

AMONG OURSELVES

UNIVERSITY OF MINNESOTA
DOCUMENTS

Application for entry as Second Class Matter is Pending.

Vol. I

ST. PAUL, MINN., DECEMBER, 1922

OCT 4 1926
No. 1

ST. PAUL CAMPUS LIBRARIES

UP-STATERS TO MEET AT RED LAKE FALLS

The Northern Minnesota Editorial Association will meet at Red Lake Falls either January 25 and 26 or 26 and 27. The executive committee has not yet definitely decided which dates to choose.

In the meantime the active secretary of the association, A. G. Rutledge, is in touch with the other members of the executive committee, busily framing up a program for the event, and George W. Christie and Horace W. Cutten, publishers of the Gazette at Red Lake Falls, are shaping things up for the entertainment of northern Minnesota editors and their friends. The secretary and the Gazette's publishers give assurance that the meeting is going to be both profitable from a business standpoint and thoroughly enjoyable in a social way. Mr. Rutledge says that in arranging the program an effort will be made this year to deal in a very practical way with everyday problems. A large amount of time will be allotted for discussions from the floor.

The officers of the association are as follows: President, A. L. LaFreniere, The Independent, Grand Rapids; vice president, E. H. Denu, The Pioneer, Bemidji; secretary, A. G. Rutledge, Minneapolis; executive committee: J. C. Morrison, The Tribune, Morris; E. L. Peterson, The Press, Pelican Rapids; Rudolph Lee, The Leader, Long Prairie, and George W. Christie, The Gazette, Red Lake Falls.

FARMER CONFIRMED IN USE OF THE AD

John Eklund, who has for a long time been more or less of an advertiser, has become thoroly convinced that advertising pays the farmer. John recently spent about \$100 advertising a sale on his farm through the Bigstone (S. D.) Headlight, the Milbank Herald Advance, the Marvin Monitor, the Summit Independent, and the Sisseton Standard. The result was the largest crowd that ever gathered at an auction sale in his county, and sales amounting to about \$4,000 more than he had expected. According to the Enterprise of Willmot, S. D., Mr. Eklund's expenditure of \$100 for advertising was largely responsible for that extra \$4,000 of income.

"Dad" Atkinson Celebrates

"Dad" Atkinson of the Hibbing News celebrated his 60th birthday on Tuesday, Nov. 14. The Ely Miner in mentioning the fact says: "Dad Atkinson's pen has lost none of its pointedness and the user none of his vigor. His heart is still 100 per cent for his city and his country, and Hibbing and its people have been the gainers several thousand per cent by his being there."

It may be a little late, but Among Ourselves wishes the editor of the Hibbing News many happy returns of the day and for each an added year of zestful work to make it the happier.

THE BUCK-GRABBER'S CREED

O Lord, deliver me, i pray, from berds that feel that they was ment to do the grate big things in life—to be the dollar, not the cent, the fellows who are apt to feel that jobs whitch they shood ot to do are far beneath there mitey class, & pass the bukk, to me. & you. but give me, Lord, the gi who thinks he aint too good to do his part, & bukkels into every job—& does his best, with all his heart. the praktiss that this berd will get in doing things that may be small, will make him reddy for the job that the uthher berd cant tutch at all.

—R. C. Spinning in Kiwanis Magazine.

BETTER PRINTING NOW THE DEMAND

Here are some thoughts culled from an article in Monotype for October-November, by Wm. E. Rudge, chairman of the United Typothete of America Better Printing Committee. They are worth remembering and putting into practice.

One of the most striking signs of the times is the marked advance in the quality of advertising matter used by the American business man. He has become almost a patron of art.

The question of simplicity is an important one because it means going back to fundamentals.

He (Benjamin Sherbow) was un-failing in his insistence on the importance of readability, first of all, in the typed page. Unless the printed word can be easily and quickly read—reach the brain through the eye with the greatest possible directness—the money spent on it can be considered wasted. If it cannot be easily and quickly read, what is its use?

The printer is finding it more and more necessary to supply advertising ideas to his customers. * * * * * He is developing more and more into the merchant's business friend rather than a mere order taker for printing jobs which are given to the lowest bidder.

High School Editors Meet

Four hundred or more high school editors, representing school publications in 20 states, and a large number of faculty advisers, met on December 1 and 2 at the University of Wisconsin for the third annual conference of the Central Interscholastic Press association.

McCORMICK COMING TO ADDRESS M. E. A.

United States Senator Medill McCormick, publisher of the Chicago Tribune, will be the star speaker at the annual meeting of the Minnesota Editorial Association at the St. Paul hotel, February 16 and 17. An effort has been made also to secure as another speaker William Allen White, the famous editor of the Emporia Gazette, and also writer of numerous novels.

Senator McCormick's address will be delivered at the annual banquet of the editors given by the St. Paul Association on Friday evening, February 16. Among the other attractions following the banquet will be a playlet, further announcement of which will be made later.

John E. Casey, secretary of the editorial association, says that the time of the convention proper is to be devoted to questions of real and pertinent interest to publishers. Among the problems to be taken up are: "Profit in Print Shop," "Country Newspaper Book-keeping," "Neatness," "Newspaper Make-Up," "Free Publicity," "News Heads," "Circulation Building," and "Coöperation or Competition?" The last named subject will be discussed by Herman Roe, editor or the newly organized Country Newspapers, Inc. The other speakers have not yet been announced. The secretary expects to print a complete list of the speakers before the holidays.

According to the figures obtained from the secretary, the enrolment of the association has now reached 375 in good standing, the largest in the association's history. It is the hope of the administration to bring the membership to at least 400 at a very early date.

Granite Falls Journal Suspends

In last week's issue of the Granite Falls Journal, Publisher William Ruud announced that the issue for this week would be the last one of that paper. Lack of patronage is given as the cause for the suspension. Mr. Ruud says in his announcement:

"Therefore we make this move for two reasons: the one because we know it will be better for the public in general, and advertisers in particular, to have only one paper to deal with. The other, because to us it is a losing proposition, meaning a great amount of labor and worry. True, it has been a source of great satisfaction to be able to speak a good word for a friend or uphold a good cause, and we regret to lose the opportunity to do that in such a public way.

"But also there is a personal feeling of satisfaction in relieving the community's shoulders of the heavy burden of two papers, where only one is needed to cover the field."—The Glenwood Herald, Nov. 16.

This archival publication may not reflect current scientific knowledge or recommendations.
Current information available from University of Minnesota Extension: <http://www.extension.umn.edu>.

AMONG OURSELVES

Published in the interests of the weekly press of the State of Minnesota

by
The Division of Extension, Department of
Agriculture, University of Minnesota

Edited by W. P. Kirkwood, E. C. Torrey
University Farm, St. Paul, Minn.

Application for entry as second class matter
is pending

"KNOCKS" WELCOMED

Among Ourselves steps on to the stage without any illusions as to its imperfections. It knows it has 'em—imperfections. It knows it has many of them. It is far from being the thing its editors hoped it would be when they announced their plan to publish.

The foregoing is not an apology; it is a statement of fact.

But the very shortcomings of this new sheet will give it the more room to grow. Moreover, by giving ground for "knocks"—inviting criticism, indeed—it actually hopes to get constructive suggestions which will help it to be even more than its editors have dreamed of making it.

Among Ourselves, therefore, standing somewhat diffidently before the footlights, behind which sit Minnesota's editors, has the courage to say: "Knock. Knock vigorously, even. Tell me what you think of me, and what you think I might be. Then I shall try to improve. I already know of some ways in which I can improve myself. I know of other ways in which I can be improved with your help. So come and help me to climb to that level of usefulness which will make me welcome in your offices from month to month. I was created to serve and shall seek to find means of serving; that shall be my great aim. But I shall be able to serve the better, if you will but tell me how you think I can serve you best. So, again, 'lend a hand'—and all the gray matter you can spare."

A PUBLISHERS' FORUM

One thing Among Ourselves would like to get started right off the bat is a publishers' forum—a department in which could be printed from month to month ideas which have proved profitable in practice in Minnesota weekly newspaper offices and printshops. Send in your ideas, and help the other fellow boost the weekly newspaper game; by so doing you will boost your own game.

Lee Is Philosophical

The editor of the Long Prairie Leader, defeated in his efforts to secure a state senatorship, takes the matter very calmly, and prints an editorial congratulating his successful rival and extending best wishes for a useful term in office. Mr. Lee says his object in seeking the office was that he might the better aid in pushing along the co-operative marketing program of the farmers. Now that he is out of that, he says, he will "be able to devote his entire time to helping the rest of the boys of the office make The Leader the best country paper in Minnesota—and by the way, perhaps that's a more worthy ambition anyway. So let us all love one another."

THINGS TO THINK

The primary function of a newspaper is to print the news and discuss it intelligently, and, if it does this, all other things will follow naturally. Why preserve in our newspapers the worthless stuff?—Hilton U. Brown, "the soul of the Indianapolis News," from an interview in Editor & Publisher.

The subscriber is entitled to receive a copy of the paper for a given time, and nothing more. The advertiser is entitled to receive the space for which he pays, and nothing more.—Tom Finty, Jr., managing editor A. H. Belo & Co., publishers of the Galveston News, Dallas, News, Dallas, Journal.

I count our profession of journalism as second only to that of the teacher. It supplements and carries on his work. We affect opinion and public and private life profoundly, and we need to cherish any scrap of independence we possess and can secure. We are not mere hirelings. Our work is creative and responsible work.—H. G. Wells.

Most successful advertisers are precedent-breakers. In many cases the primary purpose of advertising is to overcome a precedent or a prejudice, which is essentially the same thing. Precedent, too, is the one thing that keeps numerous business houses from advertising. "It never has been done in our line," they apologize.—Martin Hastings, Jr., in Printers' Ink Monthly.

Are there not some precedent worshippers in your community whom you could convert? Get after 'em.

Country newspapers are not carrying nearly as much merchant advertising—good, readable, informing store news—as they did a couple of years ago, while metropolitan newspapers are carrying more and more advertising of the city mercantile establishments. It is not surprising that too much of the mercantile business is drifting to the city establishments. And yet no city newspaper begins to cover its field as well as the average country newspaper covers its field. National advertisers, on the other hand, are spending larger and larger appropriations in the country newspapers.—Morris Tribune.

"There can be no complete restoration of prosperity in the United States until the buying power of the farmer has been restored."—Dr. W. G. Spillman, Consulting Specialist of the Federal Reserve Board.

"The country newspaper," said Ralph Ellis, managing editor of the Kansas City Journal-Post, in a recent address, "is just beginning to come into its own and the combined and co-operative influence of country newspaper editors is likewise just beginning to be realized. * * * * * It is being realized today that the metropolitan press does not in any way conflict with the country newspaper. People want to read local as well as state and national news, and on the big issues the two can work together."

AT THE RAINBOW'S END

Are you one of those fellows who always want

A different job than they've got?
Are you one of the kind who always look

Across at their brother's lot?
The world's just full of folks like this—
Forever changing 'round;
They kill the chance that might be theirs
by never gaining ground.

There's a pot of gold at the rainbow's end

For the man who sticks to his work;
And chances galore are right at your door,

But they pass by those who shirk.
Stick to your job, fellows—climb to the top;

The world needs men who will lead;
The reward you'll find at the rainbow's end

Is greater than gold, indeed.
—By Edward C. Sterry in The Inland Printer for November.

BOOKS FOR JOURNALISTS

Fifty Years a Journalist. By Melville E. Stone, for many years general manager of the Associated Press. Doubleday-Page & Co., Garden City, N. Y.

Writing of Today: Models of Journalistic Prose. J. W. Cunliffe, Pulitzer School of Journalism, Columbia University, and Gerhard R. Lomer, librarian McGill University. The Century Co., New York City.

Writing for Print. By H. F. Harrington, director of the Joseph Medill School of Journalism, Northwestern University, Evanston, Ill. D. C. Heath & Co. (Designed especially for use as a manual for the conduct of high school papers.)

Printing Types: Their History, Forms and Uses, Study of Survivals. By Daniel Berkeley Updike, founder and owner of the Merrymount Press, Boston. Harvard University Press.

A Profitable "Special"

Mention of the St. James Plaindealer special farm bureau edition of November 16 properly belongs among "Helpful Hunches," but it has occasioned comment by editors of other papers which should be quoted, and that would make the item too long for a paragraph. Here is what Charles K. Meyer of Mankato says:

I have just finished looking over the special Farm Bureau Booster of the Plaindealer and want to say that you surely did put over some edition. I would say it was fine business because of the great amount of ads and here is where the advantage of having so good an assortment and quantity of type and borders are invaluable. It also gives you a chance to do the ads justice. All of which is reflected in this edition, as it is a cracker-jack and a credit to St. James and the community.

Others speak in just as high praise of the issue. The helpful hunch in all of this is that other papers might follow the good example set by the Plaindealer.

Men who speak well often lead other men. A printer who knows the power latent in his types may wield an influence surpassing that of the greatest orator. Wake up your sleeping types.—Henry Lewis Bullen, Inland Printer, November.

MINNESOTA, A BIG FORCE IN THE N. E. A.

Minnesota's membership in the National Editorial Association is growing continually because of the service which is being given by the field secretary's office in St. Paul. Among the publishers enrolled are the following:

- Percy E. Avery, Leader, Hutchinson
- C. R. C. Baker, Republican-Gazette, Willmar
- Harold H. Barker, Herald, Elbow Lake
- W. W. Becker, Tribune, Hokah
- P. A. Bjoera, Herald, Lancaster
- A. W. Blakeley, Post & Record, Rochester
- B. A. Brown, Commercial Press, Albert Lea
- O. E. Burtness, Journal, Caledonia
- Charles Butler, Free Press, Mankato
- C. C. Campbell, Eagle, Ellendale
- C. W. Carlson, Beacon, McRose
- Harry M. Cas, Leader, Long Prairie
- L. C. Churchill, Citizen, Windom
- C. V. Corson, Mirror, Hector
- J. P. Coughlin, Herald, Waseca
- Will Curtis, Plaindealer, St. James
- E. H. Denu, Pioneer, Bemidji
- Lewis Duemke, Northeast Argus, Minneapolis
- W. F. Duffy, Scott County Argus, Shakopee
- Grace A. Dunn, Union, Princeton
- B. C. Ellsworth, Tribune, Lake Crystal
- Robert Foster, News, Buffalo Lake
- M. D. Fritz, Free Press, Mankato
- Jos. L. Gannon, News, Northfield
- J. D. Gilpin, Headlight Herald, Tracy
- Green & Jensen, Star, Luverne
- Jens K. Grondahl, Daily Republican, Red Wing
- Mrs. Emma J. Harwood, Reporter, Roosevelt
- H. J. Hayden, Standard, Lakefield
- E. L. Hayek, Standard, Albert Lea
- C. L. Heden, Times, Biwabik
- Charles W. Hinkle, Dispatch, Dassel
- C. M. Hillman, Chronicle, Two Harbors
- H. C. Hotaling, Enterprise, Mapleton
- J. W. Hubin, Advocate, Butterfield
- J. L. Jacobs, Tribune, Franklin
- Nels Jahren, Union, Bird Island
- George M. Jensen, West End Advertiser, Duluth
- A. G. Johnson, Svenska Folkets Tidning, Minneapolis
- C. I. Johnson Manufacturing Co., 48 E. Third street, St. Paul
- Mrs. A. L. King, 2629 Fremont avenue, Minneapolis
- John L. King, Pilot, Jackson
- J. A. Kinney, Citizen News, Alexandria
- Horace C. Klein, Farmer, St. Paul
- J. R. Landy, Times, Olivia
- A. H. Langum, Times, Preston
- Wm. Larson, Review, North Branch
- Rudolph Lee, Leader, Long Prairie
- W. C. Lee, Herald, Ada
- Emil Leicht, Westlicher-Herold, Winona
- O. M. Levang, Levang's Weekly, Lanesboro
- D. C. Lightbourn, Index, Ada
- Will G. Mack, News, Plainview
- John P. Mattson, Sheaf, Warren
- George H. Miles, Tri-County Record, Rushford
- H. C. Miller, St. Peter
- Wm. Miller, Box 387, Sleepy Eye
- H. Z. Mitchell, Sentinel, Bemidji
- A. O. Moreaux, Herald, Luverne
- J. C. Morrison, Tribune, Morris
- M. G. Mueller, North Central Progress, St. Paul
- George P. Nottage, Republican, Kasson
- J. P. Nottage, Republican, Kasson
- James Olson, News, Sacred Heart
- N. P. Olson, Eagle, Red Wing
- E. L. Peterson, Press, Pelican Rapids
- Theo. H. Peterson, News, Eveleth
- Ward Pfiffner, Daily Independent, Fairmont
- H. P. Phillips, Pioneer, Mahanomen
- C. A. Portmann, Independent, Curie
- Printers' Supply Co., 306 S. Sixth street, Minneapolis
- A. A. D. Rahn, 900 Soo Line building, Minneapolis
- P. O. Refsell, Progressive, Worthington
- W. A. Reid, Star-Farmer, Renville
- J. E. Reynolds, Free Press, Mankato
- Herman Roe, News, Northfield
- Ludwig I. Roe, News, Montevideo
- Rogers & Orth, Courier, North St. Paul
- C. H. Samuelson, Pilot, Walker
- J. E. Schofield, Mirror, Wells
- H. C. Sherwood, Standard, Fairfax
- Shvlin, Carpenter & Clarke Co., 900 Soo Line building, Minneapolis
- O. H. Smith, News, Lester Prairie
- C. L. Stevens, Register, Warren
- C. E. Stewart, Ncw Era Enterprise, St. Paul Tribune, Minneapolis
- H. E. Swannes, News, Heron Lake
- M. J. Taylor, Itasca News, Deer River
- C. J. Tiller, Review, Battle Lake
- Irving Todd, Gazette, Hastings
- I. N. Tompkins, Free Press, Mankato
- Charles A. Tuller, Journal, Minneapolis

HELPFUL HUNCHES.

The Hutchinson Leader carries more want-column advertising than the average country paper. There's a reason. The Leader among other things tells the advertiser how to prepare his ad. It says that four things should be considered in preparing a classified ad, namely: Market, price, character of the offer, and the wording of the ad. Want ads are remunerative in direct proportion to the amount of effort and thought expended upon them. "The more you tell the quicker you sell."

During the hunting season many farmers have valuable stock shot by careless hunters, and gates are left open allowing stock to get out. One paper ran during the hunting season a little ad stating that no hunting would be allowed on several farms which were named. Farmers gladly paid 50 cents each to have their names run in this ad for the season. The ad netted the editor a nice little sum on a small space.—W. J. W. in Editor & Publisher.

Here is something to stow away for later in the year when chicken raisers are beginning to think of their hatches for the coming spring. Make a list of those in your vicinity who sell eggs for settings or incubators and line them up for ads—when the egg crop is ripe. Begin now to make your list.

- P. J. Vasaly, Herald, Little Falls
- W. E. Verity, Pioneer Journal, Wadena
- Richard D. Wagner, Review, Pequot
- A. L. Ward, Independent, Fairmont
- George F. Warren, Reporter, Windom
- J. V. Weber, Herald, Slayton
- F. M. Welch, Messenger, Stillwater
- N. F. Weston, News, Randall
- C. Wehrle, Herald, Pillager
- L. S. Whitcomb, Tribune, Albert Lea
- E. K. Whiting, Journal-Chronicle, Owatonna
- F. L. Whitney, Daily Sentinel, Fairmont
- J. W. Whitney, News-Messenger, Marshall
- J. F. Whitteker, Banner, Bethel
- R. S. Wilcox, Tribune, Brainard
- Fred N. Wild, Daily Gazette, Stillwater
- A. R. Wilder, Herald, Amboy
- Will Wilke, Gazette, Grey Eagle
- Mrs. Bess M. Wilson, Gazette, Redwood Falls
- Marc Atkinson, Daily News, Hibbing
- R. H. Bach, People's Press, Owatonna
- O. W. Bergan, Free Press, Fergus Falls
- Lewis A. Bradford, Sun, Verdale
- R. T. Brown, Leader, Emmons
- W. A. Clement, Journal-Radical, Waseca
- E. B. Dahl, Sentinel-Blaze, Pine River
- Manford Evans, Advance-Standard, Sherburne
- Leroy A. Goodrich, Graphic-Republican, Lake City
- F. E. Hadley, Enterprise, Winnebago
- H. W. Haislett, Independent, St. James
- A. L. Hamilton, Republican, Aitkin
- W. H. Hassing, Vidette, Carlton
- W. R. Hodges, Sleepy Eye
- Frank Ibach, Republican, Preston
- W. W. Jones, Banner, Gonvick
- Tom Parker Junkin, Journal, Buffalo
- L. A. Kaercher, Independent, Ortonville
- C. A. Knapp, Newsboy, Cook
- R. A. Lee, Times, Twin Valley
- S. S. Lewis, Beacon, Cannon Falls
- A. E. Mattson, Sheaf, Warren
- W. O. Merrill, Leader, Silver Lake
- S. M. Oas, Times, Madison Lake
- J. M. Palmer, Register, Blue Earth
- G. R. Patten, Herald, Nashwauk
- A. O. Peterson, Herald, Bagley
- O. J. Rea, Headlight, Tracy
- J. E. Samuelson, Leader Printing Co., Minneapolis
- J. H. Skinner, Herald, Austin
- I. W. Skinner, News, Isanti
- Ed R. Trebon, Leader, Pipestone
- Charles Wallin, Hub Gaylor
- Carl E. Young, Herald, Good Thunder
- R. J. Underwood, Journal, Fergus Falls
- R. W. Hitchcock, Tribune, Hibbing
- H. L. Dav, Enterprise, Graceville
- W. J. Toews, View, Mountain Lake
- E. Kuechenmeister, Forum Advocate, Wells
- M. J. McGowan, Press, Appleton

HIGH SCHOOL PAGE AND LOCAL EDITOR

Can the local newspaper meet the desire of high school students to break into the publishing business with a separate school paper?

The foregoing was a question discussed informally by a group of interested persons at the recent meeting of the high school editors and business managers of South Dakota.

The sentiment of those discussing the question was in favor of a strong school news department in the local paper as against a separate publication edited and managed by school pupils. The idea was that such a department would accomplish four things:

It would give the pupils of the school the same outlet for their desire to write and for practice in writing that could be had in a school paper.

It would give the school writers a chance to profit by the experience of local editors in gathering and writing news.

It would give the news of the school a wider circulation than it could have through a separate paper or magazine.

It would relieve business men of the community of the necessity of supporting a separate publication, with advertising such as is generally regarded as unprofitable.

A good many Minnesota weeklies have well developed school news departments. There is room, however, to enlarge upon the work in almost every case, and to arouse the students in developing a livelier interest. One means of doing this would be by the local editor's giving assignments to promising writers among the school pupils. This would have a tendency to create a sense of responsibility on the part of the writer and he would enter upon his duties in filling an assignment with a good deal of the zest of a young reporter.

The feeling at the conference referred to was that in a great many places, at least, a department in the local paper would serve a better purpose—for the school, the community, and the paper—than the publication of a separate paper or magazine.

SEES COPY IN RADIO LECTURES

Do you see possible copy in the lectures being delivered by staff members of the Department of Agriculture, University of Minnesota, for broadcasting by the Northwest Farmstead through WLAG, the Minneapolis Broadcasting Station?

A Wisconsin editor, who "listened in" recently to a lecture on the cost of producing milk, wrote in that he would like to print such a lecture for his readers and that he was sure other editors would now and then hear a lecture which they would like to print. He wondered how reports for such use could be obtained.

Because of this suggestion, it is announced that if any editor wishes copy of a lecture delivered by any member of the staff at University Farm and will notify Office of Publications, University Farm, St. Paul, the lecture will be forwarded either in full or in condensed form, as preferred.

A HINT FROM THE MAIL ORDER HOUSE

An advertising man a few days ago, speaking to a group of newspaper men, remarked that a good many publishers could obtain the secret of successful advertising from mail-order house catalogs.

"These catalogs," said the speaker, "are the result of careful study and long experience. They sell goods, and if an advertisement does not do that, it is a failure. Consequently, if a newspaper man wishes to make his advertising effective as a means of getting more advertising, he might very well copy the form which has been worked out by the mail-order houses."

Three things are outstanding in mail-order catalog advertising:

The name of the thing to be sold, usually with a picture.

A brief but complete description of the article.

The price.

Put those things into an ad about any legitimate merchandise, and you are pretty certain to interest possible purchasers.

At any rate, it is worth while to get a mail-order catalog and see how the mail-order houses do it.

NEWSPAPERS ARE FAVORED ON FARMS

Farm papers and newspapers furnish most of the reading material in Nebraska farm homes according to Bulletin 180, "Reading Matter in Nebraska Farm Homes," by J. O. Rankin of the Nebraska Agricultural Experiment Station.

The information in this bulletin is highly instructive and valuable for one who wishes to discover the place of the newspaper in rural life. It should put more faith into the heart of the rural newspaper publisher—a feeling of optimism as to the future of his business and an added sense of responsibility.

The fact that the newspaper occupies so important a place is one to suggest great possibilities of growth. It accounts for the kind of thing which was done by Henry E. Roethe, publisher of the Fennimore Times, in a town of 1500, and not a county seat, down in the southwest corner of Wisconsin. Mr. Roethe took the Times when it had a circulation of 500 and in five years built it to a circulation of 5,000. He did this by tramping over the county, meeting the farmers on their own soil and then going back to town to write of the things he saw and heard.

The whole story is very interesting and suggestive, and may be found in the August number of the Inland Printer under the title, "The Future of the Country Agricultural Weekly."

Secrets of News-Writing

How easy it is to become a master of the art of news-writing!

Publications carrying classified advertising frequently contain ads telling "prospects" that they may begin to practice the profession of news-writing the next day after receiving the advertiser's simplified "system."

The thing looks good—an easy way to a pleasant and profitable living. At least, it must look good to many, for the ads keep right on being printed.

PI A LA MODE

The Newsprint Service Bureau at its quarterly meeting in New York on November 16 appointed a committee to work out a definition of standard newsprint.

Mrs. Katherine B. Spear, formerly of the society department of the Duluth News-Tribune, is now with the St. Paul Daily News "doing" music, movies, and general assignments.

The Bemidji Sentinel recently installed a new number eight Linotype.

The sending of weekly newspapers to the terminal in St. Paul instead of having them "worked," as formerly, by the railway postal clerks, is said to delay delivery from one to three days. The National Editorial association has called attention to this discrimination against the country press but it will take a united complaint to bring about relief.

Forty thousand dollars' worth of pulp wood is to be cut along the Ottertail river this winter and delivered at Frazee in the spring.

The Fertile Journal on November 16 carried a two-page spread for the Eide Mercantile company. It was a finely displayed ad.

C. M. Wicken of North Dakota is the new editor of the Elmore Eye. The paper has been somewhat of an orphan since the death of its former editor, Elmer Wicken, last spring.

R. S. Peterson, editor of the Westbrook Sentinel, is mourning the death of his mother, who passed away the second week in November.

A new paper has appeared at Alvarado, Marshall county. The publisher is R. E. Wilson.

H. A. Way of the Record, Dodge Center, has been elected county superintendent of schools for Dodge county.

The Foston Journal is now running an illustrated magazine supplement with each issue.

New rate cards, Country Papers Incorporated, are making their appearance. The new organization is a mutual one and some business has already reached Minnesota.

Advertising pays and the Mountain Lake View proves it by showing that every candidate at the recent election that used its advertising columns was elected and that those who thought advertising did not pay and left the View out of consideration were defeated.

After traveling 1600 miles by auto, A. M. Wells, editor of the Worthington Globe, is convinced that of the five states visited none can compare with Minnesota.

Ward Pfiffner, editor of the Daily Independent at Fairmont, on Nov. 11 married Miss Velma Marcle of Armstrong, Iowa. Prior to taking up work on the Independent Mr. Pfiffner was the publisher of the Gazette at Phoenix, Arizona.

M. J. McGowan, publisher of the Appleton Press, has announced for sale the equipment, building and business of the Press. He reports that the business for the year ending July 1 was \$14,570.65, and the year before it was \$18,200. His equipment invoices at \$12,150. Building and lots cost \$10,200, the build-

ing having been erected especially for the plant.

James E. Rockwell, who for five years has been an editorial writer on the Fargo Forum, has left that paper to become joint editor and half owner of the Duluth News-Tribune. Millie Bunnell, for 23 years of the News-Tribune, has announced his retirement from the presidency, which will be taken by his son, Myron Bunnell.

Among Ourselves extends congratulations to the Tri-County Record, Rushford, on the celebration of its seventh anniversary, beginning Volume 8, No. 1. The Record reports a good growth, and our wish is that it may be able to make the same kind of a report at each succeeding anniversary.

Fred Geise, a former publisher at Akeley and Nevis, died at the University Hospital, Minneapolis, Nov. 13. Mr. Geise has of late been in the employ of the State Board of Control.

E. K. Whiting of Owatonna has been invited to address the Ben Franklin meeting at Lanesboro.

F. L. Brownley, who travels the Minnesota territory for the Bonnett-Brown Service Company, Chicago, reports renewal of service the past few days for the Sentinel at Bemidji, the Times at Thief River Falls, the Iron News, Coleraine, the Herald, Grand Rapids, and the Chronicle at Two Harbors. This service is advertised in the National Editorial Association Bulletin.

The Hutchinson Leader has installed a casting box.

Ashby again has a newspaper. It is called The Independent, and the editor is F. A. Bennett.

The Aitkin County Pilot, published at McGregor by M. H. Galer, has just installed a new Linograph machine. Mr. Galer prior to engaging in the newspaper business at McGregor, conducted papers at Vernon Center, Blue Earth county, and at Forest Lake, Washington county.

Minnesota editors did not fare very well at the recent election. Among the good men defeated for the senate were L. S. Whitcomb of the Albert Lea Daily Tribune, Rudolph Lee of the Long Prairie Leader, and George Watson of the Faribault Pilot. On the state ticket John Casey of the Jordan Independent, candidate for state auditor, went down to defeat; but he doesn't care as long as the winner was another newspaper man—Ray Chase of Anoka.

Theodore Christianson, publisher of the Dawson Sentinel, perhaps more than any other individual in Minnesota, is entitled to the credit for the success of the rural credit amendment. He was a busy man the last few days of the campaign making a half-dozen talks every day.

One way in which Minnesota publishers can indicate their appreciation of having the National Editorial Association offices in St. Paul is to send their renewals for Porte Price Lists through that office. Such action provides a generous commission for the support of the work and does not add one cent to the cost to the user of the service.

Herman Roe of the Northfield News is installing a new number fourteen Linotype, also a new proof press. Herman says that he is getting in better shape to handle the business which he believes is headed his way.