

KENDRICK GAZETTE

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A
HISTORY
OF
THE KENDRICK GAZETTE
SINCE 1890

By
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History of Journalism---1937-1938

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I

KENDRICK---HUB OF THE POTLATCH

When Thomas Kirby, early Latah county pioneer, looked over the landscape where the Potlatch river and Big Bear creek converged, he saw how the surrounding ridges of farm land sloped into a natural meeting place there and that the Northern Pacific railroad would be likely to come down the canyon to that point eventually. He said to himself, "This would be a right good place for a town. Guess I'll start one." And he did. That was in 1889.

Kirby's first move was to buy the proposed town site, then the farm of Raleigh Nickols.¹ He moved his family up from Juliaetta, four miles below, and opened a general store, selling groceries, drygoods, shoes, and drugs to the ridge farmers. He was the town's first postmaster, and later opened a grain warehouse.

After moving onto the newly purchased land and naming it Latah, Kirby's next move was to confer with Northern Pacific railroad officials. An arrangement was made in May, 1890, whereby the railroad would build to the town. On a guarantee that the road would reach there by January 1, 1891, Kirby deeded half the townsite, 240 acres, to the railroad company. The town was then named Kendrick in honor of an official of the railroad.²

1 The Gazette, August 24, 1922.

2 An Illustrated History of North Idaho.

On May 8, 1890, as soon as the arrangement with the railroad company was made, the town was platted. On October 15, 1890, the town was incorporated and since that time has grown into a busy little country town, supported well by its citizens.

Kendrick's geographical position, with roads leading in from ridges on all sides, was recognized early as comparable "to the hub of a wheel that holds its position through the spokes. Each serves as an avenue of resource which year by year strengthens with the development of the county and contributes toward the healthy progress of the town."¹

It was in such a place that The Kendrick Gazette, one of the oldest papers in the county, made its start--- published as The Advocate in what was still Latah, Idaho. Ever in stride with the progress of the town and the adjacent farming territory, The Gazette has prospered with its patrons and is today a modern, up to date paper, devoted to home industry and home trade.

Ibid.

II

SKELETON HISTORY OF THE GAZETTE

Forty-eight years ago in Kendrick, Idaho, a small group of local citizens helped H. L. Frost celebrate the Fourth of July in the shade of a pine tree---running off the first issues of The Kendrick Advocate on a Washington hand press. Since that start in 1890 in its temporary outdoor office as a two-page, four-column paper with a hundred subscribers, The Advocate has become The Kendrick Gazette, has been thrice burned to the ground, and was flooded once, yet has been published every week without fail. Today, under the direction of its ninth editor and owner, P. C. MacCreary, it is published in a very modern and up-to-date shop as a four-page, six-column paper. From those original hundred subscribers The Gazette circulation mounted to a thousand at the end of the first 1900 decade. It was regularly an eight-page paper for quite a few years.

The Advocate became The Gazette in 1892 when Joseph S. Vincent succeeded Frost. After the famous 1904 fire the name and circulation of The Canyon Echo was purchased. The Juliaetta Enterprise, already owned by the Gazette editor, D. T. A. Mackintosh, ceased publication, too, and its name and circulation were similarly appropriated.

The Gazette was a Republican paper when operated as The Advocate under Frost, but became Democratic under the

BIOGRAPHICAL SKETCHES

H. L. Frost

The pioneer editor of Kendrick, Idaho, was H. L. Frost, an attorney by profession. He founded The Kendrick Advocate on July 4, 1890. The paper was issued on a Friday, on which day it has been published ever since. In the absence of a suitable building the Advocate office was established in the shade of a big pine tree. There Editor Frost ran off the first Advocate issues on a Washington hand press. He was assisted by several Kendrick citizens, among them Dr. Rothwell and A. G. "Scotty" Wilson. "Scotty," still a resident of Kendrick, has been a constant subscriber since the first issue and is the sole claimant of the distinction.

Records and reports on the length of time Frost was editor, and the time and method of transformation, in which The Kendrick Advocate became The Kendrick Gazette, are conflicting. Such conflicts are evident in the following quotation from An Illustrated History of North Idaho:

"H. L. Frost was the pioneer editor and he conducted the paper until January, 1891, when he leased the plant to James F. (evidently meant to be 'Joseph S.') Vincent, son of Judge Vincent, of Mount Idaho, Idaho. Vincent continued publication of the Advocate for some time after he had, in January, 1892, established the Kendrick Gazette, when the Advocate ceased to exist. Mr. Frost, an attorney, was editor of the Advocate, Tuesday, August 16, 1892. Shortly before 2 o'clock that morning flames were seen issuing from a second story of the building in which the Advocate office and Frost's law office were located. Within half an hour afterward two blocks had been burned over and \$80,000 of property gone up in smoke. There was a rumor that the fire was of incendiary origin and suspicion rested

upon editor Frost and he was compelled to leave Moscow for safety. The Gazette building was destroyed by the fire, but the forms were saved and the paper did not miss publication."

Residents of Kendrick say that The Advocate was discontinued as soon as Joseph S. Vincent became editor.¹ They say Frost was editor at the time of the 1892 fire and that he left because the general opinion was that he had started the fire. A brother of Vincent states that The Gazette was begun by him in 1891.² Several Gazette references give the same date, while one sets the time as 1890. The August 12, 1904, edition of The Gazette (the first to specify date of postal entry) stated in the masthead: "Entered at Kendrick, Idaho, 1892, as Second Class Matter, under Act of Congress of March 3, 1879."

The conclusion to be drawn is that The Gazette proper began probably sometime in 1892 under Joseph S. Vincent.

Joseph S. Vincent

Joseph S. Vincent, founder of The Kendrick Gazette proper, was born in Lewiston on April 24, 1866. He was the eldest of 10 children born to Joseph K. and Lizzie M. Vincent. His parents were from two of the first families to settle in Idaho. His father, later a judge at Mount Idaho, came to where Lewiston now stands in October, 1860, while his mother, a daughter of Alonzo Leland, who founded

1 "Scotty" Wilson, Mrs. L. G. Herres.

2 Edward S. Vincent, Grangeville, Idaho.

3 See footnote 2, p. 6.

The Lewiston Teller, came in 1863.

Joseph received his grade school education in Lewiston. At 15 years of age he went to work for Leland and Son on The Teller. He worked there until 1891 (or 1892), when he began his own paper in Kendrick. He acquired The Advocate, begun at Kendrick on July 4, 1890, from its founder, H. L. Frost. He changed the name to The Kendrick Gazette. His first office was a small tent, his machinery an army press with a quantity of type in proportion to the rest of his outfit. Little information is available about the paper Vincent edited except that it was devoted to the welfare of the community, and to Democracy. It was the official organ of the Democratic party in Latah county.¹

Vincent established a precedent in his 10 years of publication that successive editors have held inviolate. In spite of being burnt out in 1894 and damaged by a flood several years later he never missed getting out the paper.²

He was married in January, 1892, to Alace R. York. A daughter, Katherine, was born to them in 1895. Mrs. Vincent and daughter now live in Ashland, Oregon.

After selling The Gazette to D. T. A. Mackintosh and H. W. Weber in 1901, Vincent moved to Grangeville, Idaho. He was a deputy sheriff in Idaho county from January, 1903, until his death on November 26 of the same year. Before that

1 An Illustrated History of North Idaho.

2 If each issue was numbered as consistently as the paper issued up until the first copy on file, May 1, 1903 (Vol. XII, No. 18), the first issue of The Gazette came out January 2, 1903.

he was county auditor. He was also a Grand Chancellor of the Knights of Pythias of Idaho.

Following his death The Gazette had the following comment to make on his work in Kendrick:

"...For ten years he guided the destiny of the Gazette, and for the same length of time was permanently identified with all that made this place the business center it is.

"Jovial, whole-souled and enterprising, Mr. Vincent made many friends, who were identified with him here and to these his loss is a heavy blow. In the last two years he had largely severed his interests here and naturally dropped out of active participation, but we cannot forget what he did nor the fact that the Gazette was made by him."

Mackintosh and Weber---Hancock

The second owners of The Kendrick Gazette were D. T. A. Mackintosh, editor, and H. W. Weber, business manager. They purchased the paper from Joseph S. Vincent in 1901. The partnership dissolved on July 30, 1903, after which Mackintosh continued alone until June 4, 1909. Then George Hancock, who had been working in the office took charge. After the great fire of 1904, which completely wiped out the business section of town and burned 19 residences, Mackintosh purchased the name and subscription list of the Canyon Echo, ^{rival Kendrick paper,} which suspended publication after the disaster. At the time of the fire Mackintosh owned the Juliaetta Enterprise. He and Weber had founded it the year before. He suspended its publication and moved the equipment up to Kendrick for the emergency.

An Illustrated History of North Idaho states the early history of The Echo:

"The Canyon Echo, a weekly Republican paper, issued at Kendrick every Tuesday, originally started out as a Democratic paper under the name of the Kendrick Times. The paper was started in 1893 by the Times Publishing Co., of which Frish Bros. were chief stock holders. They had charge of the paper for two years when E. H. Thompson was installed as editor. Mr. Thompson was succeeded as editor by Jesse Collins. In June, 1897, E. E. Alderman became editor and publisher. In March 1898, the name of the paper was changed to Canyon Echo. Under Mr. Alderman the paper has become Republican in policy. He is the present editor and proprietor of the paper. Mr. Alderman is a native of Ohio and was educated in public schools of that state and at Hiram College. He is a lumber manufacturer and one of the leading citizens of Kendrick. The paper is a bright and newsy five-column quarto and has an excellent circulation and large advertising patronage." (The Canyon Echo was purchased from Alderman by Claude Duncan in July, 1903.

Under Mackintosh The Gazette was a prosperous and newsy five-column sheet. Its editor was president of the Commercial club, composed of business men. He always assisted and inspired public enterprises. He boosted for new roads and other civic improvements. He took charge of celebrations and entertainments and was the actuary of numerous public actions by citizens.

The Gazette continued as a five-column quarto under Mackintosh and Weber until 1903, when they increased the pages from four to eight. In 1905 they made it a six-column paper. Advertising always filled the largest portion of

the paper.

Weber, while working with The Gazette, worked part time at McGrew's store. When McGrew moved his business to Walla Walla, Weber went along.

Mackintosh, son of Capt. D. B. Mackintosh, writer and onetime captain of a boat in the U. S. merchant marine, was born in the '70s in Maine. He moved with his parents to Manitoba in 1877, and from there to Fort Benton in Montana in 1879. He lived at Niehart and White Sulphur Springs, where he was employed as an accountant for a mining company, before coming to Kendrick in 1898.

In January, 1905, Mackintosh was elected to the state press association presidency at a Boise meeting. The following year he was re-elected. He was elected to the state legislature in 1908. After selling The Gazette to George The Gazette Publishing Co., of which Hancock was editor and principal owner, Mackintosh opened a real estate business next door to The Gazette office. Kendrick residents say he was connected with The Gazette at the same time in some capacity.¹ Under Hancock the paper became "independent in politics" and has remained so unto the present.

In 1911 he and Hancock left town following the discovery of a \$14,000 shortage in funds at the Farmers' Bank and Trust company. U. S. G. Evans, cashier at the bank was finally arrested for "falsifying the bank books," but he was ac-

John Brown, Wade Keene, Kendrick.

quitted. Popular sentiment was against Hancock and Mackintosh, the latter seeming to have had access to the bank in some capacity, according to Kendrick residents.¹

Hancock went to Florida and entered the real estate business, and Mackintosh moved to Moscow, where he became treasurer of the Elk's lodge. Kendrick residents say he was accused of juggling the figures in the funeral expenses of a fellow member and sent to the penitentiary.² After his release he moved to his father's homestead in Montana.

The files of The Gazette from January until September 29, 1911, are missing. On September 29 the editorial mast-head listed as owners of the paper The Gazette Publishing Co. No editor was listed. The actual owner was the Farmers' Trust and Bank company, The Gazette having "fallen into the hands of the bank" at a sheriff's sale. The acquisition was probably made in August or September editorials and booster advertisements indicate.

The Kendrick Gazette Publishing Co.

---T. B. West & Son.

The Farmers' Trust and Bank company acquired The Gazette in August or September of 1911 at a sheriff's sale, after the preceding editor, George Hancock, had left town as mentioned in the previous sketch. Files from January, when Hancock was still editor, to the end of

1 John Brown, Wade Keene, Kendrick.

2 "Scotty" Wilson, Mrs. L. G. Herres, Wade Keene, John Brown, Kendrick.

September are missing, leaving no newspaper record of the date of transaction.

Attorney T. B. West, former North Carolina school teacher, who had his law office above The Gazette office, and his son, Hershel, ran the paper for the bank until such time as it could be sold. The sale was made late in 1911 to B. C. Johnson, Pullman, Washington. After the change of ownership, West resumed his full-time legal duties.

B. C. Johnson

B. C. Johnson, an experienced printer and newspaper man, took over editorship of The Kendrick Gazette on December 8, 1911. His avowed motto was, "If You Can't Boost Don't Knock." He turned out editorial after editorial boosting Kendrick and urging its citizens to do likewise. Commenting upon the 21st anniversary of the paper, which came soon after Johnson took up the editorial reins, The Idaho Post and The Star-Mirror, respectively, said:

"Under the management of B. C. Johnson, the present proprietor, The Gazette has taken a new life and is doing an immense amount of good for the community."

"Under the new management of B. C. Johnson, recently from Pullman, the Kendrick Gazette is making marked improvement both in appearance and news service. It is certainly a credit to the town, and is doing its part as a booster for Latah county."

Under Johnson's direction The Gazette began to modernize.

He installed the first type setting machine, a Simplex type setter, and the Cottrell drum cylinder press that is in use in The Gazette office today. The appearance and make-up of the paper improved under him, but the quantity of advertising fell off somewhat.

Johnson sold The Gazette to Ralph B. Knepper on March 3, 1916. In his departing editorial, Johnson announced, "I will soon leave for Montana where I will take hold of a pair of plow handles and make an effort to till mother earth." Instead he spent the next four years doing job work for a publishing house at Los Angeles. In March, 1920, he bought The Troy News, which he ran until May, 1921. From there he moved to Clarkston and engaged in the real estate business for a short time before moving on with his family to Neosha Falls, Kansas, near where his folks lived. He published a newspaper there for about six months before his death in June, 1922.

O. E. MacPherson and Myrtle Smith were associated with him in the publication of The Gazette. The two continued to work with Knepper.

Ralph B. Knepper

Ralph B. Knepper took charge of The Gazette as owner and publisher on March 3, 1916. He bought the paper from B. C. Johnson. He continued the paper's policies of boosting for the community, and refusing to participate in politics. Under him The Gazette improved greatly in makeup, typography,

and equipment.

Knepper was born in Peoria, Illinois, February 19, 1886. He came west and made his first venture into newspaper publishing at Lewiston, Idaho. There he published and managed The Normal Review, state normal school monthly, in his own shop for two years. His father was the first president of the school. Following his initial venture he attended the University of Idaho for a year before going to Kansas to finish his schooling at Highland College. He published and managed the college monthly magazine there two years in his own shop. His first step into country weekly newspaper publishing was at Kendrick on The Gazette.

He sold The Gazette to Rollien Dickerson in July, 1929, and bought The Salmon City Recorder Herald, official paper of Lemhi county, the next month. He is still on the job there and has this to say for his profession:

"The reason I am still in the newspaper business is because I got printer's ink on my finers when I published the Normal Review and it has never rubbed off."

Knepper was married on June 9, 1918, to Winifred Calkins. He was probably the most humorous of any editor to run The Gazette. He devoted more space to athletics than any other editor, too.

O. A. MacPherson, who worked for Knepper the 13 years he was editor, and previously for B. C. Johnson, went with his employer to Salmon City.

Rollien S. Dickerson

Following Ralph B. Knepper, who has the record of being editor of The Gazette for the longest time, came Rollien Dickerson, who owned and published it for the shortest time, with the exception of The Farmers' Trust and Bank company, which merely held it awaiting sale. Dickerson was by training a school teacher. He came to Kendrick from Eugene, Oregon, with no newspaper training and no qualifications, except a desire to publish a country town newspaper. Mr. Knepper, from whom he purchased The Gazette, says:

"When he bought the paper from me he said he was doubtful of making it go, but he would never be satisfied until he had tried it as he had always longed to publish a country town newspaper. After he sold the Gazette to Mr. McCreary he wrote me that he had enjoyed the experience but found that he was unable to rustle the business as he was not good at mixing with the public. He liked the editorial end of the work but the business management was distasteful to him."

Dickerson took over The Gazette on July 19, 1929. He was unable to hire O. A. MacPherson, who had been working in the shop for Knepper, so he hired a man, Spencer DeLong, out of a Spokane printer's school and went to publishing. He did a creditable job of editing and seemed to have as large a proportion of advertising as the two previous editors, in spite of his dislike for business management. He continued the paper's established policy of "Independent in Politics."

He sold The Gazette to P. C. McCreary at the end of

the year, five months after he purchased it, and returned to Oregon to resume his teaching.

P. C. McCreary

The present owner of The Kendrick Gazette is P. C. McCreary, who came to Kendrick with more newspaper experience than all former editors put together. He began publication of The Gazette with the first issue of January, 1930, shortly after having bought out Rollien Dickerson.

McCreary was born in Canton, Ill., in 1871. He moved with his folks to Lamar, Mo., and while still in his teens got a job working before and after school in the local printing office of the Lamar weekly paper. He did janitor work and learned to set hand type, working for the experience only. He returned to Canton in 1896 to work as a hand compositor on The Daily Register. He stayed there 14 years, in the meantime returning to Missouri to marry a childhood sweetheart in 1901.

In 1907 McCreary moved to Colorado Springs, Colorado, and joined an older brother in publishing a paper. While in the South he divided three years between working on Colorado and New Mexico sheets. He came to the Northwest in 1910 and joined The Morning Herald, and later The Republic, in Yakima, Wash.

McCreary first became sole owner and editor of a newspaper in December of 1912 when he came to Idaho and bought The Genesee News from H. C. Brune. While operating

the wheat country sheet there, he broke his son William into the newspaper profession. They have been co-workers ever since. . . McCreary sold The Genesee News to E. D. Pederson in November, 1928. The following April he purchased The Stanwood (Wash.) News, but operated it for only six months.

He purchased The Kendrick Gazette on December 28, 1929, and is still the paper's active editor and owner.

Though he had no previous newspaper experience, McKinnon was well qualified for editorial work by his own efforts. He had been a writer for several years, and his work had been published in various newspapers and magazines. He was a member of the Associated Press and the Western Union Telegraph Company.

McKinnon was a man of many talents. He was a writer, a publisher, and a community leader. He was a member of the Kendrick Chamber of Commerce and the Kendrick Rotary Club. He was also a member of the Kendrick Fire Department and the Kendrick Fire Association. He was a man of many interests and a man of many accomplishments.

While politically "alive," McKinnon did not neglect local civic conditions and issues. On the contrary, he was the first in the community to see need for improvements, and he was the first to do for Kendrick. He activated almost every one in the community to the way of bringing about good. He was the first to get the needed city ordinances passed, the first to get the needed fire delivery brought to Kendrick, in improving water supply conditions and streets, and so on. Throughout the time he was editor, his own note in the files

IV

EDITORIAL POLICIES OF THE VARIOUS GAZETTE EDITORS

D. T. A. Mackintosh

When D. T. A. Mackintosh stepped into the breach left in 1901 by Joseph Vincent, first editor of The Gazette proper, he continued the Democratic policies of the first editor. He fought hard and long for Democratic ideals, becoming a politician eventually himself. The issue which concerned him most during his Gazette career was Mormonism. He fought it hard, and did not allow defeat to stay his enthusiasm.

Though he had no previous newspaper experience, Mackintosh carried on his editorial campaigning with a zeal and efficiency that might well be the envy of old and experience editors in metropolitan cities today. He was no expert in fine writing, but that deficiency was elbowed into obscurity by his tenacity, conviction, and forceful writing.

While politically "alive," Mackintosh did not neglect local civic conditions and issues. On the contrary, he was the first in the community to see need for improvements, and to see was to do for Mackintosh. He actuated almost every one of the changes brought about in the way of bringing good roads to Kendrick, in getting needed city ordinances passed, in getting rural free delivery brought to Kendrick, in improving city water conditions and streets, and so on. Throughout the time he was editor, one can note in the files

of The Gazette where fiery editorials were shortly followed by moves to correct the complained of conditions. So forward was Mackintosh in his crusades for the town and community that he was chosen president of the Commercial club, an organization of business men united to work for civic causes.

An editorial in the first issue of The Gazette existing in the files today illustrates Mackintosh's stand and interest in the community:

"With this issue the Gazette takes another forward step and begins to make history anew for itself. The enlarged edition, twice the size of the former, speaks for itself and tells a tale that he who seeth and readeth need not be told in any words of ours. It is now one of the largest papers in the county and we might with becoming modesty say the best but we will permit others to say this of it. This enlargement is due to the constantly increasing demand for advertising space and the constantly enlarging circulation which the paper enjoys. Its publishers have to thank the public for their hearty appreciation and support in the past. It has been due to their patrons and readers who have so loyally supported us that we have been enabled to make this advance and they trust that they shall still be supported in the future as in the past. It takes two factors to make a good paper; first, a reading and appreciative public as well as live advertising business men such as we have in Kendrick and second publishers who are quick to see what the public demands and energetic in supplying that demand and keep their paper free from all petty personalities as well as making it clean and newsy in every way. These two factors have ever been present in building up this paper and the future looks very promising to their continuance.

"The paper is ever open to criticism and communications are solicited from every one. The publishers take the liberty of carefully editing all such lest sometimes there might

creep into the columns of the paper something unduly offensive....As in the past, the Gazette will aim to be as correct and fair in its presentation of the news as possible, and if error creeps in, as it must surely do many times, it stands ready to make any vital corrections that should be made. Its publishers are striving hard to make this paper one of the most reliable conservative yet progressive sheets of this section. The success of the paper in the past, is, we are sure, an augury of a still better future, and we ask your help in making it what they hope of it."¹

A local issue upon which Mackintosh spent much space was the evils of patronizing mail-order houses. It was an issue which the railroads made possible and which editors to this day in small towns must meet. A Mackintosh editorial condemned:

"....To materialize our projects and make this town and country what it should be we must needs expend the necessary funds, if the farmers and patrons do not patronize them. Who ever knew of these mail order houses helping a local enterprise. We are in earnest when we say that the mail order traffic is the curse of this country, paralyzing our industries and ruining its patrons as citizens, and he who thus trades is not only committing an unjust act to the public, but is hurting himself mentally and financially. You say this language is too strong? It is not one-tenth as strongly worded as we feel. For your own good, for your town's good, for all good and for good and all, drop this mail order custom."²

Another editorial blow at the mail-order houses and peddlers was dealt shortly after when a carload of buggies had been shipped in and were being peddled by salesmen. In explaining the wrong to the customer, the merchant, and town and community, The Gazette said:

"....First, this trading with peddlers and mail order houses is wrong in principle. Say that

1 The Gazette, May 1, 1903.

2 Ibid.

sales amount to \$50 that \$50 is taken absolutely out of the country and you receive it back never again. Reverse it, say your merchant sells you \$50; he buys your produce, helps pay for your church aids the fund for roads, is a factor in lighting your burden of taxes, and if he gives but fifty cents (it is usually more) to each project he has actually brought the price of your \$50 down to about \$40. Now, what say you, is it not wrong in principle?"

When, in 1913, a road built into Kendrick required additional funds above what had been estimated and raised, Mackintosh editorialized on the splendid manner in which the Business Men's Association responded:

"It has been a severe drain upon our town, and taken with the demands made for other roads leading into here has made our merchants squirm at the expenditures for public improvements this season.

"If the money has been so placed that returns will be made in increased traffic and better commercial conditions, then we may consider it an investment and not count it a loss. In regard to the roads, is it?

"If the farmers and residents on the improved stretches appreciate what our merchants are doing for them and show their appreciation by a loyalty to our town, by and through trading and influencing the neighbors to trade here, then it is a good investment and the town is not out. If, however, the farmers do not trade with our merchants but go elsewhere or patronize the mailorder houses we cannot look at it as anything but a loss. Again, Which is it:

"We believe....the road fund is an investment, which rightly used and judiciously expended will return in time to our merchants' coffers."

Not only did Mackintosh boost for new improvements.

At times he was up in arms against projects that to him were flagrant acts on the part of the city council, whose adminis-

tration he severely criticized. When it came time to choose a new council in March, 1904, Mackintosh wrote:

"We believe a new council should be nominated at the caucus Wednesday evening next for the following reasons: the present council were elected last year with the express idea to allow the stock to run at large, and they did so; true, the old ordinance prohibiting stock to run was allowed to continue a law but it was ignored as was also the dog license ordinance; another reason; there was put in the street fund over \$700 for the purpose of running an open ditch down Main street. This was abandoned but the council managed to spend the full amount appropriated, principally in making canals at the upper and lower end of town, the use or benefit of which was a mystery and is still a mystery.

"This is but two counts against the present council; there are a dozen others but these are the most glaring. We might be willing to stand the waste of money but when it comes to driving trade away from town, antagonizing the farmers and causing loss, trouble and annoyance to them by deliberately turning the town into a stock yard we believe it is time to put in other councilmen who, having financial interests here will be more careful about hurting the town."

When the entire council, with the exception of one who resigned, was renominated, Mackintosh wrote:

"The present council with the exception of one resigned, were in caucus renominated and thus their past administration endorsed. To this verdict there is nothing to be said, unless we add, Kismet! A canvas of the nominees however leads one to believe that the cow ordinance will be repealed as it passed before by a narrow margin and there is now a majority against it."

Swinging into state politics as the 1904 nominations approached, Mackintosh displayed his Democratic spirit:

"Nothing would be more pleasing to the Democrats than to see such men as Francis Jenkins

and Beale put up as the standard bearers of the Republican party in the state. It would take a regiment of rough riders to carry them through."

Though a Democrat, Mackintosh was not unfair to the Republicans. He devoted as much space to Republican news and advertising throughout the years he ran The Gazette as to the Democrats. He published the tickets and platforms of both parties. Only in his editorials did he seek to influence the trend of opinion. When Mormonism was the chief issue at election time, he published a picture of "The Home" above the masthead of his editorial page as the symbol of the Democratic party---opposed to the free reign of polygamous marriage. He asked his readers "to think of its significance ere throwing the paper down." "As you value and love your home and all you hold dear, think this matter over before election day, and in thinking it over remember that the democratic party in this campaign stands for the home and the purity of the home." In a later editorial on the evils of Mormonism, Mackintosh cited articles from the Mormon faith, printing some of them in their entirety.

Whenever the Democrats lost an election, Mackintosh displayed his indomitable spirit with sportsmanlike and determined editorials, of which the following are typical:

"....As the principles of democracy have not changed, nor the issues for which we fought become metamorphised through defeat, it is a democrat's duty to gird up his loins for a harder fight than ever."

"We have fought the fight, run the race, met the enemy and are theirs."

"Tho defeated, we have not stopped fighting, for we hope to win next time thro an education of the people to the evils of Mormanism, and its control of the state. Fighting for principle, defeat must necessarily but spur to greater efforts, and a more vigorous fight."

"We reiterate, the fight is not ended, and will not be, until the Mormon control of the state and their indulgence in crime, has been overthrown and stopped."

Mackintosh frequently urged his subscribers to read the advertisements in The Gazette. It was his way of establishing good will.

"We would ask our readers attention to the advertisements now running in the Gazette, and that they read the same. Our merchants put considerable time and thought on these adv. and the management does likewise in their arrangement and proper display. Each week there is good news, profitable to the subscriber, for the mere reading of this portion of the Gazette.

"Not a farmer in the country but can save many times the price of the paper by a study of its adv. columns and the following of its advice. Therefore we urge our readers to always scan these columns closely and especially at this period of the year."

The Gazette under Mackintosh and his successors did very little fighting in its columns with editors of other papers. An editorial in 1906 shows his manner of dismissing one such thrust by another paper:

"We learn in an indirect way that the Cottonwood Chronicle has been "saying things"--- what we do not know, as we have not exchanged for years and no marked copy has been received. It is of little importance however as the Gazette space is too valuable to waste it upon personalities of no interest to our readers."

A letter to the editor aimed at the business men of the town illustrates the position of The Gazette in the

community:

"Say, now, Mr. Business man, the Gazette has been whooping up Kendrick for every public enterprise that is of any benefit to the town every time one comes along. For years and years it has tried to help your business along by telling the truth about mail order houses and giving the people your side of the question without cost to you, when it would have cost many dollars for you to have said the same things to so many people, and sent it to them. It has upheld the home merchants at all time, and in every way possible, it has not lost an opportunity to try to bring trade to you, it has refused advertisements time and again that would aid the mail order houses and tend to take from home; it has endeavored to encourage every industry, and will continue to do so.

J. C. Bibb."

In the 1908 campaign Mackintosh ran the following editorial on the front page in the form of a letter from one Irishman to another:

"...Now Mike its sure convictions your voting upon and while these candydates on the reypublican ticket may be angels (which be the same token they aint) there party promises don't promise and if they did they wouldn't fulfill so there yez are.

"...Go home and registher and then do as I tell yez, vote the dimycrat ticket and vote her straight...

"Now Mike go home and vote your convictions, kape out the circle at the top of the ballot and go down the second column of circle and place a cross after the name of the man who stands for principles."¹

A notice headed in 14-point bold-faced capitals,

"KEEP OUT," in the same issue read:

"Keep out of the circle at the top of the ballot. Go down the column and put a cross after the name of the party you want to vote for, but keep your cress out of the circle at the top."

1 The Gazette, October 30, 1908.

George Hancock

When George Hancock became editor of The Gazette on June 4, 1909, he stated his politics and editorial intentions in his prospectus:

"...In politics the paper will be independent and the editor will feel at liberty to express his opinions in regard to any official action of any office holder or the eligibility of any office seeker, without regard to whether they are republicans or democrats.

"In the near future we expect to change the paper from a four-page ready-print to an eight-page home print, which we believe will make the paper more interesting to the local readers."

Just before the August primaries the same year, Hancock wrote:

"The Gazette has stayed on the fence having said nothing except for candidates from our own town....

"While the Gazette is an independent paper, the present editor has always been considered a republican, but this does not mean that we will necessarily support the entire republican ticket; far from it...."

The editorial ran on for two full columns extolling the virtues of certain candidates of both parties and exposing what he thought to be the weaknesses of others. He published the pictures of local candidates consistently up until election time.

T. B. West

T. B. West was not a newspaper man, either before or after running The Gazette for a short time for a Kendrick bank, but he did have his convictions. One of the first available editorials he wrote for The Gazette was one against

the evils of mail-order houses. He urged the citizens of Kendrick to check prices at local stores before sending off or going away to buy, bearing in mind the expenses of carfare, time, and mailing.

One of his pet peeves was the citizen who went around apologizing for Kendrick to outsiders. He charged it was "the quickest way to ruin the town."

One of his most scorching editorials was one about delinquent subscribers, who, upon being asked to pay up, returned their papers to the post office marked, "Refused." He also printed boiler-plate feature "yarns" on the subject.

B. C. Johnson

B. C. Johnson, the first editor to take over The Gazette outside with previous/newspaper experience, published the following prospectus in the December 1, 1911, edition:

"Having purchased the Gazette we wish to say we are here and here to stay, to give you a paper you will feel that merits your support and a credit to the country in which we all live. We are here to do business on a business basis, we want your support and will give you value received.

B. C. Johnson, Prop."

On December 8, in his first issue, Johnson wrote:

"With this issue we commence boosting for the city of Kendrick and the surrounding country. We are here to help build up this part of the country as it is one of the best in the Northwest. Our Motto, "If You Can't Boost Don't Knock." If every one will bear this in mind we will all be at the wheel turning out the good news about Kendrick and her surrounding country. So let us all line up and work together."

Johnson fought bitterly in his editorials against those who knocked the town, those who patronized mail-order houses, and those who were "slackers" in boosting for the community. He urged street paving and published a series of articles called, "Public Articles Series," on the front page. It was composed of short weekly sketches about the town's business establishments, run as good will boosters.

Johnson continued to run The Gazette as an independent paper during the while he controlled its destinies. On October 16, 1914, after being accused of partisanship, he published the following editorial:

"We wish to call to the minds of those who have made the statement that the Kendrick Gazette was a Republican newspaper, run by the Republican party, are off their beat and clean out in the road. This Paper regardless of the owner's politics, is run as an independent paper, allowing its columns to be used by any party whom sees fit to use them. We are not owned by anyone and as long as it is run by the present owner it is going to be run that way."

A later issue added this reservation to his stand:

"...At the same time the owner has reserved the right to say anything in favor of a candidate on any ticket he wishes to."

During the World war, before the United States had entered, Johnson was careful to remain strictly neutral. Once, during an illness which kept him away from the office for several weeks, the acting editor published "An Arraignment of Germany" by Rudyard Kipling. Two weeks later, on August 20, 1915, Johnson published an apologetic editorial. In it he said:

"...The man whom we had hired to do that part of the work of getting the news was an English sympathizer....This paper has always kept out of factional fights, political fights, and largest of all it is not going to tackle National fights...The person who was responsible for the article being printed has been discharged on account of it."

Ralph B. Knepper

The prospectus of Ralph B. Knepper when he took over The Gazette in 1916 was published in the March 3 issue as follows:

"First and foremost the Gazette will stand, as it has stood in the past, for Kendrick and its adjacent territory. Local interests will always be kept in the foreground. Whatever contributes to the welfare of the community will be strenuously advocated to the end that prosperity and good will may prevail.

"The Gazette will be conducted as an independent journal. It knows no party organization and acknowledges no political brand. It believes in honesty and efficiency in public office and will always be found working for men who most clearly represent the people in the above particulars..."

Knepper's prospectus tells clearly what he stood for, and true to his word, he followed out his policy. He worked for the beautification of the town, its welfare and prosperity religiously.

When the United States engaged in war, he made little comment except to print the news of local drafts, men chosen, and so on. At the beginning he ran a poem in the editorial column on patriotism. Under the editorial masthead he later published the cut of a flag with the title, "Honor Roll," below which was a list of Kendrick enlistees. During the

war he published regularly all available letters written to home folks by soldiers in camp and overseas. When the war was over he published the pictures of Kendrick soldiers who died during the war.

Knepper made a practice of printing all the booster "yarns" he could get hold of urging the people to advertise and subscribe. He ran fewer editorials than former editors, falling back on editorial paragraphs from Elbert Hubbard's Scrapbook to a large extent. He often published boxed bits of Hubbard's philosophy in large type on the front page in lieu of cuts.

Rollien S. Dickerson

Rollien Dickerson's prospectus, hopeful and aspiring for the experience he had, contained the following declarations on July 19, 1929:

"Beginning with this issue, we are taking over the ownership and operation of the Kendrick Gazette, including all its equipment and good will. The paper will continue as an independent organ devoted to the interests of Kendrick and the wonderful Potlatch country... Our ambition is to make the Kendrick Gazette one of the best weeklies in Idaho."

Dickerson was not in Kendrick long enough to have much effect on either the town, the people, or the paper. He devoted most of his writing time and space to news instead of editorials. Those he did write were not especially of local import. but national.

Joseph S. Vincent

Little is known of the policies of Joseph Vincent, except that he was a Democrat, since no files of The Gazette under his editorial rule are available. All burned in the 1904 fire. A Gazette issue of June 20, 1924, carried an account of two Kendrick men finding two copies of The Gazette dated "1897" in a cabin in the Elk River country. Several items reprinted reveal a little of the type of paper Vincent ran. One, concerning the shortage of working men at the time, suggested "that the business men of Kendrick close their doors and go out and help the farmers take care of their crop, if there is no other way to save it. It will be one of the best moves our citizens could make."

Under Vincent's management The Gazette, with its new name, became a five-column, four-page newspaper and remained so until it was acquired by E. T. A. Erickson and H. W. Weber in 1923. The partners increased the paper to eight pages in 1923. The first issue on sale was one such. The sheet was 20" x 18". After the disastrous fire of 1904, which swept the business section and a large portion of the residential section clean of everything but ashes, Erickson then sold paper, published his paper for two weeks at his shop of his Julia's Emporium. The first edition, published the day after the fire, was a two-page, seven-column, 17" x 23" paper. It became a four-page paper two weeks later with two inside pages of ready-print news.

Early in 1905, after George Hancock became editor, a

VISUAL APPEARANCE OF THE GAZETTE---Makeup, Typography, and Format

While The Kendrick Gazette has been consistent in its crusading for social improvement in and around the little hamlet where it began almost 50 years ago, its outward appearance has been equally inconsistent. Considering the numerous disasters that have befallen the town and The Gazette itself, it is indeed no wonder.

The Advocate, forerunner of The Gazette, first appeared under the editorial direction of H. L. Frost as a four-column, two-page paper, run off on a Washington hand press. Under Editor Joseph Vincent The Gazette, with its new name, became a five-column, four-page newspaper and remained so until after acquired by D. T. A. Mackintosh and H. W. Weber in 1901. The partners increased the paper to eight pages in 1903. The first issue on file was one such. The sheet was 20" x 13". After the disastrous fire of 1904, which swept the business section and a large portion of the residential section clean of everything but ashes, Mackintosh then sole owner, published his paper for two weeks at the shop of his Juliaetta Enterprise. The first edition, published the day after the fire, was a two-page, seven-column, 17" x 23" paper. It became a four-page paper two weeks later with two inside pages of ready-print news.

Early in 1905, after George Hancock became editor, a

large six-column quarto Cottrell press was installed. On March 17 the format was changed to a six-column, eight-page, 15" x 22" paper. It remained so until 1911. Files for the first nine months of the year are missing, but when the September 29 edition came out the paper had again become a five-column paper printed on paper 12 $\frac{1}{2}$ " x 19 $\frac{1}{2}$ ".

The last change in format came in February, 1913, when the paper returned to six columns and became a 22" x 15" sheet.

The number of pages and the composition of the paper has changed frequently. At the time when the files begin (May 1, 1903) four of the eight pages were ready-print pages--- Pages 2, 3, 6, and 7. Pages 2 and 3 carried a good deal of foreign advertising, mostly patent medicine, and international and mining news. The last two ready-print pages were devoted to national and Inland Empire news, without advertising. These pages were ready-prints from the Spokane Newspaper Union.

Much of Page 1 of the first issue was devoted to local display advertising, a practice which was kept up until August 6, 1909. The last two of the five columns were taken for that purpose by three firms. The makeup of those early advertisements would be considered pretty fair even today, unhandicapped by insufficient type and equipment. From the appearance of most of the advertisements, the most serious handicap Editor Mackintosh labored under was lack of border rules. Very often an advertisement was inclosed in as many as half a dozen differently designed borders, many of which were about 12 points wide and bold and flowery.

The Kendrick Gazette.

VOL. XII

KENDRICK, LATAH COUNTY, IDAHO, FRIDAY, OCT. 23 1903

NO. 44

MY UNCLE FROM NEW YORK

Home Talent Comedy in 3 acts

[Under the auspices of]

The Kendrick High School

OPERA HOUSE
MONDAY EVENING, NOVEMBER 2
Kendrick, Idaho

CAST OF CHARACTERS:

Captain Robert Barker, of the National guard. A lawyer when he has nothing else to do and a liar at all times. **KAIL CRICKER**
Grandfather Dawson, his uncle from Japan, "where they make tea." **E. C. DEMERS**
Timothy Tolman, his friend who marries for money, and is sorry for it. **HARRY STANTON**
Mr. Dalroy, his father-in-law, a jolly cove. **J. F. BALACKMAN**
Holmes, a waiter from the "Cafe Delmonico" who adds in the confusion. **WALTER GARMEAN**
Clarke, the Captain's pretty wife, out for a lark and up to anything "awful." **MRS. E. C. DEMERS**
Mrs. Tolman, a lady with a temper, who finds her Timothy a vexation of spirit. **MRS. DEWEY**
Kate, a mischievous maid. **JEAN SMITH**
Tosney, the "kid," Tim's olive branch.

SYNOPSIS:

ACT I.—Place, Tim's country home on the Hudson near New York. Time, a forenoon in September. The Captain's "bunny" takes flight and the trouble begins.
ACT II.—Time, the next morning. How one yarn requires another. "The Greatest Lie" Unhappily. Now the trouble becomes and the Captain prepares for war. Place, the same.
ACT III.—Place, the same. Time, evening of the same day. More "mystery." A general middle. "Dance or you'll die." Corners at last. The Captain comes up. All scene.
Admission, adults 25c; children 15c; reserved seats 35c, now on sale at White's drug store.
Proceeds to be applied to the expense of fitting up the high school buildings. Come everybody, help a good cause and see the best play ever presented in Kendrick. Remember the date, Monday, Nov. 2.

Knox-Kantner Concert Company

Through the local society
Christian Endeavor

will give one of their

QUARTET AND IMPERSONATOR
ENTERTAINMENTS

Opera House
Wednesday Evening
November 4

Tickets on sale at White's Drug Store

15c, 50c, Reserved Seats at 75c

The Bear Creek Road.
At the request of the business men, a committee consisting of D. T. A. Mackintosh, secretary; F. Lehmiecke and M. V. Thomas, foreman, went before the county commissioners and in conjunction with them straightened out the material and made a definite report, which was accepted by the board and the matter is now arranged satisfactorily, we believe, to all parties. There seemed to be a misunderstanding as to what the board was to do, but the minutes of that board quickly set the matter at rest, reports which had been circulated, to the contrary, notwithstanding. The whole matter revolved itself into the item that the county had agreed to pay \$500 and was not bound to pay more, except one-half with the town, and the first \$500 was on condition of Kendrick paying an equal amount in money and labor. The county having paid its \$500 and the road having cost over two thousand, left our town with still a heavy balance to raise.
The report as submitted by the committee, and accepted by the county is as follows, and as soon as Kendrick raises her share will definitely close the matter:
Time checks for labor \$1097.15
Livery bill 8.50
Print time checks 2.50
Labor donated 268.00
Cost of construction \$2265.15
Paid by county \$1142.57
Paid by Latah county 600.00
Balance \$522.57
Warrant for lumber 30.00
Warrant for material 75.90
Still due \$628.47

of cost by law \$1142.57
Cash received 429.00
Labor received 117.00
Balance due \$595.07
Note of A. J. Hill 100.00
Balance due \$495.07
A meeting is called for this evening to satisfactorily arrange for the finishing of this project and closing the deal financially.
Rebekah Lodge at Leland.
According to the schedule our local lodge went to Leland and there organized a lodge of Rebekahs. From the time of starting to the finish the best spirit prevailed and all enjoyed themselves. The Rebekah team and members of the lodge attended as follows: Mrs. A. C. White, Mrs. T. A. Hunter, Madeline R. A. Callahan, E. P. Atchison, H. P. Hull, Roush, D. J. Howlands, and Miss Morris, officers with Madeline Howlands, J. Hamley, W. Dejew, R. Crow, the Misses Smith and the Misses Nelson, L. Hupp, Christensen, H. W. Tyler, and wife J. W. Roush and wife H. W. Water and wife A. C. White, E. P. Atchison, D. J. Howlands, and H. P. Hull.
On arrival a reception committee met them, took care of their teams and escorted the guests to the rooms prepared for them. Promptly at six p. m. a banquet was served which excelled most attempts of that nature, hot viands of choice material and the best cooking with good appetites for sure, well it was only seconded by the supper served at midnight.
After the banquet the first work was the initiation of the lodge. This being duly performed their were ten candidates who received the degrees through the aid of the Kendrick degree team, whose fame is great both home and abroad for excellence. At the close of these ceremonies the new lodge elected and installed officers as follows: N. G. Miss Clara Walker, V. G. Mrs. A. W. Water; Sec. Mrs. M. A. Johnson; Fin. Sec. Frank Snyder; Treas. Mrs. L. Oylar.
This ended the night doings and the Kendrick contingent returned home a little early in the morning but well pleased with their trip.
The new lodge starts off with a membership of 21 full of life and energy and they have already proved themselves good masters in the art of entertaining having secured a warm spot in the heart of every one who attended.

FRUIT BOXES
All kinds of fruit boxes for sale. Have and your order. It will be promptly filled.
L. S. HOSYER



Superior Stoves and Ranges

Are Superior to all others

McCrea Bros & Co.

If you will step in we will show you the finest lot

HARNESS

and

SADDLES

in

IDAHO

At prices that can't be duplicated. We use the best

California Oak leather in everything

We keep a big stock of tents and wagon covers

Hamley & Co.

There's Heat

When you want it and
just as you want it in
Cole's Original
Air Tight
COAL Stoves



On a windy day, particularly the heat doesn't go up the chimney. The patented draft and absolutely air-tight construction of the stove explains the heat producing and heat saving point.

Lincoln Hardware & Implement Co.

An early issue of The Gazette under Editor
D. T. A. Mackintosh. (Note the amount of advertising.)

Quite often, especially after the 1904 fire, fonts of type had to be mixed generously to fill out the advertisement. Sandwiched between two of the display advertisements on the front page of the first issues was a Gazette booster, "The Gazette Do you take It? \$1."

The only news on the first page was report of a city council meeting headed up with a three-deck headline, the first a two-line drop-line in 30-point upper and lower case type. The first bank was an upper case cross-line in 20-point type, while the second was a four-line hanging indention in 14 point type. Type faces used then are not in general use today. The heads here, as later, made no pretense at being systematic in what they said and how they said it. Usually they were label heads, but not always. Often what the head said was no where to be found in the story, the head having evidently been written first, with the intent of telling the important points of the story. Orthodox methods of news leads and paragraphs of dwindling importance were ignored.

The council meeting story ran two columns, the rest of the page being filled mostly with patent medicine advertisements. An example of one follows:

"Mr. Joseph Pominville, of Stillwater, Minn., after having spent over \$2,000 with the best doctors for stomach trouble, without relief, was advised by his druggist, Mr. Alex. Richard, to try a box of Chamberlain's Stomach and Liver Tablets. He did so, and is a well man today. If troubled with indigestion, bad taste in the mouth, lack of appetite or

constipation, give these Tablets a trial, any way you are certain to be more than pleased with the results. For sale at 25 cents per box by

A. C. White & Co."

Page 4 of the first issue was the "locals" page. The last two columns and the first were given to local display advertising. The second and third columns were headed up with a boxed 30-point head in Jenson type, many fonts of which are still used in The Gazette office today (probably from the Juliaetta stock pressed into use after the 1904 fire). The head read, "Of Interest To Each of Us." The local items were mixed with announcements of coming events and tapered off into a mixture of news items, patent medicine advertisements and local advertisements. An example of the procedure follows:

"Andrew Hill's team took a little run around the streets Tuesday afternoon. It was only one of their periodical escapades and they did no harm except knock down the city hydrant in front of A. C. White's drug store."

"Divorce yourself from \$15.00 and marry one of those spring suits of

McGrew's"

The editorial page was Page 5 and a true editorial page it was. Mackintosh was perhaps the outstanding editor from his time on as far as writing editorials in large quantities and on vital subjects goes. His editorials were always set in larger type than the regular body type. The masthead on the editorial page listed the terms of subscriptions and advertising:

TERMS OF SUBSCRIPTION

One Year	\$1.50
Six Months	1.00
Three Months	.50

ADVERTISING RATES

Local notices, first week per line	\$0.10
Each subsequent week	0.05
Display locals, first week	0.15
Each subsequent week	0.10
Display advertisements per month single column, per inch	1.00

About half of the editorial page was given to local display advertising.

Page 8 of the first edition on file contained most of the news items of the community. Local market quotations were published and part of the page was given to display advertising and professional cards. One and one-half of the last page columns were used for the printing of legal notices of the state in regard to timber land sales. Almost two-thirds of the first issue was filled with local display advertising. That high percentage continued in varying degrees for 10 years or better.

That first issue was fairly representative of issues to follow, except that perhaps the first page usually carried several shorter local news stories. The type used in most of the display advertisements was very condensed and bold, and usually pretty large. Body type was eight-point in the news columns, 10-point in the editorials.

An editorial in the first issue on file announced that The Gazette publishers hoped in a week or two "to have reg-

ular correspondents in many contiguous points that will give us all the news in those places." First evidence of a regular correspondent was in the May 8 issue. "SOUTHWICK STRAWS," a boxed head, contained some very quaint and interesting items:

"Warning; people having stock running on the highway, had better gather them up for a week or two. As Mike Samuels is learning to ride a wheel these times."

"What you need is a little more squirrel poison and then energy to use it---squirrels are quite thick this spring."

"C. P. Heath wears a better looking face since the roads are getting good."

"You man with a rod and line let the little fish alone. Unless you got that dollar paper, you can get em at Squire Harrises."

"Roy Southwick our road boss is doing good work this spring. Roy is all right."

A later issue had the following item:

"Rumors are being circulated by parties, that those who raised and collected the funds for the new church organ at Southwick used a certain portion of the same, for individual use. Parties who started such false report should be ashamed of themselves, besides such things might become expensive."

A still later issue had this item in the "SOUTHWICK STRAWS":

"Our heretofore peaceable town was awakened by an act that might have resulted in murder in the first degree. Lets have no more of this, or we will put on a police force and if that wont do we will call out the militia." (No other explanation was offered.)

On May 22, 1903, the fairly large three-deck heads

were abandoned. Small bold-faced type was used to head up news stories. Later in the month correspondence was published from Cameron and American Ridge. In June "Boulder Creek Pebbles" appeared, and in July "Bear Creek" items.

In the "Of Interest To Each of Us" column in June the following item appeared:

"Well, I guess its fine work when done at the Gazette job office. Unexcelled in quality taste and design. Call and give us an idea what you want and we will elaborate it. GAZETTE OFFICE."

The type used in this column often was of two sizes, varying from item to item. On one occasion a funera was announced in the column in 12-point condensed Gothic, bold-faced.

A slight change was made in the front page makeup on July 3 when the first column, also, was devoted to display advertising. This style of makeup continued until October 23, when the second column was appropriated, also, leaving only the middle column for news. After a month only the last two columns were used for advertising, and soon the first and third columns were headed up with three-deck heads. In December the first column again was used regularly for advertising and the heads were "tombstoned" in the two remaining news columns.

The following March, 1904, another front page change was made.. Space across the bottom of the page, approximately one-third of the page, was sold to a regular advertiser, which crowded the other advertisements into the outer four

KENDRICK GAZETTE

VOLUME 21

KENDRICK, LEWISTON, IDAHO, DECEMBER 6, 1912

NUMBER 68

ATTEMPTED JAIL BREAK THE MOONLIGHT HUNT PARCEL POST RATES PUBLIC SCHOOL NOTES CHANGE IN NORMAL

Star Mirror Monday—That Jefferson C. Davis of Great Falls, Montana, wasn't so foolish as he appeared to be when he took a coat from the Hub store Friday morning and attempted to sell it, is the opinion of the sheriff's office. As the result of an attempted jail-break nipped in the bud yesterday the officials believe that Jefferson C. broke into the jail for the purpose of breaking out again and taking Robert Hopkins, who held in the local jail awaiting transportation to Fort Leavenworth, Kansas, to serve a two year sentence for the burglary. Hopkins is 62 years old and a bad actor, and it is believed that the youth came to Moscow to help him out.

At 1 o'clock yesterday Deputy Sheriff Stealing became suspicious of the persistence with which Jefferson was carting sweet cherries at the top of his voice, he placed a heart to the brick wall between the sheriff's office and the jail and heard the unmistakable sound of an attempt to get through the wall. Deputy Sheriff Stealing was summoned and entered the jail suddenly and ordered Hopkins to his cell. Where the man had been he discovered that two trucks had been taken from the wall between the jail and the probation judge's office.

It was discovered that a 14-inch hacksaw had been used in cutting away the wall, and the officers were inclined to believe that the saw was smuggled into Hopkins by young Davis. It is believed to have been hidden in his hat.

As the result of the attempt Hopkins was kept six days in the cell. When the Sunday rest period was over, he explained the situation.

Standing in the court room the district court judge, J. M. Hand, former of the Baptist church entered a plea of guilty to the charge of having criminal relations with Hazel Benedict, one of the girls of his congregation last spring, upon which he was bound over to appear before the preliminary held last May.

No time was fixed for trial although the case will probably come up at this term of court.

Steve Roberts, the Troy farmer, who is accused of arson also entered a plea of no guilty.

John Edgren, who attacked one of the Bellows boys, at Bovill, with a ball bat and administered a drubbing entered a plea of guilty and will be sentenced this week.

Owing to the condition of the docket it is not probable that a jury will be called before the first of the year.

Off to Idaho Wilds

Wednesday morning this town was thrown into some little excitement when Jim McIlion, assistant manager of the Lincoln McGee Hardware and Implement Co., Mr. Fox, manager of the Paint Department of the Marshall Wells Co., at Duluth, and Ernest Clem, Kendrick's brush artist, left town. They were bound for a deer and bear hunt in the wilds of Idaho. The equipment they carried was that equal to Teddy when he left for South Africa. The result of the hunt will be published if they get back alive.

Harry Riley, Lyman Vaughn and Earl James, of Cedar Creek, returned Thursday from Conrad, Montana, where they filed on three hundred and twenty acres each. The boys had one of the trips of their lives from the stories they are telling. But the Editor can tell some things happening on the trip if they can. Lyman Vaughn in one instance tried to shoot a jack rabbit by moonlight shortly after he had witnessed the killing of one. He took aim but his bullet only got half way to the rabbit. The boys took turns heading sheep one day. They tried to capture a coyote thinking they would bring him home alive, but after a trial they could not even kill him. When the boys started from Conrad to look over the country in view of getting some mother earth they had two teams thinking one might be able to make the trip. Leaving at top of his voice, he placed a heart to the brick wall between the sheriff's office and the jail and heard the unmistakable sound of an attempt to get through the wall. Deputy Sheriff Stealing was summoned and entered the jail suddenly and ordered Hopkins to his cell. Where the man had been he discovered that two trucks had been taken from the wall between the jail and the probation judge's office.

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Ninety-four Years Old

Mrs. C. A. M. Clure, grandmother of Mrs. C. H. Johnson, with whom she makes her home, is ninety-four years old, hale and hearty, an ardent Methodist and the W. P. M. S. of her home church gave her a birthday celebration November 13th.

She really easily has no chronic ailments, takes a great interest in the affairs of our day and is afraid the Democratic party will repeat conditions she distinctly and vividly recalls.

She was born in Tennessee and was the first girl in the family permitted to learn to write under the laws of that state—now she is a citizen and can vote.

Mrs. Clure was born in 1818, has 4 children living, 25 grand children, 27 great grand children and three great, great grand children. Her first husband was killed in the civil war and later she married a veteran of the war of 1812 and draws a pension under an enactment for the 1812 period—Free Press, Colony, Kans.

The above mentioned lady is the great grandmother of the Editor of the Gazette and his two sons are two of the three great grand children spoken of. This makes five generations living. So if you want to get rid of the Editor of this paper and expect to live him out you might have to wait some time if he lives according to the history of his relatives.

The grand livestock show parade Wednesday, December 11th, 10 a. m. Indians in war paint, old setlers, miners, cow boys and sponsored livestock and other special features. This is a change of pace. Don't forget and be on hand at the show December 11th. Something great and grand.

Mrs. J. J. Moser attended a musical in Lewiston, Thursday.

The following rules for the parcels post, which goes into effect the first of the year, have been received by Postmaster Stanton. The parcels post law, which becomes effective January 1, 1913 provides:

"That hereafter fourth class mail matter shall embrace all other matter, including farm and factory products, not now embraced by law in either the first, second, or third class, not exceeding 11 pounds in weight, not greater in size than 12 inches in length and girth combined, not in form or kind likely to injure the person of any postal employee or damage the mail equipment or other mail matter and not of character perishable within a period reasonably required for transportation and delivery."

For the purpose of carrying this law into effect the United States is divided into zones with different rates of postage applicable to each, as follows:

One pound—Local rate, 5 cents, zone rate, 10 miles, 5 cents.
Two pounds—Local rate, 5 cents, zone rate, 10 miles, 5 cents.
Three pounds—Local rate, 5 cents, zone rate, 10 miles, 11 cents.
Four pounds—Local rate, 5 cents, zone rate, 10 miles, 14 cents.
Five pounds—Local rate, 5 cents, zone rate, 10 miles, 17 cents.
Six pounds—Local rate, 10 cents, zone rate, 10 miles, 20 cents.
Seven pounds—Local rate, 11 cents, zone rate, 10 miles, 21 cents.
Eight pounds—Local rate, 12 cents, zone rate, 10 miles, 22 cents.
Nine pounds—Local rate, 13 cents, zone rate, 10 miles, 23 cents.
Ten pounds—Local rate, 14 cents, zone rate, 10 miles, 24 cents.
Eleven pounds—Local rate, 15 cents, zone rate, 10 miles, 25 cents.
The local rate is applicable for parcels intended for delivery at the office of mailing or on a rural route starting therefrom.

It will be observed the rates of postage are largely reduced and that from four to 11 pounds parcels will be delivered at all free delivery offices and to patrons residing on rural and star routes, they may be registered and may be accorded special delivery service on payment of the usual fee, and they may be insured against loss in an amount equivalent to their actual value, but not to exceed \$25, upon payment of a fee of five cents. Distinctive stamps must be used on all parcels, but they may be mailed in quantities of not less than 2000 identical pieces without stamps affixed, the postage being paid in money.

Foster, who has been running the Southwick stage for the past two months has quit, and Harry Grindolds has taken up the work.

Mrs. W. A. Clouse returned to her home in Johnson, Washington, after a short visit with her brothers the Emmett boys.

Misses Cora and Mable Emmett who are attending school in Lewiston, spent Thanksgiving with home folks on Big Bear Ridge.

I. B. West returned from the Wepe country where he spent a week's hunting. He reports one deer for his trip.

Mrs. P. H. Proff is in Lewiston spending a couple of days before leaving for Dutton, Montana, where she will join her husband on the homestead.

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Room Three

The pupils of room three were agreeably entertained by a debate and dialogues rendered by the 7th and 8th grade. Wednesday morning.

Thirteen boys and eight girls were neither absent nor tardy last month.

The people averaging 90 per cent or above in the November examination are as follows: Fifth grade, Harriet Boyd, Rula Cracker, Christian Zover, Ethel Blackburn, Thelma Martin, Ora Parks, Harold Hanson, Ora Mathes, Leone Hobbs. Sixth grade, Edie Blackburn, Mildred Moser, Harold Thomas, Stella Hanson, Llewellyn Howland, Fred Florence.

Room Four

The seventh and eighth graders will give their debate in the Presbyterian church Friday night, December 13th, at 7:30 o'clock. The program for the evening will be as follows: Recitation, "Jane Jones" by Donald M. Cera. Dialogue, "At the Door," by Edith Compton and Mamie Davis. Recitation, "But Then," by Elmer Kieber. Debate.

Resolved: That the United States should disarm. Affirmative, Joe Lloyd and Henry Meyer. Negative, Mable M. Keever and Dan Guy. Dialogue, "At the Ferry," by Edward Murphy, Edna Wehrle, and Lorrel Boyd. Recitation, "The Noblest Battle," by Manilla Hanson. The pupils themselves have selected those who will take part in this program by a system of competitive oral expression. The public is invited to this entertainment which will be free to all.

High School

At the regular bi-monthly election of the Squires Club, which was held last Monday, nearly all the old officers were re-elected. The office of secretary, however, passed from Ruth Hejman to her sister Helen.

John Stuart Compton was elected to the newly created office of Clerk of the court. The Club is to be congratulated on the having secured the re-election of Judge Powell and Sheriff Meyer, for both have been energetic in the performance of their duty in the past, and promise to sustain the law with a firm hand in the future. President Craig, who is to serve two more months took the law examination last Wednesday and is now looking for a conspicuous place to nail his shingle.

Mrs. W. W. Trumbull and daughter returned to their home in Spokane after spending a few days with her sister Mrs. Ed Atchison.

Mrs. Albert Schultz, of Palouse, returned home Monday after a short visit with her son Charles, near Cameron. Chas. says he does not mind seeing his mother leave now since he has a good cook.

T. P. Loring returned from his hunting trip Monday.

Notice to Odd Fellows—Every member of the local lodge is requested to be present at the meeting on December 14th. A supper will be given and business of importance is to be transacted.

The dance given at Barnum's hall Thanksgiving eve was well attended and everyone present report a splendid time.

Roy Durbin, of Pullman, spent Sunday with home folks.

Lewiston, Ida., October 30, 1912.

A program of work with a definite aim in view being planned to meet the requirements of a growing state like Idaho is the policy which has been decided upon by George H. Black, president of the Lewiston State Normal School, Lewiston, Idaho. All students enrolled at the school are interviewed by the President Black, who ascertains what vocation the student thinks of adopting for his life work, and he then outlines a course of study which is designed to best fit the boy or girl for his or her profession or business.

Heretofore those enrolling have been able to choose their courses and the presumption has been that all knew what they desired to do. This new plan, that of vocational guidance, not only means a saving of time to the student, but it means proper efficiency according to educators, and raises the standard of the schools which give attention to this thing.

The enrollment of the Lewiston Normal School is larger than it has been in years, twenty out of twenty-seven counties are represented in the school, and of the 75 students, practically all are in professional work. The academic courses were eliminated this year it having been required to have finished the high school before entering the Normal. All of the dormitories are crowded, and it looks to all acquainted with the school to be the history of the institution, both as to enrollment and as to scholastic results.

Resolved: That the United States should disarm. Affirmative, Joe Lloyd and Henry Meyer. Negative, Mable M. Keever and Dan Guy. Dialogue, "At the Ferry," by Edward Murphy, Edna Wehrle, and Lorrel Boyd. Recitation, "The Noblest Battle," by Manilla Hanson. The pupils themselves have selected those who will take part in this program by a system of competitive oral expression. The public is invited to this entertainment which will be free to all.

American Ridge

No school this week on account of the teacher being sick.

Mrs. Deabold took Thanksgiving dinner in Kendrick with her daughter Carrie.

Mrs. Humphrey, of near Troy, is visiting with Mrs. Fern Davidson this week.

J. L. Johnson sold forty head of hogs to E. P. Atchison this week.

Ben Calison's family have got the lagrippe.

John Woody is out on a hunting expedition.

Well, Christmas will soon be here and we understand that arrangements are already under way on the ridge for a Christmas tree. We wonder if Rambler will not get a cigar or two.

J. E. Johnson and wife have been visiting at the of Ralph Roberts on American ridge, left for Cambridge to visit his parents for a short time.

Wade Keene and B. W. Davidson left for Seattle, Tuesday.

Miss Ingle, who is attending school at Lewiston spent Thanksgiving with home folks on Big Bear ridge.

W. L. Yockey, who has been farming the C. L. Guy ranch on American ridge, moved this week to Driscoll ridge near Troy.

The following are the young ladies who spent Thanksgiving at the home of Mrs. Walter McGee. Misses Mable Hines, Lusia Lubkin, Florence Stephenson, Alice Hartley, Zella Bigham, Winifred Brown and Mary and Edna Mellison. The young ladies are attending the University at Moscow.

During B. C. Johnson's first year as editor The Gazette became more devoted to local news than ever before, front page makeup became conventional. (Seldom were the heads "tombstoned," as here.)

columns at the top again and left less than a column for news. This front page lay-out continued for just a short time. The large display at the bottom remained, but some of those at the top were moved to inner pages.

After the August, 1904, fire, in which The Gazette, like every other business, was burned to the ground, the flag of the larger seven-column paper changed from the 72-point Script letter it had been to a 72-point Roycroft. For the first time ears appeared on The Gazette. One urged, "Subscribe," and the other, "Advertise." A spread head, the Gazette's first, was used on the front page. "The Town Flames" was in 60-point type, similar to Cheltenham. The main head and the three banks were all three columns wide.

Over half of the two regular pages of the "fire edition" were filled with new advertisements announcing that the merchants would soon be rebuilding and shipping in new stock. Himes, the photographer advertised his tent was "on P. D. Robert's lawn. Get a photo of the fire." One column of the edition was boiler-plate material.

The second edition after the fire changed little except that the masthead listed The Gazette as successor of The Canyon Echo and the Juliaetta Enterprise, and stated the year of entry into the mails, 1892. Almost four columns of the front page of that edition were devoted to advertisements, 20 of them. The back page had 10 advertisements taking up three columns, thus one-half the local space was devoted to

display advertising alone.

The August 19 edition was published in the barn of the Presbyterian manse. It was the edition with which The Gazette became a four-page paper, half ready-print.

After the fire the patent medicine advertising was missing for some time. On September 2 the first page carried five columns of advertising, but four became the general rule thereafter, the first, second, sixth, and seventh columns.

October 28, 1904, The Gazette appeared with a banner, its first---"Mrs. White Speaks Monday at 8 p m In the Kendrick Schoolhouse." Four words in the headline (those underlined here) were set in 36-point type, the rest in 24-point. It carried three single-column banks, the largest in 36-point capitals. The story announced a political speech on Mormonism, an issue over which Mackintosh was vitally concerned. Several 24-point headlines were used on the page this time, all stories getting a head of some sort. This edition, like others before and after, had column rules missing between news columns quite frequently. Another banner was used after the November election of Roosevelt.

A new flag was instituted in The Gazette in January, 1905. It appeared to be a 72-point French Oldstyle. It remained atop the first page until August 13, 1909, when a 60-point electrotpe flag was used.

When The Gazette changed to an eight-page, six-column publication on March 17, 1905, the advertising jumped correspondingly. The four local pages contained 28 local display

advertisements and seven foreign. They composed 17 of the 24 locally printed columns. The editorial which ushered in the larger paper follows:

"We present The Gazette in an improved form and hope it will meet the approval of our patrons. Space and time prevents a longer editorial but we wish to call attention to the new story which will start shortly; to the telegraphic and outside news on the inside pages; to the enlarged size and improved print; to the ads. which are bright and new, always changing; and to the fact that we have a large circulation and want a larger one. The paper today is better than it ever was before and we take pleasure in presenting it to the public."

On April 28, the announced serial was started, on a locally printed page. On the same day the first comic strip began its irregular appearances. An extra page was included in that issue on which a full page advertisement for a local merchant was printed in red ink. In December of 1905 some of the local merchants began running double-page center spread advertisements,, sometimes printed in green ink.

Another two-line banner was spread across The Gazette's front page the following January to announce the dynamiting of Governor Steunenberg on New Year's Eve. The first line was 36-point Jenson and Old Post mixed. The second was 72-point Cheltenham and Roycroft. In February Mackintosh made another innovation when he announced the annual ball of the Knights of Pythias with a 60-point banner above the flag of the paper. The banner was merely an announcement and was unaccompanied by a story. The two successive issues of The Gazette carried 72-

point banners. The first announced, "A 30,000 ft. Saw Mill for Kendrick." A two-line 72-point banner, the largest splash perhaps ever to adorn The Gazette's front page, announced the great San Francisco Earthquake and fire on April 20, 1906. Cheltenham and Roycroft type were mixed to fill out the spread. Three single-column decks followed the main head, and the story itself was set in 12-point type, the first time such an editorial effect was attempted. A late bulletin account of a damaging wind storm in Kendrick in 1907, published under a banner on a supplement, was printed in 14-point type.

Banners were continued rather consistently upon the slightest pretext throughout the remainder of the year. They were used in a July 4 celebration, a high school operetta, the results of a state Republican convention, the results of the election, the question of Mormonism, the burning of Orofino, etc. In October a banner was run at both the top and bottom of the page, the latter as an announcement.

Before the Independence day celebration in 1906 The Gazette offered a year's subscription "for only 50¢ on July 4," renewals included. Free subscriptions were offered anyone bringing in three old or new subscribers.

Another novel system of makeup employed by The Gazette several times during the summer was one in which the story and three banks accompanying a banner head broke into the first column below a three-column advertisement just below the banner.

The main story in the January 25, 1907, edition of The Gazette told that the paper had won several prizes offered by the Stevens Rifle company for the best advertisements submitted using Stevens products. The Gazette won a first, two seconds, and a third out of four submitted. A Stevens company letter announcing the results was published and The Gazette turned the feat into a booster thus:

"These ads were telling about the Stevens rifles, and were entered in a contest instituted by the Steven's company, and open to all dealers in their goods....

"The copy of the ads was originated by the Lincoln Hardware Co. and the style and form of the adv. was the work of the Gazette force.

"Naturally the Gazette feels proud that its efforts have won out over papers from Maine to California and from the Gulf to the North Pole; the Lincoln Co. can congratulate themselves over the soundness of the copy. It is a distinct victory, both for our local firm and for this paper.

"As these winning advertisements were received during a rush of work, they received no more attention than any other ads which are handled, and the recognition of their merit proves the Gazette advertisers are securing the best possible service in the display of their copy."

Advertising displays late in the year showed the effect of new type and equipment. Cheltenham was among the new faces installed. The new type and greater quantities of simple border rules made the displays more attractive.

No banner headlines were used in the 1908 political campaign. The largest heads were those regularly used---Old Gothic, 36-point, single-column heads with two banks of 12-point Cheltenham. Small heads were 12-point Cheltenham, too.

When the paper passed from the control of Mackintosh to Hancock in 1909, its policy became neutral in politics and editorials became less plentiful. In place of long editorials, Hancock published short editorial paragraphs, some original and some clipped. At times he put two-line article dashes between the paragraphs, on a one-point dash, the other a two-point. An example of such a paragraph follows:

"Many a man has paid a lawyer \$5 and \$10 for poorer advice than his wife would willingly have given him for nothing."

While Mackintosh was still editor, work was begun on a special pamphlet edition of The Gazette to publicize Kendrick and the surrounding territory. It came out, under Hancock, in July, 1909, a 9" x 12" booklet of 28 pages, printed on heavy glossy paper, illustrated by 40 halftone cuts. The cuts were views of Kendrick business houses and the surrounding country. The cover was illustrated by a three-color view of Main street. The cuts and covers were made by a Denver concern. About 5000 copies of the booklet were run off under the auspices of the Commercial club of Kendrick. Copies left over after The Gazette had mailed each of its subscribers one were turned over to the club for distribution to homeseekers. Nothing less than full-page advertisements were received and there were a lot of these. Jenson type was the predominant type used in the advertisements. Headings of each division developed editorially

were in Old English type.

The edition of August 6, 1909, showed a drastic change in makeup, at the time The Gazette moved into its new office on Main street where it still remains. It became an eight-page home print paper with boiler-plate service. The first page appeared for the first time without advertising of any kind. It was a boiler-plate page of news. Page 2 was the page on which most of the local news was found, though there was some on the third page. The fourth page was the editorial page. The next two pages were boiler-plate feature pages. The last page contained more locals. Advertising was to be found anywhere except on the front page.

In November feature material began appearing on the first page and soon had the boiler-plate service news crowded to the inside of the paper. For a while even the serial appeared on the front page. Not until March did the news reappear on the initial page.

On June 17 local news began to appear on Page 1. That issue was a 12-page paper, carrying three double-page spreads for different local stores. The advertisements were laid out for The Gazette by Guy Secrist of a Lewiston advertising agency. Most of the type used in the advertisements was Devinni.

When T. B. West edited the paper for the Kendrick Gazette Publishing Co. in the latter part of 1911, few changes were made in general makeup except that the paper

became a five-column periodical again and that local news began to gain more prominence on the front page. Of the 40 columns in the paper under his direction, including boiler-plate material, 28 were filled with display advertising.

Old English type began to appear in "Obituary" heads under West's brief direction of Gazette destinies. He wrote even less editorials than did Hancock, relying to a certain extent on editorial paragraphs. Local news items played a less important part than formerly, but got the most prominence on the front page under "Timely Town Topics." The advertising held its own well.

The Gazette began to show the effects of an experienced newspaper man as editor soon after B. C. Johnson took control. He used conventional styles of makeup most of the time and was consistent in his methods. He used 24-point Gothic head letters, usually, on the leading stories and headed up the lesser stories in 12-point Antique. At times all heads were 12-point. Johnson played up the local news items, and headed them "up" on slight pretext. On July 13 he ran a three-line banner headline in The Gazette, one of the last ever to be used. It was not the head for a story, but an announcement to register for the primary election.

Johnson raised the price of subscriptions to \$1.50 in 1913. At the same time, February 7, he made the paper a six-column sheet instead of the regular five. Advertising began to fall off under his editorship and has never since

Potlatch Products win
First Because
There is None Better

KENDRICK GAZETTE

KENDRICK
the Little City with a
Big Future

VOLUME 22

KENDRICK, LATAH COUNTY, IDAHO, FRIDAY, NOVEMBER 14, 1913.

NUMBER 45

VICTORY FOR THE KENDRICK GIRLS

Last Saturday evening the Latah girls and boys basketball teams played a game with the local high school team. The girls game resulted in a victory for the Latah team with a score of 10 to 4. The boys game was a close contest, but the Latah team won with a score of 15 to 12. The girls game was a very interesting one, and the Latah team played very well. The boys game was also very interesting, and the Latah team played very well. The Latah team is very strong and is expected to win many more games in the future.

ASSESSORS TO MEET

The assessors of this state are to meet at Boise, December 12, 13 and 14. Governor Hanes through letters sent out over the state by the chief executive officer of the state, has called this conference to be held at that time due to the fact that the commissioners of the respective counties of the state convene in annual convention at the same time.

The assessors will be given an opportunity at this conference to meet with the state tax commission and go over the many important questions that have come up over the tax laws and to lay plans for the 1914 assessments.

Louis Halseh and wife of Big Bear ridge, departed for Greenwood, B. C. Thursday, where they will spend the winter. Mr. Halseh has lived in this county for more than 25 years, most of the time on Big Bear ridge, and this is the first time he has been out of the county. He said that he was going to see if the rest of the west was as good as this part.

Mrs. J. E. Hoyt returned from a Minneapolis, Wednesday where she has been for the past two months, at the bedside of her father, who after an illness of several years, passed away last Tuesday, November 4th.

Right Reverend A. V. Gorrie, bishop of Boise, will in Kendrick the last Sunday of this month to attend the dedication of the new Catholic church which will be completed by that time.

Mrs. James Emmett and her mother Mrs. M. P. Halliday departed for Mrs. Halliday's home in Chillicothe, Missouri, Wednesday, where they will remain for a short time.

THANKSGIVING NOV. 27

During back practically to the settlement of this continent, the custom has prevailed of setting aside one day in each year as a day of thanksgiving to Almighty God for his manifold blessings to our people.

This seasonably custom should ever be perpetuated. Each year brings its own blessings and rewards, and a grateful and devout people should ever be slow to voice their obligations to Divine Providence or His sheltering protection and abundant material gifts.

It is not without thanksgiving that we are able to enjoy the fruits of our labor and the blessings of our land. It is not without thanksgiving that we are able to enjoy the fruits of our labor and the blessings of our land.

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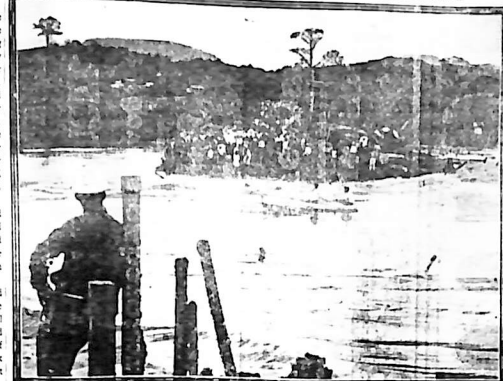
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FIRST BOAT THROUGH THE OPENING IN GAMBOA DIKE



The first boat to enter Kibbi lake after the Gamboa dike was blown up was a native canoe manned by two Americans who paddled their boat up through the new channel almost immediately after the explosion.

Big Bear Ridge

John Emmett visited friends on the Big Bear ridge.

Mr. and Mrs. S. and Mrs. M. were in Moscow visiting last week.

Mrs. H. who has been in the hospital at Moscow, is reported to be better.

John Galloway, who is in the hospital at Moscow, is reported to be better.

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Little Bear Ridge

Herbert Slocum left for Potlatch, Friday where he will visit his brother a few days.

Theresa R. R. Bridge near Clydesburg is nearing completion under the supervision of Alex. Henderson bridge constructor.

Mrs. Clara Bailey of Texas ridge spent Saturday and Sunday with her sister Mrs. H. M. Slocum.

Mrs. Ben Norris and Levy Robertson of Clydesburg, attended the fare well party of Mr. and Mrs. George Daugherty of American ridge Saturday night.

Mr. and Mrs. Tenfel and family and Mrs. Ole Erickson and children were visitors at J. Lutsch Sunday.

Chas. McKeever has finished the addition to his house and treated it to a coat of white paint. If other people would follow their example it would make a marked improvement in the appearance of the farms.

Virginia and Lloyd Stamm, Clara Bailey and Mrs. H. Slocum were visitors at C. W. McKewen Sunday.

G. A. Wayland purchased a fine milk cow of E. P. Atchison Saturday.

John Randall has moved from the Laketon Bailey place to his new location on Texas ridge.

The opening meeting of Woodman of the World which was to be held on the nineteenth has been postponed until further notice.

A. E. Jones sold a seven acre tract of land this week to Harry Fowler. Mr. Fowler will build a new house and move to the place in the near future.

K. R. Ling and wife of Montana, returned to their home Monday after a short visit at the home of R. G. Dudley, of American ridge.

Earl Armstrong, of Indiana, has been spending the week visiting at the home of R. G. Dudley, of American ridge.

J. J. Slind and wife and Mrs. H. Linn returned Tuesday from a short visit in Moscow.

Mrs. Bernice Perry left Tuesday for Ruby creek.

Earl Drury returned home Monday from Conrad Montana.

H. M. Lott and wife were Kendrick visitors Friday.

Now Twenty-Eight in County Jail

Sheriff Lydon now has under his custody in the county jail 28 prisoners and as over twenty of them are inmates because of having pleaded guilty to the violation of liquor laws, the condition seemingly goes to show that prohibition without a single doubt prohibits.

Yesterday the placing in confinement of two men from the reservation brought the number up to the 28 mark. They are Thomas L. Lawrence, Indian, and Basil Farr, a white man. They had been arranged before U. S. Commissioner O'Neal on the charge of introducing liquor on the reservation and were held to the federal grand jury for trial.

Barney Criggle of Neperine, who pleaded guilty in the federal court at Moscow to the charge of handling counterfeit money, is at the county jail and will be taken to McNeill's island Thursday to serve his sentence. Yesterday Sheriff Lydon sent word to Boise for a guard to come to take Fred Wallace and Clyde Holgate to the penitentiary. Wallace was sentenced to from one to fourteen years for forgery while Holgate will serve from two and a half to fourteen years for burglary. — Lewiston Tribune.

PORK AND BEANS

Wallace Emmett, a prosperous young farmer on Big Bear ridge delivered a fine bunch of hogs to the Kendrick Warehouse Tuesday. There were 43 in number, weighing 10740 pounds. He received a nice little check of \$795.50 for the drove.

R. E. Metcalf of Pine Creek Ranch sold his bean crop this week on the local market. Mr. Metcalf had thirty-seven acres of ground in beans, of the Lady Washington variety, from which he received a net income of \$1373.51.

H. Albert of Lenore has a cow to be proud of. The report is that she treads a great big nearly bear the other day. Jim Johnston, so the rumor runs, noticed the bear in the tree and shot her. She held in her mouth a small cub with its throat cut. The question is who cut the cub's throat?

Mrs. Harry Stanton is visiting relatives in Spokane this week.

Miss Emma Ehlers, of near Cameron, went to Spokane Monday for a short visit.

Mrs. Frank Wilkins, of near Cameron, departed Monday for her new home in Montana.

R. W. Smith and wife, of the Bear ridge, departed for Sumatra, Montana, Monday where they will remain for some time.

Mrs. W. James was called to Talouse the first of the week on account of the serious illness of her son.

Jim Harrison and wife departed for Ashwood, Oregon, Wednesday, where they will make their future home.

R. E. Metcalf and family departed for Billings, Montana, where they expect to locate.

D. J. Rowlands and family left for Sandpoint Thursday where they have purchased a furniture stock.

Henry Lettemaier of Southwick will take charge of the barber shop at Glenn about the 15th of this month.

WE CAN SHOW 'EM

The Northern Pacific exhibit car that is now in the southern states, is attracting wide attention. Notices in papers from the sunny south would make one think that the different products grown in the great northwest were unusual. If they think the bunch of exhibits are not the true material just take a walk some evening after supper over the hump and down into the Potlatch district and you can be shown, even if some of the Missourians choose to come in.

Notice to winners of prizes at the Fair in Kendrick in September. There are a few holders of prizes who have not presented their checks for the money. Please bring in the checks at once as the secretary will close up the books.

There will be a Thanksgiving dance in the Fraternal Temple Wednesday evening November 20th. Every one invited to attend. Bring your best and have a good time, if you have one of your own bring some other fellows.

The Great Lakes was visited this week with one of the most destructive storms that has ever visited that section of the world. Lives were lost by the score and many thousands of dollars worth of property destroyed.

Dr. Hay has in his office a new electric machine and X-ray. This is a feature of the medical profession and is greatly in the interest of the public.

J. C. High departed Wednesday for California where he will spend the winter.

American Ridge

Little Walter, daughter of Geo. Davidson and wife, who had her arm broke last week is getting along nicely.

Geo. H. Dougherty and wife intend to start for sunny California.

Editor Johnson began the use of front-page "cuts." In February, 1913, he changed the paper to six-columns instead of five, and thus it has remained unto the present. (Note the boosting for the community in the "ears.")

reached the quantities experienced in the earlier days. After the change the paper became half ready-print again.

Ears appeared on The Gazette again in February, 1913. They were: "Kendrick---The Hub of the Potlatch" and "The Potlatch---Home of the White Navy Bean."

In May the paper became a six-page paper and remained so for a long time. About the same time The Gazette began using cuts more extensively than before. Hitherto cuts were seldom used for anything other than advertisements, but for which local farm scenes were often used very effectively and efficiently.

The subscription price took another reduction in September, when it became \$1 per year if paid in advance.

Johnson sometimes boxed small stories between larger heads at the top of the front page for better makeup effects. He installed a Simplex type setting machine in 1914, which improved the typography.

The ears of The Gazette changed again soon after Ralph Knepper became editor in 1916. The new ears were: "Boost For Kendrick, The Potlatch Business Center" and "The Advertisements In The Gazette Are Worth Reading."

Knepper set up a new flag with Cheltenham type when he took over. Along with his boosting for the town, Knepper boosted his advertising matterially also. Late in 1916 he began running cuts of world-wide news on the front page.

On December 14, 1917, a special 12-page Christmas edition

rolled off the presses. It had a glossy cover and was jam full of advertising. A similar edition three years later carried 53 columns of advertising.

The beginning of the year found Knepper changing ears again on The Gazette. The new ones read: "Boost For Better Roads Into Kendrick" and "Give Your Merchant a Chance." At the same time the subscription price came back up to \$1.50 in advance, a statement of which appeared in an ear in March, 1920.

To illustrate the type of advertisers the Kendrick business men were, Knepper said in an editorial on one of the stores: "....the Kendrick Store Company has carried an advertisement in the Gazette, and a good big one, for over 180 weeks without missing an issue."

In 1920 Knepper began devoting one column on the front page each time to "Over the County," a column of clips from other papers in the county. He also began the "___ Years Ago" type of clips while running The Gazette.

In August, 1923, Knepper abandoned all other head letters than Cheltenham for his regular heads. It was while he was editor that the body type of The Gazette was increased to 10-point Devinn² and 12-point Antique heads were put into use along with it. Not until Rollien Dickerson ran the gamut as editor and P. C. McCreary took over did The Gazette revert to eight-point body type again. McCreary used Old Style No. 1 with Antique No. 1 head letters. The main

heads were in bold-face capitals, the lesser in bold-face upper and lower case letters. He changed faces again in October, 1936, when he put in Intertype Ideal body type and Century and Century Bold head type. The sizes remained the same as previously.

The Gazette became the "Official County Paper" in February, 1925, and remained so for two years. Then early in 1929 it again became the official paper for another two years---until the county commissioners passed a law that the paper within the county with the largest circulation should become official, not the one to bid the lowest. Knepper got the contract for the Gazette each of the two times it was the official organ with bids of $2\frac{1}{2}\%$ a line. The rate formerly had been $4\frac{1}{2}\%$ per line.

McCreary purchased The Gazette while it still had the legal printing. He made a practice of running the county records in the first column of the front page as long as The Gazette was printing the official county legal notices.

Knepper, in his masthead, called The Gazette "The Pulse of the Potlatch" in 1927, and in 1929 added, "Independent in Politics," a declaration that still stands in the mast head today.

McCreary runs no editorials below his masthead, doing what commenting he feels necessary within individual news stories, or in an editorial run on the front page. He has

abandoned ears on the paper, though he did run the following new ones for a while: "THE GAZETTE IS READ EACH WEEK BY MORE THAN 3,000 PEOPLE" and "POTLATCH Non-Irrigated BEANS ARE BETTER." He inserted the "Blue Eagle" of the NRA in one ear for a while during 1933 and 1934.

In a subscription contest in 1930 McCreary ran a full-page advertisement announcing \$100 in gold would be given away. The contest raised the subscription list materially. Today the circulation of The Gazette is between 500 and 600. Advertising is not what it was in the early days of The Gazette, but it is still considered very good for a small town weekly.

The Gazette was a six-page paper with quite a bit of boiler plate material when McCreary became editor. It continued so under his direction until the end of 1931. Since that time the paper has generally been a four-page paper with boiler-plate fill-ins only when necessary.

THE GAZETTE SHOP

The first press upon which The Advocate was run off in 1890 by Editor Frost was a Washington hand press. The plant improved after the fires of 1892 and 1894, but just what equipment the editors had is unknown today. An army press was again pressed into use after the 1904 fire, but it soon gave way in 1905 to a modern outfit in a new brick office constructed after the fire. A few years later a large six-column quarto Cottrell press was installed, making The Gazette one of the best and largest papers in the county at the time.

The special supplement booklet published in 1909 stated that The Gazette had grown from "115 subscribers in 1891 to 1000 at the present; from a four-column, two-page paper to an eight-page six-column paper."

The present press, another (or possibly the same) four-page Cottrell power press, was installed in the present Gazette office on Main street in mid-summer, 1913. It is still in use today.

The first type-setting machine was installed the first of May, 1914. It was a Simplex type-setter, which gave way to a late Model 5 Linotype near the end of 1925.

The September 15, 1922, edition of The Gazette announced the installation of "a gasoline stereotype machine in the office for making news cuts and advertising cuts."

The present editor, P. C. McCreary, has done a great deal to improve the shop of The Gazette. Besides enlarging the office interior and removing partitions to make a very attractive office, he has installed a heavy duty power saw, a large Rossback perforator, and a Monitor power stitcher. All of the job type possessed by the Gazette when he became editor has been discarded for newer and better type. Some of the old advertising tupe is still in use. At present The Gazette possesses 90 cases containing over 100 fonts of type. A supply of Sans Serif Extra Bold Condensed was purchased recently and the editor intends to put in a series of Bodoni soon.

VII

SURMOUNTED DISASTERS and THE FAMOUS FIRE EDITION

Many have been the hardships suffered by The Gazette in its long career, but those of the first 15 years---disasters all---were surmounted with a zeal that would seem to have decried calling them disasters. Indeed, The Gazette, though once flooded and thrice burned to the ground, once the night before publication and once the day of publication, has yet to miss a publication date.

Dates and records of the first few years of The Gazette and its forerunner, The Advocate, are conflicting, but balanced against each other, it would seem that the first disaster was the fire that burned the uninsured Advocate to the ground on August 16, 1892, at a loss of \$3,000.¹ The fire, which was believed to be of incendiary origin, started in The Advocate office and destroyed practically the whole town. The forms of the issue ready to go to press at the time were somehow saved, according to records, and the issue came out in spite of the disaster.²

Two years later, on March 16, 1894, another fire broke out. Again The Gazette burned to the ground, and again enough of the matter was saved to publish a paper the next day as usual.³

The next disaster to befall The Gazette was a flood

1 The North Idaho Star, August 19, 1892.

2 An Illustrated History of North Idaho.

3 Ibid.

The famous "fire edition," published the day
flames wiped out The Gazette and most of the town.

which swept the town in either 1898, 1899, or 1900 (reports differ), taking two lives and ruining a great deal of property. It was caused by "the Northern Pacific train wreck which broke the embankment of the railroad just below the curve in the river and threw a mass of steel rails into the river bed in such shape that they caught and held the debris; thus forming a perfect dam and diverting the river through the gap in the embankment into the main street of the town."¹

The greatest disaster, and the last of great moment, was the famous fire of August 4, 1904, which wiped out every business house in town and swept 19 dwellings with it. The loss was estimated by the Lewiston Tribune to be close to a quarter of a million dollars.² The paper again refused to be daunted, as did virtually every inhabitant of the destroyed town. It came out the next day, being set up again and run off in the office of the Juliaetta Enterprise, also owned by Editor Mackintosh. The December 19, 1919, edition of The Gazette made the following comment on the fire:

"...The only time an issue almost failed to go to press was during the big fire. The fire occurred on the regular day of publication, but the devil seemed able to withstand the flames long enough to get the weekly message to the people, off the press. In fact that issue of the paper was perhaps the biggest scoop ever pulled off by the Gazette since its birth. It contained a very lurid account of the burning of the town and was a red hot piece of news."

The edition that came out the day after the fire bore the following account of the fire:

1 The Gazette, January 25, 1907.
2 Issue of February 8, 1905.

"Just as the Gazette was going to press this (Friday morning) which happened to be five minutes of 11 o'clock, a couple of boys cried fire.--We glanced out the door, and saw smoke rising from the roof of the Pacific hotel. Every one by this time was on the qui vive and a rush was made for the hose cart which was quickly connected to the hydrant and turned on the fire while the hill hose was brought down by the dray with a rush. No water could be found in the Main to give any pressure and inside five minutes it was realized that the business portion was doomed.

"By two o'clock the flames were under control but in this short space of time, five blocks, including every business house in town, were actually swept out of existence, not leaving or saving a single article, while some 19 homes with their contents were gone completely.

"It is rather hard to estimate the damage at this time but it will be in the neighborhood of \$300,000 with about half covered by insurance."

(A list of burned out places followed.)

"That the town is not killed by fire can be seen by a glance at the Gazette and we ask you to read the ads,---they are all new, set up since 11 p.m. and speak in loud tones of the energy of our citizens.

"As soon as the insurance adjusters arrive we can tell where we are at and just what can be done in the way of rebuilding, which will probably be in a couple of days, but it wants to be strictly understood that Kendrick is like the phoenix and rises from the ashes, triumphant even in defeat, and pressing on to more and greater mercantile victory and supremacy than she has ever enjoyed in the past."

Comment paragraphs called "Side Fires" carried cheerful items, betraying no despair. Two of the items follow:

"Coal and wood sufficient for the use of the town this winter burnt up when we wasn't needing it particularly."

"Politics today found something hotter than it was, and its likely to be so for some time."

An editorial in the "fire edition" showed the same indomitable spirit that the town and all its inhabitants possessed in its pioneer days. It follows:

"Kendrick is not dead though she is in ashes. The indomitable spirit and pluck of her citizens was never more manifest than at present when most places would give up in despair.

"Once before in her history has she been burned as completely as today and several times had numerous conflagrations which wiped out a part of town and yet her people have cheerfully set themselves anew to the task of rebuilding her anew and in nearly every instance have built better than before.

"From the ashes of our old dead past, that unconquerable faith and hope in the present and future of our town which has always been a leading spirit of our citizens will make our little city rise in fairer proportions than before and as the years go by we will come to regard the seeming great misfortunes one of the greatest blessings."

Advertisements in the "fire edition" announced that new goods were on the way and that the stores would be open for business somewhere soon. McCrea Bros. announced "tho slightly disfigured we are still in the ring." Himes, the photographer, advertised his tent was "on P. D. Robert's lawn. Get a photo of the fire."

The rival newspaper, The Canyon Echo, decided to discontinue publication after the inferno. The Gazette bought up its subscription list and also took over the list of The Juliaetta Enterprise, already owned by Mackintosh, then the Gazette editor, but discontinued at the same time. The triple merge swelled the subscription list to 825.

Part of an editorial that appeared in the next issue

follows:

"Last week's issue was rather brief and in size this one is also but we hope in a few weeks to be straightened out and in good running order again.

"We were just going to press Friday when the fire broke out and in an hour's time we had not a trace even of plant, paper, or press. By Saturday morning, however, and with a large collection of wrapping paper we managed to issue the famous fire edition.

"This week and for a couple of weeks longer the paper will have to be contracted in size after which we hope to issue the regular if not a longer sheet."

After the fire the Gazette office was set up in a stone cellar back of where it stood before. It was printed in Juliaetta for two weeks, after which the shop was installed "in the barn of the Presbyterian manse."

The Lewiston Tribune for February 8, 1905, commented as follows on the Kendrick rejuvenation:

"It seemed that this last great affliction would kill the town, but before the smoke of the smouldering ruins had drifted away, enterprising business men were conferring with contractors and within a week in instance actual construction work on modern brick buildings was in progress.

"Only five months have passed since that time and today Kendrick is built up on such a basis as assures beyond all doubt its permanency as a commercial center of great prominence."

VIII

BIBLIOGRAPHY

Files of The Gazette in the Gazette office at Kendrick, Idaho. They begin with the May 1, 1903, issue and run until the present. The issues for the first nine months of 1911 are missing. Those before May 1, 1903, were burned in the various fires that burned the Gazette offices.

The Lewiston Tribune, February 8, 1905.

The North Idaho Star, August 19, 1892.

An Illustrated History of North Idaho, Western Historical Society, 1903.

Commercial Club Gazette Supplement, July 5, 1909.

Interviews with the following Kendrick residents:

A. G. "Scotty" Wilson, John Brown, Mrs. L. G. Herres, Wade Keene, P. C. McCreary, and William McCreary.

Correspondence with Edward S. Vincent, Grangeville, Idaho; Ralph B. Knepper, Salmon City, Idaho.