

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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