

WASHINGTON STATE APPLE COMMISSION

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Wenatchee, Washington
December 20, 1947

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WM. H. SHAW
SUPERVISOR OF HORTICULTURE

C. E. CHASE, SECRETARY-MANAGER

Ted Robertson, Publisher
Yakima Daily Republic
Yakima, Washington

Dear Mr. Robertson:

As you know, the 1947 National Apple Week newspaper food page contest is now closed, and Marie Copeland of your paper has won first prize of \$500. Miss Copeland and your paper well deserve the prize and the honor that goes with it. It was the finest publicity effort I have ever seen or heard of.

I think you and Miss Copeland would both like to know about the comment made by one of the judges:

"The Yakima Daily Republic is, of course, in a class all by itself, a joy to see and to read for all its civic pride implications, its scope, imagination, skillful writing and editing, photography, even the type faces and all the other elements that go to make up a good newspaper job. A special apple edition, front page, signed articles, pictures that are truly terrific 8 column banner of women polishing gargantuan apples, Coath Eubank and Junior College eleven doing their stuff, apple head doll picture and story and more and more wonderful apple stuff.....780 inches, 14 pictures.... and 85 recipes. Your humble judge doubts if any industry has ever remotely approached anything like it; hopes that copies were widely distributed and some put in enduring form for posterity.

"Marie Copeland's contribution to the ensemble is outstanding in every respect, pictorially, news-wise, recipe-wise, headline-wise, writing-wise. (Ask her if she wants to come to New York.) The apple industry, the state of Washington, the Pacific Northwest, the country are to be congratulated on having such a newspaper as the Yakima Daily Republic."

This letter is reaching you and will reach the Wenatchee Daily World at the same time. We hope that the two of you will do what you can to publicize the contest results.

The following are some vital statistics which you may want in connection with the contest:

All daily newspapers in the United States were invited to enter.
Sixty-six newspapers submitted formal entries, but 80 papers sent in tear sheets showing use of the apple material which we had furnished them.
Known publicity reached a total of 9½ million readers.
At regular space rates, the publicity was worth approximately \$25,000.

Ted Robertson, Publisher
Yakima Daily Republic
Yakima, Washington

December 20, 1947
Page #2

Attached is the list of winners, with the prizes won.

We have wired for the checks for the winners, and hope to have them in their hands before Christmas. Letters to all participating newspapers are going out from here tomorrow, but the checks have to be mailed from New York City.

If there is any further information which you would like to have for your news item, you may check with me at 843-W in Wenatchee, or with Frank W. Shields at Yakima.

Again -- congratulations!

Sincerely yours,

Marilyn Olsen

Marilyn Olsen, Contest Director
National Apple Week, 1947

PRIZE WINNERS

NATIONAL APPLE WEEK NEWSPAPER CONTEST, 1947

	<u>Rating</u>	<u>Name of Editor</u>	<u>Paper and Address</u>
\$500	1704	Marie Copeland	Yakima Daily Republic, Yakima, Washington
\$300	1679	J. A. Crowley	The Merrill Daily Herald, Merrill, Wisc.
\$200	1642	Mary Ellen Ayres	The Wenatchee Daily World, Wenatchee, Wash.
	1629	Mildred Planthold	St. Louis Globe Democrat, St. Louis, Mo.
	1621	Clementine Paddleford	New York Herald Tribune, New York City
	1614	Nancy Morris	Portland Oregonian, Portland, Oregon
	1543	Olga Hanscomb	St. Paul Dispatch-Pioneer Press, St. Paul, Minn.
	1515	Ida Clemens	The Commercial Appeal, Memphis, Tenn.
\$50	1492	Mildred K. Flanary	Long Beach Press Telegram, Long Beach, Calif.
	1468	Harriett C. Dawson	Beloit Daily News, Beloit, Wisc.
	1468	Eloise M. Marshall	Columbus Dispatch, Columbus, Ohio
	1465	Maurine Kelley	Seattle Post-Intelligencer, Seattle, Wash.
	1427	Austin H. Perlow	Long Island Star-Journal, Long Island, N.Y.
	1420	Kathie Mull	The State Journal, Lansing, Mich.
	1402	Ruth Gorrell	Detroit Times, Detroit, Michigan
	1339	Catherine Laughton	Oregon Journal, Portland, Oregon
	1338	Mona B. Walworth	Wausau Daily Record Herald, Wausau, Wisc.
	1335	Wilma Phillips Stewart	Des Moines Register & Tribune, Des Moines, Iowa
\$25	1308	Edrie Van Dore	Hartford Times, Hartford, Conn.
	1301	Jeanne James	Columbus Citizen, Columbus, Ohio
	1294	Jane Walker	Cleveland News, Cleveland, Ohio
	1278	Elizabeth S. Hedgecock	Journal & Sentinel, Winston-Salem, N.C.
	1277	Lucia Brown	Washington Post, Washington, D.C.
	1265	Martha Grayson	Daily News, Los Angeles, Calif.

\$25 {

1232	Betty A. Dietz	Dayton Daily News, Dayton, Ohio
1228	Florence Selden	Pontiac Daily Express, Pontiac, Mich.
1209	Dorothy Sweet	Miami Herald, Miami, Fla.
1202	Agnes Gettys	Valley Times, N. Hollywood, Calif.
1201	Mabel Richardson	Miami Daily News, Miami, Fla.
1195	Jean Talbot	Indianapolis Times, Indianapolis, Ind.
1185	Lee Walsh	Washington Daily News, Washington, D.C.
1185	Kay Savage	Detroit Free Press, Detroit, Michigan
1176	Anna Guenther Petz	Newark Evening News, Newark, N.J.

Holiday Greeting BY WESTERN UNION



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1947 DEC 31 PM 10 05

YAKIMA DAILY REPUBLIC=YK=

HAPPY NEW YEAR YOUR PAPER HAS WON FIRST PRIZE OF \$500.00 IN
THE 1947 NATIONAL APPLE WEEK NEWSPAPER CONTEST. PRIZE CHECK
AND NAMES OF OTHER WINNERS ENROUTE YOU FROM ROCHESTER NY=

MARILYN OLSEN CONTEST DIRECTOR NATIONAL APPLE WEEK INC

\$500.00 1947

Telephone No. _____
Relinquished to 7155 adve
to ad at 10/5P
to be held
attempts _____



National Apple Week Association, Inc.

154 EAST AVENUE
ROCHESTER 4, NEW YORK

January 12, 1948

Miss Marie Copeland
Yakima Daily Republic
Yakima, Washington

Dear Winner:

On behalf of Mrs. Marilyn Olsen, Contest Director, and the National Apple Week Association, I am very happy to enclose a check for \$500, awarded to you by the judges in the 1947 National Apple Week Newspaper Contest.

We of the Apple Industry thank you for your interest and aid in celebrating the 1947 National Apple Week and congratulate you on your success.

Sincerely yours,

Samuel Fraser

SF/ms
Enc.

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HAROLD COPPLE, SECRETARY-MANAGER

February 7, 1948

We are greatly chagrined to find that you were never advised as to the winners in the 1947 National Apple Week newspaper publicity contest. We are therefore attaching a complete list of the winners.

We want you to know how sincerely we appreciate the splendid cooperation of all of the newspapers. National Apple Week, Inc., as you probably realize, is definitely a "new baby." This year it seems to have been more or less a problem child. But our intentions were good, and we learned many lessons, and another year hope to take such very good care of our end of the deal that we will again merit your valuable cooperation.

Sincerely yours,

Marilyn Olsen, Apple Use Advisor
Washington State Apple Commission

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LIST OF PRIZE WINNERS

1947 NATIONAL APPLE WEEK NEWSPAPER CONTEST

1st Prize, \$500	Marie Copeland, Yakima Daily Republic, Yakima, Wash.
2nd Prize, \$300	J. A. Crowley, Merrill Daily Herald, Merrill, Wisconsin
3rd Prize, \$200	Mary Ellen Ayres, Wenatchee Daily World, Wenatchee, Wash.
4th Prize, \$150	Mildred Planthold, St. Louis Globe Democrat, St. Louis, Mo.
5th Prize, \$100	Clementine Paddleford, New York Herald Tribune, N.Y.
 \$50.00 each	<p>Nancy Morris, Portland Oregonian, Portland, Oregon</p> <p>Olga Hanscomb, St. Paul Dispatch-Pioneer Press, St. Paul</p> <p>Ida Clemens, The Commercial Appeal, Memphis, Tenn.</p> <p>Mildred K. Flanary, Long Beach Press Telegram, Long Beach, Calif.</p> <p>Harriett C. Dawson, Beloit Daily News, Beloit, Wisc.</p> <p>Eloise M. Marshall, Columbus Dispatch, Columbus, Ohio</p> <p>Maurine Kelley, Seattle Post-Intelligencer, Seattle, Wn.</p> <p>Austin H. Perlow, Long Island Star-Journal, Long Island, New York</p> <p>Kathie Mull, The State Journal, Lansing, Michigan</p> <p>Ruth Gorrell, Detroit Times, Detroit, Michigan</p>
 \$25.00 each	<p>Catherine Laughton, Oregon Journal, Portland, Oregon</p> <p>Mona B. Walworth, Wausau Daily Record Herald, Wausau, Wis.</p> <p>Wilma Phillips Stewart, Des Moines Register & Tribune, Des Moines, Iowa</p> <p>Edrie Van Dore, Hartford Times, Hartford, Conn.</p> <p>Jeanne James, Columbus Citizen, Columbus, Ohio</p> <p>Jane Walker, Cleveland News, Cleveland, Ohio</p> <p>Elizabeth S. Hedgecock, Journal & Sentinel, Winston- Salem, N.C.</p> <p>Lucia Brown, Washington Post, Washington, D.C.</p> <p>Martha Grayson, Daily News, Los Angeles, Calif.</p> <p>Betty A. Dietz, Dayton Daily News, Dayton, Ohio</p> <p>Florence Selden, Pontiac Daily Express, Pontiac, Mich.</p> <p>Dorothy Sweet, Miami Herald, Miami, Florida</p> <p>Agnes Gettys, Valley Times, N. Hollywood, Calif.</p> <p>Mabel Richardson, Miami Daily News, Miami, Florida</p> <p>Jean Talbot, Indianapolis Times, Indianapolis, Ind.</p> <p>Lee Walsh, Washington Daily News, Washington, D.C.</p> <p>Kay Savage, Detroit Free Press, Detroit, Michigan</p> <p>Anna Guenther Petz, Newark Evening News, Newark, N.J.</p> <p>Ernestine Gorman, Daily Oklahoman, Oklahoma City, Okla.</p> <p>Josephine Gibson, Pittsburg Press, Pittsburg, Penna.</p>

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