

# Features Top Survey of Marysville Advocate

An analysis by Bob Pendergast of Readex

(Complete report on Marysville Advocate reader interest survey on pages 15 through 38)

While the respectable total of 41 percent of men and 48 percent of women indicated interest in the 21 news items on the front page, a group of 11 feature articles, carefully prepared by staff writers and scattered throughout the paper from the front page to the back without any particular benefit of timeliness, nevertheless were marked as of interest by an average of 57 percent of men and 67 percent of women readers of the MARYSVILLE ADVOCATE.

Sec.	Page	FEATURE ARTICLE	Interested Readers	
			Men	Women
A	1	Miscellany	61%	83%
A	1	Artist Re-Visits His Home Here	64	75
A	3	Small Feet, Big Mouth Aided Beattie Man in POW Camp	67	67
A	5	Marshall County Farm Women Learn of Home Life in India	45	72
B	1	Dedicate Winifred Church	59	66
B	1	Bible is Favorite Reading of Mrs. Rachel Lord	46	67
B	2	Editorial	55	42
		Highlights of Yesterday	52	54
		Ramblings	50	70
C	1	LaGrange, Only Log Post Office Still Standing in Marshall County is a Link With Territorial Past	82	77
C	6	Jay Dee's Column	49	63
Average			57%	67%

This study of the issue of April 10, 1952, based on returns from 100 men and 92 women, provides new proof of the value of local news and journalistic ingenuity in the writing of editorial items and advertisements for a community newspaper.

The most interesting item among men in the entire paper was the story of an Old Log Post Office in Section C, Page 1, with the score of men 82% and women 77%. The most interesting item among women in the entire paper was the report of "Randall Hospital and Clinic Notes" in Section A, Page 5, with a score of men 48%, women 93%. To indicate how carefully both men and women go through the entire paper looking for interesting items and advertisements, it is worth noting that the items immediately above this top rated women's feature ran only 4% for men and 21% for women, while the following item showed only men 14% and women 11%. Similarly, the adjoining column 5 in Section C, Page 5 shows a rating of men 35% and women 70% interested in the approximately two inches of space at the bottom of the column devoted to "Marriage Licenses," while the story occupying the full two-thirds of the column above was marked men 10%, women 33%. Though the top rated stories usually make generous use of space, no item can be too small to escape the attention of interested readers who are

looking for news of their friends and acquaintances.

When it comes to advertisements and the promotion of items which local merchants have available for sale, the value of good writing and the use of sufficient space to tell a complete story is just as apparent as it is in the editorial columns.

In further testimony to the writing ability of the staff of the MARYSVILLE ADVOCATE, the most interesting advertisement in the entire paper (with the single exception of the weekly program for the Liberty Theater) was a self-promotion on the value of advertising in Section B, Page 6, marked of

Advertiser	Size in Lines	Interested Men	Interested Women
Purina (with local picture)	B5 284	31%	22%
"	C2 280	9	9
Southwestern Bell Telephone Co.	C3 280	4	13
" " " "	C1 140	5	8
Kansas Power & Light	C4 696	8	13
" " " "	B6 375	14	4
Coca-Cola	C1 212	5	5
U. S. Brewers	C1 116	27	32

As these and other advertisers learn how to make better use of space in community newspapers, they can be depended upon to increase their use of it.

This study of THE MARYSVILLE ADVOCATE is one of a series being made monthly in the State of Kansas with costs being shared by the newspaper, Kansas Press Service, Kansas Press Association and a group of interested advertisers. Any publisher interested in having his paper included as one of the series should inquire of the Kansas Press Association.

interest to 48% men and 51% women. This contrasts with an overall average of 12% of men and 15% of women showing interest in the 80 ads in the issue.

Advertising salesmen and advertisers will find it worth their while to spend considerable time on the entire report to see the differences in reader interest produced by different sized ads and different styles of copy on the same or similar products. Especially indicative of the value of size to retail advertisers are the advertisements for the Maxwell Shoe Store in Section A, page 5, and Section C, Page 5. A three and a half inch ad for Arch Preserver shoes rates men 2% and women 3% while a 22 inch ad for Airstep Shoes shows men 10% and women 28%. There is no question that the smaller ad was well worth the cost of the space, but the bigger ad developed far more interest for this same retailer.

Another particularly interesting contrast among retail advertisers is in the two ads for Sedlacek's furniture store appearing in Section B, page 4 and Section C, Page 6. The fairly standard type of 12 inch size in the front of the paper scored men 18% and women 8%, while a "DUMB" approach in 8 inches on the back page rates men 21% and women 26%.

As is indicated by the five advertisers who shared in the cost of this Reader Interest Report, national advertisers are using these studies as an effective means of developing and improving their own advertising copy. Special attention should be given to the following contrasted national ads to see how differences in size and copy produce marked differences in interest between men and women.

Sec. & Page	Size in Lines	Interested Readers	
		Men	Women
B5	284	31%	22%
C2	280	9	9
C3	280	4	13
C1	140	5	8
C4	696	8	13
B6	375	14	4
C1	212	5	5
C1	116	27	32