

Arkansas Press Women Celebrates 75th Anniversary in June 2024!

Arkansas Press Women (APW) will be celebrating its 75th anniversary in June 2024. To celebrate its legacy, APW will present to its members over the next two years the fruits of its project to scan, organize, and make accessible its historical documents, from its organization in Fayetteville, Arkansas, in June 1949 to the present.

In April, our newsletter published the first article in the series, a biographical sketch of Roberta Waugh Fulbright, the dynamic Fayetteville newspaper publisher who used her experience of a woman in a man's world to launch Arkansas Press Women in June 1949. That article – Part I of a three-part series -- explored Roberta Fulbright's life as a young woman in Missouri and a socially prominent wife of businessman/civic leader Jay Fulbright in Fayetteville, where the Fulbrights became one of the city's leading families.

In this newsletter, we are presenting Part II of the series, about Roberta Fulbright's long career as publisher of the Fayetteville Daily Democrat/Northwest Arkansas Times from 1923 to her death in 1953.

APW is fortunate that two of its most accomplished members – Dorothy Stuck (who passed away in 2021) and Nan Snow -- authored a superb biography of this pioneering woman in 1996: *ROBERTA: A MOST REMARKABLE FULBRIGHT* (U. of Arkansas Press, 1996) (<https://www.uapress.com/product/roberta/>) The recipient of national awards and critical recognition, *ROBERTA* is recommended to all members as a portrait of the challenges facing any publisher – and especially, a woman publisher -- of a major small city daily newspaper in the middle of the 20th Century.

The author of the present articles has obtained most of the material from this fine book and discussions with Nan Snow.



**UALR Center for Arkansas History and Culture
Women in Arkansas photograph collection,
circa 1850s-1980s (UALR.PH.0067)**

Roberta W. Fulbright
A Most Remarkable Founder-Part II
Wendy Plotkin

When Roberta Fulbright succeeded her husband as publisher of the Fayetteville Daily Democrat in 1923, at the age of 49 years, she joined a journalistic profession in which women had begun to make limited breakthroughs. Lewis Payne, a Virginian-born woman, was the founding editor of the Democrat as a daily in 1894, reviving an earlier weekly, the Fayetteville Democrat, to do so. She edited the daily for a decade. After a succession of male editors, Democrat staff reporter Lessie Stringfellow Read temporarily replaced J. D. Hurst as city editor in 1917, when he joined the American forces serving in World War I. Read added this to her existing commitments as national press chairman for the General Federation of Women's Clubs and founding member of the Washington County Women's Suffrage Association. She continued as city editor when Hurst expressed a preference for the business manager position upon his return from the military in 1918.

Fulbright's deceased husband, Jay, appeared to favor his other business and civic activities after acquiring the newspaper, with a circulation of about 1,500, in 1913. The paper had begun to decline in quality in the early 1920s, possibly due to a decision by a new partner, Charles Richardson – a retired dentist – to serve as editor, with Read becoming “managing editor.” The paper rarely exceeded six pages, the design was undistinguished, and the masthead was missing on occasion.

Richardson died in 1924. In 1925, Roberta began to augment the newspaper's resources, adding syndicated columns such as Charles Stewart's “The Daily Washington Letter” and John C. Farrar's “The Literary Spotlight” (Farrar later established publishing companies Farrar & Rinehart and Farrar, Straus, and Giroux). She employed at least two other women reporters,

Maude Gold and Peggy Lighton, in these early years of her stewardship. She acquired full ownership of the publishing company and newspaper in 1926. Circulation began to climb, reaching 2,200 by 1928. In 1929, Homer H. (Scotty) Taylor, the Democrat's former sports editor, offered Fulbright \$25,000 to acquire the Democrat. With Fulbright holding out for \$35,000, Taylor countered by creating the Fayetteville Daily Leader (and hiring Peggy Lighton as society editor).

Fulbright addressed the new competition by expanding publication from five to six days, adding a Sunday edition with "four-color comics," and subscribing to the relatively new syndicate services, the Associated Press (AP) and United Press (UP). She was also able to forestall Taylor's inroads into the Democrat's advertisers. The Daily Leader folded in 1931, allowing Roberta to jettison the Sunday edition and publish from Monday through Saturday, the publication schedule in place for the rest of her tenure as publisher.

The improvement afforded by Roberta and editor Read was attested to in 1931 by the Arkansas Press Association, a respected affiliation of most of the state's newspapers. One of its members asserted in its flagship publication, the Arkansas Publisher, "The Fayetteville Daily Democrat is one of the best dailies in the state outside larger cities. It is the *only* paper in the state with automatic printer service, carrying full leased wire of AP as well as UP."

Roberta's heavy-duty involvement is demonstrated by her assertive attitude in dealings with the Associated Press (AP). She instructed staff to inform the AP weekly of the types of stories sought by the Democrat, and on Mondays, to pressure them to deliver reports of Arkansas Supreme Court decisions by 11:45 a.m., in time for afternoon publication. She saved money by using press releases from the University of Arkansas's student newspaper to provide news of the city's most important institution. Roberta maintained good relationships with the newspaper's

staff, bringing her publisher status to bear on situations where reporters received flak from the subjects of their stories, acknowledging their abilities in writing, and holding holiday and retirement parties for the group.

As author of a new column, “As I See It” (encouraged by editor Read) starting in 1933, Roberta added her own voice to the editorial voice of the newspaper. In her columns, Fulbright addressed the entire sweep of American life, from federal, state, and local politics to society, culture, and the everyday lives of families – hers and others. Among her first columns was a glowing welcome to Franklin D. Roosevelt, whose inaugural as President occurred on March 4, 1933. She saw Roosevelt as a politician whose life experience had prepared him for this special challenge, and who espoused a policy that saw government as serving the needs of all Americans, rather than the corporate boards, stockholders, and politicians who had traditionally been its primary beneficiaries. She explained “We believe in Roosevelt because he has suffered and because he has thought much for those who do suffer. We believe in him because he has overcome so much. We believe in him because he is willing to negotiate, to confer and to reason and we know no better qualities.”

In another column in October, she wrote “I think many things should come out of surplus wealth and not out of the mouths of the hungry. There are human rights, social rights and political rights. In a test, human rights should take precedence.”

On economic policy, she wrote: “The hungry should have food before the rich have luxuries. While the government cannot “make things equal, somehow, somewhere in my moral being, I think the strong should bear many of the infirmities of the weak.” Still, “...for the weak to adopt the idea of being carried on the backs of the strong makes them even weaker and deaden[s] their best abilities.”

Upon Franklin D. Roosevelt's death on April 12, 1945, she eulogized him as "one of, if not the greatest single personality in this old world." She showed less enthusiasm in references to Harry Truman, and she was not above ridiculing him as a "minute man" for his compulsive attention to timeliness in a column written about the "Gridiron Tea" she attended in Washington in 1948.

Roberta also celebrated the elevation of Eleanor Roosevelt to the White House, and the influence she exercised through public appearances and speeches. She wrote "It heartens our drooping spirits that there is a woman in the White House so well qualified to preside that she may forget all the stupid rules and greet her guests and kiss her kin." Interestingly, it was not Eleanor's worldly accomplishments that she welcomed, but her ability to remain "womanly" while doing so. For Roberta, apparently, women's empowerment came not only in granting women the same opportunities as men, but in allowing successful women to preserve the feminine qualities of nurturing and warmth without sacrificing the respect garnered by engaging in non-traditional activities.

In many ways, "As I See It" would serve as a space for Roberta to display both feminine and masculine sensibilities as a columnist. She offered droll or admiring commentary on the public and private institutions, activities, and habits of modern life; peeks into her own life, as a grandmother, publisher, businesswoman, club-goer, and church-goer; and scathing criticism of public policies and officials, usually the preserve of male journalists.

The majority of "As I See It Columns" were non-political, depending on Roberta's intelligent, humorous, and occasionally self-deprecating style to keep readers interested. She freely shared details of her life, describing family gatherings, anecdotes about children and grandchildren, and encounters with Fayetteville institutions, businesses, and residents. Columns

devoted to the passing of well-known and less well-known individuals from Fayetteville and its environs were a popular feature. She was an avid gardener, and the details of her garden, those of Fayetteville, and gardens elsewhere in the world made their way into her column. While admiring England's Hampton Court greenery on a European visit, she was asked by a local "Do you have any flowers in the United States"? This inspired a column offering a passionate portrait of gardens she admired in St. Louis, a place she visited often to spend time with her daughter Anna's family.

Roberta also shared her awe, wonder, and occasional skepticism at the scientific and technological innovations revealed at scientific meetings and in writing. In a column about a physical exam she underwent at a St. Louis area hospital, she reported: "After all the tests known to the medical profession they concluded that according to my age, my color, my previous condition of servitude and my excess of speed, I am really pretty good." She adopted a more serious tone in her mention of "a beautiful little chapel [in the hospital] where one may go and reflect, meditate, or repent and pray. Some lovely memorial windows are in there, and it causes one to think." She wrote unselfconsciously on several occasions from the perspective of a practicing Christian and Sunday school teacher, sprinkling her text with quotes from the Gospel – in many cases tying Christianity to the causes of peace, tolerance, and charity. During World War II, she shared her sorrow at the reports of bombings over England and the Continent and her horror of Hitler and his authoritarian impositions, to which she devoted more than one column.

A poll among readers one year cited "As I See It" as their favorite Democrat column, and it made Roberta one of few newspaper women in the U.S. commenting on general topics (rather than "society" or "women") in the 1930s.

Roberta moved beyond commentary in 1934, declaring war on the corrupt Washington County Democratic machine, an example of Arkansas's notoriously flawed but long-tolerated troubled government. The column "As I See It," the editorial page, and local reporting shone a light on the corrupt alliances between the Washington County Democratic Committee, the county sheriff offices, and Circuit Court Judge John S. Combs. The poorly hidden ties of county officials to illegal diversion of state revenues, bootleggers, and a notorious car theft ring were revealed, along with the mechanisms used to sustain them. Exposure of graft was not enough, they pointed out – too often, Judge Combs stymied the enactment of justice with his arbitrary rulings, bureaucratic delays, and refusals to try indicted officials, once using the claim that administrative funds were not available.

Success in defeating the machine was neither instantaneous nor easy – and, initially, neither Roberta nor Read was familiar with the lengths that the machine would go to hold onto power and thwart reformers. Machine members acted with impunity during local elections, disqualifying reform candidates for bogus reasons and "accidentally" omitting them from ballots published on the eve of the elections. When reformers complained about biased treatment at a court hearing, Judge Combs instructed the police officials under indictment to draw guns and arrest those complaining. Over time, the reformers, including Roberta and Read, learned valuable lessons about playing political hardball. These lessons and a growing number of federal prosecutions tipped the balance in favor of the reformers, and by 1936, reform candidates occupied most of the county positions.

Roberta re-entered the realm of Arkansas politics again in the 1938 gubernatorial race. Since Roosevelt's election, conflicts had arisen between Arkansas's New Deal Democrats, including Carl Bailey, and the anti-New Deal Democrats, such as Homer Adkins. Roberta had

initially opposed Bailey in his successful first run for Governor in 1936, endorsing his opponent. Bailey's successful efforts at increasing university funding and his support for other policies favored by Roberta closed the policy gap between them, and Bailey began to reach out to Roberta as a political ally. More than once, Roberta invited Bailey and his wife to visit the rural retreat near Fayetteville she had created for herself, adjacent to the farm acquired by son, Bill, upon his family's return to Arkansas in 1936. Bailey won a second term in 1938, this time with the support of the Democrat (now renamed the "Northwest Arkansas Times").

In 1939, Bailey increased his control over the University of Arkansas by enacting legislation increasing the size of the Board from seven to ten and using the change to justify his appointment of ten new board members to replace the seven sitting trustees. Undoubtedly influenced by his alliance with Roberta, he appointed Hal Douglas, the husband of Roberta's twin daughter Helen, to the university Board of Trustees.

It was at this time that Bailey and the board were faced with a major, politically charged, decision: to appoint a new university president. In September 1939, John C. Futrall, the university's 69-year-old President, was killed in a car accident in western Arkansas. He had been appointed in 1913, creating a 26-year-long period where the Presidency was not an issue.

The University of Arkansas held a special place in the lives of the Fulbright family from the time of their move to Fayetteville in 1906. They participated in educational, cultural, and sporting activities sponsored by the university. From 1911 on, Bill attended the experimental elementary and secondary schools affiliated with the university, and he and the other children used the university's sports facilities. The Fulbrights had acquired the Washington Hotel in 1912, and the university held many of its functions at the hotel. When, in 1916, the Fulbrights acquired a mansion on Mount Nord in the vicinity of the university, their home became a social

center for many university-related events – including the university’s fiftieth-anniversary celebration in 1922.

Both Jay and Roberta were active in garnering business, organizational, and individual resources for the university, with Jay responsible for the construction of a new men’s gymnasium in 1922. Roberta continued her active participation and philanthropy after Jay’s death, helping to organize a branch of Kappa Kappa Gamma (the sorority she had pledged at the University of Missouri) in April 1925.

When Roberta became publisher and columnist of the Democrat – which was rechristened the “Northwest Arkansas Times” in 1937, reflecting its expanding geographical scope and circulation – she acquired a unique instrument for shaping public and official opinion about the university. The newspaper’s unfailing attention to the university’s activities, accomplishments, and contributions to Arkansas and Fayetteville life placed pressure on the public and official decision-makers to provide sufficient resources for it, whether from state coffers or from private philanthropy and investment. The Democrat also frequently opposed attempts by the legislature to move the university elsewhere. Such attempts were prompted by the improving reputation of the institution, awareness of the benefits it could bring to a host city, and the climate of corruption that clouded Fayetteville’s suitability for the university.

Meanwhile, Bill Fulbright’s connections to the University of Arkansas were strengthened. After graduating from the university in 1925, he studied as a Rhodes Scholar at Oxford University, toured Europe, and returned briefly to Arkansas. In 1929, he moved to Washington, D.C. to assist a friend’s business and, eventually, to woo the woman who would become his wife, Betty. Obtaining a law degree from George Washington University in 1934, he worked

briefly for the U.S. Justice Department and then accepted a position teaching law (at a higher salary) at the George Washington Law School.

Hoping to be of greater help to Roberta, he accepted a 1936 offer from the University of Arkansas to teach law part-time, while Professor Robert Leflar was on leave. When Leflar returned in 1939, Bill was offered a full-time teaching position at the University of Arkansas law school.

The relationship between the Fulbrights, the Times, and the University of Arkansas attained a new relevance when the Board began its search for a new university president in September 1939. Law school dean, Julian S. Waterman, was considered to be the likely replacement for Futrall. He had been serving as dean since he had helped to launch the law school in 1925-26. Nevertheless, reservations about Arkansans' willingness to have a Jew as president of its premier university scotched this choice (with historians disagreeing to this day whether Waterman withdrew himself from consideration or was overruled by Bailey and the Board).

The Board was prepared to review eleven possible candidates for the position. Governor Bailey stepped in, however, and proposed 34-year-old Bill Fulbright, who had been readying himself to become a full-time law professor. Both Waterman and Leflar offered their support for Fulbright, while others argued for candidates with greater administrative and teaching experience. Opposition to Bill was quickly overridden, and he was appointed as the university president, to take effect on October 1.

The validity of this choice became a source of controversy. Many believed that Bailey's choice of the younger, less experienced Fulbright was a political one, tied to Bailey's decision to seek an unprecedented third term as Governor. Roberta's and the Democrat's ongoing support

would be essential. Others asserted that Bill's post-graduate education as a Rhodes scholar at Oxford and the cosmopolitan viewpoint he had acquired by traveling through Europe offset the other alleged defects.

This controversy simmered below the surface during the 1940 campaign for Governor, but boiled over early in the campaign. In his race for a third term, Bailey faced Adkins (and several weaker candidates) in the July Democratic primary. Adkins inserted university governance – and by implication, Bill's appointment as President – into the campaign, calling for the elimination of “politics” from university administration. Roberta, who by this time was an outspoken supporter of Bailey, attacked both Adkins's position and abilities. She asserted that “there ain't no such animal” as a “non-political board.” The university had benefited from “good politics,” and it was up to the voters to choose “good legislators” and a “good governor” to ensure that this continued.

Personally, Roberta mocked Adkins' English, announcing, “...Mr. Homer Adkins, candidate for governor ‘came’ and we will also say he ‘has went.’” Characterizing him as a lightweight, she wrote, “Governor Bailey's record of things done, as opposed to Mr. Homer Adkins' promises of doing nothing but saying ‘Howdy’ should put all debate out of question.”

Roberta's continuing support for Bailey -- and mocking, strident criticism of opponent Homer Adkins – was insufficient to elect Bailey, in part due to his perceived “overreach” in seeking a third term. Adkins defeated Bailey in the primary and was elected Governor in the 1940 election. Soon after taking office in early 1941, he put into place the legislative changes that would allow him to gain control over the university Board of Trustees – decidedly contradicting his earlier position on removing political influence in university affairs. To the

surprise of few, the Board removed President Fulbright and several other officials from their positions in June 1941.

Roberta unleashed her harshest criticism to date on the actions she attributed solely to Adkins. In “As I See It,” she accused Arkansas voters of preferring a “hand-shaker” to “one who does constructive things,” and described Adkins as a “wrecker” rather than a “builder.” Her most severe criticism was reserved for an unsigned editorial entitled “Our Fuehrer,” in which Adkins’ was described as “an uneducated man with no knowledge of the magnitude, the complexity, or the significance of a University” and his actions were compared to Hitler’s in their destructiveness.

If this had been the last stage of her son’s ascent to a significant career position, Roberta’s future reputation as a pathbreaker for women publishers and journalists might have suffered, although not disappeared. Her own son was among those who many years later (lightly) placed the blame for his firing on his mother’s ridicule of Adkins in the 1940 gubernatorial campaign. Others have suggested that Adkins would have removed Fulbright from the university presidency regardless of the comments and praised Roberta for her willingness to outspokenly oppose Adkins in the 1940 election.

In the last act of this drama, however, Roberta not only redeemed her reputation but achieved a wider platform of experience and recognition that, if anything, enhanced her long-term reputation as a model for women in communications. In 1942, the Democratic Party asked Bill to run for Representative Clyde Ellis’s U.S. congressional seat, while Ellis was planning to run for the Senate. Fulbright won the election, with fervent support from the Northwest Arkansas Times. Two years later, in 1944, Homer Adkins challenged incumbent Senator Hattie Caraway for her Senate seat. Unwilling to tolerate Adkins as Arkansas’s U.S. Senator, Bill

entered the race. Roberta had strongly supported Caraway in the legislator's previous runs, but in 1944, Robert and the Times backed Bill. He and Adkins won pluralities in the July primary, and Bill handily won the Democratic Senate nomination in the August runoff election. In November, Fulbright was elected as Senator, launching a senatorial career that would span almost thirty years, attracting national and international attention and more than the usual share of admiration, controversy, and conflict. Among the factors leading to Adkins's defeat was the sentiment on the part of many Arkansans that his removal of Fulbright as university president was an unmerited political tactic

When Roberta attended Bill's inauguration as Senator in 1945, she was just short of 71 years of age. She had suffered from knee problems from the start of her career as publisher and began to experience heart problems a few years later. Her hospital stays became longer and more frequent as the 1940s progressed. Between these she maintained a fairly active pace, entertaining Fayetteville family and friends, traveling to Kansas and to St. Louis to visit two daughters who had moved, attending church, and visiting Washington, D.C. to sit in the galleries of the Senate and attend receptions with her son and daughter-in-law. She turned over most of her administrative jobs to Vice-President and General Manager Sam Gearhart (who acquired partial ownership in the Times), son-in-law, Hal Douglas, and the new editors who replaced Lessie Stringfellow Read when she stepped down in 1939, including Ted R. Wylie, a graduate of the Columbia Graduate School in Journalism. Although "As I See It" columns decreased in frequency, they continued to be a prominent part of the newspaper.

In June 1949, the Times featured a special eight-page section showcasing in photos and text the Times' departments and staff – from publisher Roberta to the twenty-two delivery boys and the married couple that served as janitors at the newspaper facility. The special section

informed readers that circulation had increased to 9,000 in 1949, and that the Times went to 98 per cent of Fayetteville homes, 70 percent of Washington County homes, and almost a third of the homes in Northwest Arkansas. It carried the nation's leading syndicated columnists, including Drew Pearson, Walter Lippman, Bennett Cerf, and Dorothy Dix; and featured "cartoon panels" such as "Believe It or Not" and "Private Life of Buck"; comic strips including "Freckles," "Blondie," "Dick Tracy," and "Donald Duck"; and local writers including "Mrs. Roberta Fulbright." The newspaper boasted about the \$12,000 price of its newest linotype machine and displayed the linotype and its rotary press for readers to admire.

The occasion for the special section was the two-day Arkansas Press Association (APA) summer conference, held at the university in Fayetteville on June 16-17 at the behest of Roberta and University of Arkansas journalism professor Walter J. Lemke. It was not only the section that was special, however. Roberta had issued invitations to about fifty of Arkansas's women publishers, editors, reporters, photographers, and business managers to attend a June 17 meeting in conjunction with the conference. The purpose of the meeting was to launch Arkansas Newspaper Women as, a new affiliate of the APA.

The third, and last part, of this series will describe the organization of Arkansas Newspaper Women (later, Arkansas Press Women) in June 1949.



"Howdy Neighbors, Let's Get Acquainted"

PICTORIALLY PRESENTING THE STORY BEHIND THE

Northwest Arkansas Times



Back of every issue of the TIMES goes many, many man hours of time, thought and effort to bring you your evening newspaper. Planning for each issue starts from many places, all funneled into the finished product you read. We hope these pages will serve as a picture story of how the TIMES is published, and will help you to know us better.



Above is the modern building that houses the TIMES. Inside is located the various departments pictured on these pages—News, Composing, Press, Circulation, Advertising and Business. The final purpose is to produce the best newspaper available . . .



. . . machines alone do not make a newspaper. Without teamwork and skill of its personnel your daily newspaper would be impossible to produce. Look over this issue of the TIMES and see for yourself the many kinds of work necessary to produce a copy of the TIMES. It is truly a modern miracle.

Times Executives—at the Top of the Masthead; Bottom of the Checks



Mrs. Roberta Fulbright, Publisher



Sam E. Gearhart, Vice-President and General Manager



Hal C. Douglas, Secy-Treas.



Ted R. Wylie, Editor

The Masthead Tells the Story . . .

This newspaper was founded on June 14, 1860, as a weekly under the name of THE DEMOCRAT. In 1893, it became the FAYETTEVILLE DAILY DEMOCRAT. Mr. Jay Fulbright bought the newspaper in 1911. Upon his death, July 24, 1923, Mrs. Fulbright became publisher. On July 8, 1937, the newspaper was fittingly renamed the NORTHWEST ARKANSAS TIMES.

Northwest Arkansas Times
 (Formerly Fayetteville Daily Democrat)
 Published daily except Sunday by
FAYETTEVILLE DEMOCRAT PUBLISHING COMPANY
 Roberta Fulbright, President
 Entered at the postoffice at Fayetteville, Ark., as Second-Class Mail Matter.
 Founder June 14, 1860
 Sam E. Gearhart, Vice Pres. General Manager
 Ted R. Wylie, Editor
MEMBER OF THE ASSOCIATED PRESS
 The Associated Press is exclusively entitled to the use for republication of all news dispatches credited to it or not otherwise credited herein and also the local news published herein.
 All rights of republication of special dispatches are also reserved.
SUBSCRIPTION RATE
 Year \$10.00
 Six Months \$5.00
 Three Months \$2.50

Times News Department Keeps Area Residents Well Informed



Heart of the TIMES is the News Department where editors and writers work to keep you among the best informed people in Arkansas.

The staff works under supervision of Ted Wylie, TIMES Editor, to cover all local events.

Wylie has the use of several feature services and the wire service of the Associated Press to give TIMES readers news and views of other experts in the National and International field. The feature services include: N.E.A., Associated Press, United Features, King Features, Central Press Pictures, Chicago Tribune Syndicate and New York Herald Syndicate. In addition, a staff of correspondents in several Northwest Arkansas communities write regularly for the TIMES.

Most recent addition to the staff is Fred Cooper, reporter.



EDITOR'S CONFERENCE... Editor Ted Wylie and Floyd Carl, Jr., check assignments at the start of a busy day. Over this desk flows most of the wire service copy. Headlines are also written here and stories scheduled for the day's newspaper.



FROM ALL OVER THE WORLD... Big news writers at the rate of 60 words a minute. Copy is edited and cut to fit TIMES needs.



SPORTS DESK... Sports Editor Allan A. Gilbert, Jr., covers local games and edits national stories to provide TIMES readers with sports news.



ARTWORK... Gilbert sketches a special cartoon to appear later in the TIMES. While many sketches are provided by national feature services, some are created in the TIMES office to fit a particularly local situation. Gilbert created a series of Kazarback cartoons that appeared on football days last fall.

Cream of the Feature Services Go Into the TIMES...

The TIMES subscribes to many feature services in order to pick the best of the crop for your reading pleasure. Here are some of the regulars:

EDITORIAL WRITERS — Draw Pearson, Walter Lippman, DeWitt Mackenzie, James Mearns, Hal Boyle.

FEATURE WRITERS — Bennet Cerf, Dorothy Dix, John Powers, William F. Gitzy, D. D.

CARTOON PANELS — Out Our Way, Believe It or Not, They'll Do It Everytime, Private Life of Buck.

COMICS — Fretles, Blondie, Dick Tracy, Henry, Baz Sawyer, Donald Duck, Alley Oop, Lt. Abner.

LOCAL WRITERS — Mrs. Roberta Fulbright, Fred Starr.

In addition many famous writers provide readers with special reports, serial stories, and other items of general interest.



OUR CLUB MEETS... And the TIMES carries the story. Here Helen Yvonne Hughes, Social Editor, takes down notes on an event to take place soon. In addition to reporting social events, Miss Hughes edits the weekly church page and does general assignments.

The Composing Room — Where Your Times Is Formed Into Type Metal



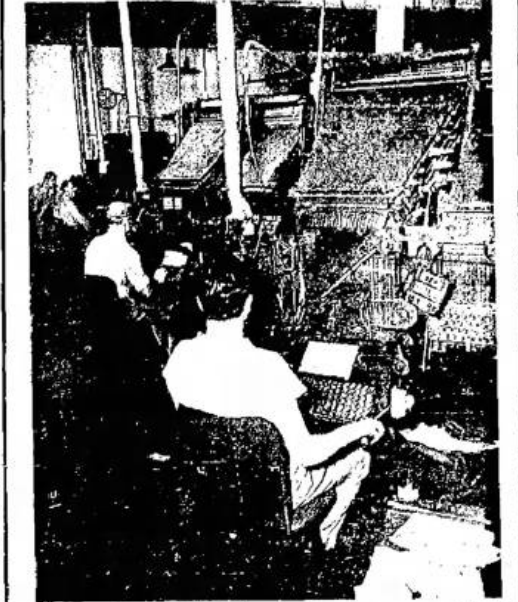
It is in the Composing Room that the TIMES first assumes tangible form. Here news copy and the advertising is converted by giant Linotype machines into metal slugs each bearing a line of type. Later, these slugs are combined with headlines and cuts to make up pages. Type and "cuts" are put together in page-size forms.

Printers place each story, cut and ad according to diagrams sketched by the editors. Ads are placed in the forms first and then news stories are arranged over and alongside them.

At present, the TIMES employs nine printers and Linotype operators to produce your paper each day.



FINAL CHECK-UP BEFORE LOCK UP is being done here by foreman Gene Murphy. Murphy marks the advertising copy for type styles and proportions fit out to the Linotype machines. He also gives the final O.K. on the type page before it goes to the Stereotype department.



LINEYPES MAKES WORDS INTO METAL... Stories from the newsroom and advertising department are transformed into lines of printing type in the TIMES five Linotype machines. This invention which looks somewhat like a very large typewriter, was developed in 1820 — about 20 years after the TIMES was founded — and along with the high speed rotary press has made modern newspapers possible. The TIMES newest machine cost more than \$12,000 and was put into operation this winter. Mending TIMES machines are: John T. Blackmer, Cloude L. Coger, C. C. Crandal, William Culvhouse, Lewis Epley and Johnnie V. Tarvin.

Each man in the Composing Room has a specialized task, and he must serve many years of apprenticeship to learn the complicated task. Every piece of copy and each slug, together with other essentials, must be put in its appropriate place in the page forms by make-up men.



Along with Composing Room Foreman, Gene Murphy, Robert B. Anderson and H. O. Jones handle the floor work.

MACHINES NEVER REPLACE MEN...

Hand set type has been mostly replaced. However, the TIMES keeps several cases of novelty type as well as type too large to be produced on the machines.



Proofreading, Stereotyping, Printing—Final Steps In Production Of Times



IS IT CORRECT? . . . just before page forms are released by the printers, proofs of all the copy must be O. K.'d by Mrs. Mabel Edgington, Proof-reader.

From Type . . .
to Mat . . .
to Plate . . .
to Press . . .

Page forms are turned over to the stereotype department. Here a piece of soft, moist paper is placed over the type and given a squeeze of several tons by a roller. After such pressure, the paper becomes a perfect mold of the page of type and pictures. A machine bakes the moisture out of the "mat" to make it firm and leaves it rounded. The mat is placed in a casting machine where molten metal is forced against it. When the metal hardens, it's a perfect copy of the original page of type—curved to fit the rollers of the press.



FLAT CASTS . . . of advertising mats are being prepared by Sam L. Casey, stereotyper. Behind Casey is part of the equipment used to turn out the curved plates.



A ROTARY PRESS prints your TIMES. Hugh Ransolf, Pressman, starts the press for a run. The press draws a ribbon of paper between the plates. Pages are automatically cut apart and assembled to form a finished newspaper. Final press operation folds the papers and stacks them for easier handling.



The TIMES Circulation Department Speeds Your Paper To Your Door By Carrier — Motor Route — Mail

Importance of the TIMES Circulation Department grows as more and more Northwest Arkansas residents become TIMES subscribers. Complexity of the problem is illustrated by the fact that circulation has doubled over the last 10 year period. In 1938, 4,400 families read the TIMES; in 1949 almost 9,000 families read the TIMES. Here are some interesting circulation facts:
The TIMES goes in nearly every home in Fayetteville (98%).
The TIMES goes in more than two-thirds of the homes in Washington County (70%).
The TIMES goes in nearly one-third of the homes in Northwest Arkansas (32%).



Circulation Manager Floyd Elliott keeps records on the hundreds of TIMES subscribers and handles phone calls and correspondence. He is in direct charge of the distribution and sale of the TIMES.



GET YOUR TIMES BY CARRIER? Smiling, youthful faces such as these deliver your TIMES in Bentonville, Prairie Grove, Huntsville, Springdale and Fayetteville. Little known fact is that all carrier-salesmen are independent merchants purchasing the TIMES wholesale for resale to customers on routes. Most boys consider being a carrier-salesman is fun. It also teaches salesmanship and gives valuable business training. Many of the nation's famous personalities began their careers as independent carrier-salesmen. Occasionally new routes open. The TIMES welcomes any young boy with a good record as a student and citizen to apply for a route.



GET YOUR TIMES BY MOTOR ROUTE? This line-up shows you some of the routemen who deliver the TIMES in the rural areas. They, too, are independent merchants who buy their papers for resale to their customers. Some of the routemen work at other jobs during the day and deliver the TIMES throughout Northwest Arkansas during the evening hours.



GET YOUR TIMES BY MAIL? Mailing Clerk John Upton bundles copies of the TIMES for delivery to the Post Office where mail routes reach subscribers who are not serviced by carrier or motor route service. Papers that go outside Northwest Arkansas are individually wrapped. Area residents may leave but they have the TIMES follow them to their new homes.



STANDARDS FOR EVALUATING CIRCULATION have been established by the Audit Bureau of Circulations, a national cooperative association of publishers and allied groups in the United States and Canada. The TIMES is an A.B.C. member. The Bureau has a large staff of auditors. At regular intervals, one of these men makes an audit of our circulation records. Based on this information the Bureau issues official reports. These reports tell how much circulation we have, where and how it is distributed, how much people have paid and many other facts.

Revenue From Times Advertising Gives You A Low Cost Evening Newspaper

Business and Auditing Department Is the Center of TIMES' Activities . . .

Because the TIMES is a business enterprise the Business and Auditing Department carries on such vital matters as bookkeeping, billing, auditing and payroll management. It is in this office that employees of the TIMES turn to receive their payroll checks. Through this office all purchase and financial matters are cleared.

FINANCIALLY THIS IS WHAT THE TIMES MEANS:

- ★ The TIMES employs 32 persons who are directly concerned with the production of the newspaper . . . 46 others, including carriers and motor route men, help bring the TIMES to your home.
- ★ The TIMES pays employees —
\$100,000 ANNUALLY
— to help build Northwest Arkansas prosperity.



All Advertising and Circulation accounts are carefully registered. Ethel M. Smith, accountant, (right) and Veronica Fianello, assistant bookkeeper, (left) keep a daily accounting of all TIMES commercial activity.



Collector John Gearhart calls on TIMES advertisers each month with a complete statement of their business transactions with the newspaper the month past.

Backbone of the TIMES Is Assured Revenue from Sale of Advertising . . .

Through revenue obtained from the sale of display and classified advertising space your low cost newspaper is possible. Advertisers pay for the privilege of carrying their messages to you. Most TIMES subscribers look to the advertising columns with as much interest as they take in the big international news of the day.

The TIMES maintains a staff of 5 persons to handle advertising. Some act as contact personnel to help merchants plan promotions. Others take care of toner and mail business that comes to the TIMES office.

The TIMES is proud of the fact that national advertisers thought so well of the TIMES that during the last 8 months of 1948 they placed a greater percentage increase of space used in the TIMES than in any other midwest newspaper.



Advertising Manager Jim Lucier and Salesman W. H. Hughes plan a promotional event that will mean special sales opportunities for the citizens of Northwest Arkansas. Such events as the Fayetteville Bargain Days are worked out in detail at the TIMES.



Fred O'Bough, Classified Department, helps work out an advertising problem for Mr. Average Citizen. It is in the classified columns that the public sells used washing machines, autos, furniture, etc. TIMES classified rates are low compared with most newspapers of similar size.



Advertising is a woman's world too. Above are Bills Moudy (left) Retail Advertising Department, and Bill Terry (right) of the Classified Department.



Advertising personnel are trained to layout advertising for many types of businesses that do not maintain their own advertising departments. These layouts are used to guide merchants in the mechanical construction of the ads.

*And Finally,
To Keep Our House
in Order . . .*

Mr. and Mrs. Clifton Shultz
Janitors

Did
You
Know?



. . . that there is enough material printed in the TIMES each week to fill two book length novels.



. . . that the TIMES uses nearly 100,000 lbs. of black ink a year at the cost of over \$1,000.



. . . that the TIMES uses nearly half a million lbs. of newsprint each year at a cost of \$25,000.



. . . that there are 4,222 dwelling units in Fayetteville and that the TIMES' circulation is 4,226. More TIMES circulation than dwelling units.

. . . that you could take nearly 4 trips around the world each year if you drove as far as TIMES motor route men travel in that period delivering the TIMES to Northwest Arkansas homes.



As I See It

A Column of Comment

By ROBERTA FULBRIGHT

Jesus—

The glowing personalities of the ages make history an illumined volume. But transcending all in all ages is the figure of Jesus of Nazareth.

He brought to the world a light unknown before. A light not of this world. He says "I am the light of the world." He emphasized the great things of life. Love first (who will question it?) then, faith and hope without which there is no life. He placed little children on the throne. "Suffer the little children to come unto me and forbid them not, for of such is the kingdom of Heaven." Children have benefitted immeasurably through Christ's teaching.

The life-value emphasized by Jesus gave the world a new goal. Faith, hope, love he says are the things which abide. Humanity above all else.

He would have his disciples be "fishers of men" as the supreme vocation, and again he says "He who winneth souls is wise." That is Jesus' definition of wisdom. Those who work with human beings and win them for righteousness are the wise men.

He would have the poor provided for. "In as much as you have done it unto the least of these my brethren you have done it unto me. Showing us the concrete way to serve Him by serving even the least of them. He placed upon us the privilege of being his representatives upon earth. And how our heads bow in humility as we reflect how poorly we do carry his message of life . . .

For whosoever believeth on Him shall have eternal Life. His life, His death, His resurrection are the hope of the world, yesterday, today and forever. His courage to live for a principle, die for it, and be resurrected into life eternal is our great example.