

# The Time to Change From a Weekly to a Daily Newspaper

(The North Carolina Press)

During the past month we have been in conference with two publishers who have been considering changing their newspaper to a daily.

There are always going to be cities that are growing in which the weekly will change to a daily or a daily will be established. The important question is when to make the change. In some of the cities of this state a change has been made too soon as a result the weekly publication continued to make money which had to be spent to support the daily for three to ten years. Some of the dailies have never made the money for the publishers that the weekly would have made.

In most instances the town and community would have been better served with a big and prosperous daily than it has with the 4-page unprofitable daily.

To a question asked recently by the Publishers Auxiliary as to when a weekly or semi-weekly was justified in changing to a daily, J. H. Wandler of the Hialeah (Fla.) Herald, has given the following answer and explanation, together with his experience:

I note that Buford O. Brown in the "Dear Ed" column wants an opinion as to when a weekly or semi-weekly is justified in changing to a daily. As I have had some painful and expensive experience changing from a profitable weekly to a daily, I believe I am qualified to answer.

Population has nothing to do with it. The only justifiable time to change a weekly into a daily is when:

1. The advertising support has reached 24 pages of paid advertising a week, so that at least four pages of paid advertising is assured each day.
2. The editor or owner has a cash surplus of \$100,000.
3. There is no other progressive daily within at least 50 miles.

A daily newspaper can eat money faster than a hippopotamus can eat hay, consequently a strong cash reserve is required.

To get out a first-class eight-page daily will require at least four pages of "honest to God" paid advertising to sustain it and even if the weekly carried 24 pages of paid advertising, it will be hard to evenly distribute this volume over the six days, for

there are many stores that only care to advertise the better part of the week, Mondays and Saturdays being usually lean days on a daily.

It will cost at least \$9 per cent more to get out a daily of eight pages six days in a week than it will to get out a 48-page weekly. In a weekly most of the copy is time copy, can be set up almost any day in the week and most of the copy comes at little reportorial expense. In a daily it requires live hustlers to get four pages of live news a day, then, too, there is the expense of a news service or leased wire, which a weekly does not have to contend with.

In a weekly the advertising copy can be lined up during the whole week, but a daily requires lining up the advertisements, getting the copy composing and proofing within a few hours each day, which means extra help both in the front and back offices. A daily requires the constant service of a pressman, while in a weekly the pressman usually only put in two days at the most on the presses.

Finally, if there are other dailies in the field it is contemplated to enter, you will have to get out a much better daily if you wish to become pre-eminent in the field and unless you command the field it will be next to impossible to secure foreign advertising.

The man who has a well-paying weekly should think a long time before going into a daily. I made the painful mistake once when having a 24 to 32-page weekly carrying from 50 to 75 per cent advertising I allowed myself to be talked into converting it into a daily. I had an income of about \$300 a month on the weekly and with the daily I lost all but my pants.

### NOTICE

Notice is hereby given that an application will be made in the near future to his excellency the Governor, Hon. Angus W. McLean, for a parole for Clyde Smith, convicted at the April term of Superior Court of Surry County for the crime of house-breaking. All persons opposed to same should communicate with the proper authorities.

This the 14th day of Oct. 1927.  
W. A. Smith.

### Club Hours Visiting Speakers With Interest

The Mount Airy Woman's Club had as its program speakers for the November meeting Miss Loyene Leonard, of Salisbury, and Mrs. Mary G. Scarborough, who is teaching in Dobson.

Both speakers brought touching instances gleaned from their own experiences in teaching the adults who have grown up without a chance to learn to read and write or those who for any reason have missed their chance and Miss Leonard outlined in brief the plans now in operation in the adult illiteracy campaign being conducted in the sixth district.

Mrs. Scarborough offered her own services and the services of her class for any work within their power in the campaign in Surry County.

Ten new names were added to the club roll, a brief report of the district meeting at Thomasville was given and the usual reports showed the club work to be progressing nicely.

Miss Ruth Dobson delighted the audience with a very fine solo.

The club president, Mrs. C. C. Hale, presided over the meeting and Miss Mary Franklin Graves, chairman of the Education committee, presented the visiting speakers.

### Grace Moravian Church REV. C. D. CROUCH, Pastor

Sunday School ..... 9:45 A. M.  
Morning Worship ..... 11:00 A. M.  
Evening Worship ..... 7:00 P. M.  
Prayermeeting every Wednesday night at ..... 7:30 P. M.

### Notice Trustee's Sale of Land

By virtue of authority vested in the undersigned trustee in a certain deed of trust executed by the Rosedale Orchard Co., for the Slate Mountain Orchard Co., on the 28th day of March, 1920 and recorded in the office of the Register of Deeds of Surry County, N. C., in book 76 page 147, default having been made in the payment of the notes therein secured, and at the request of the holder, I will sell for cash, to the highest bidder at public auction in front of the Bank of Mount Airy, Mount Airy, N. C., on

Saturday, December 10th, 1927, at 1 o'clock P. M.

1st Tract: Adjoining the lands of Sparger Orchard Company and others, and bounded as follows: Beginning at the ford of the branch in the Brower road, and runs S. 54 deg. East 3.50 chs. to a maple, S. 30 deg. East 24 chains to an old road in the mountain, North 60 deg. East 2.54 chains to a stake in the old

road, North 12 deg. East 1.65 to a stake in old road, North 43 deg. E. 2.55 chains to a chestnut oak in the road, North 18 deg. E. 1.85 chs. to a post oak in the road, North 35 deg. East 2.15 chains to a post oak in road, North 25 deg. East 2.55 chains to a stake, North 55 deg. East 2.94 chains to a stake in road, North 44 deg. East 4.55 chains to a stake in road, North 60 deg. East 5 chains to chestnut oak, North 55 deg. E. 2.90 chains to pine corner, North 43 1-2 deg. West 21.15 chains to the Brower road, South 41 1-2 deg. W. 9 chains to a stake, South 31 deg. W. 4.25 chs. to a stake, S. 44 1-2 deg. W. 6 chains to a stake in road, South 59 deg. W. 5.25 chs. to a stake in road and the beginning, containing 84 66-100 acres more or less.

2nd Tract: Adjoining the lands of Watson heirs, F. A. Cristman and others and bounded as follows:

Beginning at a black gum, old corner, and runs S. 43 deg. E. crossing the Brower or Patrick Court House Road and Forkner's Creek 45.50 chs. pointers on top of Slate Mountain, the said North Carolina Apple and Live Stock Co.'s corner, thence N. 22 deg. E. with said Company's line 23 chains to a chestnut oak, F. A. Cristman's corner, thence North 29 deg. W. re-crossing said Forkner's Creek and Brower Road 29 chs. to a rock and pointers; said F. A. Cristman's corner; thence North 86 deg. W. 6.80 chs. to a chestnut oak; thence S. 4 deg. W. 22 chs. to a stake in field; thence N. 86 deg. W. 26.50 chs. to the beginning, containing one hundred six (106) acres, less 25 1-2 acres formerly belonging to A. J. Cristman, now to the North Carolina Apple and Live Stock Co.

3rd Tract: Beginning at a pine and oak on top of Slate Mountain, the North Carolina Apple and Live Stock Company's corner, on Mountain road, runs with said road as it meanders N. 54 deg. E. 4 chs. N. 28 deg. E. 4.15 chains, North 49 deg. E. 5.30 chs. N. 39 deg. East 3.80 chains; North 35 deg. East 2.75 chains; North 58 1-2 deg. East 2.25 chains; North 46 deg. E. 4.25 chains; N. 44 1-2 deg. E. 3 chains; North 68 deg. East 1.50 chs. North 51 deg. E. 2.05 chains; North 29 1-4 deg. East 3.50 chains; to a chestnut oak on side of road, Willis Moore's corner; thence East with said Willis Moore's line 19.50 chs. to some chestnut bushes, thence North continuing with Moore's line 24 chains to Forkner's Creek; thence South 68 deg. W. with said creek 3 chains, thence South about 32 1-2 deg. West about 52 chains to the beginning, containing twenty-nine (29) acres more or less.

4th Tract: Adjoining the lands of J. F. Hicks, Lum Cristman and others and bounded as follows:

Beginning at a Walnut tree on the East side of a branch and runs East fifty nine feet to a rock on the Patrick road; thence with the road fourteen chains and ten feet to a dogwood in the North Carolina Apple and Live Stock Company's line; then North 45 deg. West 11 1-2 chains to a maple near the head of a branch;

thence down said branch 50 chains to the beginning, containing eight acres more or less. This is a part of the home tract of J. F. Hicks.

5th Tract: Beginning at a black gum (Cristman's and Watson's corner) and runs with a branch, as it meanders, South 37 deg. West 119 feet; South 18 deg. West 105 feet; South 7 deg. East 155 feet; South 20 deg. West 224 feet; South 16 deg. West 378 feet; to Johnson's corner; thence still following the branch S. 75 deg. West 75 feet; South 7 deg. West 272 feet to Johnson's lower corner, thence leaving the branch S. 60 deg. West 40 feet to the old Brower line; thence with the said Brower line South 3 deg. East 537 feet to an old house corner, and South 5 1-2 deg. East 476 feet to a white oak stump on top of bluff, and South 53 1-2 deg. East 165 feet to the center of the Patrick road; thence with the said road North 48 deg. East 100 feet; North 60 1-2 deg. East 365 feet; North 43 1-2 deg. East 325 feet; thence leaving the road North 55 1-2 deg. West 65 feet to a walnut tree on the branch, thence following the branch North 20 deg. East 120 feet; North 13 deg. East 278 feet; North 14 deg. East 287 feet; North 30 deg. East 222 feet North 31 deg. West 105 feet; N. 11 1-2 deg. East 95 feet, and North 3 deg. East 165 feet Luther Hicks corner in Cristman's line, thence N. 42 deg. West 952 feet to the begin-

ning, containing 32 1-4 acres more or less.

6th Tract: Beginning at a chestnut oak in the Slate Mountain, F. A. Cristman corner in T. M. Brower's line, runs S. 32 1-4 deg. West 33 chs. 14 links to a pine on top of Slate Mountain, Brower's corner, and also the North Carolina Apple and Live Stock Company's corner, thence N. 48 1-2 deg. West with said company's line 21.15 chains to a stake in the Brower or Patrick road, thence with said road as it meanders North 45 deg. East 19.80 chains; North 52 deg. East 6.81 chains to a stake in road; thence leaving said road South about 66 deg. East about 12 chains to the beginning, containing fifty four (54) acres more or less, except 25 1-2 acres lying on both sides of Forkner's creek and along the Brower or Patrick Court House road, which belongs to the North Carolina Apple and Live Stock Company.

7th Tract: Beginning at a black gum and runs S. 45 1-2 deg. E. with the North Carolina Apple and Live Stock Company's line 14.40 chains to a sourwood; thence North 23 deg. E. 12.97 chains to a rock and pointers; thence 18 chains to the beginning, containing 7 1-2 acres more or less.

Sale made to satisfy a balance of \$6,668.00 principal, interest and cost of sale to add. This the 5th day of Nov. 1927.

W. F. Carter, Trustee.

# NOTICE!

## S. P. U. CUSTOMERS

All bills for electric service, light, heat and power, are payable at the company's office on the first of the month. No discount is allowed after the 10th of the month and it is necessary to discontinue service in each instance where bills are not paid by the 15th

**Southern Public Utilities Comp'y**  
PHONE 96

"ELECTRICITY—The Servant in The Home"

# Dempsey-Tunney Fight Pictures

With the famous 7th round shown in slow motion, **Who Really Won**

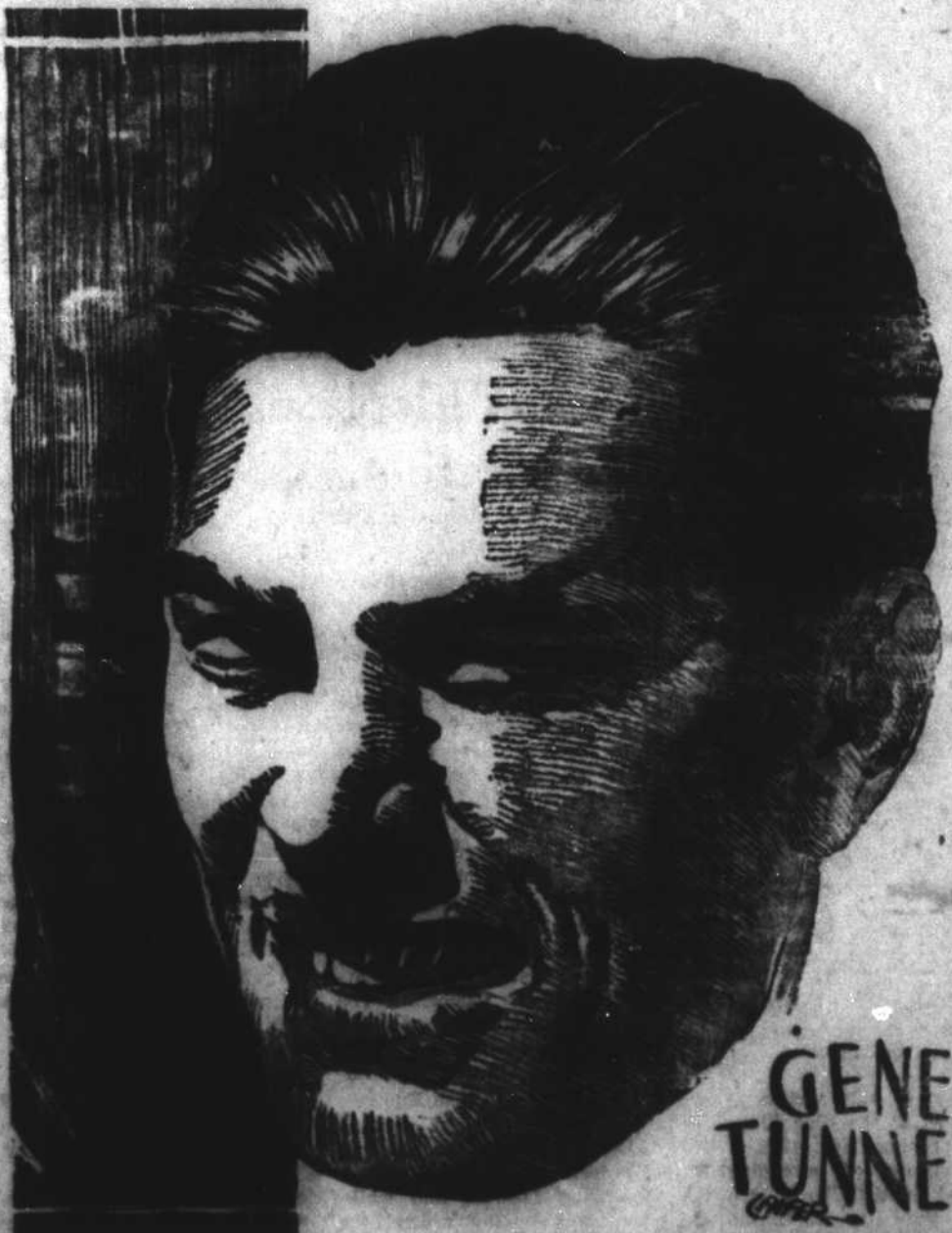
At **NATIONAL Theatre**, Monday and Tuesday

ADULTS, 50c

"The Show Place"

Children Under 12 Years 25c

CAPTAIN SALVATION  
Featuring LARS HANSON and STAR CAST



GENE TUNNEY

NATIONAL



JACK DEMPSEY