

continuation of notes ~~on~~ on Friendly Neighbors at Fruitvale.

~~When~~ Mrs. C. A. Cobb, who is the reporter for the club, told the group that when she first started to call in reports she felt as though she were turning them into a machine and she hated to do it. Then after she and I became acquainted and I thought the things they did were interesting and we giggled over them together it began to be fun. "We have a real good time when I call," she said. (It was she of course who was responsible for the reception I got.)

A Mrs. Sewell Foster (who doesn't like to be called Mrs. ^{and} Stewart Foster) asked why we don't have correspondents in communities like Fruitvale. I asked her if she meant paid ones --- she said "Oh No, I should think ~~there would~~ there would be some ~~little~~ woman who would like to do it." My hunch is she meant she would. I will keep in touch with her and when we have someplace to put what she might have I'll bear down. I told her we want them very much, that we hadn't been seeking them too hard because we've had so little paper.

continuation of Fruitvale story

Another woman whose name I missed said that news reports on their club meetings was a very strong part of the club life. "It makes our activities seem more interesting and important," she said.

That brings up a point on which I have adopted a policy that is ~~de~~ different from straight news policy. I am convinced that club reporting has a quality that is apart from news--that for our type of reader (Herald) the women are not interested in a straight report. They aren't interested in just a list of names, they want comments with those names.

Therefore, when I have as I have now more copy than I can use in a day, I don't cut it and stuff it all in, ~~I~~ I hold it to ~~use~~ use when I can put in what I know they want.

That isn't true on Sunday. On Sunday the big thing is to jam everything in that I can. Last Sunday, for instance, (along with some excess Italian

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type), ~~that~~ I had mentioned the activities of 64 separate organizations with 289 names. That is the day for announcements, not for reports.

- During the week, the style should be friendly chatty reports on what goes on at their meetings.

On the question of whether that kind of writing is done to please the readers or just the sources, One of the women yesterday said "our club seems to be fairly well known too," When I told someone that I belonged to the Friendly Neighbors, she said 'Oh do you belong to that club? I've read ~~it~~ about it. It always sounds like you have fun.'

Another point, if I give a full report on a different kind of party, immediately I get a flood of similar ones from other places. And another thing if our stories look long----~~if~~ they're shorter than the sources would like!

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Summary of a report on reader interest made by Bert Woodburn, special projects director, Public Research Service.

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How does size of pix affect readship? (in test 220 photos from coast to coast v used.)

Among men: 1 col 37%; 2 col 49%; 3 col 62% and 4 col, 64%; among women: 1 col 45%. 2 col 61%, 3 col 57% and 4 col 73%.

Test of same picture, same position, same day (Sept. 24, 1944 Portland Oregonian 2 col, men 92% and women 94%; 3 col, men 95% and women 96%.-

How does subject affect reading interest (698 2 col pix classified by subject.

Men: in the 67% bracket were human interest, national defense and crime; in the

64-58% bracket were servicemen, foreign war, science and oddities, children and babies, national general news, beauty queens, accidents and disasters; in the 57 under bracket were: sports, national politics and local civic movements; under 4 were local general, movie celebrities and women's department.

Toppping women reader interest was wedding and engagement pix a 79%; children and babies had 77%; society and clubs had 76%; in the 70% bracket crime, servicemen, human interest, science and oddities, beauty queens and accid fashions scored 66%; in the 60% bracket were local civic improvements, national defense, national general and foreign war; in the 50% bracket were movie ~~xxx~~ celebrities, local general, food and national politics; sports had 20%.

In test of 346 photos, a pix of one man was seen by 48% of the and 32% of the women, a pix of one woman was seen by 31% of the men and by 56% of the women, a pix of one child was seen by 44% of the men and 67% of the women.

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#4. Do you make a habit of looking at the society section?
Yes 11 No. 5

How do you read it?

Really read it all 56
Scan for names I know 10

- 1. Front page, headlines, local news, editorials.
- m. Vital statistics, comics and cartoons, ads, local news and social news, look at all the pictures, front page stories last.
- n. Front page, vital statistics. I read everything and I do mean everything even the classified ads.
- o. Headlines on front page, editorials, comics, society.
- p. Front page headlines, local news, society page, comics, vital statistics, editorials, ads.

1. Give a personal summary of yourself.

a. Age 27, married, one child, spend most of my time keeping my home and taking care of Gary, making things for my home. ~~#####~~ Belong to football clubs am active in all of them, on committees, etc. For fun, entertaining friends at cards, talking; sewing; short trips, reading. My special abilities are sewing, making things for my home.

~~22~~ b. Age 32, husband is fruit grower. Isometimes work in the orchard. I have two small boys, one foster boy, 16. We like to read, hike and camp, make things, garden. We belong to church and several other organizations

c. I am 60 years old. a teacher in high school. belong to several organizations such as AAUW and Eastern Star, Delta Kappa Gamma. Am unmarried. to travel, read, see plays and movies. ~~####~~ Special ability is reviewing books.

d. Age 49, am married have children. Spend my time keeping house. Garden for fun.

e. Age 31, married, no children. Most of my time is spent keeping books in a shop with a little housekeeping and gardening sandwiched in. I enjoy painting and music -- especially piano, but find that I have neglected them during my four years of marriage. For relaxation and recreation nothing

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suits me better than to hie away to the mountains for a day or more.

f. Not married. I am a farmer, I hoe prune grapes, mow lawn, keep house and cook, irrigate. For fun I do fancy work and raise flowers.

g. Am married, have three children. am almost 50 years old. read most of spare time, go riding or go to shows for fun. No special ability unless its cooking.

h. I am 54 years old. My three children are happily married and I lovin tend my flowers in between fondling my dear little granddaughter. Typing and bookkeeping keep me busy afternoons. In the morning meals must be planned for my husband and me. Evenings, clubs and societies keep us busy -- or if we are fortunate enough on evenings we ~~do~~ sit across the room in chairs--- fast asleep!

i. Age 57, work, housework and gardening, helping at the post office. Have raised four children, two youngest are in college. I do their washing. Still would like to be an artist and paint watercolors. Have two grandchildren ages 11 and 13. I am sorry I don't have any more coming along.

j. I have one grown son so I'm married. I am 55 years old and have lived on a farm all my life until the 23rd of February when we moved into town so now I'm a city gal. I am very much interested in raising flowers and :

and I guess that is what I do for fun. I ~~like~~ like nice dishes and have quite an assortment of all sorts of dirt catchers. Like to cook and crochet, do lots of embroidery. Like to make ~~the~~ things out of feed sacks Haven't any special ability.

k. Status: Married 10 years. two stepchildren. age ~~32/4~~ 34. /~~A~~ Housewife on a farm. Read every minute possible. Love to go wherever there are people to see and friendships may be formed. Like to be active in any organization I do join.. I Dont care for gardening!

l. Married; 30 years old; ~~don't~~ do housework on farm; and child care; reading and gardening for fun; no special ability outside of needlework and fancy cooking.

m. I am a wife and grandmother of ~~69~~ 69 years. Have three children, all grown -- one daughter married with two adorable children. The boys, young men, one has had five years in the service, is now at home farming with all modern equipment. My husband was county commissioner a few years ago. My most beloved desire is to sing and to write poetry. Although my housework keeps my mind mostly otherwise occupied.

n. I am married and have two children a boy 13 and a girl 2½. I spend most of my time with my family but belong to several organizations including the Order of Eastern Star, Library club and Junior Woman's club. I like to cook especially to try new and different dishes. I have always had a desire to play the piano but did not have an opportunity when I was young so my hopes are in my children now and I plan to learn with them.

o. I am 22 years old, have been married three years, have two children, a 21 months and ~~two months~~ four months. I spend most of my time caring for my children, do my housework. I mend hosiery part-time and business is my ~~special~~ special line. Hope to have a business someday with an office of my own. I like to play cards, dance, roller skate, go on picnics and travel. Also go to movies or most anything that is interesting and where I meet people.


p. I am in my early thirties, have been married 13 years and have two children ages 8 and 11 months. I spend most of my time in my home. We live on a small ranch. My most liked work is sewing; then housekeeping and other handwork. I take great pleasure in traveling, movies, letter-writing and playing with my two children, and even entertaining children or adults.

Does overline increase readership?

ov rline increases reader interest in 3 or 4 col pix by 4 to 8%; there is no
 app^Qrent differ²ence with 2 col cuts, and on 1 col pix ~~XXXXXXXXXXXX~~, pix with no
 overline rates 7 to 8% higher than 1 col pix with overline. An exception was a
 1 col mug shot of Dorothy Lamour run with the overline "How old is she?" Reader
 interest was 69% among men, 85% among women. On another larger cut, a line
 labeled "Home from Europe," brought the pix ⁵ 37% reader interest among men, ⁷¹ 45%
 among women. Changing the ~~xxx~~ overline to "Hitler said zoowie" the interest
 jumped to 71% among men and 85% among women.

average 1 col picture has 37% reader interest among men, 45% among women;
 average news story has ~~xx~~ 13% reader interest among men, 11% among women.

pictures were used five ways; individually, in groups, in strips, in picture stories and in picture pages. An individual pix does 2 things: helps to tell a story and helps increase portion of readers who stop on that page. Groups of pictures are hurt by the law of diminishing returns. Strips with continuity have high reader interest, but picture stories are a challenge to a photographer. The text under the pix in pix stories slows the reader and helps the ads on that page. Reader interest on a page with pix is 89% among men, 91% among women; on average page without pix is 62% among men and 55% among women. The best pix is seen by 85% of the men and 88% of the women.



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- l. Child care, redecorating, long standing.
- m. Housekeeping and sewing-- ever since I married.
- n. Sewing, poetry, long standing.
- o. Books on child care, recentl
- p. no.

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3. In what order do you read your paper?

- A. Front ~~ap~~ page headlines, back page and dept. store ads, local news items throughout, editorials, society, ads, personals, help, farm sale, etc.
 - b. start at the back read births, deaths and marriage licenses, read some ads, funnies, then on through.
 - c. I read editorials and look to see what shows are coming.
 - d. Miss Anthon's comments.
 - e. Front page headlines, vital statistics, local news and society, cartoons ~~sk~~ sketchy perusal of the rest.
 - f. Editorials, headlines, scan for local news, especially concerning fruit growing and marketing.
 - g. Front page and then through rest of paper in order.
 - h. Begin on the front page.
 - i. Weather forecast, headlines, ads.
 - j. Start from front and continue to the last page.
- read one of the funnies

2. Do you have any special subject on which you do a great deal of reading?

How long has it been an interest?

a. no.

b. Flower growing in every form, long standing interest.

c. I am looking for notes on how to raise nice flowers without much work.

d. Flowers, shrubs-- ever since my children have had homes of their own.

e. Child care, home decoration. Within the last two years.

f. Fruit growing, gardening, archeology. Long standing.

g. No

h. Flowers. Long standing.

i. Flowers and house furnishing. Long standing.

j. No.

k. Social problems and economics. Long standing.