for a city election to be held April 4, 1899 for the purpose of electing a mayor, three alderman and a city attorney. The notice was signed by John B. Long, Mayor.¹¹¹

The following year, February 22, 1900, editor Long supplied his readers with bits of philosophy such as these filler items:

It has been truly said that an ounce of performance is infinitely better than a pound of promises. What many desire is distinction at half price. Patriotism, education and music are three good things to believe in.¹¹²

Even in 1900, newspapers charged fees to candidates for elective offices who announced in the news columns. Editor Long published his rates as:

Congressional and district, \$10; county offices, \$5; commissioners, \$2.50; justices and constables, \$2.50....fees will be required invariably in advance for the announcements of candidates for office.¹¹³

Among the advertisers for the February 22, 1900, issue was the East Texas Baptist Institute at Rusk.¹¹⁴ The school's notice announced a special summer session of eight weeks to offer teachers an opportunity "to review, or push their studies beyond present attainments."¹¹⁴

Students will be able to select such work as suits them and gain time in college by making up courses. One may take up special work. Don't lose the summer. Put in at the up to date (sic) East Texas School. No trouble to answer letters. Inquire about it any how (sic). For further information apply to C.F. Maxwell, Rusk, Texas.¹¹⁵

Education was not the only social issue of the day considered newsworthy. Editor Long published this announcement signed by Jack Anderson:

There will be a meeting held on the first Saturday of March at Jacksonville by the ex-slaves and their ex-masters to discuss the situation and prospects for the future.¹¹⁶

Journalist John B. Long in 1900 remained adamantly opposed to alcohol just as he had in earlier years and as he would do so for the remainder of his life. On February 22, 1900, the news columns of the Industrial Press reflected that another election had been called for the purpose of legalizing the sale of alcohol. In a local news column, Long wrote:

One man says if local option carries in Rusk he will run a 'dive.' Any man who will run a dive against the law is dangerous to the peace, liberty and virtue of a community. Such men are always found in this business and nothing higher.¹¹⁷

In the column adjoining this news item, he wrote:

The good people of Rusk and vicinity are coming alive to the fact that intemperance, intoxication, is sapping the vitals of the young men. And that something must be done. Steps are being taken to test the voice on local option in this school district. This is a good work and shall have the undivided support of the Press. Unless some material change is made in the sentiments of both the white and black, local option will carry by a good majority.¹¹⁸

The latter references to the coming liquor election offer some speculation to the writer as to the purpose of the earlier announced meeting between the ex-slaves and their ex-masters "to discuss the situation and prospects for the future."¹¹⁹

Long's belief in the newspaper's role of leadership is evidenced by a story in which he called for an organization by "some name such as Business League, Board of Trade, or other name."¹²⁰ The editor suggested that the duties of such a group would be to bring Rusk and Cherokee County to the "notice of the world, invite and foster all matters of a public nature and handle the sale of real estate."¹²¹

In a sense, Long had anticipated the present Chamber of Commerce. He went on to advise that from one to three hundred members should band together and pay dues from which a salary might be paid to a manager. Long called for a Board of Managers, one salaried man, and a secretary. He cited as the area's greatest potentials the iron industry, horticulture, and tobacco.¹²²

Between February, 1900, and November 7, 1901, the editor of the Industrial Press must have engaged in research of the newspaper's genealogy. The claim that the Industrial Press was "Originally Established February 27, 1850," was found published for the first time on the front page of the November 7, 1901, edition. Among copies for review at The University of Texas at Austin are scattered editions of the Industrial Press beginning with April 4, 1901, and continuing through November 28, 1901. Thus it was that the issue of November 7, 1901, marked the first appearance of the editor's claim that his publication descended from the Cherokee Sentinel founded February 27, 1850.¹²³

While Long was vocal in his opposition to the legalized sale of alcohol, he was equally vocal in his support of better education, fair prices to farmers, the development of the iron industry, and civic organizations. His faith in God was evidenced by many published sermons. An

organization that he supported which is of interest to women in Rusk today was the Bachelor Girls Library, a club which is still in existence under the name of the Library Study Club. It has been through the efforts of this original group and subsequent members that the Singletary Memorial Public Library now serves citizens of Rusk and the surrounding areas.¹²⁴

In addition to his life of service as a church leader, a journalist and politician, Long also was director of the Agricultural and Mechanical College of Texas in 1895.¹²⁵

INDUSTRIAL PRESS TO THE PRESS JOURNAL

John Benjamin Long ended his career as a journalist in Rusk when he sold the Industrial Press to the Reverend J.S. Burke in 1905.¹²⁶ The following year, editor Burke and a competitive paper, the Rusk Weekly Journal, merged to form The Press Journal. The Rusk Weekly Journal had been established April 28, 1899, with William C. Cloyd as editor and Cloyd and Priest as the publishers.¹²⁷ The change of ownership had been accomplished by June 21, 1906, when The Press Journal nameplate featured the slogan, "Originally Established February 27, 1850." The format of that issue was tabloid.¹²⁸

Political events highlighted the news of the June 21, 1906, issue of The Press

Journal. The editors had endorsed S.B. Cooper for United States Congress over the brother of one John H. Broocks. In behalf of his brother's candidacy, Broocks had submitted both letters and telegrams to the editor of The Press Journal for publication. Editor Burke responded:

Now all of this ridicule and sarcasm is heaped upon this honorable gentleman and consecrated minister of the gospel for what? For no other reason than that Rev. Steve Burke has seen fit to support Mr. Cooper instead of John H. Broocks' brother for Congress. This God-loving and God-fearing man, this clean honorable upright gentleman the hem of whose garment John H. Broocks is not worthy to touch, has brought this avalanche of abuse upon his head because he is exercising the right accorded to every man in this glorious country, the right to support whomsoever he chooses for public office. And who is Steve Burke that John H. Broocks should take it upon himself to shower this ridicule upon him and by innuendo and insinuation cast reflection upon his character standing as a citizen and minister of the gospel?¹²⁹

This was the year that Thomas M. Campbell sought the office of governor of Texas. In its news columns, The Press Journal reported activities of the Tom Campbell Democratic Club of Cherokee County. Among its supporters were these leaders: A.H. McCord, W.T. Norman, Frank B. Guinn, Charles Cannon, E.L. Gregg, James P. Gibson, M.J. Whitman, James I. Perkins, John B. Long, L.D. Guinn, George B. Terrell, J.G. Summers,

C.B. Immanuel, John B. Reagan, R.L. Robinson, J.E. Bagley, W.H. Shook, J.F. Mallard, J.T. Wiggins, S.W. Lang, and W.M. Imboden.¹³⁰

The Press Journal in its issue of July 19, 1906, named J.S. Burke and R.A. Burke as editors and proprietors.¹³¹ R.A. Burke was the son of the Reverend J.S. Burke. F.B. and Charles B. Guinn later owned The Press Journal.¹³²

W.M. Ellis was the publisher of The Press Journal by May 28, 1909, according to a copy of that issue at The University of Texas at Austin. Though he was to guide The Press Journal through some historic journalistic changes, Ellis' first association with the publication was short-lived. By July, 1912 he had exchanged his publisher's post for a position as district clerk of Cherokee County.¹³³ Less than one year later, he had resumed his role of editor and proprietor of The Press Journal.¹³⁴

Under his direction in 1909, The Press Journal emphasized rural news under column headings such as "Dialville Searchlight," "Gallatin News," and "Alto News." The subscription price in 1909 was one dollar per year. The May 28, 1909, issue reflected a much improved layout and the news content indicated a more sophisticated attitude within the community of Rusk. One news story supports this statement. In the account, Editor Ellis reported a number of

resolutions recently passed by the Rusk Commercial Club. The resolutions as adopted by the Commercial Club praised the state administration for its vision in resuming the iron making industry at the East Texas Penitentiary.

The resolutions offered gratitude to Senator C.C. Stokes; the Honorable George B. Terrell, state representative from Cherokee County; the Honorable F.B. Guinn, assistant financial agent; Major T.E. Durham, assistant superintendent at the prison; and "to the Rusk Press Journal and its able, loyal, and indefatigable editor, W.M. Ellis, for the earnest, valued and successful efforts. . . ."¹³⁵

Members of the Rusk Commercial Club also expressed thanks to the Galveston News – Dallas News, Houston Post, Austin Statesman, San Antonio Express, Houston Chronicle, and all other members of the Texas press. Writers of the resolutions implied that the intelligent, able, and patriotic support given to the iron industry by the state's press would assure success to one of Texas' most important industries, the development of iron ore.

With the economic growth of Rusk came cultural advantages. The May 28, 1909, issue of The Press Journal featured an announcement for Commencement Exercises to be held for the Academy of Industrial Arts for Girls the following Sunday, May 30. The Reverend A.A.

Duncan of Sulphur Springs was to deliver the sermon in the Baptist Church. Special entertainment by the music and expression departments was planned for 8:30 p.m. Tuesday at the Opera House.¹³⁶

Ellis served as district clerk of Cherokee County, according to a legal notice in The Press Journal July 19, 1912. His newspaper successors were C.M. Tatham and W.P. Singletary, editors.¹³⁷ Under their leadership, many improvements were made in the use of new faces of type and new borders for advertisements. Since copies of The Press Journal for study are scattered in this period, the next issue available was dated May 30, 1913, and Ellis was again the editor and proprietor.

This issue was a significant one in the history of journalism for Rusk because it marked the first one available for review which included a reproduced photograph. Three pictures were printed on page one: Miss Amelia McGork was re-elected teacher of music at the Rusk Academy for 1913-14, the Reverend C.D. Owen, pastor of the Rusk Baptist Church, was to present medals to members of the graduating class; and Dr. A.J. Barton of Waco was to preach the baccalaureate sermon for the graduates of the Rusk Academy.

Journalistically, however, The Press Journal still had improvements to make. Advertisements appeared on the front page for J. H. Moseley, optometrist; the

Cottonbelt Route (Railroad); and Farmers and Merchants State Bank.

There were other journalistic firsts in this edition. One of these was the advertisement for Studebaker of South Bend, Indiana. The Studebaker was a horse drawn wagon and the Rusk dealer was W.H. Wallace Hardware Company located on the east side of the square. This same issue also advertised the Hupmobile as the car for East Texas and named Smith and Bagley as agents for East Texas. The advertisement contained a picture of the Hupmobile and suggested: "Let us show you why this is the best car for East Texas is all we ask and then if you don't trade with us we will lose money."¹³⁸

On May 30, 1913, Editor Ellis wrote an editorial in which he depicted the future of the penitentiary at Rusk. He titled the writing, "Visionary Statesmen."

The penitentiary investigating committee No. 4 which has been sojourning in the city of Houston for some time is this week whiling away the hot days in the cool breezes of the Brazos bottom. While in Houston under the invigorating influence of Coca-Cola, grape juice and other double sided soft drinks they had many and various opinions and visions as to the best disposition of the convict question. One member wanted the state to purchase a beautiful tract of land in Fort Bend County and build the prison walls in the edge of a lovely forest over-looking several thousand acres of beautiful rolling prairie where the Gulf

breezes would cool the criminal desire in men. He believes that every tree in the forest should be grafted in pecans and that the state should use its prison population exclusively in raising paper shell pecans. This member has a net profit figured of \$19 million annually to the system. Another member's vision runs to celery. In having imbibed a double dose of his grape juice he readily figured out \$40 million dollar net profit in celery alone. Mr. Dickey, being a plain Texas farmer used to plain diet, his vision runs to cabbage and he believed every foot of the state land should be devoted to cabbage, however, being only a plain farmer and therefore not an expert in figures he could only figure \$14 million dollars net on cabbage. These investigating committees can make mulberry sellers, yea, even an old time populist, look like 30 cents when it comes to figures... The Press Journal will locate the bull's eye for them without any per diem or per mileage, but perhaps that is just what they don't want.¹³⁹

The future of the penal system at Rusk was not to be settled quickly. Many voices were to be heard with recommendations for solutions to the problem. Respecting The Press Journal's former publisher and at that time the county's state representative, editor Ellis reprinted a very long statement by John B. Long which had first appeared in the May 27, 1913, edition of The Dallas Morning News. The article read in part:

The only thing about the penitentiary as an institution that can be truthfully termed a system is the systematic supply of prisoners from the courts and the certainty of deficiency...the penitentiary

is now in debt about \$2 million dollars. To move the prison to any point will cost nearly \$5 million. The present debt of \$2 million added will make \$7 million...¹⁴⁰

The state legislator and former publisher went on to explain that this would mean more taxes to finance the penal system and promised a political revolution that cause "a lot of political funerals such as never before."¹⁴¹ He suggested that some individuals were trying to sell land to the state for prison use which the state would be years in utilizing. He contended that if the state wanted to go into the land business, it should do so as a distinct feature of state business and that the state "should not pursue a deceptive policy by which individuals are to reap large sums of profit at the cost of the state."¹⁴² Long was in favor of moving the prison from Rusk but not at the expense of the taxpayer. He further suggested that a permanent staff be established to operate the penal system.

I am in favor of taking it out of politics, stop turning out every officer in the usual four year clean-up and the inauguration of new men, methods and practices. Use the highest order of men everywhere, guards, help and etc. (sic) Make it a business institution without being officially top heavy and continue the business with the view of establishing something. Not making places and offices for men, but abolishing everyone possible and get on a basis of strict, economical business. It should very nearly take care of itself.¹⁴³

The civic minded editor Ellis in this

same issue pressed for the acquisition of the old home of the distinguished Hogg family. He called it the birthplace of the lamented and beloved ex-Governor James Stephen Hogg. He suggested that it be used as an industrial school for boys and that it should bear the name of the “great commoner.”¹⁴⁴

By 1914, Wallace M. Ellis found himself on opposite sides of a situation with his newspaper predecessor, John B. Long. Ellis ran for the office of state representative against incumbent Long and won the election by a vote of one thousand seven hundred ninety over Representative Long who received one thousand three hundred twenty-two votes.¹⁴⁵

Prior to the election, the news columns of The Press Journal revealed interesting facts about the campaign in its July 17, 1914, edition. On the front page of that issue, in column one and two, editor Ellis published a statement in which he discussed the election. His comments occupied one and one-half columns. In columns six and seven, Ellis published still another story headlined, “The Eliminators Have Eliminated.” At that point, three candidates had filed for the office of state representative from Cherokee County. They were John B. Long, the incumbent; editor Ellis of Rusk; and L.A. Seymour of Jacksonville. Ellis’ story in columns six and seven explained recent developments:

It will be remembered that two weeks ago I stated in The Press Journal that a project was on foot to eliminate one of my opponents for representative of this county and concentrate the strength of both candidates against me. I got on to the scheme and exposed it before it had time to fully develop and my opponents and their friends bitterly denied that there was anything in it and that both candidates would make the race.

Believing that they were sincere in their statements, last week I stated in The Press Journal that my opponents and their friends had denied that there were any such scheme on foot and that they would both stay in the race on their individual merits and I said I had no inclination to further agitate the question believing that they were honest in their statements. But like the owls in the night, the opposition kept quietly but persistently at work and on Tuesday of this week just before the tickets were to be printed a meeting was held in Jacksonville and the political bosses in Rusk were represented not in person but in substitutes fully instructed to do their bidding.

As a result of said meeting the following telegram was received here Wednesday morning by the Cherokee Sun. The telegram began: Jacksonville, Texas, July 15, Sun, Rusk, Texas. Hon. L.A. Seymour withdraws from the race for representative in favor of the Hon. John B. Long and the prohibition vote of Jacksonville will go to Mr. Long. This is the result of a conference here yesterday of friends of both candidates and Mr. Seymour abides by the decision of the committee and will give his support to Mr. Long. Signed B.F. Davis for the committee.

One would judge from the tenor of the above telegram that a little bunch of self constituted leaders control the prohibition vote of Cherokee County

carrying it around in their vest pockets to be delivered to whatever candidate they see fit to bestow it upon, the individual rights, individual opinions and personal choice no option in the matter. I consider the above telegram an open insult to the honest yeomanry of this country regardless of occupation or profession. That a little gang of political bosses constituting less than a dozen men can control the political condition of this county is a sad parody on American citizenship. And yet that is what this little bunch is assuming to do.

As I have said before, which I now repeat, I entered the race because I know that there are certain interests in this county in which people are materially interested that were not properly represented before the legislature but on the other hand had been greatly misrepresented and I believe further that I am better acquainted with true conditions than any other man in this county because I have made a study and thorough investigation of them. I also believe that I am as well acquainted with the general needs of the county and this state as the average man.¹⁴⁶

Editor Ellis substantiated his statements in the foregoing story by publishing a report from the Jacksonville Daily Progress which had announced that a committee meeting was held in that city. According to the news article in the Jacksonville newspaper, Long had attended a meeting accompanied by T.H. Singletary, W.T. Caver, and T.J. Stovall. Representing Seymour at the meeting, reported the Progress, were F.E. Churchill, Ben Davis, and Miller Hoover.¹⁴⁷

The Press Journal on July 31, 1914, announced Ellis as the winner of the election. The writer of this thesis directs attention to a statement in Chapter Three, written by Sue Estella Moore in her biography of John B. Long, wherein she said that Long withdrew from this race and gave his support to W. M. Ellis.

Because the issue of The Press Journal for July 24, 1914, is unavailable for research, it is impossible to ascertain whether Long did withdraw from the race. He could have announced his withdrawal, but his name would have still appeared on the ballot. Regardless, he received more than one thousand three hundred votes. There was no indication in the July 31 edition, which reported election results, that Long had withdrawn his name from the campaign.

Journalistically, the July 31, 1914 issue marked another first in newspaper service to Rusk. The election results were printed in a tabulated form, quite similar to the method used today in publishing the voting results for each precinct of a county.¹⁴⁸

Editor Ellis continued to use newsprint in 1915 for The Press Journal which arrived at Rusk with several pages already printed. The February 5, 1915, issue gave credit to Western Newspaper Union at Dallas as publishers of the pre-printed pages.¹⁴⁹

Wallace M. Ellis went to Austin in 1915 to begin his first and only term as a state representative. This was reported in a column published in his newspaper, The Press Journal, April 9, 1915.¹⁵⁰ Ellis had been named to serve as chairman of the House Committee on Penitentiaries and when the column was written he had been in Austin for ten days drafting a new penitentiary bill to substitute for a bill which had died on the last day of the regular session.

In his news letter to his constituents, Representative Ellis pointed to the need for “prison reform of a sound, financial type.”¹⁵¹ In 1910, when an act of the legislature established a prison commission, the prison system’s scattered properties were valued at four and one half million dollars. Despite its valuation and appropriations of three million dollars in the ensuing four-year period, the system was in debt eight hundred sixty-one thousand dollars in 1915.¹⁵²

Not only was this an issue of statewide concern to taxpayers, but also it was an issue of great economic concern to the citizens of Rusk. The efforts of Representative Ellis, publisher of The Press Journal, to save the penitentiary as an economic asset to Rusk were recorded in editions of the Rusk newspaper during his two-year term of service. His legislative service is discussed in greater detail in Chapter Three of this thesis.

W.M. Ellis’ name was printed with the title, editor and manager, in the May 12, 1916, issue of The Press Journal. Long and Moore were named as publishers. Long was identified as Walter E. Long who stated in 1933 that he had been associated with The Rusk Cherokeean and its predecessors since 1882.¹⁵³ Moore was to be identified as L.T. Moore, Jr. in the March 22, 1918, issue of The Press Journal. It is evident from these owner-manager identifications that Ellis had secured their services in his absence as a representative to the State Legislature in Austin. These men remained with Ellis until he sold the publication in 1922.

When the publisher returned to Rusk and resumed his journalism career, advertisements for these banks with their total resources appeared in the May 12, 1916 issue: Farmers and Merchants State Bank, \$161,168.50; Guaranty State Bank, Ponta, \$31,924.97; First National Bank, Rusk, \$216,970.39 and Guaranty State Bank, Wells, \$43,970.03.

In this same issue of The Press Journal appeared a new form of advertisement to be called reader. This was a few lines of type, usually about five or six, promoting a local business. These readers were interspersed with brief news items in a column.¹⁵⁴ The objective of this form of advertisement was quickly understood. The newspaper’s reader scanned the news columns for names of

interest and in the process of reading the news, he could not avoid seeing the several-line advertisement. Though not regarded as good newspaper make-up today, these reader advertisements appeared as late as the 1950's in The Rusk Cherokeean and the price for each was twenty-five cents.¹⁵⁵

By December of 1916, The Press Journal was sharing with its readers concern for the expanding World War. Not only did the world undergo a critical upheaval from 1914 to 1918 but also the community of Rusk experienced numerous changes based on advanced technology. These events were recorded in The Press Journal.

The prosperity of the community was reflected in the numbers of banks which reported resources in 1916. Community prosperity, too, was reflected in the establishment of the Queen Theatre in 1917. One year later under the leadership of Ellis, The Press Journal continued to reflect a more sophisticated approach to journalism as the paper sought to reflect an equally more sophisticated society of people.

He made the first real effort to group women's news on a page which gave to the woman a measure of recognition not heretofore received. Using Old English type, he headlined the grouping of news, "With Rusk Society." One story of interest in the March 9, 1917, issue concerned a women's group, called the Beau-Nots Club.

The article indicated membership consisted of young single girls.¹⁵⁶

The effect of the war with Germany was evidenced by reports of the political campaign between John B. Guinn and M.L. Lefler who were seeking the office of county attorney. In a front page story in the July 26, 1918, issue Guinn defended charges which he alleged had been made by his opponent, Lefler. In the account, Guinn said that he had not circulated any statements to the effect that Lefler was of German descent or that he was a German sympathizer. Guinn wrote that his first knowledge of the rumors stemmed from Lefler's denial of them which Guinn said he had never heard made in the first place.

Mr. Lefler has waited until next week to the last issue of the local papers to publish his dope knowing well that this week's issue will not reach a great number of the voters until after they have voted. If he wanted to be fair, why not let the people hear from him sooner? Was he afraid for a full discussion? Be your own judge.¹⁵⁷

Candidate Guinn concluded his story with a call to the people who had known him to be faithful and efficient. "...vote in the interests of our boys across the sea, vote in the interests of liberty and freedom."¹⁵⁸

Editor Ellis acknowledged the value of the Rusk Junior College to the community in this July 26 issue by printing

a column of news entitled, "College Notes."

In the February 7, 1919, edition, Ellis devoted the entire front page to a review of Texas' history. The story was accompanied by a picture of Santa Anna's surrender to General Sam Houston on April 23, 1836. The editor reported that the photograph had been made for The Press Journal from the original twenty-five by fifteen foot painting which hangs today in the State Capitol at Austin. In addition to other innovations employed by Ellis in his newspaper, it was significant to note that in 1919 he was publishing a fictional story in serial installments.¹⁵⁹

Because the newspaper supplies its readers with news as it is happening, newspapers are one of the historian's most valuable sources of information. A news item published March 28, 1919, announced a historic event which is known by few persons today. Editor Ellis recorded the completion of the highway extending from Bullard at the north end of Cherokee County to Wells, located at the south end, and the acceptance of this highway by the county commissioners. The road was designated "The Jim Hogg Highway." There are no markers today to indicate this recognition given to the state's first native-born governor, James Stephen Hogg of Rusk.¹⁶⁰

Rusk and The Press Journal continued to grow and the people

prospered. In April, 1920, the Citizens Guaranty State Bank, a forerunner of today's Citizens State Bank, was established. The new financial institution had as its president, B.B. Perkins, an uncle of James I. Perkins, Jr., today's president of Citizens State Bank. Other bank officers in 1920 were T.H. Cobble, vice president; E.R. Gregg, cashier, who was later to serve as president of the bank for twenty-three years and A.R. Odom, Jr., assistant cashier. Directors included W.E. Sloan, Louis Butler, A.G. Odom, F.B. Guinn, J.P. Pryor and J.B. Schochler, Jr.¹⁶¹

Cherokee County has always been a politically active area. In 1920 the news columns of The Press Journal reported that "Hon. Martin Dies spoke to a crowded house in the courtroom in the interests of his race for Congress."¹⁶²

In commenting on the effect of women's right to vote, Ellis reported in 1920 that none of the parties or organizations really wanted women to vote, but "now that the women are eligible to vote, it is difficult for the politicians to solicit the vote."¹⁶³

Where the women have voted, it has worked little change in the elections except to increase the vote unless some moral question was involved. Perhaps it has done nothing more than swell the total.¹⁶⁴

From the foregoing statements, it was evident that The Press Journal editor

believed the suffrage movement had failed to alter the direction of politics at that time.

As women gained in stature with the right to vote, they gained ground professionally. The liberal-for-his-day Rusk editor gave recognition in 1920 to one of his valued employees, a woman, in a news article headlined, “Our Linotype Operator.”

Miss Mittye Jenkins, our efficient manipulator of the linotype, is taking a two weeks vacation in Galveston and other points in South Texas and the devil of our office is now trying to manipulate this complicated machine. We think it is not out of place just here to pass a deserved compliment on the efficiency and ambition of Miss Jenkins. She was graduated with honors from our high school in June, 1919, and immediately thereafter she entered The Press Journal office for the purpose of learning to operate the linotype machine. To our surprise she went at the undertaking with a determination to win and today there is perhaps not a more efficient operator in the county. And in addition to her correct manipulation of this complicated piece of machinery, she has become a valuable assistant to every department in this office. We wish for Miss Mittye a pleasant outing and a speedy return.¹⁶⁵

This was not the first record of a woman having actively engaged in the production of the newspaper at Rusk, but it did mark the first public acknowledgment of a woman’s contribution. Miss Emma Long in 1955 told Emmett H. Whitehead, a subsequent editor and

publisher of the Rusk newspaper, that she had assisted her father and brother, John B. Long and Walter E. Long, in the publication of the paper during its handset type era.¹⁶⁶

By the following spring, Rusk had sent another representative to the State Legislature at Austin. The March 25, 1921, issue of The Press Journal featured a story with a two-column heading relating the work of James I. Perkins, representative from the 26th District. In his report to the people, Representative Perkins described the House as a “hard working body” and told of legislation affecting minimum wage, the state railroad act, the road bond law, a bill to create a new school district in South Cherokee County, and appropriations for the operation of the East Texas Hospital for the Insane including a much needed increase in salaries for attendants, “which it is hoped will secure for the unfortunate inmates more efficient service than heretofore obtained.”¹⁶⁷

Transportation in the 1920’s continued to be a problem for the residents of Rusk, just as it had been from the founding of the town. The record of attempts to secure adequate rail service is a record of one failure after another. Hope, however, must have returned in August, 1921 for the Rusk newspaper reported, “The Press Journal thinks it will not be long before we will have first class service between Rusk and Palestine, something we have never had before.”¹⁶⁸ This statement

was made following an announcement of a lease agreement between the Texas and New Orleans Railroad and the State Railroad.

The construction of the State Railroad is an interesting part of Rusk's history. The original purpose of the railway was to provide transportation for the shipment of iron ore from nearby mine fields into the Old Alcalde furnace, which was operated by the Texas Prison System at Rusk. The prison, which was begun in 1875, was completed in 1883. The following year, state leaders devised a scheme to utilize Cherokee County's richest natural resource, iron ore, and convict labor, to make a profitable business venture for the State of Texas.

The first furnace, Old Alcalde, named in honor of O.M. Roberts, who conceived the idea, was a success and soon two others were constructed. The three furnaces were capable of producing a combined total of thirty thousand tons annually. Transportation for the finished products, which were pig iron and cast iron pipes, precipitated the construction of the State Railroad.¹⁶⁹

The prison furnace molded more than three hundred casts for the columns and iron dome for the State Capitol at Austin. In 1886, the predecessor of The Press Journal reported that column castings for the first floor of the capitol building

were Corinthian in style, that the second floor was Composite, and that the third and fourth floors were Ionic. The story also reported that the iron roof and dome for the capitol was the largest in the world. "When it is finished, it will be the largest iron architectural job made west of the Allegany (sic) Mountains in fifteen years."¹⁷⁰ It was evident from the magnitude of this contract alone that transportation was essential for the continued success of the prison furnaces.

The railway was constructed a few miles at a time until finally in 1909 a railroad connected Rusk with Palestine.¹⁷¹ In the meantime, newer methods of producing pig iron by private industry had caused the State to lose money with its Rusk furnace operations.¹⁷²

Thus, readers of The Press Journal in 1921 greeted with joy the news of a new lease agreement between the State and private industry for rail transportation between Rusk and its neighboring city. This railroad route remains a timely historical topic today in that it is the only state-owned railroad in the United States. It is in the process of being restored by the Texas Department of Parks and Wildlife for operation in 1975 as a state park and excursion train.¹⁷³

Citizens of Rusk in 1921 had no problems with local transportation insofar as it was necessary for them to gather in

town for public meetings. The Press Journal announced that the Ku Klux Klan was to parade in Rusk Saturday night, September 24, 1921. The notice stated:

Notice is hereby officially given that there will be a parade of The Knights of Ku Klux Klan in Rusk, Texas, on Saturday night, September 24, sometime between 8 and 10 o'clock. While no trouble is anticipated the sheriff is hereby requested to appoint 25 special deputies for the night in order that we will be doubly assured that there will be no disturbance of any nature....¹⁷⁴

Advanced technology in the production of automobiles was reflected in the advertising in 1922. An example from The Press Journal's news columns read:

Johnny (Ford) Williams informs The Press Journal that he has sold four more Fords since his last ford (sic) notice appeared in this paper with three other prospective ford (sic) purchasers in view.¹⁷⁵

The 1921 lease agreement between the State Railroad and the Texas and New Orleans Railroad had opened the way for greater development of the agricultural industry of Rusk and the surrounding area. The Press Journal commented on the success of the tomato shipping season in June, 1922 and reported the shipping of tomatoes by freight cars.¹⁷⁶

The Press Journal was confronted with competition July 11, 1919, when W.L. Martin established The Rusk Cherokeean.

The new competitive newspaper reported August 11, 1922:

Rusk was hardly prepared last week for the rumor that The Press Journal was to be sold but it seems that the rumor was authentic for this week we are told that a sale has been consumated (sic) and that Sheffield and Baker are to be the new owners and proprietors. Mr. E.E. Sheffield is well known here as he had been a student at Rusk College for some years and has recently been employed at the Post Office. Mr. S.W. Baker comes from Woodville where he was connected with the Tyler County Messenger. He is in Rusk and on the job already and we understand that announcement of the sale is to be made this week. Mr. Baker is a married man with family and will move to Rusk as soon as a residence can be secured for their occupancy. The former editor, Wallace Ellis, was in the race for county judge in the recent primary but we hear that having sold the paper he contemplates removing to Austin.¹⁷⁷

On August 11, 1922, The Press Journal announced its sale by W.M. Ellis to S.W. Baker and E.E. Sheffield. In the announcement, the newspaper's publisher explained to his readers that the new owners were highly qualified for their new positions and he predicted for them a liberal patronage from the businessmen of Rusk and Cherokee County. "These men will carry with them my personal goodwill and endorsement."¹⁷⁸

As might be expected from one who had held the position of publisher for the length of time that Ellis had, he left his post

with misgivings and regret. In part, he wrote:

It is with the sincerest feeling of gratitude that I thank the businessmen of Rusk and the good people of Cherokee County for their liberal patronage and their personal friendship during my sixteen years as editor and manager of The Press Journal, as it is by reason of their support and loyalty to me that I have been able to make a success of my business. I am in the race for county judge in the primary election to be held on August 26 and I am in the race to win. If I am elected I will be able to give the duties of the office my entire time and attention which present conditions indicate that it certainly needs. Whether I am elected or not I will continue to be a citizen of Rusk and a taxpayer in this town and county and I will always be found standing four square for what I believe to be for the best interests of the majority. I took charge of The Press Journal when it was in its swaddling clothes and financially sick and I nursed it back to health and strength and today it is one of the best paying and best equipped newspaper plants in East Texas. Therefore it is with a feeling of sadness that I sever my connection with it. In stepping out of the newspaper field I will say that I have made many friends and a few enemies but I cannot say that with malice towards none and goodwill to all I will pursue the even tenor of my way, because I am human and therefore I love my friends, but have no goodwill for my enemies. Respectfully, W.M. Ellis. ¹⁷⁹

The new owners in a salutation statement promised full support of all undertakings for the betterment of general conditions — moral, physical, and spiritual — to live and let live, to build and to boost.

“We shall endeavor to adhere to the ethics of recognized journalists along lines relating to a local paper,”¹⁸⁰ they said. Lengthy biographical sketches of the two new owners were published in the issue.

Shortly after the sale of the newspaper, The Press Journal recorded the marriage of a woman who was to make quite significant historic contributions to the town of Rusk and to Cherokee County. Miss Hattie Seale Joplin, who would later write in two books the history of the county, was married to Vernon R. Roach at 3 p.m. Thursday, September 7, 1922 at the home of the bride’s parents. The announcement read in part:

...Rev. A.D. Sparkman officiating. The home was beautifully decorated with pot plants and cut flowers. Mr. and Mrs. Roach left immediately for a short vacation in the Ozark Mountains but will return in time to resume their duties at the opening of the fall term of Rusk College. Mrs. Roach will continue to serve as dean and Mr. Roach as registrar.¹⁸¹

New owners of a publication, at best, have their hands full in establishing a routine for operation. Mechanical breakdowns and illness are two interminable factors which confront publishers of the small, country weekly. Editors Baker and Sheffield were learning this October 13, 1922.

Press Journal force sick, paper late. In common with all other mortals here below, we have been having our time this week.

The entire office force has been sick, part since Sunday, part since Tuesday and etc. (sic) Our operator, Miss Mittie Jenkins, has been confined to her bed about three days. As for Baker and Sheffield, well they don't amount to much anyway. They have been sick and grouchy all the week. We had begun to think that we had missed some of the luxuries that our neighbors had been enjoying but we are satisfied now that we have had our share. We kindly ask our readers to bear with us this week and maybe we can do better hereafter. We thank you.¹⁸²

Judging from another news item of that issue, W.M. Ellis lost in his race for county judge. The report of a farewell party for Mrs. W.M. Ellis "who left for Austin Saturday,"¹⁸³ was published. The issue also carried a notice for W.M. Ellis who asked that all persons indebted to him on accounts due The Press Journal to contact J.L. Coupland.

Journalistically, this issue marked another first for newspapers in Rusk. The use of editorial cartoons first appeared October 13, 1922. The cartoon was copyrighted by Kettner and the drawing depicted a woman standing by her back door. The structure which represented her home was labeled U.S. The woman's husband was pictured in the recognized, traditional hat, complete with stars and represented Uncle Sam. He was busy constructing a screen door for the house and the wire screen which he used was lettered, "immigration restrictions."

In the cartoon caption the woman

said, "Gracious, Samuel, hurry, they are just swarming in."¹⁸⁴ Rapid immigration to the United States was viewed with alarm in the North in 1922, but the influx of new people to Cherokee County was not a problem for the community of Rusk in that year.

Editorial cartoons have traditionally served as a device for depicting one particular problem in an art drawing which is the equivalent of a word editorial. Another cartoon by Kettner was published on the front page January 12, 1923. This cartoon visualized the deceit that is in the heart of every human. Drawn in two frames, the top portion pictured a man pulling dandelions from his lawn. He remarked to a pious in appearance woman, "Yessum, I like to see a well kept lawn." And she replied, "I am so happy to see my neighbor take such an interest in his lawn."

In the lower portion of the frame, a fat, happy, and jolly fellow stops to chat with the homeowner, who continues to pull dandelions, but this time he said, "Ain't they cute. Oh boy, I'm going to make enough of it this year. I have a dandy recipe. Man, oh man, what a dandy crop for wine."¹⁸⁶

In research for the history of The Cherokeean, the writer found a most interesting item. A letter had been addressed to The Press Journal January 8, 1923, and with it was enclosed one dollar for the subscriber's renewal to the

publication. The subscriber wrote:

Messrs. Baker and Sheffield, Gents:
Find one dollar currency enclosed for which continue my subscription to The Press Journal for 1923. I notice you announce your predecessors established the original paper in 1850. I almost learned my alphabet from the Cherokee Sentinel edited by I.E. Lang along with the early 50's and have read the successors to this paper ever since. It would be interesting to the old timers for you to rehearse the different names the paper has gone under since it was established as well as the different editors. Wishing you success and prosperity for the new year, I am yours truly, J.A. Templeton.¹⁸⁷

The editors footnoted a reply to their reprint of Templeton's letter:

Dear Friend, We appreciate your interest in The Press Journal, its success and its successors. We would be glad to give a history of the paper and its owners, but its career has evidently been checked, has passed through many hands and no record has been left behind. It will be recalled that Gov. Hogg once worked in one of the offices, but do not know the name of the paper at the time. There is an old chair in the office which tradition says he used while setting type.¹⁸⁸

In exercising its role of leadership, The Press Journal urged the establishment of a service club for men and noted that most towns with as many merchants as Rusk had both a Rotary Club and a Lions Club. The editors appealed to the women for support as they wrote to the men, "Your

wife would also appreciate the burden lifted from her shoulders of preparing a meal one day each week."¹⁸⁹

The following month, editors Baker and Sheffield offered a smorgasbord of news to their readers. Events covered included the Methodist Church revival; services at the First Baptist Church; social items of interest to women; the full radio program for the week from WFAA, whose call letters were identified as "Working For All Alike;" a report regarding three thousand six hundred students who were to train in eight Corps areas; bridge lessons; the popularity of horse shoe pitching; and a pathetic poem entitled, "I Wish There Was a Wireless Heaven."¹⁹⁰ The writer of the poem had wished for a wireless connection to heaven to allow conversation with "mama."

Other news events reported included problems between Texas and Mexico; plans by the Masons to honor George Washington in Alexandria, Virginia; the problem of boll weevils; the enrollment of forty-two students from Cherokee County at the Sam Houston Normal College; instructions in how to display the nation's flag and give it proper respect; a notice of unclaimed mail at the post office; a directory of Rusk churches; an announcement of radio courses to be offered at The University of Texas and scholarships available; dope legislation pending before Congress in Washington,

D.C.; a recipe for meat salads; and columns by country correspondents. Among the columns were “News from the Holcomb Community,” written by Blue eyes; “Maydelle Notes;” and “Bulah News.” In addition, The Press Journal offered its services for commercial printing.¹⁹¹

Another change in the newspaper’s ownership occurred in 1923. This time the change was a consolidation. Incomplete files for the newly-established Rusk Cherokeean and The Press Journal made it impossible to determine the exact date these two publications consolidated. No reference to the merger was made in the March 2, 1923, issue of The Rusk Cherokeean but its nameplate for June 8, 1923, reflected the consolidation. S.W. Baker moved with The Press Journal when it was purchased by W.L. Martin, who had founded The Rusk Cherokeean July 11, 1919.¹⁹²

THE PRESS JOURNAL TO THE RUSK CHEROKEEAN

With the merger of The Press Journal and The Rusk Cherokeean, the people of Rusk had a community newspaper that would continue in service as The Rusk Cherokeean from the merger in 1923 through the present time. The June 8, 1923, nameplate featured the name The Rusk Cherokeean. A second line in the nameplate read, “With Which Is Consolidated The Press Journal Working for a Greater Rusk and More Prosperous

Cherokee County.” The nameplate also contained the information, “Originally Established February 27, 1850.” Martin and Baker were shown as editors and proprietors.¹⁹³

The Reverend R.S. Behrman, pastor of the First Baptist Church in Rusk, is credited with having proposed the name, The Rusk Cherokeean, for the newspaper that was established July 11, 1919, by W.L. Martin. Volume I, Number 1 was ten pages; six pages were printed in Rusk and four pages were ready-print. The new publisher and editor introduced himself to his readers with a brief statement:

Good Morning.

A long felt want being in evidence in Rusk, we have come to fill it. Our work will be for the upbuilding of Rusk and Cherokee County and we hope our labors along this line will be productive and good, and that in assisting in serving others we will attain a measure of success for ourselves.

This initial number will give you a conception of what is to follow from week to week. We present it with the hope that we may improve as time passes and that as our acquaintance grows and the knowledge of your needs and aspirations develop to us we may become a potent factor in the growth of town and country. To this end we earnestly solicit your hearty co-operation.

W. L. Martin.¹⁹⁴

Following this opening statement in his column, editor Martin explained the expected delays and difficulties in getting out the first edition of the newspaper.

Something of the editor's outlook on life was reflected in the consolation that he was able to draw from the four-word expression, "grin and bear it." He said that there would be little apology for the delay, "for apologies don't get you anywhere."¹⁹⁵ More of the new publisher's philosophy was evidenced by the four-line adage which headed his column: "Never Waste Time in conjecture as to why a Black Hen lays a White Egg. Get the Egg."¹⁹⁶

The lead story on the front page of the July 11, 1919 issue was displayed with the two-column head: "Take All Colors at Rusk." A four-line subhead explained:

Action on Foot to Convert Hospital for Negro Insane at Rusk To a General Hospital for Insane Accepting Patients of Both Colors, to Relieve Congestion in Institutions over State.¹⁹⁷

In the body of the news story, Martin offered his readers a new format in makeup by setting approximately three inches of the body type on a two-column measure in ten-point type and the remainder of the text on a one-column measure in nine-point type. The story explained the action taken to prevent the proposed use of prison facilities as a state institution for Negro mentally ill only. A committee of civic-minded citizens had proposed to Governor Hobby and the Legislature that the needs of the mentally ill could be better met by allowing the facility to serve both white and black. The

story concluded by saying that at press time the proposed legislation had cleared the Senate and had gone to the House. "Indications are very good that it will become a law very soon."¹⁹⁸

The second issue of The Rusk Cherokeean was much like the initial edition. The newspaper contained eight pages. Pages two, three, six and seven were pre-printed by Western Newspaper Union at Dallas. This left the front page and pages four, five and eight for Rusk production. Each of Rusk's two banks, the First National Bank and the Farmers and Merchants State Bank, had advertisements on the front page. The First National Bank, claiming to have been established in 1890, used the slogan, "Oldest Bank in Cherokee County." Page one of this second edition had as its lead story, "Rusk is Improving Fast."

The story cited construction underway of a new Methodist Church and numerous private residences. The church, which still stands today, was built by Marvin Roten. One of the homes being built belonged to the future Hattie Joplin Roach, Rusk historian:

Some time ago Miss Hattie Seale Joplin, instructor in History at the college bot (sic) what is known as the Morrow Place and prepared to build on the property. She sold a portion of her purchase to Miss Zilla Busselle, who is in charge of the Commercial department,

and that lady is also preparing to build. As a result it will not be long until a very handsome 2-story, 10-room residence will be going up, the property of Miss Busselle; and a beautiful bungalow 7-room built after the latest California plans, will be built for Miss Joplin. Both these properties will be modern throuout (sic), equipped with hot and cold water, electric lights, sewers and bath.¹⁹⁹

This paragraph alone reflected three significant facts: the education of the new publisher, the evolution of woman as an individual citizen, and the coming of such modern conveniences as lights, water, and plumbing, which were regarded with something closely akin to awe in 1919.

From the very first edition, The Rusk Cherokeean stressed a strong woman's page for news of clubs, society, and short news items commonly called personals. Mrs. Walter E. Sloan, whose telephone number was eighty-four, served as editor of the page.²⁰⁰ News from this page in the inaugural edition reported a silver tea, Fourth of July picnic, Wallace-Graul wedding, social club entertainment, and Merry Matrons. The style of writing employed for the women's news is best illustrated in these two sentences: "Mrs. Walter Bonner was a delightful hostess to the Wednesday Social Club Wednesday morning. A most delicious noonday luncheon was served."²⁰¹ This club is still, in 1973, an active organization and meets regularly.

The Gregg family in Rusk today is

recognized for its traditional interest in civic beautification. This heritage is reflected in the life of E.R. Gregg, who serves each year as chairman of the Rusk Chamber of Commerce Clean-up Campaign. He is the son of Captain E.L. Gregg. Captain Gregg was recognized for his civic pride in the first issue of The Rusk Cherokeean:

Capt. Gregg is handy with a hoe in a weed patch. Ben Pryor has suggested to the Captain that he take a class in 'Manual Training' to the end that the city be cleared of some of its weeds before the newly organized — or rejuvenated — Civic Pride Club of the ladies institute proceedings against the city.²⁰²

Humor, poetry, women's news, obituaries and the important hard news for page one were interwoven with advertising to offer readers of the new publication a wide variety of information. It is evident from the content of these early issues that the new publisher was still getting the feel of his community. There was a great concentration of local news — the kind that people wanted to read — the stories of little significance but which contained names of people and told what those people were doing.

In his second issue as publisher on July 18, 1919, Martin recorded little known facts about the establishment of the facility which later became Rusk State Hospital. In his editorial column, he praised the work of Cherokee County's representative, George B. Terrell of Alto,

and state senator J.J. Strickland for their efforts in revising legislation which would have utilized the prison structures for a Negro Juvenile Training School.

That bill had been passed and approved by Governor Ferguson when Rusk citizens launched a movement to get the state to reword the bill so that the institution might serve as a place for the treatment of mentally ill, both black and white. Editor Martin wrote, "Some three years ago it was decided to abandon the penitentiary at Rusk."²⁰³ That would have placed the time at 1916. Regarding the future of the new mental institution now approved for use by both black and white, Martin said, ". . . we understand it to be the best equipped and most modern one in the United States."²⁰⁴ The editor, too, was generous in his praise of the services rendered by Terrell and Strickland.

The problem of what to do with overset, or too much news, confronted Martin just as it does the editor today. But he solved the problem in a way not previously seen in research. With the July 25, 1919 issue, he added a supplement to The Rusk Cherokeean — a sheet of newsprint measuring seven and three-fourths inches by ten and one-half inches, printed on one side only.

Regarding the establishment of The Rusk Cherokeean in 1919, it is significant to remember that the United States had participated in a World War and had

emerged victorious just one year earlier. The nation believed it had fought the war to "end all wars" and looked forward to a long period of peace and prosperity. This, in itself, was an inward looking attitude by the citizens of this country. The people had turned their thoughts to development of home, state, and nation. Individual thought had come to be focused on self. And though life was not easy by any means, the nation had advanced to, and passed, the point of fighting for survival of life as it was known by the pioneer settlers.

Rusk was not unlike other county seat towns of 1919. The community had been established for more than seventy years, and in that period of time, the business community had grown; schools and churches had been established; city, county, and state government had become better organized; roads were being constructed; and modern conveniences such as electricity, plumbing, and the automobile were making their appearance. Citizens were free to spend more time in pursuit of interests other than mere survival. The laws of nature are inexorable. It was normal for the residents of Rusk to join others in the nation who took a breathing period after the war. This is not to imply that total complacency occurred, but the next decade of journalism did reflect an attitude of "life is good; let's just keep it that way."

This one item of information indicates the manner in which life as usual

was conducted for many years. Editor Martin began his newspaper operation with the telephone number, three hundred sixteen. This was the same telephone number for The Rusk Cherokeean when it was purchased in 1950 by Emmett H. Whitehead.²⁰⁵

The writer does not suggest that no changes occurred. Many did, of course. In the natural evolution of technological advances, services to the citizens improved. In the second month of operation, The Rusk Cherokeean on August 22, 1919, assumed a role of leadership to secure an ice plant and laundry. Editor Martin's lengthy exhortation for these facilities included comments from more than fifty individuals and business firms, all of whom agreed unanimously that the two services were badly needed for the community.

When The Rusk Cherokeean's competitor, The Press Journal, became involved in a law suit, The Cherokeean in its August 29, 1919, issue reported on page one the court proceedings against W.M. Ellis, publisher of The Press Journal, by the Rusk Academy. The Academy, which operated in conjunction with Rusk Junior College, sought five thousand dollars for actual damages and ten thousand dollars for exemplary damages. The suit evolved from a story which was written by Ellis and published in The Press Journal February 14, 1919.

The Rusk Cherokeean printed a statement by Ellis which implied that if he had had all the facts in the matter which were brought out in the court case, he would not have written the story as he did. The Cherokeean story quoted Ellis as saying that his story was based on misinformation; that the charges against Rusk Academy, Rusk Junior College, J.M. Cook and W.H. Shook were unfounded; and that he felt the school was entitled to the loyal support "of this town [Rusk] and citizens of East Texas."²⁰⁶ The published report of court action stated:

In consideration of the facts, however, that the defendant is a man of little means and has no property subject to execution unless it be his newspaper which is doubtful, and in consideration of the fact he has a family, the plaintiff agrees that when the sum of five hundred dollars and court costs have been paid in this case that the same shall be accepted in full satisfaction of said judgment.

It is also agreed that a retraction filed herewith shall remain part of the court record in this case and shall be published free of charge by W.M. Ellis, in his newspaper, the [sic] Press Journal....²⁰⁷

With regard to the case, The Cherokeean's Martin commented, "The case has elicited much interest and comment in the community and the settlement will be received with much pleasure."²⁰⁸

While The Press Journal's editor was losing ground with his readership, The

Rusk Cherokeean's editor was gaining rapidly with coverage of events which pleased his women readers as evidenced by an excerpt from a wedding report on page one headlined, "An Artistic September Wedding:"

The home of Mrs. Mattie Thompson on Penitentiary Avenue was embowered in floral fragrance and color Tuesday night for nuptials of Miss Jewel L. Thompson of Rusk and Mr. W. T. Holcomb of Jacksonville. The artistic setting of the home was arranged by the girl friends of the bride, Miss Willie E. Dyer of Forest, Miss Louise Burton of Mt. Selman and Miss Vera Gray of Troup, who were the house guests, for several days preceding the wedding. Miss Willie Dyer prefaced the nuptial summons by "At Dawning" given as a vocal solo.

At eight o'clock, to the strains of the wedding processional as played by Miss Louise Burton, the bridal party entered; the bride, gowned in a dark blue coat suit with hat, shoes and gloves of taupe, carrying a bouquet of pink roses, came in with her brother, Arthur Thompson, who gave her away and the groom entered with the Reverend J.W. Goodwin who performed the impressive ceremony during which was played the "Flower Song."²⁰⁹

Martin launched his publication with substantial support from local advertisers. In addition, he printed one page of advertising for the Mid-Texas Drilling and Producing Company, which sought purchasers of stock in their company. Legal notices, classifieds, political advertising, and professional card advertisements added to the financial

success of the new publication.²¹⁰

The new editor of The Rusk Cherokeean gave ample space to coverage of local institutions. In his September 12, 1919, issue he announced plans for a music recital by two of the faculty members at Rusk Junior College. This issue also reported that two hundred and seventy-eight patients were ready to be sent to the East Texas State Hospital for the Insane. The group was said to include ninety-four white men, forty-nine white women, seventy-one Negro men, sixty-three Negro women, and six Mexicans. This same issue also announced plans for the opening of a new bank at Gallatin with a capital stock of ten thousand dollars.

The masthead of the newly-established Rusk Cherokeean quoted subscription rates of one dollar fifty cents for one year; seventy-five cents for six months and forty cents for three months. Included, too, was the warning, "This paper stops at expiration. No paper 'forced' on anyone." A two-line filler urged, however, "Get in line and subscribe for The Cherokeean."

A two-column boxed poem, shared from the exchange, was headlined, "Is It One On You, Too?" The first two lines read: "If there's anything that worries a woman, It is something she ought not to know."²¹¹ In rhyme, the poem implied that a woman would stand on her head if

necessary to find out that which she shouldn't know and the writer's statement was that that was why the poem was printed upside down.

A half-page advertisement in this issue announced the opening of Rusk Junior College and included photographs of twelve of its faculty members. They were Miss Hattie Seale Joplin, Irl L. Allison, Miss Clara Louise Bruel, L.R. Morgan, Miss Blanche Ray, J.M. McGee, Miss Ila Swinney, J.T. Reid, Miss Zilla Busselle, C.H. Watkins, J.M. Cook, president, and M.W. Robinson, dean. Other faculty members not pictured were Vernon R. Roach, Mrs. I.N. Langston, Mrs. Stella R. Draper, E.R. Gregg, and the Revered L.T. Hastings.

The advertisement pointed out that the school lacked personnel for three positions but that operation was scheduled to begin September 23 with an address by Dr. F. S. Groner, corresponding-secretary of the Baptist General Convention of Texas.²¹² The college served Rusk until 1928 when it closed because of financial difficulties.²¹³

The good, the bad, the happy, and the sad news of Rusk was reflected that first year by The Rusk Cherokeean. Editor W.L. Martin wrote with success a column entitled "The Man About Town." In this column on January 9, 1920, he predicted Rusk could grow "if our people so elect."

He noted the already felt impact of the newly-established mental institution, the operation of the state's blast furnace by the Texas Steel Company, and the recently announced expansion of the Texas Crate and Basket Company which was to employ "a couple of hundred men." To support the anticipated arrival of new residents because of commercial growth, he urged the development of residential property. "We have plenty of cow pastures that present owners could well cut up into residence lots and allow homes to occupy."²¹⁴

Concerning business, Martin wrote in his column:

But to Business: a man with only one eye can see that Rusk will this year move forward to the position to which she is justly entitled. The place has advantages which it has taken the outside world some years to understand but now that they are becoming known Rusk will move forward more rapidly and attain a high place among the towns of East Texas...Rusk is already the leading town in Cherokee County in point of business and can easily maintain that standard in the future if our people so elect...²¹⁵

From its establishment in 1919 until W.L. Martin sold The Rusk Cherokeean in August, 1925, the newspaper rendered a valuable service to its readership and its advertisers. The publication, however, was not without some hardships as indicated by a note to its readers:

The Cherokeean was smaller than usual last week owing to the failure of our paper to arrive in time for us to get it out and into the mails on time. This week you will find two installments of the story, The Man Nobody Knew, and we hope this will compensate for the loss of the same last week. Newspaper people, the same as all others, have their share of troubles and not the least of these at the present time is the condition of the paper market. Railroad transportation supplies a portion of our grief, also, and last week we had ours.²¹⁶

For this thesis it would be impractical to review all of the events of interest reported by editor Martin from the founding of his newspaper through 1922, copies of which are on file at the office of The Cherokeean in Rusk. Issues for the years 1923, 1924, 1925, and 1926 are missing. Issues for 1927 and thereafter through the present date with the exception of January, February, and March, 1931; and October, November, and December 1934 are available for review at the office of The Cherokeean in Rusk.

Before he terminated his editorship of the Rusk newspaper, Martin was joined by his wife as editor of society news. Her name was displayed under a boxed heading, "Society and Clubs," telephone number sixty-nine, which indicated that she handled these duties from her home.²¹⁷

The merger of The Rusk Cherokeean with The Press Journal in 1923 has already been recorded in this work. The

exact date of Martin's sale of The Rusk Cherokeean to H.O. Ward was reported by Ward's wife when she published the newspaper in 1933. Noting the publication's anniversary on February 24, 1933, Mrs. Ward stated, "In August, 1925 it (The Rusk Cherokeean) was purchased by H.O. and Pearl L. Ward with Mr. Ward editor and publisher until his death in 1930."²¹⁸ Thus, W.L. Martin, founder of the community's most recent newspaper and now the state's oldest weekly by virtue of its consolidation with The Press Journal, ended his services as a newsman in 1925.

Under the masthead for the new owners was this creed:

I take no thought of my neighbor's birth,
or the way he makes his prayer. I grant
him a white man's place on earth. If his
game is on the square. [sic] If he plays
straight, I'll call him mate. If he cheats,
I'll drop him flat. All rank but this is a
worn out lie for each clean man is as good
as I and a king is no more than that.²¹⁹

Entitled, "Our Creed," this boxed poem enclosed in quotation marks appeared on all the reviewed editions of The Rusk Cherokeean under the editorship of Mr. and Mrs. Ward.

One of the front-page stories on May 3, 1929, announced the death of Tom Finty, Jr., who had served as editor of The Dallas Morning News and at the time of his death was associate editor. The tribute was signed, "By One Who Knows Him

Well.” The information related the fact that Finty had married the former Miss Georgia Bonner of Rusk and was a brother-in-law of Mrs. James I. Perkins, Sr., W.S. Bonner, and T.H. Bonner.

The writer pointed out that Finty had once been employed by the F. W. Bonner and Sons Bank in Rusk. He had studied law and was admitted to the bar while a resident of Rusk. Another story about Finty’s death included a reprint of a senate resolution which had been passed as a tribute to the widely-known journalist.²²⁰

The sharing of their newspaper by the Wards went to unusual lengths in June, 1929, when they announced that the editorial staff for that edition was to be composed of members of the Rusk Kiwanis Club. The object of the project was to allow Kiwanians to focus on their activities, specifically their support of the Boy Scout program in Rusk. Members of the editorial staff from the Kiwanis Club were the Reverend R.E. Hooker, editor in chief; I. R. Aufricht; E.R. Gregg; and Dudley B. Lawson. They explained: “This is our first attempt, no doubt our last. The public will stand for just so much you know. Well, we shall ask for our sentence to be commuted.”²²¹

A column in this issue, “The Editor’s Necktie,” revealed personal data about editor Ward:

Some of the newcomers of Rusk have asked, ‘Why does the editor always wear a necktie?’ The editor of the emblem of truth who is now away on a vacation is not given to talking about himself very much. Hence, many have been left in the dark concerning this crimson four-in-hand. There is nothing mysterious about the reason about that flaming color. It is easily explained. The Rusk Cherokeean was established many years ago. There is a story that the first editor of our paper had a drop or two of superstitious blood in his veins. He believed that a red tie worn day by day would bring him prosperity and business. Many people in that day carried a lucky piece or wore a talisman. The custom once established has been adhered to by succeeding Editors. Of course our present editor is not superstitious. He only humors the traditional custom of the past.²²²

Under the management of the Wards, The Cherokeean occasionally published a twelve-page edition. They were also responsible for the first use of printed numbers on each page with the printed name of the publication.

Recognizing that this was the era of the Great Depression, it is significant to note that the August 2, 1929, editors injected some humor in their publication.

Two hundred years from now when posterity is contemplating the fallacies and hallucinations of the present generation they will probably point to the ‘yo-yo’ as the most flagrantly idiotic.²²³

This was the generation of the raccoon coats, gold fish swallowing and other equally odd antics which might have been termed “idiotic” by some of the people older than thirty years. The worst economic years were yet to be experienced; however, in 1929 several persons were affluent enough for travel abroad. The Cherokeean reported:

Dr. J.L. Summers, mayor of this city, and Col. Robert Lee Hatchett, veteran alderman of the same municipality, accompanied by their sons, are making a tour of the Continent with Canada and other desert regions as objective points.²²⁴

The following week the newspaper reported that J.C. Williams, senior alderman, automatically became the city’s mayor pro tempore in the absence of Mayor Summers who was on vacation.²²⁵

Oil development was to generate new enthusiasm for residents of Rusk later in the 1930’s, but as early as September 13, 1929, the lead story in The Rusk Cherokeean was headlined, “Oil Excitement is Taking on New Life.”²²⁶

The issue for January 31, 1930, contained a column of interest, because it reflected a writing style which was to be employed through present time. Perhaps the writing was not so sophisticated as that of today’s column writer; nonetheless, this was the kind of writing that readers enjoyed:

No matter how devoted the wife may be or how sacredly she holds the Sabbath, there are vey few of them who cannot find something for the husband to do about the place Sunday morning.

When you see a diminutive man married to a woman of more or less Amazon proportions, you can put it down that he is a lieutenant in that company. But when the order is reversed it does not mean that she cannot stand up in the back seat and tell him how to drive.

We never realized that we were becoming corpulent or that anything else was the matter with us until the last tailored suit bore some straps or supporters suspended just below the belt line on the inside.

Some folks may wonder what is meant by a two-thirder in the printing craft and for their information will state that it is where it takes two boys to do one third of what one should accomplish.

Many are with autos like men are with their wives. They are crazy until they get one and then they do not want to keep them filled up nor pay the poll tax on them.

An Alabama woman has been sentenced to ten years in the penitentiary for killing her husband when he surprised her in company with another man. If he had sent her word that he was coming, she would have probably gotten off with a suspended sentence.

Men have always been found willing to do many things in connection with domestic affairs that did not really belong to them. For instance that while the wife used to do the milking and churning the man of the house would turn the churn around while it was standing by the fire to bring the cream to the proper consistency.²²⁷

The seriousness of the economic situation in the nation in 1930 was evidenced by Ward's comment:

Thirteen years ago we ventured out in the Panhandle, just a goat on a Caprock with \$10.65 in our pocket and started a newspaper. If we had it now we could go out there and start a bank.²²⁸

H.O. Ward died in the latter part of 1930 and left his publication in the hands of his wife, the first woman to function as publisher and editor of a newspaper at Rusk. In the issues prior to his death, The Rusk Cherokeean offered hope for the development of the oil industry and placed heavy emphasis on advertising — both display and legal notices. Local news received less coverage.²²⁹

After the death of her husband, Mrs. Ward continued to publish The Rusk Cherokeean. It must be remembered that this was a difficult period of time for the nation as it struggled to recover from the Great Depression. Mrs. Ward was fortunate to have on her staff a man who had worked for the newspaper since 1891. In recognition of the longtime and faithful employee, Mrs. Ward on June 24, 1932, reprinted a news item which had first appeared in the Nacogdoches Sentinel. The story, headlined "Old Time Editor," read:

Rusk, Texas—Editors and employees have come and gone, the Rusk newspaper has appeared under various names but Walter Long, veteran printer of 62 years

has weathered 41 years of change.

Mr. Long has preserved a high squared topped stool and type stick used by Gov. James Stephen Hogg during his Rusk newspaper career. Finding them in his office Mr. Long used both in his own work until he turned them over to the Hogg family some years ago.

Among the Long collections of historic keepsakes is a copy of town ordinances of 1865 printed on homespun cloth and a placard advertising Rusk's leading hotel in 1867. The chief inducement offered wayfarers was a good stable with excellent provender and hostlers.

'No indeed, merchants were not sold advertising in my early days,' said Mr. Long. If a merchant put in a fifty cent ad he thought he had almost broke himself and then we had to take more of our pay in trade. One merchant according to Mr. Long ran his ad by the year. On the first of January he was asked about possible changes. Invariably he read it and said, No, that's as good as I can write. Keep it. —Nacogdoches Sentinel²³⁰

To this reprinted story, Mrs. Ward added her own comments:

Mr. Long has been a part of The Cherokeean and its predecessors for many years and is now very active. He is a good printer and a faithful worker. Despite his 41 years of service he is still one of the boys in the mechanical department and can pep up in a rush of work. Very few printers can boast of 41 years service of typesetting and press work — and we doubt if there is another in the United States who can boast of working 41 years in one shop. He is good for enough years to give him half a century's service or more from his physical appearance and ability.²³¹

The woman publisher proved herself to be more interested in the history of her publication than had any owner since John B. Long, father of her employee, Walter E. Long. In her edition of February 24, 1933, the newspaper nameplate contained this information: “The Rusk Cherokeean, With Which is Consolidated The Press-Journal [sic] Originally Established February 27, 1850. Working for a Greater Rusk and a More Prosperous Cherokee County.” The lead story for that edition was headlined, “We Celebrate Our 83rd [sic] Anniversary.” The story pointed out that Monday, February 27, would mark the eighty-third anniversary of the establishment of The Rusk Cherokeean. Mrs. Ward also recognized the claim by the Huntsville Item that it was the state’s oldest weekly.

...having been established in 1850 and it may be that it is, but if it is, it was earlier in the year than February 27 that it was established for that is the date of the original establishment of the Cherokeean, [sic] though the name of the paper at that time was The Cherokee Sentinal [sic] and while it has changed names and owners many times it has been published continuously since that time.

There was an earlier paper printed here in Rusk than the Cherokeean which was established about 1847, the paper was called the Pioneer and J.A. Clark was the editor.

About 1856 the name of The Cherokeean was The Texas Enquirer with Col. W.T. Yeomans the editor. From 1858 to 1861 Yeomans and A. Jackson published a state monthly magazine also, The Free Mason. In 1870 J.C. Anderson

published a republican paper for a short time only, called, Cherokee Advertiser.

It was in 1882 that this paper was called the Cherokee Standard and it was consolidated with another paper that was only published about four years, The Labor Enterprise and then the paper was called the Standard Enterprise.

It became the Standard Herald in 1894 after consolidating with the Cherokee Herald which had been established in 1890.

In February 1897 the name was Industrial Press and then came to be the Press Journal in 1905 by absorbing the Weekly Journal and this was the name of the paper until 1923 when it was consolidated with the Rusk Cherokeean which had been established in July 1919 and The Rusk Cherokeean it has been since that time.

In August, 1925 it was purchased by H.O. and Pearl L. Ward with Mr. Ward editor and publisher until his death in 1930.²³²

Mrs. Ward was in error to imply that The Texas Enquirer was a part of the paper’s genealogy. Neither was The Free Mason nor the Cherokee Advertiser to which she made reference. She failed also to record some of the name changes through other mergers, which are established in earlier pages of this chapter.

There are also errors in the years for some of the changes she cited. This news story, written one year after her recognition of Walter E. Long’s extended service to the newspaper, reported that “Walter L. [sic] Long has been identified with the paper

since 1882 at which time his father was owner and editor.”²³³

If the year for the beginning of his service really was 1882, then in 1933 he would have been completing fifty-one years at the same newspaper. The previous year, Mrs. Ward had cited her employee for “41 years of service.”²³⁴ This is not intended to disparage the efforts of Mrs. Ward who sought to establish the newspaper’s genealogy. Reference is made, however, for the purpose of presenting an accurate record based on in-depth research by this writer.

Mrs. Ward’s general interest in history was reflected in many stories which appeared in the newspaper during her period of ownership. One illustration was a column of news published on page one headed “Rusk News in 1896.”²³⁵

The ownership of The Rusk Cherokeean by Mrs. Pearl L. Ward continued through 1934 when she sold the publication to Elton L. Miller and Quannah Price on December 1, 1934. Issues for the last three months of 1934 were unavailable for study. The date of purchase was ascertained from a later edition of The Rusk Cherokeean.²³⁶

Miller and Price dissolved their partnership after one year. Price remained in Frankston where he had purchased The Frankston Citizen some years earlier.²³⁷

Miller was joined in editorial services at Rusk by his wife, Frances, who handled the women’s news and published many of her own poems.

The new owner proved to be an even more avid historian than any of his predecessors. In March, following the purchase of the newspaper in December, the new owners declared in the masthead, “The Cherokeean is a direct descendant of the Rusk Pioneer, Cherokee County’s first newspaper founded in February, 1847.” Here, historian-editor Miller erred. Research has proved that the Rusk Pioneer was not established until 1848 and that it did move to Palestine.

With great enthusiasm, Miller edited his newspaper interspersing current events with information of historical significance. One of his better issues was dated February 28, 1936, the anniversary of the birthday of the publication. Editor Miller published congratulations from President Franklin Delano Roosevelt on the front page. The President of the United States had written a personal letter to the Rusk newspaper editor, saying:

My dear Mr. Miller:

It has come to my attention that your newspaper will shortly celebrate its eighty-ninth anniversary of publication and on the attainment of so auspicious a milestone I offer hearty felicitations. I trust that your publication which has served the community for so many years will long continue to chronicle the events of Cherokee

County with fidelity and accuracy.
 Very sincerely yours, Franklin D.
 Roosevelt.²³⁹

The letter, dated February 10, 1936, was obviously reproduced in the newspaper by means of a zinc cut engraving. The signature of the writer was authentically reproduced just as the letter was signed in longhand. Displayed in a four column by eleven and one-half inch space on the outside right of the front page, the greeting featured an art drawing of President Roosevelt and Vice President John Nance Garner with the top portion of the nation's capitol sketched between the two men. Directly under the capitol was the head of a donkey and the year, 1932.

Boxed on the left side of the nameplate was the year, 1847, and on the right side in a box of the same size was the year, 1936. The lead story headline read, "Rusk Cherokeean Begins 90th Year Today." In the opening paragraph, editor Miller wrote:

Your Rusk Cherokeean today begins its 90th official year as a servant of the community, Cherokee County and East Texas.

Sometime in February of 1847, The Rusk Pioneer was launched by Joseph A. Clark, who formerly owned The San Augustine Redlander, and W.R. Culp. It was Cherokee County's first newspaper and one of the first in the entire state.

The partnership combination of Clark and Culp evidently was not very successful financially, however, because in February

of 1850 the Cherokee Sentinel was made a part of the life of Cherokeeans.²⁴⁰

Thus the tradition of the legend that the Rusk Pioneer remained in Rusk was launched by The Rusk Cherokeean's editor in 1936. This was accepted as fact until 1973 when the writer of this thesis completed research for the history of the publication.

The anniversary edition in 1936 was published in two sections. Section one contained eight pages and section two was a six-page insert. The special issue contained a wealth of historical information about Rusk, New Birmingham, and Cherokee County. Editor Miller also reprinted excerpts from the April 4, 1849, edition of the Rusk Pioneer, but he did not say to whom he was indebted for the sharing of this rare copy. Miller also published a picture of Miss Jessie Boone, great, great granddaughter of Daniel Boone, to whom much credit is due for her work as a historian. Some of her personal collection is on file at the Singletary Memorial Public Library at Rusk, Texas. Editor Miller also published a picture of Andrew Jackson, pioneer resident of Rusk and at one time the owner of the Cherokee Sentinel.

The birthday edition also featured a picture of the business district at New Birmingham, probably photographed in 1890.

Of interest also in this issue was a history of the county's oldest bank, F. W. Bonner and Son, which was established in Rusk in 1884.

For the writer of this thesis, one of the most important inclusions was a story written by W.L. Martin, founder of The Rusk Cherokeean. This is reported in Chapter III. Though editor Miller's anniversary edition was only fourteen pages, seven columns each, the issue was replete with news of interest and it was well supported by special advertising of a congratulatory nature along with the regular commercial messages.²⁴¹

In 1936, Elton L. Miller continued to offer his readers a wide choice of historical stories.²⁴² These included stories about the Old Alcalde blast furnace at the prison, Governor Hogg's campaign, the question of the actual place of death of LaSalle, Peter Ellis Bean's mysterious disappearance, the address by Thomas J. Rusk to the county's first district court, and New Birmingham.

Miller's ability as a journalist cannot be questioned. This was evidenced by the improved appearance of the newspaper, its editorial content, and the expanded advertising. He also added to the mechanical improvements of the plant with the purchase of a linotype in 1936.²⁴³ He also was the first Rusk newspaperman to use color — red — on a front page. He

used color in his December 18, 1936, issue.²⁴⁴

The dynamic young editor attempted to offer a new service in 1937 when he launched a daily publication. One copy on file at Rusk of The Daily Cherokeean measures eleven by seventeen inches. The publication was a four-page, four column tabloid. Volume one, number three, is dated Thursday, February 25, 1937. The expected hard news was published on page one in addition to a column written by the editor entitled, "The Spotlight."

Page two contained another column, "You Tellin I, The World's Worst Editorial Column." On this page was a three column by ten inch advertisement which announced the formal opening of the new Bohn Francis Movietone Shop. This was a women's ready-to-wear store. Open house was scheduled from two to six in the afternoon and promised "...a gala night with Bohn Francis-Texas Theatre Grand Style Show [at] 8:30 o'clock featuring local models in the latest styles."²⁴⁵ The movie to be shown in conjunction with the style show was "Piccadilly Jim" and starred Robert Montgomery and Madge Evans.

Society news and more advertisements occupied page four. Edith E. Smith was the daily publication's society editor. The entire back page was an advertisement

for the new daily newspaper. In forty-eight point bold face capitals, the advertisement asked, “Does Rusk Want A Daily Newspaper?” In the body of the advertisement, the editor presented the proposition to his patrons with this message:

It depends on you and you and you. Your advertising patronage; your patronage of our advertisers, and the subscription list will be prime factors in the answer.

Rusk is a small town for a daily newspaper — that’s true. But we believe there are enough citizens of this community who want to see it succeed who will lend us proper support.

Let us know what you think of the idea. There may be more.

The Cherokeean has been here a mighty long time and we hope Rusk will give a long life to The Daily Cherokeean.

It now depends on you!²⁴⁶

That it did not develop into a regular institution of service was reflected in the columns of a June, 1937, edition of The Rusk Cherokeean. Once again the inevitable hand of fate held financial difficulties for a Rusk newspaperman. The publication reported on June 4, 1937, editor Miller’s involvement in a lawsuit for nonpayment of debt.²⁴⁷ July 2, 1937, was the last issue of The Rusk Cherokeean by Elton L. Miller.

C.R. Duke was announced as the interim editor, to be assisted by E.S. Erwin, Jr.²⁴⁸ The first edition in August reported

the purchase of The Rusk Cherokeean by Frank L. Main.²⁴⁹

In later life, Miller was to publish The White Rocker at Dallas for eighteen years. After the he worked for the Fort Worth Press until 1969 when he retired. After his retirement he joined his wife in the operation of a preschool and kindergarten program at Dallas. “She’s the director and I’m the flunky,” he stated in 1972.²⁵⁰

Frank L. Main, new publisher of The Rusk Cherokeean in 1937, introduced himself and his family to the publication’s patrons with a two-column story on page one that was headlined, “A New Editor Greets You.” In the story, the new editor explained that he had been employed in the newspaper profession for eighteen years and that he had moved to Rusk from Hemphill where he had owned and published The Sabine County Reporter. The Main family was composed of his wife, Marie, and three sons: Dick, Floyd, and Bill. Mrs. Main’s support to her husband’s business as a working wife was noted in his opening paragraph:

He expects to be in Rusk next Saturday to take active charge. Mrs. Main has been here since Monday to help get out this week’s paper and is delighted with the town and likes the new acquaintances she has made.²⁵¹

It was necessary for editor Main to

remain in Hemphill for that newspaper's final publication prior to its sale to a new owner. Main owned The Sabine County Reporter eight years.

The first issue of The Rusk Cherokeean under the editorship of the Mains was four pages. Two factors must be considered in evaluating the 1937 editions. Although the nation was advancing economically, the Depression had been felt most in small, rural communities such as Rusk.

Advertisers had to be sold; they did not walk in and buy advertising. And the list of potential customers was limited. The second factor worthy of note was the contrast in policies of the new editor with his predecessor. Miller had patterned his writing and newspaper makeup after the style of city daily publications in early 1937. Editor Main, in his fifth edition of The Cherokeean, may have been answering someone's question about the format of his newspaper when he wrote:

As the readers of The Cherokeean may have already noticed, the editor does not use large headlines. The screaming headline has been made common by some city newspapers to stimulate street sales. Some of the best edited large dailies such as The Dallas Morning News and the Kansas City Star have found this unnecessary even in large cities.

The Cherokeean has no desire to imitate city newspapers and the paper is not sold on the streets so the only reason for the heading is to know what the article

is about. He has found that when people hear of a news story is to let the reader become accustomed to this policy and they like it best. [sic].²⁵²

This is not meant as a criticism of any newspaper, city, or small town, which uses large headlines. It is a debatable question.²⁵³

His willingness to debate the size type used in headlines may have been a behavioral instinct which stemmed from his youth as a student at the College of Emporia, Emporia, Kansas, where he was cited for his competition in declamation. Nonetheless, The Cherokeean's editor remained steadfast in his convictions regarding the use of large headlines throughout his thirteen-year ownership of the publication. And, just as he opined in 1937, this area of journalism is a subject for debate today as evidenced by the single column heading style of the Wall Street Journal.

Editor Main admitted in 1950 that he liked commercial job work more than editing the newspaper. His enthusiasm for this department was indicated in the issue of The Cherokeean just one month after his purchase of the newspaper. In a full-page advertisement, Main announced to his patrons that The Cherokeean was equipped to offer better service. The body of the message reported the purchase of a typesetting machine which offered a combined total of twenty-four type faces for newspaper and job printing work. The new machine, according to the

advertisement, would also produce thirteen sizes and styles of borders. Just how the machine would aid in the commercial printing department was explained in the following statement:

Included in this assortment are numerous fonts of small job type which are used almost every day in a printing office.

This will enable the Cherokeean to give quicker service on job work, and insure a high quality of work because forms will be printed always from new type faces used on that particular job for the first time.²⁵⁴

The economic situation in the last half of 1937 was presented by editor Main in a heart-rendering full-page advertisement September 10, 1937. The page was headed, "A True Story About A Boy and A Girl Who Later Got Married." The advertisement told the story of his life and depicted the struggles of a farm boy who had worked his way through school, volunteered for service in World War I, and after wandering through eighteen years of journalism, had cast his lot with Rusk and East Texas. He expressed deep gratitude for the friendly, cordial reception given to him and his family in a lengthy, preliminary story.

In the advertisement, Main appealed to his readers to accept a new subscription rate price of one dollar per year. As an introductory offer, to last until October 1, he offered his readers a rate of one dollar

fifty cents for a two-year subscription. There was no indication of what the subscription price had been. He even extended his office to those readers whose subscriptions had not expired, explaining, that it would be appreciated if subscribers could arrange to have their subscription extended for a year from the time it was due to expire.

Since money was tight and would remain so for more than a decade, the Mains worked as a team. Mrs. Main assisted with the typesetting, the reporting of society news, and the bookkeeping, and her husband handled editorial duties for the publication and mechanical production work. As it would be expected, their three sons assisted with work at the office and learned from their parents the method of letterpress newspaper publishing — a profession which all three would pursue as adults.²⁵⁵

During the remainder of his first year in Rusk, editor Main offered his advertisers and readers a completely home printed publication. The majority of the issues were six pages, though occasionally there was an eight-page edition.

As The Cherokeean served its readers with reports of the city's growth, stories revealed that E.R. Gregg was the town's mayor and a new building was under construction to house the post office.

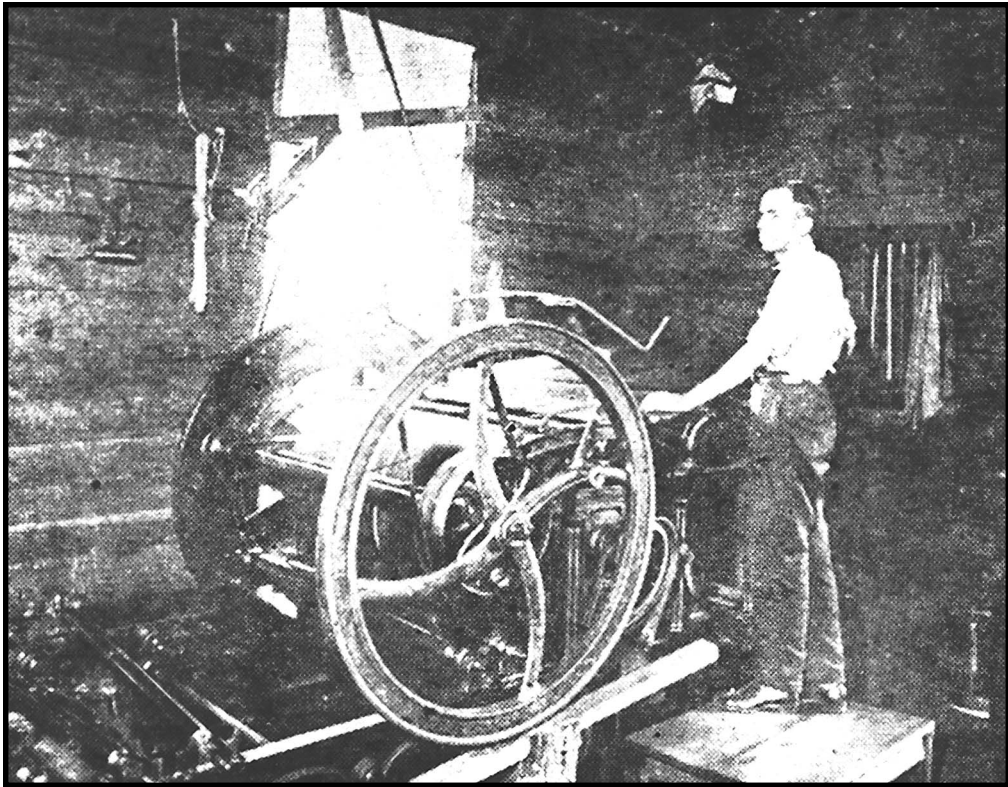


PLATE 1. Walter E. Long and the old country Campbell press owned by his father, John B. Long.

Another service of the newspaper was the allocation of one page to the students of Rusk High School who published news of their activities for "The Eagles Echo," edited by Valerie Conway.

Advertisements in 1937 announced that Shirley Temple appeared in a number of films at the Texas Theatre.²⁵⁶

Appreciating the value of names in news, editor Main published news columns from nearby communities including Dialville, Fastrill, Salem, Griffin, Shiloh, Iron Mountain, Redlawn, Iron Hill, Forest, Maydelle, Walkers Chapel, and Harmony. Rusk's local and personal news was reported by Mrs. Tish Smith.²⁵⁷

In these early editions of his ownership, editor Main gave extensive coverage to church events and records of land instruments which were filed in the courthouse of Cherokee County at Rusk. Of specific historic significance was the November 19 edition which reported the removal of the cornerstone from the Rusk Junior College, which was in the process of being razed. The school had opened in 1894 as the East Texas Baptist Institute and in 1918 it became known as Rusk Junior College. The educational facility had closed in 1928 because of financial difficulties. In his lengthy report of the opening of the 1894 cornerstone, the Rusk news editor detailed the contents of the enclosure which had been brought to his office by Miss Jessie Boone.²⁵⁸

Another story reported by the Rusk newspaper was indicative of the overall economic transition underway in the United States. More than one and one-half columns of front-page space was devoted to the local protest of the abandonment of the Maydelle CCC [Civilian Conservation Corps] camp²⁵⁹ at Maydelle.²⁶⁰

The agriculture industry, road improvements, political activities, and all events of church, school, civic, and social interest were consistently recorded by the new publisher. In the Christmas edition of his first year at Rusk, editor Main presented as his editorial, a reprint of the classic, "Yes, Virginia, There is a Santa Claus." In a preface, the editor credited its authorship to Frank P. Church of Charles A. Dana's [New York] Sun.

...an accomplished journalist... [who] wrote on many subjects, but his fame will rest chiefly on this beautiful setting forth of an eternal truth.²⁶¹

Although this edition was only six pages, the editor made use of an opportunity to sell extra lineage with special Christmas greetings from the local merchants to their customers.²⁶² This is a practice in common usage among small weekly newspapers in Texas today.

During the next three years, the editor and his family served the community of Rusk and its area with as much news

and advertising as was available. Many of the issues recorded stories of historic significance which indicated this editor shared interest with other history-minded owners of The Rusk Cherokeean.

One such article was editor Main's feature story on W.E. Long entitled, "Veteran Retires After Fifty Years." The story was accompanied by a photograph of Long as he operated the old country Campbell press used to print the Industrial Press, a Rusk newspaper owned by his father, John B. Long.

Editor Main reported that W.E. Long, a familiar figure around Rusk newspaper offices for fifty-two years, had been a member of his staff from the time of his purchase of the newspaper in 1937 until his retirement March 10, 1941. A second photograph accompanying the story was one that editor Main had taken of this man who held the record of the longest continuous service to the newspaper.

In the same story, Main explained that most of the equipment had been replaced since Long's service began in 1889 but that he still had a type case with John B. Long's name on the back which had been placed there by the company which shipped the case. Editor Main pointed out that the old Campbell press had been replaced more than forty years prior to his writing. Referring to the picture of Long at the press, Main wrote:

At the bottom of the fly wheel may be seen a brake which Mr. Long designed for stopping the press quickly with his foot in case something went wrong.²⁶³

Although Long's eyesight was such that he was unable to see to read in his later years, Main explained that he kept up with the news by radio which he used with ear phones. In his interview with The Cherokeean's publisher, Long recalled that he had entered the printing trade about 1889 and said that his father, John B. Long, was publisher from 1886 to 1905.²⁶⁴

Walter Erwin Long died December 12, 1941, at his home in Rusk. His obituary was reported on the front page of The Rusk Cherokeean along with his picture. The photograph and the story were enclosed in a two-column black bordered box. The heading was the symbol 30 enclosed in quotation marks, which is a traditional proofing mark for journalists which means the end. The customary information was included in the longtime printer's final story. At the conclusion, editor Main printed "—30—" and then added his own postscript:

St Peter: (Confidential) If it is not too much trouble, try to arrange it so Mr. Walter's job will start at seven o'clock in the morning. If the regular shift doesn't go on until eight or nine, it will be appreciated if you can find something for him to do in the meantime. He will be there at seven anyhow, and this will save him waiting until the others get there. We did this for him here and he was a lot happier with it that way. And please don't

insist on his leaving, especially on Thursday, until everything is done.

And tell him, in case he needs it, he will find his printer's make-up rule in the handkerchief pocket of his coat.—FLM²⁶⁵

It was unfortunate that the longtime veteran of the printing profession had passed the point of working and was unknowingly very near death in November of 1941. If he had been able to carry on his tasks, Long would have been by the side of Frank L. Main to publish the edition which would stand out in the publisher's mind as his greatest journalistic achievement as the owner of The Rusk Cherokeean.²⁶⁶ The November 6, 1941, issue was one of the few editions of The Rusk Cherokeean in which editor Main departed from his conservative view of front-page format.

In this issue he used seventy-two point type, all capital letters, to announce, "PLANS COMPLETE FOR BIG DAY TUESDAY." Above the nameplate was printed "Cherokee County Courthouse Dedication Edition." This issue alone would warrant one hundred or more pages of comment, but for this thesis, comments were restricted to excerpts from the publisher's editorial:

So far as can be learned from the files of the Cherokeean, this twenty-four page paper is the largest ever printed in Rusk. In fact a larger paper would necessarily have been printed in comparatively recent years because of mechanical facilities.

It is doubtful if in any whole year, with

the exception of the past one, has as many local pictures been published as appear in this single edition.

Four pages of this issue were printed before last week's paper. The other twenty have been set and printed since last Friday morning. This was done, along with necessary job printing by the three regulars of the force after an effort to obtain additional help failed. This is mention [sic] as an excuse for any fault that may be found with such hurried efforts.

The greatest disappointment to the Cherokeean are the pictures of the building. Good photographs were obtained and sent to an engraver. Cuts received from him were not as good as expected and the pictures were sent to a second engraver. The cuts were still unsatisfactory. After some long distance phoning the editor succeeded in making a Sunday appointment with a third engraver and after a drive of over three hundred miles returned with cuts some better. The explanation of the engravers is that the soft gray tones of the building are lost in the etching process.²⁶⁷

Editor Main further explained his temptation to fill such editions with historical matter. Although the issue contained a wealth of information, the editor explained that Mrs. Hattie Joplin Roach had published a book and that it would serve the purpose since "...history is more accurately recorded by historians and their books are easier than newspapers to read."²⁶⁸

The editorial in this interesting issue pointed out that the edition's purpose was to give a good picture, largely through photographs, of life as it was in 1941. He

also expressed his wish that the special issue would be of value to historians in the future.

We know that all who save it will come to value it more and more with the passing years. The editor of The Cherokeean would gladly pay \$100 for a first edition of 'The Pioneer.' If you happen to be in the news or in the pictures this week, your great grandchildren would not sell the copy you save for them for several times that amount.²⁶⁹

In November of that same year, editor-publisher Main took another historic step in the operation of The Rusk Cherokeean. Accompanied by a picture of the building, which still houses the present Cherokeean, he announced on page one:

CHEROKEEAN BUYS THE BUILDING IT OCCUPIES

Through a deal completed Tuesday, the publisher of the Cherokeean became the owner of the building on north Main street which the paper has occupied for the past five or six years.

The brick and tile building which is 40x42 feet is adequate for the present needs of the paper. The lot on which the building stands extends back 130 feet giving ample room for any future expansion.²⁷⁰

The picture of the building looked exactly as it did when The Rusk Cherokeean was sold to Emmett H. Whitehead nine years later. The sign hanging from the roof of the structure was lettered RUSK CHEROKEEAN. Two lines, painted almost as large as the name

of the publication read: COMMERCIAL PRINTING.²⁷¹

Deed records at the courthouse in Rusk show that Main purchased the building from the heirs of E.B. Snellings, who had owned the property since the early 1930's.²⁷² This indicated that previous publishers, including Main, had used the building on a rent basis. Thus, The Cherokeean ceased to be a tenant and found its permanent home — from 1941 through the present date.

With the declaration of war by the United States in December, 1941, came almost another decade of belt-tightening times for the citizens of Rusk and the nation. Throughout the war years, The Rusk Cherokeean, under the guidance of editor Main, remained a voice of the people. Even though the Rusk editor continued to cover local news and serve his patrons with advertising, he also kept the people informed about volunteers to the armed forces, draft registrations, instructions for blackouts, the appointment of air raid wardens, war chest drives, old rubber and scrap metal collections, and rationing of food, tires, and gasoline.

These were lean years for the editor of this country weekly, but editor Main managed to maintain a consistent four to six page publication. Production cost, then as now, was reflected in a house advertisement June 4, 1942, when he

reported that a review of the previous year's budget indicated an approximate cost of one dollar per day for photographs published in The Cherokeean. This figure was based on engraving prices plus cost of the camera, dark room equipment, and other supplies. Main explained to his readers:

The Cherokeean will be glad to consider any picture. It will use any of general interest if cuts are furnished. Otherwise, it is going to be necessary to pass up some to stay within the budget.²⁷³

Editions of The Rusk Cherokeean during the war years reported that the community had benefitted from a brief economic boost through quickly established canning plants, based on encouragement by the government to the farmers to grow more food for consumption. Christmas, 1943 had passed and the citizens of Rusk were anticipating another revived hope for industrial development through iron ore when The Cherokeean reported:

A telegram received Tuesday by County Judge James I. Perkins from Col. E.F. McCrossin stated that the contract with the Defense Plant Corporation on the Rusk blast furnace was being prepared and probably will be signed Thursday or Friday of this week.

Rep. Nat Patton was in Rusk this week and expressed confidence that problems have finally been worked out.²⁷⁴

It was in this issue that the role of

the working wife, Marie Main, was first given prominent recognition. In a front-page notice, her husband offered this explanation which was headlined, "THIS ISSUE OF THE PAPER:"

Mrs. Main was called to Oklahoma Sunday morning on account of the critical illness of her mother.

Until that time the editor had never operated the linotype except to set a line or two he might need for some job he was printing. He had never fed the press on which the paper is printed, and he never had and never will become a proof reader.

If this paper reaches you on schedule, it will mean that he has now done done it all. There will be some absence of news because the days, and nights, were not long enough for a beginner hunt-and-peck linotype operator to have time to hunt all the news. But, considering the amount of job printing he has had to turn out along with it, if it reaches you, he is willing to admit he has done darned well, and he further admits that in discussing the matter with himself last night in the solitude of the shop he put it stronger than that.²⁷⁵

The value of assistance from his wife was further reinforced by the publisher when he wrote again the following week:

Last week's paper did not go out on time and in spite of missing periods, wrong date lines and Fred McMurray and Rosalin [sic] Russell getting mixed up with the Office of Defense Transportation, people were kind enough to hand the editor many compliments on his first attempt to do it all.²⁷⁶

In the lengthy column, writer Main credited with assistance his business neighbor, James (Little Jug) Weaver, whose father operated a next door taxi service. "...[he] came in and ran the folder and that helped a lot."²⁷⁷ Editor Main's well-known dry humor was reflected in this imaginary misprint of a news item:

Suppose the operator should miss his aim at a period and make an item read, "Mr. and Mrs. John Doe spent Tuesday night in Dallas." Next (special spacing) week's paper might have a nice writeup about the editor but it would have a black border around it.²⁷⁸

Mrs. Main, in 1973 credited her husband with having the "brains of the team and deserves the credit . . . I did learn to be a general flunky, a far cry from Latin and mathematics, my majors in college."²⁷⁹

In January, 1944, The Rusk Cherokeean reported the death of one of Cherokee County's native sons. Captain Lance C. Wade of Reklaw, son of Mr. and Mrs. W.B. Wade, had been killed in the war. Repeated excerpts from a United Press release were printed which said Wing Commander Lance Wade, regarded by some as the greatest fighter pilot in the Mediterranean theatre and probably the most famous Yank in the RAF, was dead.²⁸⁰

In spite of all the bad news — reports of service men either killed or missing in action — on February 3, 1944, The Cherokeean reported good news to

those at home. News was released that the blast furnace negotiations were completed and that all papers were signed. Also on the front page of this edition was a reprint, by permission of The Dallas Morning News, of an editorial cartoon by Knott. The cartoon depicted a soldier in combat, looking over his shoulder in alarm and asking, "Aren't You With Me?" Editor Main supported the drawing with a two-column editorial written to encourage support of the Fourth War Loan Drive goal. In response to the often-heard statement, "I can't afford to buy bonds," editor Main replied:

What a statement! Do you suppose that Lance Wade could afford to give what he had given or that Dwight Monroe, Jack Walker, Billy Post, Joe Coleson, Coster DeHaven, James McDonald, Edward Sewall, Thomas Lindstrom, D.A. Martin, Carl Hubert Miles, Charles Godfrey Gunter could afford to go out just as life is sweet and hopes are high and lay down that life for you and for me? These boys are your boys, our boys, the boys of our friends. They're those nice kids you saw playing on the school yard just yesterday it seems. They're the little fellows you met on streets here just no time ago. Seems like they're still babies, doesn't it?

DO YOU THINK YOU CAN AFFORD IT?²⁸¹

For the remainder of 1944, editor Main, in both news columns and advertisements, supported war bond purchases and volunteer service to the Red Cross. In these same issues, never more than four home printed pages, he also

reported developments for the proposed iron ore blast furnace, improvements to Rusk State Hospital, the proposed disposition of the State Railroad, and improvements to the Jim Hogg State Park.

By December, 1944, in spite of a shortage of newsprint, The Cherokeean was back to eight-page editions and political announcements once more began to appear in the newspaper.

Issues of The Cherokeean in 1944 supported efforts to get the blast furnace in operation. This topic was given front-page coverage in almost every issue from June, 1944 through 1945. In May, 1945, Colonel E.F. McCrossin was honored with a banquet in Rusk at which the Rusk Chamber of Commerce saluted him for his twenty years of service to the Cherokee Development Company. Colonel McCrossin was recognized for bringing iron ore development to what appeared to be the pinnacle of success.²⁸² By July, however, the government had issued a stop work order for the Rusk Blast Furnace and Chemical Plant. In a two-column, front page editorial, Main commented:

Naturally the blunt order suspending operations spread a pall of gloom in Rusk and brought disappointment to many people. And regardless of later action, it is unfortunate the work could not have proceeded without interruption.²⁸³

The iron ore issue continued to headline front pages of The Cherokeean

throughout 1945, but no definite decision was announced. Elected officials of that year who worked closely with Rusk to secure RFC (Reconstruction Finance Corporation) loan approval were Senators Tom Connally and W. Lee O'Daniel, Representative Nat Patton, Governor Coke R. Stevenson, and Congressman Tom Pickett.

World War II ended in August, 1945, and editor Main expressed his feelings in an editorial which won national recognition.²⁸⁴ Entitled "No Victory Editorial," the composition was awarded a first place in the Texas Press Association contest and later was chosen by the National Editorial Association to be included in an anthology of good writing in small town newspapers.²⁸⁵

Following World War II, The Rusk Cherokeean reported the ultimate failure of the blast furnace to get into operation and the local struggle between two factions over the issue of a locally-owned municipal power plant versus a corporate, privately-owned company. These were reported along with the normal activities of a small, East Texas community as it sought once again to pick up the pieces after the war.

In the midst of his service to the community, editor Main stopped in 1946 to look internally at his own publication and to question its ancestral claim. Main had accepted his predecessor's statement that The Rusk Cherokeean was a successor



PLATE 2. The home of The Rusk Cherokeean as it looked in 1950.

to The Pioneer established in 1847. Information given to him by Bonner Frizzell, superintendent of schools in Palestine and a recognized historian of that city, caused Main to publish an editorial February 14, 1946, in which he corrected the founding date from 1847 to 1848.²⁸⁶

Superintendent Frizzell had shared information with Main from a copy of the Rusk Pioneer dated August 4, 1849, Volume I, Number 40. From these facts, editor Main deduced that the correct establishment date for the Rusk Pioneer was July 5, 1848. On the basis of this new information, Main removed one year from the newspaper's total age. Based on two facts substantiated by the Deed Records in the Cherokee County courthouse, this was also proved incorrect.²⁸⁷

While the Rusk editor was sincere about establishing the correct year for the publication's founding, he was equally sincere about another issue. The problem which concerned Main was conservation of natural resources, and time has proved his concern was justified.

He wrote an editorial, "The Greatest Mother," which was published in The Rusk Cherokeean February 17, 1949.²⁸⁸ This writing earned first place among weekly newspapers in a contest sponsored by the Fort Worth Press and other Scripps-Howard newspapers of the state.

Announcement of the winning

editorial in the Save the Soil and Save the State contest was made on May 5, 1949, when Main reported that he and his wife had attended the awards banquet in the Texas Hotel at Fort Worth. The Rusk editor received one hundred dollars for his treatise on soil conservation.

The following year, Frank L. Main and his wife, Marie, sold The Rusk Cherokeean to Emmett H. Whitehead and his wife, Marie,²⁸⁹ of Livingston. The purchase of the newspaper by Mr. and Mrs. Whitehead was announced May 25, 1950, in editor Main's last issue. In his front-page editorial, entitled "The Last Word," Main expressed his gratitude to the citizens of Rusk for the loyalty and friendship they had given to him and his wife for thirteen years and asked that they do the same to the new owners. "They deserve and we believe they will receive the loyal support of subscribers, advertisers and users of printing."²⁹⁰

A photograph of the new editor and publisher accompanied a statement of policy in which Whitehead recognized his new responsibilities and it said in part:

In taking over publication of The Rusk Cherokeean, both Mrs. Whitehead and I realize that we are taking a newspaper with a tradition of 102 years of splendid journalism behind it. Mr. and Mrs. Frank L. Main have set a high standard in their splendid editing of The Cherokeean. It will be our purpose to carry on the traditions built up during the past century.....

A newspaper is just a mirror which reflects the community it serves. We hope that our newspaper will truly be a mirror in which will be reflected a bigger and better Rusk and Cherokee County...we both hope to have a part in building a bigger and a better city, and a bigger and better Rusk Cherokeean.²⁹¹

A separate story announced the formal sale of the newspaper and included a review of the new publisher's experience. He had moved to Rusk from Livingston where he had served as editor of The Polk County Enterprise and The Corrigan Press for five years with his mother as the newspaper's publisher. The Rusk editor's parents had purchased the Livingston newspaper in March, 1945, and his father died four months later. The news release was accompanied by a statement from the mayor of Livingston, E.C. Cochran.

The people of Rusk and Cherokee County are fortunate in acquiring as citizens the new publishers of The Rusk Cherokeean — Mr. and Mrs. E.H. Whitehead.

It has been my pleasure to be associated with Mr. Whitehead since 1945. The association was one in which he distinguished himself by his agreeable nature, zeal, hard work, initiative, and progressive ideals — qualities which he has manifested in all his activities as editor of The Polk County Enterprise and Corrigan Press. Emmett Whitehead is a builder, a man of ideas, of public spirit, with an intense interest in his city, county, and fellow man.²⁹²

When the new owners began the task of publishing a newspaper in 1950, little did they realize the technological

advancements which would develop in the communications industry or the role which they would share to implement some of these improvements in Rusk and Cherokee County.

With the newspaper, editor Whitehead had acquired ownership of the building and mechanical equipment, which was not the best, to say the least. It will be remembered that the nation was only five years deep in its recovery from World War II and while machinery was available, money was still short.

The Rusk Cherokeean was produced by the letterpress method which requires the use of one piece of equipment commonly called a casting box. This machinery is used to change solidified metal to liquid. When the liquid is poured over cardboard mats, a reproduction is available for sawing, routing, and printing. These mats are used primarily for advertising, though they are often used for photographs of people — especially politicians and preachers who are accustomed to having their pictures appear frequently. This procedure is related to help explain the primitive method used to obtain a cast by the newspaper's previous owners.

Editor Main had ingeniously devised his own casting box which consisted of a large, iron kettle to hold the solid metal, and a gas plate burner to fire the kettle. Thus, the solid metal was



PLATE 3. Mrs. Jewel Bagley Coupland holds the record for the longest continuous service by a woman to The Cherokeean.



PLATE 4. Mrs. Emmett H. Whitehead, wife of The Cherokeean's publisher, registered visitors during open house at the newspaper office in 1955.



PLATE 5. Hundreds of persons toured the facilities of The Cherokeean during the publication's anniversary observance in 1955.



PLATE 6. People who registered for door prizes at The Cherokeean's open house wait to hear winners' names announced.



PLATE 7. Visitors to The Cherokeean inspected equipment used in the newspaper's production in 1955.

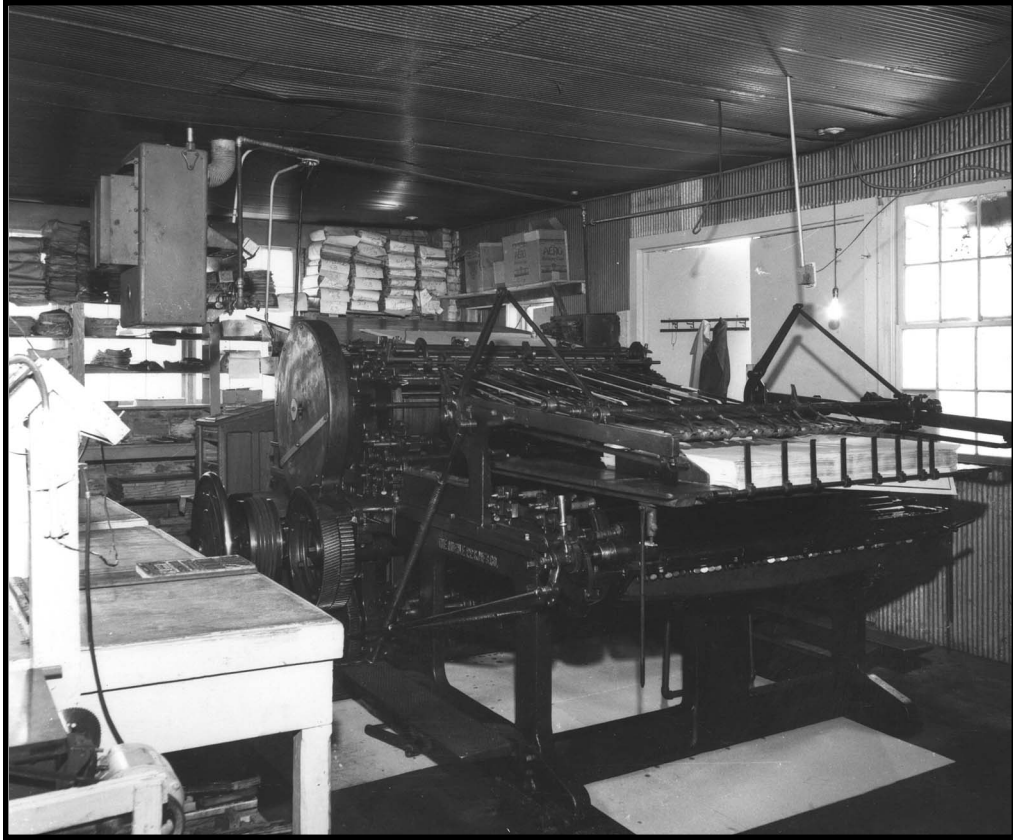


PLATE 8. The old Babcock press was replaced with a Miehle 00 flatbed press at The Cherokeean in 1955.



PLATE 9. An Omaha folder was installed with other new equipment at The Cherokeean in 1955.



PLATE 10. Band students from Rusk High School provided entertainment at The Cherokeean's birthday celebration in 1955.



PLATE 11. The Rusk Cherokeean observed its birthday with open house in 1955. Winners of door prizes were Mr. and Mrs. Mark Cooper, a twenty-one inch television set; Jack Harris, a set of tires; and H. A. Vaught, a piece of luggage.



PLATE 12. Other winners of door prizes at The Cherokeean's anniversary celebration in 1955 were: Front Row— Carl Wilcox, C. A. Allen, Ben Carlisle; Back Row — Mary Kate Guinn, representing her uncle, Henry Guinn; Mrs. W. H. Mason; J. H. Williams; Mrs. Ophelia Banks; Mrs. J. C. Gentry, representing Mrs. Lillie Jenkins.



PLATE 13. Staff members at Whitehead Enterprises in 1962 worked at various capacities. This group assisted with the operation of The Cherokeean, The Cherokeean Star Journal, Radio Station KTLU, and E-Z Vision Cable Company. They were Jean Arnold, Don McCoy, E.B. Jolly, Bob Gipson, Mary Kate Guinn, Jim Carroll, June Gentry, Marie Whitehead, Emmett H. Whitehead, Glen Brown, Travis Spence, Don Barton, Curtis Hanson, William, McGatha and Stanley Draper. Not pictured was Jewel Coupland.



PLATE 14. The Cherokeean Star Journal and Radio Station KTLU announced a new office location in Jacksonville, Texas.



PLATE 15. The tradition of a working husband and wife team at The Cherokeean is continued by Marie and Emmett H. Whitehead, owners of the Rusk newspaper. Pictured with Mrs. Whitehead in 1965 was Howard Chastain, staff member.



PLATE 16. William Hebert and Sam Adrian, two deafmute linotype operators, assisted with newspaper production at The Cherokeean in 1960.



PLATE 17. Stanley Yarbrough checks the Model A Duplex press, used by The Cherokeean from 1961 through February, 1966. It printed up to eight pages, folded, from rolls of newsprint.

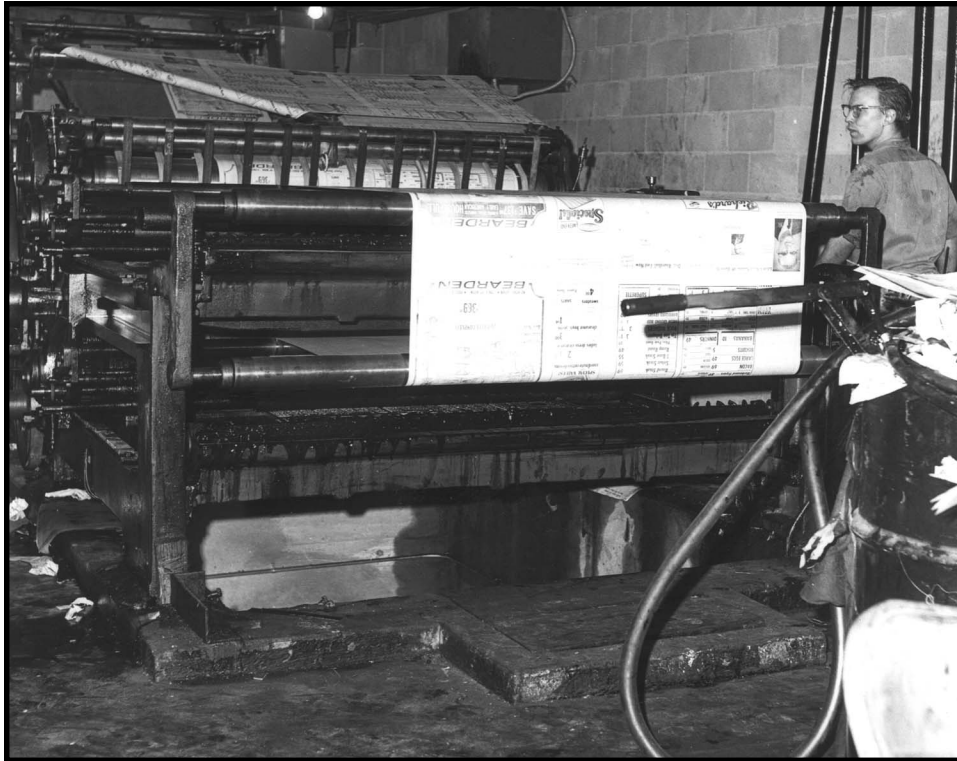


PLATE 18. Ink was purchased in barrels to supply the Model A Duplex press purchased by The Cherokeean in 1961.

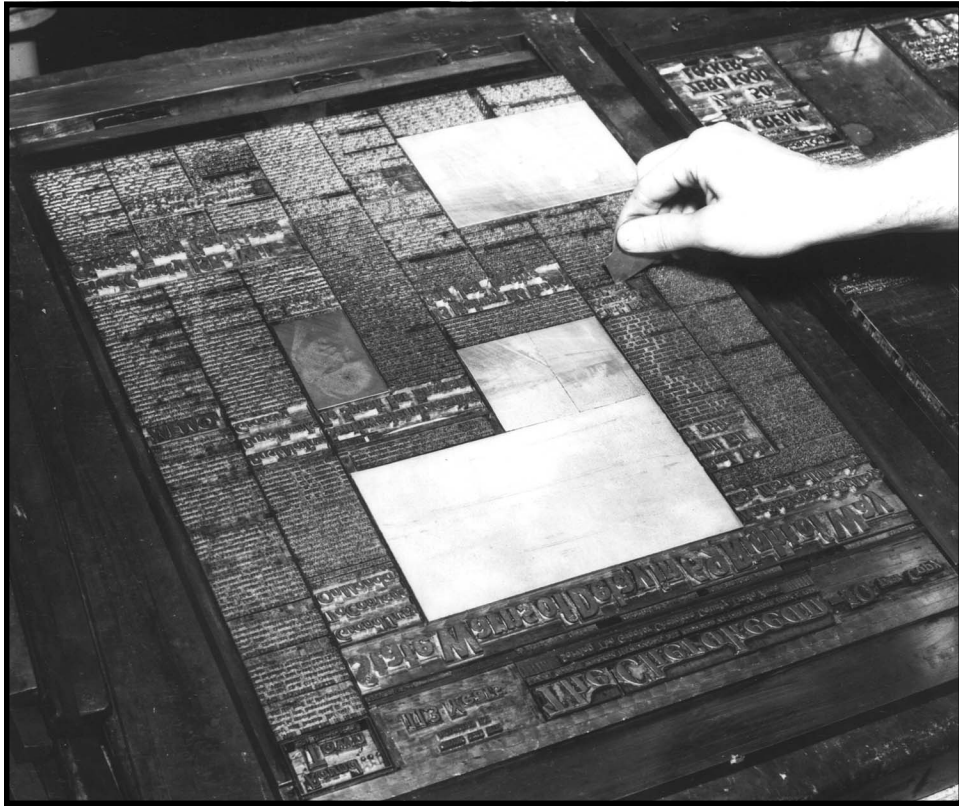


PLATE 19. Letterpress printing from hot type forms like this one was replaced with the offset print method in February, 1966.



PLATE 20. A photocomposition typesetting machine was added to The Cherokeean's production department in 1972. Mrs. Roseanne Burran, staff member, operates the machine.

liquified and then, by hand, Main poured the liquid metal over the face of mats in another homemade device which he had built for the purpose of holding the mat material.

The first piece of equipment to be purchased by the new owners was a Hammond casting box which offered an easier method to obtain reproduction from mats. The new equipment would cast up to a full page.

Publisher Whitehead's first edition was ten pages; the second issue was twelve pages, and the third edition was fourteen pages. The community of Rusk had responded to the new owners with friendliness and support in the form of advertising and news. Equally important to the support of patrons in editing a newspaper are equipment and personnel. The owners continued the tradition of a husband and wife operation, assisted by a linotype operator, a part-time printer's devil, and a part-time society editor.²⁹³ In December, 1950, a full-time office woman was employed. This staff structure was to remain the same, except for a change of personnel in these capacities, until 1955.

When the Rusk newspaper was purchased by the Whiteheads, it was equipped with a Model 14 Mergenthaler linotype and a Babcock press. As time passed, the owner replaced old equipment with better machines for letterpress printing. Purchases included a Hammond

glider saw and Richards radial router in 1951; a manual, hand-operated paper cutter was replaced with an electrically-operated machine in 1954. The handfed, Babcock press which printed eight hundred papers an hour, was traded for a Miechle 00 flatbed press in 1955. This equipment, displayed during open house of that year, was also a handfed press but it printed up to two thousand five hundred papers an hour. Other equipment purchased in 1955 included an Omaha folder to replace the old Eclipse folder.

The growth of the publication required more equipment purchases in 1958 when the owner added another Model 14 Mergenthaler linotype this linotype was equipped with a quadder, a device which enabled the typesetter to set centered lines of copy on metal slugs.

The Rusk newspaper continued to improve its service to an expanding trade area in 1959 with the installation of a Ludlow typesetter for advertisements and headlines; an Elrod stripcaster to produce column rules, spacing materials and borders; and a Kleischograph engraving machine for photographs.

Two years later, newspaper production justified the purchase of a Model A Duplex webb press, which printed from rolls of newsprint and also folded the newspaper.

After another two-year period, The

Cherokeean's mechanical equipment was expanded to include a third linotype with a teletype setter unit. This last purchase was to complete the plant's facilities for letterpress printing until 1966 when the publication changed to the offset print method. The first edition published offset was February 3, 1966, and the new method received quick approval from the newspaper's readers and advertisers.

Equipment required for offset printing included a pair of Justowriters for type setting; a Kenro camera for the darkroom plus other auxiliary darkroom and developing equipment; a Varitype headliner; light tables; a plateburner; and a waxing machine.

All the mechanical changes through the present owner's management have reflected an effort to produce a better newspaper for their growing community. Many of the new equipment additions were announced with news stories, some of which were accompanied by photographs. Additions to the mechanical department and renovations to the building were noted with an open house by the owners in 1955.

Changes to the building which houses The Cherokeean began in 1951 when the front office, which had been separated from the composing room by a single sheetrock wall, was remodeled. At that time, the linotype was located just inside the area of the composing room near the front office.

Publisher Main's wife, who had performed linotype duties and served customers in the front office, cut a hole in the unfinished sheetrock to allow her to function in two places at once. This front office area was improved with pine paneling, and shelves for office supplies were built where newsprint had been stored by the former owners. The addition of office supplies added to business income and also provided a needed service to the area's residents.

In 1950 air conditioning was rare in Rusk. The new owners used a floor fan their first summer but with renovation in 1951, a window water fan was installed. This fan was replaced in 1952 with a window air conditioner.

Major renovation in 1956 saw the size of the existing building doubled with new construction providing space for the location of Radio Station KTLU, which Whitehead had established the preceding year. Its management in a location two blocks away had proved to be difficult for the owners, and he believed that by combining the operation of newspaper and radio at one site, he could provide a greater degree of leadership to his staff and render a better service to the public. This proved to be a wise step.

In the 1956 building program, a darkroom was added, and since that time The Cherokeean has been able to give

better picture coverage to its readers. From 1950 until the expansion of the building in 1956, The Cherokeean had relied on the services of a friend, Wiley Shattuck, whose hobby was photography. In the mid-fifties, however, the demand for more and more photographs necessitated that the newspaper act to provide this service required by its readers. Shattuck's 4 x 5 Speedgraphic camera and dark room equipment was purchased by The Cherokeean.

In the 1956 building program a ten-ton air conditioning unit was installed to cool the entire plant. Thus, The Cherokeean had the first air conditioned composing room in Cherokee County. The combined news facilities operated under the name of Whitehead Enterprises although the newspaper and radio station functioned as separate businesses.

In 1961 the building's floor space was again expanded — this time by approximately one-third to accommodate a new Duplex web press.

The building, which had been originally constructed to house a laundry, had undergone many changes. The left side had been enclosed by a garage-size door which opened on to the street. This was permanently sealed in 1961 with new outside walls of white brick which contrasted with the firm's name in black metal letters. The owners secured the services of a local artist, Mrs. Fred Lunsford,

and her husband, to design and paint an Indian figure which was mounted on a pole frame at the entrance to The Cherokeean.

The latest improvements to the building occurred in 1973. Radio station KTLU's control room operation was moved from the rear to the front of the building. Glass bricks which had formed part of the outside wall were removed and a special glass window was installed for a sidewalk programming effect — a move designed to bring the radio's operation closer to its listeners. Carpeting throughout management offices and new paint and paper for some of the walls gave the interior a more contemporary appearance.

Letterpress equipment was sold one piece at a time after the transition to offset. Sufficient equipment, however, was retained by the owner to continue the job printing department which for Whitehead, in contrast to his predecessor, was a difficult service to render. This service to the public was needed, but this particular department of the business interfered with the editor's performance of duties in the news media operation.

In 1970, the office supply department and commercial printing equipment were sold to Frank Howell of Rusk, with Whitehead maintaining a half interest. One year later, Howell returned to his former position as manager of the Rusk Chamber of Commerce, and the equipment, plus a vastly increased stock of

office supplies, books and the agency for Western Union were returned to The Cherokeean. Whitehead maintained this part of the operation at the office of the newspaper until 1973 when the office supplies and job printing equipment were sold to Ken Peloquin who operates the business in Rusk today. Whitehead assisted Western Union in finding a new agent at the same time.

When The Cherokeean's publisher began his duties in June, 1950, he joined the community of citizens who were concerned about the growth and progress of their town. The first issue's lead story, edited by Whitehead, reflected a touch of irony in the connection between the past and his presence in Rusk. The big story June 1, 1950, noted the completion of payment for the Cherokee County courthouse, a sum of fifteen thousand two hundred twenty-five dollars.

The Cherokeean's former publisher, Frank L. Main, had edited his largest edition, twenty-four pages, November 6, 1941, to salute the dedication of the structure. According to the 1950 news story, county officials and citizens were well pleased with their achievement in paying the balance of one hundred ten thousand dollars in nine years.

Other news stories during Whitehead's early ownership indicated that Rusk had an active Chamber of Commerce, managed by Jake Johnson. This was

evidenced by news promotions such as the one which announced in seventy-two point type, DOLLAR DAY IS SLATED.

The highlight of the day will be when officials will throw ten live guineas from atop the County Court House at 4 p.m. Thursday, July 13. Five of those guineas will be numbered one to five, and the person catching Guinea number 1 will receive \$50.00 cash. Guinea number 2 is worth \$20.00 and numbers 3, 4, and 5 are good for \$10.00 each.²⁹⁴

According to the news release, everyone was invited to participate and it was hoped that the novelty of the attraction would draw people to Rusk where they would trade with the local merchants.

In a makeup style reminiscent of Elton L. Miller in 1937, editor Whitehead supported these timely events with news stories, and in this specific instance, he reported the success of the trades day and announced winners of the money in the next edition.

The new owners of The Rusk Cherokeean proved that they, like some of their predecessors, were appreciative of the area's history as evidenced by a story which reported the possession by Miss Jessie Boone of a copy of New Birmingham's first newspaper. According to the story, her copy was the first edition of the New Birmingham Times, dated February 23, 1889. Charles A. Edwards was the editor of the newspaper at New Birmingham, now a ghost town.²⁹⁵ In a three-part series, the

editor also published the history of the Rusk State Hospital beginning with the issue of October 5, 1950.²⁹⁶

The young publisher who was eager to succeed in his profession announced that The Cherokeean had received an AA rating in an Evaluation Study and Rating Report by the Community Research Bureau in September, 1950.

The rating had been based on recognized quality factors including local news, editorial content, evaluated circulation, volume of local advertising, and the fairness of the newspaper's advertising rate based on cost per family reached.

The research was directed by Frank B. Hutchinson, who had been a professor of journalism at Syracuse and Rutgers universities and who had also managed the New York and New Jersey Press associations for more than a dozen years. The American Weekly Newspaper Publishers Council cooperated with Hutchinson in his research.²⁹⁷

This same issue of the newspaper announced the first of several circulation campaigns which were conducted over a period of years by publisher Whitehead. In 1950, a year's subscription was two dollars. The owner offered seventy-five cents from each subscription to the students of the Rusk High School music department. According to the news story, proceeds derived by the students would be used to

purchase equipment for the band and help toward expenses for a trip by the choir to the Lions Club International Convention in New Jersey. Herbert Teat was the school's director of music.²⁹⁸

A number of drives were conducted in those first ten years to boost the newspaper's circulation. The most extensive campaign had as its first prize a new Buick automobile. On April 16, 1959, The Cherokeean featured a picture of publisher Whitehead handing the keys to Mrs. Tommie Trotter, winner of the car.²⁹⁹

As Rusk continued to grow in the post-war years, so did its newspaper as evidenced by a twenty-four page edition in December, 1950.³⁰⁰ Earlier in the fall of that year, Whitehead contracted with Byford Bates to print his Cushing Citizen.³⁰¹ After one year, Bates was in debt to the printers and the Whiteheads assumed ownership of the Cushing newspaper in 1951.

Bates continued to work as news editor at Cushing for approximately one year, and then The Citizen was merged with The Rusk Cherokeean. By then its mailing permit had been moved to Rusk and this was retained and utilized for a once-per-month publication to support Dollar Day, a reactivated trades day promotion.

The period of growth and development from 1950 to the present date for Rusk and Cherokee County has received

consistent news coverage, and much of the town's important growth was recorded in photographs. Editorially, the publication spoke when the need arose.

The newspaper strongly supported revived hopes for the development of iron ore during three separated efforts. The death of the dream ended in 1963. Not since that period's attempt to establish a blast furnace has the project presented itself again.

The routine and expected news events were also reported — civic clubs and projects, city, county, state and national political news, road improvements, expansion and development of both the city and state hospitals, student life at Rusk's public schools and its building programs, the establishment of a National Guard Armory, Lions Club rodeos, Kiwanis Junior Livestock Shows, obituaries and all the lesser-important social events which are classified as women's news.

To augment his services to the area in the news media profession, Whitehead established Radio Station KTLU in October, 1955. The station still in operation is five hundred watts, located at one thousand five hundred eighty kilocycles on the dial.

Two years later in 1957, The Cherokeean editor joined his mother to establish a radio station at Livingston, Texas. The business venture ended with

the sale of Radio Station KTET December 30, 1958. Sale of this property stemmed, in part, from pressures at Rusk which required editor Whitehead's attention. The aggression exhibited by Rusk's neighboring city's daily publication, the Jacksonville Daily Progress, was receiving support and encouragement from a dissenting faction in Rusk, and this was cause for concern.

This splintering in leadership had developed over the issue of constructing a lake on the Neches River in 1953. The first extra edition to be published by editor Whitehead was for the purpose of announcing that Brown and Root, Incorporated, engineering and construction firm, had signed a contract with the Upper Neches River Municipal Water Authority. An act of the State Legislature in 1953 had authorized the creation of the water authority for the purpose of establishing a lake on the Neches River with Rusk, Palestine, and Jacksonville to cooperate in the project.³⁰²

Citizens of three towns had voted August 28, 1953, in separate elections to accept or reject the proposal. The vote to go forward with the project passed overwhelmingly by one hundred to one.³⁰³ Engineers had estimated that the lake would produce more than one hundred fifty million gallons of water per day to supply industrial needs. Other selling points were excellent quality of the water and the economy with which the work could be done.³⁰⁴

Over a several-year period, opposition to the lake's construction developed in Rusk. Leadership for this small movement circulated a petition assuring the taxpayers of Rusk that the project would be a tax burden. A petition to call another election was presented to the water authority board and this time the towns of Rusk and Jacksonville rejected the project. Today, Palestine has moved forward to develop the project as Lake Palestine.

This issue in Rusk provided the foundation for a major split in leadership which lasted for the next fifteen years. Based on the division within Rusk's leadership, the Rusk editor anticipated competition from the Jacksonville newspaper and acted first. He purchased The Jacksonville Journal, a competitive weekly to that city's daily, February 14, 1959.³⁰⁵ The Journal had been owned for twenty-three and one half years by John Allen Templeton, and at the time of purchase, the newspaper was a five-column tabloid. Whitehead opened offices in Jacksonville and secured as editor, Larry Gage, now city editor of the Houston Chronicle. Production and printing for The Journal were conducted at the Rusk newspaper's plant.

The new ownership met with such success in Jacksonville, and support was so enthusiastic that publisher Whitehead conceived the plan for still a third newspaper. This third publication, the

Cherokee Star Journal, was established six months after the purchase of The Journal. The publication of three newspapers necessitated increased investments in mechanical equipment at the Rusk office. To increase circulation, a campaign, which had as its first prize a new Buick, was conducted, and on April 16, 1959, the word "Rusk" was dropped from The Cherokeean's nameplate.

Aided and assisted by editor Glen Brown, who had joined The Cherokeean in August, 1957, publisher Whitehead launched his most aggressive service up to that time as a member of the news media profession in Cherokee County. However, production of three newspapers in one plant proved to be a formidable task. The staff numbered sixteen, counting full-time and part-time personnel. The two owners, assisted by fourteen others, produced three newspapers and conducted the operation of Radio Station KTLU.

After six months, The Journal was merged with the Cherokee Star Journal, and the publisher continued two weekly publications. One of these, The Cherokeean, recorded its largest single issue December 22, 1960, an issue containing thirty-six pages in five sections.

When momentum for the Jacksonville publication slowed during the early 1960's, Whitehead tried a new approach with the publication of a shopper, which was supported by advertising in the

Cherokeean Star Journal and was distributed free to the residential areas.

The combination offer to the business community for The Cherokeean Star Journal and the shopper met with success, but staffing the publications remained a problem.

In 1965, publisher Whitehead sold the Jacksonville newspaper to its editor, E.B. Jolly, who continued the publication, printed at Rusk, for one year and then sold it to the Jacksonville Daily Progress.

In the meantime, Whitehead had expanded his news media services to still another field. On November 2, 1961, he purchased a half interest in E-Z Vision, Incorporated, a recently-established community antenna television cable system and three years later purchased his partners' interest in the system to become sole owner.

During the early 1960's, The Cherokeean, under the editorship of Glen Brown, offered its readers improved photojournalism, locally-written editorials, columns, feature stories, and in-depth news coverage. One of editor Brown's creative projects was the publication of a monthly-tabloid section, a supplement to The Cherokeean. March 2, 1961, marked the first issue of "Sequel," which contained coverage of social life in retrospect—information of interest to women. This March 2, 1961 edition also offered color for the first time under Whitehead's

management. Red ink was used for some of the headlines in some advertising in the twenty-eight page edition.

Letterpress printing continued for the Rusk plant until 1966 when the newspaper converted to the offset print method on February 3. The Cherokeean's editor, Don Buchanan, who had joined the staff February 1, 1964, commented on the technological improvements in the print media with a news story which explained the new offset method:

This is the most modern printing process today and it has caused one of the biggest revolutions in the printing industry since Pi Sheng created the first movable characters in China clay in 1040 A.D.³⁰⁶

Buchanan's descriptive story contained a comparison of the two print methods, plus a review of The Cherokeean's genealogy based on information known at that time.

In the more than seven years which have passed since the change from letterpress to offset, The Cherokeean has offered its readership a vastly-improved product. Two years after the transition to offset, a journalistic first was recorded with the publication of an edition printed in three colors of ink, red, blue, and black.

The newspaper observed the celebration of George Washington's birthday by using red, blue, and black ink

on February 22, 1968. Emphasis for this issue stemmed from merchants' advertisements which offered goods for sale at prices that featured "22." Specials offered ranged from twenty-two cents to twenty-two dollars.

More recently, to improve The Cherokeean's print quality, a new Compugraphic typesetting machine was purchased. The vastly-improved equipment, bought in 1972, is designed to set body type and headlines for the newspaper through a computer system of operation.

On the few occasions that The Cherokeean had entered press association contests, the publication has fared well. In 1962, when Glen Brown was editor, the publication received a first place plaque in its division for news writing in the Texas Press Association state contest. He also entered the newspaper in competition with the North and East Texas Press Association that year. Awards included first place for general excellence, second place for local news pictures, and fourth place in column writing.

The following year in 1963, The Cherokeean won first place in Community Service and tied for fifth place in the sweepstakes category of the North and East Texas Press Association newspaper contest.

Awards in 1965 included plaques, certificates, and a trophy. Don Buchanan,

the editor of The Cherokeean, submitted entries for judging in the Texas Gulf Coast Press Association, which earned these awards: first in news pictures, third for best all around newspaper, and first place for the best editorial page. These are displayed at the office of The Cherokeean in Rusk along with a plaque given publisher Whitehead for his service as president of the Texas Gulf Coast Press Association in 1966-67. He was also cited with a certificate for two years service as a member of the board of directors, Texas Press Association.

Several times in the Rusk newspaper's history since 1950, open house was held on the occasion of the publication's birthday. Two of the more successful events coincided with the display of new equipment purchased for the newspaper's operation. One of these was in 1955. At the time of the newspaper's purchase by the Whiteheads on June 1, 1950, they had accepted their predecessor's claim that The Cherokeean was "Established as The Pioneer July 5, 1848."³⁰⁷ This information continued to appear in the nameplate to read: "The Rusk Cherokeean, Texas' Oldest Weekly Newspaper, Established as 'The Pioneer' July 5, 1848."³⁰⁸

Open house at the newspaper in 1955, which noted the publication's birthday, also provided the owners an opportunity to make some corrections regarding the newspaper's predecessor.

Based on limited research of records at the courthouse in Rusk and supported by a statement in the book by Hattie Joplin Roach,³⁰⁹ they wrote:

An enterprising fellow by the name of Joseph A. Clark came to the county seat from San Augustine. He and W.R. Culp got their heads together and dreamed up the 'Rusk Pioneer.' The first issue was published on a hot day in June, 1847, and the type was all handset. Copies were printed on a manually operated press.³¹⁰

In that edition, The Cherokeean re-established an earlier claim by editor Miller in 1935 that the Rusk newspaper was a descendant of the Rusk Pioneer, founded in 1847.³¹¹ Miller's claim had been corrected by one year when editor Main, in 1946, reported new information he had learned about the Rusk Pioneer.³¹²

From 1955 until the present time, the owners have maintained that The Cherokeean is the state's oldest weekly—a descendant of the Rusk Pioneer, established July 5, 1847.

The discrepancy in the Whiteheads' historical research in 1955 was further reflected in the news story's statement that the Rusk Pioneer was published in June 1847. Yet, they continued to use July 5, 1847 as the date for the Pioneer's establishment.

The question by present owners regarding the newspaper's title claim and

the true genealogy of The Cherokeean, provided the problem for this thesis.

¹ The Press Journal (Rusk, Texas), 1918 (a portion of one edition on file at the office of The Cherokeean, Rusk, Texas; date determined from a legal notice appearing on p. 6).

² Cherokee County, Deed Records, Vol. B (Rusk, Texas), pp. 165-215.

³ Telegraph and Register, March 2, 1848 (unpublished research on file at the office of Dr. C. Richard King, professor of journalism, The University of Texas at Austin).

⁴ *Ibid.*, March 23, 1848.

⁵ Joseph Lynn Clark, Thank God, We Made It! (Austin, Texas: University of Texas Press, 1969), p. 155.

⁶ *Ibid.*, pp. 212-213.

⁷ Rusk Pioneer, August 8, 1849, Vol. II, No. 5 (photostatic copy on file at the office of The Cherokeean, Rusk, Texas).

⁸ Walter Prescott Webb (ed.), The Handbook of Texas, Vol. 1 (Fort Worth, Texas: Marvin D. Evans Company, 1952), p. 356.

⁹ Texas State Gazette, September 29, 1849 (unpublished research on file at the office of Dr. C. Richard King professor of journalism, The University of Texas at Austin).

¹⁰ Statement by Dr. Olin E. Hinkle, personal interview, August 24, 1973.

¹¹ Statement by Carl Avera, personal interview, August 21, 1973.

¹² A.B. Norton (proceedings from the seventh annual convention of the Texas Press Association May 18-20, 1886, San Antonio, Texas, on file at the office of the Texas Press Association, Austin, Texas).

¹³ Hattie Joplin Roach, A History of Cherokee County (Dallas, Texas: Southwest Press, 1934), p. 48; see also Winifred Gregory (ed.), American Newspapers 1821-1936 (New York: The H.W. Wilson Company, 1937), p. 44; see also Ike Moore (director), Texas Newspapers 1813-1939 (Houston, Texas: San Jacinto Museum of History Association, 1941), p. 174; see also Walter Prescott Webb (ed.), The Handbook of Texas, Vol. I (Fort Worth, Texas: Marvin D. Evans Company, 1952), p. 901; see also Cherokee Herald (Rusk, Texas) September 4, 1889 (Texas Newspaper Collection, E. C. Barker Texas History Center, The University of Texas

at Austin), p. 1; see also Cherokee County, Deed Records, Vol. D (Rusk, Texas), p. 409.

¹⁴ Roach, loc. cit.; Cherokee Herald, loc. cit.

¹⁵ Webb, loc. cit.

¹⁶ Cherokee County Deed Records, loc. cit.

¹⁷ Cherokee Sentinel, May 10, 1856 (photostatic copy on file at the office of The Cherokeean, Rusk, Texas).

¹⁸ Ibid.

¹⁹ Ibid.

²⁰ Ibid.

²¹ Cherokee Sentinel, May 10, 1856 (photostatic copy on file at the office of The Cherokeean, Rusk, Texas).

²² Ibid.

²³ Ibid.

²⁴ Ibid.

²⁵ Ibid.

²⁶ Cherokee Sentinel, May 10, 1856 (photostatic copy on file at the office of The Cherokeean, Rusk, Texas).

²⁷ Ibid.

²⁸ Ibid.

²⁹ Ibid.

³⁰ Ibid.

³¹ Ibid.

³² Cherokee Sentinel, May 10, 1856 (photostatic copy on file at the office of The Cherokeean, Rusk, Texas).

³³ Ibid.

³⁴ Cherokee County Deed Records, Vol. L, (Rusk, Texas), p. 739.

³⁵ Cherokee Sentinel, August 1, 1857, Vol. VII, No. 28 (photostatic copy on file at the office of The Cherokeean, Rusk, Texas).

³⁶ Ibid.

³⁷ Ibid.

³⁸ A.B. Norton (proceedings from the seventh annual convention of the Texas Press Association, May 18-20, 1886, at San Antonio, Texas, on file at the office of the Texas Press Association, Austin, Texas).

³⁹ The Press Journal (Rusk, Texas), 1918 (a portion of one edition on file at the office of The Cherokeean, Rusk, Texas; date determined from a legal notice appearing on p. 6).

⁴⁰ The Dallas Morning News, May 26, 1895, p. 14, col. 2.

⁴¹ The Press Journal, loc. cit.

⁴² Hattie Joplin Roach, A History of Cherokee County (Dallas, Southwest Press, 1934), p. 111.

⁴³ The Press Journal, loc. cit.

⁴⁴ Ibid.

⁴⁵ The Texas Observer (Rusk, Texas), April 28, 1866, Vol. 1, No. 23 (original copy on file at the library of the Boston Athenaeum, Boston, Massachusetts).

⁴⁶ Texas Almanac (Dallas, Texas: A.H. Belo Corporation, 1873).

⁴⁷ Hattie Joplin Roach, A History of Cherokee County (Dallas, Texas: Southwest Press, 1934), p. 49.

⁴⁸ The Texas Observer (Rusk, Texas), March 24, 1877, Vol. XI, No. 15 (photostatic copy on file at the office of The Cherokeean, Rusk, Texas), p. 1.

⁴⁹ Ibid.

⁵⁰ Ibid.

⁵¹ Ibid.

⁵² The Texas Observer (Rusk, Texas), March 24, 1877, Vol. XI, No. 15 (photostatic copy on file at the office of The Cherokeean, Rusk, Texas), p. 1.

⁵³ Ibid.

⁵⁴ Ibid., p. 2.

⁵⁵ Ibid., p. 3.

⁵⁶ Ibid.

⁵⁷ The Texas Observer (Rusk, Texas), March 24, 1877, Vol. XI, No. 15 (photostatic copy on file at the office of The Cherokeean, Rusk, Texas), p. 4.

⁵⁸ The Texas Observer (Rusk, Texas), April 6, 1878, Vol. XII, No. 16 and April 20, 1878, Vol. XII, No. 18 (photostatic copies on file at the office of The Cherokeean, Rusk, Texas).

⁵⁹ Original legal document on file at the office of The Cherokeean, Rusk, Texas.

⁶⁰ Matt Willson, "The Willson Story" (unpublished manuscript in the possession of Miss Winnie Meeks, Rusk, Texas), p. 13.

⁶¹ Original legal document on file at the office of The Cherokeean, Rusk, Texas.

⁶² The Cherokee Standard (Rusk, Texas), March 2, 1883, Vol. 1, No. 46 (original copy on file at the office of The Cherokeean, Rusk, Texas), p. 3.

⁶³ Ibid.

⁶⁴ The Cherokee Standard (Rusk, Texas), March 2, 1883, Vol. I, No. 46 (original copy on file at the office of The Cherokeean, Rusk, Texas), p. 1.

⁶⁵ The Cherokee Standard (Rusk, Texas), March 27, 1885, Vol. III, No. 38 (original copy on file at the office of The Cherokeean, Rusk, Texas), p. 3.

⁶⁶ The Cherokee Standard (Rusk, Texas), June 26, 1886, Vol. IV, No. 46 (Texas Newspaper Collection, E. C. Barker Texas History Center, The University of Texas at Austin), p. 1.

⁶⁷ The Cherokee Standard (Rusk, Texas), February 12, 1887, Vol. V, No. 27 (Texas Newspaper Collection, E.C. Barker Texas History Center, The University of Texas at Austin), p. 1.

⁶⁸ The Cherokee Standard (Rusk, Texas), May 14, 1887, Vol. V, No. 40 (Texas Newspaper Collection, E.C. Barker Texas History Center, The University of Texas at Austin), p. 1.

⁶⁹ The Cherokee Standard (Rusk, Texas), May 21, 1887, Vol. V, No. 41 (Texas Newspaper Collection, E.C. Barker Texas History Center, The University of Texas at Austin), p. 1.

⁷⁰ Walter Prescott Webb (ed.), The Handbook of Texas, Vol. II (Fort Worth, Texas: Marvin D. Evans Company, 1952), p. 76.

⁷¹ Sue Estella Moore, "The Life of John Benjamin Long" (unpublished Master's thesis, The University of Texas at Austin, 1924), p. 57.

⁷² Standard Enterprise (Rusk, Texas), January 18, 1888 (Texas Newspaper Collection, E.C. Barker Texas History Center, The University of Texas at Austin), p. 3.

⁷³ Ibid.

⁷⁴ Ibid.

⁷⁵ Standard Enterprise, January 25, 1888 (Texas Newspaper Collection, E.C. Barker Texas History Center, The University of Texas at Austin), p. 1.

⁷⁶ Standard Enterprise, April 11, 1888 (Texas Newspaper Collection, E.C. Barker Texas History Center, The University of Texas at Austin), p. 1.

⁷⁷ Standard Enterprise, May 2, 1888 (Texas Newspaper Collection, E.C. Barker Texas History Center, The University of Texas at Austin), p. 1.

⁷⁸ Standard Enterprise, August 8, 1888 (Texas Newspaper Collection, E.C. Barker Texas History Center, The University of Texas at Austin).

⁷⁹ Standard Enterprise, March 14, 1888 (Texas Newspaper Collection, E.C. Barker Texas History Center, The University of Texas at Austin).

⁸⁰ Standard Enterprise, January 18, 1888 (Texas Newspaper Collection, E.C. Barker Texas History Center, The University of Texas at Austin), p. 2.

⁸¹ Standard Enterprise, March 28, 1888 (Texas Newspaper Collection, E.C. Barker Texas History Center, The University of Texas at Austin).

⁸² Ibid.

⁸³ Ibid.

⁸⁴ Standard Enterprise, May 30, 1888 (Texas

Newspaper Collection, E.C. Barker Texas History Center, The University of Texas at Austin).

⁸⁵ Ike Moore (director), Texas Newspapers 1813-1939, (Houston, Texas: San Jacinto Museum of History Association, 1941), p. 174.

⁸⁶ Standard Enterprise, July 4, 1888 (Texas Newspaper Collection, E.C. Barker Texas History Center, The University of Texas at Austin).

⁸⁷ Standard Enterprise, July 25, 1888 (Texas Newspaper Collection, E.C. Barker Texas History Center, The University of Texas at Austin).

⁸⁸ Ibid.

⁸⁹ Standard Enterprise, August 1, 1888 (Texas Newspaper Collection, E.C. Barker Texas History Center, The University of Texas at Austin).

⁹⁰ Standard Enterprise, August 8, 1888 (Texas Newspaper Collection, E.C. Barker Texas History Center, The University of Texas at Austin).

⁹¹ Standard Enterprise, August 15, 1888 (Texas Newspaper Collection, E.C. Barker Texas History Center, The University of Texas at Austin), p. 2.

⁹² Ibid.

⁹³ Ready-print is a term used to explain the pre-printing of several pages for a newspaper prior to its shipment to the community newspaper plant for additional local printing.

⁹⁴ Standard Enterprise, August 22, 1888 (Texas Newspaper Collection, E.C. Barker Texas History Center, The University of Texas at Austin).

⁹⁵ Ibid.

⁹⁶ Standard Enterprise, August 22, 1888 (Texas Newspaper Collection, E.C. Barker Texas History Center, The University of Texas at Austin).

⁹⁷ Ibid.

⁹⁸ Ibid.

⁹⁹ Ibid.

¹⁰⁰ Ibid.

¹⁰¹ Standard Enterprise, August 22, 1888 (Texas Newspaper Collection, E.C. Barker Texas History Center, The University of Texas at Austin).

¹⁰² Standard Enterprise, August 29, 1888 (Texas Newspaper Collection, E.C. Barker Texas History Center, The University of Texas at Austin).

¹⁰³ Standard Enterprise, October 10, 1888 (Texas Newspaper Collection, E.C. Barker Texas History Center, The University of Texas at Austin).

¹⁰⁴ Ibid.

¹⁰⁵ Standard Enterprise, October 17, 1888 (Texas

Newspaper Collection, E.C. Barker Texas History Center, The University of Texas at Austin).

¹⁰⁶ Cherokee Herald, September 4, 1889 (Texas Newspaper Collection, E.C. Barker Texas History Center, The University of Texas at Austin).

¹⁰⁷ Ibid.

¹⁰⁸ Standard Herald, May 12, 1893 (Texas Newspaper Collection, E.C. Barker Texas History Center, The University of Texas at Austin).

¹⁰⁹ Standard Herald, January 22, 1897 (Texas Newspaper collection, E.C. Barker Texas History Center, The University of Texas at Austin).

¹¹⁰ Ibid.

¹¹¹ Industrial Press, March 16, 1899 (Texas Newspaper Collection, E.C. Barker Texas History Center, The University of Texas at Austin).

¹¹² Industrial Press, February 22, 1900 (Texas Newspaper Collection, E.C. Barker Texas History Center, The University of Texas at Austin).

¹¹³ Ibid.

¹¹⁴ Ibid.

¹¹⁵ Ibid.

¹¹⁶ Ibid.

¹¹⁷ Ibid.

¹¹⁸ Industrial Press, February 22, 1900 (Texas Newspaper Collection, E.C. Barker Texas History Center, The University of Texas at Austin).

¹¹⁹ Ibid.

¹²⁰ Ibid.

¹²¹ Ibid.

¹²² Ibid.

¹²³ Industrial Press, November 7, 1901 (Texas Newspaper Collection, E.C. Barker Texas History Center, The University of Texas at Austin).

¹²⁴ Industrial Press, April 2, 1903 (Texas Newspaper Collection, E.C. Barker Texas History Center, The University of Texas at Austin).

¹²⁵ Walter Prescott Webb (ed.) The Handbook of Texas Vol. I (Fort Worth, Texas: Marvin D. Evans Company, 1952), pp. 76-77.

¹²⁶ Sue Estella Moore, "The Life of John Benjamin Long" (unpublished Master's thesis, The University of Texas at Austin, 1924), p. 57.

¹²⁷ Rusk Weekly Journal, September 22, 1899, Vol. I, No. 22 (Texas Newspaper Collection, E.C. Barker Texas History Center, The University of Texas at Austin).

¹²⁸ The Press Journal, June 21, 1906 (Texas Newspaper

Collection, E.C. Barker Texas History Center, The University of Texas at Austin).

¹²⁹ Ibid.

¹³⁰ The Press Journal, June 21, 1906 (Texas Newspaper Collection, E.C. Barker Texas History Center, The University of Texas at Austin).

¹³¹ The Press Journal, July 19, 1906 (Texas Newspaper Collection, E.C. Barker Texas History Center, The University of Texas at Austin).

¹³² Hattie Joplin Roach, The Hills of Cherokee ([n.p.]: [n.n.], 1952), p. 163.

¹³³ The Press Journal, July 19, 1912 (Texas Newspaper Collection, E.C. Barker Texas History Center, The University of Texas at Austin).

¹³⁴ The Press Journal, May 30, 1913 (Texas Newspaper Collection, E.C. Barker Texas History Center, The University of Texas at Austin).

¹³⁵ The Press Journal, May 28, 1909 (Texas Newspaper Collection, E.C. Barker Texas History Center, The University of Texas at Austin).

¹³⁶ Ibid.

¹³⁷ The Press Journal, July 19, 1912 (Texas Newspaper Collection, E.C. Barker Texas History Center, The University of Texas at Austin).

¹³⁸ Ibid.

¹³⁹ The Press Journal, May 30, 1913 (Texas Newspaper Collection, E.C. Barker Texas History Center, The University of Texas at Austin).

¹⁴⁰ The Press Journal, May 30, 1913 (Texas Newspaper Collection, E.C. Barker Texas History Center, The University of Texas at Austin).

¹⁴¹ Ibid.

¹⁴² Ibid.

¹⁴³ Ibid.

¹⁴⁴ The Press Journal, May 30, 1913 (Texas Newspaper Collection, E.C. Barker Texas History Center, The University of Texas at Austin).

¹⁴⁵ The Press Journal, July 31, 1914, (Texas Newspaper Collection, E.C. Barker Texas History Center, The University of Texas at Austin).

¹⁴⁶ The Press Journal, July 17, 1914 (Texas Newspaper Collection, E.C. Barker Texas History Center, The University of Texas at Austin).

¹⁴⁷ Ibid.

¹⁴⁸ The Press Journal, July 31, 1914 (Texas Newspaper Collection, E.C. Barker Texas History Center, The University of Texas at Austin).

¹⁴⁹ The Press Journal, February 5, 1915, (Texas

Newspaper Collection, E.C. Barker Texas History Center, The University of Texas at Austin).

¹⁵⁰ The Press Journal, April 9, 1915 (Texas Newspaper Collection, E.C. Barker Texas History Center, The University of Texas at Austin).

¹⁵¹ Ibid.

¹⁵² Walter Prescott Webb (ed.), The Handbook of Texas, Vol. II (Fort Worth, Texas: Marvin D. Evans Company, 1952), p. 413.

¹⁵³ The Rusk Cherokeean, February 24, 1933.

¹⁵⁴ The Press Journal, May 12, 1916 (Texas Newspaper Collection, E.C. Barker Texas History Center, The University of Texas at Austin).

¹⁵⁵ Statement by Emmett H. Whitehead, personal interview, August 25, 1973.

¹⁵⁶ The Press Journal, March 9, 1917 (Texas Newspaper Collection, E.C. Barker Texas History Center, The University of Texas at Austin).

¹⁵⁷ The Press Journal, July 26, 1918 (Texas Newspaper Collection, E.C. Barker Texas History Center, The University of Texas at Austin).

¹⁵⁸ Ibid.

¹⁵⁹ The Press Journal, February 7, 1919 (Texas Newspaper Collection, E.C. Barker Texas History Center, The University of Texas at Austin).

¹⁶⁰ The Press Journal, March 28, 1919 (Texas Newspaper Collection, E.C. Barker Texas History Center, The University of Texas at Austin).

¹⁶¹ The Press Journal, April 23, 1920 (Texas Newspaper Collection, E.C. Barker Texas History Center, The University of Texas at Austin).

¹⁶² Ibid.

¹⁶³ The Press Journal, August 6, 1920 (Texas Newspaper Collection, E.C. Barker Texas History Center, The University of Texas at Austin).

¹⁶⁴ Ibid.

¹⁶⁵ Ibid.

¹⁶⁶ The Rusk Cherokeean, June 30, 1955.

¹⁶⁷ The Press Journal, March 25, 1921 (Texas Newspaper Collection, E.C. Barker Texas History Center, The University of Texas at Austin).

¹⁶⁸ Ibid.

¹⁶⁹ Walter Prescott Webb (ed.), The Handbook of Texas, Vol. II (Fort Worth, Texas: Marvin D. Evans Company, 1952), p. 412.

¹⁷⁰ The Cherokee Standard, February 12, 1887 (Texas Newspaper Collection, E.C. Barker Texas History Center, The University of Texas at Austin).

¹⁷¹ Walter Prescott Webb (ed.), The Handbook of Texas, Vol. II (Fort Worth, Texas: Marvin D. Evans Company, 1952), p. 764.

¹⁷² Ibid., p. 412.

¹⁷³ The Cherokeean (Rusk, Texas), October 4, 1973.

¹⁷⁴ The Press Journal, September 23, 1921 (Texas Newspaper Collection, E.C. Barker Texas History Center, The University of Texas at Austin).

¹⁷⁵ The Press Journal, June 22, 1922 (Texas Newspaper Collection, E.C. Barker Texas History Center, The University of Texas at Austin).

¹⁷⁶ Ibid.

¹⁷⁷ The Rusk Cherokeean, August 11, 1922 (Texas Newspaper Collection, E.C. Barker Texas History Center, The University of Texas at Austin).

¹⁷⁸ The Press Journal, August 11, 1922 (Texas Newspaper Collection, E.C. Barker Texas History Center, The University of Texas at Austin).

¹⁷⁹ Ibid.

¹⁸⁰ Ibid.

¹⁸¹ The Press Journal, September 8, 1922 (Texas Newspaper Collection, E.C. Barker Texas Historical Center, The University of Texas at Austin).

¹⁸² The Press Journal, October 13, 1922 (Texas Newspaper Collection, E.C. Barker Texas History Center, The University of Texas at Austin).

¹⁸³ Ibid.

¹⁸⁴ The Press Journal, October 13, 1922 (Texas Newspaper Collection, E.C. Barker Texas History Center, The University of Texas at Austin).

¹⁸⁵ The Press Journal, January 12, 1923 (Texas Newspaper Collection, E.C. Barker Texas History Center, The University of Texas at Austin).

¹⁸⁶ Ibid.

¹⁸⁷ The Press Journal, January 12, 1923 (Texas Newspaper Collection, E.C. Barker Texas History Center, The University of Texas at Austin).

¹⁸⁸ Ibid.

¹⁸⁹ The Press Journal, January 26, 1923 (Texas Newspaper Collection, E.C. Barker Texas History Center, The University of Texas at Austin).

¹⁹⁰ The Press Journal, February 23, 1923 (Texas Newspaper Collection, E.C. Barker Texas History Center, The University of Texas at Austin).

¹⁹¹ Ibid.

¹⁹² The Rusk Cherokeean, June 8, 1923 (Texas Newspaper Collection, E.C. Barker Texas History Center, The University of Texas at Austin).

- 193 Ibid.
- 194 The Rusk Cherokeean, July 11, 1919.
- 195 Ibid.
- 196 Ibid.
- 197 Ibid.
- 198 Ibid.
- 199 The Rusk Cherokeean, July 18, 1919.
- 200 The Rusk Cherokeean, July 11, 1919.
- 201 Ibid.
- 202 Ibid.
- 203 The Rusk Cherokeean, July 18, 1919.
- 204 Ibid.
- 205 Based on personal knowledge of the writer.
- 206 The Rusk Cherokeean, August 29, 1919.
- 207 Ibid.
- 208 Ibid.
- 209 The Rusk Cherokeean, September 5, 1919.
- 210 Ibid.
- 211 The Rusk Cherokeean, September 12, 1919.
- 212 Ibid.
- 213 Hattie Joplin Roach, A History of Cherokee County (Dallas, Texas: Southwest Press, 1934), p. 107.
- 214 The Rusk Cherokeean, January 9, 1920.
- 215 Ibid.
- 216 Ibid.
- 217 The Rusk Cherokeean, September 30, 1921.
- 218 The Rusk Cherokeean, February 24, 1933.
- 219 The Rusk Cherokeean, January 6, 1927.
- 220 The Rusk Cherokeean, May 3, 1929.
- 221 The Rusk Cherokeean, June 21, 1929.
- 222 Ibid.
- 223 The Rusk Cherokeean, August 2, 1929.
- 224 Ibid.
- 225 The Rusk Cherokeean, August 9, 1929.
- 226 The Rusk Cherokeean, September 13, 1929.
- 227 The Rusk Cherokeean, January 31, 1930.
- 228 The Rusk Cherokeean, September 19, 1930.
- 229 The Rusk Cherokeean, October 10, 1930.
- 230 The Rusk Cherokeean, June 24, 1932.
- 231 Ibid.
- 232 The Rusk Cherokeean, February 24, 1933.
- 233 Ibid.
- 234 The Rusk Cherokeean, June 24, 1932.
- 235 The Rusk Cherokeean, February 17, 1933.
- 236 The Rusk Cherokeean, March 5, 1937.
- 237 The Rusk Cherokeean, June 4, 1937.
- 238 The Rusk Cherokeean, March 15, 1935.
- 239 The Rusk Cherokeean, February 28, 1936.
- 240 Ibid.
- 241 Ibid.
- 242 The Rusk Cherokeean, all copies for 1936 on file at the office of The Rusk Cherokeean, Rusk, Texas.
- 243 The Rusk Cherokeean, July 10, 1936.
- 244 The Rusk Cherokeean, December 18, 1936.
- 245 The Daily Cherokeean, February 25, 1937.
- 246 Ibid.
- 247 The Rusk Cherokeean, June 4, 1937.
- 248 The Rusk Cherokeean, July 2, 1937.
- 249 The Rusk Cherokeean, August 7, 1937.
- 250 Based on personal correspondence between Elton L. Miller and the writer, March 11, 1972.
- 251 The Rusk Cherokeean, August 7, 1937.
- 252 A transposition of lines in the type makes this paragraph confusing. Editor Main intended this to read: The Cherokeean has no desire to imitate city newspapers and the paper is not sold on the streets so the only reason for the heading of a news story is to let the reader know what the article is about. He had found that when people become accustomed to this policy they like it best.
- 253 The Rusk Cherokeean, September 3, 1937.
- 254 The Rusk Cherokeean, September 10, 1937.
- 255 Based on personal correspondence between Mrs. Frank Main and the writer, October 22, 1973.
- 256 Issues of The Rusk Cherokeean from September 10, 1937, through December 31, 1937.
- 257 Ibid.
- 258 The Rusk Cherokeean, November 19, 1937.
- 259 This was one of the New Deal agencies instituted by President Franklin D. Roosevelt in 1933 to help unemployed young men obtain work.
- 260 The Rusk Cherokeean, November 26, 1937.
- 261 The Rusk Cherokeean, December 24, 1937.
- 262 Ibid.
- 263 The Rusk Cherokeean, July 3, 1941.
- 264 Ibid.
- 265 The Rusk Cherokeean, December 18, 1941.
- 266 Statement by Frank L. Main, personal interview, June 1, 1950.
- 267 The Rusk Cherokeean, November 6, 1941.
- 268 Ibid.
- 269 Ibid.
- 270 The Rusk Cherokeean, November 20, 1941.
- 271 Ibid.
- 272 Cherokee County, Deed Records, Vol. 238 (Rusk, Texas), p. 362.

- ²⁷³ The Rusk Cherokeean, June 4, 1942.
- ²⁷⁴ The Rusk Cherokeean, December 30, 1943.
- ²⁷⁵ Ibid.
- ²⁷⁶ The Rusk Cherokeean, January 6, 1944.
- ²⁷⁷ Ibid.
- ²⁷⁸ Ibid.
- ²⁷⁹ Based on personal correspondence between Mrs. Frank L. (Marie) Main and the writer, October 22, 1973.
- ²⁸⁰ The Rusk Cherokeean, January 20, 1944.
- ²⁸¹ The Rusk Cherokeean, February 3, 1944.
- ²⁸² The Rusk Cherokeean, May 31, 1945.
- ²⁸³ The Rusk Cherokeean, July 19, 1945.
- ²⁸⁴ The Rusk Cherokeean, August 16, 1945.
- ²⁸⁵ Based on personal correspondence between Mrs. Frank L. (Marie) Main and the writer, October 22, 1973.
- ²⁸⁶ The Rusk Cherokeean, February 14, 1946.
- ²⁸⁷ Cherokee County, Deed Records, Vol. B (Rusk, Texas), pp. 165-215.
- ²⁸⁸ See Appendix A.
- ²⁸⁹ (As the co-owner of The Cherokeean, the writer of this thesis will present some information in the remainder of this chapter based on known facts and actual experience.)
- ²⁹⁰ The Rusk Cherokeean, May 25, 1950.
- ²⁹¹ Ibid.
- ²⁹² Ibid.
- ²⁹³ Mrs. Jewel Bagley Coupland, who began work for The Cherokeean in 1944, continues to serve in this capacity today by working from her home. She was born in the same house as Governor James Stephen Hogg. Mrs. Coupland has twenty-nine years service to The Cherokeean.
- ²⁹⁴ The Rusk Cherokeean, July 6, 1950.
- ²⁹⁵ The Rusk Cherokeean, August 24, 1950.
- ²⁹⁶ The Rusk Cherokeean, October 5, 12, 19, 1950.
- ²⁹⁷ The Rusk Cherokeean, September 21, 1950.
- ²⁹⁸ Ibid.
- ²⁹⁹ The Rusk Cherokeean, April 16, 1959.
- ³⁰⁰ The Rusk Cherokeean, December 21, 1950.
- ³⁰¹ The Rusk Cherokeean, October 26, 1950.
- ³⁰² The Rusk Cherokeean, November 13, 1953.
- ³⁰³ Ibid.
- ³⁰⁴ Ibid.
- ³⁰⁵ The Jacksonville Journal, February 13, 1959.
- ³⁰⁶ The Cherokeean (Rusk, Texas), February 3, 1966.
- ³⁰⁷ The Rusk Cherokeean, June 1, 1950.
- ³⁰⁸ The Rusk Cherokeean, December 21, 1950.
- ³⁰⁹ Hattie Joplin Roach, A History of Cherokee County, (Dallas, Texas: Southwest Press, 1934), p. 48.
- ³¹⁰ The Rusk Cherokeean, July 7, 1955.
- ³¹¹ The Rusk Cherokeean, March 15, 1935.
- ³¹² The Rusk Cherokeean, February 14, 1946.

Chapter III

PUBLISHERS, POLITICIANS, AND PREACHERS

In the one hundred twenty-six years since Rusk was established, the community has been served by nine newsmen who distinguished themselves in this capacity and in other areas of life. Some of these men sought public elective offices while they were owners of the newspaper and others sought levels of prominence after their affiliation with the profession of journalism.

There is an analogy in the lives of six of the men included in this chapter. Each of them pursued a successful political career and three of them did so while serving as publisher of the newspaper at Rusk. The remaining three are recognized for their contributions to journalism and the expansion of religious development in Texas.

Life was a challenge, to say the least, for the people of this nation who lived in the Nineteenth Century. As the period reached its halfway mark in 1850, the United States was fewer than one hundred years old and had already fought for independence. The young nation saw its phenomenal growth supported and recorded in newspapers which sprang up like mushrooms. The printed word, still

in its infancy as a profession in the United States, played an unprecedented role in the development of the new nation.

Many pioneers, seeking a still better home in the land of opportunity, came to Texas in the 1840's. One of these was the man who established the first newspaper in Rusk, Cherokee County, Texas.

JOSEPH ADDISON CLARK

With his mother and two sisters, Joseph Addison Clark left Louisville, Kentucky, August 15, 1839, for Texas. He arrived in Austin, the capital of the Republic, about Christmas time, 1850. Their journey had carried the Clarks through New Orleans and Matagorda by boat, and an ox team and wagon served as transportation inland to Austin.¹

His move to the Republic of Texas launched Clark in a career of newspaper, church, and educational service which was to be recorded by historians for generations to come.

Clark's life began in Shawneetown, Gallatin County, Illinois. Thomas Dyson and Jane (Cunningham) Clark, his parents,

christened him Zachariah when he was born November 6, 1815. “But after reading the Spectator Papers (the parents) changed his name to Joseph Addison.”²

The father went prospecting in 1826 to Mexico and Texas. Following misinformation of the death of his family, Thomas Dyson Clark remained in Texas, and his family moved the following year to Selma, Alabama.³

By the time Joseph Addison Clark arrived in Texas in 1840, he had become an attorney, taught school and served an apprenticeship with the Southern Argus at Selma, Alabama. In 1833 he entered the law school of the University of Alabama and later reentered newspaper work and was engaged as a surveyor.⁴

At Austin, Clark joined his former journalist mentor, George W. Bonnell, in editing the Texas Sentinel.⁵ They also worked as printers for the state and compiled and published A Typographical History of Texas.⁶

The man who was later to be called a “bird of passage” did not remain in Austin long. Instead, he went to East Texas where he laid out the townsite of Melrose in Nacogdoches County. Clark taught at Melrose briefly while he continued his survey work and location of land lines in Shelby, Nacogdoches, and San Augustine counties in 1841 and 1842. He married Esther Hettie D’Spain January 21, 1842.

The family moved to Paschal in Titus County in 1842 and to Waskom in Harrison County in 1844.⁷ While living in Waskom, he contributed articles to the San Augustine Red Lander and purchased an interest in the Western Argus at Bonham. His partner was John Shaffer.⁸ Clark purchased the Red Lander plant at San Augustine December 18, 1847, according to the Deed Records in the courthouse at Rusk. On that date, Clark signed a promissory note to William N. Harmon of San Augustine County for \$200 “with the press, type and appurtenances known as the Redlander [sic] heretofore published in the town of San Augustine as security.”⁹ This instrument was filed for record February 17, 1848. Thus, it appears that for the first time Clark had his own newspaper.

That he used this equipment to establish and publish the Rusk Pioneer, Rusk’s first newspaper, is further verified by the Deed Records at the courthouse in another instrument dated March 23, 1848. Obviously in financial difficulty — a difficulty still common in journalism today — the resourceful and innovative Clark sought aid from his former associate, John Shaffer. He mortgaged to Shaffer “the Rusk Pioneer press, type and appurtenances now established and published in the town of Rusk, Cherokee county for ...one hundred and fifty-eight dollars...”¹⁰ The instrument stipulated that should the note be paid “on or before the 25th day of December next” the contract would be null. The masthead

of the August 8, 1849, issue of the Rusk Pioneer showed the names of J.A. Clark and W.R. Culp as publishers. In view of this, it can be assumed that Clark met his note deadline with Shaffer.

The “bird of passage,” pushed in his flight perhaps by financial difficulties, was becoming restless in late summer of 1849. His home was advertised for sale in the Pioneer, August 8, 1849, in a classified notice that read, “The house and premises where I now reside, in the town of Rusk, can be bought on very reasonable terms.”¹¹

Even though women would wait another seventy years for the right to vote and more than a hundred years would pass before the women’s liberation movement would be born, women of that era did make their presence known. In that same issue of the Rusk Pioneer, August 8, 1849, Clark’s wife made her bid for historical recognition. Her husband’s newspaper carried an advertisement for Mrs. Clark’s Female Institute. The opening statement read:

The undersigned has opened a Female School in Rusk, which is now in successful operation. With due attention to the instruction, moral and deportment of the members of her school, she hopes to merit, and continue to receive a liberal share of patronage.¹²

The advertisement was dated July 25, 1849. Mrs. Clark offered five-month sessions and instruction in first division or

primary class in spelling, reading, and writing for eight dollars. Second division or junior class courses in English, grammar, arithmetic, and geography were offered for the semester at ten dollars. Extra charges included instruction on the piano with the use of the instrument for twenty-five dollars. Drawing and painting cost ten dollars and embroidery, ten dollars. The pupils were asked to furnish books, stationery, and music, and each one was required to furnish a chair and small table.

In her advertisement Mrs. Clark explained:

The building occupied for the school is admirably adapted to the convenience, comfort and health of the pupils — and as to sectional locality, it cannot be surpassed for healthfulness by any place in the State. It is supplied with most excellent water, and every other necessary comfort which a country so newly settled can possibly afford. Being in the midst of a thickly settled and flourishing population of inhabitants, a rich and fertile soil, it is intended this school shall be permanent; and by unremitting attention to business, the undersigned feels confident of success. She has no extra-prodigious feats ‘reaching the tender thought’ to herald forth the world; but she believes she is a competent instructress, and will endeavor to prove her faith by her works.¹³

Boarders were to be, at all times, under the control and guardianship of the teacher.

Several inferences can be drawn

from the wording of the advertisement. Mrs. Clark was a well educated woman and she was strongly influenced by her religion. It is also obvious that she had no intentions of leaving Rusk soon.

Mrs. Clark must have been a pianist of some talent. And she was, no doubt, proud of her instrument, as indicated by a legal instrument recorded at the courthouse in Rusk. The document acknowledged and presented for record her ownership of a "Spinnet O'Clark Rosewood piano [sic] manufactured by Samuel Gilbert No. 2935."¹⁴ The legal document read, "the following named property as my separate property, legally and justly belonging to me alone."¹⁵

It must have been rare then, as today, for ownership of one single item of furniture to be recorded in such a manner. Thus, the conclusion is drawn that her publisher-husband was either being pushed by his creditors, who sought the piano as payment, or that he wished to use it as additional collateral for mortgage purposes. The history of the piano was traced to Palestine with the Clark family when they moved to that city. Later it was sold to D.C. Hunter, who operated the famed Hunter House Hotel at Palestine.¹⁶

After his move to Palestine and the establishment of the Trinity Advocate, Clark continued to push editorially for the navigation of the Trinity River, just as he had in the columns of the Rusk Pioneer.

In a Pioneer editorial he wrote:

True, we are a little inconvenient to navigation and will remain so as long as we continue to wagon to Red River; but when we turn our trade to the Trinity — which would be blindness to hesitate longer in doing — navigation will be sufficiently near. It is but two days drive with an ox team, and an excellent road.¹⁷

Clark's career in Palestine was short-lived. By 1850 he was associated with Willard D. Richardson in publishing the Galveston News. He returned to Palestine in 1852 to work as an evangelist for the Christian Association, Disciples of Christ and to establish numerous churches throughout East Texas. His sons served in the Confederate Army during the War Between the States. By the close of the war, Clark was in Fort Worth where he was postmaster.

In 1874 he joined his sons, Addison and Randolph, at Thorp Spring where the sons had established Add-Ran College. This institution later moved to Waco and after financial difficulties there, the school accepted an offer from Fort Worth, moved to that city, and changed its name to Texas Christian University.¹⁸ The Clark family made a great contribution to the growth and development of Texas. Elder J.A. Clark, as he was known, died at Thorp Spring January 11, 1901.

ANDREW JACKSON

One of the better known early journalists of Rusk was Andrew Jackson, a pioneer settler. The county seat town was established in 1847, and the Cherokee Sentinel was established February 27, 1850, with Jackson as its publisher. The Saturday, May 10, 1856, edition of the newspaper confirms his ownership.¹⁹

Jackson is credited with the publication of the Cherokee Sentinel from 1850 until 1861 when the War Between the States erupted. After the war, he established The Texas Observer and published it intermittently for a number of years. In 1877 he became District Clerk of Cherokee County, a post he held until his resignation in 1891.²⁰

During his years of journalistic service to the Rusk community, Jackson also co-edited the Texas Freemason, the official publication of the Grand Lodge. His work in this capacity was an obvious outgrowth of his avid interest in the Masonic Lodge. He was a prominent member of Euclid Lodge No. 45 at Rusk from 1851 until his death. He held offices in the local chapter, served as junior deacon of the Grand Lodge in 1859, and was deputy grand master of the fourth Masonic district in 1872.²¹

While Jackson is remembered for his contributions to journalism, politics, and the Masonic Lodge, perhaps he deserves

even more credit for his humanitarian service. This regard for his fellowman was evidenced by his extending the hand of friendship to an orphaned boy of twelve named James Stephen Hogg. The youth was destined to become Texas' first native born governor.

Jackson's love for children is remembered today by his granddaughter, Mrs. Olive Miller Taylor. She said, "My grandfather, well, I was just a baby girl, but he was jovial and patient and loving and loved children, so they all loved him."²²

Mrs. Taylor's memories of her grandfather were borne out in the life of James Stephen Hogg, who was only twelve when his father, General Joseph L. Hogg, died during the War Between the States at Corinth, Mississippi. Young Hogg's mother died a year later, and it became necessary for him to seek employment, which he found with Andrew Jackson at The Texas Observer. Soon thereafter, the Hogg home plantation was sold to pay the taxes, and "the young boy slept at The Observer office and took his meals with the Jackson family."²³

Mrs. Taylor remembers her grandfather as a large man, tall and stockily built, having a shock of white hair and eyes deep blue and smiling always and lovable. "My grandmother, though, was small and quiet with the blackest hair and blackest eyes I think I ever saw."²⁴

The future Mrs. Jackson came to the South to visit a sister and met her husband-to-be, Andrew Jackson. They were married in Rusk and lived in a home located at the site of the present First Baptist Church.²⁵

Andrew Jackson, the close friend and benefactor of Governor James Stephen Hogg, died at the home of his son-in-law and daughter, Mr. and Mrs. Theo Miller at Rusk May 24, 1895,²⁶ and was buried in Cedar Hill Cemetery in that town.

JAMES STEPHEN HOGG

Texas' first native born governor was James Stephen Hogg who was born near Rusk March 24, 1851. He was the son of Lucanda (McMath) and Joseph Lewis Hogg. Though he never owned a newspaper at Rusk, his first job was with The Texas Observer published in Rusk by Andrew Jackson. Hogg was a typesetter for the newspaper.²⁷

The future governor of Texas was born in the house which was later to become known as "Mountain Home." A replica of this structure stands today at a site in Rusk which is part of the Hogg family's original plantation.

The original house was also the birthplace for a baby girl who would one day claim the title of the longest continuous service for a woman on the Rusk newspaper. Mrs. Jewel Bagley Coupland

was born in Governor Hogg's home which her father had purchased in 1881.

Governor Hogg's father, a brigadier general, died at the head of his command in 1862 near Corinth, Mississippi. At Rusk, he had been commissioned to recruit and train troops in East Texas. After the battle of Shiloh, the Confederate Army cavalrymen under his command were dismounted and a state of confusion followed. Under this strain of war, the general became ill and died. One year later his wife also died and was buried in the family cemetery at Rusk near the site of the family's original Mountain Home.

The death of the parents left Hogg, his two older sisters, and two brothers to run the plantation. Before the war, the state's future governor attended the McKnight School and had private tutoring at home. After his parents died, the young boy went to Tuscaloosa, Alabama, in 1866 where he studied almost a year.

When he returned to Rusk, his job as a typesetter for The Texas Observer was to launch his career as a journalist. In this position he was able to perfect his spelling and improve his vocabulary. He was also influenced by the prose and poetry contributions of his older brother, Thomas E. Hogg, to The Observer.

Ultimately, the family estate had to be sold to pay the taxes and buy food, clothes, and books for the brothers as they

prepared themselves to earn a living by agriculture and the practice of law, just as their father had done.²⁸

The future governor's early success as a newspaper man was reported in a history of the Texas Press at the Golden Jubilee Convention of the Texas Press Association June 13-15, 1929, at Wichita Falls:

Governor Hogg was both a newspaper man and a printer; he became dangerously near being a 'tourist printer.' He learned the printing trade at Rusk, where he and Horace Chilton set type side by side and worked off many editions of the paper, which was edited by Judge Dillard, on an old hand press. In spite of his ponderous avoirdupois, it is said that he was a very valuable man in a print shop.

Leaving Rusk, Mr. Hogg went to Cleburne and worked for a time, but the paper in which he was employed 'blew up' and stranded, he began a return journey to Rusk. He started 'afoot' but had not proceeded far when he was picked up by a wagon, the driver of which kindly gave him a ride to Rusk.

He conducted a paper at Quitman for a time and his paper was a terror to evil doers. While at Quitman, he and another man went to the defense of the sheriff and a prisoner in charge of the sheriff, and the courageous stand of the two men saved the sheriff and the prisoner from the mob. After conducting the paper for a time, Mr. Hogg engaged in farming; then began his long and useful official career. While living in Wood County, Mr. Hogg was shot and seriously wounded by an outlaw. A few years ago, the old Washington hand press, upon which ex-Governor Hogg's Quitman paper was printed, was in Canton, Van

Zandt County, but I have been unable to learn what finally became of it.²⁹

James Hogg's home town continued to watch with interest the rising political career of their son. In the June 19, 1886, issue of The Cherokee Standard, editor H.A. Owens wrote:

Our people are for James Hogg of Tyler for attorney general. The old men, the boys and good old ladies of our county call him Jim. They smile when they see his name in print as Capt. James Hogg.³⁰

At the Texas Press Association's convention in 1886, the same year the Cherokee Standard in Rusk was supporting James Hogg, A.B. Norton commented with regard to newspaper men and politics:

When high offices are to be filled, newspaper men are ignored. Is it not strange that in this country, where so many printers flocked around the standard of independence, and such a vast number of bright men among them, not a single one ever occupied high position? Not a genuine newspaper man ever was thought of for President of the Republic, or any other high office in its [sic]; not one has ever made Governor of the State, United States Senator or member of Congress, or filled like exalted position. And yet, you have never thought of this: It has been the province of editors and publishers to make great men and many of them out of very shabby material. The political manager throws into the caucus machine such scrubs as offer and the god Briareus (Briareus, a hundred-armed, fifty-headed giant who helped Zeus against the Titans

in Greek mythology) turns the cranks, and out evolves the candidate whose name is to go to the head of your paper FREE, and whose claims are to be advocated FREE because custom has as it were established that the editors and publishers shall alone of all workmen in the country contribute their services FREE GRATIS.

There is no Church, or party, or fair, or exposition, or other thing gotten up, but what the newspaper is expected to contribute to its success; in truth, almost every thing public or private, for the benefit of many or of few or one only, higgles at prices and demands a free notice or commendation.

What is the payment we receive for all our toil and labor, our application and industry? Many of us, but a scanty support; the best, only the bread and drink and clothes worn, for 'In toils, that praise could never buy, You see your lives go past.'

Our lives are of sublime charity, rendering benefactions, doing good, the true philanthropists — self-sacrificing patriots! The wheels go round and round — revolving time finds us on the treadmill. In dreams with our eyes wide open every day is spent, in a dreamy mood, and still we linger and further dream of something bright in store for us. What a vast amount of energy, patience, promptness, eternal vigilance and moral force is daily put forth without reward and with no prospect of compensation.

Notwithstanding all this, and the vexations, annoyances, worriment, difficulties, obstacles, and impediments, we rush wildly on. There must be some fascination that cannot be overcome — some allurements in the excitement surrounding us that takes us into the rapid current till we glide into a raging crazy whirlpool that carries us round and round and back again.³¹

Such was the mood of the press in 1886 as James Stephen Hogg was moving toward the distinction of being the first newspaper man and the first native born citizen to occupy the office of Governor of the state of Texas. He was elected in 1890 and his career from that date is well documented in history.

SAM A. WILLSON

Sam A. Willson, widely known jurist, once owned The Rusk Observer. This little known fact in the history of The Cherokeean was recorded in a legal document dated October 18, 1878. The document recorded the sale of The Rusk Observer to M.A. Shook from Sam A. Willson and stated that The Rusk Observer had formerly published under the name, The Texas Observer.³²

The April 6, 1878, edition of The Texas Observer carried the names of E.A. Priest and S. P. Willson as proprietors.³³ S.P. (Samuel Priest) Willson was the son of Sam A. Willson, and E.A. (Edgar Albert) Priest was the publisher's nephew. During the interval between the April 6, 1878, issue and October 18, 1878, bill of sale, the name of the publication was changed from The Texas Observer to The Rusk Observer.

Sam (Samuel) A. Willson, the son of Dr. S.P. Willson and his wife, Mary, was born January 9, 1835, in San Augustine County, Texas. The 1850 census records

reported that the family lived in Tyler County, Texas, and that Sam's age was fifteen. Volume A of the Deed Records of that county indicates that Sam was employed in the County Clerk's office as a deputy at the age of sixteen. Marriage records of the same county report his marriage to Susan E. Priest September 1, 1853.³⁴

A special act of the Texas legislature in 1852 allowed Samuel A. Willson to be admitted to the bar at the age of seventeen. He served as district attorney for Tyler County from 1854 to 1860. During the War Between the States, he served with Hood's Brigade, and the Willson family history records his presence at the battle of Gettysburg. After Willson's return from the war, he resumed his law practice at Woodville in Tyler county. He served as district judge from 1865-67, and in 1870 he began his law practice in Rusk.³⁵ In 1879, Willson was appointed by Governor Richard Coke as one of the commissioners to codify the laws of Texas under the Constitution of 1876. He was appointed to the first Court of Appeals in 1882 and was elected to the same office at the following election.³⁶

Willson assured his place in legal history with the publication of Willson's Criminal Forms, adapted to the Criminal Codes of Texas. The book, which contained forms for every criminal proceeding under the Criminal Code of Texas, was still in use as a textbook at The

University of Texas Law School in 1955.³⁷ In her history of Cherokee County, Hattie Joplin Roach, credited the volume with having done more to aid law enforcement than any other ten books ever written in Texas.³⁸ Willson's son, Samuel Priest Willson who co-edited the Rusk newspaper, later served twenty years as a member of the Court of Civil Appeals.

Samuel Willson wrote not only legal publications but also poetry, and his talent for writing was further reflected in the works of his daughters and granddaughters. Three of his daughters — Mrs. B.C. (Alice) Hosmer, Mrs. W.B. (Birdie) Whitman, and Mrs. R.A. (Lela) Barrett — chose writing careers. Two granddaughters have also won recognition in the literary field. Miss Winnie Meeks is a writer of verse, and Miss Wanda Whitman is a writer of fiction and biography.³⁹

Judge Willson developed pneumonia following a trip by horseback in a snowstorm from his home in Rusk to the courthouse where he was scheduled to hold court in the winter of 1892.⁴⁰ He died January 24, 1892, at the age of fifty-seven.

JOHN BENJAMIN LONG

The career of John Benjamin Long, like other publishers before him and still others to come, had as its springboard the publication of the newspaper at Rusk. This distinguished editor-publisher was the son

of William T. and Mary Moore (Dickson) Long. He was born on a plantation near Douglass in Nacogdoches County, Texas, September 8, 1843, and moved with his parents to Rusk at the age of three years.⁴¹

Long's life was to lead him through the agonizing period of the War Between the States. In 1860 when war preparations were being made, a company by the name of "The Lone Star Defenders" was organized at Rusk. Joseph L. Hogg, father of the state's future governor, was chosen as the unit's first captain. Near the middle of June, however, the company was reorganized with F.M. Taylor as captain. Long was approaching his eighteenth birthday when the battle at Fort Sumter was fought April 12, 1861. He enlisted the following June 3 with Taylor's regiment, and for the next four years, the majority of his service to the Confederate Army is traced through the records of Company C, Third Texas Cavalry.⁴²

Long's early years at home included attendance at a private school conducted by Mrs. J.T. Moore, a woman of the neighborhood. Later he went to another school conducted by R.H. Guinn, who established what was later to become the state's oldest law firm. His next education was at the Stevens and Carter Academy in Rusk. Here he studied reading, writing, grammar, rhetoric, and Latin.

Long had studied the first four subjects for some time and had just begun

the study of Latin when he was forced to withdraw from school because of his father's business reverses. The writer of Long's biography said:

He remarked to me that he was unable to pay the tuition of one dollar and a half to three dollars a month, varying according to the number of subjects taken. Mr. Long helped to pay off his father's debt and then reentered school, this time registering in the Rusk College. He studied here until the beginning of the Civil War, when this institution was closed, never to reopen.⁴³

In the period before the war, citizens of Rusk and the remainder of the South were preoccupied with such topics as the constitution, states' rights, the coming conflict, and the "damn Yankees."

Long recalled an incident which was indicative of the extreme tension:

In Rusk there was an old Negro woman whose actions had aroused suspicion. The 'Pat Rollers' investigated and found the woman guilty of all the charges brought against her. As punishment for her actions, she was given about thirty blows with the strap.⁴⁴

The writer of Long's biography said:

Excitement ran high in Rusk while the returns of the November election of 1860 were coming in. On the north west corner of the courtyard in Rusk, was a sweetgum tree from which the citizens of the town hanged Abraham Lincoln in effigy. Mr. Long, in commenting on this fact, makes the statement that he considers such scenes

as inconsistent with the high ideals which should be held by true citizens. He furthermore adds that if men are to combat, let them do so where both will have an equal opportunity — be it on the battlefield of ideas or the actual combat with arms. He writes: 'As to the burning in effigy of President Lincoln, which I personally witnessed, I did not approve that, because that policy discounts a standard of high ideals and robs us of all true consideration of facts involved in the issues before us. Burning in effigy is not argument, but an expression of contempt, not always well founded.'⁴⁵

After the war was over, Long returned to his home in Rusk and sought to prepare for a future as an attorney. He was admitted to the bar but never practiced law. His legal knowledge, however, served him well in later political service, first as a congressman from Texas and again as a member of the State Legislature.⁴⁶

Long lived for a brief time on a small farm three mile south of Rusk. Later he moved to a larger farm ten miles south of Rusk where he remained three years. He returned to Rusk with a full knowledge and grasp of the farmer's plight and became active in Grange affairs, an interest to which he was to give much time and attention the remainder of his working life. He was the manager of the Grange store in Rusk, a position he held until 1886, when he purchased a newspaper business and became editor and publisher of the Standard Herald at Rusk. He continued this work until he sold his newspaper to J.S. Burke in 1905.⁴⁷

The year following his purchase of the Rusk newspaper, a movement began in the Second Congressional District to get Long to run as a candidate for the United States House of Representatives. During the months intervening between his election and the beginning of his duties, he spent much of his time in diligent study because he doubted his qualifications. So keenly did Long feel his limitations that he consulted the widely known jurist, Judge Sam A. Willson, concerning the propriety of resigning the position. Judge Willson told Long:

You can close up on the matter now, and dismiss it from your mind, for you will find that you are not the biggest fool in Congress; and furthermore, I want to commend you on your political views.⁴⁸

He was elected without opposition and took the oath of office December 7, 1891. His interest in the Grange movement was perhaps responsible for his being named to serve on the agriculture committee.

Long returned to Rusk in 1893 where he continued his work as a newspaper man until 1905. At the urging of his friends, he chose to enter political life again, this time in the race for the state legislature. His opponent was James B. McNally of Alto to whom he wrote requesting a series of speaking engagement to discuss the issues. Such a debate was never arranged, but Long won an easy victory in 1912.⁴⁹

Long sought re-election to the office, but before the campaign was well begun, he decided that he did not want another term in Austin. He withdrew and gave his support to W.M. Ellis, his opponent and his successor as editor-publisher of the Rusk newspaper.⁵⁰

When Long was elected to his first and only term of service as a state legislator, he was invited to attend Governor Colquitt's second inaugural ball scheduled January 21, 1913. The letter of invitation from E.P. Wilmot, chairman of the Invitation Committee for the ball, suggested that Long might have a friend whom he would want to invite to the festivities. His reply to Wilmot, written in longhand and dated December 21, 1912, stated in no uncertain terms that he would not be able to participate:

The Assembly ruling body of the Presbyterian Church has uniformly discouraged and condemned the modern dance in all its forms, as tending to evil, whether practiced in public balls or in private parlors...some forms of this amusement are more mischievous than others; the round dance than the square, the public ball than the private parlor, but all are evil and should be discountenancedFor one as a representative in the legislative department of the government, the lawmaking body, taking oath to cling to the highest moral tone in the disposition of matter and then enter into and take part in a public ball would not only be discourteous but violation of true ethics toward the supreme welfare of the state.⁵¹

Long went on to explain that since he was about to join others in the lawmaking processes of government and that since he would be responsible for the administration of these laws, he would feel untrue and disloyal to invite others to an entertainment which engaged in a course of conduct at variance with the real design of the responsibility he had assumed. Long wrote, "I have said this much that you can fully understand me as a member of the church and as a legislator."⁵²

Long's wife was Emma King Wiggins of Rusk. They had seven children, several of whom were active with their father in the publication of the newspaper. Three of these were his son Walter and two daughters, Miss Emma Long and Mrs. W.R. Stevens. In 1955, Miss Long was still living and shared with The Cherokeean a picture of her brother Walter standing by the old Campbell press which was used to print the newspaper owned by her father. At that time Miss Long credited her father with ownership of the newspaper from 1889 until 1905, but facts which are documented in Chapter II of this thesis point to his ownership beginning in 1887.

My sister and I helped our father print the paper, by setting handtype for him. In those days, we didn't have a linotype, and it was quite a problem to stand on the ladders reaching up to type trays with long skirts on.⁵³

As a newspaper editor in the late 1890's at Rusk, Long espoused certain

causes. In March, 1899 one article appeared to have as its aim, contentment of the woman at home. The writer underscored the role of the woman in the home and hinted at trends in 1899 which might have been designed to produce unrest in the heart of the yet unliberated female:

A woman who is blessed with good sense does not consider at the start that marriage is a role to be skillfully and successfully enacted or a grand frolic of which she is to be the admired and indulged center, or a mere incident in a life crowded with other activities, writes Helen Watterson Moody in the March Ladies Home Journal. She knows that marriage is a serious and steady vocation and that the true wife is one who enters marriage not thinking how much she can get out of it but how much she can put into it. It is the larger conception of marriage which makes women dwell by their own firesides in sweet content with what is commonly called the narrow limits of home knowing well that no true home is narrow since it must give cover to the whole primal mysteries of life...food, raiment and work to earn them withal. Love and marriage, birth and death, right doing and wrong doing, all these common places of humanity which are most divine because they are most commonplace. The way to make a home a wide place to dwell in is to bring a wide personality to dwell in it. Any home is just as wide as the maker and can be no wider. When a woman understands this she is able to keep her head steady and her heart undisturbed over newspaper sketches about other women, in which each one of them is made to do the most remarkable and unnecessary things.⁵⁴

Publisher Long was also the mayor for the City of Rusk in 1899. A notice which called an election for the purpose of choosing a mayor, three aldermen, and a city attorney on Tuesday, April 4, 1899, was

signed by John B. Long, Rusk mayor.⁵⁵

In that year, the legalized sale of alcohol loomed as a timely social use in Rusk. In a column for local news items, Long wrote:

One man says if local option carries in Rusk he will run a 'dive.' Any man who will run a dive against the law is dangerous to the peace, liberty and virtue of a community. Such men are always found in this business and nothing higher. The good people of Rusk and vicinity are coming alive to the fact that intemperance, intoxication, is sapping the vitals of the young men. And that something must be done. Steps are being taken to test the voice on local option in this school district. This is a good work and shall have the undivided support of the press. Unless some material change is made in the sentiments of both the white and black, local option will carry by a good majority.⁵⁶

This was the era when advertising on page one was the accepted standard among small Texas weeklies, and Editor Long made good use of this space. He made a slight change in the approach to local news by giving more emphasis to names in news as evidenced by the following item:

Mrs. Joe Summers was driving in her buggy first of the week and at the branch east of the square she met John Mallard who was galloping his horse. He could not check the horse in time, so it struck the buggy wheel, overturning the buggy and throwing Mrs. Summers and baby in the branch. Neither were [sic] seriously hurt.⁵⁷

Prohibition continued as a strong issue with the Rusk editor as he wrote:

The press still feels called on to present the facts. There is some shaky and questionable business done on the sly in Rusk. It is not anything in the amount to be compared with what was done before Prohibition, but it is that kind of business that has to be done behind doors and in the dark. Men who transact such business when they know it is a violation of the law are dangerous to society and unreliable. The editor of this paper saw with his own eyes a procedure of this kind. Men go in at the front or come by way of the kitchen and enter at a side door, go in for a moment and out through the front. But one man is permitted in the room at a time. He saw men hold their ears to the door to hear when the one on the inside went out and then another went in. He saw four men consecutively go in and out. One of them he knows. If 'extract of malt' was what these men were buying and it is lawful to sell it openly, why such restrictions as these? Whoever that was in there handing out this abominable stuff knew he was violating the law and is therefore not entitled to the respect of creditable business men and deserve the condemnation of every man and citizen who has any claims to honor, integrity and respectability. A man who comes into the midst of a community to transact such business has no proper appreciation of the best elements of manhood and steps down into the dirty meshes of meanness where he can apply the sting of sorrow and death to the home and laugh at virtue. Will men come out and swear before the court that they took the single file route to get extract of malt when no two were allowed to go together?⁵⁸

By the year 1901, Rusk was obviously dry and bootleggers were busy.

In the same issue, Editor Long reported the results of the last city election. A.B. Blevins, a prominent figure at New Birmingham in 1886, had just been reelected mayor of Rusk. He defeated J.T. Wiggins, Jr. in a 75-52 vote. Other officials elected were W.T. Norman, city attorney; P.T. Black, T.H. Cobble, and C.A. Ballew, aldermen; and R.L. Robinson, recorder.⁵⁹ Long editorialized:

The city election passed off Tuesday without any excitement. The two candidates were well known. Mayor Blevins was reelected by a majority of 23. He is a very clever, jovial kind of a man, but judging from his past official history the city can have no hope of reform or the vigilant exercise of official power to correct the gross evils in violation of law right in the face of official existence. Yet he was elected by the voice of the city and the press bows to the result. In any effort he makes to ferret out violations of the law and to prevent further infringements on the peace and dignity of his constituency he will have the earnest support of the press but if he fails or makes no effort to stop the illegitimate sale of whiskey in Rusk, the facts shall be laid before the city. The press has no fight to make on an officer or individual, but it knows the weight and importance of moral obligations and shall not hesitate to take position and show the errors wherever they may be. To say that these violations cannot be stopped is not true. They have to stop.⁶⁰

It is obvious from the content of the newspaper that Long was a strong editor

and that his interest in progress was not confined to social matters. He sought to improve his business as evidenced by a letter which he published from "Amigo." The letter in itself amounts to an editorial, the kind which no editor would write about himself. "Amigo" wrote:

I dropped into your printing establishment a day or two since and was agreeably surprised at the wonderful improvement you have made in the furniture and fixtures that enable you to get out your paper and for the execution of artistic job printing. The junior [Walter E. Long] has always been an adept in composition of artistic job work but was handicapped by the want of the outfit that is now in the office. The paper has always been a clean paper as to the matter it contains. The press has not half the appreciation or merit it is entitled to. Its rates of advertising and subscriptions have always been very low, lower than the merit of the paper deserves. I and many other readers of the paper can testify to the efficiency of the paper in aid of Rusk and Cherokee County since it was founded. I and others who admire honesty more than cand and demagogy, have been witnesses to the repeated attempts to destroy the paper because their opinions were not those of the editor. And because it did not merit dictation from them in political vagaries created for an occasion or in doubtful morals. When a paper or an individual is oppressed by opinions held and expressed then the right of individual free speech is denied and that is the only sin of the press and its editor. The writer differs with the editor in some things but never charged, or thought the paper dishonest. The editor, his wife and children have been raised here and like Christ before Pilot, 'I see no wrong in this

man.' The paper because of its long loyalty to, and expressed love of its people, deserves the earnest support of the beneficiaries of its devotion and are all the people. I am glad to see the improvement in the mechanics of the office and cannot help but think as well as hope that this people will find its consistency to be a jewel of the first water. It deserves the kindest thought and the best patronage of the entire people of Rusk and Cherokee County. It has ever been their best friend in every fight, uphold the country, protect its morals and advised and advocated the best politics for advancement.⁶¹

Long's interest in his profession was evidenced by a notice of the meeting by the East Texas Press Association scheduled September 22, 1904, at Henderson. He reported to his readers that the agenda for that meeting included talks on "The Railroads and the Press" and "The Young Man and Journalism — His Possibilities and Probabilities." A woman, Miss Margie Neal of the Carthage Register, a working journalist in 1904 and the only woman scheduled to speak, was to discuss "Should Woman's Work be a Distinctive Feature of 20th Century Journalism and If So, Why."⁶²

John B. Long was a hard-hitting country editor and reported events as he saw them. How he saw them reflected his strong family life, his membership in the Masonic Order and the Presbyterian Church, and his experiences as a lawmaker at local, state, and national levels.

In the November 7, 1901, issue as editor and publisher of the Industrial Press,

Long was the first to make the claim in his nameplate, “Originally Established February 27, 1850.”⁶³ A man of such service, leadership, and veracity as reflected during his ownership of the Rusk newspaper, was acknowledged as a man of truth. It was on his word that the claim of the Rusk newspaper as the state’s oldest weekly was perpetuated by later owners.

Long died at his home April 27, 1924, and was buried in Cedar Hill Cemetery at Rusk.

WALLACE M. ELLIS

A statement by Wallace M. Ellis in 1922 when he sold The Press Journal indicated that he had been the newspaper’s publisher since 1906. In his farewell to The Press Journal’s readers, he used the phrase, “during my sixteen years as editor and manager of The Press Journal.”⁶⁴ Since no 1906 issues were available for study, it was impossible to determine the exact date of purchase, but it can be ascertained that it was after July 19, 1906 when The Press Journal was published by the Reverend J.S. Burke and his son, R.A. Burke.⁶⁵ No copies for the period of July 19, 1906, to May 28, 1909, were located, but Ellis’ statement that he had held the post for sixteen years pinpoints the approximate date of purchase.⁶⁶

Research has failed to reveal any facts about the man, Wallace M. Ellis, prior to his affiliation with the Rusk newspaper.

His background and training for the tasks he was to assume for sixteen years in Rusk are unknown. Copies of his newspaper during that period reflect the record of a man who spent his time in pursuit of making the world a better place in which to live. He instituted journalistic changes in his publication which reflect an aggressive, professional effort on his part to edit a newspaper of quality to match the rapidly growing and changing area it served.

After Ellis had served as publisher of The Press Journal for six years, he also held the post of district clerk between 1912 and 1913.⁶⁷ This is reminiscent of the career of the founding newspaper’s publisher, Andrew Jackson of the Cherokee Sentinel, who later served as the county’s district clerk from 1877 until 1891.⁶⁸ Ellis resumed his active management of The Press Journal in 1913 and in that same year established another newspaper in the nearby community of Dialville.⁶⁹

This publication was called the Dialville News and Ellis’ length of ownership is unknown. Its life was described as a “brief career” by Hattie Joplin Roach, Rusk Historian. Dialville is now a small, rural village. However, in 1913 it was a major center for tomato and peach shipping, and the town had a bank, a movie theater, and an eleven-grade school.⁷⁰

Wallace M. Ellis defeated incumbent John B. Long in 1914 for the

position of Cherokee County's representative to the state legislature.⁷¹ This was an ironical situation in that Long had earlier published the Industrial Press, a predecessor of The Press Journal owned by Ellis. Evidenced by their writing, both men had strong personalities and deep convictions. When put to the test, each was recorded as having taken very firm stands in matters of public interest. Their campaign for the same office, according to news coverage given to the 1913 race, indicated that the two men had differing views on two major issues.

Long was vehemently opposed to any form of alcoholic beverage. Ellis' reference to the Prohibition vote going to Long would imply that he did not share Long's views about liquor.⁷²

As the incumbent, Long had gone on record in favor of moving the Texas Prison System's East Texas State Penitentiary from Rusk. After Ellis was elected to the House of Representatives, he was named chairman of the House Committee on Penitentiaries.

In his campaign, Ellis had stated that there were certain interests of the people at stake and he felt that he was better acquainted with true conditions because he had made a study and thorough investigation. Ellis' appointment to this committee as its chairman indicated his strong interest in Rusk's largest economic asset.

With the start of his term of office in the spring of 1915, his newspaper in Rusk commented on efforts by the legislator to seek a solution to the deficit operation of the Rusk prison. Quoting from a story in the Austin Statesman, The Press Journal commented:

...he [Ellis] has been in Austin for ten days working on a penitentiary bill to be substituted for a bill that died on the last day of the regular session. And while he says that Gov. Ferguson has indicated to him that penitentiary legislation will now be submitted in special session, Gov. Ferguson was not so certain about the matter yesterday. In fact, he said penitentiary legislation will not go into the special session and he smiled over the fact that the penitentiary bill was defeated saying that he believed that with careful cooperation on the part of the prison commissioners he believes prison reform of a sound, financial type can be brought about without further legislative action and that he will be governed in his acts accordingly.⁷³

The Press Journal writer continued the story:

It will be seen from the foregoing article from the Austin Statesman that the Representative from this county is up against it as to the best thing to do in regard to penitentiary legislation. With the prison officials on one side claiming it is the law under which they are operating that has caused and is causing the big deficiencies and the governor has seen that very little legislation on this question is necessary and the further fact that he smiled when told that the bill changes several of the worst features all had been

defeated makes it difficult to know just what course to pursue. However, the Press Journal predicts that our Representative will go right ahead preparing a bill that he thinks will remedy the evils and if they fail to get through or the Governor should veto it, then it will not be his fault.⁷⁴

Further discussion of this issue continued in the same story as The Press Journal's writer noted some of the significant points in the defeated legislation. The bill would have permitted the prison commissioners to live at any point in the system, would have provided for work by convicts on farms in season, and would have compelled the state to operate certain industries, especially the state-owned iron furnace at Rusk. The Press Journal reported that the bill "in fact did pass by a vote of 58 to 19 but was defeated for a lack of quorum."⁷⁵

The writer pointed out that all citizens could agree that some change was needed in the system to stop the state's loss of \$1,000,000 per year for the support of 3,800 convicts.⁷⁶

After only one term in the legislature, Ellis returned to Rusk and resumed his duties as publisher of The Press Journal. As a legislator, he had failed to secure legal measures to keep the prison in Rusk with the operation of the iron ore furnace. Nevertheless, as a newspaper editor, he renewed his fight for progress editorially.

In 1917, Ellis announced that the

House of Representatives had authorized the sale of the iron plant and the transfer of furnaces and ore deposits with the use of water and railroads. At that writing, the bill had been sent to the Senate for approval with the stipulation that "any person, firm or corporation of Texas who will agree and give good and sufficient bond in the sum of \$100,000"⁷⁷ would be permitted to rehabilitate and put into operation the blast furnace and cast iron pipe plant at Rusk for a period of one year.

In the same edition, Editor Ellis capitalized on other newspaper support by reprinting a story from the Dallas Evening Journal which urged the state to sell the plant and state railroad to Rusk.

Both are white elephants on the hands of the state. As long as the state shall own an idle iron plant in Rusk, it will be difficult, if not impossible, to interest outside capital in any such industry.⁷⁸

The Dallas newspaper further declared that the state should completely eliminate itself from the iron manufacturing field and leave the citizens of the community of Rusk free to work out their salvation.⁷⁹

The preceding week, The Press Journal had reported a meeting of the Rusk Booster Club whose purpose was to raise \$250,000 to develop the iron industry. The local group had addressed a request to the governor and members of the legislature asking that the prison furnace "be disposed

of to us or to some others who will operate it on such reasonable terms it will justify making the experiment.”⁸⁰ Their petition to the state officials asked for aid and assistance “in removing the cloud put over its [Cherokee County] iron resources.”⁸¹ Civic leaders who signed the letter were Frank B. Guinn, W.H. Shook, James I. Perkins, C.B. Powell, Dr. E.M. Moseley, John B. Guinn, J.L. Summers, W.M. Ellis, Dr. T.H. Cobble, J.O. Copeland, Dr. R.C. Priest, A.G. Odom, E.L. Gregg, and W.T. Norman.

A compromise was effected between the State of Texas and the citizens of Rusk for the use of the prison facilities when in 1919 the state opened the East Texas Hospital for the Insane.⁸² That same year, The Press Journal reported the long awaited operation of the blast furnace which was to be lighted Saturday morning, March 29, 1919. W.C. Ratcliff, general manager of Texas Steel Company, had informed The Press Journal “just on going to press” that the first run of pig iron was to be made sometime the following Sunday morning.

The newspaper’s Editor Ellis explained that it would require about twenty-four hours after the furnace was fired before the first run could be made. After the initial firing, the plant was expected to run twenty-five tons every six hours. The excitement of this event was reflected by Editor Ellis in his story:

Mr. Ratcliff will inform The Press

Journal and Judge C.F. Gibson about the time the first run will be made and we will get this information to the school children and citizens in order that they will witness the first run that is to be made in the big blast furnace and see what may well be termed the beginning of the development of our great iron resources which means more to the people of Rusk and Cherokee County than many of us now realize.⁸³

The State of Texas had negotiated in 1919 with Colonel L.P. Featherstone and the Texas Steel Company to operate the state’s iron ore furnace in Rusk which had been shut down since 1909. The long awaited dream to develop the county’s richest resource appeared to be on the threshold of becoming a reality. The State of Texas had also approved a plan for the conversion of the prison facilities to be used as the East Texas Hospital for the Insane with the first inmates to arrive in 1919.

Two years later, The State Railroad was leased to the Texas and New Orleans Railroad bringing new hope to the residents of Rusk for adequate rail transportation. The development of the iron industry, railway transportation, and utilization of the state’s prison facilities were three projects to which Wallace M. Ellis gave his support through The Press Journal and in his service to the Texas House of Representatives.

When he sold his newspaper in 1922, it would seem that he might have been pleased with the direction in which Rusk was moving.⁸⁴ In Editor Ellis’ case,

however, he joined the ranks of many other persons who have fulfilled roles of leadership but have had to wait for history to give proper recognition. Ellis announced for the office of county judge in 1922 but was defeated and moved to Austin a few months later.⁸⁵ According to a news story published January 16, 1941, in The Rusk Cherokeean, Ellis was accidentally killed in an automobile accident at Austin several years earlier.

W.L. MARTIN

When The Rusk Cherokeean observed its eighty-ninth birthday in 1936 under the editorship of Elton L. Miller, the newspaper's founder, W.L. Martin, was invited to write a story for its readers explaining the publication's establishment.⁸⁶ His opening statement reported:

The Rusk Cherokeean was launched in July 1919 to meet a demand for an outstanding exponent of Rusk's industrial revival. W.L. Martin was editor and Walter E. Long and Walter Edmonson were employees at the initiation of the new paper. It came as an outgrowth of a demand by a large number of representative citizens headed by W.H. Shook and W.T. Norman who had formed a company and were preparing to launch the desired paper when we came upon the scene. After inquiry into my qualifications the new company relinquished their organization and threw themselves back on my project and we went ahead and delivered the desired medium of publicity. At one of the meetings held, Rev. R.S. Behrman, pastor

of the Baptist Church, suggested the name, The Rusk Cherokeean, which was used.⁸⁷

It will be recalled that in 1919, the editor of the competitive newspaper, The Press Journal, was embroiled in a lawsuit brought against its editor W.M. Ellis by the Rusk Academy. From reports of the suit as it developed, which were published in the newly established Rusk Cherokeean, it was evident that Ellis had incurred the wrath of some of Rusk's leading citizens. W.H. Shook, to whom Martin refers in his opening statement, was president of the First National Bank. Shook was also one of the plaintiffs in the suit against Ellis.

In 1936 as Martin recalled his arrival to Rusk in 1919, he remembered it as a busy place:

The old penitentiary was being remodeled and was to be used as an asylum for the colored insane; the iron works had been sold to a party of promoters who were trying to revive the iron industry of East Texas; there was much building starting throughout the city and activity was evident on all sides; the lumber industry was looking the best it had for years; and the cotton producer was not looking for any government subsidies for the price was so high that over two hundred dollars for a bale of cotton was common.⁸⁸

Martin said also that Rusk Junior College was "forging to the front as a mecca for those who would learn at Wisdoms [sic] Fount."⁸⁹ He reminisced the trials and tribulations of many delays in getting the

first publication off the press and recalled the installation of a complete job printing department within a few weeks after his arrival in 1919.

Reflecting on the merger of The Press Journal and The Rusk Cherokeean, he said:

The Cherokeean took over the Press Journal [sic] in January, 1923, and beginning with the February issue there was but one paper. This consolidation gave a subscription coverage ample for all publicity needed by the town and enabled us to have a little better coverage and placing of the employees to the end that work could be the better prosecuted and job work more amplified; the departments were better placed and the newspaper end given a better service.⁹⁰

In a brief biographical review, Martin reported that he had been born in Pennsylvania but that he had “grown to manhood in that spur of Texas extended north thru [sic] Colorado into Wyoming.”⁹¹ For health reasons, he was advised to leave the mountains for a low altitude and he chose Galveston.

At Calvert, he met a railroad man who suggested that he might find a newspaper position at Rusk. “The place, we were told, had been very dead but was showing much signs of life.”⁹²

He told of a trip to Palestine where he discussed the situation at Rusk with ex-Governor Tom Campbell and others. “Mr. Campbell was a Rusk booster and said

many nice things about the town and her people.”⁹³

In summary, he predicted a great future for Rusk in agriculture and in the development of “Black Gold.” Martin’s place of employment in 1936 and his reasons for leaving Rusk are unknown to the writer.

FRANK L. MAIN

The Rusk Cherokeean under the guidance of Frank L. Main from August, 1937, through May, 1950, reflected a vastly changing world. The nation had barely begun an economic recovery from the Great Depression when World War II developed.

The period of Main’s ownership did not record any significant changes in the mechanical production of the newspaper or the method of management. In the opinion of this writer, Main’s greatest contribution to the community of Rusk and surrounding area, was the sense of fair play, justice, and civic spirit which he displayed in many of his well written editorials and news stories. He was also one of the better commercial printers to serve the area.

Mr. and Mrs. Main are remembered today by a former employee, Mrs. D.C. McLaughlin of Rusk, who worked for them from 1941 to 1944. She stated:

He was a brilliant man and I have never known another husband and wife who could work together side by side twenty-four hours a day the way they did. They shared all the work to be done — at home and at the office. Many is the time they would leave the office at 2 or 3 a.m. on Friday morning after putting the paper to bed. They told me they would go home and read the paper they had just printed, or maybe play a game of cards to help relax. They would just be too tired to sleep. Mr. Main did serve as a member of our Rusk Kiwanis Club and was its president for a while. They also attended the Rusk Presbyterian Church. But life was so hard for them, and they had it all to do themselves, so this kept them from being as active in organizations as they might have liked.⁹⁴

The long hours spent by the Mains in their capacity as owners of Rusk's weekly newspaper indicated the depth of dedication which they felt. This appreciated quality in people was exhibited in 1950 when they helped the new owners struggle with the adjustment of a new role in life.⁹⁵

Editor Main's writing talent might have been more fully developed had he not been so occupied with the manual, mechanical labor of the composing room. Two of his editorials won first place in statewide competition. The first was chosen by the National Editorial Association for an anthology of good writing in small town newspapers. The writing appeared at the end of World War II and was entitled, "No Victory Editorial:"

'Have you written your editorial on

the end of the war?' 'We are going to expect a real victory editorial!' That's the kind of assignment the editor has been getting on the street all day Wednesday. He is reminded of the requests his sons used to make years ago. 'Daddy, I want the moon.' 'Get some stars for me, Daddy!' And he answered today just as then — 'Sure, sure, whatever you want,' with equal chance of keeping the promise.

Some musicians have been able to strike chords that tell of pent up sorrow or joy. Poets have successfully put minor details into words. Artists have been able to make passing fair duplicates of the sunset. But who can look at the characters scattered over the keyboard of a typewriter and hit the proper ones to reflect what is in the heart of a mother whose son's body is somewhere in the jungle tropics or at the bottom of an unknown sea. Who can hit the keys to tell the emotions of a soldier father who knows now that before long he will for the first time see his two-year-old son or daughter? Who knows the heart of the bride of three days who will soon see her husband after three years? Such, multiplied by millions, is the aftermath of victory.

Possibly if He who delivered the Sermon on the Mount, or the author of the Twenty-Third Psalm were editor of the Cherokeean, they might write a passing fair victory editorial. I can't.⁹⁶

Another of his editorials, "The Greatest Mother," was judged the best in weekly newspaper competition in the Save the Soil and Save the State campaign in 1940.⁹⁷ The contest was sponsored by the Fort Worth Press in cooperation with other Scripps-Howard newspapers in Texas.

The widow of Frank L. Main wrote the following biographical review of her

husband:

Frank L. Main was born in Goddard, Kansas. His newspaper career began in high school where he was instrumental in the establishment of Mead (Kansas) high school's paper. (I believe this was the first high school paper in Kansas.) Besides serving as editor during his high school years, he took part in athletics and debating.

Later he attended The College of Emporia, Emporia, Kansas. He was a great admirer of William Allen White, owner and publisher of the Emporia Gazette, and worked as a reporter for the Gazette while attending college. He represented the college in declamation and was cited for his thought, composition, and delivery. He volunteered for World War I in 1917 and was discharged a second lieutenant. He returned to college to be graduated in 1919.

He served as superintendent of schools in Ransom, Kansas, before joining the advertising staff of the Dodge City Globe, Dodge City, Kansas. He left there after five years to work on other papers before his first venture in publishing his own paper, The Sabine County Reporter, Hemphill, Texas, in 1929.

In 1937 he bought The Rusk Cherokeean. His editorials were his own composition, two of which were entered in the Texas Press contests and were awarded first place. His "No Victory Editorial" was chosen by the National Editorial Association for an anthology of good writing in small town newspapers.

Mrs. Lela W. Barnett,⁹⁸ a writer herself, would often write letters of commendation to Frank on his editorials. He often remarked that he hoped she would help him attain the editorship of "The Celestial Star" — (maybe she has and he is).⁹⁹

Frank L. Main and his wife moved to Palestine after the sale of the Rusk newspaper and there they opened a commercial printing office. Prior to retirement the couple moved to Florida, California, and later to Arizona where he died in February, 1971.¹⁰⁰ Mrs. Main continues to live in Phoenix, Arizona.

EMMETT H. WHITEHEAD

The present publisher of The Cherokeean, Emmett H. Whitehead, was called a builder; a man of ideas, of public spirit, with an intense interest in his city, county, and fellow man when he purchased the Rusk newspaper in 1950. Whitehead and his wife, Marie,¹⁰¹ were recommended to the residents of Rusk by their former home town's mayor, E.C. Cochran of Livingston. Cochran's evaluation of the new editor was to be borne out through his civic service in several areas during the next twenty-three years.

Whitehead's entry into the newspaper profession was inherited. His father had belonged to the Texas Press Association in 1929 when he wrote a column for the Cisco newspaper, in conjunction with his job as a teacher and coach in the public schools there.¹⁰² When his father died, Whitehead applied for, and received, a hardship discharge from the United States Navy and joined his mother and sister at the newspaper in Livingston. As a youth, he attended public schools in New

Braunfels and Temple, and he was graduated in 1943 from Texas Military Institute at San Antonio. He enrolled at Sam Houston State College in Huntsville for two years prior to service in World War II, and it was through college friends that he met his future wife.

Whitehead called his purchase of the Rusk newspaper “one of the best decisions I ever made. Rusk has been good to me and I have tried to be good for the town.”¹⁰³ Undoubtedly Whitehead was good for Rusk when he wrote his biggest news story. “Unquestionably, the biggest story for me in the life of The Cherokeean was the riot in Maximum Security at Rusk State Hospital April 16, 1955.”¹⁰⁴

April 16 was a Saturday and when Whitehead received the news that patients were rioting, he learned that his services were needed. The patients were holding the hospital’s superintendent, Dr. Charles W. Castner, and other doctors and attendants as hostages. Ben Riley, leader of the riot, demanded to see the publisher of the Rusk newspaper. He wanted to tell his reasons for the riot and demanded that his explanation be published in the local newspaper.¹⁰⁵

“It was with some reluctance that I entered the fenced compound. I was the only person that Riley had agreed to let enter. How could I be sure that he would let me leave? I knew that they had secured weapons for the riot such as baseball bats,

ice picks, knives, and scissors,” stated Whitehead.¹⁰⁶ Riley was persuaded to let Wiley Shattuck, Rusk photographer, come in to make pictures.

For the publication of an extra edition, the Rusk editor almost single-handedly put together a four-page issue for Ben Riley to see. At that stage, it was vital to appease the enraged, nineteen-year-old Negro leader. One of the doctors, L.D. Hancock, received a concussion in the rioting and several attendants were beaten badly. Later one of the patients died of wounds received in the violence. The facility’s superintendent, Dr. Castner, volunteered to remain at the scene of the riot as a hostage, and this act of courage, no doubt, prevented even greater bloodshed.¹⁰⁷

When the extra edition of The Rusk Cherokeean was handed to Riley, “it worked miracles,” Stuart Long was later to write in a feature story for Cavalier magazine.¹⁰⁸

Dr. Castner thanked the Rusk newsman for his quick action in a letter that following December, when he wrote:

As we approach the Christmas Season, and pause to recall events which we are thankful for, I list at the top of my ‘Hall of Fame,’ your good self. As I write this, I picture your brilliantly executed strategy on last April the 16, and from the time your extra was delivered to the ward, there settled down a tranquility, coming out of a noisy and threatening situation. The

power of a newspaper was impressed upon me at that critical time. No one can ever know exactly how I felt during those more than five hours. I have endeavored to place it quietly into my unconscious mind and let it remain. But, in doing so, I am so very thankful for your quick perfect thinking and acting.¹⁰⁹

Following the April riot, Editor Whitehead wrote about the badly understaffed Maximum Security Unit at the Rusk facility until money was quickly appropriated for the employment of an additional forty-four persons to serve as custodians and attendants for the state's criminally insane. The crowded, sub-standard conditions of the facility which were a factor in the riot brought several suggested solutions.

To one of these, Editor Whitehead and his staff gave strong editorial resistance. This was Houston's proposal to move the Maximum Security Unit to that city at a cost to the taxpayers in the millions of dollars. Houston's first drive to secure the facility stalled, but the effort was renewed several years later.

Editor Whitehead not only resisted strongly through the columns of The Cherokeean but also enlisted the support of neighboring newspapers at Jacksonville, Tyler, Lufkin, and Palestine as well as the Houston Chronicle and the Dallas Morning News.

Another journalistic highlight for

the Rusk editor in the communications profession at Rusk was the establishment of Radio Station KTLU in October, 1955. Nine years later he purchased his partner's interest in the community antenna television system and became sole owner.

In addition to his pursuit of professional business interests, Whitehead, supported by his newspaper, has been successful in a number of civic positions since 1950. These have included president of the Chamber of Commerce, three times mayor of the town, and state representative. He began his first term as a member of the Texas House of Representatives January 9, 1973, and received the following committee appointments: Appropriations, Human Resources, and Agriculture and Livestock.

Whitehead's service as a newspaper editor and publisher aided him when he began his new role as a state lawmaker. His introduction to Price Daniel, Sr., former publisher of the Liberty Vindicator, was in 1945 at Livingston. Their association, through the Texas Press Association and Governor Daniel's political career, served as the basis for a long lasting friendship. The former governor's son, Price Daniel, Jr., as Speaker of the House, appointed the Rusk legislator to the important House Committee on Appropriations.

As a member of the state's spending committee, Whitehead was successful in getting for the Rusk State Hospital the

largest appropriation of any state hospital in Texas. This was a significant act in behalf of the Rusk mental institution, which had not fared well in previous budgets.

“Because of my profession as a newspaperman, the Price Daniel family are my friends. This alone made it possible for me to be appointed to the committee which allowed me to serve in my district’s best financial interests,” stated Whitehead.¹¹⁰ The Mexia State School, also in his district, was approved for the largest budget in its history during Whitehead’s term as a House member. Twice, he had to defend the continued existence of Crockett State School, also in his district, during the 1973 session. In addition to these noteworthy facts, the freshman lawmaker introduced eight bills, all of which were passed.¹¹¹

Whitehead was first elected mayor in 1963. During his initial service as Rusk’s city mayor, he appointed the town’s first woman city attorney, Mrs. Morinne T. Perkins. She assumed the duties of office in May, 1963, and became one of only three women then serving as city attorneys in the state.¹¹² Another accomplishment by Whitehead during his first term as mayor, was the authorization by the city for a \$350,000 sewer and water improvement program. Also, under his leadership, Rusk for the first time met health law requirements and received state approval for its public water supply system.

Whitehead was elected mayor again in 1969, and when he asked for re-election in 1971, he ran without opposition. He resigned three months prior to the expiration of his term in 1973 because he had been elected to the Texas House of Representatives.

Regarding his service as mayor, Whitehead credited newspaper support in helping him to make significant contributions in the area of highway improvements. His administration led to a successful drive to widen United States Highway 84 east of Rusk. Another project, which began under his leadership, to establish a loop from United States Highway 69 south to United States Highway 84 west and to United States 69 north, was given final approval under the administration of his successor, Morris W. Hassell, in 1973.

Since 1950 Whitehead has attempted to measure up to his initial introduction, both as a publisher of the Rusk newspaper and as a civic leader. Through his position as an elected official and as owner of The Cherokeean, he once again in 1973 worked to retain the Maximum Security Unit facility in Rusk. To prevent future efforts to move the security unit from Rusk State Hospital to another city, Whitehead introduced a bill, which passed and became law, that requires all of the state’s criminally insane, both men and women, to be hospitalized at Rusk State Hospital.

There is always the possibility that a proposed change in the law could be presented to move Maximum Security Unit from Rusk State Hospital. “If it comes up, The Cherokeean will once again give editorial resistance,” stated the present publisher who committed himself twenty-three years ago to work for a greater Rusk and Cherokee County as owner of the Rusk newspaper.

“The newspaper has helped me to promote progress in various capacities of service. It is my desire to see continued growth and development in Cherokee County. The print media provides an effective instrument for leadership. The newspaper profession has brought me to the present stage of my life and I am grateful,”¹¹³

stated the man who has owned The Cherokeean longer than any of his predecessors.

¹ Thank God, We Made It! Joseph Lynn Clark (Austin, Texas: The University of Texas Press, 1969), pp. 155-158.

² Walter Prescott Webb (ed.), The Handbook of Texas, Vol. I (Fort Worth, Texas: Marvin D. Evans Company, 1952), p. 356.

³ Ibid.

⁴ Ibid.

⁵ Clark, op. cit., p. 162.

⁶ Webb, loc. Cit.

⁷ Ibid.

⁸ Clark, op. cit., p. 210.

⁹ Cherokee County Deed Records, Vol. B (Rusk, Texas), p. 165.

¹⁰ Ibid., p. 215.

¹¹ Rusk Pioneer, August 9, 1849 (photostatic copy on file at the office of The Cherokeean, Rusk, Texas), p.3.

¹² Ibid., p. 4.

¹³ Rusk Pioneer ibid., p. 3.

¹⁴ Cherokee County Deed Records, Vol. C (Rusk, Texas), p. 223.

¹⁵ Ibid.

¹⁶ Statement by Carl Avera, personal interview, August 21, 1973.

¹⁷ Rusk Pioneer, August 8, 1849 (photostatic copy on file at the office of The Cherokeean, Rusk, Texas)..

¹⁸ Walter Prescott Webb (ed.), The Handbook of Texas, Vol. I (Fort Worth, Texas: Marvin D. Evans Company, 1952), p. 356.

¹⁹ Cherokee Sentinel (Rusk, Texas), May 10, 1856, Vol. VI, No. 24 (photostatic copy on file at the office of The Cherokeean, Rusk, Texas).

²⁰ Walter Prescott Webb (ed.), The Handbook of Texas, Vol. I (Fort Worth, Texas: Marvin D. Evans Company, 1952), p. 901.

²¹ Ibid.

²² Statement by Mrs. Olive Miller Taylor, personal interview, July 13, 1972.

²³ Kathleen Sproul, James Stephen Hogg, (Houston, Texas: Premier Printing Company, 1958), p. 2.

²⁴ Taylor, loc. Cit.

²⁵ Ibid.

²⁶ The Dallas Morning News, May 26, 1895, p. 14, col. 2.

²⁷ Walter Prescott Webb (ed.), The Handbook of Texas, Vol. I (Fort Worth, Texas: Marvin D. Evans Company, 1952), p. 822.

²⁸ Ibid.

²⁹ James H. Lowry, History of the Texas Press and the Texas Press Association (compiled under the direction of Sam P. Harben and dedicated at the Golden Jubilee Convention of Texas Press Association June 13-15, 1929, at Wichita Falls, Texas), p. 219.

³⁰ The Cherokee Standard, June 19, 1886 (Texas Newspaper Collection, E.C. Barker Texas History Center, The University of Texas at Austin).

³¹ A. B. Norton (proceedings from the seventh annual convention of the Texas Press Association, May 18-20, 1886, San Antonio, Texas, on file at the office of the Texas Press Association, Austin, Texas).

³² Original legal document, on file at the office of The Cherokeean, Rusk, Texas.

³³ The Texas Observer, April 6, 1878 (Texas Newspaper Collection, E.C. Barker Texas History Center, The University of Texas at Austin).

³⁴ Matt Willson, “The Willson Story” (unpublished manuscript in the possession of Miss Winnie Meeks, Rusk, Texas), p. 111

³⁵ Statement by Miss Winnie Meeks, personal interview, September 21, 1973.

³⁶ Willson, op. cit., p. 12.

³⁷ Walter Prescott Webb (ed.), The Handbook of Texas, Vol. II (Fort Worth: Marvin D. Evans Company, 1952), p. 920.

³⁸ Hattie Joplin Roach, The Hills of Cherokee ([n.p.]:

[n.n.], 1952), p. 64.

³⁹ *Ibid.*, p. 204.

⁴⁰ Meeks, loc. Cit.

⁴¹ Walter Prescott Webb (ed.), The Handbook of Texas, Vol. II (Fort Worth, Texas: Marvin D. Evans Company, 1952), p. 76.

⁴² Sue Estella Moore, "The Life of John Benjamin Long" (unpublished Master's thesis, The University of Texas at Austin, 1924), p. 14.

⁴³ *Ibid.*

⁴⁴ *Ibid.*, p. 13.

⁴⁵ *Ibid.*

⁴⁶ *Ibid.* p. 57.

⁴⁷ *Ibid.*, p. 58.

⁴⁸ Sue Estella Moore, "The Life of John Benjamin Long," (unpublished Master's thesis, The University of Texas at Austin, 1924), p. 106.

⁴⁹ *Ibid.*, p. 113.

⁵⁰ *Ibid.*, p. 118.

⁵¹ Papers of John B. Long (E.C. Barker Texas History Center, The University of Texas Archives at Austin), File 2E 238.

⁵² *Ibid.*

⁵³ The Rusk Cherokeean, June 30, 1955.

⁵⁴ Industrial Press, March 16, 1899 (Texas Newspaper Collection, E.C. Barker Texas History Center, The University of Texas at Austin), p. 1.

⁵⁵ *Ibid.*

⁵⁶ Industrial Press, February 22, 1900 (Texas Newspaper Collection, E.C. Barker Texas History Center, The University of Texas at Austin), p. 1.

⁵⁷ Industrial Press, April 9, 1903 (Texas Newspaper Collection, E.C. Barker Texas History Center, The University of Texas at Austin), p. 1

⁵⁸ Industrial Press, April 4, 1901 (Texas Newspaper Collection, E.C. Barker Texas History Center, The University of Texas at Austin), p. 1.

⁵⁹ *Ibid.*

⁶⁰ *Ibid.*

⁶¹ *Ibid.*, p. 15.

⁶² Industrial Press, August 24, 1904 (Texas Newspaper Collection, E.C. Barker Texas History Center, The University of Texas at Austin), p. 1.

⁶³ Industrial Press, November 7, 1901 (Texas Newspaper Collection, E.C. Barker Texas History Center, The University of Texas at Austin), p. 1.

⁶⁴ The Press Journal, August 11, 1922 (Texas Newspaper Collection, E.C. Barker Texas History Center, The University of Texas at Austin).

⁶⁵ The Press Journal, July 19, 1906 (Texas Newspaper Collection, E.C. Barker Texas History Center, The University of Texas at Austin).

⁶⁶ The Press Journal, August 11, 1922 (Texas Newspaper Collection, E.C. Barker Texas History Center, The University of Texas at Austin).

⁶⁷ The Press Journal, July 19, 1912 (Texas Newspaper Collection, E.C. Barker Texas History Center, The University of Texas at Austin).

⁶⁸ Walter Prescott Webb (ed.), The Handbook of Texas, vol. I (Fort Worth, Texas: Marvin D. Evans Company, 1952), p. 901.

⁶⁹ Hattie Joplin Roach, A History of Cherokee County (Dallas, Texas: Southwest Press, Inc., 1934), p. 145.

⁷⁰ *Ibid.*, p. 146.

⁷¹ The Press Journal, July 31, 1914 (Texas Newspaper Collection, E.C. Barker Texas History Center, The University of Texas at Austin).

⁷² The Press Journal, July 17, 1914 (Texas Newspaper Collection, E.C. Barker Texas History Center, The University of Texas at Austin).

⁷³ The Press Journal, April 2, 1915 (Texas Newspaper Collection, E.C. Barker Texas History Center, The University of Texas at Austin).

⁷⁴ *Ibid.*

⁷⁵ *Ibid.*

⁷⁶ *Ibid.*

⁷⁷ The Press Journal, March 16, 1917 (Texas Newspaper Collection, E.C. Barker Texas History Center, The University of Texas at Austin).

⁷⁸ *Ibid.*

⁷⁹ *Ibid.*

⁸⁰ The Press Journal, March 9, 1917 (Texas Newspaper Collection, E.C. Barker Texas History Center, The University of Texas at Austin).

⁸¹ *Ibid.*

⁸² Walter Prescott Webb (ed.), The Handbook of Texas, Vol. II (Fort Worth, Texas: Marvin D. Evans Company, 1952), p. 518.

⁸³ The Press Journal, March 28, 1919 (Texas Newspaper Collection, E.C. Barker Texas History Center, The University of Texas at Austin).

⁸⁴ The Press Journal, August 11, 1922 (Texas Newspaper Collection, E.C. Barker Texas History Center, The University of Texas at Austin).

⁸⁵ The Press Journal, October 13, 1922 (Texas Newspaper Collection, E.C. Barker Texas History Center, The University of Texas at Austin).

⁸⁶ The Rusk Cherokeean, February 28, 1936.

⁸⁷ *Ibid.*

⁸⁸ *Ibid.*

⁸⁹ *Ibid.*

⁹⁰ *Ibid.*

⁹¹ *Ibid.*

⁹² *Ibid.*

⁹³ *Ibid.*

⁹⁴ Statement by Mrs. D.C. McLaughlin, personal interview, October 27, 1973.

⁹⁵ Based on information known to the writer.

⁹⁶ The Rusk Cherokeean, August 16, 1945.

⁹⁷ See Appendix A.

⁹⁸ Mrs. Barrett, now deceased, was the daughter of S.A. Willson, publisher of the Rusk Observer in 1878. The Observer is one of The Rusk Cherokeean's ancestors.

⁹⁹ Based on personal correspondence between Mrs. Frank L. (Marie) Main and the writer, October 22, 1973.

¹⁰⁰ Based on information known to the writer.

¹⁰¹ As the co-owner of The Cherokeean, the writer of this thesis will present some information in the remainder of this chapter based on known facts and actual experience.

¹⁰² James H. Lowry, "History of the Texas Press and the Texas Press Association," (dedicated at the Golden Jubilee Convention of the Texas Press Association) (Wichita Falls, Texas: June 13-15, 1929), p. 245.

¹⁰³ Statement by Emmett H. Whitehead, personal interview, October 2, 1973.

¹⁰⁴ Ibid.

¹⁰⁵ Ibid.

¹⁰⁶ Ibid.

¹⁰⁷ The Rusk Cherokeean. Extra Edition, April 16, 1955.

¹⁰⁸ Stuart Long, "All They Can Do Is Kill Me," Cavalier, December, 1955, pp. 10-11, 40-44.

¹⁰⁹ Based on personal correspondence from Dr. Charles W. Castner to Emmett H. Whitehead, December 22, 1955.

¹¹⁰ Statement by Emmett H. Whitehead, personal interview, October 2, 1973.

¹¹¹ Ibid.

¹¹² The Cherokeean, May 30, 1963.

¹¹³ Statement by Emmett H. Whitehead, personal interview, October 2, 1973.



PLATE 21: Mr. and Mrs. Joseph Addison Clark arrived in early 1848 in Rusk where he established the Rusk Pioneer. (Photograph Courtesy Mrs. Ellen Lane)

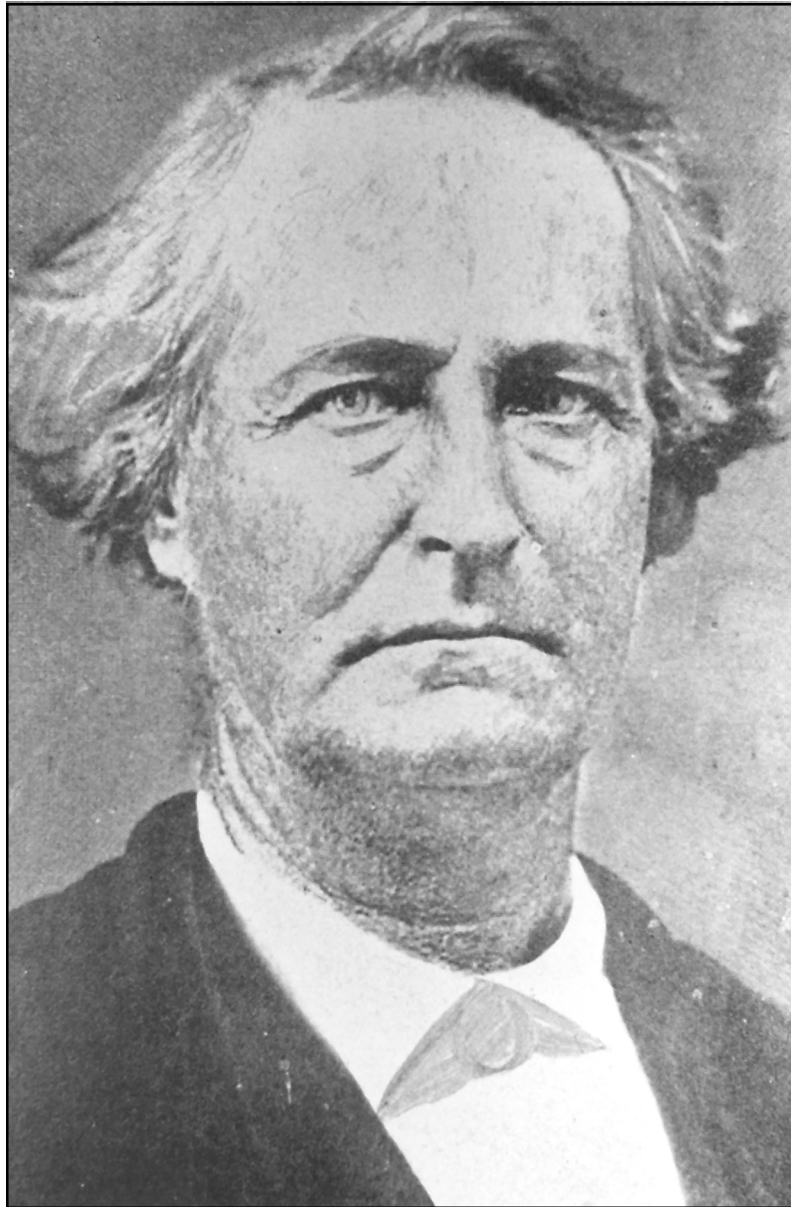


PLATE 22. Andrew Jackson, after a long career as a newspaper publisher in Rusk, served as Cherokee County's district clerk from 1877 to 1891.



PLATE 23. James Stephen Hogg, Texas' first native born governor, obtained his first employment at the age of sixteen years with The Texas Observer in Rusk. He worked as a "printer's devil."

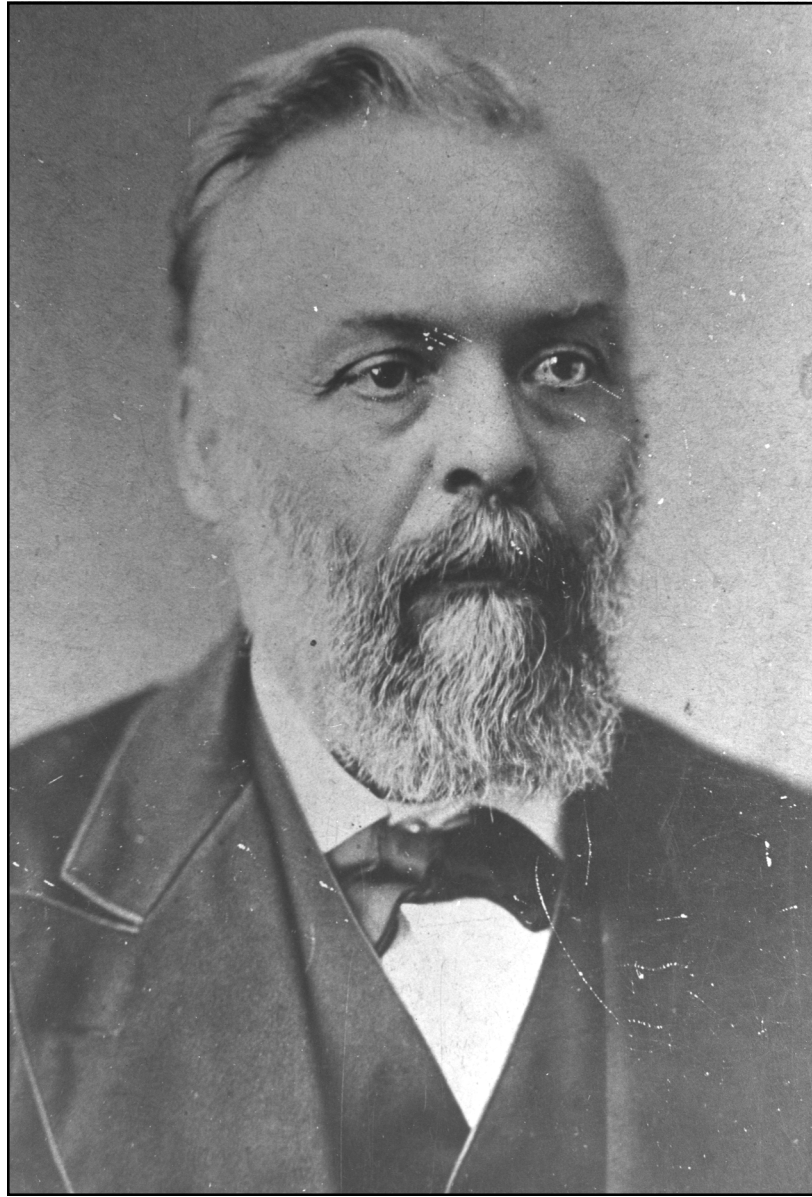


PLATE 24. Sam A. Willson, remembered for his service as a jurist, was the publisher of The Texas Observer in 1878. (Photograph Courtesy Miss Winnie Weeks)

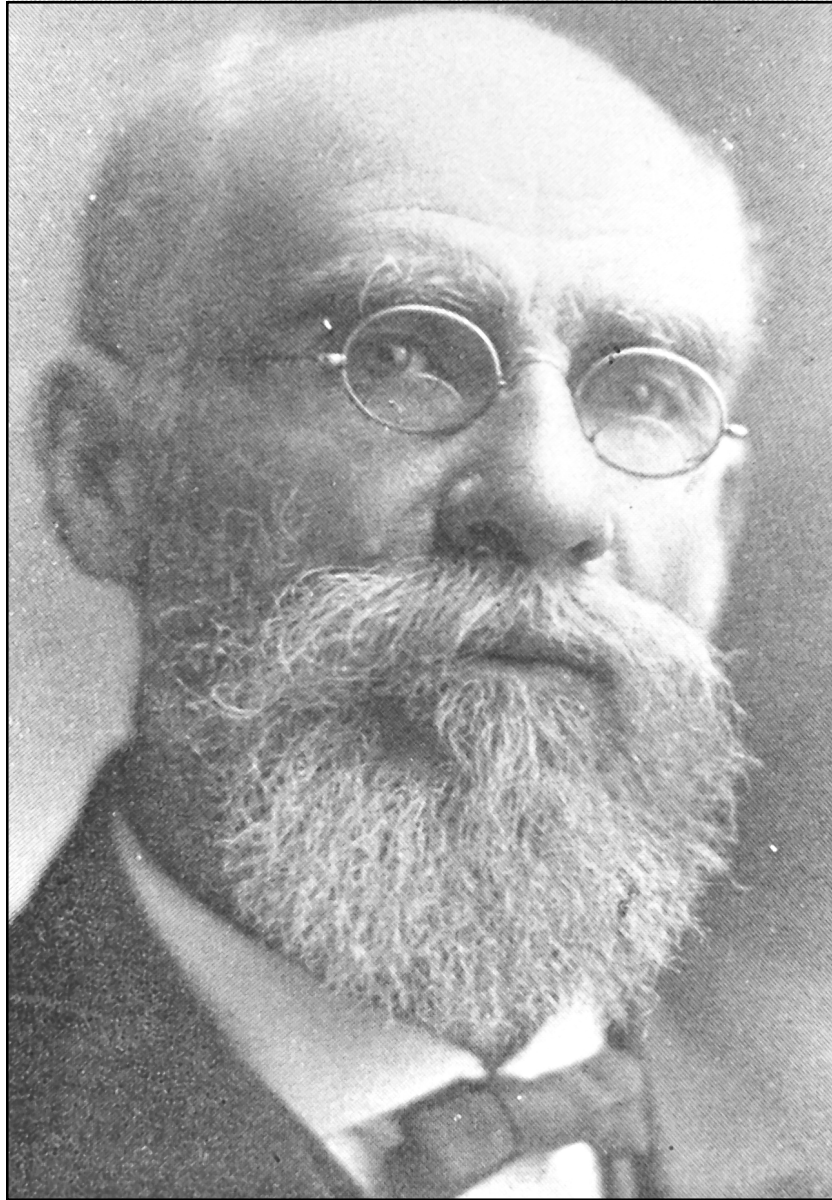


PLATE 25. John B. Long, Rusk newspaper publisher, combined his career with service as a member of the United States House of Representatives in 1891, the town's mayor in 1899, and as the county's state representative in 1913.

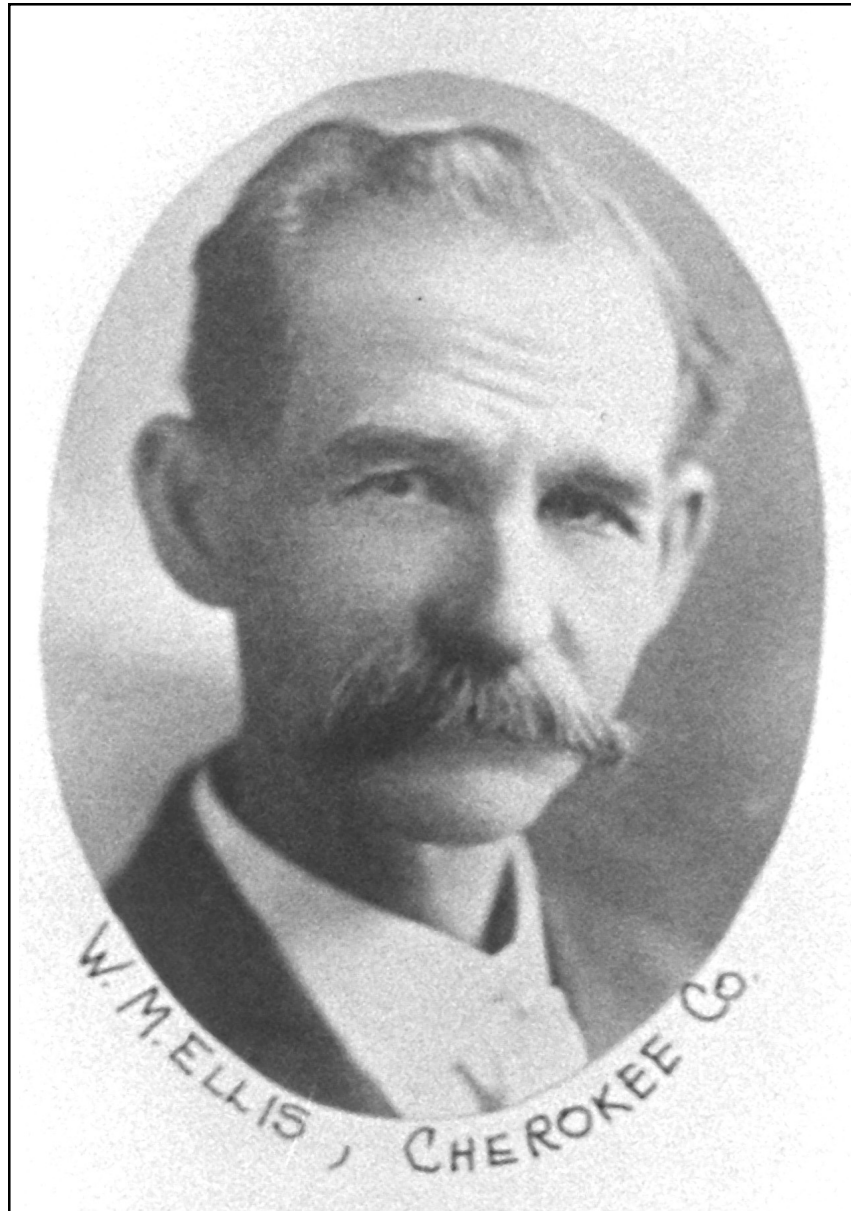


PLATE 26. Wallace M. Ellis served as a member of the state legislature while he was publisher of The Press Journal in 1915.

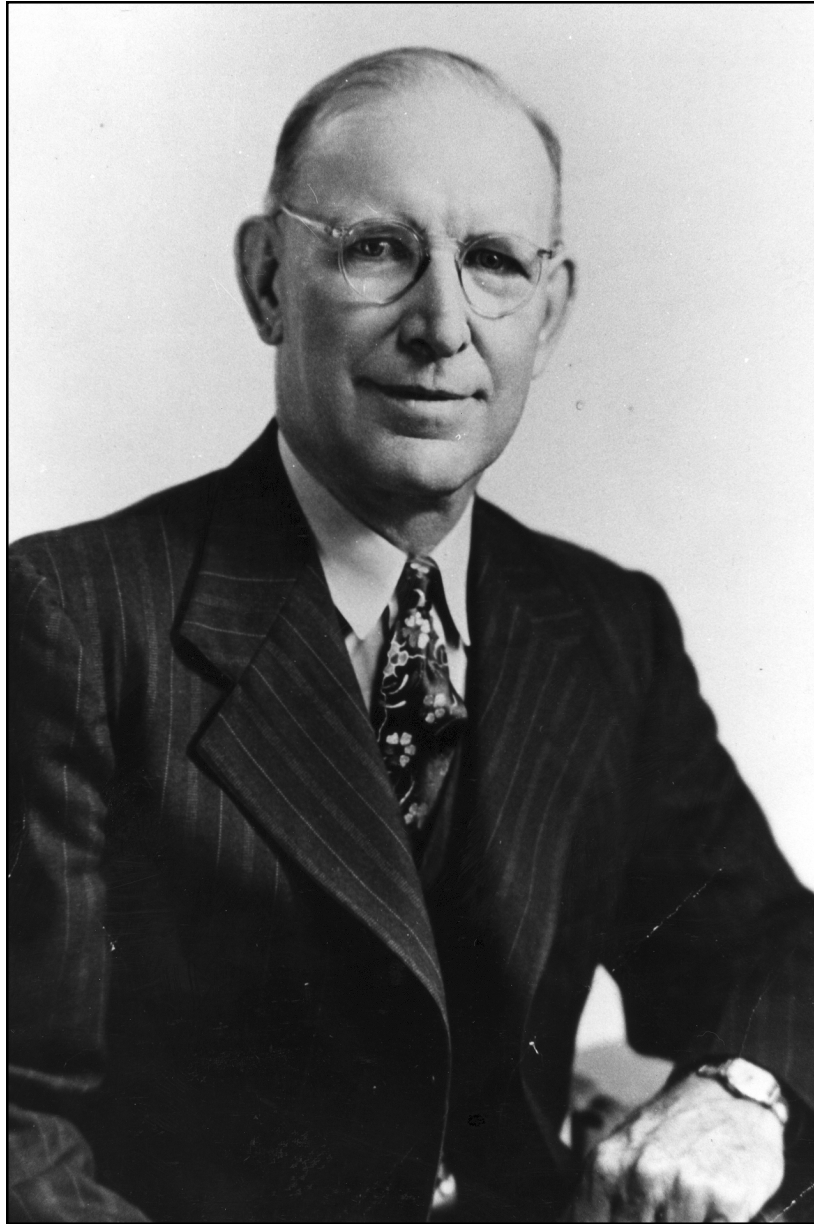


PLATE 27. Frank L. Main, publisher of The Rusk Cherokeean from 1937-1950, earned state and national recognition for his editorials. (Photograph Courtesy Mrs. Frank. L. Main)



PLATE 28. Emmett H. Whitehead, owner of The Cherokeean, holds the record for the longest ownership of the Rusk newspaper.



PLATE 29. The Cherokeean's publisher, Emmett H. Whitehead, delivered a copy of an "extra" edition to rioting patients at Rusk State Hospital in 1955 as an effort to appease the enraged leader of the protesters.

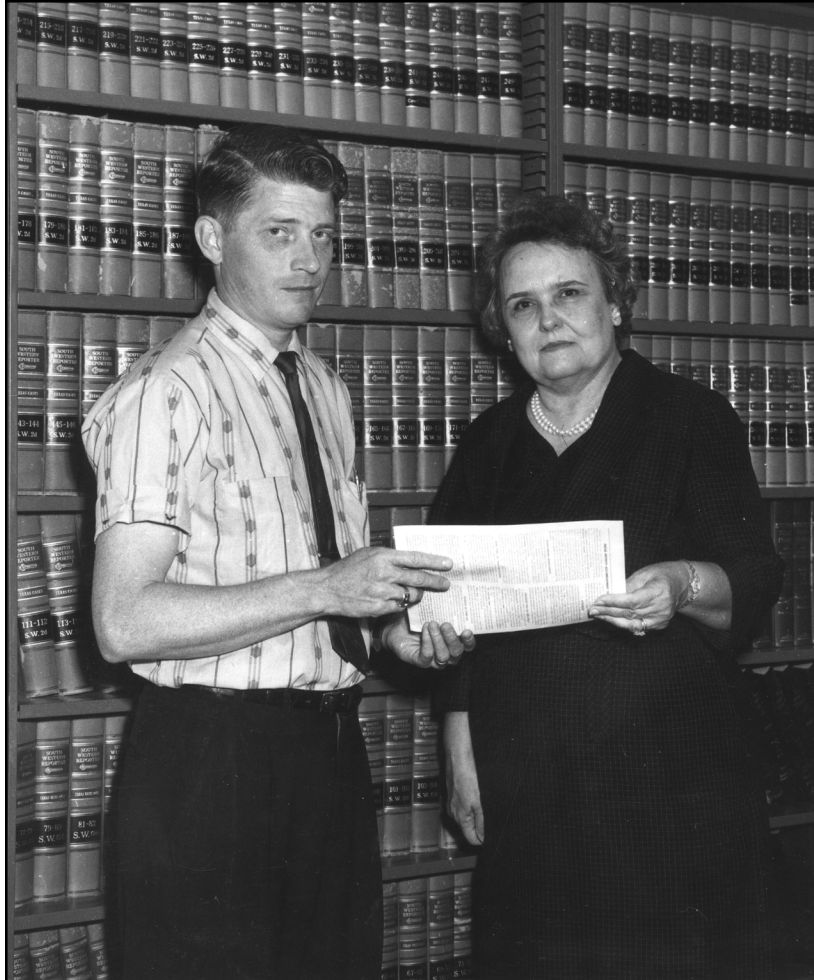


PLATE 30. The Cherokeean's publisher, Emmett H. Whitehead, while serving as Rusk's city mayor, named Mrs. Morrine T. Perkins as the town's first woman city attorney.

Chapter IV

OTHER RUSK NEWSPAPERS

Like mushrooms, newspapers sprang up throughout Texas after it became a state in 1845. Rusk, in Cherokee County, was no exception. In addition to those publications which are a part of The Cherokeean's genealogy, there were competitive newspapers established at Rusk.

A list, compiled by Hattie Joplin Roach, Rusk historian, included these newspapers: Texas Enquirer, 1855; Cherokee Advertiser, 1870; Texas Intelligencer (no date given); Cherokee Blade, 1893; Sentinel, 1913; Cherokee Sun, 1914; Standard, 1933; Cherokee County Chief, 1934, and Daily Ranger, 1934.¹

Other publications, not listed by Mrs. Roach, which have been found by the writer in research include The Cherokee County Trade Review (published without a date) and the Iron Clad, 1888.²

The Texas Freemason, official publication for the Masons of Texas, was established in Rusk in 1858, and this publication was also cited by Mrs. Roach.³ The Daystar, a religious newspaper, was issued monthly at Rusk in 1900.⁴

The 1873 edition of the Texas Almanac, listed four newspapers published at Rusk. In addition to the Cherokee Advertiser, noted by Mrs. Roach, and the Observer, which is a part of the present newspaper's lineage, the Almanac listed the S.P. Beacon, established in 1868, and the Intelligencer, established in 1872.⁵ (This newspaper's date of founding was not given by Mrs. Roach.)

The Cherokee County Chief and the Daily Ranger in 1934 were the last competitive newspapers to The Cherokeean until 1961 when the Cherokee County Banner moved from Jacksonville to Rusk.⁶ This publication opened with an office in Rusk which has since been closed. The newspaper is now served by a staff from Jacksonville where the Banner is printed by the Jacksonville Daily Progress.

The Banner is entered at the Rusk post office each Wednesday afternoon with a Thursday dateline.

Except for the present competitive publication, the majority of these early newspapers was rather short-lived. Four newspapers, which originally began as competitive publications, merged with the

lineage of the present Cherokeean. These were cited in Chapter II and were also included in Chapter V, the summary chapter.

¹ Hattie Joplin Roach, A History of Cherokee County (Dallas: Southwest Press, 1934), p. 49 and p. 130.

² Texas Newspaper Collection, E.C. Barker Texas History Center, The University of Texas at Austin.

³ Roach, op. cit., p. 49.

⁴ The Daystar, [Rusk, Texas], November, 1900, Vol. 1, No. 2 (copy on file at the office of The Cherokeean, Rusk, Texas).

⁵ Texas Almanac (Dallas, Texas: A.H. Belo Corporation, 1873).

⁶ Cherokee County Banner, February 2, 1961, (copy on file at the office of The Cherokeean, Rusk, Texas).

Chapter V

SUMMARY

The problem for this thesis study was based on two questions: Is The Cherokeean, a weekly newspaper published in Rusk, Texas, a descendant of the Rusk Pioneer, and can it claim beyond dispute the title of Texas' oldest weekly newspaper?

Through historical descriptive research the writer has found the answers to these two questions. The Rusk Pioneer was established in Rusk in 1848. This information is based on records in the courthouse at Rusk.¹ Two sources point conclusively to the Pioneer's removal to Palestine. This is substantiated by The Handbook of Texas² and the Texas State Gazette.³

The establishment of the Cherokee Sentinel at Rusk, from whose founding date the present publication will take its title claim, was placed at February 27, 1850. This date was published in a successor to the Cherokee Sentinel, the Cherokee Herald, September 4, 1889. The editor in a review of history for newspapers at Rusk wrote: "...on the 27th day of February, 1850, the Cherokee Sentinel was established by A. Jackson and I.E. Lang,"⁴ The writer reported that A. Jackson was then the county's "efficient district clerk,

who has lived here since November 21, 1849, and is an integrant part and parcel of Rusk."⁵

In writing a history of Cherokee County in 1876, A. Jackson served as a member of the compiling committee. In that history, he acknowledged the founding of the Cherokee Sentinel in 1850.⁶ Jackson's service as a member of the committee to write the history of Cherokee County and his presence in Rusk at the time the founding date was published are conclusive evidence that February 27, 1850, is the correct date for the establishment of the Cherokee Sentinel.

By virtue of the fact that the Huntsville Item is no longer a weekly publication since it now publishes tri-weekly, this newspaper is no longer eligible for the claim to the title of Texas' oldest weekly. Another publication, which also says that it is the state's oldest weekly, reports a founding date of March 1, 1853. This is the Bastrop Advertiser.⁷

Thus, based on findings in this research, The Cherokeean must accept a negative answer to the first question regarding its lineage from the Rusk Pioneer,

but the publication can still claim the title of the state's oldest weekly based on descendance from the Cherokee Sentinel.

The word "sentinel," is defined by the American College Dictionary as one who, or that which, watches, or stands as if watching. It is appropriate that the present Cherokeean should derive its ancestry from this publication, in that the newspaper no longer represents pioneer life; rather, the role of the news media today is one of watching, reporting, interpreting, and analyzing events as they happen.

Andrew Jackson published the Cherokee Sentinel until the start of the War Between the States.⁸ During this four-year period of the war, less than ten publications in Texas maintained operations, and scarcely any of them kept consecutive issues.⁹

Jackson resumed his journalistic career in 1865 with a newspaper at Rusk to serve the news hungry residents. Perhaps his philosophical outlook on life after the war, as compared with that before the war, was reflected in the name he chose for his resumed publication. He established The Texas Observer in 1865, a newspaper he is credited with guiding, aided by others, until 1877 when he became Cherokee County's district clerk.¹⁰

The publication saw several ownership changes from 1877 until 1882 when continuity of lineage was determined

from one editor's name, J.E. Shook, who had owned The Observer in 1878 and who in 1883 was affiliated with The Cherokee Standard.¹¹ This issue of The Cherokee Standard, when compared with the last available issue of The Observer, had matching type faces, including the type in the nameplate, which suggested evidence that the name was changed at some point during the five years lapse of copies for study.

The Cherokee Standard consolidated with a competitive publication, the Labor Enterprise, according to an announcement published January 18, 1888. The name of the newly consolidated publication was the Standard Enterprise.¹²

Another competitive publication, the Cherokee Herald, referred to John B. Long as one of the owners and editors of the Standard Enterprise, in its issue of September 4, 1889.¹³ The Standard Enterprise merged with the Cherokee Herald, to become the Standard Herald with John B. Long as editor.¹⁴

Later, Long claimed that his publication was a direct descendant of the Cherokee Sentinel established February 27, 1850. This was after he announced the change of name for his newspaper from the Standard Herald to the Industrial Press, January 22, 1897.¹⁵

File copies of the Industrial Press are unavailable for research between February

22, 1900, and November 7, 1901; however, the Industrial Press, November 7, 1901, marked the first in which the researcher found that Long added to his nameplate, “Originally Established February 27, 1850.”¹⁶

Long continued to edit the Industrial Press until he sold it to the Reverend J.S. Burke in 1905. This was documented in an issue of The Press Journal which reported the merger of the Industrial Press and the Rusk Weekly Journal in 1906 under the new name of The Press Journal.¹⁷ This publication maintained tradition and continued the statement under the nameplate, “Originally Established February 27, 1850.”

The Press Journal was purchased by the publisher of the four-year-old weekly, The Rusk Cherokeean, in 1923. Through its merger with The Press Journal, The Rusk Cherokeean accepted lineal descendancy from the Cherokee Sentinel, originally established February 27, 1850.¹⁸

Descendancy from the Cherokee Sentinel was accepted by all subsequent owners of the publication until Elton L. Miller purchased The Rusk Cherokeean in the latter part of 1934. In his edition of March 15, 1935, he stated: “The Cherokeean is a direct descendant of the Rusk Pioneer. Cherokee County’s first newspaper founded in February, 1847.”¹⁹

When Miller sold the newspaper in

1937 to Frank L. Main, he, too, perpetuated his predecessor’s statement as fact. In 1946 Main did attempt to correct the founding date for the Rusk Pioneer and changed the date from February, 1847 to July 5, 1848.²⁰

Main’s successors reviewed the records in 1955 and agreed with editor Miller’s earlier findings regarding the founding date for the Rusk Pioneer. The owners moved the year back to 1847, a date continued today in the nameplate for The Cherokeean.²¹

The present owners dropped the word, “Rusk,” from the newspaper’s name in 1959.²²

It is evident from research conducted for this thesis, that journalism has undergone many changes in the last one hundred twenty-five years.

Along with changes in the profession, the newspaper at Rusk has seen many management and name changes also. The publication has progressed from handset type and a manually operated hand press to the present electronic photo-composition equipment.

On the basis of these findings, the newspaper will undergo one more change, and that is the correction of its founding date to February 27, 1850, with a substantiated claim to the title of Texas’ oldest weekly.

The publication will, however, retain its one hundred twenty-four year heritage of responsiveness to the needs of the people it serves and to the goal of a greater Rusk and Cherokee County.

¹ Cherokee County, Deed Records, Vol. B. (Rusk, Texas), pp. 165-215.

² Walter Prescott Webb (ed.), The Handbook of Texas, Vol. I (Fort Worth, Texas: Marvin D. Evans Company, 1952), p. 356.

³ Texas State Gazette, September 29, 1849 (unpublished research on file at the office of Dr. C. Richard King, professor of journalism, The University of Texas at Austin).

⁴ The Cherokee Herald (Rusk, Texas), September 4, 1889 (Texas Newspaper Collection, E.C. Barker Texas History Center, The University of Texas at Austin).

⁵ Ibid.

⁶ The Press Journal, (Rusk, Texas), 1918 (a portion of one edition on file at the office of The Cherokeean, Rusk, Texas; date determined from a legal notice on p. 6).

⁷ Statement by R.E. Standifer, telephone interview, August 15, 1973.

⁸ Hattie Joplin Roach, A History of Cherokee County, (Dallas, Texas: Southwest Press, 1934), p. 49.

⁹ A.B. Norton (proceedings from the seventh annual convention of the Texas Press Association, May 18-20, 1886, San Antonio, Texas, on file at the office of the Texas Press Association library in Austin, Texas).

¹⁰ Walter Prescott Webb (ed.) The Handbook of Texas, Vol. I (Fort Worth, Texas: Marvin D. Evans Company, 1952), p. 901.

¹¹ The Cherokee Standard, March 2, 1883 (copy on file at the office of The Cherokeean, Rusk, Texas).

¹² Standard Enterprise, January 18, 1888 (Texas Newspaper Collection, E.C. Barker Texas History Center, The University of Texas at Austin).

¹³ Cherokee Herald, September 4, 1889 (Texas Newspaper Collection E.C. Barker Texas History Center, The University of Texas at Austin).

¹⁴ Standard Herald, May 12, 1893 (Texas Newspaper Collection, E.C. Barker Texas History Center, The University of Texas at Austin).

¹⁵ Standard Herald, January 22, 1897 (Texas Newspaper Collection, E.C. Barker Texas History Center, The University of Texas at Austin).

¹⁶ Industrial Press, November 7, 1901 (Texas Newspaper Collection, E.C. Barker Texas History Center, The University of Texas at Austin).

¹⁷ The Press Journal, June 21, 1906 (Texas Newspaper

Collection, E.C. Barker Texas History Center, The University of Texas at Austin).

¹⁸ The Rusk Cherokeean, June 8, 1923 (Texas Newspaper Collection, E.C. Barker Texas History Center, The University of Texas at Austin).

¹⁹ The Rusk Cherokeean, March 15, 1935.

²⁰ The Rusk Cherokeean, February 14, 1946.

²¹ The Cherokeean, October 25, 1973.

²² The Cherokeean, April 16, 1959.

EPILOGUE

In the ensuing years, since the writing of this thesis, I did graduate with a Masters degree from SFASU in May, 1974. I even completed six hours from Texas A&M University with a doctorate as my goal. It didn't happen.

My husband, Emmett Whitehead's legislative career for eight years as State Representative occupied the most productive years of our lives. From that level of service he accomplished many goals in service to state employees.

There were other worthy projects that he led. One of these was the return of the Texas State Railroad as a support to history and to promote tourism. It is to this day an ongoing project. Since his death Aug. 13, 2002, the saving of the train has been the target of work by a committee formed in January, 2006.

Following his legislative service, he returned home and served as county judge from 1987-1990. This was followed by his election to the office of mayor of Rusk in 1995, a position he held until his death.

These varying posts of service allowed him to continue with such accomplishments as the return of the Texas Department of Criminal Justice to Rusk. Rusk had served as the second prison for the state of Texas in the late 1800s. Its closure saw the closure of the Texas State Railroad in 1909, which he lived to help resuscitate in 1975 as a new vehicle in support of what was then the state's third largest industry, tourism.

Our two children completed degrees from The University of Texas. Older daughter, Terrie, married Robert Gonzalez of McAllen in 1975. Our second daughter, Wendee, returned to school and began a new life time career as a chiropractor in Austin where she has been located since Feb. 4, 1991.

Terrie and Robert, after the births of our three grandchildren, Chris, Sandra and Lauren Gonzalez, moved to Rusk and joined us in our family business, Whitehead Enterprises.

We continue to operate the Cherokeean Herald and radio stations KTLU-AM and KWRW-FM. Our beloved farm with Hereford cattle is also a business compliment.

Emmett's leadership can be credited to many beneficial projects. He never yielded his position of defense for Rusk State Hospital. Threatened many times, the facility of service to the mentally ill continues to this day.

As county judge, Emmett's leadership positioned a new county jail from an area adjoining our outstanding public schools to a more advantageous site on U.S. Highway 69. He was also instrumental in locating a badly needed motel near the jail's location, across from Rusk State Hospital. Perhaps some day an adequate biography can be written to reflect the many, many accomplishments of one man during his journey to Earth. It has been my God-given blessing to be able to chronicle a few of these major events in tribute to the man I referred to as "my better half" during many seasons of column writing for our newspaper.

I will always be grateful to all of the people who have helped us become better servants on this road of life. To this very day, I thank you for having the interest in history to learn more through your reading of these words. May God bless us all.

On Sunday, October 7, 2001, a Texas Historical Marker was dedicated at the Cherokeean-Herald's business location in downtown Rusk. It commemorates the newspaper's history as the oldest weekly newspaper in Texas (a photo of the marker appears on Page 6 of this book)

During the ceremony, Ken Hannah and Terry Guinn, president and vice-president of the Cherokee County Historical Commission, dedicated the marker. Emmett and I were present to present a history of the Cherokeean and to unveil the marker with our daughters, Wendee and Terrie.

Marie Whitehead

A GENEALOGY OF TEXAS' OLDEST WEEKLY NEWSPAPER

<u>RUSK PIONEER</u>	Established at Rusk, Cherokee County, Texas in early 1848. Moved to Palestine, Texas in September, 1849.
<u>CHEROKEE SENTINEL</u>	Established at Rusk, Cherokee County, Texas, February 27, 1850, from which is descended the present newspaper.
<u>THE TEXAS OBSERVER</u>	A continuation in 1865 by the publisher of the <u>Cherokee Sentinel</u> .
<u>THE RUSK OBSERVER</u>	A name change in 1878.
<u>THE CHEROKEE STANDARD</u>	A name change in 1882.
<u>STANDARD ENTERPRISE</u>	A name change which resulted from a merger between <u>The Cherokee Standard</u> and the <u>Labor Enterprise</u> in 1888.
<u>STANDARD HERALD</u>	A name change as the result of a merger by the <u>Standard Enterprise</u> and the <u>Cherokee Herald</u> between 1890 and 1893.
<u>INDUSTRIAL PRESS</u>	John B. Long changed the name of the <u>Standard Herald</u> to the <u>Industrial Press</u> January 22, 1897.
<u>THE PRESS JOURNAL</u>	A name change when the <u>Industrial Press</u> and the <u>Rusk Weekly Journal</u> merged in 1906.
<u>THE RUSK CHEROKEEAN</u>	A newspaper established July 11, 1919, which purchased <u>The Press Journal</u> in 1923.
<u>THE CHEROKEEAN</u>	The word, Rusk, was deleted from the publication's name April 16, 1959.

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APPENDIX A

THE GREATEST MOTHER

A State Award Winning Editorial
Written By The Rusk Cherokeean's Editor
Frank L. Main February 17, 1949.

The most tragic story of all time is that of the loving mother who nourished a large family of rough, greedy children. One after another they satisfied themselves at her breast. One exhausted, they demanded another, then were enraged when she could no longer satisfy them. Her body bore deep scars as a result of their ruthless mistreatment.

Always the patient, tolerant mother, she drained her vitality for one after another with diminishing success at satisfying their increasing demands. Heedless of the future, they learned no other means of survival, but gave no thought to preserving their one possible means of existence.

This is the unfinished story of Mother Earth. Her children are those who have wantonly destroyed her wildlife and wasted her natural resources; those who have depleted the fertility of her farms without thought of conserving the soil, feeling secure in the knowledge that they could gain enough from one farm to buy a better one when necessary; those who have

lived with little thought of future generations that must depend for survival on what we have despoiled.

Not many years ago some of these children who were more farsighted than the average foresaw what all this was leading to, and compiled a mass of facts and figures about those few inches of the outer surface of Mother Earth on which all life depends. The arguments were conclusive, but the soil continued to be depleted and to wash away. There followed the organization of the Forestry service; the Extension Service working through County Agents, the Agriculture Departments of high schools, the AAA and other agencies all working with varying degrees of success.

Finally, the Soil Conservation Service was created, but it is still too young and too small to cope with such a tremendous job. This we must understand to avoid the danger of complacency in the belief that at long last we are conserving the soil when in reality we are making only a feeble and inadequate effort.

For example, Cherokee County has had the benefit of all these agencies. It has been an efficiently-administered soil

conservation district for the past four and one-half years. But Cherokee county farms as a whole are in worse shape today than when the program began. In these few years conservation workers have brought 300 farms under the program. Many of them have been vastly improved, especially those whose owners were able to buy the necessary equipment for carrying on the work. All have been substantially benefitted. But Cherokee county has over 3,000 farms—only one out of ten have made a start at conservation - - barely enough for demonstration purposes! This condition is typical of other East Texas counties.

The “Road to Survival” must be shorter than this. Some means of getting

around the bottlenecks such as the tenant-landlord problem; the lack of equipment and the money to buy it, and other obstacles must be found and found soon.

These material things may be provided, but that will not be enough. Mother Earth is tolerant and patient, but she will neither forgive nor forget unless she is accorded the love and devotion such a mother deserves. Soil conservation is most effective as practiced by those who love their farms and are proud of the soil they till. For them she has a bountiful harvest that increases with the years. The only hope of mankind is that they may “multiply and replenish the earth” by all-out wholehearted soil conservation practice.

A HISTORY OF THE RUSK CHEROKEEAN

1847-1973

By

MARIE HALL WHITEHEAD, Bachelor of Science

Presented to the Faculty of the Graduate School of
Stephen F. Austin State University
In Partial Fulfillment
Of the Requirements

For the Degree of

Master of Arts

STEPHEN F. AUSTIN STATE UNIVERSITY

May, 1974

ABSTRACT

The Cherokeean, a weekly newspaper published at Rusk, Cherokee County, Texas, is a direct lineal descendant of the Cherokee Sentinel, which was established February 27, 1850. In its one hundred and twenty-three year history, the publication has changed names and ownership several times. The newspaper, which holds the title of the state's oldest weekly, has reflected the social, cultural, and economic changes in the area it serves. While the publication has moved from the primitive handset type print method to the present electronic age of photocomposition, it has also recorded the area's transition from a pioneer settlement to a thriving business community. The leadership of the weekly newspaper at Rusk has been a contributing factor to the area's development. Despite today's advanced electronic news media, the role of The Cherokeean remains unique in the continued growth of Rusk and Cherokee County.

VITA

Mrs. Marie Hall Whitehead was born in New Waverly, Texas on August 29, 1928, the daughter of Mae Ellisor Hall and Wilburn Gibbs Hall. After graduating from Huntsville High School, Huntsville, Texas, in 1945, she entered Sam Houston State University, Huntsville, Texas. She married Emmett H. Whitehead, Jr. on January 30, 1948, and they lived at Livingston, Texas, until June 1, 1950. Since that date, she has assisted her husband in the publication of The Cherokeean, a weekly newspaper at Rusk, Texas, and with the operation of other business interests. In January, 1971, she entered Stephen F. Austin State University, Nacogdoches, Texas, to complete her bachelor's degree. On December 18, 1971, she received the degree of Bachelor of Science with a major in journalism. In January, 1972, she entered the Graduate School of Stephen F. Austin State University. She is the mother of two daughters, Terrie Lou Whitehead, a junior at the University of Texas at Austin, who is majoring in journalism, and Wendee Ree Whitehead, who is a sophomore at Rusk High School, Rusk Texas.

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This Thesis was typed by Susan Metcalf.

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