

Southern Newspaper Names

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A CURSORY LOOK at the names of the South's leading 1961 newspapers would seem to reveal a lack of originality.¹ The *Richmond Times-Dispatch*, *Dallas Morning News*, *Houston Post*, *Nashville Banner*, *Chattanooga Daily Times*, *Charleston News and Courier*, *Miami Herald*, *Louisville Courier-Journal*, and *Charlotte Observer* make use of the commonest of journalistic names. Throughout Southern history mastheads have been legion bearing the words, *Herald*, *Dispatch*, *Times*, *Gazette*, *Journal*, *News*, *Tribune*, *Press*, *Post*, *Chronicle*, *Sun*, and inevitably in the South, *Democrat*. Almost as common have been papers called *Star*, *Sentinel*, *Enquirer*, *Examiner*, *Banner*, *Advocate*, *Observer*, *Advertiser*, *Courier*, *Bulletin*, *Register*, and *Telegraph*.

But even today two of the region's greatest cities have journals whose names do not fit the familiar mold. The New Orleans *Times-Picayune* and the Memphis *Press-Scimitar* remain oddities in the midst of the commonplace. These two are the last major papers bearing names that are part of the history of the curious in Southern newspaper mastheads.

It is certain that a section as proud as the South would produce many papers with the names *South*, *Southern*, or *Dixie*. Before the Civil War the Augusta, Georgia, *Southern Spy*; Milledgeville, Georgia, *Southron*; Coffeeville, Mississippi, *Southern Appeal*; Natchez *Southern Galaxy*; Rockingham, North Carolina, *Spirit of the South*; and Greenville, South Carolina, *Southern Patriot* are examples of this type of title. The war itself produced the *True Southron* of Pine Bluff, Arkansas, and the Baltimore *South*. In the period since the

¹ In this article I have included the following states in the South: Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Maryland, Mississippi, North Carolina, South Carolina, Tennessee, Texas, and Virginia. In all cases where newspaper names are used, the paper name alone is italicized. There are no italics for town names.

conflict this type of name has remained in wide use. Pride in its new Democratic solidarity led to the Conyers, Georgia, *Solid South*. A combination of sectional pride with pride in weather conditions gave vent to a legion of *Sunny Souths*. Jacksonville, Alabama; Aberdeen, Mississippi; and Snow Hill, North Carolina are three who boasted of the climate. Obvious pride in region was illustrated when its editors dubbed their new venture in 1865 the Livingston, Alabama, *Our Southern Home*.

A natural designation involved the word *Dixie*. Jacksonville, Florida had its *Dixie*; Calhoun City, Mississippi, its *Dixie Herald*; and West Point, Mississippi its *Dixie Press*. Of all the South's cities none have used the name *Southern* more than Richmond, Virginia, and Jackson, Mississippi. Eight Jackson papers have borne a variation of that name. Among these are the *Southern: Luminary*, *Mercury*, *Reformer*, *Star*, *Sun*, and *Whig*. In addition to the Richmond *South* and *Southerner*, citizens of the capital city have read the *Southern: Era*, *Opinion*, *Portfolio*, and *Intelligencer*.

The area's strong adhesion to states rights has also had its effect on publishers. Camden, Arkansas, had its *States Rights Eagle*, Augusta its *States Rights Sentinel*, Anderson, South Carolina, its *States Rights Advocate*, Yazoo City, Mississippi, its *States Rights and Democratic Union*, and Abingdon, Virginia, simply the *States-Rightsman*.

The end of Reconstruction and the return of Bourbon home rule brought a number of journals proclaiming that fact. The designation *New South*, after Henry Grady's ideas, won acceptance in Grenada, Mississippi, New Orleans; Jacksonville, Florida; and Port Royal, South Carolina. Camden, Alabama called its 1881 paper the *Home Ruler*, and Rutherfordton, North Carolina styled its the *New Regime*. In Greensboro, North Carolina, a sheet founded in the 1870's chose to move with the times and instead of the state's usual *Old North State*, termed its paper the *New North State*.

The late 19th century also brought a newspaper reaction against Black Republicanism. Alexandria, Louisiana, and Raleigh, North Carolina, had their *Caucasians*, and the white supremacy shout was raised by the Americus, Georgia, *White Man's Paper*.

Parochialism has not always held sway in the South's press, and a number of papers reflect a broader allegiance. Sparta, Georgia's

Standard of Union and Baltimore's *Flag of Our Union* are examples. In addition Covington, Kentucky, had its *Yankee Doodle*, Knoxville, Tennessee, its *Uncle Sam*, Petersburg, Virginia, its *American Constellation*, and Nashville in 1844, its *Star Spangled Banner*.

Since the South has been predominantly an agrarian section, it is natural that its press should reflect this economic fact. Many publications called themselves *Farmer*. Others were more varied in their approach to agricultural nomenclature. Geneva County, Alabama, read the *Reaper*; Rutledge, Alabama, the *Gleaner*; and Georgetown, South Carolina, the *Harvest*. The yeoman farmer of the South gave his name to many journals. Most colorful perhaps was Thomaston, Georgia's *Backwoodsman and Upson Yeoman*.² The region's various crops also came in for their share of attention. Lafayette, Louisiana, published the *Cotton-Boll* and Durham, North Carolina, the *Tobacco Plant*. The ante-bellum planter influenced publications whose titles varied from the Franklin, Louisiana, *Planter's Banner* to the Washington, Georgia, *News and Planters Gazette*. It was a long way from the dignified planter to the Populist period's journals of agrarian revolt like the Edwardsville, Alabama, *Cleburne Plowboy*, the Raleigh *Hayseeder*, and the Whitewright, Texas, *Plow and Hammer*.³

No period has had as much effect on the South as the Civil War, and that conflict left its indelible mark on the area's press. Abbeville, Alabama, proclaimed the *United South*. Columbus, Kentucky, produced the *Daily Confederate News*; Atlanta the *Daily Reveille*, and the *Southern Confederacy*; Camden, South Carolina, the *Confederate*; and Chattanooga the *Daily Rebel*. The latter continued to publish even after Chattanooga fell to Union troops. Its press was moved to Marietta and Griffin, Georgia, and Selma, Alabama, before finally falling to Union soldiers.

Proud of its military heroes, some Confederate editors named their journals for them. From 1862 to 1863 Harrisonburg, Virginia's citizens read a sheet named for a man who had won fame in their Shenandoah Valley country. The paper was called *Stonewall*.

Among the most curious and unusual names to be found listed among Southern papers are those published, usually for brief periods,

² Upson is from the county of which Thomaston is county seat.

³ Cleburne is from the county in which Edwardsville is located.

by Union invaders from 1861 to 1865. Jacksonport, Arkansas, and Thibodaux, Louisiana, had the *Stars and Stripes*, and Yazoo City, Mississippi, of all things, the *Daily Yankee*. Algiers, Louisiana, had the equally astounding *Hoosier Newsboy*, edited by an Indiana soldier with Federal occupying forces. Franklin, Tennessee, scene of one of the war's great battles, published in 1863 the *Federal Knapsack*, and the 27th Indiana Regiment ran the presses of the Berryville, Virginia, *Conservator* to produce the *Haversack*. The popularity of General U.S. Grant was amply testified to by his troops' publication of the *Unconditional Surrender Grant* in New Iberia, Louisiana, and of *Grant's Petersburg Progress* by the 37th Wisconsin and 8th Michigan fighting under Grant in Virginia in 1865. Certainly one of the most unusual names was the small sheet, briefly published by Union troops near Charleston. It was dubbed the Morris Island *Swamp Angel*.⁴

Southern politics has long been waged with fierce intensity. Federalists battled Anti-Federalists and then the Jeffersonian Republicans. Jacksonian Democrats dueling the Whigs and in the 1850's Democrats fought each other as advocates of compromise battled fire-eating proponents of immediate secession. While some papers have derived colorful names from political campaigns since the Civil War, most of these names are ante-bellum. The Federalist cause was advanced by the Frederick, Maryland, *Star of Federalism*, and the Leesburg, Virginia, *Washingtonian*. Numerous organs proclaimed themselves followers of Thomas Jefferson. Charlotte's *Mecklenberg Jeffersonian*, the New Orleans *Jeffersonian Republican*, and naturally, the Charlottesville *Jeffersonian Republican* are examples.⁵ The bitter partisan period from 1828 to 1848 called forth some interesting political titles. Andrew Jackson found unremitting opposition from Lexington, Kentucky's *Anti-Jackson Bulletin and Messenger of Truth*, and from the Frederick, Maryland, *Anti-Jacksonian*. One of Jackson's opponents, Henry Clay, was immortalized on the mastheads of the *Henry Clay Bugle* of Maysville, Kentucky, and by journals labeled *Harry of the West* circulated in Wetumpka, Alabama, and Grenada, Mississippi.

⁴ Morris Island is situated near the mouth of Charleston Harbor. Union troops were stationed on the low-lying island in an attempt to retake the Confederate forts guarding the port city.

⁵ Mecklenberg is from the county of which Charlotte is county seat.

The presidential campaigns of 1840, 1844, and 1848 brought several short-lived journalistic ventures into the political wars. In the "Log Cabin and Hard Cider" campaign waged by "Old Tippecanoe" William Henry Harrison in 1840, Harrison was backed by Maysville, Kentucky's *Tippecanoe Banner and Old Soldier's Shield*, and by Baltimore's *Log Cabin Advocate*. Four years later Democrat James K. Polk, proclaimed a new Jackson, was supported by the Hagerstown, Maryland, *Young Hickory*. In the Taylor-Cass battle of 1848, General Zachary Taylor had his banner unfurled weekly by the Washington, North Carolina, *Rough and Ready*. A final example came in the bitterly fought election of 1860. While Southern Democrat John C. Breckinridge had much newspaper support, his Northern Democratic opponent, Stephen A. Douglas, was less fortunate. One paper, however, the Baton Rouge *Little Giant*, demonstrated its support of the stocky Illinoisan.

Most colorful post-war political names were a product of the militant press of the Populist Party. Stridently holding for the agrarian masses were the Ashland, Alabama, *People's Party Advocate*; the Brewton, Alabama, *Laborer's Banner*; the Cullman, Alabama, *People's Protest*; the Cartersville, Georgia, *Voice of the People*; the Natchitoches, Louisiana, *Populist*; the Austin, Texas, *People's Advocate*; and Winnfield, Louisiana's equalitarian *Comrade*. The same period also produced a more liberal Democratic Party whose presidential candidate, William Jennings Bryan, gave his nickname in 1900 to the Alvin, Texas, *Commoner*.

Southern labor, like the farmer, has had its supporters in the region's press. Post-Civil War Alabama had its Attalla *Pick and Shovel* and Courtland *Friend of the Laborer*. Even the ante-bellum period produced in Pensacola, Florida, the *Democrat and Mechanics' and Workingmen's Advocate*, and in Knoxville, the *Plebian*.

Among the most significant developments in post-Civil War Southern journalism has been the rise of the Negro press. Varying in their stands on issues confronting their readers have been the Birmingham *Voice of the People*, the same city's *Wide Awake*, the New Orleans *Weekly Pelican*, the Charleston *Afro-American Citizen*, the Galveston *Colored American*, and the Richmond *Planet*. Some of the militancy these Negro journalists brought to their pages in their race's struggle for equal rights is reflected on the mastheads

of the Fort Deposit, Alabama, *Vindicator*, the *Atlanta Weekly Defiance*, the *Annapolis Negro Appeal*, the *Baltimore Race Standard*, the *Weldon*, North Carolina, *Republican and Civil Rights Advocate*, the *Chattanooga Justice*, and the *Houston Defender*.

Any section has papers ready to discuss its natural or economic specialties and the South is no exception. A late 19th century traveler to Florida would have been overwhelmed by mastheads proclaiming Florida a tropical wonderland. Published in the peninsular state were the Fort Myers *Tropical News*, the West Palm Beach *Tropical Sun*, and the Jacksonville *Tropical Paradise*. Slightly less confident, apparently, was the Eustis *Semi-Tropical*.

Proximity to the ocean has long been a fact worth exploiting and many of the region's papers did so. Key West, completely surrounded by water, published the *Inter Ocean*, the *Key of the Gulf*, and the *Light of the Reef*. Brunswick, Georgia, claimed its *Seaport Appeal*; Bay St. Louis, Mississippi, its *Sea Coast Echo*; and Biloxi had its vigilant *Sea Shore Sentinel*.

At the other extreme of the South's topography — the mountains — editors and publishers have matched their coastal brethren in ardor. The Purcellville, Virginia, *Blue Ridge Herald*; St. Paul, Arkansas, *Mountain Air*; and Greenville, South Carolina, *Piedmont and Mountaineer* have praised the uplands.

Still other regional locations have supplied names. Virginia's Shenandoah Valley issued the *Edinburgh Shenandoah Democrat*, the Fincastle *Herald of the Valley*, and the Lexington *Valley Star*. New Orleans' situation near the Mississippi delta at one of the river's great bends led to the *Crescent* and the *Daily Delta*. Even more specific in locating itself for its readers was the Fort Smith, Arkansas, *Thirty-fifth Parallel*.

Two Southern cities with great historical pasts have proclaimed the fact in the St. Augustine *Ancient City* and the San Antonio *Weekly Alamo Express*.

Many gazettes of the southland have found names in a local product. The 1890 discovery of phosphates in Florida brought the Inverness *Phosphate Field*. North Georgia's gold mines were heralded in the Dahlonega *Nugget*. Readers in Clarksville, Tennessee, knew at once that the town's economy was based on the *Tobacco Leaf*, and the Texas cattle and oil industries gave names to the *Cisco Round-Up* and the *Pecos Gusher*.

Closely related has been the use of regional nicknames. The "Wiregrass" region of southeastern Alabama and southwestern Georgia had the Dothan, Alabama, *Wiregrass Siftings*, the Headland, Alabama, *Wiregrass Farmer*, and Thomasville, Georgia's *Wiregrass Reporter*. The more famous grass of Kentucky was discussed in Lexington's *Blue Grass World*. Virginia's nicknames yielded the Franklin *Tidewater News*, and the Charlottesville *Old Dominion News*. North Carolina localisms gave the Beaufort *Old North State* and the Elizabeth City *Tar Heel*. The "palmetto state" designation of South Carolina found its way onto the headings of the Charleston *Palmetto Flag* and the Columbia *Palmetto State Banner*. Both Floridians and Georgians are called "crackers" and citizens of Lakeland read the *Florida Cracker*, while Georgians from Gainesville perused the *Georgia Cracker*.

In the southwest, Arkansans from Cane Hill and Conway read papers called the *Arkansas Traveler*. Texas has had several papers which took advantage of state names. Among these are the Amarillo *Daily Panhandle*, the Matador *Texas Maverick*, the Austin *Lone Star Ranger*, and the El Paso *Lone Star*.

Many of the above-mentioned natural assets have been boasted of by papers like the Hernando, Mississippi, *Times-Promoter*, the Floyd, Virginia, *Mountain Boomer*, or the Bowie, *Texas Booster*.

A study of Southern weather could begin with a listing of papers taking their names from climatic conditions or other natural phenomena. Sweeping across the journalistic scene have been the Kingston, Tennessee, *Weekly Cyclone*, the Hitchcock, Texas, *Storm Drift*, and the Sipe Springs, Texas, *Cyclone*. Weather both fair and foul has aided editors in choosing names like the DeFuniak Springs, Florida, *Breeze*, the Leitchfield, Kentucky, *Sunbeam*, the Dallas *Sunny Clime*, the Newberry, South Carolina, *Rising Sun*, the Eureka Springs, Arkansas, *Rainbow*, the Sulligent, Alabama, *Lightning*, and the Galveston *Thunderbolt*. And high over the South have flashed the Malvern, Arkansas, *Meteor*, and the Baton Rouge *Comet*.

One of the South's leading 19th century organs could be mentioned in this category. The Memphis *Appeal-Avalanche*, founded in 1840, led such a hectic life during the Civil War that it was dubbed the "Moving Appeal." Chased out of Memphis, it was published in four Mississippi and three Georgia towns before reach-

ing Montgomery and Selma, Alabama. In the last month of the war the *Appeal-Avalanche* was finally seized by Union troops at Columbus, Georgia.

The Southern press has also had a number of journals whose front pages were headed by names reflecting the flora and fauna of the section. The region's vegetation is found in the Plaquemine, Louisiana, *Weekly Magnolia*; the Lafayette, Louisiana, *Live Oak*; the Southern Pines, North Carolina, *Pine Knot*; and the Lexington, Virginia, *Mountain Laurel*. Soaring above their readers were the Jasper, Alabama, *Mountain Eagle*, the Pointe Coupee, Louisiana, *Pelican*, the Hagerstown, Maryland, *Black Hawk*, the Elizabeth City, North Carolina, *Falcon*, the Galveston *Daily Sea Gull*, and the Hot Springs, Virginia, *Swallow*. Opposition in Gadsden, Alabama and Austin, Texas must have felt the sting of the *Weekly Bee* and *Hornet* respectively. Closer to earth were the Hot Springs, Arkansas, *Daily Horse Shoe*, the New Orleans *Bull Frog*, the Panola, Mississippi, *Lynx*, the Salisbury, North Carolina, *Little Adder*, and the Alligator Bayou, Texas, *Mud Turtle*.

Certainly no one could accuse Southern publishers of ignoring the truth or of dimming the searching light of journalistic endeavor. Baton Rouge citizens could read the *Weekly Truth* and in Greenville, Alabama, the *Living Truth* was available from 1891 to 1914. Nor was it easy to avoid the glare of the *Headlights* of Jasper, Alabama, Heber Springs, Arkansas, or Norlina, North Carolina. Also held aloft were the Haleyville, Alabama, *Spotlight*, the Birmingham *Searchlight*, the Eureka Springs, Arkansas, *Flashlight*, the Oxford, North Carolina, *Torchlight*, the Raleigh *Carolina Beacon and Metropolitan Omnibus*, and the slightly dimmer Chester, South Carolina, *Lantern*.

Vigilance has been a major item in the story of Dixie's newspaper names. Alert have been the Foley, Alabama, *Onlooker*, the Helena, Arkansas, *Spy*, the Savannah *Hawkeye*, the Greensboro, North Carolina, *Watchman* and *Harbinger*, the Louisville *Focus*, the Houston *Investigator*, and the Thomaston, Georgia, *Hickory Nut and Upson Vigil*. No matter what, the day locals could not avoid the scrutiny of the Hattiesburg, Mississippi, *Saturday Evening Eye* or the Paducah, Kentucky, *Sunday Eye*. Ever on the watch were the Lake Providence, Louisiana, *Sentry*, and New Albany, Mississippi's

Vidette. Even harder to evade, as their names indicate, were the Richmond *Paul Pry* and Baltimore's *Viper's Sting and Paul Pry*.

While some journals were vigilant, others were ready to lash out with an entire arsenal of journalistic weapons. Editors unlimbered the Savannah *Evening Gun*, the Danville *Kentucky Rifle*, and the Lexington, Kentucky, *Arrow*. In addition, slashing in their attacks were the Grenada, Mississippi, *Bowie Knife*, and the still in existence Memphis *Press-Scimitar*.

Not quite so belligerent were those who simply criticized, blasted, or challenged. Nevertheless an attack from the Luverne, Alabama, *Crenshaw County Critic*, the Piggott, Arkansas, *Critic*, the Clarksdale, Mississippi, *Challenge*, the Anniston, Alabama, *Daily Hot Blast*, or the Lafayette, Louisiana, *Gladiator*, was amply forceful. There were also those papers whose titles sounded a strident call to action. These were the Indianola, Mississippi, *Sunflower Tocsin*; Port Gibson, Mississippi's *Reveille*; Bandera, Texas' *Bugle*; and Smithsburg, Maryland's *Trumpet*.⁶

All papers were not quite so forceful in their titles. A Frederick, Maryland, paper waved the *Olive Branch*, while a Danville, Kentucky organ advocated the *Olive Branch and Western Union*. The Tuscaloosa, Alabama, *State Journal and Flag*, and Darlington, South Carolina's *Flag* merely waved their banners. A Helena, Arkansas, journal was just a *Weekly Note-Book*, and an ante-bellum Baltimore organ served as its readers' *Pathfinder*.

The names *Halcyon*, *Echo*, *Magnet*, *Palladium*, and *Hustler* appear with considerable regularity. Peace and tranquility were perhaps forecast by the *Halcyons* of New Orleans and Louisville. Sounding out the public were the Greenville, Alabama, *Weekly Echo*, the Fayetteville, Arkansas, *Mountain Echo*, and Lafayette, Louisiana's *Echo of Lafayette*. Purveying the news in various parts of the South in the period from 1891 to 1928 were the *Magnets* of Mobile; Spencer, Kentucky; and Erwin, Tennessee. The ante-bellum South read the Newnan, Georgia, *Palladium*, and similarly named papers in Covington, Louisiana and Holly Springs, Mississippi. A name appearing with great frequency in the turn of the century period from 1890 to 1910 was *Hustler*. Often used by Populist editors, others picked up the name and Hanceville and Opp, Alabama, and Jackson and

⁶ Sunflower is from the county of which Indianola is county seat.

Madisonville, Kentucky had their *Hustlers*. In the 1890's a Rome, Georgia, journal was called the *Hustler of Rome*, and most interesting of all was Hendersonville, North Carolina's *French Broad Hustler*, named for the nearby French Broad River.

Rivers have played an important part in Southern history, and, in addition to the French Broad, other bodies of water have reached mastheads. Gloucester, Virginia's *Chesapeake Current*, Plymouth, North Carolina's *Roanoke Cresset*, and Natchitoches, Louisiana's *Red River News* are examples of watery titles. With no nearby river to place in his title, the publisher of a Yanceyville, North Carolina, sheet chose to issue weekly the *Rubicon*.

Many Southern papers have been content to go to their readers bearing homey, folksy titles. The Opp, Alabama, *Homespun*, the Talladega *Our Mountain Home* of the same state, and the Cynthiana, Kentucky, *Log Cabin* are some examples. Also in this category would fall Savannah's *Friend of the Family*, Madison, Georgia's *Family Visitor*, Alexandria, Louisiana's *Daily Town Talk*, the Newport, Tennessee, *Plain Talk*, Harrodsburg, Kentucky's *Sayings and Doings*, and Dallas' *Everybody's Business*.

An entire battery of journals have claimed in their headings to be reporters of new eras, times, or ages. Prominent are the Abbeville, Alabama, *Spirit of the Age*, the Bowling Green, Kentucky, *Spirit of the Times*, and the *New Eras* of Demopolis, Alabama, Fort Smith, Arkansas, and Atlanta.

In the same vein, publishers have been alive to the changing products of science. In the 1880's Sylvania, Georgia and Dublin, Texas had their *Telephones*. Havre de Grace, Maryland, had the *Electric Light*, Atlanta the *Sunday Phonograph*, and up-to-date in its title when it began publication in 1900 was Rising Star, Texas' *X-Ray*. Ante-bellum publishers could not benefit from these inventions, but those in Sandersville, Georgia, Chestertown, Maryland, and Due West, South Carolina, used Galileo's *Telescope*.

Numerous in the Southland have been names not easy to categorize. The *Phenix* has been circulated in Camden, Alabama, and Darien, Georgia. Fairburn, Georgia's 1872 journal forlornly dubbed itself the *Waif*, and Arcadia, Florida's in 1898, proudly, the *Champion*. Nautical terms seem to have contributed names to the *Clippers* of Elba, Alabama, and Baltimore, and Double Springs, Alabama's

Anchor. An Ellicott City, Maryland sheet was named after Tom Paine's *Common Sense*; a Hagerstown, Maryland, paper morbidly called itself the *Weekly Casket*; a Wilson, North Carolina, journal was named the *Little Jewel*; and in Salisbury, North Carolina, a publisher issued a *Weekly Jubilee*.

Originally named after a small Spanish coin, and more recently taken to mean small or of little value, is the word *picayune*. At the beginning of this article the great New Orleans *Times-Picayune*, published continuously since 1836, was mentioned. But it is not the only paper bearing that name. Calvert, Texas, and Montgomery, Alabama, both have had *Picayunes*.

Texas has produced a particularly colorful group of names. From Benavides came a paper simply called the *Facts*. Castroville had the *Anvil*, Deport the *Triumph*, Marlin the *Ball*, El Dorado the *Success*, Corpus Christi the *Caller*, Electra the *Harrold Howler*, and Palmer and Cumby the *Rustler*.⁷ Also spreading news through the Lone Star state were the Karnes City *Kicker*, the Galveston *Sting*, and Rusk's *Iron Clad*.

Moderation seems to have influenced the naming of Franklin, Tennessee's *Western Balance* and Abbeville, South Carolina's *Medium*. A rarely used newspaper name was Belen, Mississippi's *Quitman Quill*.⁸ Equally rare were the following: Denton, Maryland, *Pearl*; Culpeper, Virginia, *Exponent*; Frankfort, Kentucky, *Roundabout*; Raleigh *Republican Touchstone*; Vass, North Carolina, *Captain*; and the Snow Hill, North Carolina *Standard Laconic*. Statesville, North Carolina, and New Orleans have both had *Mascots*, while Statesville and Norfolk have both had journals proclaiming themselves *Landmarks*.

The variety of names publishers have chosen run the gamut of Southern life, some serious, some humorous. But a small group of journalists have given terms to Southern history and folklore that exhibit an active imagination. Combining town name with newspaper name, these men have produced names like the Marshall, Virginia, *Chief Justice*, after John Marshall; the Comanche, Texas, *Chief*; the Hereford, Texas, *Brand*; and the Bowie, Texas, *Blade*. The people of Rockingham, North Carolina, in the late 19th century

⁷ Harrold is the name of a town seven miles from Electra. The *Howler* served both small communities.

⁸ Quitman is from the county in which Belen is located.

must have chuckled as they observed the mastheads of the Rockingham *Rocket* and the ingeniously named *Pee Dee Bee*. The latter was named for the Pee Dee River. It was also a tongue-in-cheek editor, no doubt, who called his Beeville, Texas paper the *Bee*. In a similar vein the man who named the Yellville, Arkansas, *Mountain Echo* must have been amused with the appearance of his heading. The acme of such names, however, is reserved for a little town in northern Louisiana. In Homer a colorful editor could not resist calling his sheet the *Iliad*.

Throughout Southern history newspapers have searched for names that reflected the paper's political philosophy, a publisher's peculiarity or sense of humor, or a regional pride. Some have been exotic, some deadly serious. Several have been so long that small print was needed to get the entire title on the masthead. Snow Hill, Maryland, produced the *Worcester Sentinel and Farmer's and Mechanics' Shield*, while the people of Greenville, in eastern North Carolina, read the *Carolina Home and Farm and Eastern Reflector*. After all the gaudy names the most memorable is the one attached to his journal by a prosaic Texan not given to lengthy expostulation. He called his weekly the *Kerrville Paper*.

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