

AMONG OURSELVES

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MAKE THEM READ THE ADVERTISEMENTS

Reading the exchanges of the pre-Christmas season—a genuine delight, because of the high quality of the Minnesota newspaper product—the editor of *Among Ourselves* has been struck by the number of admonitions on the part of editors to their readers to read the advertisements and to buy from their home merchants.

The idea is sound; or, rather, both ideas—to read the ads and to buy from home merchants—are sound; as sound as the golden rule. And, doubtless, these two ideas need special emphasis in preparation for the Christmas season, that great festival of neighborliness when neighbor ought to help neighbor in extraordinary fashion, and when more buying is being done than in any other period in the year. But—

Is not the rule one which ought to be applied all the year through?

And—

Is there not a way to compel newspaper readers to read the ads?

And—

Cannot the ads be such as to compel buying at home all the year around?

Among Ourselves believes that these three questions can be answered in the affirmative; that the rule can be applied throughout the year, and that as a result readers can be made to read the ads and to buy from home merchants rather than from merchants in distant or near-by centers.

Persistence Needed

To apply the rule of urging the reading of advertisements in every issue in order to get the people of a community to buy at home means two things—

a persistent campaign to turn the attention of readers to the advertisements,

and—

the kind of advertisements which will repay the reader for the time devoted to their reading, and, in themselves, serve to cultivate the ad-reading habit.

Such a campaign is an evolution. A general plan may be worked out, but new methods will suggest themselves as the campaign develops.

News Story Will Help

Two things may be suggested, however, as means of starting such a campaign and of keeping it going:

First—Print each week under a news heading a news story of the advertising in the paper, calling attention to features in the advertising, which should interest the people in the advertising of the week.

Second—Search out the readers of advertisements in the community, and get them—once a week,

perhaps—interviews as to the purchases they make as a result of reading advertisements.

Advertising Is Store News

Advertising is "store news" and store news is of interest to the public. As store news something about the week's advertising—for any week in the year—may very properly be written up as news. It is not meant by this to urge that every advertiser be mentioned, but that the things advertised may be brought to the attention of readers. For example, house-cleaning time comes around, and hardware men and druggists, grocers and lumber dealers, begin to advertise house-cleaning or house-repairing materials. All right, then, why not print a story beginning something like this:

The advertising columns of the *Enterprise* this week emphasize the fact that house-cleaning time is at hand and that Homeville's merchants have stocked up with supplies to meet the needs of Homeville's housewives.

It is something of a revelation to read these advertisements. They show as nothing else can a trait of the American housewife. What does the housewife buy at this time of year? Brooms and mops and soap and paint and varnish and clotheslines and fresh shelf-paper and lumber and new screens, etc., etc.

Then what men and women do is news. If Mrs. Good Housekeeper reads the advertisements and buys things she sees advertised, her neighbors and the people of the community will be interested in the fact that she reads the ads and in knowing how an advertisement has sold her this or that.

Ads Must Do the Rest

This kind of thing persisted in cannot fail to turn the attention of readers to the advertising columns more and more. It must be left for the advertising columns to do the rest. The ads must themselves compel reading and compel home buying.

And the advertisements can do these things more and more if they are rightly constructed. They are "store news." As such they must contain what a news story contains—the facts which readers wish to know. They must answer certain questions. A news story answers the questions: What? Who? Where? When? Why? in the order named usually. An advertisement should answer the same questions, though with the order slightly changed.

The first thing a reader of an ad wishes to know is what is for sale, what the thing for sale is like in appearance and quality, and what it sells for. Then he wishes to know when it can be had at the price named, if it is to be had at a special sale, why a spe-

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FEBRUARY PROGRAM IS TAKING SHAPE

The program of the Minnesota Editorial Association meeting to be held at the St. Paul Hotel, St. Paul, February 16 and 17, is rapidly taking shape. It is to run somewhat like this:

Friday, Feb. 16

Morning

Welcome—Mayor Arthur E. Nelson, St. Paul.
Response—J. P. Coughlin, *Waseca Herald*, first vice president Minnesota Editorial Association.

Annual address—W. E. Verity, *Wadena Pioneer-Journal*, president Minnesota Editorial Association.

Report of secretary—John E. Casey, *Jordan Independent*.

Announcement of committees.

Afternoon

Round table discussion of following subjects:

Free Publicity, by Mrs. H. C. Hotaling, *Mapleton Enterprise*.

Profit in Print Shop Neatness, by D. C. Pierce, *Goodhue Enterprise*.

Newspaper Make-up, by J. W. Whitney, *Marshall News-Messenger*.

Country Newspaper Book-keeping. (Leader to be announced.)

News Heads, by A. M. Welles, *Worthington Globe*.

Address—The Future of the Country Newspaper, by Wright Patterson, editor of the *Publisher's Auxiliary*, Chicago.

Evening

Banquet—St. Paul Hotel, given by the St. Paul Association, which is arranging an interesting program of entertainment. A speaker of national fame is also expected; possibly Medill McCormick, United States senator and publisher of the *Chicago Tribune*.

Saturday, Feb. 17

Morning

Address—Newspaper Advertising from the Country Merchant's Standpoint, by a country merchant.

Circulation Building, by a circulation builder who has won success in boosting the circulation of a country weekly.

Competition or Coöperation, by Herman Roe, *Northfield News*, president of *Country Newspapers, Inc.*

Afternoon

Business meeting.

Mr. Casey will make fuller announcement of the plans later, but he gives assurance that no one need hesitate in making plans to attend. The program is going to be profitable, as the programs of these meetings always have been. Mr. Casey is, therefore, urging a large attendance of members and the coming into the fold of editors who are not members. The roll of members is now larger than ever before, and it is the plan of the executive committee to push it speedily beyond the 400 mark. As a preliminary, Mr. Casey is urging members to remit renewal membership dues.

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AMONG OURSELVES

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NORTHERN MINNESOTA MEETING.

The Northern Minnesota Editorial Association will hold its regular annual meeting this year on January 26 and 27 at Red Lake Falls. While every effort will be made to keep the social features of this meeting up to the high standards which the association has always maintained, an extra effort will be made this year to make the deliberative meetings especially helpful in a practical way, says A. L. La Freniere of Grand Rapids, the president.

Because he is working out a highly helpful program, A. G. Rutledge, the secretary, is not yet ready to attempt to give the program in full. The editor of Among Ourselves, however, knows that the secretary is hard at work, and is willing to vouch for the fact that the coming meeting will repay all who attend. He is willing to go even farther and say that the meeting will not only repay in profitable discussion of subjects near to the heart of the publisher, but in sociability and good-fellowship. The reason he is willing to back this second proposition is the fact that that end of the program is being looked after by George W. Christie and Horace W. Cutten, publishers of the Gazette at Red Lake.

The "boys" of the northern part of the state are a highly hospitable crowd and always make welcome their fellow editors from other parts of the state.

PLAIN TALK BY BJORNSON

Did you read Gunnar B. Bjornson's editorial on "Schools and Communities" in a recent edition of the Minnesota Mascot? If you did not you missed something worthy of special attention as a piece of sound argument and forceful writing. Calling attention to profanity among school boys, and raising the question as to where the boys acquire the habit, Mr. Bjornson urges that the school "is but a mirror in which the community can view its own face—and always a flattering mirror at that." He says further:

Raise the standard of the community and you raise the standard of every public and private institution within it.

* * * *

If you want to make the morals of your school children better, start on the community.

What we should like to know is what the people of Minnesota had to say about the editorial.

BEST CREED FOR EDITORS

Preparing a creed for editors has been in the recent past one of the favorite indoor sports of editing. All efforts which have come to the attention of Among Ourselves have been commendable. But none has as yet come up to the mark set by the prophet Micah in this:

He hath shown thee, O man, what is good; and what doth the Lord require of thee, but to do justly, and to love mercy, and to walk humbly with thy God.

TELL US ABOUT IT

An old hymn begins, "Take time to be holy."

May we paraphrase that thus, "Take time to be helpful."

What we mean is this: Two of us here in the Office of Publications at University Farm are scanning our exchanges for the things editors are doing to tighten their hold on readers and advertisers. We know we are missing a good many things that we ought to catch. It is something of a job to go through a great stack of exchanges every week.

Now what we wish you to do, Mr. Editor, is this:

Write us a note when you have put through some new plan. Tell us about it. We can then look up your paper and get the "idea."

Won't you keep this in mind? Make us see what you are doing.

THINGS TO THINK

The industry whose members fail to learn the true meaning of cooperation is going to be badly handicapped in the future in attaining a reasonable state of prosperity and usefulness.—C. C. Campbell, Ellendale Eagle, in calling a meeting of the Southern Minnesota Ben Franklin Club.

The Herald-Patriot (Chariton, Iowa) is sold on its merits without any premiums or other inducements. It is our aim to make the paper itself worth the price.—Editor.

Bess M. Wilson of the Redwood Gazette is hoping to receive a waste basket as big—as big—well, as big as a house or therabouts—anyway big enough to hold all the requests for free publicity that come drifting into the office with each day's mail. We'll wager, she says, that every other weekly editor in the state, if he is perfectly honest—is wishing for the same thing.

There is no place on earth better than a country newspaper office to learn about the many kinds of people. Some get huffy if a statement is sent; others will not pay until they receive a statement. Some will pay without a statement and others will not pay whether a statement is sent or not. Some think they owe more and others think they owe not so much. But the meanest, scrubbist in the list is the man who takes the paper until shut off for non-payment and then

spends half of his time explaining how he "used to take the thing, but stopped because it was of no account."—Star Gazette, Moose Lake.

A newspaper is a bulletin sent out every week to people who want it, carrying news of interest which will warrant its being perused by the readers and along with the news you have a chance, for a small sum of money, to carry your ad each week to the readers. It can't be beat. There as yet has been nothing furnished which will take its place.—Verndale Sun.

New Office "Dedicated"

The Leader-Democrat formally opened its new shop on December 16. The editor announced the opening as a "dedication." That is right. The office of a community newspaper is a public institution. It should be regarded as such by the public and consequently should be fully and liberally supported by the public. A community paper not adequately backed up by the people of the community is a reflection on the people not on the publishers.

Many Were Called, Few Chosen

Notwithstanding the open season for editors culminating November 7, the following well known publishers are known to have survived the slaughter and to have been elected to seats in the legislature: A. J. Rockne of the Zumbrota News; Andrew Finstein of the Kenyon Leader; Theodore Christianson of the Dawson Sentinel; Lewis Duemke of the East Side Argus, Minneapolis; R. W. Hitchcock, Hibbing Tribune, and W. T. Noonan, Baudette Region.

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cial price is made—if one is being offered, and then who sells it and where his store is.

Good Ads Show the Way

A study of the most effective advertising—of the advertising which sells goods—will show that it contains just such information as that indicated. Read the advertising of big concerns—who would not advertise unless they knew absolutely that it paid—and you will see that this is true.

The problem is to get merchants to give such information.

Now, in conclusion, Among Ourselves, believes that by an all-the-year-through campaign directing attention to advertising columns through news stories and interviews of the kind named, and through other means which will develop in the course of such a campaign, the ad-reading habit among a newspaper's readers can be developed and fixed. It believes, also, that as such a habit develops, and as ads are framed to answer the questions which people ask in reading ads, people will buy from the advertisers; and that means buying at home. Then when Christmas comes around again, why, the people of a community will as a matter of course buy from their home merchants.

POSSIBILITIES HERE FOR THE COMING YEAR

Here is a suggestion, in line with a more general hint which appeared in the December issue of *Among Ourselves*. That general hint was that it might be a good thing for the country weekly publisher to make up a calendar of possible advertising for the coming year, to be worked up from month to month or week to week. This is an attempt at such a calendar, covering at least some lines which are not usually "worked" for advertising. It is an attempt to put into concrete form the more general suggestion of a month ago.

Under the headings by months appear items of special interest on Minnesota farms. The idea is that the section for each month may be pasted on a card, possibly of letter size, leaving plenty of room for entering additional items such as may occur to the publisher or members of his staff; items having to do with either town or country. Then, with such a schedule as a guide, the editor or publisher may begin to direct the attention of possible advertisers to the opportunities offered through his columns. He has a schedule for the year in the back of his mind, and may pull any string that may ultimately bring results, but work intensively on the items for the month just ahead. Every publisher, moreover, will have to adapt the plan to his own peculiar local conditions. But here is the calendar:

January

Garden seed catalogs.

Get grocers, druggists and others who deal in garden seeds to obtain catalogs from seed houses and advertise them for free distribution among gardeners who may wish to make up their seed lists early and place their orders.

Ice-harvesting implements.

Lumber for ice houses.

Breeding sows.

Ask farmers whether they have any for sale, and why they don't advertise.

Rat and mouse traps and poisons—this is the time of year to go after pests.

February

Seed corn.

Seed wheat, oats, and flax.

Both from farmers and grain houses.

Nursery stock, including ornamental stock, orchard and windshield material.

Write nursery concerns for such advertising.

Material for hot-beds.

Lumber yards and hardware dealers.

Chemicals for treating seed grains.

Consult county agent or high school agriculturist.

March

Garden seeds.

Formaldehyde for seed potato treatment.

Seed potatoes.

Stoves for heating hog houses at farrowing time.

Hog husbandry men nowadays advise warm houses for farrowing. Consult stove dealers and implement men.

Lumber for building hog houses and poultry houses.

April

Garden seeds and garden tools.

Formaldehyde for seed potato treatment.

Chicks for sale—a comparatively new indus-

try among poultrymen.

Feed for chicks—grocerymen, and others.

Materials for household repairs.

Lumber, hardware, lime, cement, etc.

Tile for draining floors of new hog houses.

This is a somewhat new idea. County agent or high school agriculturist may be consulted. Screen doors and windows, fly poisons, etc. Kerosene for use in fighting mites in poultry houses.

Clover, timothy, and bluegrass seed (mixed) for seeding pastures in cut-over country.

Such pastures among stumps pay good dividends if pastured to good grade cows.

Linseed oil and varnishes for shining up or refinishing furniture in spring housecleaning.

May

Sprays for potato bugs.

Tankage for lawn fertilizer—50 pounds to 1,000 square feet.

Chemicals for potato seed treatment.

White wash supplies—lime, brushes, etc.

Shearing equipment for sheep and care of wool.

Lawn-mowers.

Fireless cookers.

June

Copper sulphate for treating lambs to prevent worms.

If farmers in your vicinity raise sheep, your druggist might be interested in handling this line and printing as an ad the following formula for making copper sulphate solution:

Dissolve four ounces of copper sulphate (bluestone) in a pint of boiling water. Add cold water to make three gallons. Be sure that a clear solution results, using an earthenware or wooden receptacle.

The dose for lambs, according to size is from three-quarters of an ounce to one and one-half ounces, and for older sheep from two and one-half to three ounces.

Dips to kill sheep ticks—coal tar, standard creosote, lime sulphur, and tobacco.

Consult county agent or high school agriculturist.

Purebred sires—dairy, beef, hog, sheep.

Tartar emetic, mixed with sugar to drive away ants.

Sprays for plum and apple trees.

Cyanide poison for pocket gophers.

Canning supplies—jars, rubbers, etc.

Lime arsenate for cucumber beetle and cabbage worm.

Silo materials.

Special poultry feeds.

July

Sprays to keep insects from livestock.

Sprays for apples.

Local fair or county fair advertising.

Canning supplies (cont'd).

August

Local and county fair advertising.

Materials for seed-corn curing racks—lumber, wire meshing, etc.

Seed Corn Time comes in September.

Canning supplies (cont'd).

September

Breeding cattle.

Lunch boxes and other school equipment for school boys and school girls.

Supplies for cleaning potato bins for the fall crop.

Bins, say experts, before being filled with new potatoes, should be thoroughly sprayed or swabbed, tops, walls, and bottoms, with a solution of one pound of copper sulphate to ten gallons of water, or of formaldehyde, one pint to ten gallons of water. They should then be dried out. Bins so treated will keep potatoes from disease germs left over from preceding year.

PROMOTING FARMING IN TODD COUNTY

The Long Prairie Leader has a farm page edited by W. W. Brooks, which is unique. In a box in a two-column head it is announced that the department "is devoted to helping Todd county farmers make money on the farm. Then in column 1 in another box is the statement that the Leader's farm department for Todd county for 1922 is—

Cows, corn, hogs, alfalfa, and potatoes.

There's prosperity for the farmer as this project is consummated.

The department in the issue of the Leader for December 7 opens with a discussion of the desirability of the purebred sire in producing veal. It gives the views of a farmer based on experience. Then follows an argument in favor of a program for every farmer, as a means of giving him a goal toward which to work. Again, comes a discussion of the worth of saving on buying as against increasing the earning power as a farm program. This does not discredit wisdom in buying, but does argue for more attention to developing a farm's earning power. After that comes something about poultry raising, based on attendance at certain poultry culling demonstrations with N. E. Chapman.

Portable-fence material for making fences for hogging-down corn.

Building material for poultry houses.

Silo material.

Sewing machines.

Running water equipment for the farm home.

Fall-plowing equipment.

Drainage tile and equipment for putting in.

October

Shields for fruit trees—to protect from mice. Wood veneer, wire mesh, mosquito netting, building paper.

Cold cream for tractor workers' hands.

Tank-heaters for cattle drinking-trough. It saves forage to give cattle warm water.

Fall building repair supplies—lumber, hardware, etc.

Hen house materials.

Early housing of hens means more eggs for the poultryman.

Breeding stock for farmers.

November

Hog cholera serum if there is cholera in your vicinity.

Anti-freeze solutions for automobiles.

Farm tool repairs. Soldering equipment, etc.

Coöperative creamery for more patrons.

Pork-curing equipment and supplies.

Sauerkraut making supplies.

Explosives for land-clearing.

December

Christmas trees.

Sires for the livestock man.

Dairy stock and equipment for winter.

Plants and cut-flowers as Christmas gifts.

Cabbage and other green vegetables as necessary part of winter diet to maintain human health.

Poultry tonics:

One pound of gentian, one-half pound of iron sulphate, and one-quarter pound each of ginger and saltpeter. These should be purchased separately in pulverized form and mixed together. Feed one tablespoon to one quart of ground feed. Charcoal should also be mixed with all dry or wet mash as an internal disinfectant.

THE CHATTY CIRCLE

It is up to you, the readers of *Among Ourselves*, whether *The Chatty Circle* shall become one of the most interesting—if not **THE** most interesting and valuable features of this little sheet.

Not a country weekly publisher in Minnesota is without some pet way of doing something, which he believes brings increased revenue, or cuts off needless expense, or helps to make his paper more interesting.

It is the purpose of this circle to exhibit such "pets" for the benefit of others, for the good of the business.

Will you help by reporting your pet? Do it now. Don't wait for the other fellow.

Consider the suggestions which follow and then send in yours. It's up to you.

When any part of the mechanical equipment gets out of order, get in direct touch with the service department of the manufacturer. It saves the consignment of valuable equipment to the junk heap. An investment of 20 cents recently repaired a Star stick that was otherwise useless. A short time before one of our present-day correspondence school pressmen ran a gripper on a press-numbering machine, apparently mashing it into useless junk. Yet it came back from the manufacturer as good as new. The bill was only \$1.12. I have also had fine success in consulting the service department of the manufacturer of the particular car I drive, (the cost of operation of said car, by the way, being charged up to office expense). From these experiences I would say: Keep up your equipment by availing yourself of the service departments of the various manufacturers.—J. C. Morrison, Morris Tribune.

There is nothing very original or bright about "writing up the churches," but I find that in Fergus Falls, at least, it is something new and interesting to readers, so much so that I have sold several dozen "extra copies," printed two pamphlets, been given a number of orders for jobwork and received a small but choice bunch of new subscriptions; all on account of those blessed church reports.

There are some 15 churches here. My idea was to attend one each Sunday and report faithfully—and, of course, with all due respect and reverence—the procedure from beginning to end, as much in detail as if neither I nor any reader had ever seen anything of the kind. I am still going the rounds, learning or seeing something new each Sunday, and passing it on to readers. A new group of them likes it each week.—H. M. Wheelock, Fergus Falls Tribune.

New members in the National Editorial Association since our last issue are Vincent Holton, Monitor, Elgin; C. C. Allen, Herald, Spring Grove, and G. A. LeMasurier, Sentinel, Ogilvie. If all realized the benefits, not a single publisher within the state would withhold his support of the organization. The saving in buying cuts alone will pay the membership several times over.

PI A LA MODE

The resources of Red Wing and Goodhue will be blazoned to the world by the *Daily Republican*, which is publishing a series of well prepared articles from the pen of Kenneth Evans.

The Spring Grove Herald has entered upon its thirty-second year. C. C. Allen, the editor, has controlled its destinies for the last three and one-half years.

Homer Sigler, once of the Appleton Press, and Harry Starr, who has been doing newspaper work at Olivia, have started the *New Citizen*, a weekly at Montevideo. They expect eventually to issue the paper daily.

The Cloquet Pine Knot put out a 20-page farm bureau edition which deserves all the good things said of it.

The Star News of Elk River has increased its facilities by installing a stereotype casting machine so that cuts can be made from mats.

A. R. Wilder of the Amboy Herald shows good staying qualities. He recently completed his thirty-fourth year of service on that paper.

C. V. and C. L. Corson, publishers of the *Hector Mirror*, give editorial notice that hereafter they will insist on payment for advertising any enterprise for which a charge is made. Under this rule they plan to collect five cents a line for all printed notices advertising any social, entertainment, supper or any other public or semi-public affair given for money-making purposes.

The Hutchinson Leader aims to keep abreast of the times. It has installed a stereotyping machine and a matrix service, by which it will be able to provide advertising cuts for merchants without cost to them. That ought to help some.

The South St. Paul Daily Reporter had good reason to feel proud of its stocker and feeder edition.

The Lake Crystal Tribune will be set by machine hereafter. It has a new model eight linotype.

The Lake Crystal Union finds that running a 12-page paper is simply another form of cutting the subscription rate, and has gone back to eight pages.

The Fulda Free Press was among the number to obtain a lot of extra holiday advertising, landing page ads from each of the local banks.

"Herb" Hotaling's paper at Mapleton, the *Enterprise*, was a 16-page number on the 8th and the 15th, and then could not carry all the holiday advertising offered.

Charles F. Scheers has disposed of the *Akeley Herald* to A. P. Messer of Moorehead and will now devote his entire attention to the *Wadena Progressive News*.

Harry Case, formerly with the Western Newspaper Union but of late with the Leader at Long Prairie, has accepted a position on the Union at Princeton. Harry understands the newspaper game from every point of view and will prove a valuable assistant to Miss Dunn, who has the management of the paper.

The *Enterprise* at Wykoff is 13 years old. Under the management of Editor Paul the publication has been very successful.

The Dassel Dispatch is giving special

service to its advertisers in the preparation of their advertising. It was recently able to point out where one of the local dealers received an extremely valuable order from the northern part of the state as the result of one such ad.

One of the finest Christmas editions put out this year came from the office of the *Albert Lea Tribune*. It consisted of fifty pages and was filled from cover to cover with live holiday advertising.

The *Tri-County Record* at Rushford is largely responsible for the community Christmas tree plans which were carried out on Main street of the village on Christmas eve.

It took an 18-page edition to carry the Christmas advertising of the Independent at St. James. An interesting feature of the paper was an article on the "Spirit of Christmas" by Mrs. Haislet, wife of the editor.

The *Rural News*, published at Madelia, is considering the proposition of moving its plant to St. James.

Rather unusual advertising was noticed in the Watonwan county papers during the holiday season, the *Madelia Messenger* carrying a page ad for the *Madelia Hospital* and the *St. James Plaindealer* a page for the *St. James hospital* and *Aged People's Home*.

A. O. Moreau of the *Rock County Herald* entertained a party of newspapermen at the *St. Paul Hotel* for a noon luncheon on Friday, December 15. It was on the occasion of the meeting of the executive and legislative committees of the State Editorial Association. Among those present were President Verity of the *Pioneer Journal*, Wadena; Leslie Whitcomb of the *Daily Tribune*, Albert Lea; John E. Casey of the *Independent*, Jordan; Philip Liesch of the *Brown County Journal*, New Ulm; Herman Roe of the *News*, Northfield; Charles W. Henke of the *Dispatch*, Dassel; J. P. Coughlin of the *Herald*, Waseca; Sam Gordon, state printer, St. Paul; H. C. Hotaling, Mapleton, and Mr. Moreau.

The *Minneapolis Journal* believes in taking time by the forelock and has invited the Minnesota editors to become its guests at the time of their state convention in Minneapolis in February 1924. H. V. Jones promises an interesting time and the invitation has been accepted by the executive committee.

C. C. Campbell, president of the Ben Franklin Club of the First Congressional district, announces the next meeting of the publishers of that organization in Owatonna next month, the exact date to be announced later. Mr. Campbell urges publishers to place their orders for the Franklin Price List through H. C. Hotaling, executive secretary of the National Editorial Association, St. Paul, thereby insuring to that organization the commissions allowed on each order. Says President Campbell: "Co-operate with the N. E. A.—give a helping hand to the State Editorial Association—stick to the Ben Franklin Club—be an organization man and we will put the printing business in the place to which it is entitled and keep it there."

The *Fairfax Standard* has established a "dead line" and says that in the future changes of ads will not be accepted later than Monday evening. The publication gets to press Wednesday afternoon.