

I Am The Publicity Chairman

A one-act play explaining why your Editor is driven crazy.

ENTER MRS. WACKY: (a typical clubwoman): Are you the editor? Well, I'm so pleased to know you. I'm Mrs. Wacky of the So-and-So Club. They've asked me to handle the publicity for the play they are giving on July 1, and of course while I love to write I haven't much time this week. You know we Wackys come by journalism naturally. Somebody in my family always has been a writer. Why my grandfather once had a three-line poem published in the Police Gazette. So, I want to ask you if you won't run my articles just exactly as I've written them. Really, I don't think you could improve on them. Now let's see, your paper will be out three more times before our play is given. That's fine. Will you use this same story for the next three weeks?

EDITOR: I'm sorry, Mrs. Wacky, but we obviously couldn't run the same story word for word three straight issues. Would you want to read the same story about the council meeting for three consecutive weeks?

MRS. WACKY: No, but that's different. Well, of course, if you don't want to cooperate I'll simply have to tell our members and they'll stop buying your paper. Now another thing I would like to have you use this on the front page at the top right hand corner in as big type as you have and I also would like to use exactly the same headline which I have written.

EDITOR: But Mrs. Wacky, we can't promise you any particular spot in the paper. The town might burn down tonight and that certainly would be more important front page news than the story about your club play. Now as for the headlines, while it is awfully nice of you to write a headline for us you see that is an art in itself. Every word in a headline must be counted like in a crossword puzzle and each line has a maximum count depending on the size of type we specify for any particular head. Now we will try our best to . . .

MRS. WACKY: Well, it looks to me like you just refuse to cooperate. You won't run my story as I have written it for the next three issues, you refuse to use my own original headline and you won't promise to use it on the front page. Say, I've never had this kind of trouble before with any newspaper including the New York Times. You don't . . .

EDITOR: May I see the story, please?

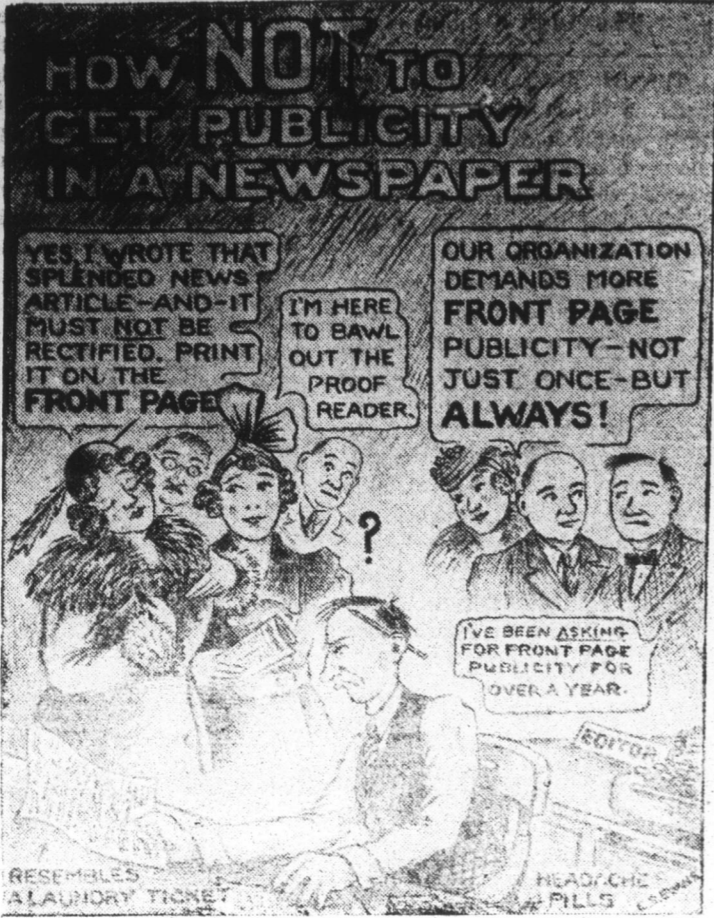
MRS. WACKY (Pulls out a handful of pencil scratched notes from her purse, separates them from her grocery list, laundry tickets and bingo slips): Yes. Now, of course, I haven't had time to type this story, but you should be able to read my handwriting. Now you read down to here where I have that arrow and then you skip over to the bottom of the fourth page for the second paragraph. Then you'll notice that in four or five places I have crossed out lines and written in lines above them. On the back of this page is the cast. That goes on page three where I've marked this big circle. Now over here, this is rather confusing, I'll admit. This line written above that other line is the start of the second paragraph, but I didn't have room to put it there so I just drew in the line as you see it, do you understand what I mean? Now the names of the committee members are missing, but I'll call you tomorrow and give them to you over the phone.

EDITOR: How many names are there, Mrs. Wacky?

MRS. WACKY: Only about 50. Well, I must be running along. I hope you will cooperate with us, Goodbye.

(TELEPHONE RINGS)

EDITOR: Hello, hello. Yes. Who? Oh, yes, Mrs. Numbskull. Well, I can't promise to use it on the front page, but I'll take it down. Go ahead. Yes . . . Yes . . . Yes . . . (Editor spends 20 minutes taking down notes over the telephone.) Yes, I have it



all. Read it back? Well, we don't take it down word for word. Mrs. Numbskull. We just take notes and then write our story.

MRS. NUMBSKULL: Well, I think that is terrible. Here I spend hours of my time writing a perfectly good story and then you tell me you're going to write it in your own words. Well, I've never had this trouble before and I have been a reader of your paper for 25 years. Goodbye.

ENTER CRABFACE: Good morning. Are you the Editor? Well, I'm Mrs. Crabface and I have been appointed publicity chairman for the Ladies Cream Cheese Circle and I have a story here about a little affair we gave.

EDITOR (Scans story): But, Mrs. Crabface, this happened three weeks ago, I think it is a little too old to publish now.

MRS. CRABFACE: Yes, I know, but you see I just couldn't get around to writing it any sooner. Can't you run it anyway? What difference does it make?

EDITOR: Well, we try to run up to date news, after all, this is supposed to be a newspaper. Now you wouldn't like to read a story about a murder which happened three weeks ago, would you?

MRS. CRABFACE: I never read murder stories anyway. Now look, Sir, if you don't want to cooperate then you say so. I'm going to leave this article here and remember if it is not in this week then we'll all cancel our subscriptions. Good day, Mr. Editor. (EXIT)

(Telephone rings)

EDITOR: Hello, hello. Yes. When is the play?

VOICE: Well we haven't set the date yet, but just put an announcement in that we are giving it.

EDITOR: Where will the play be given?

VOICE: We don't know that yet, either, just say it will be given.

EDITOR: What is the name of the play?

VOICE: We aren't sure until we meet a few more times and talk it over, but you can say that it either will be a comedy, drama or musical.

EDITOR: Can you tell me how . . .

VOICE: Say, do you think I have nothing else to do, but sit here and answer a lot of silly questions? Now I've given you all the information and when I get some more I'll call you up. Goodbye!

ENTER MRS. PICKLEPUSS: How do you do, I have a bone to pick with you. Last week I brought a story in here about an affair that our Drop-A-Stitch Club gave and you left out half of it. Now I want an explanation. What was the idea?

EDITOR: Wait, I'll find the story and explain it to you. (Searches through his drawer.) Oh, yes, here it is. Now you see I took out this paragraph which reads as follows:

"It was an evening which members will long cherish in their memories of pleasant things. Long after the official business had ended the members stood about in various groups chatting and commenting about the lovely time they had experienced. The Drop-A-Stitch Club is indeed proud of having been responsible for such a splendid program of entertainment and wishes to take this opportunity to extend its gratitude to those who made it possible. Without the untiring efforts of the committee the program never would have attained such a degree of success. We all look eagerly forward to the next meeting when Mrs. August Picklepuss again will direct another skit entitled "I Should Have Stood In Bed."

Now you see, Mrs. Picklepuss, that paragraph really is not news. In other words it does not give any direct information of general interest to the readers and does not measure up to the requirements demanded of a good news story.

MRS. PICKLEPUSS: Well you just don't know news when you see it. I have taken courses over at Columbia in short story writing and I guess I know as much about these things as you do. For you to sit there and tell me that this paragraph is no news is like trying to convince me that tomorrow is not Saturday. What you should do is take some courses yourself and then you would understand more about the newspaper business. Furthermore you had these two names wrong. Mrs. Nightingale likes to be known as Mary, not Mrs. Frank.

EDITOR: I'm sorry, but we follow a style sheet and the style of this newspaper is to use the husband's first name.

MRS. PICKLEPUSS: But Mrs. Nightingale doesn't like it, I'm telling you and what does she care about your old style sheet. And then further down here after Mrs. Pinkie's name I had Englewood, N. J. and you deleted New Jersey.

EDITOR: Again I am very sorry, but that is our style. We assume that people in the northern valley know that Englewood is in New Jersey, so to save space we eliminate such words.

MRS. PICKLEPUSS: You assume too much, that's the trouble. Maybe you don't know it, but there is an Englewood, Illinois. Now what would happen if people got the idea that Mrs. Pinkie lived in Illinois? Why it would be terrible. Her husband is an influential man in government, too, and it might hurt him.

EDITOR: But Mrs. Picklepuss—

MRS. PICKLEPUSS: Never mind, I don't want to hear any more. As long as you refuse to cooperate we'll get along without your newspaper, Good day.

ENTER MRS. JOHN WINDBAG: I understand you are the editor. I want to complain about the proof readers on this paper.

1941-Business Review of Danville-1941

Masloff's Furriers and Tailors

Repairing - Remodeling - Renovating - Tailoring - Storage

This modern firm is dedicated to the care and preservation of furs throughout this section.

They have a large and modern storage plant for furs, and each piece is insured while it is in their care. Expert fur craftsmen are prepared to clean, renovate, repair, glaze or remodel furs of any type.

The art of caring for furs requires long experience and expert knowledge. The men associated with Masloff's qualify completely in this respect, and

are further assisted by the latest approved equipment for properly handling and working furs.

A visit to this modern plant will convince you that no expense has been spared in making this place completely adequate for the safeguarding of the thousands of dollars invested in furs by the people in this area.

In this review we wish to congratulate Masloff's, and wish them the continued success they so richly merit.

HARTMAN'S

TIRE RECAPPING AND VULCANIZING

This firm is headquarters for the recapping of tires, using the latest factory methods. Take your old tires to them and they will cheerfully give you as estimate or exchange newly recapped tires for your old ones.

When they started in business they were thoroughly convinced that the public cared as much for quality as for price, and because they have constantly kept this fact in mind they are recognized as leaders in this field. Quality and Service at reasonable price is their motto.

A personal invitation is extended to all those interested in

the better class of recapping to visit this plant and see just how it is done, and what is meant by quality and service. It is the attention they give to every little detail, as well as the big ones, that gives their work the greatest utility, and adds a touch of distinction which no other has equaled.

This firm is well thought of in this section and has always shown a progressive spirit, and has done its share in making this a better place in which to live.

Hartman's is located at 523 Loyal St. in Danville, Va., phone 440.

Douthat-Riddle Company

Quality Brick For All Purposes

This firm located on Lynn St. in Danville, Va., phone 9, has supplied brick for some of the largest building projects in this section.

Brick is the most economical material for all building purposes. A well constructed brick home is always an asset. It never needs patching or paint. It can't be burned, because it has already come through the fiercest heat. Brick saves money in upkeep and repairs; in depreciation and insurance rates. It supplies its own insulation and keeps homes

cool in summer and warm in winter. The endurance of brick defies storm, flood, fire and time. It is easier to borrow on a brick home, or it can be more readily sold or rented. The cost of the brick does not run over twelve or fifteen per cent of the entire building cost.

There is no limit to the size of the order that this firm can handle efficiently, and all orders, large or small, are given prompt attention.

We are glad to recommend this firm and its products.

LEA-LEWIS FURNITURE CO.

This popular furniture store is located at 202 Main St., in Danville, Va. Phone 1236.

This store is maintained for the exclusive purpose of furnishing the public with good furniture at moderate prices. They offer only merchandise that will give the purchaser good service as long as they want to make use of it.

Lea-Lewis Furniture Co., carries a good stock of furniture of the best periods and designs.

If you are needing furniture visit this progressive store, you will be amazed at the values offered here.

They have a full line of dining room suites, bed room suites, living room suites, and various accessories for the whole house, including the kitchen. They also carry a complete line of rugs and floor coverings.

This establishment is rendering a most essential service to the people of this community by the efficient methods in which they operate.

In making this review we wish to compliment this store and tell our readers that they can make no mistake by patronizing this up to date establishment.

James I. Pritchett & Son

BUILDING MATERIALS

215 Craghead Phone 745 Danville, Va.

This firm has been known for years for the quality of their builders' supplies as well as their splendid service. Their enormous stock makes it possible for them to fill any size order at once.

There is no establishment in this section that has a greater influence for the better upon the building industry. Many contractors have come to know that whatever they desire in the line carried can be secured of this firm with the knowledge that it will be the highest grade con-

sistent with the service. They are at all times pleased to be of practical assistance to home builders and invite you to talk over with them your building problems. Their long experience enables them to furnish, useful information and a sound counsel.

It is a pleasure to recommend this splendid firm to our readers and assure them that here they will always receive both material and service that will be satisfactory.

We sent a story in last week about our society and half of the names were spelled wrong.

EDITOR: Oh yes, the story about the Weekly Cat Society? I have that right here. I am sorry, Mrs. Windbag, but whoever wrote this story scribbled the names in such a fashion that none of us could make out what it was about so we tried to decipher it the best way possible.

MRS. WINDBAG: Oh, is that so? Since when did I have to come into a newspaper office to

be insulted about my handwriting. Why didn't you find out now the names were spelled?

EDITOR: We tried to, but nobody seemed to know anything about it.

MRS. WINDBAG: That's no trouble with newspapers. You can't believe a word you see in print anymore because newspapers never check anything. Do you expect me to type everything?

EDITOR: That would be nice if you could.

MRS. WINDBAG: Well, I won't

SMITH-DOUGLAS CO. INC.

FERTILIZERS

There is no one institution in this area that has been of greater service to the people, and has aided more in the production of wealth in this area than this one.

The farmers have come to know that they can get from them the very best fertilizer on the market. Their plant has a large capacity and this enables them to deliver any quantity or any kind of fertilizer at any time.

In anticipation of the great agricultural development in this particular section, this company has made a special study of the soil conditions, and is therefore able to fill your exact requirements.

The fact that they have established so near us this service and keep a full supply here at

all times is reason enough why people of this section should use their products, when they are made especially for the soil of this part of the country.

Smith-Douglas Company Inc. has worked in the interest of the home community while securing for themselves the well merited commercial success that the large volume of business evidences.

This firm is well and favorably known throughout this entire section, and they are deserving of the prominent position they hold in the commercial and agricultural life of this community.

We predict for them even greater successes than they have already achieved.

KING MOTOR CO. INC.

De Sota-Plymouth — Sales & Service

762 Loyal Street Danville, Va.

Once again De Sota and Plymouth engineers have proven their superior knowledge of automobile engineering by giving the public exactly what it wants and has been looking for since the beginning of the automobile industry.

These new cars are the result of years of experimenting, the spending of vast sums of money and a consistent refusal to accept any test as final. When you purchase a De Sota or Plymouth from this agency it does not mean that the transaction is closed, for they realize that pleasing the

customer means success to them. In order to make this possible they have at the disposal of the public one of the most modern and up-to-date garages to be found in this section. It renders complete service, making it the home of good service for all automobile owners in this section.

When King Motor Co. started business they decided to give every customer the best to be had, and for that reason the public has learned that when dealing with this firm they are assured of satisfactory service and work well done.

Dr. Joseph Dictor-Veterinarian

Hospital

212 Craghead St. Phone 413 Danville, Va.

The proper care and treatment of sick or injured animals is a job of no little importance, and requires training, skill and equipment. That is why so many people of this section do not take that responsibility themselves, but send their sick animals to Dr. Joseph Dictor's Veterinarian Hospital, where they know they will have the proper care and treatment.

Dr. Joseph Dictor has well merited the wide reputation he has established as a specialist in treating all kinds of animals.

Whether it be a case of accident or illness, owners most everywhere call on this man. He is also a specialist in the proper feeding of pets and stock.

At his hospital in Danville, Dr. Dictor has equipment and instruments that are essential to his work. All animals are given individual attention, and are treated and fed according to their needs.

We are very glad, in this review, to compliment Dr. Dictor and his animal hospital, and recommend them to our readers.

C & E TIRE SERVICE

Hawkinson Authorized Tire Tread Service

This firm, located at 132 S. Ridge St., in Danville, Va., phone 321, has long been known for the excellence of its tire recapping.

There are many ways of keeping down the expense of operating an automobile, and one of them is by watching your tires closely. Some owners think that as soon as the casing shows the least sign of wear it is dangerous to use it longer, and they are always complaining about increasing tire expense.

Worn tires are recapped correctly at this up-to-date establishment. Only experienced tire men are found here, and only the most modern and scientifically correct Hawkinson machines are used.

The large number of individual and commercial users of tires whom they are now serving, is evidence that they are saving money for all their patrons. That is why C & E Tire Service can absolutely guarantee results, and why we are glad to refer our readers to this firm.

JOHN ROSS & SON

Manufacturers Of Industrial Trucks For Stores

Warehouses and Factories

Holebrook Ave Ext. Danville, Va.

Meeting with universal approval, the products of John Ross & Son are going to all parts of the world, and have always given the best of satisfaction, which fact account for their successful business career with an ever-increasing patronage each year.

They are adequately equipped for the manufacturing of high grade trucks and are admirably located as regards shipping facilities which enables them to furnish their products on very short notice.

The management has had many years' experience in the produc-

tion of trucks, has opened up channels of trade that were heretofore unknown to local industry.

For quite some time past people have realized the real value of local industries, and the many advantages the people of this section enjoy because of their presence here.

John Ross & Son adds much to the business of this section and in making this review we wish to compliment them upon their commendable institution, and the admirable and efficient manner in which it is operated.

(Exit.)

EDITOR (Grabs office phone): Send out for two dozen boxes of aspirin and if anybody else wants to see me tell them I've gone to

California and won't be back for a year.

—Northern Valley Tribune, Englewood, N. J.