

# History & Folklore

From Illustrated Press of Liberty County, Thursday, December 7, 1961 –

The Illustrated Press passes a major milestone this week. Volume I, Number 1 was published last December 8, 1960. This is the 53rd issue. It is very important to a newspaper to complete one full year of publication, since doing so makes it eligible for certain types of advertising, and it is advertising which makes the journalistic world go round.

Pictured below is the front page of our first issue – not very different from this issue. The Illustrated Press still seems to be unique in all the United States in its format and method of operation. In the past year, we have not been able to find another newspaper devoted almost entirely to photographs and distributed without cost to the readers. All of us connected with the paper wish to thank our loyal readers and advertisers, who have been so encouraging and cooperative. *All text this page written by Wiley Smith.*

# The Illustrated Press

of Liberty County

Volume I, Number 1

SERVING 5,000 HOMES IN AND AROUND LIBERTY, DAYTON, DAISSETTA, DEVERS, HARDIN & RAYWOOD

Thursday, December 8, 1960

## New Liberty County Picture Newspaper Makes Debut in Five Thousand South Area Homes



**DEER ON TELLING**, deer telling you where you have to go all the way out to star. There is just one. That is the evidence that Liberty County has deer, too. Of course you will have to look at Reverend Vandell Smith about this one. It's on his place off the Wallisville Road. He is pastor of the Assembly of God Church in Dayton, which must help him derive much pleasure from raising these, Nature's great beauties of the wilderness. What a sense of autumn this young buck brings to hunters and outdoorsmen! W.R. Johnson photo



**OFFSET LITHOGRAPHY METHOD OF PRINTING**

More than 5,000 copies of a new and different kind of newspaper were delivered to nearly all the homes of South Liberty County today.

Known as "The Illustrated Press of Liberty County," the new paper is published and edited entirely by local citizens. The outstanding feature of the paper is that it will be given to as nearly all the families of the south half of the county as can possibly be done. It is expected that the oversights in delivery will not exceed two percent of homes in the area. No charge whatever will be made for home delivery. Advertising is planned to cover costs of publication.

The most notable feature of the paper's composition will be the prevalence of photographs in unusual amounts. This is due to the fact printing will be done by lithography, a type of graphic reproduction based on the separation of oil and water. High quality printing such as books, magazines, business stationery, color work and other jobs where the best result attainable is sought are very often done by the lithographic method. The most practical advantage is the care with which artwork and a high volume of photographs can be utilized in composition. The lower cost of such printing offers advertisers more favorable rates even though "The Illustrated Press" has twice the coverage of any other newspaper within the confines of Justice Precincts One and Four, which encompass the cities of Liberty, Dayton, Devers, Daisetta, Hardin, Raywood, and the surrounding rural areas.

Publication will be on a weekly basis, with delivery to rural mailboxes and urban yards made early Thursday mornings.

It was decided that, since the country is blessed with three of the finest weekly newspapers in the state, "The Illustrated Press" would attempt to be different in content so as to avoid repetition in approach. It might be pointed out that the older papers do a superb job of recording general news in fullest detail and in very great numbers of items. This paper intends to follow somewhat the same methods as some photographic news magazines.

The editors believe that high impact treatment of news and limited text will appeal to readers as an interesting supplement to the fine letterpress newspapers available to Liberty Countians.

It is planned to invite photographs from readers,

to avoid repetition of news. It is hoped that the public will share the editors' enthusiasm for pictures of the human face. In the picture at the lower right this page there are scores of people the editors want to draw out into the forefront view, to demonstrate that there is nothing on earth so interesting to people as other people. It is said that man is a gregarious animal and is filled with affectionate curiosity about other human beings.

If Life Magazine sent a man to do a hundred features on our county, what would he write about and photograph? Would it be the same things we find in most weekly papers? The club meetings, the visitations, the pronouncements from public offices?

Perhaps, but the editors of this new publication feel that he would stay clear of the more fundamental things of our communities – the universal humor, the good will, the sadness, the living and the dying. Would he find grandeur in the sweep of the rice fields and character in the people that we miss? If he would, then we, too, must

**WATCH OUT WHICH ONE YOU PET!** Piled in with this little doll's mother cat and three kittens are two young bobcats snoozing away while baby coon gets all the loving. Mother cat may have her paws full when her brood gets to be teenagers. Meanwhile the Claude Means home in Liberty appears to be knee-deep in furry varmints, which is no small delight to Kay Lynn Means, who might acquire a taste for fur coats. W.R. Johnson photo

**BEAUTY AND THE ILLUSTRATED PRESS**—If Liberty County has not been the prettiest gift to Texas than one type are beautiful. Certainly NANN JACKSON here of Dayton and Baylor University makes you proud of the local belles. This journal brightens its pages regularly with pictures of the handsome sons and daughters of the lower Trinity Valley.

**WHAT AN EXECUTIVE CHAIR!** It's no wonder BENNY RUSK looks the outdoorsman behind his desk at Liberty's First State Bank. Look at what he does in his spare time. This is the way he looked clearing the land for the Trinity Valley Exposition racetrack recently.

### The Trinity Valley: A Portrait

**IF THE ILLUSTRATED PRESS** put forward a prospectus it would go something like this. Resolved to mirror the face of the people who call this Trinity Valley home. When soldiers go overseas in wartime they carry in their hearts the images of home places; at no other time does one feel more strongly the poignancy of the hometown scenes dearly remembered. In short, the pictures more than the words of familiar things engrave themselves in our memories.

**THIS NEWSPAPER** will endeavor to place in virtually every home of South Liberty County the pictures which it hopes will please and interest those who live therein. In the above scene, much that IS Liberty County: celebrities of national stature, the Woods girls, the Liberty Bell, the Marines, public officials, and people from every area of the valley, under the familiar oaks of the courthouse in Liberty and the warm sun of our coastal country.

(Story on right size of page at top)

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It is planned to invite photographs from readers,

with those of interest and merit to be used for publication. Contests with cash prizes for pictures will appear very soon. Pictures are not damaged by lithography and can be returned to readers.

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