



PROUD TO POST



The glue that holds the paper together

In her 17 years of newspapering in Deer Lodge, Jane has held every job from court reporter to general manager.

She has witnessed first hand the evolution of the internet and its impact on newspapers.

And while daily newspapers have taken a crushing blow from electronic media, the *Silver State Post* has continued to grow and this veteran newspaperwoman thinks she knows why.

"I can't ever imagine small town newspapers like this one not being around just because I think small towns still like having their own paper where they can see coverage of just the local things. I can't read my newspaper online, I have to have that thing in my hands. I just don't want to read it on the internet."

It was February of 1994 when then-owners Kathryn and Eric Boshart asked Jane to join the staff for what she believed would be a part-time, temporary gig: court reporter. She soon learned that her job defined the old saying, "You can't please everyone."

"One of things that some people don't understand when they call in is that we can't publish something just because they believe it to be true. Well,

we have to make an attempt to fact check, we can't just put whatever they want or said, in the paper."

And while the most common complaint Jane hears is that of what didn't run, the job of court reporter necessitated making some of her audience uncomfortable.

"When it comes to what runs in this newspaper I think it's important to have a policy and to stand behind it and not be wishy-washy when it comes to friends and relatives. I've had a lot of people that wanted me to keep something out of the paper but our credibility is important. When Kathy and Eric had tickets, I bolded them, and blew them up big!"

In addition to technological transformations, Jane has seen changes in the type of news covered by the paper.

"When I first started we had correspondents, like in Garrison, and Ron Gilman would report the Garrison News for the week. A lot of it would be 'so-and-so had dinner at someone's house' and it was extra busy during the holidays because everyone was having dinner at someone's house. We had the results of the bridge clubs, things like that. And despite the changes we still run all local news. I just can't foresee small town papers dying - I know it's hard now because it seems like everything is about money - but we still cover only what is important to our readers."

Keeping her customers happy is what Jane's work has always been about.

She and her husband, Wes, first ran The Old Malt Shoppe and later ventured into a

bigger restaurant, the Nickelodean Cafe. Fueled by her husband's love for classic jukeboxes they eventually purchased the old Moose building (now Scotty's Bar) where Jane ran the Greyhound Bus Depot and Wes showed his collection in the Jukebox Museum. The two also rented out the banquet room for parties. All this in addition to the cafe.

"After a couple months of working for the Bosharts they asked if I would consider coming here full time so we closed down the bus depot."

Eventually Jane's job transitioned into greeting customers on days the Bosharts were concentrating on production. Soon she was also taking care of the newspaper's bookkeeping, along with that of their sister paper, The Circle Banner.

"In the time that I've been here we've had different printers and different methods of delivery. Now with improvements in communications and with email it's a lot easier and more convenient. I remember when I first came we used to produce The Circle Banner out of this office. Once the *Silver State Post* was done they'd have to get the Banner on the bus - that's one of the reasons I kept the bus going."

Subscribers make up the lion's share of *Silver State Post* customers and they depend on Jane to make sure their paper arrives when and where they want it.

"I take every complaint or comment seriously and I make sure it gets to the right person to take care of that matter. Every week I update the circulation files to make sure all of our readers get their paper. And if they call because they didn't get a paper I will hand deliver them a paper if they are not able to come in and pick it up. If I have to come in early to meet someone or stay late because they can't make our office hours I will do that."

No matter the customer it seems that sooner or later they'll call in with a complaint. That's because they care about the paper according to Jane.

"There's always complaints because you can't always please everyone. I do know that the people here work very hard each week to get the paper out and to make it a great newspaper." The complaints, she said, are offset by the compliments and customer loyalty.

"A great service here that some people recognize is the obituaries. A lot of newspapers charge big bucks - we still run them at no charge, so that's an advantage here. We have people that like the photos that are in the paper and they like to order photos."

"When I was first asked to work here I kind of thought of it as a temporary thing, helping out for a while. I had no idea that I would be doing so much more and be involved in the paper." Jane said she is thankful to have a job and to be able to work at something in which she believes.

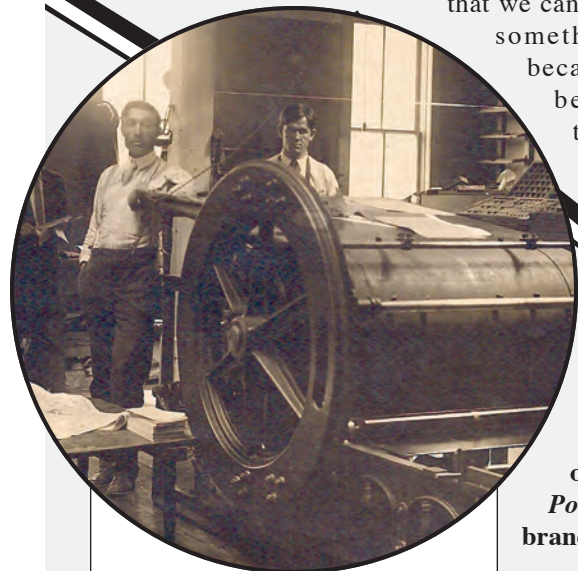
"I believe in the paper."

I think it's important to have a local newspaper to cover the local events. So many people are comforted by it and appreciate it. It's not always easy but it goes out every week."

In her time as general manager she found herself filling in at every job when it needed to be done, sometimes that meant acting as referee when fellow newspaper people butted heads. These days she splits her time between the classified advertising, the legals, making sure everything that is supposed to be on a page makes it there. She proofs the advertising and the pages. She is still the *Silver State Post's* first line of defense with customer service. She collects the money, handles the till and makes the deposits. She sends out the bills for both the *Silver State Post* and its sister paper, the Philipsburg Mail. And she runs the circulation departments, working with the U.S. Postal Service and keeps subscriptions up to date.

"I enjoy interacting with the public, that was one of the things I liked about my job at the restaurant. I know a lot of people in town so when they come in I will call them by name and ask them how their family is doing. We can't please everybody but we try the hardest we can to put out a great paper."

by Tom Mullen



The former owners of the *Silver State Post* stand with their fine, brand new equipment.

THE
OLDEST
GIRL IN
TOWN

The oldest business in Deer Lodge, the *Silver State Post* has been operating continuously since 1889. Over 122 years after its founding, the paper continues the tradition of a county seat weekly. There are legal notices, local obituaries, the business of the county commissioners and news of Montana State Prison, a penal institution established as a territorial prison in 1870.

The *Post* has been reporting news since before Montana was a state. Its predecessor, the New North-West, founded by pioneer newspaperman Captain J.H. Mills in 1869, was a signature early west publication. The saga of the territory was chronicled in the publication and its early editions are part of the Montana Historical Society collection.

See oldest girl, next page

Growing up paperboy

Every morning, without fail, my parents noise would stir me from my bed. They would be downstairs folding newspapers. Making them as tight as possible, easier to fit inside the little paper bags my brother and I carried on our first paper route.

The Iowa winters were bitter, especially for a four year old. But strangely at that time I didn't really mind waking up at 5 a.m. I enjoyed it. Mostly I enjoyed getting to deliver with my dad. My parents wouldn't deliver with my older brother and me every time, but when they did, I remembered it.

When I was lucky, Jesse, my older brother would take the three blocks to the left with my mom, while I'd take the two to the right with my dad. Some 200 odd houses and an hour and a half of distributing the Sioux City Journal were the best I could hope for at that age. The money didn't hurt either. It was the collecting that was tough.

To this day, nothing defines a person's character, to me, like how you treat a paperboy coming to collect. I couldn't tell you how many adult men purposely turned their lights out or shooed us away. It was a rough business. If we didn't get them to pay, well that money would come out of our paycheck at the end of the week. Like I said, it was a rough business, but I loved it, and it was the perfect introduction into the world of newspapers.

Fast forward 12 years and I was a lifeguard. Man did I hate that job. Sit on a chair all day, occasionally blow your whistle and tell the kids to stop running. Then there were the parents. Unremorseful parents sooner to yell at a 16 year-old kid than believe their child was beating on some other tyke. But I learned. It taught me how to interact with disgruntled customers, and my tan wasn't too bad either.

On the side I wrote feature stories for our local newspaper, they were mostly about the kids I went to school with. I'd make up quotes so they would sound smarter. I'm sure I used words completely out of context, but they were always impressed, and the extra paycheck helped too.

For the next five years I worked for newspapers. During the school year I would take on stringer work for a few extra bucks, then in the summers I would work fulltime as a reporter/intern. I learned how to produce and budget my time. That was a blast. My experience and my basic competence in the newspaper business grew every year. I loved it and it worked into a perfect transition after I graduated from the university.

I went to work in the family business. With my mom's blessing and my dad's quiet approval I worked from the bottom up. Designing, writing, editing, sales, public relations, photography, I did it all.

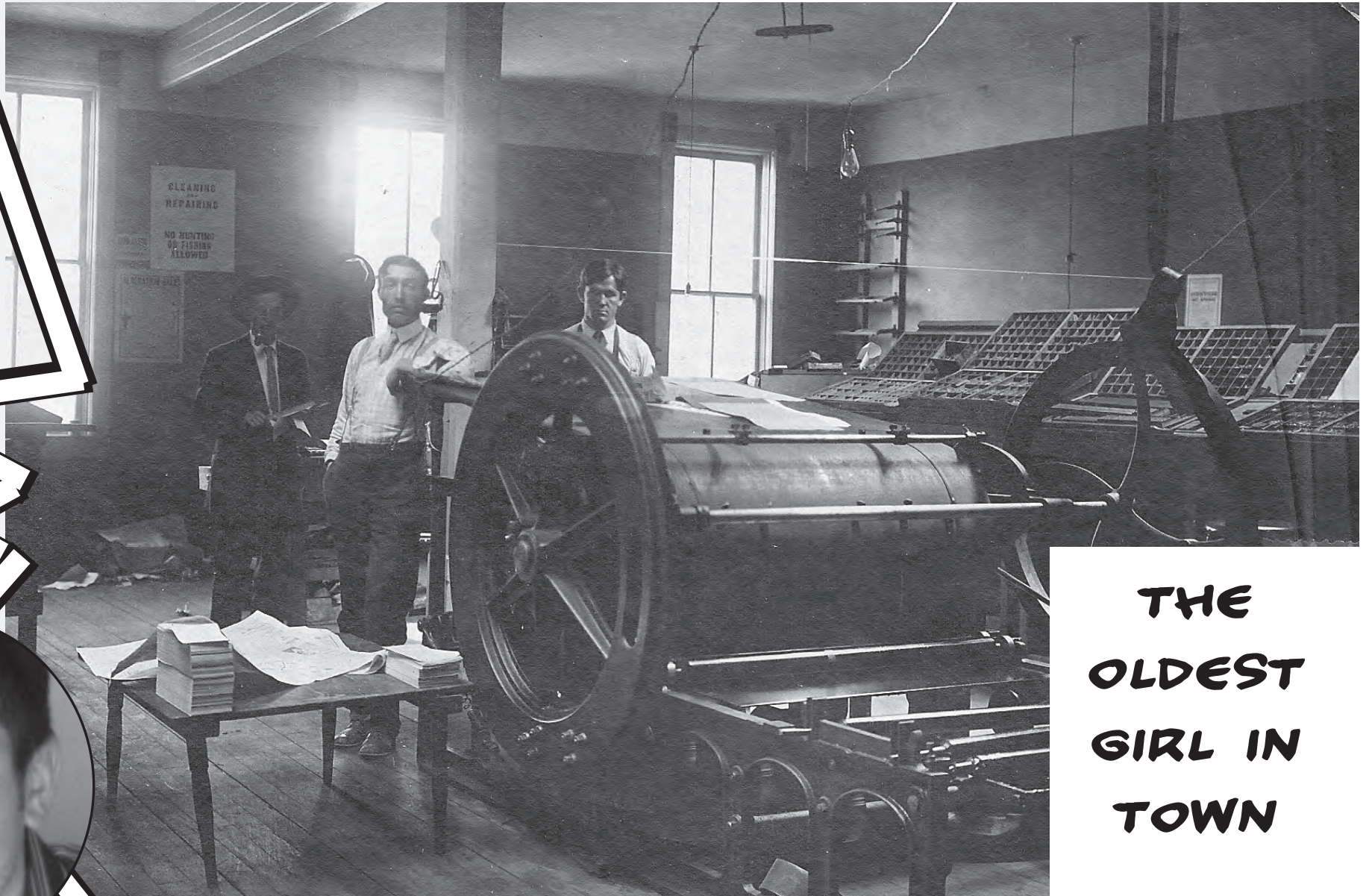
My first job out of college was running the Philipsburg Mail, just over the hill. I've never made so many friends and had so many people strongly dislike me at the same time. It was a strange dicotomy. I didn't get cut any slack for being the kid anymore. People held me responsible for the decisions I made and expected me to have an independent voice in the community. I didn't, not at first anyway, but I developed one.

It took awhile, but eventually I was able to decipher the bull from the genuine. It didn't ingratiate me to a number of local officials and business owners, but it was honest, and I found a place I loved.

Montana isn't that different from Wyoming in a lot of ways. The politics are similar. The people similar, maybe more independent, and the communities are similar. But I'll never get over those mountains. Boxed in by beauty and grandeur, I could be happy here for the rest of my life.

Now I tend to sleep later. The 5 am calls to deliver papers are behind me, but I still remember how much I loved starting as a paperboy. Even if the job description is a little different 21 years later, it's good to know I'm still in a business I love and at heart I'm still a paperboy.

by J. Louis Mullen



THE OLDEST GIRL IN TOWN

Mills was the first president of the Montana Press Association.

The New North-West moved its publishing offices to Helena when Mills became active in politics during the late 1880s. The Deer Lodge community was not without a newspaper for long. C.N. Hoss began publication of the Silver State in 1889.

Early editions feature New York Fashions, news of European travels by residents, historical articles, many of which were mailed from news organizations in the East, as their relevance to country life in Montana was negligible.

Advertising was dominated by the sale of well-bred trotting horses, particularly, "For the season at the Deer Lodge Race Track." It was noted that the season closed July 15. Hoss's son, Nat, became the editor and publisher in 1895, and, keeping it all in the family, Nat's brother A.D. Hoss became the owner in 1897, and continued as publisher.

In the early years of the Silver State, the College of Montana, the first college in Montana and located in Deer Lodge, advertised for students and boasted a broad curriculum, a faculty of 13 and "equal consideration for both male and females."

After 11 years, A.D. Hoss sold the paper to W.C. Kester. Less than a year later, Kester's name was no longer listed as publisher and the Silver State Publishing Company was listed as owner/publisher.

Joseph Smith II, became the sole owner of the publication in 1911. Saloons were having a tough time for

serving minors in Dec. of 1913, with notification that "those who broke the law would be prosecuted." In that same year, Rural Free Delivery was established between Deer Lodge and Racetrack.

Samuel Larabie died in April of 1914. The list of his accomplishments and out of town guests were a three column article on the front page of the paper. Later that same year, the July Elk's picnic featured the largest number of people ever gathered for an event in the city, approximately 1200, many in uniformed regalia.

A "development" edition was printed by the Post that year. Photos show tree-lined boulevards; a lavish main street. Many of the original buildings still stand. Among the businesses featured in the paper that week were Larabie Brothers Bank, Keystone Drug, U.S. National Bank, Montana State Prison, Bonner Mercantile, Conley McTeague Real Estate and Bonner Lumber Company.

It was in 1914 the news of the first World War was brought to the readers of the paper. The role of the newspaper had become crucial in bringing news of the conflict in a time prior to radio or television.

The depression years were not specifically referred to as hard times. However, in March of 1934, there was a front page story announcing that some CWA workers were to be laid off because there were no more funds for the project. The "ax will go to single men, as they can stand it the most."

Prominent businessmen C.E. and James S. Aspling purchased the Silver State in 1925 and the following week combined the Silver State with the Powell County Post, which they also owned. Thus the name, *Silver State Post* was the result of the merger. The following year the paper was sold to H.T. Allen. One of the most distinguished owners, W.O. Ensign, purchased the paper in 1929 and owned it until his death in 1945.

The bombing of Pearl Harbor and the news of World War II were followed by the *Silver State Post*. Its list of young men from Powell County at war in those early years included Robert Midtling, Sam Winn, Harry McElwain, William Coey and Tom Midtling.

News of the miners strikes in Butte over the years were front page copy. In 1942, an ad for a very young Mike Mansfield in his first bid for Congress was published. And, in another

in a county seat." The ad didn't say where that newspaper was located, but she answered it, got the job, and flew to Butte. She took the train to Deer Lodge.

Her name was Catherine Chussler. She would become the principal writer for the *Silver State Post* until 1952.

"I rented a room at Jennie Gordon's house at 609 Milwaukee Avenue. I told the taxi driver, Weymouth Long, the address and he told me Mrs. Gordon wasn't home that day. She was playing bridge."

Chussler was to become Mrs. Frank Owens, she still lives on Milwaukee Avenue, be it a few blocks to the east.

The Gehretts retired in 1979 and the publication was purchased by Aubrey Larson. Larson sold the paper to Kathryn and Eric Boshart in 1993.

In June of 1993, the paper featured all night post Powell County High School graduation party pictures. The tradition followed post-prom parties in the late 50s. Among those students celebrating high school graduation at the party were Christy Chilcott, Brad Cook, Amber Brown, Amy Johnson and Chadron Hazelbaker.

Other news of note during the Boshart ownership was a front page article announcing the purchase of Louisiana Pacific by Sherm and Bonnie Anderson in July of 2003. At the time of purchase the mill employed between 35 and 40 loggers and the finger jointer employed 261 workers.

In 2004, the *Silver State Post* was purchased by Gary Stevenson, Tom Mullen and Robb Hicks.

Tom and Ann Mullen are present owners and publishers of the weekly publication. Their son, Louis, is editor-in-chief.

by P J Wright

If you want to read
WAR NEWS
Relating to the British and the Boers
This Won't Interest You
For we only desire to call
your attention to our line of
Groceries, Wines and Liquors

*Actual newspaper advertisement

column was an ad for Wellington D. Rankin, a candidate for U.S. Senate.

For a short period of time the paper was owned by a newspaper broker in California. J.O. Gehrett purchased the Post in 1945 and for the next 34 years, he and his wife, Virginia, were at the helm of the weekly.

Front page news in November of 1948 was the announcement that a new football field would be built next to Trask Hall. O.D. Speer was Superintendent of Schools, and spearheaded the effort.

That same year, a young newspaperwoman working for the Union Register in Union, N.J., read an advertisement in Editor & Publisher for a reporter for a "weekly newspaper

Proud employees stand in front of the Silver State Post building in 1905. Above from left to right, Dan Hertz, A.O. Hoss, owner and J.W. Fox;





NEITHER SNOW NOR RAIN NOR HEAT NOR GLOOM OF NIGHT

When Steve Waggener moved to Deer Lodge from Atlanta he knew it was going to be risky. “I really wasn’t that familiar with the area,” Waggener said. “But I knew I loved the mountains. So I was hooked.” It didn’t take long for Waggener to find a way to make it out west and he’s loved it ever since. “I came out in August of this last year,” he said. “And it was beautiful. I really couldn’t believe how nice it was here. I thought I’d found a place to stay.” But then winter hit and Waggener got a dose of reality. Now he’s trying to stay warm until spring decides to rear its head again. In the meantime, Waggener said he’s focused on his job, helping businesses in Deer Lodge and Powell County grow. “Coming to work for the *Silver State* has really helped introduce me to the community,” Waggener said. “Being

a newcomer to Deer Lodge, I’ve had the opportunity to make new friends and meet the local business owners.” He has also had help fine tuning his social skills. “Everyday I meet new people,” he said. “I’ve always been comfortable in new settings, so that hasn’t been a problem. But it can be difficult when you run into new expectations at every place. People always have criticisms, which is fine, but I had to learn to cater my interactions to specific people. It’s been a great lesson for me.” Waggener is a salesperson, but he considers himself a business builder. “I help inform the community of promotional events from local businesses, but I also get to act as an advisor to the business community,” he said. According to Waggener, the newspaper business gets a closeup view of what the many different industries in a

community are doing. The business world is constantly evolving he said, and it’s his job to keep up and to keep the businesses up to speed. “It really helps me gauge how the local economy is doing,” Waggener said. “If you live here in Powell County, chances are you’re familiar with a few businesses. But most people don’t realize the financial realities involved with any particular business. I get to help people see the reality of business in this community. It’s fantastic.” Waggener said the late winter months have been tough on him and the businesses. “I go around town, and it can get depressing,” he said. “January, February and March are a hard time for the businesses here. It would be nice to establish some new accounts and get things moving again.” While Waggener waits for the heat to strike again,

he’ll also be looking towards the skyline and planning for his future. “I’m looking forward to climbing Mt. Powell,” he said. “I’ve been staring at that thing for the better part of the year, it’s time I get up there.” Until then, Waggener said he is enjoying the sense of community support that he has found in Powell County. “People here in this small town are very family oriented,” he said. “And they’re willing to help each other out. There is a bigger sense of community here, than in any other place I’ve ever lived.” Watch out for Waggener on the streets of Deer Lodge, he’ll be the one plodding along, wrapped in his warmest winter wear, hoping against hope that spring comes early and the grounds start to thaw.

by Christina Bledsoe

She’s got the county at her fingertips

I am proud to introduce you to Christina Bledsoe, Ad Designer for the *Silver State Post*. Christina has worked for the paper since April of 2007. Christina is an intelligent and creative young woman with a strong work ethic whose efforts at the *Silver State Post* truly

promotions, school menus, and social events in and around Powell County. She is very talented in the arts, “I have drawn since I was knee high to a grasshopper,” Christina said. And it has been her continued interest in art that



Christina Bledsoe
~ Design wizard

help keep our boat afloat. With approximately 75 percent of the newspaper income reliant on advertising sales, she must create eye-catching, effective illustrations that get results. Christina summed up her role at the paper quite well, “I put pictures and words together in a way that gets attention. If I do my job right, the purchaser of the ad reaps the benefit,” she said. Indeed they do. Long gone are the old newspaper days of lengthy prose and few pieces of artwork on the pages. In today’s society people need to be captured within a second of opening the page. That is Christina’s job, and she does it well. In essence, her creations serve as forms of “Stimulus Packages” for Powell County, spurring readers into action. Her advertisements inform people of business

has worked so seamlessly in her job at the *Silver State*. She knows, now, basic rules of design, things that seem right but we can’t put words to. Christina can say, just by looking at a photo, if it is up to quality. She has the skills necessary to grade our pages and our advertisements. It is her youthful and talented eye that keeps the *SSP* fresh faced every week. Without her, so much of what we take for granted would be gone. Upon taking the job, Christina was a newcomer to the position of Ad Designer, but creating illustrations with Adobe Photoshop was very familiar territory. With four years of work experience, and soon enough a Bachelor of Fine Arts in Illustration from San Francisco’s Academy of Art University, I am confident her future will be a successful one.

by Steve Waggener



Coming home



After PJ Wright saw an ad in the *Silver State Post* for a stringer, she was hooked.

Wright went to school at the University of Montana. She got into the journalism program under dean Nathaniel Blumberg, who, as Wright is quick to point out, is still alive.

“He was a very large figure on campus at the time,” Wright said.

So large, indeed, that Wright was inspired to enter the program.

“He always came across really as being a mentor,” she said. “A faculty person that related well to his students. It was the kind of school that I wanted to get a degree in. And as it turned out, it was a superb liberal arts education.”

At the time Wright attended journalism school, people looked to print media for their information.

“There was no broadcast journalism,” she said. “It was all print journalism. Associated press and UPI was where the news came from. Obviously no blogs, and minimal TV news.”

When Wright graduated from the university she interned at the Associated Press, then went to Alaska to work for the Anchorage Times. She followed that with a trip to warmer clime in Charlottesville, Virginia at the Daily Progress to work as a feature editor. She later found love, married and uprooted herself again.

“My first husband had graduated from the University of Virginia, the only job offer I got was from a now defunct newspaper for \$66 a week. That wasn’t going

to contribute to the household.

So Wright entered the public relations business, involved in accounts with NASA, the Navy and other national marketing accounts.

Then, in 1980 she returned to Montana and entered into the hospitality business.

“The hotel business is highly competitive and focused on customer relations and customer service,” Wright said. “I found out the importance of under promising and overproducing for every client. It was an excellent formula.”

Wright’s basic curiosity helped her succeed in her new business venture.

“I learned to appreciate the different kinds of individuals that go to make up any segment of the industry. They’re all different. But I found that each segment has great contributions and great stories to tell,” she said.

Which segued back to her interest in the media.

“A weekly newspaper in a rural county, for me, is one of the most fascinating and rewarding workplaces,” Wright said.

Wright’s style is an amalgamation of decades in business with her personal experience with Powell County, the place she grew up.

“I try to interview someone like I was getting to know them for the first time,” she said. “So I often ask why you do what you do, or what brought you here. What do you like best about what you do? What are the downsides? They’re simple questions that can be very affective in disarming a person.”

Wright put that to task when she first came to the *SSP* over a year ago, and still employs her skills.

“One of my biggest challenges was retraining my mind from hospitality to news,” she said.

When Wright started, she focused solely on feature stories, but as she has progressed she has worked into the hard news side of the business.

“It entailed being aware of what’s making things tick, what the issues are,” she said. “It’s back to what I love doing, the newspaper business. There’s a very different relationship between public relations and the news business. I remember that every day.”

Though Wright has grown thicker skin as her time at the *SSP* has grown, she still shrinks when fronted with criticism.

“Nobody likes to be criticized,” Wright said. But if it’s accurate, then it is what it is. I just try really hard to be accurate. I have no problem going back to the source and saying, ‘Is this what you said?’ People are very good at clarifying or making sure I understand why they did what they did or made the decisions they had to make.”

When Wright made the transition back to Powell County from Missoula, a lot of people asked her, “Why Deer Lodge?”

“My answer was always, ‘Because of the river and the mountains.’ God knows I never thought I’d be doing this, but it’s a great valley. I get up every morning and I look at Mt. Powell and I think, ‘Oh my god.’”

And Wright knows she’s home.

by J. Louis Mullen

The end of an era



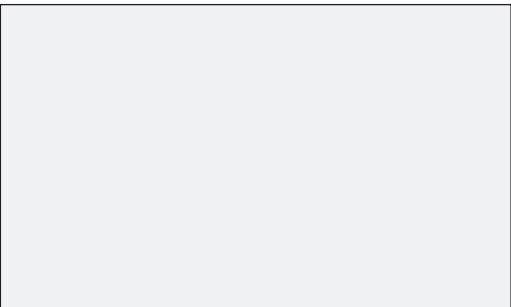
When Lyle was asked to write sports for the Gehretts, the former owners of the *Silver State Post*, he jumped at the offer.

“I loved sports and I had always loved writing,” Lyle, the current sports editor said. “That was decades ago, I’ve been doing it ever since.”

Lyle, a new teacher at Deer Lodge Junior High at the time, had no thoughts of payment or work, he said he did it because it needed done.

“And I’ve always enjoyed doing it,” he said.

Indeed he has. Since the 60s when he first started keeping track, he could tell you the score of nearly any sports event that took place within the county. He remembers when the girls started a basketball team in the 70s and can give you the results of every



football game played by Powell County High since they started a football team in the early 1900s.

As Lyle’s experience in sports writing grew, he was given more responsibility. Then when the Bosharts owned the *SSP* he involved himself with the paper even more.

“I remember coming down to the paper and working from the early afternoon until well after midnight nearly every week,” Lyle said. “Times have changed. I think technology has changed for the better.”

After his decades of work with the *SSP* and facing the threat of ongoing age and declining health, Lyle said he and his wife think it’s time to stop.

“I love what I’m doing,” he said. “And I’ve been involved for such a long time, it will be strange to not have it to do anymore, but I think I’m going to retire this summer.”

Which will end Lyle’s long tradition and involvement with nearly every sporting event in the county since the 60s.

It has been a treat to have him these long years, and we’ll miss him greatly.

by J. Louis Mullen

UPTOWN GIRL: LIFE IN BETWEEN



Somewhere between New York City and Los Angeles, Grace Silverstein found herself.

She and her husband, Ed, built a home near Georgetown Lake and late last year Grace took the helm of the advertising department at the *Silver State Post*.

After running her own television production company in New York and then a marketing company in Los Angeles, Grace brings unique and valuable experience to her clients, the advertisers in the *Silver State Post*.

“Well, I have 15 years of media sales experience. I ran a television production company so I understand what it is to run a business.

“I know that you have to have a cash flow and that you have to keep your customers happy. Also that there has to be follow through. The organizational aspect to this is something I brought with me from my days in television. Today I might be talking to someone who wants me to call them in June. And I make sure I call them in June.”

Born in the Big Apple, Grace eventually created a television production company there. That meant making sure the directors, the advertising agencies,

the creatives directors and producers were all happy not only during production but also with the final product. It also meant making sure the talent and the crew were hired and that they and the film equipment were in place and on time.”

“And I had to make sure that we didn’t go over budget.”

When she lived in Santa Monica she organized what’s known in Hollywood as an independent rep-ing company. That is to say, she represented creative talent.

“What I would do is have several different production companies, maybe a special effects company, editorial and music company and at any time during the year I’d have about eight clients whom I represented. My market was the entire west coast and Texas. I basically presented the creative work to advertising agencies.”

Looking toward partial retirement she discovered Georgetown Lake.

“We always thought we’d go back to work, part or full time. But we ski, we snow shoe, we cross country ski and the fishing - you know the slower pace of life, being able to connect with people.”

And that may be the best part of her work these days: being able to connect with people.

“One of the things to me that is so rewarding, compared to what I used to do in LA, is I get to connect

with the people that are the business owners - that actually make the decisions - and that means I can help them right then and there. In LA you’re never connected to the person who is actually making the decisions.”

Grace calls her sales technique “pleasantly persistent.”

“When I meet someone new I try and find out as much as I can about their business. If I don’t already know, I try to find out where they’ve been advertising in the past or currently. I just try to get a feel for who their customer is and then try to figure out ways to reach their customers, whether it’s a weekly ad or a special promotion.

“If someone is not ready to advertise I try to leave myself open to the fact that if they’re not ready now, we might have something at some point in time that will reach more of their customers. I follow up when I say I’m going to follow up, I get ad proofs when I say I’m going to get them. I try to be pleasantly persistent.”

Grace believes in the value of advertising but she is particularly sold on weekly newspapers. She realizes that some people don’t yet believe in the power of advertising.

“Well, I don’t try to pressure anybody but I do make the point of how much of the market we cover as compared to our competitors.

