

Scout's Advertising Lineage Shows Increase Annually

INCREASE IS INDICATIVE OF BUSINESS

Newspaper Depends On Its Volume Of Advertising

With its great increase in circulation, number of pages and news material carried in its column, the Scout has become one of the best advertising weeklies in the south.

Since advertising began the newspaper has always been the best medium and new advertising methods have far to go to surpass it. The reason for its superiority lies in its capacity to have its contents studied and analyzed by more people in order to realize its full significance.

Whether advertising is good or not in the newspaper depends upon how many people subscribe to the paper and whether or not the advertising is placed and displayed well enough to attract attention.

The circulation is the main value of advertising, and for that reason newspapers are always striving to increase their list of subscribers.

The first edition of a newspaper just starting out has no paid subscribers but even the smallest beginner sends out several hundred copies of the paper, week after week, so that the people may determine its value to them and if they feel it is worth it, subscribe.

From this slow-starting start the newspaper, gradually, over a period of years, builds a large paid circulation. The more it grows the more advertising is worth and the more advertising there is that will be inserted in its columns. That is where newspaper advertising receives its great value.

The Cherokee Scout, in its fiftieth anniversary year, has shown how much a circulation can grow in this length of time and how much the increase can be built up in a shorter time.

In the few short years that the Scout has been under its present management the circulation has tripled. Before the era of this management the Scout was enjoying the largest circulation in its history. Therefore any advertising business man see how valuable his ad would be if he placed in this paper.

The addition of interesting news features, columns, and the superior display and placing of the advertiser's message in the columns of the paper also add much to its value.

With all the increase in circulation and the improvement of display, advertising in the Scout has not been raised in cost which means in short that the advertiser of today is receiving a great bonus.



Here is Alta

the elephant who never forgets! And you won't forget Alta either, after you've seen her clever performance in

BIG TOP

by

Ed Wheelan

—the new and stupendous comic strip of the circus, filled with glamor, suspense, surprise, daring acrobats, death defying performers, comic clowns, and ferocious animals! The first show starts soon—

In This Paper

SOCIETY EDITOR



Miss Billie Jackson is a native of Murphy. She is a daughter of Mrs. Thelma Dickey, manager of the Dickey hotel. Last spring she graduated from the Murphy high school. She is an accomplished pianist and has innumerable friends throughout the community.

What Other People Think Of Our Scout

Following are a few personal statements of citizens of Cherokee county and subscribers for the Scout for many years, giving their frank opinions of its worth to the community.

"I think the Cherokee Scout is the best weekly paper in this entire section. Especially am I proud of the progress the paper has made in the last few years."—Mr. R. C. Mattox.

Most lauder of all in his praise for the Scout is J. H. Ellis, successful farmer of the Martins Creek section. "I think the Scout is the most wonderful paper I ever saw. It is a great help to the community," he said.

"The Scout is more advanced now than at any time since I have been residing in Cherokee County. We are very fortunate to have Mr. Lee and his staff in charge of its production. The people should be proud of our paper since few counties have as good a paper."—Mr. W. A. Savage.

"I know of no paper in Western North Carolina that has so successfully and consecutively served the section than the Scout."—Judge Felix E. Alley.

"The Scout is by far the best weekly paper I have ever seen and I have seen lots of 'em. Especially do I like the editorials carried in the columns of the paper."—Mrs. Thelma Dickey.

"Of the Scout I can only say that it surpasses any small town paper I have ever known. It is far superior to the average."—Peyton G. Ivie.

"We have always realized full cooperation from the Scout staff and feel that all business and the community benefits from its news."—R. B. Wooten.

"There is no more beneficial medi-

Many People Scan Pages Of Old Scouts

An average of a person a week comes to the Scout office to look through the old copies of the Scout for one reason or another.

Many seek historical facts, some seek material for articles, some seek data and yet others just want to see that write up they got when they were married 30 or 40 years ago.

Several persons seeking information of the county have spent as much as two weeks looking through the copies.

am of promotion of agriculture in Cherokee county than the Cherokee Scout. It goes in all the homes and the farmers rely on it"—A. Q. Ketter.

"The Scout has meant a great deal to Murphy and its development in the past"—E. C. Moore.

"I have had personal experience with the good work the Scout does in promoting a worthwhile interest of the community"—Wade Massey.

"The Scout is to be congratulated on the cooperation it has given us"—Ed Studstill.

"I feel that the Scout always serves good worthy interests for the community"—Dr. J. N. Hill.

"I think that all merchants in Murphy should subscribe a greater portion of advertising to the Scout", (Name withheld from publication by request).

"The Scout certainly serves the best purposes of all business in Cherokee county", John E. Barr.

To these and many others who have given unsolicited expressions of appreciation to the Scout, the management is indeed grateful and will endeavor to extend itself even further to justify the confidence placed in it.

Scout Publication Is Large Business

(Continued from front page)

It is the sifting of these events, determining which are important to the majority of the people and which aren't, that requires skill the average person, without some degree of training, cannot supply.

And the selection of news to go into the paper is only the beginning!

First the type must be "set up" on a machine that is as complex as any mechanism that can be found—a million parts working on split seconds to furnish the "line of type". It takes a skilled person to operate one of the machines—a man who has spent many tedious hours in learning its intricacies. Then the copy must be read, and corrections made. Headlines telling the entire story in a few words (the amount of display is judged by the importance of the

More than 1500 pounds of linotype, stereotype and monotype metal are used in the publication of one issue of the Scout.

Paper used for printing the Scout and Job Work is purchased in Ton Lots.

43 different shades and colors of ink are used in the Scout Job Printing department.

BOOKKEEPER



Miss Hattie Palmer is another native of Murphy. She is the daughter of Mrs. "Dixie" Palmer. Miss Palmer has lived in Murphy all her life. She was employed by Mr. C. W. Bailey, former publisher of the Scout, for a number of years before the present management took it over.

story) must be written and likewise "set-up".

All the type is then put into a form. There are many processes only familiar to the layman in placing the form on the press and getting it ready for printing. After the printing process is performed, the office force still has a big job to do. The papers must be folded. They must be labeled (and we be unto the office when one is improperly labeled), then they are sorted out into mailing zones, tied up and placed in the postoffice.

The average person will grant you that much, but that's only a small part of the job. Few weekly papers were ever financially successful unless there was a job printing business to support them. This requires thousands of dollars in machinery and equipment and a staff of workers. Weekly newspapers attempt to "break even" on the amount of advertising they carry. And the job of getting up advertising is another process, which if rightly accomplished, requires special knowledge and skill.

Take any paragraph in any good newspaper (the paragraphs are always short in a newspaper to facilitate reading). There are hundreds of facts and expressions conveyed. The right word must be chosen in every instance to properly explain the procedure of the story and keep bias and opinion out of it. One error in any word can cause havoc.

Here is an incident of the sort. A reporter once fired a story to his newspaper calling Mr. Smith a gentleman of culture. Somewhere between the wire and the rewrite man there was one of those "unavoidable errors". Mr. Smith was mistaken for a gentleman of color; and when the paper came out he was a Negro. One slip in any story and the offended parties come bounding in on you—as if they were intentional.

Yet people say there is nothing to it except gathering the facts and writing them!

Here's another angle. Mrs. Smith's lawn party may not be interesting to Mr. Jones who is watching the record of the second baseman on the Detroit Tigers; and Mr. Jones' baseball story will probably not be interesting to little Willie who wants to sprawl out in the middle of the floor on his stomach, chin in hands, and read the fummies. The soda-jerk wouldn't miss a copy of the continued story; the politician is interested only in the meeting last Thursday night in the Fourth Ward, and Miss Priscilla clips all the poems and favorite recipes.

To give a variety of news each newspaper that gives complete coverage to its community must have departments, namely: news stories, editorials, social, sports, correspondents news of nearby communities, and features on every subject from pie crusts to bunion cures.

In all this process there is a corps of five to seven people working tirelessly everyday.

All this has been in the way of giving some idea of the work that has gone into Cherokee county newspapers in a span of half a century.

There's a difference between following a line of duty "when you feel like" and "when you must". And certainly the publication of a news paper is a clean-cut case of "must".

No matter how adverse the conditions—broken down machinery, ill health, bad weather, financial losses and a horde of other liabilities—"the paper must make the mail".

Cold nights back when every letter in the paper had to be tediously set by hand, sickness in the family, business at low-tide due to depressing conditions, yet the force works on, withal, and the mail is made. It's fun to cover a murder, a political meeting, praise the bride's gown and get in the picture show free. But those are only incidental things. The business must go (and there's no business in the world that so necessarily relies on the community as that of publishing a newspaper); for if the business doesn't, the paper can't.

"What of it?", the reader asks. "The paper's handy but I can get along without it".

But can he. Imagine a community, if you can, entirely cut off from printed news of any sort.

Word of mouth will do, but it's not reliable or satisfying. Everyone has had experience with the "grapevine" method of communication; and they know it's not always reliable. Why is it people will attend some function, yet rely on the newspaper to see just exactly what happened. How else could Cherokee county history have been preserved than in the Scout and its predecessors?

In unfolding a half century of journalistic service to the community, the Scout has huddled innumerable obstacles. The way of the newspaper isn't always the easiest. Every person and every business in the community has a part in it, and for that reason any discrepancy brings a rebuke.

Yes, putting out the paper regularly is a pretty big business—but it's a job that every true newspaper man loves to do and do well, believe it or not.

Intimate Scenes in the Lives of Famous Families



Here you have Pop Wimpus and Willie in a characteristic pose. As you can see from the expression on his face, this hurts Pop more than it does Willie.

For further revealing scenes of the Wimpus family in action, turn to

"S'MATTER POP"
IN THIS AND EVERY ISSUE

Wouldn't it be awful

—if there were no comics to lighten the cares of a troubled world?

Especially, such laugh-provoking comics as

S'MATTER POP?

Here is good clean American humor, the kind that appeals to every member of the family.

"S'Matter Pop?" is a regular feature of this paper. Watch for it.



Meet Up With PA PIFFLE, Folks!

You'll love the salty old reprobate—see him every week in

MESCAL IKE
By S. L. HUNTLEY