

THE DAVIS COUNTY REPUBLICAN AND BLOOMFIELD DEMOCRAT

REPUBLICAN FOUNDED — JUNE 20, 1863

BLOOMFIELD, DAVIS COUNTY, IOWA

DEMOCRAT FOUNDED — SEPTEMBER 15, 1863

Thank You For Attending Our Open House February 4-5, 1955, 1:00 p. m. to 5.00 p. m.

Tours of the New Building - Machinery In Operation - Refreshments

Newspapers Begin 101st Year Of Service To The People of Davis County

Introducing Our Staff

K. F. Baldridge
Publisher



A past president of the Iowa Press Association and the National Editorial Association, Kenneth F. Baldridge has been engaged in the newspaper business more than 45 years. He began his newspaper career in 1903 and purchased the Bloomfield Democrat in 1909. Baldridge is a native of this community, a graduate of the local high school and Drake University Law School. He has served Bloomfield as postmaster nearly 30 years. Baldridge has been honored by the Iowa Press Association with its Master Editor Publisher Award and by the National Editorial Association with its Amos Award, the highest award bestowed on an American weekly newspaper publisher.

Keith Hawk
Editor & Gen'l Manager



Keith Hawk has always lived in this community and is the son of Mr. and Mrs. Gordon Hawk. He is a graduate of the local high school and junior college and later studied at the State University of Iowa. Following his graduation from the university in December 1942 he joined the staff of the Albia Newspapers. Returning from service with the armed forces in World War II in November 1945 he became associated with the local newspapers and is currently serving as editor and general manager.

Ben L. Heady
Advertising Manager



Ben L. Heady came to Bloomfield in 1924, being associated with various firms in the oil and automobile business until he joined the staff of the newspapers 12 years ago as local advertising manager. At present he is in charge of all advertising, both local and national. Heady also writes the column, "Just Gossip", which appears regularly in the Davis County Republican. In the column he interprets local happenings and national subjects as he hears them discussed in our community. He is a member of the Iowa Press Columnists association.

Effie R. Leach
Bookkeeper



Effie R. Leach is another veteran employee of the local newspaper, having first become associated with the Bloomfield Farmer and the Commonwealth while still attending school. She joined the Bloomfield Democrat in 1910 and has served with the publication since that date, with the exception of a 10-year period, during which she assisted her husband, J. D. Leach, in the operation of a drug store here. Her service has included experience in both the news and mechanical departments. Mrs. Leach is in charge of all bookkeeping operation for the newspapers.

Joan Rector
Society, Local Editor



Joan Rector joined the news staff of the local newspapers in January 1953 as society and local editor. She is the daughter of Mr. and Mrs. Lloyd Rector of Troy.

Miss Rector is a graduate of Troy high school, having completed her studies there in the spring of 1951.

Prior to joining the newspapers, she was employed by the state department of public safety, serving as typist for drivers license renewals.

Tom McCausland
Circulation Manager



Tom McCausland is a native Iowan, having been reared at Newton. Approximately 30 years of his life have been spent in the field of newspaper circulation. For many years he travelled throughout the United States promoting circulation campaigns. McCausland became associated with the Albia, Bloomfield and Chariton Newspapers in October 1948 and has served as circulation manager in the three communities since that time. He also assists with advertising and similar tasks during vacation periods.

Walter Davis
Foreman



A veteran of more than 50 years of service to the newspaper profession, Walter Davis is foreman of the mechanical department for the Bloomfield Newspapers and president of the Bloomfield Democrat Co. He first became engaged in the business while in high school, as an assistant to his father, Crawford Davis, who owned the Bloomfield Farmer. From 1907 to 1909 he operated that paper's commercial printing department while his father served the community as county attorney. He joined as county printer in 1909. He was the Democrat in 1909. He was recently elected to membership in the Iowa Press Association's "50-Year Club".

Donald Eby, Jr.
Assistant Foreman



A veteran of foreign service in World War II, Donald Eby, Jr., is employed as assistant foreman of the mechanical department for the Bloomfield Newspapers. Son of Mr. and Mrs. Donald Eby, Sr., he is a graduate of the Bloomfield high school. He joined the mechanical staff of the newspapers in July 1946 and his duties currently include advertising makeup, commercial printing, linotype operator and operation of the newspaper press.

Hazel I. Leon
Linotype Operator



Miss Hazel Leon has been associated with the newspaper business since 1910. She joined the mechanical staff of the Bloomfield Democrat when the firm's office was located on the second floor of the building housing the Carroll Hardware on the south side of the square. All type was set by hand at that time. As a linotype operator, she provides a major share of the news type. Born at Unionville, Mo., she lived in Ottumwa for a short while prior to coming to Bloomfield at the age of 12. She resides in an apartment in the Nockwood building.

Gene Leon
Mechanical Dept.



Gene Leon, son of Mr. and Mrs. Lawrence (Rufus) Leon, began his association with the Bloomfield Newspapers in 1948 while a student in the local high school. For the past six years he has been employed in the mechanical department of the newspapers. A major portion of his time is devoted to the operation of presses for commercial printing. He is also in charge of addressing all newspapers for distribution.

Ronald Rominger
Mechanical Dept.



Ronald Rominger is the son of Mr. and Mrs. Clifford Rominger of Bloomfield. His employment with the Bloomfield Newspapers began in April 1953. He was a student in the local high school at the time. During the remainder of his schooling, and until May 1954, he was employed on a parttime basis. He is a member of the mechanical department staff, where his duties include advertising and newspaper makeup, commercial printing and stereotyping.

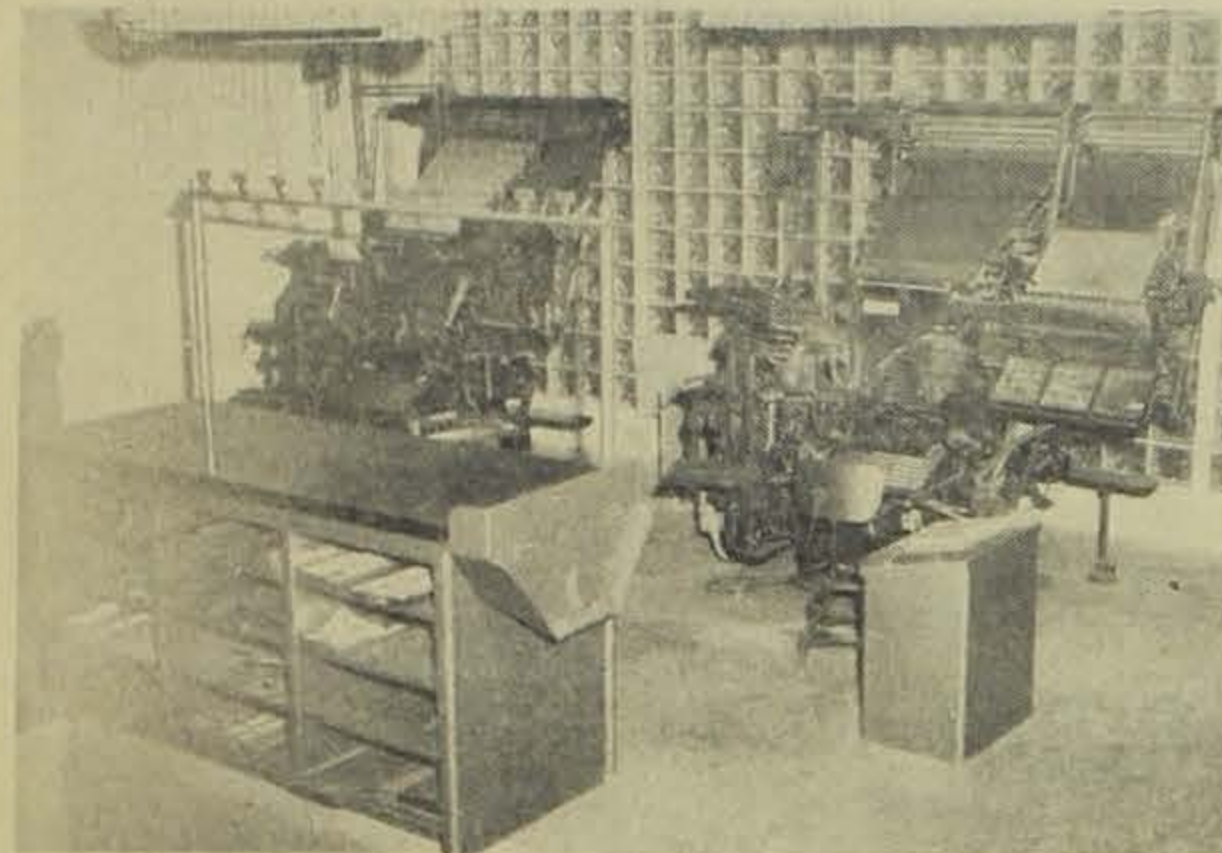
James B. Booth
Linotype Operator



James Booth became a member of the mechanical department staff in August 1953. He is the son of Mr. and Mrs. William E. Booth. His father is superintendent of schools at Sheridan, Mo., and his mother is a member of the teaching staff. Booth was graduated from the Union Star, Mo., high school. Following his graduation he served two years with the navy aboard a destroyer. He is a linotype operator and provides type for all advertisements, editorial and headlines.

Something New Has Been Added

Location - Machinery - Equipment



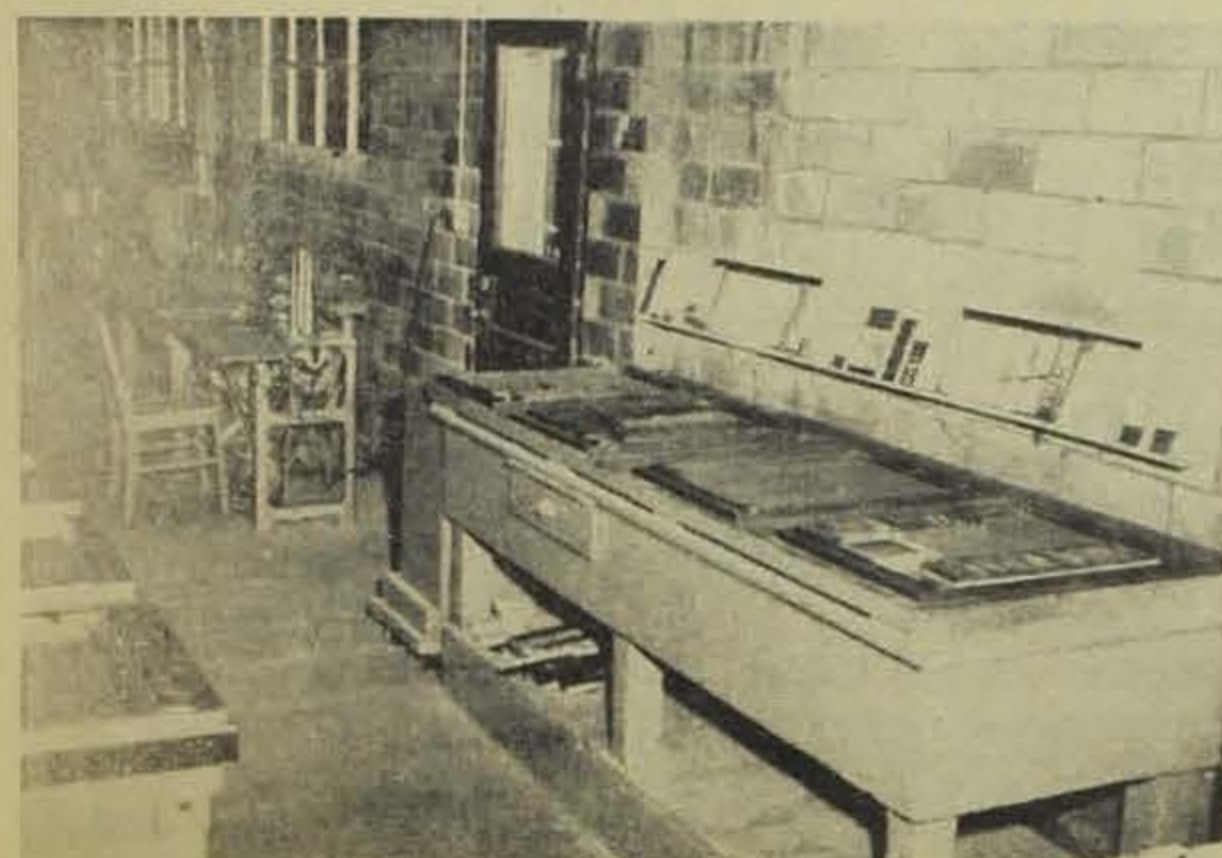
LINOTYPE MACHINES



COMMERCIAL PRINTING DEPARTMENT



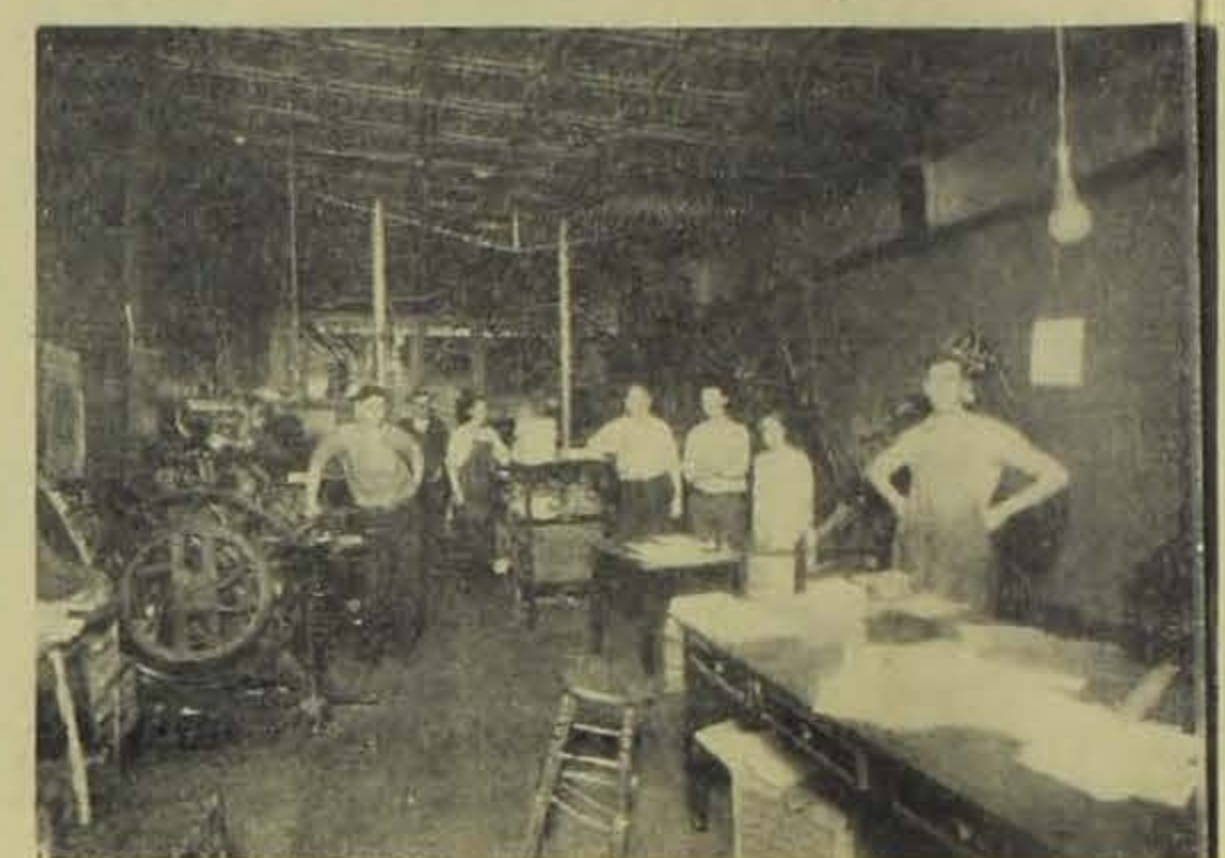
GENERAL VIEW OF MECHANICAL DEPARTMENT



MAKEUP STONES, ADDRESSOGRAPH



DEMOCRAT MECHANICAL DEPT. ABOUT 1917
(L to R Walter Davis, F. Baldrige, Hazel Leon)



NEWSPAPER MECHANICAL DEPARTMENT IN LATE 1920's
L TO R—DEAN MITCHELL, JESS PAGE, WALTER DAVIS, FRANK MITCHELL,
LEO MITCHELL, HAZEL LEON, DALE MERRILL

CONGRATULATIONS TO The Davis County Republican and The Bloomfield Democrat

ON THE COMPLETION OF THEIR FINE NEW ALL MODERN
PRINTING AND NEWSPAPER PLANT



As general contractor for the construction of this fine addition to Bloomfield's business community we wish to thank the Newspapers for the courtesies shown to our workmen and express our appreciation for the cooperation shown us by local suppliers and business men.

We hope and know that when you inspect this new building and equipment brought to our community for the purpose of giving us better news service and printing service, that you will realize they believe in the future of Bloomfield and Davis County.

A city is known by the type of its business concerns and their equipment. Bloomfield has a wide reputation for being a progressive and outstanding community. This new Newspaper and Printing plant is now the envy of many cities much larger in population. It enhances the reputation for progressiveness that Bloomfield holds.



Robert "Bob" Boatman

PHONE 99

BUILDER AND CONTRACTOR

BLOOMFIELD, IOWA

Looking Back Across A Half Century

BY K. BALDRIDGE

It all started a century ago. The first Bloomfield newspaper was established in 1854, just two years prior to the founding of the city. The story of the newspaper is a story of the city's growth and development.

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located. Sol Lorenz had a furniture store and undertaking establishment where the Cruikshank Implement Company now operates. One of his employees was Seth Barker, now nationally known manufacturer and the head of the Barker Equipment Company factories located here and in a number of other Iowa cities. Amos and W. J. Steckel operated the Exchange Bank. Geo. Phillips was president of the Davis County Savings Bank, and A. H. Fortune was the cashier. S. P. McConnell was cashier of the Taylor-McGowan Bank, and Sherm Rowe was his assistant. Henry C. Taylor was president of the bank and was a leading attorney of Bloomfield. O. D. Wray was cashier of the Bloomfield State Bank.

Others engaged in the practice of law were Dillon H. Payne, George T. Sowers, Ellsworth Rominger, Theo. P. Bence, Samuel S. Carruthers, John F. Scarborough, Thomas A. Goodson, C. W. Ramseyer and Isaac T. Dabney. Several years later Buell McCash was admitted to practice.

Operate Livery Stables
T. D. Duke and Ves McCallister had the livery stables, and Duke had the hack line to the railroad stations. John Burgess operated a jewelry store. H. P. Campbell had purchased the Mendenhall furniture store. John Williams, John Owens and C. R. Davis had drug stores. Frank Eichelberger was a district judge. Sutton Bros., Pearl and Jim, had a barber shop where Dr. Rasmussen's office is now located. There were no garages or motor firms, although Herbert King soon afterward built a car repair shop north of the Exchange Bank building. Bloomfield's two cigar factories were owned by James A. Dunn and Tom Higbee. Our city's three photographic studios were those of T. A. Dunlap & Son, Ed M. Reeves and John F. Gresham. In 1905 H. C. Brown came to town to head the Southern Iowa Normal.

Stewart Latimer operated the Latimer Bros. Department store; Bert Johnson owned and managed the N. S. Johnson & Son grocery; Chas. E. and Frank C. Young operated a grocery store; Harvey Leach and Henry Wishard were shoe merchants; C. D. Fortune had a feed, grain and wool business; Frank Traverser was postmaster, succeeded by P. T. Grimes. Traverser owned the Davis County Republican, Ellsworth and Joe Rominger the Bloomfield News; Crawford Davis the Bloomfield Farmer.

Physicians included Dr. E. J. Shelton, who operated the hospital where the Randolph Apartments now stand; Dr. R. O. Shelton, Dr. E. D. Beauchamp, Dr. Josiah Swinney, Dr. C. H. Cronk and Dr. Clara Kemmel.

the newspaper career, which has continued to the present time.

For two summers I served the Democrat as its circulation solicitor, and then graduated to the front office as a reporter, and later on in 1905 as the editor, when Mr. Hardy made newspaper investments in the south. I held the editor post until the summer of 1906, when I was appointed a rural carrier, and designated to serve Bloomfield rural route No. 7. Meanwhile I never fully severed my connection with the Democrat, and was used fairly often as a replacement for employees vacationing or ill, even while attending Drake University law school from which I graduated in June, 1909.

The Equipment
At that time the newspaper office was located over what is now the Carroll hardware. The newspaper press had been turned over by hand by Lew Duckworth until but a short time before, when a gasoline engine was installed. Bloomfield at that time did not have electric light service during the daytime, and only for a few hours each morning and evening. There was no electric power service.

The gasoline engine in the newspaper office was extremely erratic. Sometimes it took hours of work to get it started. Once started we kept on working until the work was finished. Sometimes this meant all, or most of the night. I well remember that as one of my early experiences as publisher, we worked without seeing a bed for a span of three days and two nights. That was due to the engine. We were afraid to let it stop, lest it never would start again.

Early Personnel
Walter Davis, present mechanical superintendent for the Bloomfield newspapers, was an employee of Mr. Games, and continued with the paper after its sale to me.

In 1910 Hazel Leon, present linotype operator, joined the typesetting force. Those were the days prior to linotypes in county newspaper offices, and the typesetting force consisted of four to five girls, and several

men. The girls set the newspaper, and threw in the type after the papers had been printed. The men set the type for the advertisements, and also for the commercial printing. The letterheads, envelopes and other printed matter were printed on job presses operated by human foot power. Not even gasoline engine power was available for this work. The present bookkeeper, Mrs. Effie Leach, joined the Democrat force in 1911, as one of the typesetting crew. When a linotype was installed, she became a news reporter and later on took over the duties of bookkeeper.

Along about this time Mr. P. T. Grimes, who had purchased some years earlier a combined Bloomfield News and Davis County Republican, known as the News-Republican, had installed a linotype machine. This was the first linotype to be installed in Bloomfield. Will Allender, an employee of the Republican, as news writer and advertising solicitor, had learned to operate the linotype.

New Partner
In 1913 Allender became my partner in the ownership of the Democrat and one of our first partnership ventures was to journey to Chicago and purchase a linotype. Allender remained with the Democrat, until 1919, when we purchased the Chariton Leader, and he moved to Chariton to become publisher of that newspaper, a position he still holds.

In 1910 the Democrat office was moved from its location over the hardware store, to the building now occupied by the Hamilton Produce Company. The office remained there until 1915, when it was moved to the north half of the old post office building, now occupied by public offices of Davis county.

In 1919, the Post Office Department exercised its option to use the entire building, and it again became necessary to move the Democrat and its equipment. The building on the north side of the square was purchased, and the office moved there, and at the same time the office of the Davis County Republican was moved to that location. For the next 35 years, or until last November, the two Bloomfield newspapers were published from that building. In all these moves only one person was injured. He was Donald M. Rowe, an employee who is now present

dent of the Fidelity Savings Bank in Ottumwa.

Republican Sold
Soon after the conclusion of World War One, Karl Melcher purchased the Davis County Republican from its owner, P. T. Grimes, now president of the Davis County Savings Bank.

Melcher was faced with a number of difficulties in operating the Republican. Some of the machinery and equipment needed to be replaced, and a problem existed in the matter of office personnel. In order to eliminate costs and give the people of Davis county better newspaper service the management of the two newspapers decided to merge their equipment and personnel, but with each editor to retain control of the editorial policy of his newspaper, an arrangement that persists to this day.

When our newspaper group purchased the Monroe County News, and merged its equipment with the Albia Union-Republican, Melcher became manager there, and Howard B. Wilson succeeded him at Bloomfield. Soon afterward Verner C. Lindgren joined the staff as editor, and for a space of about 10 years the two of them worked as a team in the operation of the Bloomfield newspapers. Wilson is now associated with his brother Jim in publishing the Carroll newspapers. Lindgren has a responsible position with Swift & Co. in Chicago.

Our son, John Baldridge grew up with printers ink on his fingers, and gained his early newspaper training here. After his graduation from the University of Missouri School of Journalism, he was employed at Albia, and then at Chariton. He is now the general manager of the newspapers at Albia, Bloomfield and Chariton, and had a prominent part in planning the construction and arrangement of the Bloomfield newspapers new home.

Present Personnel
The present personnel of the Bloomfield newspapers are top notch in their respective fields. Keith Hawk is local manager and news editor. Keith is a graduate of the University of Iowa, and came to our newspaper organization first as a reporter with the Albia newspapers. He has been with the Bloomfield newspapers since his return from Europe after the close of World War Two.

Ben Heady, sometimes known locally as "Grandpa Ben", because of the column he writes for the Republican, is the advertising manager. Ben joined the staff during the days of World War Two, for temporary service, but liked the work and has remained on the job since.

Effie Leach is the bookkeeper and office manager. Her assistant is Joan Rector, who also doubles as local news reporter and society editor.

Walter Davis is superintendent of the mechanical department,

and Donald E. Eby Jr., is assistant superintendent. Linotype operators are Hazel Leon and James Booth, and floor compositors and pressmen are Royce Gene Leon and Ronald Rominger. For about a couple of decades Jesse Jenkins has been employed in custodial work, and still remains in that capacity for the building vacated last November. With oil heat in the new

(Continued On Next Page)

OUR CONGRATULATIONS TO The Davis County Republican AND The Bloomfield Democrat

Upon the completion of their new Printing Plant and Newspaper Office.

PAINTING AND DECORATING BY T. T. "TOM" TALBOTT

302 S. Madison Phone 170 Bloomfield, Iowa

OUR CONGRATULATIONS TO THE BLOOMFIELD NEWSPAPERS THE DAVIS COUNTY REPUBLICAN and THE BLOOMFIELD DEMOCRAT

AND EVERY WISH FOR A SUCCESSFUL FUTURE IN OUR COMMUNITY

We are more than pleased to be privileged to protect their investment with adequate insurance.

JENKINS INSURANCE AGENCY

CARL

I. O.

SAM WATTS INSURANCE AGENCY

SAM

AUDIE

C. C. HOCKERSMITH INSURANCE AGENCY

R. C. HOCKERSMITH, AGENT

Congratulations And Sincere Good Wishes TO THE DAVIS COUNTY REPUBLICAN AND THE BLOOMFIELD DEMOCRAT

UPON THE COMPLETION AND OPENING
OF THEIR FINE NEW ALL MODERN
PRINTING AND NEWSPAPER PLANT

Another beautiful building adding to the beauty
of the city of Bloomfield.

We express our appreciation to the Newspaper
Officials and the General Contractor for selecting
us to furnish a good share of the Building
Materials.



DAWSON BENNETT, MANAGER
PHONE 304 BLOOMFIELD, IOWA

CONGRATULATIONS TO THE DAVIS COUNTY REPUBLICAN AND THE BLOOMFIELD DEMOCRAT

On the completion of their all new modern Printing and Newspaper plant. We feel it is an added asset to our business community and to the community as a whole.

THANKS — for the opportunity of furnishing and installing the new and popular MATCH STICK BAMBOO DRAPES in the office and also the beautiful floors of ARMSTRONG LINO TILE in the offices and wash rooms.

When attending the opening of this building we wish you would look carefully at the

MIRAPLAS STYRON WALL TILE

in the Executive office wash room.

WE ALSO HAVE FOR YOUR SELECTION — New beautiful Draperies for your home with matching of correlated slipcovers. We offer you scores of NEW modern fabrics especially designed for these purposes including dust tightness, washability and vat dyed colors, also a full line of drapery Hardware.

IF IT'S FOR YOUR HOME COME TO THE

Curl Furniture Store

WE GIVE S. & H. GREEN STAMPS

Looking Backward

quarters, his services as fireman are no longer required. The circulation manager is Tom McCausland, who has a like position with the Albia and Chariton newspapers, and is in Davis county about a third of the year.

Many Others

During the years of the past half century many others have been employed by the Bloomfield newspapers. Some of those who were regularly employed for a considerable period of time included the Mitchells, Frank and his sons, Leo, Joe and Dean, and also Mrs. Leo, now deputy clerk of the district court; Sam and Ida Selman, both deceased; John W. Teed, now employed by a Long Beach, California, newspaper; Dale Merrill, present publisher of the Ida Grove newspaper; Stanton Taylor, currently associated with a printing establishment in southern California; Gordon Heaberlin, now a color pressman in Los Angeles; Willis Starr, a printer in Des Moines; Lyle Jansen, now employed at Okaloosa; Joe Melcher, now advertising manager of a Reno, Nevada, newspaper; West B. Bonfield, now with the U.S. in Alabama; Victor Swartzendruber, who began his newspaper experience in Bloomfield, and after World War One, served as editor at Chariton until he returned to Bloomfield in the late twenties and served for a couple of years as editor of the Davis County Republican; Donald M. Rowe, now president of the Fidelity Savings Bank, at Ottumwa; and former employees Jesse M. Page, Max May, Walter Q. Davis, Tom Snoddy, Huse Blomberg, Charles Leach, Herbert Leon, Newson Guernsey, Lee C. Brown, H. Goode, Burt Randall, Roe Davis, Wayne Bassett, and my father, David Baldridge.

Business office employees and reporters of past years include Velma Shields, McWilliams; Velma Browning Moore; Alice Jones August; Hattie Elston; Regina Hulse; Huls; Mabel Richardson Bish; Carrie Lou Leach Robbins; Miriam Young Melcher; Mary Lou Day McVey; Helen Jansen, Lois Coulter Hockersmith; Mary Leffler Cox and our daughter, Josephine B. Wright; Jean Wimer Vane, Marlene Rube Myers, Mary Leon Hensel, Mary Burke, Tris Hawk, and more recently Beverly Cronk and Marjorie Gordy.

Some of the typesetters employed from 1909 to 1912, before the days of linotype composition, were Della Randall, Nina Smith, Della Elrod, Ruby Wright McCullough and Goldie Snoddy. Subsequent to the installation of linotype composition Virginia Tackett, Eulalia Pebbles, Lela McLeland and Ermytrude Rogers were employed.

Comparing conditions as they existed a half century ago, and with the Bloomfield and Davis county of today causes one to realize more sharply the vast improvement that has occurred. I can well remember the confusion that existed in the city over acceptance of a Carnegie gift to build our public library. A mass meeting was held at the court house to discuss the question. Those opposed to acceptance of the gift gave as their excuse for opposition the increase in taxes that might result.

This same excuse for opposition

to progress was voiced again and again during the years as one after another program of improvement was adopted. It happened when it was proposed to pave the first streets in the city. The first paving was about the public square, and a block each way. Added soon were North Washington and North Madison streets, West Jefferson to Pine, and south to Walnut and then to the Wabash station; south on South Madison to the Burlington station; and east on Franklin to the corner of East street. Today all streets in the city have some type of surfacing, and a large portion of them have concrete paving.

When the present high school building was under consideration, the election was bitterly contested, and again the opponents used opposition to tax increases as their excuse for opposition. Perhaps the bitterest of all the campaigns waged was that to pass the bond issue whereby the highways were paved. The first highway paving constructed was between Bloomfield and Pulaski. It was considered a marvelous venture and people came for miles around to see it and drive their cars over it. I recall Leigh Sprowls stating that in his wildest dreams he had never expected to see a paved road in Davis county, and "today I drove from here to Pulaski on concrete."

Perhaps the bitterest feeling ever engendered in the county was over the dispute as to whether or not the hitchhacks about the court house park should remain or be removed. For years after the horses had all but vanished from the highways, the hitchhacks remained, but since the car owners apparently did not wish to hitch their machines to the chains, eventually and somewhat gradually, the hitchhacks passed down memory's lane.

Today's Facilities

Compare the conditions of yesterday with those of today. Now we have an outstanding public school system, with buildings of which every citizen is proud. The Southern Iowa Normal site has been used for construction of the building housing the Gillfillan Clinic. Bloomfield has become one of the best known medical centers in the state. We have the outstanding REA system in this section of the country, with a building housing it that is the pride of the 3500 rural families receiving electric light and power from it daily. Our municipal light and power plant is tops in every respect. A fine library with thousands of volumes on its shelves gives our people opportunity for literary development and recreation. Our churches are centers of community endeavor, as well as religious education, and are of beautiful construction. Our Davis County Memorial Hospital is constantly filled, and already there is need for further extension of its facilities.

The above mentioned are but a few of the improvements that have come with the years. The Farm Bureau has been inaugurated, the soil conservation service is a new development, as is the other various government and semi-government programs. Bloomfield has a modern post office built and owned by the federal government. City delivery service was established in 1922, and rural delivery service has

been expanded until today the Bloomfield rural carriers travel 525 miles daily in delivery of mail to rural patrons. With the other rural routes in Davis county, a total of nearly 800 miles and more than 2000 rural families are served each week day.

Proud Of Our Past

It is with pride that the Bloomfield newspaper management can truthfully assert that in every instance the Bloomfield newspapers have supported the campaigns that have resulted in improvements for our city and county. Whether it be Liberty Loan drives of the First World War, Savings Bonds campaigns of the Second World War and since, bond elections for paved roads, new schools, a county hospital, or other civic improvements, the newspapers have unhesitatingly supported the program or campaign. Likewise they have supported all programs of the farm organizations, from Bureau to FFA; have given aid to every drive for funds for such purposes as Red Cross, Salvation Army, tuberculosis eradication, March of Dimes, Cancer control, etc. They have supported the programs of the high school and the churches. In every way possible, either in newspaper space, or the giving of personal service, the newspapers of Bloomfield have sincerely tried to fulfill their mission of service to the city and county they serve.

Papers Change, Too

As the years have brought improvements along other lines, they have also brought changes in the Bloomfield newspapers. As other local public service and semi-public service institutions have progressed and improved their housing facilities, and their working conditions, so have the Bloomfield newspapers. In line with the progress changes that have brought to us our hospital building, our REA building, our clinic building, our new school buildings, our municipal light and water plant and city hall structures, our public library, our community hall, our Legion building, our new churches and our new business buildings, the Bloomfield newspapers have provided for themselves a new and modern home.

It is the hope of the present ownership, management and staff, that the new home will result in improved newspapers for the people of Bloomfield and Davis county. Quite definitely the working conditions are much better than they have been in the past. The flow of work as it is now arranged will save miles of steps and many hours of time. The improved efficiency in all depart-

ments should show beneficial results.

The management feels that it has given to Bloomfield one of the outstanding newspaper homes in the weekly newspaper field to be found in the state of Iowa. It is our wish and hope that our patrons approve of the steps we have taken to improve the appearance and efficiency of Bloomfield's newspaper quarters, and that the loyal patronage Bloomfield's newspapers have enjoyed in the past be continued throughout the years to come.

Our Goals

duty of keeping readers informed, but in a different vein, and also includes a definite service. We are referring to advertising.

Ever-progressing, America is constantly awakening to discover new products and conveniences available to the consumers. The people must be kept aware of these avenues to easier and more comfortable living. The newspapers stand ready to perform this function.

Advertisers must be provided proper assistance in the preparation of their advertising programs and copy. The latest in advertising materials must also be made available to them.

And the public must be protected against fraudulent claims and products.

All these functions, and more, too, are carried out by the Bloomfield Newspapers.

The aforementioned responsibilities are not to be assumed for the benefit of a few. Instead, their advantages must be made available to all within the community serviced by the newspapers.

For those who are not familiar with them, we would like to reproduce here the "Canons of Journalism." They best illustrate the paths to be followed by the Bloomfield Newspapers in serving the people of Davis county:

1. RESPONSIBILITY — The right of a newspaper to attract and hold readers is restricted by nothing but considerations of public welfare. The use a newspaper makes of the share of public

otherwise unworthy purpose is faithless to a high trust.

2. INDEPENDENCE — Freedom from all obligations except that of fidelity to the public interest is vital. Promotion of any private interest contrary to the general welfare, for whatever reason, is not compatible with honest journalism.

3. SINCERITY, TRUTHFULNESS, ACCURACY — Good faith with the reader is the foundation of all journalism worthy of the name.

4. IMPARTIALITY — Sound practice makes clear distinction between news reports and expressions of opinions.

5. FAIR PLAY — A newspaper should not publish unofficial charges affecting reputation or moral character without opportunity given to the accused to be heard; right practice demands

the giving of such opportunity in all cases of serious accusation outside judicial proceedings. A newspaper should not invade private rights or feelings without sure warrant of public right as distinguished from public curiosity.

6. DECENCY — A newspaper cannot escape conviction of insincerity if, while professing high moral purpose, it supplies incentives to base conduct, such as are to be found in details of crime and vice, publication of which is not demonstrably for the general good.

OUR GOALS—

Our goals are many, and perhaps beyond our reach, but we shall continue to strive to attain them.

It is our hope that the next

100 years will witness continued progressiveness on the part of Davis county's newspapers.

It shall ever be our objective to produce the type of newspapers our readers appreciate. In the past we have devoted columns of newspaper space to our schools and churches. Such practices will be continued because of our strong belief in the great need for spiritual and educational guidance.

Movements for the betterment of our community will be given wholehearted support. Detrimental measures will be as strongly opposed.

We shall ever bear in mind that the newspapers belong to old and young alike. The children will continue to see their Letters to Santa in print. Their elders will continue to reminisce by

reading the "Look Backward"

We cannot prevent from carrying accounts of deaths of loved ones each week we witness the births of new babies.

Athletics, social items, agricultural groups, political news continue to find a column open to them.

At the same time and techniques will in order to improve papers from the readership and ap

In general, we hope to warrant the record in us by our fellow and to be able with a product we be proud to recognize hometown paper.

CONGRATULATIONS

We are happy to join other business firms in Bloomfield and Davis County extending sincere congratulations to

THE DAVIS COUNTY REPUBLICAN AND THE BLOOMFIELD DEMOCRAT

On the completion of their New Home in Bloomfield which adds to the reputation of the Town and County as an outstanding progressive community. Our Specialty is Investments, and we believe the decision to erect this New Home to house a Modern Printing Plant and Newspaper Office will prove not only profitable but be cited as an ornament to the community, assuring continued interest in Civic Affairs.

OUR BEST WISHES IN FUTURE OPERATIONS

DAVIS COUNTY SAVINGS BANK

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATIONS

OUR BEST WISHES TO THE

DAVIS COUNTY REPUBLICAN AND THE BLOOMFIELD DEMOCRAT

In their new all modern Printing and Newspaper Plant. It was our privilege to install the heating and heating in this new building. This equipment is the latest and most modern available.

We wish to call your attention when going through this plant to the KRITZER BASEBOARD RADIATION HEATING in the offices and the forced heating in the shop and wareroom. Also the 4 Z arrangement and all copper piping of the heating plant and also the latest in plumbing fixtures and the plumbing. These two engineered systems will give the Newspaper personnel satisfactory service throughout the years as the Newspapers will service our community during the years to come.

SEE US FOR YOUR HEATING AND PLUMBING NEEDS

AUGSPURGER'S PLUMBING & HEATING

SHEET METAL WORK

205 EAST FRANKLIN

PHONE 144

BLOOMFIELD, IOWA

Pictures Of New Building

All pictures of the new newspaper office were taken for the special publication by E. A. Waller of Waller Studio. Waller also serves as photographer for the Bloomfield Newspapers.

As One Neighbor To Another-

WE EXTEND OUR MOST SINCERE CONGRATULATIONS TO THE

DAVIS COUNTY REPUBLICAN

AND THE

BLOOMFIELD DEMOCRAT

Our two enterprising local papers on the completion and opening of their all new modern Newspaper Office and Printing plant.

We are very happy to have been of assistance in moving their heavy machinery with our big flatbed GMC truck.

YOU WILL FIND A GMC TRUCK TO FILL ANY HAULING NEED

Harris Motor Company

209 EAST FRANKLIN

PHONE 684

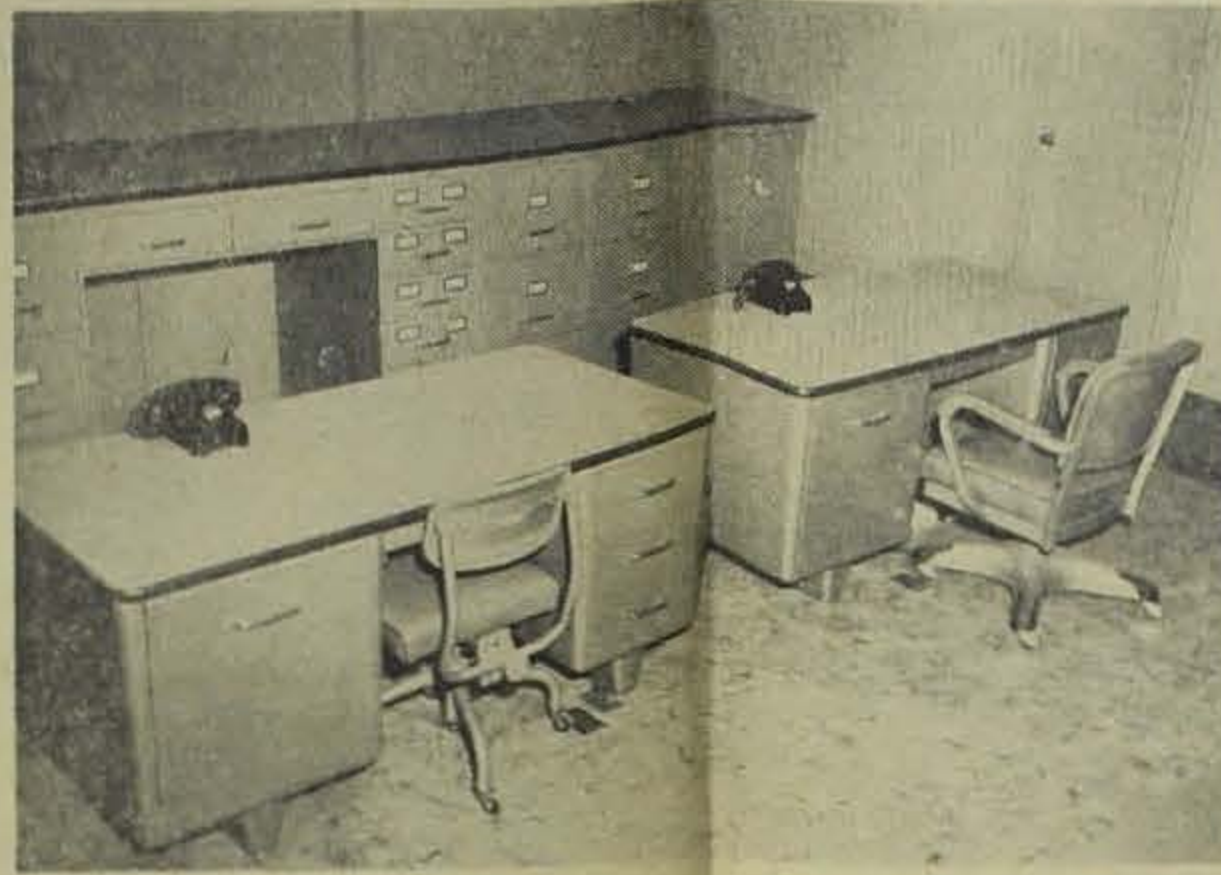
BLOOMFIELD, IOWA

Designed For Efficiency, Better Service

News - Advertising - Commercial Printing



FRONT VIEW OF OUR NEW HOME



NEWLY-EQUIPPED BUSINESS OFFICE



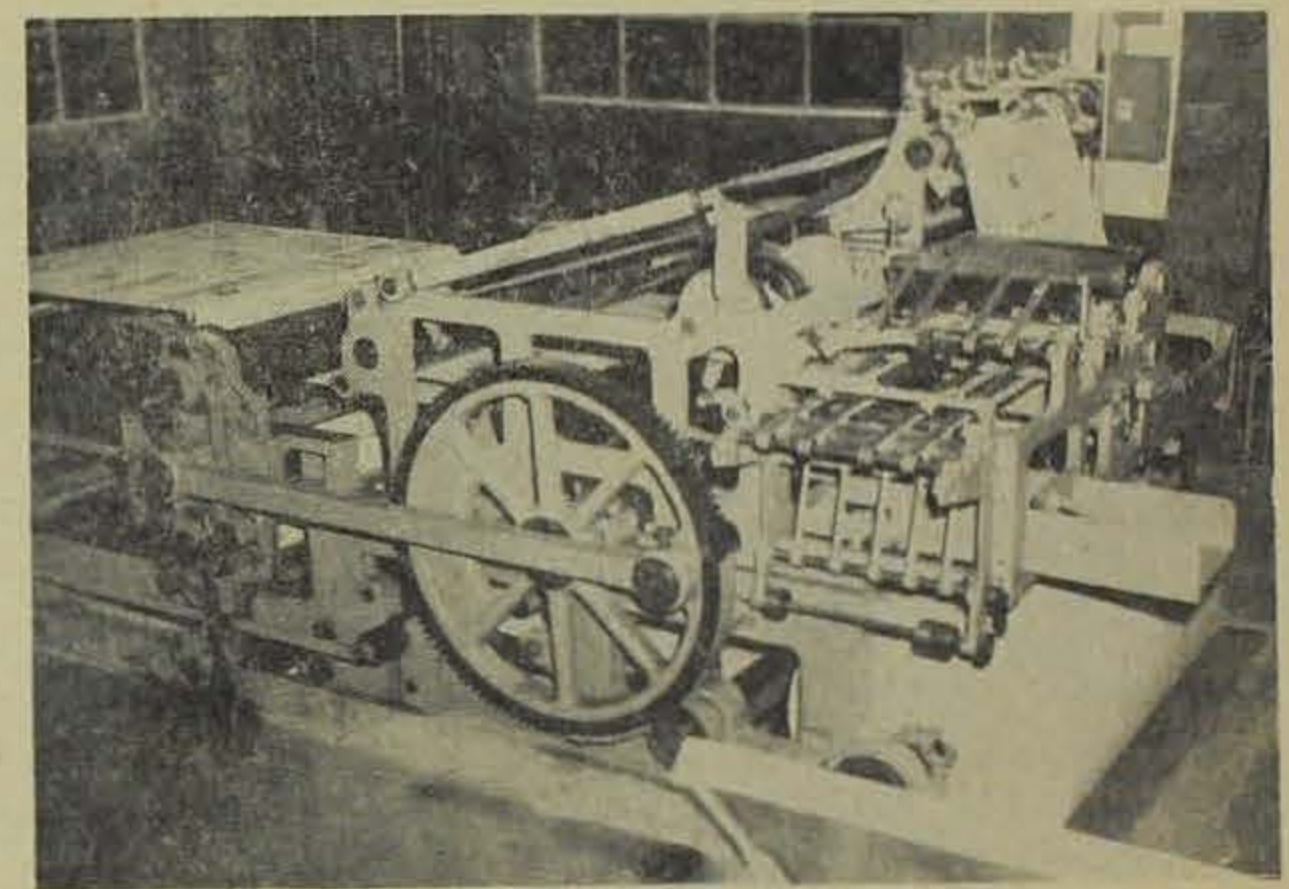
CONFERENCE ROOM - PUBLISHER'S OFFICE



ADVERTISING DEPARTMENT



NEWS, EDITORIAL DEPARTMENT



LARGE NEWSPAPER PRESS

A Pledge To The Public Of — — —

Our Responsibilities, Goals And Objectives

BY EITH HAWK

Thomas Jefferson once said, "When it comes to me to decide whether I should have a government without newspapers, or without government, I should prefer the former." I should like to prefer the latter.

Question Jefferson's opinion. His diplomacy, his statesmanship, his ability to see in all things the value of the press, his "Power of the Press" and "Freedom of the Press" to cause misleading the part of the public. As a result many have gained conceptions of the part a newspaper is to play in its community.

It is for that reason that we wish to take advantage of this opportunity to clarify our goals and responsibilities, and to renew our pledge to make them realities.

As it is stated on the front page of this special publication, the newspapers of Davis county are beginning their 101st year of service to the people of the community.

Time and space prevent a full and complete story of the past century of news dissemination in our county.

Many outstanding men have been affiliated with the press of Davis county, with those of the far past practically pioneers in their chosen field.

Times and techniques have changed through the years, yet the newspaper personnel of today and years past have one common purpose—that of rendering a service to their fellowmen.

RESPONSIBILITIES—

The newspapers of Davis county are no different than those to be found in thousands of communities throughout our great nation.

Our publications are included among those known as country weeklies.

The weeklies will be found in

mere villages and in cities of considerable size. Their readers vary in numbers from a handful to several thousand.

Yet, whether their communities be large or small, their circulations minor or major, they play a definite role, are worthwhile and have tasks to perform.

The same may be said of daily newspapers, but at present our interest pertains to country journalism.

Like our fellow weeklies, we have primary responsibilities to assume. Foremost of these is the responsibility of keeping our readers informed.

As a general rule we think of news when considering the point of an informed public.

The collection and preparation of news is no different than tasks involved in other professions—there are definite problems and

obstacles.

First of all, the last census revealed the population of Davis county to be approximately 10,000 persons. This, in itself, is sufficient to indicate that a great many events, involving a considerable number of individuals and groups, can and do occur daily. The task of keeping pace with the events is a sizable one.

Numerous calls must be made daily, both in person and by telephone. A constant record must be maintained of forthcoming activities. Facts, figures and other essential data must be maintained for quick reference.

There is the necessity of determining what is actually news. Diplomacy and tact must be exerted when declining material because of its failure to be worthy of publication.

In the collection of news there is always the possibility that a

point will be misinterpreted, thereby resulting in embarrassment on the part of the individuals involved, to you and to the newspaper. Therefore, the search for facts and their authenticity is never ending.

From time to time newspaper workers are faced with the necessity of dealing with those who, for various reasons, would withhold facts to which the public is entitled.

Last, but not least, there are those who offer to "make it worthwhile" for the newsman to overlook incidents in which they had a part.

The staff of the Bloomfield Newspapers strive to carry an account of every notable happening within the community. Correspondents in all areas of the county offer very able assistance in the effort. Time naturally prevents a personal check with

every man, woman and child within the boundaries of the county. We are therefore indebted to those persons who, through their various offices and agencies, cooperate by calling attention to news and possible news stories. There are also countless individuals who make our job easier by reminding us of past, present and future happenings.

To all of them, we express our sincere gratitude and solicit their continued cooperation.

Our feelings toward those groups who would take it upon themselves to determine what should be published in the newspaper have been expressed many times in the past. The standpoint of our staff is that news cannot be measured by wealth, nor can it be bought by the same source.

Another responsibility is the proper preparation and display of the news once it has been collected.

To each individual the happening of which he has been a part is of great importance. The newsman is faced with the problem of handling many such happenings each week, and then determining which is to be accorded the larger headlines and most prominent locations on the printed page.

Hundreds of names are assembled on his desk each week, and extreme care must be exerted in order to avoid errors in spelling, etc.

News stories pass through many other stages prior to their being placed in the hands of the readers. Each step involves time, effort, equipment.

The next responsibility of the newspapers still involves the

(Continued On Back Page)

SINCERE GOOD WISHES TO

The Davis County Republican

AND THE

Bloomfield Democrat

Upon the completion and moving into their fine new all modern Printing and Newspaper Plant which marks the progress of growing Bloomfield.

As one good neighbor to another we extend our congratulations and express our appreciation for being selected to furnish the business office and executive office with the most modern steel desks, office furniture and counter. All constructed especially for the most efficient use in their printing and newspaper business.

Bailey Typewriter Exchange

COMPLETE OFFICE EQUIPMENT & SUPPLIES

12 EAST SECOND STREET

OTTUMWA, IOWA

OUR CONGRATULATIONS

TO THE

DAVIS COUNTY REPUBLICAN

AND THE

BLOOMFIELD DEMOCRAT

ON THE COMPLETION OF THEIR NEW MODERN PRINTING AND NEWSPAPER OFFICE

We feel that this plant is a distinct addition to Davis County's forward planning for the future. The Newspaper Companies have shown they have faith in the future of our community by making this investment and we are more than pleased that we were privileged to furnish building materials for this improvement. We appreciate very much the cooperation of the General Contractor and the Newspaper Companies.

Whatever Your Building Problems We Sincerely Invite You To Come In And Discuss Them With Us.

FOR QUALITY MATERIALS THE

Drakesville Lumber Co.

PHONE 49 — DRAKESVILLE, IOWA

Also Your John Deere Farm Machinery Dealer

Facts Concerning "Your Home Town Newspapers"

- ★ **CIRCULATION** — The combined circulation of the newspapers is approximately 5,000 subscribers. The normal coverage in rural Davis county is about 80% and the same applies to Bloomfield. The entire distribution is by mail. The newspapers are included among approximately 50 Iowa members of The Audit Bureau of Circulations, an organization designed to provide advertisers with accurate circulation statistics. The newspapers are currently going to subscribers in 34 states, The District of Columbia, British Columbia, as well as servicemen in various parts of the world.
- ★ **PAPER USED** — The production of the newspapers for one year requires 20 tons of newsprint. If unrolled the paper would extend for a distance of approximately 348 miles.
- ★ **PAYROLL** — The annual payroll totals approximately \$35,000, going to a staff of 10 members actively engaged in the production of the newspapers.
- ★ **EQUIPMENT** — The total equipment costs of the newspapers is in excess of \$75,000. This figure does not include the building or supplies. A press such as used in the production of the papers costs \$22,000 and the current price for a linotype machine is \$16,200.
- ★ **FREE SPACE** — Approximately 225 inches are devoted each month to church news. Cost of the space at the paid rate would be \$1,485. An average of 175 inches of school news will be found in the newspapers each month. If paid it would amount to \$1,155. Letters to Santa generally require about 425 inches. An unlimited amount of space is also devoted to all community activities.
- ★ **AWARDS — MEMBERSHIPS** — The newspapers and personnel have been presented a number of awards. Kenneth F. Baldrige is a past president of the National Editorial and the Iowa Press Association. He has received the Amos Award, highest honor bestowed on an American weekly newspaper publisher, and The Iowa Press Association Master Editor-Publisher Award. The newspapers have received awards for women's news coverage, service to agriculture, news photos, advertising ideas. The newspapers hold memberships in The National Editorial Association and Iowa Press Association.
- ★ **MISCELLANEOUS FACTS** — Free newspapers are distributed each week to all patients at The Davis County Hospital and to the pastors of the county. An estimated 400 local news pictures are printed in the newspapers each year, in addition to a national news photo service. The newspapers also provide a service in the way of commercial printing. Two other publications, "The Monday Evening Post", and "The Christian Courier", are printed by the newspaper staff.

Brief History Of The Davis County Press

The newspapers of Davis county are currently in their 101st year of service to the people of the community and trading area.

The first newspaper to be published in the county was the Western Gazette, a six column paper owned by George W. Johnson and printed May 13, 1854. It was later changed to the Radiator and then Ober's True Flag.

The Democratic Weekly Union was issued in 1856, the name later being changed to the Davis County Democrat.

The Bloomfield Union was also among the earliest newspapers.

William G. Ward was the publisher of the newspaper, Ward's Own and later of the True Flag.

The Davis County Index was published in 1857.

A. P. Bently started the Democratic Clarion in 1858.

The Union Guard first made its appearance in 1863. In 1863 the paper was purchased by E. T. White who changed its name to the Davis County Republican.

T. O. Walker established The Bloomfield Democrat in September 1869.

The Granger's Advocate was moved to Bloomfield from Moulton in 1873 by J. B. King. It was converted into the Commonwealth in 1874.

In 1875 a newspaper, The Sun, was published at Drakeville.

The Odd Fellows Banner was started in 1874.

The Vindicator and The Peoples Journal were launched about the same date.

The organ of the Southern Iowa Normal, The Teacher at Work, was published in 1875 and 1876.

H. C. Ethell published the Mercury in 1879.

Bloomfield became the home of The Greenback in 1879. The name of the paper was later changed to the Legal Tender Greenback. The change was brought about in 1877 by Crawford Davis, father of Walter Davis, president of the Bloomfield Democrat Co. and foreman of the mechanical department for the local newspapers at the present time. The paper later became known as the Bloomfield Farmer and then the Bloomfield Independent.

Although the specific date is not available, The Pulaski Independent made its first appearance about 1900.

In 1901 the Davis County News was established. The Davis County News and the Republican were consolidated in 1903 as the News-Republican. The newspaper was purchased by P. T. Grimes in 1906 and the name was changed back to the News-Republican. Grimes sold to K. D. Meador in 1919.

F. C. Travers established the Swine Breeder's Gazette here in 1903. He later established the Commonwealth.

F. B. Sullivan started the Davis County Messenger in 1922.

Principal Contractors



Robert H. Boatman
General Contractor



John Augspurger
Plumbing, Heating



Olen McMains
Electrical Contractor



T. T. Talbot
Painting Contractor

Our Correspondents Provide Full Coverage of Davis County News

GROVE Castill	CHEQUFST Mrs. T. M. Glatfelter	FLORIS Mrs. Estell Adamson	PERRY LINE Helen McGhee	RED BRUSH Mrs. Orville Veatch	STILES Mrs. Chester Roberts
RY RIDGE Roy Jones	DISTRICT NO. 5 Mrs. Harvey Parks	LIVINGSTON Mrs. C. H. Burrows	PLEASANT RIDGE Mrs. Herman Castill	SAVANNAH Mrs. Edna Francis	STAR Mrs. F. W. Smith
LKNAP Mrs. Harold Eakins	DRAKESVILLE Mrs. Matson Cary	MARK Mrs. Carl White	PLEASANT VALLEY Mrs. Wayland Rogers	SOUTH DUNNVILLE Goldie Chandler	WEST GROVE Flossie Robinson
UNCH Mrs. M. Eakins	DUNNVILLE Mrs. Howard Spilman	MILTON Mrs. Pearl Epperly	PULASKI Mabelle Harrison	TROY Mrs. Frank Hilpert	WESTERN UNION Norene Starr
BIR OAK Mrs. E. Houghland	FOUR CORNERS Mrs. A. J. Christy	NORTH CHEQUEST Mrs. A. C. Downing	Furnishing Regular Reports Of The Weekly Happenings In Their Respective Communities		

**Congratulations And
All Good Wishes To
The Management and Personnel
OF THE
DAVIS COUNTY REPUBLICAN
AND THE
BLOOMFIELD DEMOCRAT**

Upon the completion of their all new printing office and Newspaper plant.

We are happy to have had a small part in this addition to Bloomfield's business community by furnishing
BEAUTIFUL LONG LASTING SHERWIN - WILLIAMS PAINTS

**HAWKEYE HARDWARE
AND ELECTRIC**

WEST SIDE SQUARE

BLOOMFIELD, IOWA

THE GRAND OPENING

Is the culmination of years of planning by the management of the
**DAVIS COUNTY REPUBLICAN
AND THE
BLOOMFIELD DEMOCRAT**

To bring Bloomfield and Davis County one of the most modern and efficient printing and newspaper plants in this section of the country. It is "proof positive" that they believe in the future of our community and wish to help it progress.

It was our privilege to have a part in this new community improvement by furnishing the electrical equipment and installing it in the new building. Another step achieved in the Bloomfield Improvement Program.

We wish you to notice when inspecting the building the modern adequate lighting and convenient power circuits all installed according to strict insurance standards for the most efficient operation of the plant.

OLEN McMAINS

WIRING AND ELECTRICAL CONTRACTING

WORK DONE TO COMPLY TO UNDERWRITERS AND REA SPECIFICATIONS