

6.12 Appendix L

“The Spirit of Newspaper Publishing in Florida”

THE DeFUNIAK HERALD

LARKIN CLEVELAND, Editor.

One Dollar Per Year, Fifty Cents for Six Months, Twenty-five Cents for Three Months. A newspaper that has demonstrated its ability to live on nothing and board itself. Liked by many, cussed by some and read by everybody, THE HERALD is a living illustration of the fact that a newspaper can exist without effort, pay without patronage and thrive on a desert pasture that would starve a Rocky Mountain goat. Now is the time to subscribe and become a regular weekly victim of THE HERALD.

Office in Temple of Truth, on Fourth Street

In deference to the *DeFuniak Herald*, circa 1914, we like to think that this subscription notice captures the independent, self-deferential spirit of both Florida's news industry and its people.

Florida's newspaper preservation microfilming effort retained the spirit. So much so, that Florida was one of the first states to begin microfilming but the last states in the U.S. Newspaper Program (USNP). By time Florida had joined the USNP, we Floridians had already microfilmed more than the lion's share of our state's newspapers.

We like to think that this spirit continues with us, in our digitization program. But, we request you patronage and ask you to subscribe us to the National Digital Newspaper Program.