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AMONG OURSELVES

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NORTHERN EDITORS PUT UP THE BARS

In adopting a new constitution at its annual meeting in Red Lake Falls, January 26-27, the Northern Minnesota Editorial Association sought to put up the bars against non-publishers and non-editors, by including a declaration to the effect that any person or persons now on the membership roll who were not publishers or editors when they joined the association or who have not become such since they joined should be stricken from the rolls. It was understood, however, that persons who had paid their dues for the current year before the adoption of the new rule should be continued as members through the year 1923. The new rule does not bar, as associate members, publishers or editors who retire from active service, publishers or editors from other parts of the state, or persons connected with printers' supply houses.

New Officers Elected

Officers elected for the current year were: President, E. H. Denu, Bemidji Daily Pioneer; vice president, Martin Widsten, Warroad Pioneer; secretary-treasurer, A. G. Rutledge, Minneapolis. Executive committee members: One year, J. P. Grothe, Times-Region, Roseau; two years, Grove Wills, Clarion, Eveleth; three years, C. W. Carlson, Beacon, Melrose.

Next Year at Wadena

The next annual meeting will be held at Wadena; the mid-summer outing at Brainerd.

Resolution Adopted

The association adopted without dissent resolutions submitted by the resolutions committee, consisting of H. Z. Mitchell, E. M. Wilson, Ralph W. Ritterman, Grant Utley, and E. L. Oberg. In substance the resolutions declared for continued effort for the development of northern Minnesota; for the continuance of the state immigration department as an independent state bureau amply supported; for the ten million dollar bond issue for the development of the state road system; for the state park system as outlined by State Auditor Chase and in approval of the work being done by the Ten Thousand Lakes Association; for the northwest dairy exposition proposed by the board of governors of the state fair; for a rural credit measure of such flexibility as to be of real value to the farmer; in opposition to the effort being made to repeal the law providing for the publication of the personal property tax lists; for the support of Country Newspapers, Inc. The final resolution was a vote of thanks to the citizens of Red Lake Falls, the Commercial Club, the Lincoln Hotel, and George W. Christie and Horace W. Cutten, publishers of

the Red Lake Gazette, for their most generous hospitality.

Those who attended the meeting declared it one of the best in the history of the association.

STATE ASSOCIATION PLANS A SURPRISE

The program makers of the Minnesota Editorial Association are planning something exceptional in the way of a star speaker at the coming meeting. Something may spoil the plan, but at present it looks as if it would go through. Just what the feature is cannot be announced yet.

Curtis Johnson, Rush City, has been invited to be one of the speakers at the banquet, to be given Friday evening, Feb. 16, in the Hotel St. Paul.

N. E. A. WINS POINT FOR THE WEEKLIES

H. C. Hotaling, through correspondence with Senator Frank Kellog, has won the point for which the National Editorial Association has been contending as to the distribution of weekly newspapers through divisional terminals. The following ruling by Frank McBride, superintendent of the Railway Mail Service, Tenth Division, covers the point:

Local weekly, semi-weekly and tri-weekly newspapers for distribution within the same state as office of publication will not be dispatched to the Tenth Division terminal railway postoffice for distribution except by special arrangement.

Where such matter is collected at a point at which a terminal is located it will be treated as daily newspapers.

This will be welcome news for Minnesota editors, and is another evidence of the good work of the field secretary of the National Editorial Association.

A Christmas Wish

Christmas, 1922, is fast vanishing down the track of the past. Nevertheless, here is a bit of a Christmas wish which is worth reading by editors—and others, for that matter. It was the product of the Department of Industrial Journalism and Printing, Kansas State Agricultural College.

May your old socks be full of feet,
And your old hat be full of head,
For, without both, the fourth estate
Might just as well be dead.

WANT ADS WORK IN SMALL TOWN PAPERS

The want ad is found to be a good thing, by C. I. Phifer of The Review, Cuba, Mo., who tells why in the December issue of The National Printer Journalist.

Mr. Phifer says that such a section, used conscientiously for the small ad, is a good thing because it keeps advertising out of the "local" columns where they become an obstacle to the reader in search of news and because it becomes a part of the paper of prime interest in itself.

He set out to find what parts of his paper his readers read first. The general favorite was the front page as a first choice and the want ad section as second choice. But—he found that some turned to the want ads first. This is in line with the findings of others who have made a survey of reader interest.

In conclusion, Mr. Phifer says:

In the end, when a good live want ad section has been established, the rural newspaper man will find that, not only his subscription list has grown larger, but his advertising patronage as well.

DOWLING MEMORIAL ON HOME STRETCH

The Michael J. Dowling Memorial Fund is being pushed with vigor. Minnesota's editors are getting behind the committee, consisting of J. R. Landy, Olivia, chairman; E. K. Whiting, Owatonna, vice chairman; Hattie S. Bordewich, treasurer; H. C. Hotaling, secretary, and Harry Wilbern, associate secretary, and results are expected to follow promptly. The bankers of the state have raised \$25,000, and the remainder—\$75,000—is looked for as the outcome of the intensified drive now being pushed. The fund raised is to be used for the benefit of crippled children, and it is felt that the response will be quick and generous.

The Waseca Journal office has installed a stereotyping machine and cut service.

The Messenger of Montgomery is being issued from a new up-to-date home. Editor Clement says he added more than \$4,000 worth of equipment to his plant in 1922.

The Madison Lake Times recently entered Volume 9. "Eight years have elapsed since the Times began its good work," says the editor, "and many times eight will elapse before it has done all it can for the community."

The Dassel Dispatch has installed a cut-casting machine and is now in position, to make cuts for advertising purposes. "We want to give service first and the pay is a secondary matter," says the editor.

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AMONG OURSELVES

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THE COMING M. E. A. MEETING

Everything, or almost everything, is set for the coming meeting of the Minnesota Editorial Association at the St. Paul Hotel, St. Paul, February 16-17. It is going to be a good meeting, even if Senator Medill McCormick is not going to be present. The program was outlined in the January issue of *Among Ourselves*, and promises discussions of deep importance to the publishers of Minnesota. Besides, in Mr. McCormick's place as a star performer is expected some man of national fame. The president and secretary of the association, W. E. Verity and John E. Casey, assisted by H. C. Hotelling of the National Editorial Association, are looking the field over and are in correspondence with men, any one of whom the editors of Minnesota will be glad to hear. So you can count on something of first rank throughout the two days' session. Moreover, you ought to come—for your own good and for the good of the profession and business which you represent.

Adopt the Coue formula, or adapt it, and make it read: This year and every year I am going to get better and better as a publisher by attending the state editorial meetings. Begin this year!

WORLD'S PRESS CONGRESS

James Melvin Lee, director of the School of Journalism, New York University, in Editor & Publisher, says of "The Press Congress of the World," by Dean Walter Williams, School of Journalism, University of Missouri, the president of the Congress:

Possibly the most valuable contribution of the book consists of the chats of official delegates about the press of their own countries. The part of the book in which these chats are printed is an excellent textbook on comparative journalism.

Several of the papers and addresses in the book are practical in character and helpful in newspaper editing and making.

In fact, Mr. Lee calls the book practically an encyclopedia of journalism, and, in addition to special mention of the foregoing features, calls attention to the foreword by Warren G. Harding, the honorary president of the Congress, and to chapters grouped under the title "Hawaii and Its Hospitality," which are described as equal to a delightful fireside trip to Hawaii and its places of interest.

The book is published by E. W. Stephens Publishing Co., Columbia, Mo.

Minnesota editors who know Dean Williams—and many of them do—will wish to possess this book.

ABOUT EDITORIALS

The other day we became possessed of a "hunch." It was this, that the place for editorials in the country weekly is in the first column on the front page.

Not new, you say. No, perhaps not, as a general idea. It has been in use, and still is, by some city papers, and possibly by some country weeklies. But it was new, as just the right thing for the weeklies, as we saw it at the moment, and as we still think we see it.

Here's why:

The editor of the live local paper is in a position of leadership. He stands out in that position more definitely in the ordinary community than the editor anywhere else. As a thinker and leader he ought to be, and generally is, at least one jump ahead of the readers of his paper and the people of his community, taking them by and large. If he comes up to this standard, what he has to say about things is of real importance; it ought to be the kind of stuff to make people think—and act, too. Therefore, it ought to be right out in the show window with the lights turned on.

Other reasons might be given, as, for example, the fact that if an editor puts his editorials on the first page, under the spot light, he's going to take more pains with them; he's going to do some more real thinking about things than usual; he's going to be more and more of a leader.

Of course, we know the objections. Here is one: The editor is modest; he doesn't wish to set himself up as judge, guide, and censor of his fellow citizens. He doesn't need to do that; he can simply be guide, philosopher and friend, and he can be that even better on the front page than back inside. Here's another objection: One column on the front page isn't enough. Well, it's enough for the "leaders," the things that are specially important.

Let's talk this over. *Among Ourselves* invites comment on its "hunch."

1923 AD OUTLOOK

The Editor & Publisher for January 6 carries as its leading feature a symposium by leading advertisers over the country on the business outlook for 1923. The general verdict seems to be that 1923 is to be more nearly a normal business year than any since the war. No boom is looked for, but just a healthy growth.

That means continued advertising.

Another issue of the same publication contains an article to the effect that this is to be a good year for automobile advertising.

These two items of news should bring encouragement to the wide-awake editor, and he should gird up his loins and go after his share of the business with confidence. Confidence on his part will beget confidence on the part of local as well as national advertisers.

"A BOOK OF STUFF"

Have you seen "A Book of Stuff" by the Cub, issued by the Appleton Press? It caught our fancy for two reasons—because it is amusing reading, the Cub being a philosopher with a genuine sense of humor, and because it is an attractive piece of printing, a credit to the McGowans.

A GOOD NEWS FEATURE

The St. James Plain-Dealer for January 18 prints as a news feature, under a banner head, with a two-column bank, a symposium by local merchants on business results for 1922. The introduction declares that business was good in 1922, and that advertising did much to make it good, and then come the comments of the advertisers.

Among Ourselves is ready to wager that every business man in town read the "story," to see what his fellow business men and competitors had to say, and, what is more, that every last one of them registered a silent resolution to do more business—and more advertising—in 1923.

A HELPFUL MANUAL

"How and What to Write as News" is the title of a small but wonderfully helpful pamphlet, by Carl A. Jettinger, published by the Porte Publishing Co., Salt Lake City, Utah. It is just the kind of a manual to put into the hands of correspondents.

If you don't wish to send for that, however, the Office of Publications, University Farm, St. Paul, has on hand a considerable supply of Editor's Style Books, which may be had for the asking.

To establish a farm news department, offer 5 cents an item to your correspondents for every item that is taken from their regular letters and printed in the farm news columns. It will not be difficult to edit these notes so they can be separated from the correspondence, and with a designated mark the proofreader can give instructions for having them transferred while corrections are being made in the galleys. And then to avoid ents clip their own items and bring them to the office or send them in once a month or every three months to get their pay. The cost of each column will be about one dollar. Three or four columns will be a creeckerjack department, worth more than either \$3 or \$4 as a subscription-getter. Any rural correspondence is bound to contain occasional items suitable for a farm news department, and as the correspondents learn the nature of the material you want, they will eagerly contribute numerous good farm news notes.—J. T. in Editor & Publisher.

Worthington plans to entertain the members of the Second District Editorial Association some time during the summer. The Kiwanis club, at its regular meeting Tuesday, voted to appoint a committee to co-operate with the Commercial club, the city council, and other organizations, to extend an invitation to the quill drivers to come here for their summer outing.

Carl Nelson, a newspaper man of experience and ability, of Cando, N. D., has purchased a half interest in the Fergus Falls Tribune from Harry M. Wheelock.—Frazee Free Press.

The Courier of Sandstone has added several new pages and now puts out a regular 12-page edition. A full page of comics and a serial story will be carried every week.

**ROADSIDE MARKET
AS AN ADVERTISER**

If you were out in your Cadillac or Pierce Arrow or—Ford during the late summer and fall you doubtless saw something new, something which the automobile has brought into existence along Minnesota's highways—the roadside market, a little market set up by some farmer who had something to sell to drivers of flitting flivvers or rolling limousines. The roadside markets are sure to increase in numbers along Minnesota's state highways.

In every town big enough to have a live weekly there are scores of persons possessing cars, who, if they knew some farmer was going to have something in the way of vegetables or fruit to sell at a certain cross roads, would away to the cross roads and buy. The cross-roads market man can let such families know what he has to sell, and when and where, through the local paper.

The way to get him started is to buy something from him, take it in exchange for an ad if need be, but get him to print an ad. Then make it a business to see that some of your neighbors in town buy from the advertiser.

The foregoing is a suggestion from one who himself bought butternuts from a roadside marketer last fall.

THE "TIP" TRUST

The thought which has been uppermost in my mind for the last six weeks has been how to create enough surplus to take care of the increasing list of holiday presents without calling parleys to arrange for moratoriums in taking care of fixed expenses. Finally the thing solved itself. Let those who dance pay the piper. If people must have Christmas and New Year's presents, let them pay for them as they do the taxes of the steel trust, the railroads and other good business organizations. We sold them Christmas cards—to the ladies principally. We made a house-to-house canvass. Nearly all of them wanted something of the kind, to fill in here and there among friends. We sold cards with a choice of four different inscriptions and only a limited variety of designs. By placing such limits, we avoided indecision on the part of buyers and expedited and simplified production. It was really extremely profitable, and promises a still larger volume of business in the future. This was our second year for this kind of extra bookkeeping have the correspondingly out of the run of our usual business, and proved clear "velvet," big enough to wrap our own package of Christmas presents.—C. C. Campbell, Ellendale Eagle.

Herman Zupp, who held a large auction sale of livestock on his farm near Blue Earth last Wednesday, was in town Saturday and reports an exceptionally good sale. Mr. Zupp carried an advertisement of his sale in the Eye and he attributes much of the success of his sale to this advertising which brought him a large number of buyers from the Elmore locality.—The Elmore Eye.

Priesthood of the Press

I belong to the priesthood of the press. I will do the right thing.

I will not pander to low tastes.

I will strive with the best that is in me to give the people not always what they want, but what they should have.

I will be fair to all men, and labor with charity toward all.

I will remember my responsibility to my God, my paper, and my readers.

So shall be fulfilled the unspoken vows of this priesthood.

—The Rt. Rev. Bernard J. Mahoney, Bishop of Sioux Falls, S. D.

THINGS TO THINK

You publishers who are running profitable paying newspapers must teach your fellows that the weekly newspaper is a vital, living, energizing force in community life. The weekly newspaper must be a local institution in every sense of the word. In your case, because you are a publisher first and a printer second, your paper has grown and developed with the community. The papers of many of your fellows have fallen behind the community in development and growth. The successful weekly newspaper publisher is running his paper so that it is living up to its mission in the truest and best sense. It has a hold on its readers that no daily newspaper can have. It is a builder of communities because it fights shoulder to shoulder with the people for those things that spell progress. It is a part and parcel of the warp of community life.—J. W. Shaw, quoted in The Service Sheet, New York State College of Agriculture.

Did you notice in the annual report of the county agent that the local newspapers of the county had published 217 of his articles on farm interests during the year? The local newspapers are always alive to the interests of their readers. If anything were needed to emphasize the value of the agricultural county agent, the use made by newspaper men of the reading matter he furnishes would do it. You can fool some editors, sometimes, but not all of us all the time.—Fergus Falls Tribune.

The publisher of a newspaper has one thing to sell and one thing to rent. He has the newspaper to sell and the space in his columns to rent. Can any one inform us why he should be expected to give away either one or the other? He can if he choose, and he does as a matter of fact, furnish a great deal of space rent free, but it does not follow that he ought to be expected to do so. That kind of thing ought to be recognized as a contribution exactly as the giving away of coffee or sugar by the grocer. But, strange to say, it is not looked upon in that light at all. Yet everybody knows that the existence of a newspaper depends upon the rent of its space and the sale of the paper, as a merchant's success depends upon selling his goods instead of giving them away.—Moose Lake Star-Gazette.

**FARM NEWS PAGES
INCREASE BUSINESS**

I. N. Heminger, editor of the Findlay (Ohio) Morning Republican, in the December issue of The National Printer Journalist, tells how the farm news page of his paper has been a builder of circulation and advertising. Findlay is a town of 20,000, such as does not usually support a morning paper, yet the Republican has made a place for itself in Findlay and the entire country side through such service as that of its farm news page and other features.

When it introduced the farm news feature, it placed a member of its staff in charge. But things did not go very well. It did not give up, however. Instead it brought in a real farmer who had had some experience in writing for the press. Then things began to move. The new man found abundant sources of news in the many farm organizations such as the Grange, the breeders' associations, farmers' institutes, farmers' clubs, the county agent, the state experiment station, and the state university. He got out over the country and talked to farmers about their individual plants, about marketing, livestock shipping, and much else.

The result was rewards from the increased interest of the farmers, subscription renewals as a matter of course, more business for advertisers because their advertising reached the farmers and brought them in to buy.

Mr. Heminger's article indicates that he is "sold" as to the value of the farm news page. The increasing number of such pages in Minnesota papers indicates that more and more publishers are seeing the possibilities of such a feature.

PLACES AND MEN

(News items about places looking for men and men looking for places are printed here—without charge, or course.)

Among Ourselves knows of an editor of a daily in a live town in Minnesota who is looking for an able assistant, to handle news, do something at advertising, and boost circulation. Persons interested may address us. Their credentials will be passed on to the aforesaid editor.

A young man who has had experience in agriculture and in writing for the press is looking for a place as a farm news editor for a daily or a farm journal. He might be interested in similar work for a live weekly. Among Ourselves will be glad to put any editor interested in touch with him.

What does journalism offer? Everything worth while to those who give it a devotion worth while. But it doesn't offer an easy life. Every newspaper man or woman, who makes a success of the work, is a hard worker, whether his lot be cast in a small village, or on a metropolitan paper in one of the great cities of the world.—J. G. Sanders, managing editor, Aberdeen (S. D.) Daily Journal.

HUTCHINSON LEADER ON FREE PUBLICITY

The Hutchinson Leader, in its issue of December 22, announces a new policy as to publicity.

Having stated that the season of church sales and suppers, just closing, had brought to the various organizations more than \$1500 and that the Leader had given, in the preceding two months in the way of publicity for such sales and suppers, 200 lines of space worth \$20, the editor says:

From this date the Leader will charge for any reading matter advertising such sales and suppers, and other functions which are promoted for the purpose of making money, above the original announcement, this announcement to consist of such information as is necessary to inform the public of the facts, and to be published one week only. By request the date will be left in the Leader's coming events column from the time of the announcement until the event.

Space in the Leader is its stock in trade, and if this space is not sold the paper can not be published. No one would expect the grocer, the confectioner, the ice cream manufacturer, or any other dealer in commodities to furnish his goods without cost for any function; then why should the newspaper furnish free publicity, and often receive not even the thanks of those benefited in return?

The plan the Leader would suggest that societies follow is to hand in date selected for their bazaar or social affair, to be published in the coming events column. A week before the event an item may be published in the social column or wherever the publicity agent of the society desires, this item to consist of matter acceptable to the publishers of the Leader.

HELPFUL HUNCHES

People are thinking about taxes just now. Find how much local taxes have increased the last ten years. Then get the statistics on increases in population. Let the city officials tell why local taxes have been advanced so rapidly.—J. T., in Editor & Publisher.

Interview the local high school or college teachers about their hardest working students. Stories about the boy who works in a telegraph office at night and goes to school by day, or the girl who gets up at half-past four every morning in order to take care of a motherless household and go to school will prove a popular series.—M. F. W., in Editor & Publisher.

The Alvarado Independent ceased publication last week. Its publisher says it was due to lack of local support and that some of the people three even went so far as to have paid notices published elsewhere and their job printing sent to other places.—Norman County Gazette.

PI A LA MODE

George M. Jensen, publisher of the West End Advertiser, Duluth, has changed the name of his paper. The paper is now known as the Duluth Weekly Advertiser.

The Crookston Daily Times announces the establishment of a farmers' page. The aim, as announced in the paper, is to furnish material that may prove of great value to the Times' farmer friends.

The Enterprise, Hopkins, Minn., comments editorially on the fact that California is starting on a \$5,000,000 advertising campaign to promote the interests of the state. The editorial in the Enterprise says: "We know what the result will be." So does every one who has any knowledge of the value of newspaper advertising.

Under its title, the Sauk Center Herald carries this in large type: "Sauk Center—In the Heart of the Dairying and Lake Region of Minnesota." The equivalent, that, of a declaration of prosperity.

The "first lady" of Kansas, Mrs. Jonathan M. Davis, wife of the governor, is a rural correspondent of the Bourbon County News, and, according to reports from Kansas, she is not letting her "high official duties" interfere with the business of being a correspondent.

Nels B. Hansen has bought out the interest of his partner, Jacob Snustad, in the McIntosh Times. Mr. Snustad goes to Roseau to become a member of the Roseau Printing Co.

Commenting on the fact that people do not always buy their home creamery butter, the Faribault News pertinently remarks: "On second thought it may be said that the home manufacturers of butter don't make as much effort as they might to sell their product to home folks. A director of a cooperative creamery located near town said the other day that he had advocated a campaign to sell his butter to Faribault people, but that his fellow directors did not favor going to the expense of doing it. He felt that while some expense would be incurred, it would be less than the cost of shipping to New York or other distant markets.—Waseca Herald.

H. Z. Mitchell of the Bemidji Sentinel was the guest of the Dispatch-Pioneer Press at its annual dinner on January 10, and was one of the after-dinner speakers.

The St. James Independent has found a use for free publicity stuff. Instead of dumping it into the waste basket, the Independent will stack all contributions of the kind and sell them for old paper next Christmas.

The Frazee Free Press is authority for the announcement that William G. Bunde has sold the Detroit Herald. W. J. Collins of the Herald, Little Falls, becomes editor of the Detroit Herald.

The Herald, Ada, has issued a call to Ada folks to write letters for publication in the Herald, setting forth their views as to community progress. The Herald has the idea—sound, too—that such letters will be good for the community and will help to make the paper of greater interest to its readers.

The Mower County News, which has

been a semi-weekly, has become weekly, announcing that hereafter it will be enlarged.

The Isanti News, J. W. Skinner, editor, has suspended publication.

The Wells Mirror is running on its front page a feature, "Who's Who in Agriculture," containing "facts and fiction" about well known farmers in eastern Faribault county. The feature is a good one, and ought to be a circulation- and advertising-getter.

The Grand Rapids Herald-Review has been doing some genuinely constructive work for Grand Rapids in a series entitled "For a Greater Grand Rapids." The series contained discussions of business problems of interest to every one in Grand Rapids and in the surrounding country. It ought to serve to pull the people together and get something good for the city.

H. F. Sprung has been made editor of the Norman County Post.

Sam Sherman, formerly editor of the Northern Light at Williams, is running the Baudette Region while W. T. Noonan is helping to make laws in the state legislature.

M. H. Galer of the McGregor Pilot is in charge of a clerkship in the state senate.

Charles L. Stevens of the Warren Register is another up-state editor who is helping to keep the machinery of legislation running smoothly.

The St. James Independent announces the installation of a casting box and a saw trimmer, and the use of a mat service to give advertisers the best in advertising cuts without additional expense.

Mrs. Maude A. Donahue has been elected president of the Wright County Editorial Association.

The Cokato Enterprise has announced that hereafter all subscriptions must be paid in advance. That is a sound New Year resolution.

The International Falls Echo completed its twentieth year with the issue of December 27. C. B. Montgomery, the present editor and publisher, has guided the Echo throughout its history, and is in point of service the lone pioneer business man of International Falls. He has faith in the future of the Falls because of the wonderful development he has seen in the twenty years of his active work there.

Fire at Haclensack destroyed five buildings, among them the office of the Independent, A. B. Newton, editor. Mr. Newton has made a live paper of The Independent.

The News of Winthrop has an interesting department under a two-column standing head, "Rural School and Home." Teachers from the various districts contribute items to the department every week. Most of the items carry the personal touch and no doubt are of great value to the paper as a whole.

C. K. Semling, for several years publisher of a newspaper of Halstad, but later a practicing lawyer in the same town, died recently in Minneapolis. He had a large acquaintance in the Red river valley and his death is regretted by many friends.

The Headlight-Herald at Tracy has received a new stereotyping machine and says it is prepared to give an up-to-the-minute service.