

AMONG OURSELVES

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ST. PAUL CAMPUS LIBRARY

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Vol. I

ST. PAUL, MINN., SEPTEMBER, 1923

No. 10

**SILVER JUBILEE EDITION
FOR LEVANG'S WEEKLY**

Levang's Weekly will celebrate its twenty-fifth anniversary with the issue of a jubilee number on September 20.

Ola M. Levang, the publisher, has for months been preparing for the event, for he set out to make his jubilee number a real event in the history of Lanesboro. The issue is to be 24 pages—unless he has decided to increase the size—and is to wear an elaborately printed cover.

The reason it is suggested that he may have decided to increase the number of pages lies in the fact that with the intensive preparation he has been making, he ought to have more reading matter and more advertising than he can carry in 24 pages. The guaranteed circulation for the number is 5,000.

In announcing his plans back in April, Mr. Levang sent out to former residents of Lanesboro a printed letter calling on them for letters about old times in Lanesboro. In this letter he said: "You will enjoy reading the letters from your old friends,—and they will enjoy yours." An appeal like that should bring some interesting replies.

As a postscript, he added: "We expect to print a great number of extra copies. Your order for extra copies will be entered and filled promptly on the day this silver jubilee edition is published." That, too, should bring returns.

Again, Mr. Levang seeks to make his jubilee issue a means of bringing his subscription list to a paid-in-advance basis. To this end he sent a letter to subscribers, containing, in addition to the announcement of the jubilee edition, this paragraph:

I would like to celebrate my newspaper's silver jubilee with a subscription list fully paid up in advance. I need YOUR assistance to bring this about. The enclosed statement shows what you may be in arrears on your subscription, and one year's advance subscription is also added. May I not hear from you by return mail with a remittance?

That again ought to get results.

At the same time the Lanesboro publisher set out to line up a liberal amount of advertising. With this in view he sent to every advertising agency in the country a letter setting forth the resources of Fillmore county, the ability of its people to buy, and the opportunity to reach the people of the county through Levang's Weekly. Enclosed, of course, was a rate card of approved type—such as would convince advertisers that Levang's Weekly did business in a business way. Along with the letter went a copy of the paper. Furthermore, the publisher brought his plan to the attention of local advertisers, emphasizing the opportunity to carry a

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**EDITORIAL "HUB" AT
MINNESOTA STATE FAIR**

The center of interest for the newspaper publishers of Minnesota at the coming Minnesota State Fair will be the "print shop" in the rotunda of the Agricultural building. Here Larry Ho will be in charge as editor of a daily newspaper of special interest to Minnesota's editors.

The exhibit, which is designed to attract attention to Minnesota's newspapers, as this is being written is being arranged for by Larry, who is the executive manager of a committee of which Frank A. Day is chairman. It will consist in part of a display of representative newspapers obtained from the files of Among Ourselves. Other committeemen are Herman Roe, T. E. Steward and W. P. Kirkwood.

The daily paper will be the work of the state's editors, on whom the chief has been calling for "copy."

Such an exhibit should receive the attention of every editor in the state. This year's attempt is but a beginning. It is understood that those in charge are looking forward to the day when the publishers of the state will have a "headquarters" at the fair such as will attract editors on the one hand and readers and advertisers on the other, and such as will contribute to business building for the publishing and printing business.

Let's go!

**BEN FRANKLIN CLUB
TAKES ONE DAY OFF**

The Southeastern Minnesota Ben Franklin Club declared business taboo for the day of August 4 and reveled in picnic joys at Beaver Lake, three miles from Ellendale. The club is an organization of master printers, including both commercial printers and newspaper publishers.

More than fifty attended the picnic, and the day was spent playing kitten ball, pitching quoits, disporting in "the old swimmin' hole," and raiding the commissary. Lunch was served in a public picnic grove and the evening meal was spread on the ground in front of the summer cottage of the president of the club, C. C. Campbell of Ellendale, on the opposite side of the lake.

The only business mentioned was the announcement of the receipt of an invitation to hold the next meeting of the club at Waseca, forwarded by the Waseca Chamber of Commerce. The invitation will doubtless be accepted, and the meeting will probably be held late in October, when officers will be elected and the other business of an annual meeting will be put through. The call for the meeting will be issued later by R. P. Willis of Grand Meadow, secretary.

**LOCAL ADVERTISING
FOR COUNTRY WEEKLIES**

How to develop local advertising for the country weekly, is a question which will receive chief attention at the next annual editors' short course at University Farm, St. Paul, May 8-10, 1924.

Another question, to which an answer will be sought by means of a contest, is: What is the prime service which a country weekly can perform for its community?

The advertising report submitted at the recent annual meeting of the National Editorial association, by a committee of which Herman Roe of the Northfield News was chairman, contained this significant paragraph:

Publishers of country newspapers should concentrate their efforts on equipping themselves and their plants for the rendering of the most efficient service to prospective advertisers in their immediate territory, and they should cultivate that to the limit, for right at home is to be found the source of 85 per cent of their advertising revenue.

With Mr. Roe on the committee arriving at the foregoing conclusion were Paul Harber of Georgia and I. H. Marshall of Illinois. The conclusion was based on an investigation of the sources of advertising revenue of a representative country weekly. Taking the average for ten years for this paper it was found that national advertising gave only about 17½ per cent of the advertising revenues. The rest came from home sources.

It is on the strength of this finding that the men in charge of the editors' short course have decided to concentrate a large share of attention at the next session to the best methods for developing local advertising. Every effort will be made to bring to those in attendance concrete information, definite statements of tried and effective methods, by those who have made use of them.

The terms as to the contest which will attempt to bring out answers to the other question—What is the prime service which a country weekly can perform for its community?—will be announced later, but this preliminary announcement is made in order that publishers may begin to mull over the subject and get their ideas in order.

Attention at the short course, again, is going to be centered for a time on the problems of the "back shop." The success of this feature of the program last May was so great, when the student-publishers at the course visited the printing department at Dunwoody Industrial Institute, that it is felt the feature should have a permanent place in the making of programs for the course. At least, "demonstrations" of printing problems

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AMONG OURSELVES

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

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

Published monthly at University Farm,
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Just as the editor must have a greater sense of his responsibility to his community, a greater ideal of service, so must the community be taught to have a greater sense of its own responsibility toward, and appreciation of, its newspaper.—M. V. Atwood, publisher of Groton (N. Y.) Journal and Courier, and assistant professor of extension teaching, New York State College of Agriculture.

PROFESSIONAL CO-OPERATION

Every professional man is under obligations to his profession. Upon him rests the duty of contributing something to the common cause of those engaged in the same work.

When one attends a meeting of the Minnesota Editorial association, or of some of the state's sectional press associations, he is impressed with the fact that many editors recognize this professional call to co-operation. At the same time, he is impressed with the fact that such recognition is not wide enough and not deep enough. It is not wide enough, because not enough editors share in the deliberations of the kind of meetings referred to. It is not deep enough, because many of those who do share in the deliberations do not give enough of their time and effort to promote the work of the organization or the welfare of their profession.

It is better to give than to get. That is the key to successful co-operation of a professional kind.

This bit of frank moralizing is indulged in as the basis of a call for larger co-operation with Among Ourselves. It was the aim in establishing this paper to make it a medium for the exchange of ideas by the editors of the state, a means of mutual co-operation. Its columns are always open to contributions such as may be of benefit to fellow editors. Will YOU use it?

Use it to give others the benefit of "hunches" or "dollar pullers" which you have found useful or effective. If you can't use it that way, use it to ask questions.

Editors and publishers are full of questions. There is always a barrage of questions and of answers at editorial meetings or editors' short courses. Well, let Among Ourselves be a monthly meeting. Shoot it full of suggestions or questions. By so doing, you will help to make it more useful, and do a real service in professional co-operation.

Here is a suggestion. When you write anything for your paper, which you think is of general as well as local application, make a carbon copy, and

send the carbon to Among Ourselves. Do this especially when you are writing something which may be of use in building circulation, engaging the interest of local advertisers, or developing business for your job department. In other words, help to make Among Ourselves a business builder for your fellow publishers and printers. If YOU do this for others, others will be doing it for you.

The editors of Among Ourselves are on the lookout for such material in your papers, but they miss a good many good things. Don't let them miss such things. See that they get them in carbon copy form.

BETTER YET

In the August issue of Among Ourselves was printed a schedule of advertising rates for country weeklies, taken on the erroneous assumption that it was the schedule approved at the last meeting of the National Editorial association. The schedule was that adopted in 1920. The new schedule is 5 cents a column-inch higher, and is as follows:

Circulation	Rate in cents
500 or less.....	25
1000 ".....	30
1500 ".....	35
2000 ".....	40
2500 ".....	45
3000 ".....	48
3500 ".....	51
4000 ".....	54
4500 ".....	56
5000 ".....	60

That is better yet. The publisher of a paper with a circulation of 500 or slightly less may feel that his advertisers will not stand for 25 cents a column-inch, and may hesitate to establish such a rate. But he has at least two arguments which ought to be effective with his advertisers. The first is that of costs. He can say to any advertiser who objects that he is basing his rate on what it costs to produce the space, just as the advertiser bases his prices on what it costs to buy and handle the goods he sells; that he has to have a margin of profit in order to do business, just as the merchant has to have such a margin. His second argument is that the space is worth the price asked. An inch of advertising space in a live paper reaching about 500 subscribers, and from four to five times that number of readers in a community, is worth 25 cents if it is worth a cent.

A third argument, and a most effective argument, is found in the form of service—in aiding the merchant to prepare his copy, to prepare copy with a strong pulling power. The grocer, for example, must advertise specific things, not just that he has groceries to sell. If he gets in a consignment of specially good cheese, let him advertise it and give the price per pound. Let him tell where it comes from and why it is exceptionally fine, and, perhaps, suggest that it is specially good for baked macaroni and cheese. The clothing merchant may do the same kind of thing if he gets in an exceptionally good lot of suits for boys who are starting in on another school year, and need new outfits. That is the kind of advertising which has been found effective in cities; it will work as well in smaller communities.

SILVER JUBILEE EDITION
FOR LEVANG'S WEKLY

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message into every home in the county. In short, Mr. Levang is seeking to make his jubilee number a highly interesting issue, is seeking to make it build his subscription list and put it on a paid-in-advance basis.

Mr. Levang believes in advertising and in good printing, and he is using both to promote the business of Levang's Weekly and of his print shop. Among other things, he uses a postcard to call attention to various features, or references to individuals. The postcard is as follows:

LEVANG'S WEEKLY

The Fillmore County Newspaper
Published Every Thursday

at

Lanesboro, Minnesota

by Ola M. Levang

Your attention is called to:

- A. reference to you.....
" " your business.....
" " your family.....
" " your friends.....

An article of interest to you appeared in the issue of Levang's Weekly for

Very truly yours,

Ola M. Levang,

Editor

Subscription Rates:—U. S. \$2.50 per year; Canada and other foreign countries \$3.00 per year. Single copies 5 cents.

Again, Mr. Levang has devised a very interesting form of receipt for subscription payments. It is in the form of a check or draft on the "Bank of Sincere Appreciation," instructing said bank to pay to the order of the recipient "One Thousand Thanks."

Other items in Mr. Levang's list of direct-by-mail advertising include several vestpocket-sized folders and booklets, some on advertising, one on community building and the home newspaper, and some on better printing and fair prices for such printing. The booklet on Community Building and the Home Newspaper contains an address delivered at Lanesboro by H. C. Hotelling, executive secretary of the National Editorial association, and publisher of The Enterprise, Mapleton.

Minnesota publishers will watch with interest for Mr. Levang's silver jubilee number.

Vice Presidents of N.E.A.

Herman Roc, Northfield News, has been made Minnesota vice president of the National Editorial association; G. L. Caswell, Cherokee Chief, Ames, Iowa vice president; George P. Collins, Independent, Carrington, North Dakota vice president; W. C. Lusk, Daily Press, Yankton, South Dakota vice president, and H. E. Howe, Courier, Prairie du Chien, Wisconsin vice president.

The Fergus Falls Daily Journal on July 24 celebrated its fiftieth anniversary. It was started by A. J. Underwood as a weekly in 1873, became a semi-weekly in 1880, and three years later a daily.

SOLD, A CAMPAIGN

Clark Burton, editor of the *Prairie Record*, walked into the men's clothing and furnishings store of Bill Ludlow, turned to the left, and laid his straw hat on the showcase in front of Ludlow's hat cases.

"Bill," he said, "the open season for straw hats is gone; I want something nifty for the fall—something sort of friendly, you know; something I can wear at the county fair and out among the farmers without giving the impression that I'm trying to play the prince."

"A cross between town and country," answered Bill; "what you might call a community lid, eh? How's this?" And Bill took down from the case the right hat.

"That's that," said Burton. "Now I've got something else I'd like to talk to you about."

"Going to explode an idea, huh? All right, fire the fuse," responded Ludlow, as he gave Burton's new hat a final touch and handed it over.

"Well, it's this, Bill," said Burton. "You've been a regular advertiser in the *Record* ever since you've been here. You've got results, for you've told me so; but you haven't got the results you might get."

"Knockin' your own name, Clark? That's the first time I've heard you—"

"Not a bit of it," broke in Burton. "The *Record* reaches most of the people in this county and it is read by 'em, too. But you and I can improve on *our* game, if you want to know."

"That bomb's going off, lookout!" declared Bill with a grin.

"Listen," retorted Burton. "You've been advertising in a sort of hand-to-mouth sort of way; what you need to do is to lay out a campaign plan for a year in advance."

"That's a cracker, sure enough. Why, boy, I'd have to give up my duck-huntin' trip to do that," was Bill's rejoinder.

"Never a bit," replied Burton. "If you did the thing right and did it right now, you could go duck-shooting with a free heart, knowing that you were coming back to begin shooting ducks into the bank for the rest of the year."

"You mean into the *Prairie Record's* bank account, eh?" kidded Bill.

"Sure," admitted the editor, "but you wouldn't mind that if you were increasing your turn-over and adding to your own bank pile."

"Now let's get down where the tubers are," continued Burton. "I mean business. Here's the proposition. You've been in this business long enough to know just what's coming practically every month, and every week in every month, in the year; don't you? Well, why not look ahead, and make out a schedule—fall suits, hats, gloves, underwear for September; winter things for November; Christmas things for December. You know how things come better than I do, but that's the idea. Then when I come around on Mondays for your copy, you won't be saying: 'Let's see, what'll I give 'em this week? What was it I gave 'em

last week? Oh, yes, hats. Well, I'll make it underwear this week.' Then you sit down and scratch off some copy hastily, copy that doesn't mean as much as it might though it's timely enough, and that's the end of the matter till I call again. Now if you've got results from the kind of thing you've been doing, you ought to get twice the results from more deliberate care and thought.

"Here's another thing. If you lay out your plan in advance, you can get some up-to-the-minute mats or cuts from the wholesale houses, who are keen on 'dealer helps' these days, and with these can brighten up your ads in a way to attract more attention. Moreover, you can reinforce your newspaper advertising with direct-by-mail material such as you can get from your wholesalers or such as you and I can get up together here at home."

"There's something in that, Burt," answered Bill, who had been listening with closer and closer attention. I put a whole lot of thought on what I'm going to get from month to month, and how I'm going to show it off here in the shop, but not very much on what I am going to let the people know what I've got or how I'm going to make them want to buy it."

That night the editor and the merchant sat at Burton's desk framing up a tentative schedule. During the day, Bill had gone over his sales records for the year past, making note of the things demanded week by week, studying his buying and his hang-over of remnants, and his success in stimulating demand here and there by his snap-shot ads. He had thus obtained a sort of birdseye view of the year's business. With this as a basis, a schedule of advertising for a year was made up, and Bill prepared his copy for the first ad of the schedule. When he had completed it, he sat looking at it, his face a question mark.

"What's the problem?" asked Burton.

"Burt, this thing won't go in a three-column, ten-inch space, and look right."

"Make it a 3-12 then," was Burton's answer.

"All right, we'll try it," said Bill, as he got up to go. "This thing looks good to me," he went on. "At any rate, I'm going to see whether there's anything in it. I'll have those cuts here from St. Paul by Monday. Let me see a proof of the ad as soon as it's set."

Burton agreed, but his mind was on a thought as new to him as his of the morning had been new to Ludlow, and it was this: One way to increase your sales of advertising space is to increase the interest of already good advertisers. All of one's campaigning should not be done to get new advertisers. The man who is getting results from his advertising in your paper is easier to persuade to take more advertising, often, than the man who is an anti-advertiser is to persuade to begin advertising.

* * * * *

"Say, Burt," Ludlow exclaimed one morning several months later, when Burton went in to get copy for Ludlow's

weekly ad, "I've been taking stock of results of the advertising of this year as compared with last, and—well, you win."

"That's right, Lud," responded Burton, "I *do* win. Do you know you've paid me 25 per cent more for advertising thus far this year than you did last, and, besides, you had a lot of job work done which added to the revenues of my plant?"

"Good, I'm glad of it. The year has been the best for me since I've been here. When the year's up, we'll frame up another schedule. I've some ideas of my own I'd like to try."

And Burton went out, saying over again to himself: One way to sell more advertising space is to increase the interest of already good advertisers.

ADVERTISING HINTS FOR SEPTEMBER ISSUES

Here are a few suggestions as to lines of advertising which may be worked with profit in September, based on a list published in *Among Ourselves* and revised and improved by Paul Kieser of South Dakota State College, Brookings:

Corn husking equipment.
Lunch boxes and school equipment for school boys and girls.

Rams for sale.
Supplies for cleaning potato bins for the fall crop. Bins, experts say, 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 10 gallons of water, or of formaldehyde, one pint to 10 gallons of water. They should then be dried out. Bins so treated will keep potatoes from disease germs left over from the preceding year.

Whitewash supplies—lime, brushes, etc.
Commercial dairy feeds—Bran, oilmeal, cotton seed meal, gluten, beet pulp, etc.
Lumber for building hog and poultry houses.
Windows for barns. Stock should have plenty of light during the winter months.

Materials for building septic tanks—cement, sewer pipe and drain tile for farm sewage disposal.

Sewing machines.
Running water equipment for the farm home.
Fall plowing equipment.

LOCAL ADVERTISING FOR COUNTRY WEEKLIES

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and methods will be tried again next May.

In making these announcements, the editor of *Among Ourselves* realizes that he can get much valuable help from printer-publishers, and he, therefore, asks any who have suggestions to make as to the next program to come forward with their ideas without hesitation. The editors' short course has always been a co-operative enterprise, and its greater success will depend on the extent of the co-operation received.

The editor, therefore, urges you to send in suggestions. Do it now!

A BARBER, A BANKER, AND A CIRCUS SPIEL

"Go to the circus?" asked the cashier of the Bank of Fentonville as he dropped back in the barber's chair for his Saturday afternoon shave.

"Yeah; I went a little while last night after I closed up. Some circus!"

"Some circus is right," said the banker, "and it was some advertising stunt we pulled. You saw our big sign and heard the ringmaster tell about our bank, didn't you?"

"Yeah; I saw the sign and I heard the spiel. Wouldn't have thought of it again though if you hadn't mentioned it."

"Pretty clever stunt we call it," was the banker's reply.

"Yeah; clever for the announcer and sign painter. What did it cost you?" the barber asked sharply.

The question popped out so unexpectedly that for once the banker told the bank's business and admitted proudly that the expense had been \$112.

"Say you! Listen to me!" bawled the barber, as he swung his lather brush across his patron's face and shut off anything he might have said further. "That guy paid \$12 for the sign and got a hundred for shouting three minutes twice a day. He does that six days a week because he finds one in every town. In the season he makes more than your bank does. You call that advertising? You got an idea folks at the circus bring any money to your bank because of a spiel at a three-ring circus? Nothin' to it! They were laughing at clowns or getting nervous about the lions. If you want to do some advertising, you take your \$112 and pay the editor of the Bugle \$2 a week as long as the money lasts. Your ads in the paper will tell all of those people about your bank every time they look it over, something different every week. It won't go in one ear and out of the other."

The barber was quiet for almost a minute. The banker was quiet, too. He was thinking. The barber had told him something.

Then from the barber, rather gently, "Did that fellow deposit the \$112 in your bank? No? Well, whenever you pay the editor's bills he puts the money right back in circulation here."

"Razor hurt? No, I thought you kinda scringed a little."—News Bureau, New York State College of Agriculture.

The assets of Ohio building and loan associations for the year ending June 30 had increased \$86,210,869.92. The increase is attributed largely to newspaper advertising. Tell this to your bankers.

The Ivanhoe Times recently issued a 28-page edition, called a "Biographical Booster and Farm Bureau Edition."

The Mankato Free Press, an evening paper, gave its readers and the people of its territory the news of President Warren G. Harding's death in a special morning edition distributed by motor cars and motorcycles in territory not covered by carriers or mail trains.

PI A LA MODE

The man who needs most to consider the vacation question seriously is he whose vitality is so great that he does not recognize the need for periods of refreshment and contemplation that, annually, pay huge dividends. The only vacation that counts for a newspaper man is one that is spent entirely away from towns. There is no substitute.—Howard Bratton, publisher of the Faribault News, in the National Printer-Journalist for August.

The Kentucky State Editorial association in selecting the best newspaper in the state—that is, the best country newspaper—selected a paper published in a town of less than 900, and this paper every week carries from 35 to 45 country letters scattered throughout its eight pages.—National Printer-Journalist.

The Rush City Post has added a new Model 3 linograph and a 10x15 Chandler & Price Gordon jobber to its equipment.

Mrs. Kate Annie Barnard Darby, 73, wife of Benjamin Darby, publisher of the Owatonna Daily People's Press, is dead. She is survived by her husband and three sons.

The Steele county fair has been using newspaper advertising both in the twin cities and in tributary communities to draw attention to the fair.

The Northwest company, publishing the Queen City Sun at Virginia, has sued a Minneapolis shoe company for alleged failure to comply with an advertising contract. According to the complaint, the shoe company contracted for 2,000 inches but discontinued advertising after 176 inches had been used, and refused to pay 20 cents an inch, the price agreed on.

The LeStueur Center Leader-Democrat recently issued a 32-page "Better Sires Edition." It was crowded with advertising and articles relating to livestock and breeding.

W. N. Johnson, who has always been kept reasonably busy in getting out that excellent paper, The Ivanhoe Times, has taken on another big job. He has been appointed postmaster.

Congratulations are due Ludwig J. Roe of Montevideo, soldier, editor, and community booster, who was elected commander of the Minnesota department of the American Legion at its annual convention recently held in Faribault. His policy was made clear when he said that he hoped to see the Minnesota Legion in every town working for good government, good citizenship and civic betterment.

Victor E. Lawson of the Willmar Tribune is being mentioned as a candidate for governor next year on the proposed farmer-labor ticket.

The William A. Donohue memorial newspaper building has just been dedicated at Cokato. It was built by his wife who is editor and manager of The Cokato Enterprise. The dedicatory address was given by Ludwig Roe, the newly elected state commander of the American Legion. William A. Donohue, a good editor and a brave soldier, was killed in battle in France in 1918.

HELPFUL HUNCHES

Put some local news on every page. Then call the attention of advertisers to the plan. You will find it pleases them, for they know that their possible customers scan your paper for local news.

As a means of interesting the public in his paper, George Schlosser, publisher of the Wessington Springs Republican of South Dakota, invites the residents of his town and of the surrounding territory once a year to a "movie." He tries to tie up the picture with the country newspaper business. Of course, he advertises the show in the Republican. The cost is usually from \$25 to \$35, and Mr. Schlosser says it pays.

Advertise your advertising. The Wayland Register (New York) not long since ran a single-column, front-page box, containing this: "John Wicks ran an advertisement in last week's paper of a number of good cows for sale. The one insertion sold five for him, and he says he could have sold five more." Look up such cases among your own advertisers, and tell the world about them.

A regular and accurate market report makes a paying feature in the country weekly. Such a feature is worth spending time on.

Why not, in connection with the opening of the schools, get up a feature about schools as they were twenty years ago and as they are today.

W. H. Needham in the National Printer-Journalist for August says: "Six years ago in a small city in West Virginia the writer took the management of a small weekly paper that had done something over \$4,000 gross business the year before. In the six years the annual business has grown to over \$18,000. Advertising was hard to secure in the beginning, but the question was solved by purchasing a stereotyping outfit and a mat service."

A small piece of bark removed from a white birch tree disfigures it and may eventually kill it. If bark is wanted, look for injured trees or those that must be cut out.