

NNA: The Seventh Decade

Journey through the National Newspaper Association's history



"Through the vigilant representatives of the [NNA], the disastrous effects of proposed legislation have been brought to the attention of our congressional committees."

-- Joe Terry, 1949
Guest writer for National Publisher

1945

After World War II concluded in 1945, rural newspapers embraced technology as many Americans began moving to suburban areas.

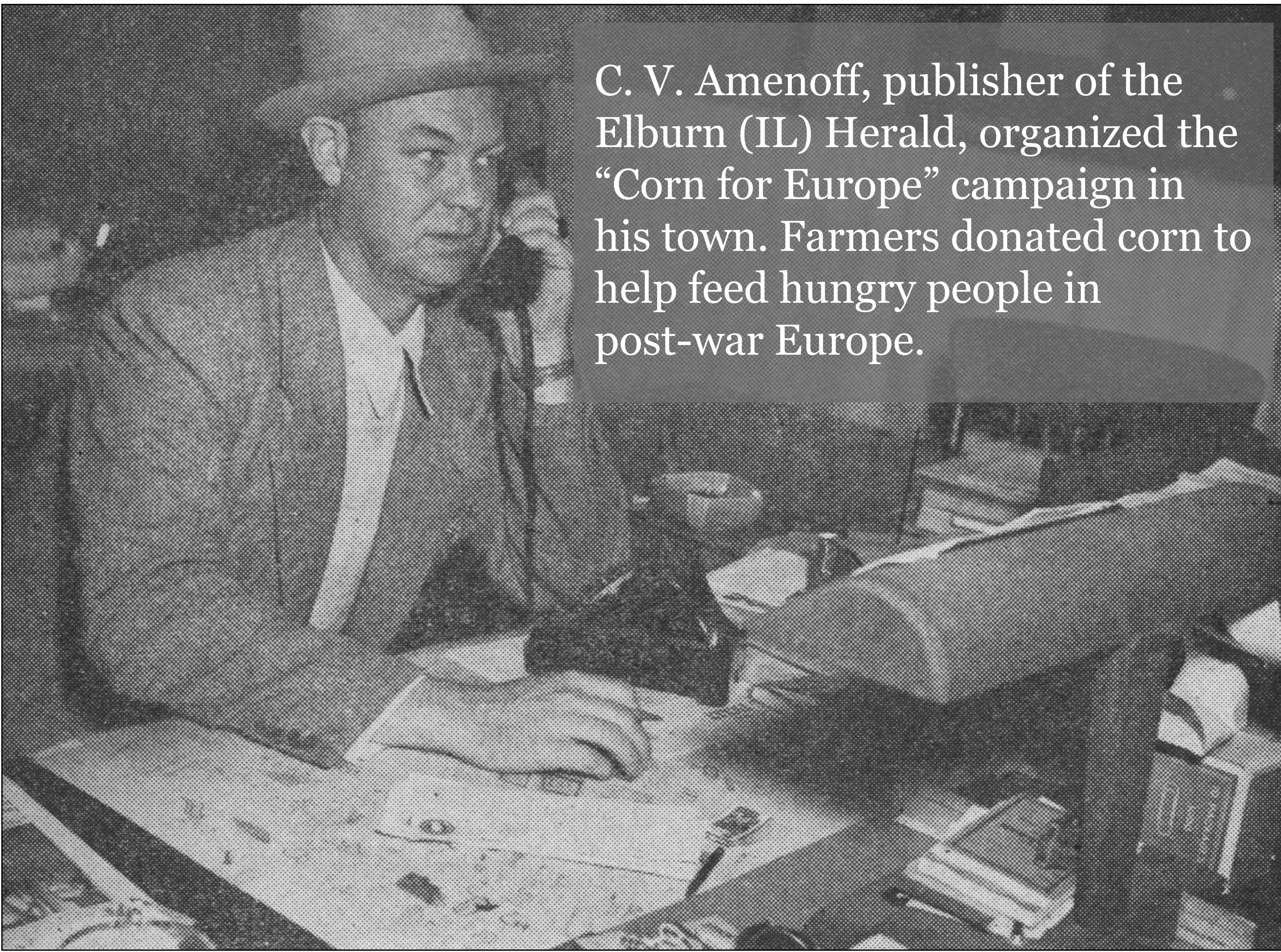
The war and new technology prompted the rural newspaper industry to re-evaluate itself. The equipment used by small-town papers during World War II had aged significantly, and when rural paper owners began to replace old equipment, they replaced it with the newest gadgets.

Veterans returning from the war entered universities at a record rate, and thus more college-trained journalists entered the field. Some were intrigued by the journalism craft while working for camp papers during the war or watching working journalists cover the conflict.

"In many cases, Linotypes and aging presses which couldn't find a spot in a museum were sold for scrap. There were sad scenes in some rural shops when trusty old machines on which two or three generations of the same family had worked were hauled away or sledged to pieces where they stood."

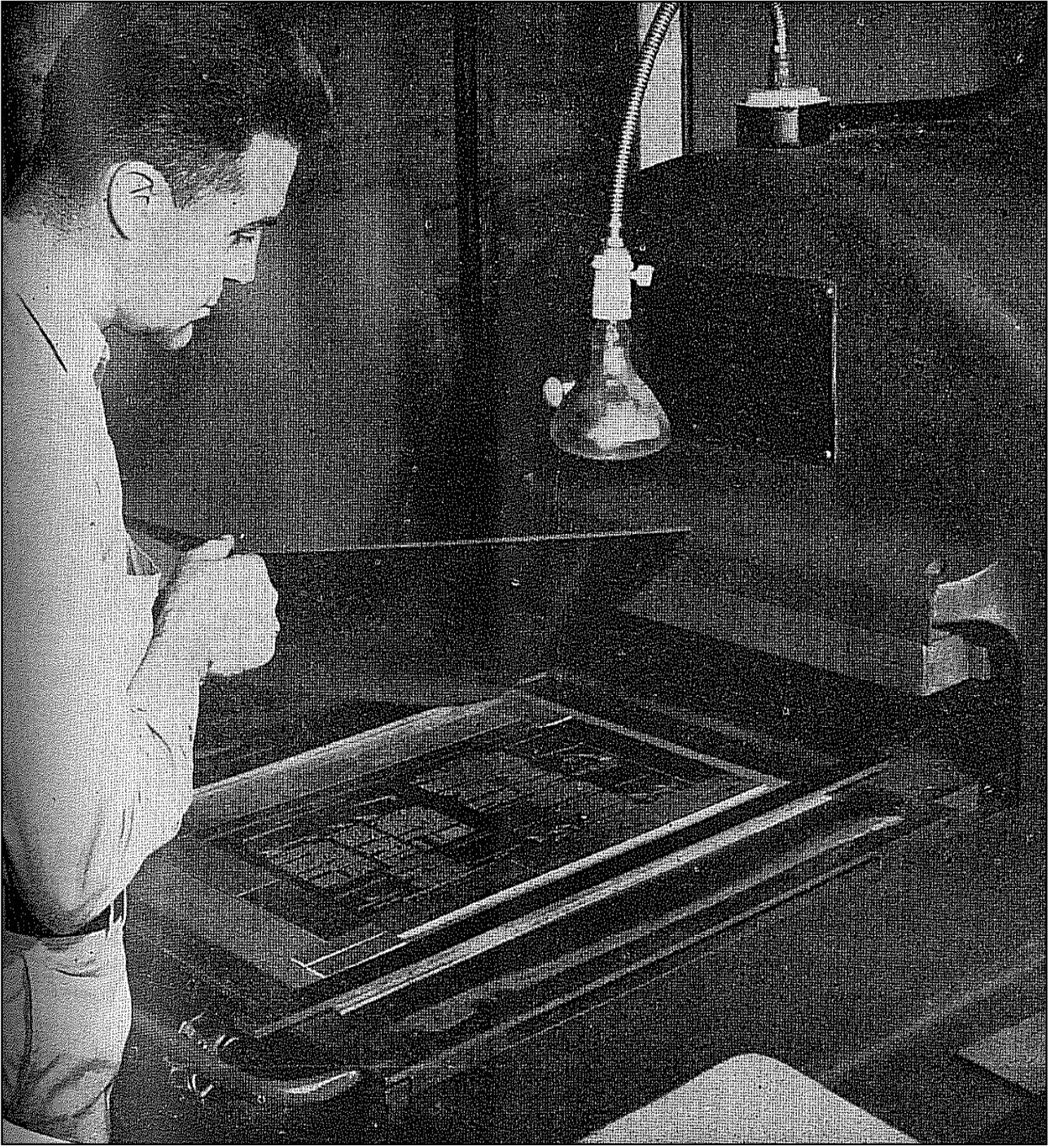
-- Robert Karolevitz, author
"From Quill to Computer"

1947



C. V. Amenoff, publisher of the Elburn (IL) Herald, organized the "Corn for Europe" campaign in his town. Farmers donated corn to help feed hungry people in post-war Europe.

1950



In 1947, Henry Goyke (left), operator for Progressive Matrix Co., in Chicago, uses a plastic printing plate. The new, less expensive plates were created during WWII.

By the 1950s, newspaper owners began shifting from using the old-fashioned metal plates, to using film in a process called cold printing.

The new cold printing technology helped weekly advertising handouts – called shopper weeklies or ad bills – snag a share of rural papers' profits. Some shopper weeklies began incorporating news into their pages and some community papers that couldn't compete, joined forces with the once all-advertising publications.

1952

By the end of this year, the number of households with televisions reached 20 million and advertisers had spent \$228 million dollars to air commercials.

The NNA focused on television's possible effects on newspapers during this decade. The group also fought legislation to restrict alcohol advertising, and a bill that would make postage rates more expensive for rural newspapers. NNA discussed the toll high that production costs took on community newspapers, too.



Presidents of NNA's seventh decade

1. Charles L. Ryder of the Times-Journal in Cobleskill, NY, 1945
2. Fred W. Hill of the Hamburg Reporter in Hamburg, IA, 1946
3. C.P. Helfenstein of the Aroostook Republican in Caribou, ME, 1947
4. Orrin R. Taylor of the Archbold Buckeye in Archbold, OH, 1948
5. Joe T. Cook of the Journal in Louisville, MS, 1949
6. J. Clifford Kaynor of the Ellensburg Daily Record in Ellensburg, WA, 1950
7. Bernard E. Esters of the Houlton Pioneer Times in Houlton, ME, 1951
8. C.W. Brown of the Oconomowoc Enterprise in Oconomowoc, WI, 1952
9. Alan C. McIntosh of the Rock County Star-Herald in Luverne, MN, 1953
10. Ed M. Anderson of the Forest City Courier in Forest City, NC, 1954

