

NNA: The Fourth Decade

Journey through the Newspaper Association's history



“The arrival of our Fairy Godmother – the war – changed our viewpoint, for the increased prosperity in all lines of business reflected itself in the country newspaper office. We adopted better business methods ... proved ourselves most valuable in service to our country and for the first time in our lives wore for a while the glass slipper of national advertising.”

- H.Z. Mitchell of the Bemidji Sentinel in Minnesota, calling small papers the “Cinderella of journalism” NNA’s annual convention, 1922

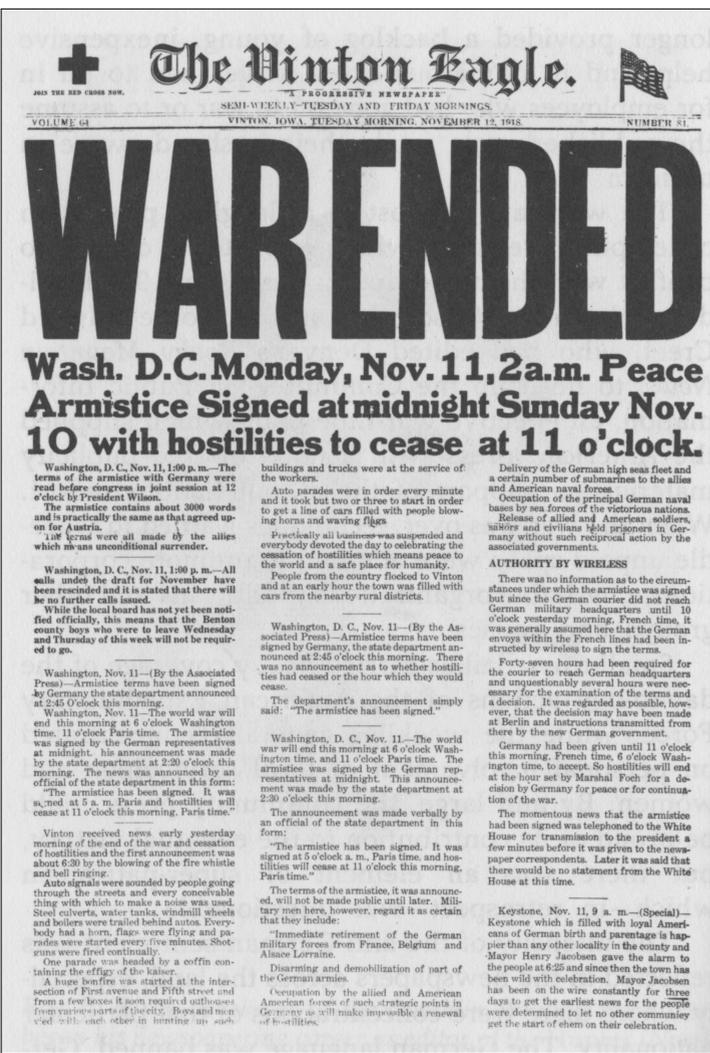
“The intensity of anti-German sentiments was reflected in the newspapers across the land, especially where there were concentrations of that particular nationality. Even the lowly hamburger became a ‘victory steak.’”

- Robert Karolevitz, “From Quill to Computer”

1915

The WWI patriotic environment created a toxic climate for German papers. Foreign-language newspapers have existed in American history since colonial times and include American Indian, Chinese, Spanish and even a language created at one point in Utah among members of the Mormon population.

About half of German-language papers went out of business during WWI, and some editors faced jail time for violations to the Espionage Act, which in part required editors to translate into English any political comments.



1918

1918

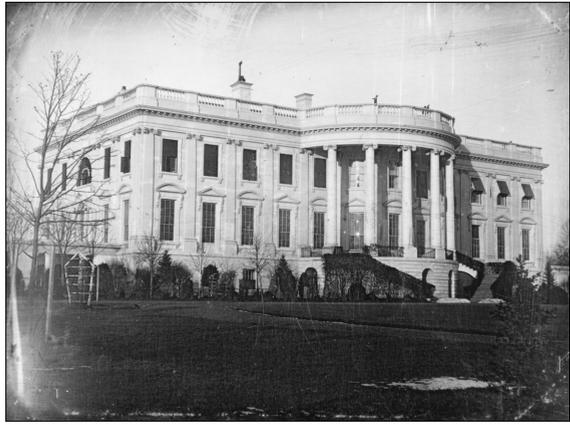
The Stars & Stripes paper was created for members of the American military serving in Europe, and was printed in the London Daily News' plant in Paris.



Rural newspapers, although they often participated in the same super-patriotic reporting as big metropolitan dailies, played a crucial role in the coverage of World War I.

While the bigger papers during the National Newspaper Association's fourth decade (1915-1924) attempted to provide a blow-by-blow of the war's events, the small-town papers kept tabs on the accomplishments and tragedies of local servicemen and women. As some journalists were called to war, papers hired replacement staffers.

WWI, known as the war to end all wars, bolstered circulation and advertising sales for many papers. The community paper, the Vinton (IA) Eagle, did what most papers did at the conclusion of World War I — it announced the war's end by using a large, celebratory headline across its front page.



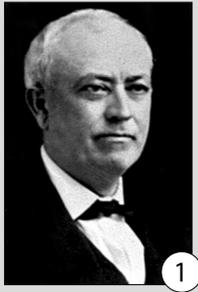
NNA increased its political presence by sending a representative, William Daley, to Washington to advocate for rural and community newspapers. He earned roughly \$50 a month for the job.

1923

Presidents of NNA's fourth decade

1. Lee J. Roundtree of the Bryan Eagle in Bryan, TX, 1915
2. E.H. Tomlinson of the Daily Record in Morristown, NJ, 1916
3. Herbert C. Hotaling of the Mapleton Enterprise in Mapleton, MN, 1917
4. Guy U. Hardy of the Record in Canon City, CO, 1918
5. Edward Albright* of the Gallatin News in Gallatin, TN, 1919
6. Will Wilke* of the Grey Eagle Gazette in Grey Eagle, MN, 1920
7. E.E. Brodie* of the Oregon City Enterprise in Oregon City, OR, 1921
8. J.C. Brimlecon* of the Graphic in Newton, MA, 1922
9. Wallace Odell* of the Tarrytown News in Tarrytown, NY, 1923
10. Edgar S. Bronson of the El Reno American in El Reno, OK, 1924
11. George W. Marble of the Fort Scott Tribune in Fort Scott, KS, 1924
(Marbel took over the office of president after Bronson died.)

* No photo available



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Guy Hardy elected to Congress

NNA's 34th president, Guy Hardy, had a career that went beyond working as editor and publisher in Canon City, CO. He also served as postmaster for the city and later became a Republican congressman from 1919 to 1933.

