

**THE MCCLURE PLAIN DEALER**  
**Presented November 27, 1990**  
**by Cloyd William Wagner**

"On April 19, 1905 the very first issue of the McClure Plain Dealer rolled off the press. Several wars, the Great Depression and 69 1/4 years later the final issue of this newspaper rolled off the press."

The three owner-publishers of the paper had to set up and print 3461 issues which contained 27,688 pages, totaling 3,461,000 papers with more than 13,850,000 reader impressions during its lifetime.

"Publishing a newspaper tests the brain more so than the brawn. There are so many loose ends that need to be tied in before publication day. Then there are the press runs. It is estimated the Plain Dealer press made about 8 1/2 million revolutions since that first day in 1905."

This then will be the history of the McClure Plain Dealer from its beginning, to its end on Thursday, June 27, 1974.

Origins

Since McClure was a growing, progressive and prosperous community, it seemed to one Ambrose Warren Aurand of Beaver Springs that this would be a good place to establish a new weekly newspaper. The Aurands of Beaver Springs were printers and publishers of all sorts of things, including a newspaper, The Snyder County Weekly Herald since March 5, 1887.

To see if any interest existed, Ambrose went to McClure and consulted with the business and professional people to get their thoughts and input, and with their encouragement, he decided to go ahead and start a paper.

He resigned his position with the Herald on April 1, 1905. He then rented the second floor over Ulsh's store located at the corner of Railroad and Brown streets in McClure. Following this he acquired the needed equipment and supplies to go into business and moved them into his shop. He took ads and gathered news and purchased a patent service, which was news, ads and information already set-up and printed, with a national readership in mind. He also had a mast head made for

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his new paper once he chose a name for it, which he explained thus; "All of our people were of the plain thrifty kind, hard working citizens and having their dealings, tradings, etc. with their neighbors, the thought presented itself to combine these two words...PLAIN DEALER."

He hand set and hand pressed the two local pages and inserted the six patent pages into a 10 x 15 1/2 inch 8-page tabloid, and on Wednesday, April 19, 1905, Volume I, Number I, of the McClure Plain Dealer rolled off the press.

The paper was an instant success. Along with news and ads, lots of job printing orders came in as well. Ambrose quickly added new equipment to make the printing and folding less demanding. He acquired a water turbine engine which was installed in the basement of the building, and powered by running water from the McClure Purity Water Company. Belts ran right up through the store to the second floor, where it was hooked up to a shaft with several pulleys on it, that would supply power to a cylinder printing press, a job printing press and a folding machine. When the water lines were flushed or the water system cleaned, power to the paper was interrupted temporarily. Occasionally debris would get in the motor and clog it up to such a degree that it had to be taken apart and cleaned. More than once frogs were found inside the turbine which prevented it from operating properly.

Ambrose also acquired a one-third interest in an electric dynamo, which supplied electricity to operate light bulbs, but not any equipment.

After a couple of weeks, Ambrose added another page of local news and had three local and five patent pages. Still later it was four-four, or any combination in between, since it varied from issue to issue. Even the number of pages varied, showing how tenuous the beginning was.

As the prestige of the paper grew, it was changed in size from a tabloid to a size-column quarto. While the tabloid was printed on a 10 x 15 job press in McClure, the new six-column paper had to be taken to Beaver

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Springs to be printed on the Herald's newspaper press. The forms of type were made up in McClure and taken by the express train to Beaver Springs and returned the same day and mailed at McClure.

Within just months of beginning the paper, a larger opportunity in Sunbury opened itself to Ambrose, and he began looking for someone to sell the whole business to. He wasn't having any luck, and he decided to move all of his equipment he owned outright, and close the shop. This alarmed many in McClure. Because the paper was good for the commercial and social life of the community, an ad hoc committee of citizens was formed to find someone else to publish and edit their "hometown" paper.

#### Cluney Baker Takes Over

A candidate was found in McClure to buy and operate the paper. Assured of financial backing, Cluney A. Baker, a young man of 25, bought the Plain Dealer lock, stock and barrel on February 24, 1906. The price was \$575.00, but because Ambrose didn't give all of the service he promised, the final price was apparently cut to \$550.00. Be that as it may, having had no mechanical or editorial experience, and with no experienced help, entirely alone and on borrowed money, Cluney did gather and assemble the news, printed and distributed his first paper on March 2, 1906, an heroic effort by any standard. While the pronouns are not always in the first person, here is what Cluney himself had to say about this experience in 1945:

At that time the present owner was employed in the furniture factory at McClure, after having taught school for five terms. A number of citizens of McClure, among them Ner B. Middleswarth, H. Calvin Ulsh and Dr. J. W. Mitchell, solicited the consent of the present owner to buy and continue the Plain Dealer. Having no money, only one share of McClure Bank stock, worth \$50.00, and absolutely no experience as a printer, there was a sharp resentment to their suggestions, but they prevailed, and the deal was made, the purchase price was \$550.00. The money

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was borrowed, but the experience of a printer could not be so attained. The seller agreed to remain in the shop two weeks to teach the new owner the trade, how to set type, make up forms, set jobs for commercial printing and do the printing.

At the same time the new owner was elected the delegate to the annual conference of the Evangelical Church, to meet at Milton, Pa., lasting one week. Having been elected to that position the new newspaperman sacrificed his first week of instruction and went to conference. Returning, the next week he started to set type, make up forms and do printing. Mr. Aurand came to the newspaper office Monday of the second week and said that he was obliged to move the middle of that week which left the new printer without an instructor or anyone to assist him for there were no experienced printers in the office besides Mr. Aurand.

What happened is beside the point, but imagine the tremendous task of getting out a newspaper, job work, editing a newspaper, soliciting and doing your own bookkeeping. Yes all this, including typesetting by hand, was done by the new printer and by the assistance of a girl who was hired the second week, and who had never seen type before.

Yes, declares the editor and publisher, if he had his money back at the end of the second week, there would either be no Plain Dealer today, or else some one else would have been steering its career ever since. But, the money was borrowed at First National Bank, McClure, and paid over to the seller, who had moved away and there was but one of two things to do, "swim or sink." It was a tremendous task to swim up such an unsurveyed stream. Rocks, reefs, eddys, precipices, and at times calm waters, depict in part the new experiences of the new venture.

But Cluney worked hard and gained in competence and confidence in the publishing, editing and printing of the Plain Dealer, and the related job printing. As it turned

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out, it would prove to become his life's work. His 1945 statement continues:

Gradually, but slowly, conditions changed for the better. Each day new experiences were presented, but most all of them were conquered.

In 1907, approaching the bachelor line, a life's partner was selected among the dames of the community. It was Viola J. Steely, daughter of a former school teacher, John J. Steely, who ran the tremendous risk to climb into the matrimonial boat with the then editor and publisher of the town paper. She, not being a printer, but a fine girl and splendid housekeeper, visited the printing office between her household duties and 'Kinda Liked the smell of printer's ink,' and one day mounted the stool at the type case, and then and there became an apprentice. She was a real asset in both home and printing office, but true to Baker principles, in a year and a half a baby boy arrived and Mrs. Baker resigned from her position for a few weeks. As soon as the baby was able to be taken out, she brought the lad to the printing office, where he was placed in a neat box with downy cover where he slept much of the time while mother, father and the typesetter, a girl, did all the work incident to the printing and publishing of a newspaper.

A newspaper press was purchased, set up and all home printing started, instead of going to Beaver Springs, to have the newspaper printed.

The paper grew steadily and soon was enlarged to a seven-instead of a six-column quarto. Later, after having purchased the Beaver Springs Herald, March 1, 1923, another change in size was necessitated, that of an eight-page, six-column, the present size. After a number of years typesetting by hand a linotype was purchased. This revolutionized the newspaper business, more type could be set, better advertising facilities resulted, and as time went by, the circulation of the Plain Dealer grew, so that the western part of Snyder county and the eastern part of Mifflin County became the distinctive area of Plain Dealer readers.

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### A New Building

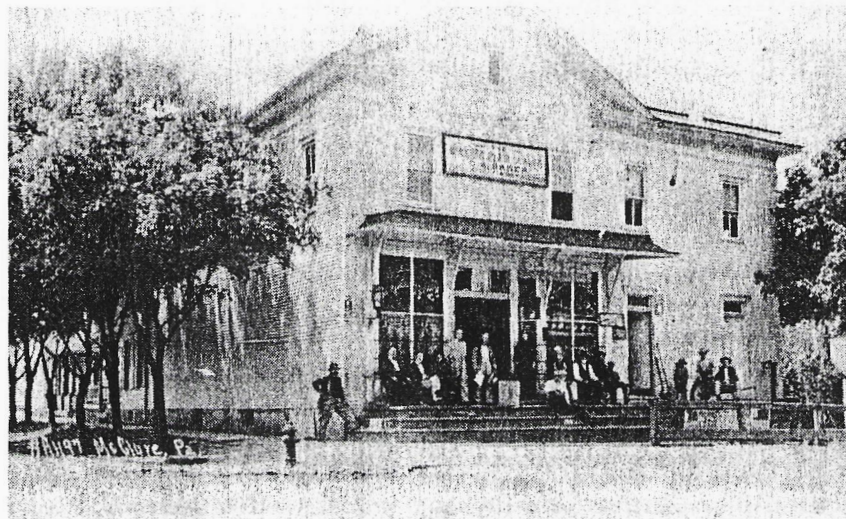
1923 was an eventful year for the Plain Dealer. Cluney not only bought out the Snyder County Weekly Herald from the Aurands and merged it into the Plain Dealer, and bought and installed a modern linotype, but built a new building and moved the whole operation into it.

The one rented front room above the store had become too crowded, and since the McClure Band had the back room and didn't want to give it up, Cluney decided to construct a brand new building of his own, and by Christmas of 1923 he was ready and moved into it. Since the Plain Dealer usually didn't put out an issue at Christmas time, he was able to vacate the old office completely. The new 28' x 38' building was a state of the art newspaper office and printing plant.

The first edition published from the East Specht street site was the January 3, 1924, number.

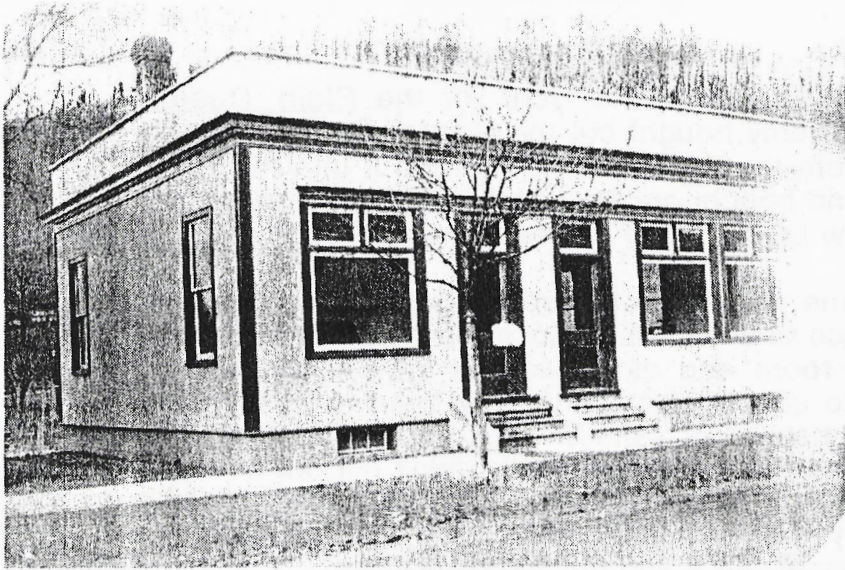
A second linotype machine was added to take care of the expanding commercial printing.

These were the Roaring Twenties and business was booming!



The front room on the second floor was the original home of the Plain Dealer from April, 1905 until December 31, 1923.

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**THE NEW BUILDING** as it appeared shortly after its completion in 1923. The first paper published here was on 1/3/1924.

### A Chilling Threat

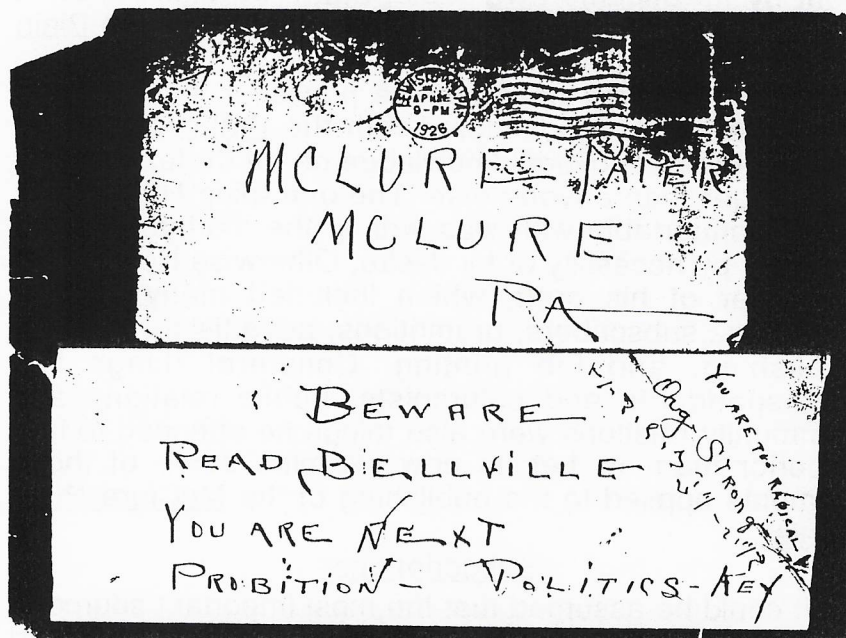
On April 28, 1926, the Plain Dealer received a letter from Lewistown addressed to: MCCLURE PAPER, MCCLURE, PA.". Inside, handwritten in the upper right hand corner, on a slant, was; "You are too radical. Org. Strong." There were also 13 hieroglyphic looking symbols scribbled there too. The main text of the letter was 9 words long. It read: "BEWARE-READ BELLVILLE-YOU ARE NEXT-PROBITION-POLITICS-KEY."

Just a short time before, the Belleville Times, a weekly newspaper in Mifflin County was bombed, so this was a threat that was taken dead seriously. The State Police indicated they could do little, and so Cluney got Mr. Charles Gilbert who ran a garage nearby, to patrol at night, since that was the most likely time for an attack, and the work of the paper demanded a lot of night work. Mr. Gilbert was a Justice of the Peace, and took his patrol work very dutifully. James Steely, a brother-in-law also helped to patrol.

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As several weeks passed by and nothing happened, the chilling effects of the threat began to diminish, the patrols stopped, and the whole thing became an all but forgotten event.

Despite the obvious tension, the work went on without interruption.



THE CHILLING NOTE RECEIVED ON APRIL 28, 1926.

### Hobart S. Baker Comes On Board

Hobart Steely Baker, the Baker's second son, was born with printers ink in his blood, but early on he did not seriously consider going into the business. He would help around the shop, but following his graduation from McClure High School in 1929, his intentions were to attend Susquehanna University. His older brother C. Archie Baker was the master printer and mechanic, and was working with his father. But when Archie became a rural route mail carrier, he gave up his position at the Plain Dealer, Hobart gave up his college ambitions and joined his father on a full time basis in September, 1929.



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Hobart didn't know very much about the mechanics of the work, and he was given very little instruction, so like his father before him, he learned it on his own. In short while he was a tolerable helper. He had a head for business and was a quick learner in those departments he knew nothing of before joining the paper. As time went by he became invaluable, and if he didn't know it then, he too had found his life's work, and it was the Plain Dealer.

Hobart became an associate publisher in 1937, and of all the persons connected with the Plain Dealer, he had the greatest overall knowledge of the trade, and was at it longer than anyone else. The one thing Hobart was never comfortable with was writing the stories, and did this only by necessity or by desire. Otherwise Hobart was a master of his craft, which included many diverse elements...subscribers, promotions, advertising, printing, publishing, and job printing. Collateral things like correspondents and columnists, public relations and community relations were also things he attended to in a superior manner. Let us now examine some of these elements applied to the publishing of the McClure Plain Dealer.

### Subscriptions

It could be assumed that the most important source of revenue for a newspaper would be its list of paid subscribers. In fact only 15% of the gross revenue for the Plain Dealer came from this source. The usual press run was 1385 papers, of which 1200 were paid, and the others were given out to advertisers who used the paper. Sometimes 1600 papers were printed and free copies were given to prospective customers and advertisers as well.

Unpaid subscribers hit a high of about 200 during the depression, but since advertising rates were based on total circulation, these delinquent accounts were not pursued aggressively.

Subscription drives and other promotions, and the Plain Dealer had many, were mainly to increase circulation to permit higher advertising rates. Flags,

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almanacs, pen and pencil sets, chrome skilletts and a host of other items were given free for new or renewed subscriptions of varying lengths. The more valuable the gift, the longer one had to subscribe, and pay for it up front. Sometimes cash discounts were given for longer subscriptions, and sometimes a combination of all of these things was offered. The most elaborate promotion ever attempted was the Popular Baby Contest of 1937-38, when over 200 entrants vied to win votes by their parents and friends selling subscriptions and by store giving a ticket or vote with each 25¢ value of purchase. This created so much excitement and had so many elements to it that a separate article would be required to present even a modicum of facts and anecdotes surrounding this event.

### Advertising

Advertising was the lifeline of the McClure Plain Dealer. Fully 60% of its gross revenue came from advertising, which came in two categories, local, which amounted to 80%, and non-local or "foreign" as it is called in the trade, which accounted for the other 20%. Ad rates likewise were divided into three categories, local, with about 30¢ charge per unit, non-local at about 42¢ per unit, and finally premium or legal which went for about 60¢ per unit.

For the most part, soliciting and gathering ads was down to a routine. Some had to be obtained in the field, some came by mail, and some were hand carried into the office by the advertisers. Lewistown was the most fertile area for ads, followed by local garages and food stores.

Sometimes big ad agencies like B.B.D. & O. would place ads in the Plain Dealer. Chrysler Motors ad agency often sent in large ads with instructions to simply print in the name and address of the local dealer. Premium rates were charged for all ads of this type.

Another rich source of premium rate advertising was political parties and government. Every election saw a windfall from candidate ads. The state would have some advertising of a legal nature every so often, but the greatest prize was being selected to run the annual audit

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of the commonwealth which was more than one full page at the highest rate.

One of the richest sources of advertising never appeared in the Plain Dealer...that of beer and liquor. Over the years, thousands of dollars of ads from these sources were turned down.

Classified ads were not a big item for the Plain Dealer, but they ran them. Some people ran the same ad week after week. But before the Shopper, if you had something to sell and wanted to sell it quickly, classifieds were the place to do it.

Some non-routine ads were placed by promoters who made their rounds from town to town. Here are two examples. One man would come in and buy a whole page, and then sell local business owners on having their biography and a "puff" on their business put in the paper. In a day or two he would have the whole page sold out and would move on. In another example, someone would come in and buy one-third of a page, which he would entitle "WHERE TO BUY" and then sell mini-ads to local merchants and others. (The Plain Dealer did this on their own after they saw how lucrative it could be.) The highest premium rates were charged to these traveling ad promoters.

#### The Editorial Tone

Cluney Baker was a poetic and colorful writer. Reading his newspaper was like reading classical prose. But this talent came most alive when Cluney was writing about those things he felt most passionately about. Mr. Baker did not leave anyone guessing what his political and social agendas were. In 1945 he described his editorial policy which we quote here:

The Plain Dealer is Republican, politically. That is also the politics of the community as well as the county. The districts in Snyder and Mifflin Counties, where the Plain Dealer has its largest circulation invariably vote Republican, never any other way.

Bone dry, both editor and newspaper, may account why at every election the Plain Dealer territory always voted dry. Maybe we are wrong in this

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claim, as to the newspaper's influence, but never in the history of the present owner were liquor advertisements accepted and published, in the Plain Dealer."

Mr. Baker even in reporting the news, never missed an opportunity to lecture on the evils of alcohol. He was a prohibitionist. He was a Republican. Likewise, so was his newspaper.

### Job Printing

When local folks had need of a public sale poster or wanted No Trespass signs printed, they usually went to the Plain Dealer. This is known as job printing. Bids won to print ballots was an important source of revenue. About 25% of the gross revenue came from job or commercial printing. The variety of jobs done over the years defies description.

Some of the more notable examples would have to include the printing of the Mifflintown Weekly News for D. Miles Bender for 2 years. This was a weekly newspaper of 4 pages local and 4 patent pages, supplied by the Associated Printer of Philadelphia. Mr. Bender was a nice enough fellow, but he was no businessman. The Plain Dealer was left stuck with \$2000.00 of unpaid services, and Mr. Bender who had many business failures committed suicide.

On the other hand, when the Middleburg Post press broke down, the Post was printed in McClure for five weeks. Mr. Baker wanted no money for this service, and simply asked that the favor be returned in case it would be needed. Mr. Charles and Mr. Ritter of the Post wouldn't hear of this, and paid Cluney an extremely generous amount for the work provided to them.

During the depression the Plain Dealer printed 6 issues for a 4-page Viscose Labor Union News for that organization in Lewistown. This entire bill was left unpaid.

Many high school weeklies and year books were printed in McClure. The Orange and Maroon of McClure, The Beaver Broadcaster of Beaver Vocational, the Crimson Star of Yeagertown, the Steeler of Derry

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Township (Chief Logan), the West Snyder Days and the Mountain Peek of West Snyder were just some. One year a Yeagertown High School newspaper printed by the Plain Dealer entered and won first place in a statewide contest, for layout, appearance and content.

In the 1940s in one Spring season, five high school year books were printed one after the other. The usual tickets, church bulletins, catalogs, and stationery had to wait, especially if it had no deadline.

For many years local events such as the Bean Soup put out books printed by the Plain Dealer.

All in all, job printing was an important component... and it paid!

### Columnists

The Plain Dealer had many columnists over the years. Some were exclusive, some were not. Some were paid, some were not. Here is a review of some them:

1. Victor Dieffencbach of Berks County was recruited by Hobart to write a Pennsylvania German column weekly entitled, "Der Alte Bauer". This ran in the 1940s and 50s.
2. Rev. Sanford N. Carpenter, a local minister, wrote his views on world and local events and put them into "The Layman Says", which was an editorial column.
3. Copies of the paper were sent to Chicago where they were critiqued by a man who in turn sent in his column entitled, "Notes From The Windy City" which were his comments on what appeared in last weeks paper. He was exclusive and paid, but modestly.
4. "Louisa's Letter" was a national column that ran in the Plain Dealer. It was like Dear Abby or Ann Landers, before either of these came along. One time she included a letter and her answer from someone in McClure and this created quite a bit of local excitement.
5. The most valuable local contributor was Mrs. Clara L. (Fisher) Cunefar of McClure. She wrote the history of everything in and around

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McClure and beyond., including a mini-history of the paper itself. Her accounts of the early railroad are precious. In fact, everything she wrote was first rate.

Others worthy of mention were national in character and paid. One was a highly amusing column by Oliver N. Warren he called "Slat's Diary." Another was a superbly informative column by Peter Keegan called "Washington Inside and Out."

Needless to say, not all columnists can be included, and one or two locals are worthy of an entire Snyder County Historical Society article of their own, like Art Shirk, formerly of Beavertown, now deceased.

### Scoops

While a weekly newspaper is not out to scoop the news, the Plain Dealer did have a few. Here are some examples.

While Hobart was home eating supper on Thursday, April 12, 1945, a news flash gave the passing of President Franklin Delano Roosevelt at Warm Springs, Georgia. Hobart quickly returned to the office and dug out a file photo of FDR, wrote a story, composed it all, and put it on the front page with a black border. The next day that issue of the paper went out to its readers, and was the first newspaper in the area to have that sad news in print. Since it beat the daily papers in our area, it was a scoop.

A local scoop worthy of mention was an auto accident which occurred at 10:30 A.M. at the intersection not far from the Plain Dealer. Hobart and Dale Baker went out and took photos and wrote the story, composed it all, and by 12:00 noon, had it printed and in the hands of the public. From the time the accident happened to the time it appeared on the front page in a photo story was less than 90 minutes. McClure residents who worked in the Standard Shirt factory often walked to the post office on their lunch break. The debris of the two-vehicle accident had just barely been cleaned up, and they read about it in the paper. Today we are used to instant news via television, but in those days the speed of this story into print was unheard of.

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### Lyman Baker-Poet

One time in the 30s Cluney's brother Lyman Baker composed a poem and brought it in to the Plain Dealer and it was printed. That, as it turned out, was probably a big mistake. So enchanted was Lyman by seeing his work and name in print, that he suddenly became a prolific writer of poetry. Each week he had a selection to offer. Some of this work was tolerable, but for the most part it was innane rhyming, and that is being generous.

Lyman also saturated the Lewistown Sentinel with his offerings, but they unlike the Plain Dealer only printed a few of the better rhymes. Had Lyman not been a relative, it is doubtful he would have been published in the Plain Dealer as often as he was. Up to the time of his death, Lyman kept making his contributions.

### Eventful Times

The depression years were hard on the Plain Dealer, too. Often a whole day spent in Lewistown would yield only one paid ad. Debts on the building and machinery were outstanding, and only the interest on these could be paid. To supplement the family income, Cluney ran for and was elected County Treasurer, from 1936-40. After this he was appointed to be the Sealer of Weights and Measures for Snyder County. During this time Hobart was busier than ever.

By World War II things had improved financially, but on January 16, 1944, a deep personal loss occurred when Mrs. Cluney Baker died.

In 1945 the building was enlarged by adding 18' to the rear, and by putting on a second and third floor. The second floor was for living quarters for Hobart, and the third floor was intended to be an apartment for Cluney. But before this could be finished, for reasons unknown, Cluney, a devout Christian took his own life on December 16, 1946. The paper shut down for the usual Christmas vacation and extended it one week in memory of Cluney. During this time the family gathered and decided the estate would run the paper. Archie was the manager, while Hobart and Dale put out the paper and did the work.

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In 1947 Hobart became ill for an extended period. J. Albert Bair, his brother-in-law, took his place during his illness.

### Hobart Takes Over

Recovered from his illness, on March 1, 1948, Hobart bought the Plain Dealer from the Estate for \$8000.00. He became the sole publisher, kept brother Dale on as editor, and J. Albert Bair as a temporary helper. The post-war boom was on, and the paper prospered like never before.

Under Hobart's guidance, ads increased, delinquent accounts were collected, circulation improved and the golden years of the Plain Dealer were at hand.

From 1948 to 1965 it was "good sailing." There were short periods when things were slow, but then the ads poured in again.

From 1966 to 1974 things were quite good as well, in fact, the second best period ever for the Plain Dealer.

### The End Nears and Then Comes

Things were going along beautifully until October, 1973, when editor Dale Baker suffered a heart attack and was incapacitated for months. The whole burden of doing everything fell upon Hobart, and while he did have some part-time help from his son Hobart Jr., who was attending Penn State, and Dale's son Dennis, Hobart had to work long hours seven days a week to get the paper and the most urgent job printing out. This went on until February, 1974. The constant grind was draining, but still there was no desire to give up the paper, but it had to be considered. The uncertainty of health, and the effects this would have on the long-term quality of the paper suggested that if it were sold while in good standing, a better price could be had for it.

Early in 1974 it was evident that something would have to happen or change if the paper were to go on. Paper costs had skyrocketed and the publisher and editor were not youngsters anymore, and younger blood was no longer interested in the art of letterpress printing. Computers and offset printing had taken over, and investing in this whole new technology was out of the question.



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Paper was the biggest problem. The Plain Dealer had always used sheet newsprint, not rolls. Canada was the major supplier of newsprint, but only in rolls. There was a firm in Philadelphia who still sold sheet newsprint, but they wanted \$600.00 a ton, and this was three times what it was worth. It was simply too expensive to continue publication, but there was no desire to quit in any way, shape, or form. The extra costs were carried for awhile, but after the editor, Dale Baker, suffered a heart attack, closing was forced on the publisher, Mr. Hobart Baker.

On Thursday, June 27, 1974, issue number 3461 rolled off the press, and there were no more. The Plain Dealer in McClure came to an end.

The "good will" and mailing list was sold to the Middleburg Post, and the paper was merged out of existence as an independent publication. The consideration was \$7500.00. The effective date of sale was July 1, 1974.

#### Plain Dealer Pot Pourri

The size, layout, price, and publication day for the Plain Dealer changed over the years. The one constant was the number of pages, eight, but even that varied from time to time. It began as 10" X 15 1/2" tabloid at 50¢ per year, and ended as a 15 1/2" X 21 3/4" seven column quarto at \$5.00 per year. It was published on Wednesday, Thursday, and Friday during its time, but mainly on Thursday.

The Plain Dealer was a neat, clean, well laid out and beautifully printed eye-appealing newspaper.

It had many correspondents over the years, and some were there from beginning to end. Each was given a free subscription, paper and pencil, and stamped envelopes. One or two were paid at the rate of 1¢ per item in their weekly column. Every town outside of McClure in the coverage area had its own correspondent.

Public relations was an important part of running the Plain Dealer. This was manifested mainly by tours of the plant, and demonstrating how the complex machinery worked. Many school classes had these tours, and at one point, a portion of the paper was turned over to the

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schools so the students could put in what they wanted. This became a paper within a paper, and was good for business.

The mail that the Plain Dealer received was incredible. Every governmental agency and every special interest group in the country sent in their press releases and propaganda. Even today Hobart receives twenty or so letters per week.

Not surprisingly perhaps, during the depression a 2-year subscription was paid for by a ham from a Mr. Yetter in Bannerville.

One more superlative. The average issue contained about 150 pounds of paper. That would mean that in the course of doing business the Plain Dealer used 519,150 pounds of newsprint. Another 150,000 pounds or so was used in job printing.

Sadly, because of time and space constraints, a lot of things of interest must be left unwritten.

How can one express the end of something that was so meaningful to the business and social fabric of Western Snyder County? Without being maudlin, in the last issue of the Plain Dealer, these words express the event: "Now comes the time to hang up the rule and apron and call it quits. Farewell kind friends. And God love you all!"

#### Postscript

On February 7, 1989, the Pennsylvania Newspaper Project of the Historical Society of Pennsylvania got all the available surviving Plain Dealers in the possession of Mr. Hobart Baker at his old office in McClure. Some were in torn and tattered condition, but 43 cartons of papers were packed and taken to I.M.R. Limited in Harrisburg, where they were microfilmed. A complete set of these microfilms were given to Mr. Baker in October, 1989. He plans to get a microfilm reader and printer, and then for the prevailing fee will make copies of obituaries and other articles available to the public if they call and make an appointment to do so. In this way, even though the Plain Dealer is gone, it may not be forgotten. For in these microfilms lives the substance of 69 1/4 years of the history of Western Snyder County and beyond.