

Getting Your Name in the Newspaper

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Newspaper editors from the day of Horace Greeley, the great exponent of personal journalism, down to your local editor of the year A. D. 1927, have recognized and do recognize the importance of names in their newspapers. But what, if anything, are you doing as a newspaper reader and a good citizen of the community, to cooperate with your local editor, I wonder? He is glad to have you stop him on the street when you have a news item about yourself or some member of your family. Try him out. Next time the stork leaves a baby at your house call the newspaper office. Next time an out-of-town relative or friend arrives to spend a few days visiting your family, get that visitor's name in the paper along with your own. The local editor will be glad to have the item.

Week After Week
It is probable that the general public little realizes the tireless efforts made by editors week after week to get into their columns the names of local people in connection with legitimate news stories—local events. Yet it is astonishing how many names we do find that are familiar to us in the local or personal column. Well written neighborhood correspondence from the rural districts contains dozens more of familiar names which supplement the purely local news of

the town. If you live in a rural community, you should know your newspaper's neighborhood correspondent there. She is the authorized representative of the town newspaper in your locality. In all probability she will be glad to have every bit of news you care to submit.

Chagrined

A young man burst into the office of a newspaper published in a state bordering on Oklahoma one day. "I was intensely shocked to read a notice in your paper of my engagement," he all but shouted across the counter. "I cannot tell you how shocked I was. I was positively chagrined. My fiancée was chagrined. We were all chagrined. How much for fifty copies of the paper?"

The story serves to illustrate how personalities are quite the most appreciated news any paper can print. "I used to think," said a small-town newspaper publisher from the state of Washington on one occasion, "that my paper was my own. It isn't, only partially. Mostly it's the community's. It's mine to pay the bills for, and to work of nights and to sweat for. But what it prints belongs to my readers. I am just selecting it for them."

Modesty

Modesty keeps many of us from reporting to the editor news of local interest—news of our own little social gathering at which we were host or hostess, or at least a guest. But it is false modesty that keeps us, in most instances, from telling the editor about it. Remember that the community is interested, that everyone concerned will be pleased to see his or her name in print, and that the editor really wants you to call up or to drop around to the office about it. He simply can't keep up with all those affairs that interest you and your set, but he will appreciate your cooperation every time, and he'll reciprocate by treating you right.

Favorites

Some folks get the idea that the local editor plays his favorites—same names in the paper week after week. Naturally, he writes about the people he knows, the ones who are frank enough with him to step up in the post-office lobby or to call up on the phone and say: "Don't know whether you've heard about it or not, but Old Aunt 'Lisa Jenkins out on Route Five died last night. Guess you can get the details from Jim Bowers here in town. He's a nephew, you know."

Or maybe it's a wedding in prospect. Just a tip, if nothing more, will be greatly appreciated by your local editor. He knows how and where to find out the rest. He remembers, too, that you're his friend when you tip him off to a bit of local news, and he'll keep a confidence, too. And then, if it's to your advantage sometime later to get your name in the newspaper—maybe when your little girl has won first prize in the local declamatory contest—why the editor will perhaps remember to say in passing that she's the daughter of J. D. Meiers, the home town's general insurance salesman who himself was recently a prize winner when he wrote for his company more automobile insurance during a given calendar month than any other agent in his territory, being awarded a gold watch in appreciation therefor.

Get Acquainted

Yes, it pays to stand in with the local editor, and if you don't know him personally, you ought to get acquainted. You'll find him pretty human and probably a likable sort after you get to know him. Next best thing, if your advances, then give your news items to a printer in the shop, the linotype operator, or to the society editor, if there is one—anyone connected with the newspaper. Your contribution of news and of news tips will be taken care of by any member of the force, and with thanks.

Of course, there are other ways, other methods, of getting one's name in the papers. Some of them are effective.

Other Ways

For example, if a man rob a bank, beat up his wife, desert his family, invade the privacy of another man's home, allow his car to run wild, endeavor to sell liquor openly, take another man's life, or wife, fly across the ocean, swim the English Channel or get himself elected mayor of his village—these things will surely get his name into the newspapers.

A cheaper and still another way of getting one's name in print is worth considering, however, before resorting to the extremes just mentioned. Advertising space can be arranged for at so much per column inch or per page, depending on the space required for immediate needs.

Seriously, though, we all should try to realize that every good citizen is more or less responsible for the appearance, character and success of the local newspaper. If it is poorly supported, it is not going to be a paper of excellence, but rather a poor piece of publicity for the town.

Should Never Overshadow
The publisher may be brainy, en-

thiastic and hard-working, but a paper above all things thrives or dies according to the support and encouragement given it by its own people. The big city daily should never be allowed to overshadow the local newspaper.

No home in the town of its publication or immediate trade territory should be without the home paper, even though it is printed but once a week. It serves various purposes that the city paper can never think of serving. One of its functions is to advertise the home town, and there is an advantage to every home town, at times, and more or less all the time, to be in the limelight.

It is, therefore, up to the home town merchants to see to it that their advertising is attractive and effective. It is well to remember that the country publisher cannot live on fresh air alone, be it ever so wholesome. I fear this point is seldom considered by the people of a community, though it be true as gospel.

Reading one's home town paper, one should come to the conclusion that his town is a hustling, pushing, ambitious and prosperous town. No blue rain in Ponca City, Altus or Tumbuctou. And that is the idea one gathers by reading the local newspaper in communities where local folks cooperate.

NOTICE

By virtue of the power contained in a deed of trust executed by G. W. Scott, Guardian for Lessie Scott to the undersigned trustee which deed of trust is recorded in the office of Register of Deeds of Surry County in Book 86 page 198, default having been made in the payment of the debt secured by said deed of trust, I will sell at public auction at the court house door in Dobson on

Friday, November 11th, 1927
at one o'clock P. M.,

the following real estate lying in Surry County, N. C., adjoining the lands of N. C. Marion, Mrs. Lucy Flippin and others: Beginning on a planted rock on the North bank of the road and runs North 74 1-3 deg. East 5 chs. to a stake in the old road bed, then North 77 deg. East 4.50 chs. to a stake on the South bank of the road, corner of lot No. 1, then South 1 1-3 deg. East 40.50 chs. to a pine and pointers, then due West 12.90 chs. to a rock in the former Marion and Flippin line, then on said line North 3.75 deg. East 38.20 chs. to the balance, being lot No. 2 in the division of the Joseph Flippin lands. Sale of said lands will be made to satisfy said deed of trust. This October 10 pining containing 45 acres more or 1927.

W. L. Reese, Trustee.

Patent—I think you are charging me too much, doctor.

Doctor—But you wouldn't want to have it said that you had anything less than a major operation, would you?

Once upon a time there was a Scotchman who was engaged to a girl who became so fat that he wanted to break off the engagement. But the girl couldn't get the ring off, so he had to marry her.

AGES AGO

So long ago that the estimated time becomes a huge and meaningless figure, nature spread the earth with luxuriant vegetation, much of gigantic size. The land was largely swamp, the atmosphere was heavy with moisture, and the climate very mild. Animal life had not appeared, but fossilized remains show that fish, insects, reptiles and shell fish were plentiful. In that period, ages ago, were deposited the myriad layers of organic matter which in the course of time became peat and finally coal.

Coal had come into general use in England and was being exported to some extent from there by the end of the thirteenth century. The oldest workings in the United States, of which there is an authentic record, were started in the Midlothian Field, about twelve miles from Richmond, Va., in 1760, and that coal was widely used prior to the Revolutionary War. In 1881 the old Pocohontas mines were opened, and began shipping coal in the year of 1893. So forty-four years ago only one coal mine was working in what is now the Pocohontas District 43,618,406 tons of coal were shipped from the Pocohontas district in the year 1926.

The combination of extensive coal fields producing all grades of coal, and the adequate service afforded by the Russell Fork Coal Co. invites the careful consideration of every person confronted with the problem of maintaining a dependable source of fuel supply.

Specific or general inquiries about the use and quality of coal are always welcome and will receive prompt and careful attention. Phone 90.

Russell Fork Coal Co.
C. E. COX, Manager
Mt. Airy, N. C.

One-Half Off

Special Sale For

Friday and Saturday Only

50 Suits, mostly Hart Schaffner & Marx, Kirshbaum and Fashion Park.

These suits are a little out of style now, but will wear to your satisfaction. These suits cost us \$30.00 and you may have them for \$15.00 each.

Simmons' Clothing Co.
"The Better Clothes"

Have Your Lawyer Write Your Will and Make This Bank Executor!



ESTABLISH A TRUST FUND

There is the absolutely safe way to provide financially for your wife in case of your death. It is the establishment of a trust fund, provision for which you should be sure to make in your will. The economic management of such fund is a feature of our institution. We believe it will be to your advantage to get particulars from us now.



Only DUCO gives you DUCO results and only du Pont makes DUCO

Be sure to see this trade mark



Every can in our Duco stock bears this du-Pont oval trade mark (cans that don't aren't Duco)

We have a complete stock—buy a can today
W. E. MERRITT CO.

Just A Few More Days!

Special Prices and Terms on 60-Watt Lamps Will Be Withdrawn Saturday, November 5th.

Our salesmen have endeavored to call upon every customer on our lines in order to acquaint them with the special proposition we have been making on 60-watt lamps. If they have not called upon you, or if they have not found you in, don't wait for them to come back.

PHONE 95 AND HAVE ONE OR MORE CARTONS OF LAMPS SENT OUT TO YOUR HOUSE.

Here are the special terms offered during our campaign:

- One carton of six 60-watt lamps \$1.40
- No cash—Pay with your light bill—50-50-40.

Don't risk inconvenience and annoyance—keep a carton of lamps on your shelf. And order them NOW, while you think of it—Phone 95.

Southern Public Utilities Co.
"Electricity—The Servant in the Home"