

The Brunswicker

Chariton County's first newspaper was *The Reporter*, published and edited by J. T. Quesenberry, at Brunswick, in 1847. On October 14, 1847, he sold the paper to Dr. John H. Blue, who changed the name of the paper to *The Brunswicker*. In the first issue of *The Brunswicker*, the price of bacon was quoted as 6 to 7 cents, cotton yarn 19 cents, hemp 65 cents, tobacco from \$1.50 to \$2.00, wheat 50 cents, iron 4 to 5 cents, molasses 42 cents, sugar from 8 to 9 cents, coffee 8 to 9 cents.

E. L. Willard's New Drug Store advertised as follows:

“A more extensive assortment of medicines has never been received at any point west of St. Louis than is now being received by the subscriber. 189 packages just received, and other shipments daily expected. The following is a list of a few of the articles in the store: Gum Camphor and Opium, Morphine and Silicene, Wines, pure for medical purposes Nerve and bone liniment, Paints and brushes in great variety Quinine and Veratrine, Cream of Tartar, Rose, Lavendar and Cologne, Prescription scales and weights”

Charles West, the wholesale grocer and commission merchant, advertised coffee, sugar, tea, soap, cigars, cotton, fruits, brandy, whiskey, and wine. A. Hathaway, the dealer in fancy and staple dry goods, said he had almost

every article usually kept in dry goods stores in the West. He advertised "all persons visiting Brunswick for the purpose of purchasing goods, will do well by calling in and examining my stock before buying elsewhere."

In the 1883's *History of Howard and Chariton Counties* we read:

"Dr. Blue, in connection with his practice of medicine, edited the *Glasgow Times* for three or four years until the fall of 1847, when he moved with his family to Brunswick, Missouri for the purpose of establishing *The Brunswicker* newspaper. This he edited for seven years, until he raised it to the highest standard of influence and prosperity. Its large circulation contributed much to the settlement and development of the surrounding counties of the Grand River country."

Dr. Blue sold the *Brunswicker* to Colonel Casper W. Bell and Mr. W. H. Plunkett, in 1854. The paper was sold quite often during the next fifteen or twenty years and was published under the following names: *Central City*, *Central City Brunswicker*, and *The Weekly Brunswicker*.

The following advertisement appeared in the December 1, 1847 issue of the *Brunswicker*:

Plunkett House

“The hotel recently occupied by John P. Rice, has been thoroughly renovated and filled with new beds, bedsteads, bedding, etc. The proprietor is fully prepared to entertain man and beast with the best the market can afford. Rates board: 25 cents per meal; 75 cents per day; \$1.25 per day for man and horse; \$2.50 per week; \$3.50 per week board and lodging; \$7.00 per week man and horse.” W. H. Plunkett, Proprietor.”

At the time the history of 1883 was published, *The Brunswicker* was owned and edited by I. H. Kinley (who published *A History of Chariton County* in 1880), and James C. Wallace. A picture of the staff of the *Weekly Brunswicker* of 1888 (as the paper was known then) was published in the March 5, 1953 issue of the *Brunswicker*. The paper was published at that time in the building now occupied by the Gamble store on the south side of 100 East Broadway. Mr. Con Stewart later conducted a job printing shop, known as Stewart Printers, which is now owned and operated by his son, John Stewart.

A representative of the *Brunswicker* interviewed Miss Hattie Corby and Miss Mary Meyer in 1953. The following information is taken from *The Brunswicker* report of that interview. All the type for the paper was set by hand and this work was done in the upper rooms of the building. The presses and other machinery were located on the ground floor. Miss Corby contracted lead poisoning from handling the type and was forced to give up the work. The writer of the report said:

"From the files of old newspapers now in *The Brunswicker* office, it is found that in those days a weekly newspaper, which was the main source of reading material for the public, contained much more national and international news than it does today,"

There was very little local and personal news, but there were many advertisements. Some of the advertisements are as follows:

Chariton County Exchange Bank, S. Mauzey, president; R. H. Hodge, Vice-president; J. A. Merchant, Cashier.

Big Nagels, Billiards and Pool

Keyte & Son, Sign Works, "Carriage and Wagon Painting a specialty"

George Reisner, Meat Market, who assured the customer, "Children sent to the shop will get good weight and meat"

The City Bakery, L. Kinkhorst

William Rosenstein, General Merchandise

D.C. Basey, Drygoods

A. G. Kennedy, Groceries and dry goods

"Brunswick House" Hotel "Tables furnished with the best the country affords"

Some of the law firms listed were: I. H. Kinley & James C. Wallace, Tyson C. Dines, Louis Benecke, and W. E. Perkinson.

During the early part of the 20th century, *The Brunswicker* gradually included more and more local news and less about state and national events. For a number of years, it printed "continued stories," installments of western, or romantic novels, the international Sunday School Lessons, and for some time, a Bible verse and meditation. The editor knew almost everyone in the Brunswick area personally. Brides were described as "one of the town's most charming and talented young ladies." Obituaries were longer and contained not only facts, but also eulogies of the deceased. People felt that the editor of *The Brunswicker*, Berry Robertson, had a personal interest in the people about whom he wrote.

In 1928, Mr. Arthur J. Clayton, who had been the Chariton County Extension Agent, bought *The Brunswicker* from Mr.

Berry Robertson, who had been editor for twenty-five years. From then, until 1957, when control of the paper passed to his youngest son, Robert, he was publisher and business manager for a total of thirty years. Mr. Clayton was never afraid to stand for what he thought was right and what he thought was good for Brunswick. Brunswick is a much better town for his having lived and worked here. During the time Mr. Clayton owned the paper, his oldest son, Arthur, was editor for years. Other editors have been Ralph Osborne, A. G. Lynch, Abner and Florence Dotson, J. A. Williams, and Wm. D. Hibler, Jr. Robert Clayton, a 1954 graduate of the University of Missouri School of journalism, became publisher/editor of *The Brunswicker* in 1957. He has spent more years at *The Brunswicker's* "desk where the buck stops" than any other in the newspaper's history, second only to Berry Robertson. During this time, he has given a great deal of publicity and has backed every worthwhile project of the citizens of Brunswick, some of which might not have succeeded had it not been for the front-page coverage they received.

Phil Strider, a graduate of the University of Missouri School of journalism, was named editor in June, 1974. He resigned in December, 1975 to return to graduate school. Michael Wegs has been the editor since December 19, 1975. A Moberly, Missouri native, Wegs is a 1975 graduate of the University of Missouri School of journalism.

Even though Clayton relinquished the editorship to Strider in 1974, he retains ownership of The Brunswicker and remains active in its production and management.