Herald

How is A Column Written?

16 Lettermen Returning On Gridiron Squad
Optimist Downs BurMill, To Win Play-Off Tourney
 One Week Away For Mountaineers

It's a little more, quite a bit more, than that. Tw
arts of the above are relatively correct. Usually a gu sits down before a typewriter, but
gle to get the words on the paper.

## an come forth

First off you need to decide what is to be the subjec than one subject. Almost always there are four topies put
thation in this space. forth in this space.
Next, there is the matter of sequential arrangemen
By that is meant the sequence or arangement of materia in the column.
Third and possibly the most important, the materia must be put into readable prose, very few use the poetical
form (last good one at this was Grantland Rice). The choice of words must be such that the reade

Of the three, the third is by far the most difficult, the
irst creating a minor problem early in the endeavor.
The second is merely a matter of personal preferenc
and can be done in any of a great number of ways. Th thought is, though, to choose this arrangement in su
manner as to get and hold the interest of the reader.
The 'Birth' Of A Column


Couple 'Worthwhile' Items


Optimist Wins
Little League Tournament


## Sale Continues

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