

AMONG OURSELVES

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LETTER FROM MITCHELL TO MINNESOTA EDITORS

Through the courtesy of the editor of "Among Ourselves" a portion of that interesting publication has been set aside for a discussion of matters that may be of interest to members of the Minnesota Editorial Association—and let me reiterate my belief that this membership should include every newspaper publisher and editor in the state of Minnesota. From month to month we shall take pleasure in reporting the progress made on the plans left to the officers to work out; to pass on suggestions that have come to us from other sources and to discuss some of the problems that can be solved by co-operative effort.

Big Advertising Problem

Just now we are of the opinion that one of the biggest steps that can be taken is an attempt to solve our own advertising problems, not by chasing the will-o'-the-wisp "national advertising" but by showing the manufacturers through the retailers the wisdom of bearing a portion of the merchants' expense in advertising national products. We have some definite ideas we are going to present to our members during the year, but for the present please bear in mind the importance of keeping in touch with the advertising offers made your retailers. We know that some of them you may never know about, as the manufacturers have not yet been shown the wisdom of taking the newspapers into their confidence, but get on the right side of your retailer and persuade him to tell you what his wholesalers will do toward providing him with intelligent copy and helping bear the expense. Just as a suggestion nearly every point concern operating in this state will pay a portion of the advertising expense of the local dealer. Look into this.

Curtis Heads Committee

In an attempt to show the co-operative organizations of the state the wisdom of a more hearty co-operation with the press, the association authorized the appointment of a committee to work along this line. In accordance with the request we have appointed J. Harold Curtis of St. James as chairman and will name the district members later. Mr. Curtis at our request appeared at the meetings of the Minnesota Co-operative Creameries Association and the Co-operative Poultry Association held in St. Paul in March. The substance of Mr. Curtis' talk will be found elsewhere in this issue of Among Ourselves.

A Word for the Short Course

We trust that the coming year will prove one of progress in the association. We urge the members to make plans now to attend the Editors' Short Course at University Farm, St. Paul, May 7-9. This course can be made one of the most

helpful conferences possible. Your interest and co-operation can make the association of value to you and we sincerely trust that this interest and co-operation will be shown during the coming year. President M. J. McGowan, through his energy and persistent planning, has made a record that will be hard to equal but we are a long way from giving up the ship. We intend to tie the record if we can't beat it.

Fraternally yours,

H. Z. MITCHELL,
President Minnesota Editorial Association.
Bemidji, Minn.

SUGGESTS CHECK ON THE SPECIAL EDITION ARTISTS

Undoubtedly 1925 will see the usual number of "special edition" artists endeavoring to sell themselves to the newspaper men of Minnesota.

Experience has taught all of us that many of these are unreliable, causing more sore spots than the extra revenue warrants.

We would suggest that before contracts are entered into with any "special edition" or "feature" solicitors, a query be sent to H. C. Hotaling, Ryan hotel, St. Paul, asking for any information that he may have regarding the work of these men.

In this way considerable annoyance may be eliminated.

H. Z. MITCHELL,
President Minnesota Editorial Association.

N. E. A. CONTEST TO CLOSE ON MAY 1

H. C. Hotaling, field secretary of the National Editorial Association, in the March 21 issue of the Publishers' Auxiliary strongly urges attention to the National Editorial Association membership contest which will close May 1.

Mr. Hotaling points out that the contest thus far has brought in only 398 new names, with Charles M. Meredith, Quakertown, Pennsylvania, in first place, having secured 84 new members.

An unusually fine list of prizes is offered, and Mr. Hotaling asks whether the present contestants are going to be allowed to carry off prizes worth all the way from \$25 to \$100 in some cases by sending in a single name.

Harold H. Barker's Grant County Herald, Elbow Lake, one of Minnesota's fine weeklies, has entered upon its forty-sixth year.

WHY CO-OPERATIVES SHOULD ADVERTISE

J. Harold Curtis of the St. James Plaindealer, appointed by H. Z. Mitchell, president of the Minnesota Editorial Association, as chairman of a committee to interest co-operative organizations in local newspaper advertising, addressed the Minnesota Co-operative Creameries Association at its meeting in St. Paul on March 3. He presented a strong argument for advertising in Minnesota newspapers by the Minnesota co-operative organizations. His address is given substantially in full in the following:

"Mr. Chairman, friends of the Minnesota Co-operative Creamery Association: "It is my privilege to represent the Minnesota Editorial Association today, and to bring a greeting from the editorial fraternity of the state to you creamery men.

"The newspapers of Minnesota are the best friends the co-operative creamery men have today. The newspapers look at your prosperity as the mirror from which the prosperity of each community is reflected. The editors know that only as the farmers of Minnesota prosper will the towns and cities grow and develop and have financial prosperity.

Publicity Freely Given

"Knowing this, the newspaper men have granted you column after column of publicity and have boosted your business, local, state, and national, with all the energy they possess. You have found the country editor eager to find stories about your creameries, willing to publish lists of cream checks issued, ready to use a great deal of the publicity matter sent out from your state headquarters.

"Now the country editors of this state are good newspaper men. They know when they are publishing strictly news stories, and when they are printing material which is merely propaganda. They also know when they are using stories which should be confined solely to the advertising columns of their papers. But you have found that your stories are published pretty generally whether they are strictly news, propaganda, or matter which is advertising your co-operative movement.

"Just let me cite, as an example, the amount of publicity one newspaper of this state has given you people and the financial return which this newspaper received from the creameries. I will take the St. James Plaindealer, which I am most familiar with, as I am one of its editors.

"During the year 1924 the Plaindealer gave the state creameries association \$50 worth of space free, in individual stories of from two to ten inches in length in eighteen separate issues. In this same time \$40 worth of free space was given

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DEATH OF MRS. BAYRELL

Among Ourselves learns with great regret of the death of Mrs. A. C. Bayrell, for ten years editor of the Wheaton Gazette-Reporter.

Mrs. Bayrell was a fine type of woman, and as an editor was a real force in her community and in her profession. She had undertaken editorial work in an emergency, had encountered all sorts of difficulties. With a cheerful but sane optimism, however, she faced issues and conquered obstacles. Her courage and determination were of a kind to inspire and encourage others in a large degree. Those who knew her best will miss her most.

Mrs. Bayrell was forced to give up her editorial work last January, but death did not overtake her until March 2. She was sixty years of age.

The interest of the late Mrs. A. C. Bayrell in the Gazette Publishing company, publisher of the Wheaton Gazette-Reporter, has been acquired by Mr. and Mrs. E. E. Howard.

ADVERTISING RATES

Among Ourselves is firmly convinced that advertising rates among country newspapers are not high enough. It takes courage to advance one's rates, but where the situation clearly indicates it, rates should be advanced.

The problem is, when does a situation indicate that advanced rates are justifiable? This might be answered by another: Are the rates high enough to cover all the cost of producing the advertising, and do they leave a fair margin of profit for the publisher? Unless the rates do cover costs and leave a reasonable margin of profit the rates are too low, even if the circulation of a paper be limited.

Circulation, however, must not be measured merely by the number of papers distributed. Circulation must be considered as relative—that is, in relation to the population of the territory covered. If the circulation of a paper covers its field thoroughly, even though that field be small, its advertising is valuable and its rates might very well be as high as those of a paper with a much larger circulation in a relatively larger community.

In short, the worth of a paper's advertising should be judged by the measure of service the paper can give in reaching the people of its community.

Consider your costs and your coverage and make sure that your rates are high enough.

Editors' Short Course, May 7-9, To Discuss Field Secretary Plan

The annual editors' short course, given by the University of Minnesota at University Farm, this year will take up as one of its problems the employment of a field secretary by the Minnesota Editorial Association.

The aim in doing this is to assist in working out a feasible plan for putting such a man in the field. The inclusion of the subject in the short course program was at the direct request of the editorial association, voted at its February meeting in St. Paul.

To guide the discussion at the short course, G. L. Caswell, managing director and field secretary of the Iowa Press association, who has made a great success of his work in Iowa, will be present on invitation from the university.

In correspondence with the editor of *Among Ourselves*, Mr. Caswell writes that the project of putting a man in the field is entirely practicable and need not impose a heavy burden of dues on members of the state association.

The executive committee of the Michigan Press Association at a recent meeting engaged the full time services of Len W. Feighner of the *Nashville News* as a field man for the Michigan association.

The thing needed is a large number of Minnesota publishers at the meeting, which will take place May 7-9, to share in the discussion and to aid the executive committee of the editorial association in reaching a satisfactory decision.

Other Good Things

Other good things are scheduled for the course. One of these will be the complimentary dinner given by the Minneapolis Journal at University Farm, Thursday evening, May 7.

At this dinner, H. Z. Mitchell, president of the Minnesota Editorial Association, will speak; also, it is hoped, Governor Theodore Christianson. Contrary to hopes expressed in previous announcements, William Allen White of the *Emporia (Kans.) Gazette* will not be able to be present. The committee in charge, however, is on the trail of one who has a reputation as a speaker even better than that of the Kansas editor, with excellent chances of securing him for an address following the dinner. This can be said: There will be no lack of delectable things for body or mind at the dinner.

On Friday evening at the University Farm cafe will be held a supper, at which the chief speaker will be T. A. Sorokin, a Russian, a man of education who knows conditions in Russia, and who will tell of conditions in his home country as he has seen them.

Some of the Practical Problems

One of the big problems, as more and more editors and publishers see it, is that of getting more local advertising. As a result of this growing feeling, the short course will place a lot of emphasis on how to get more local advertising.

The discussion of this subject will deal with solicitation, by Carl W. Jones, of the *Minneapolis Journal*; with writing advertising, by J. Bryan Bushnell of the Bushnell-Dahlquist Press, Minneapolis, and with "More and Better Bank Advertising," by Miss Minnie A. Buzbee, advertising manager of the Minneapolis Trust Co. There will also be an interesting discussion of the possibilities which lie in hooking up local advertising with that of wholesale houses who deal with local merchants.

These are but a few of the things which the course is going to offer. The program is a little slow in taking shape, so that all the features of the course can not now be announced. The program will be good throughout, however, and you cannot afford to miss it. Make your plans to come, and watch your mail for additional announcements.

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local creameries of the county in eight different issues. That was \$90 worth of free space given in the support of your cause. During the same time we gave \$30 worth of space to the Minnesota Egg and Poultry Exchange, and \$20 worth of space to the local Watonwan Co-operative Egg and Poultry Association. That makes \$140 worth of free space given to these two co-operative movements. When we figure the free space which we furnished for the wool exchange, the state and local livestock shipping associations and other co-operative organizations, the Plaindealer during 1924 gave \$300 worth of space without receiving one cent of direct revenue for it.

"We must also consider the business that the Plaindealer has lost as a result of boosting so actively for the co-operative movement. One of the local produce buyers regularly carried a \$2 or \$4 ad in each issue of our paper. About a year ago he stopped this. So we can strike \$150 from our income as a result of the loss of business.

"Now, how much did these co-operative organizations with whom we were so generous, contribute through the advertising columns of the Plaindealer. It is the cash derived from the sale of advertising space which is needed to meet the weekly payroll of our printing office. During 1924 we received just \$17.50 in direct advertising revenue from the co-operative associations. This consisted of one ad from the La Salle Co-operative Creamery and several from the newly organized Watonwan Egg and Poultry Association.

Offset in Larger Circulation

"But, do not let me lead you to think that the newspapers do not receive some compensations for all of this publicity which has been so freely given. We have been able to make our newspapers more interesting to our farmer subscribers. The result has been an increase in our rural circulations. The Plaindealer,

for instance, has added 150 new subscribers in the last year and a half, without making any active campaign for circulation. Most of these have been farmers, who have come in because our paper has been made of interest to them.

"The newspapers have prospered, indirectly, through the boosting of the co-operative movement and co-operative units, in the increased prosperity which has come to the community. Because of this, local merchants have been able to use more advertising space. This profit has been indirect, but we recognize it.

"One example of the way we have boosted for the creameries of Watonwan county is found in an entire page article, which told of the progress of the community of La Salle. This was largely a recital of the La Salle creamery and the La Salle shipping association, both of which are co-operative organizations. We have published every story which we have been able to get on the progress of the local creameries of our county.

"This example of the way the St. James Plaindealer has given \$300 worth of free space to the co-operative cause in Minnesota in one year is typical of what other newspapers of the state have done. Some have given more space, perhaps, and many have given less. It is largely through the support of the country newspapers that your movement has grown to success in such a comparatively short time.

Problem of the Future

"Now the question before us today is this: What does the future hold in store for us? This you are assembled here to ponder over. I am here to ask, in part, what is to be the relation between the Minnesota newspapers and the co-operative creamery movement, particularly as to advertising. Will the country papers be as generous in their use of your publicity material? Will you use more advertising space in the Minnesota newspapers?

"The Minnesota Editorial Association at its annual meeting held in February, gave the farm bureau and the co-operative movements of this state a clean slate as to their methods of publicity, and the editors will continue to use what comes through the farm bureau's publicity department as they have space and think it of sufficient interest in their communities.

"Now, I am going to present my views regarding the advertising which the co-operative organizations should carry in the country newspapers. I believe that every local unit of a co-operative organization should use its local newspapers for advertising purposes. I believe that your state association should spend a large block of its advertising appropriation in a national way to sell its products on a national market.

Co-operation With Local Units

"But I believe, also, that your state exchange might make an appropriation for local newspaper advertising which would be used in co-operation with the local creameries. One suggestion I would make is that the state association stand half the expense of local advertising and the local creamery the other half. This is a common practice among automobile manufacturers, and might be adopted profitably by your co-operative creamery organization.

"I believe that the state exchange should furnish each creamery member with an advertising service which sets forth what the co-operative movement has to offer to its members, and to those who are not members, so that they will join. If local creameries used this service the state association might pay part of the cost.

"I believe that every newspaper in Minnesota should solicit advertising from every local co-operative creamery in this state. The time has come now when the local creameries should be advertising in a regular and systematic manner. Each one does a business averaging \$100,000 annually. Yet the creameries and other co-operative organizations use the least advertising of any business of \$100,000. Each creamery would profit by spending from 2 to 3 per cent of its gross income in advertising. This is the recognized amount for business houses. And the newspapers should receive 80 to 90 per cent of this money, the balance going to other forms of advertising.

A Lesson From Ford

"The co-operative movement has profited from the free space the country editors have given it. The local units are recognized institutions of business standing in each community and should advertise themselves and their products in the same way as other business organizations, and do it systematically.

"Henry Ford sells a car which is pretty well known the world over. Yet he does not say, 'Oh, everyone knows I sell Ford cars. Why should I advertise?' No, he is planning to spend \$7,000,000 this year in advertising his Fords. Your co-operative creameries are fairly well known in your communities, but still there is much you should impart to the farmers of your localities. You might well profit by following the example of Henry Ford, one of the world's greatest business men, and use a judicious amount of country newspaper advertising.

Three Uses of Advertising

"Getting right down to solid facts. Why should the co-operative creameries of Minnesota use the advertising columns of the Minnesota newspapers and what should they advertise in them? There are three points which stand out clearly over the others, and which I would have you consider carefully.

"First: Not more than 50 per cent of the farmers in some localities are members of the co-operative creameries. Perhaps this number has reached 80 or 90 per cent in some communities. But as long as there are farmers who are not members of your organization you should make every possible effort to induce them to join. The more members you have the stronger you will be. So, in the first place, you should seek more members through your advertising in the Minnesota newspapers.

"Second: You might profitably use advertising space in the country newspapers for educational purposes. This could be for your own members and prospective members. This type of advertising might include better methods of sanitation on dairy farms, better care of dairy herds, balanced rations, disease prevention, the proper care of the milk, why sweet cream should be delivered, and how best to handle it.

"Third: In your advertising matter in Minnesota newspapers you might tell the story of co-operation, and its benefits. Here you might state the prices you have been paying for butterfat, what has been received for butter, the profits your members have gained over those selling to cream stations, and lists of cream checks paid out during a single month or longer period.

"These are merely general suggestions as to possible ways of using profitably advertising space in Minnesota newspapers. You who are familiar with the co-operative creamery business and the marketing of co-operative products know better than I do what you should use in the advertising column. I am making only a few suggestions to start you thinking along the right lines.

How the Victor People Do It

"The Victor Talking Machine company is broadcasting a program every two weeks in which it uses grand opera singers and the best of musical entertainers. It might let folks know about this through publicity stories sent out to the newspapers. There is a strong element of news connected with these programs. This the company has done. But it also uses the advertising columns of newspapers throughout the country. You have used the news columns of Minnesota newspapers. Now it is time for you to use the paid advertising columns.

"The Plaindealer has really solicited advertising from only one co-operative concern in our county, when we should have done it from eight. This has been the Watonwan Co-operative Egg and Poultry Association, a unit of the Minnesota Co-operative Egg and Poultry Exchange. The officers of this organization saw how they might increase the business of their unit and receive benefit, so they started using advertising space regularly and systematically two months ago, and are still at it, and I hope we can show them that they are profiting so they will always continue. We will go out and solicit the other seven co-operative organizations in our territory.

"Since January 1 we have given \$30 in free space in seven of the eight issues and have received \$18.90 in return for paid advertisements from co-operative concerns. This is getting the balance near what it should be.

"In closing let me say that the Minnesota newspaper editors believe wholeheartedly in the co-operative movement and will back it in the future as they have in the past. But we do think it is time now for you to co-operate with us and use the advertising columns of the Minnesota newspapers. You will find this the best business investment you have ever made.

"I would like to have your body go on record at this time as urging local creamery associations to use the advertising columns of the country newspapers to expand their business; also to create an advertising fund to assist local creameries. You would find it advantageous to have an advertising expert plan a series of advertisements for use in Minnesota newspapers. This will all mean more prosperity for the farmers and people generally throughout the state."

W. A. Reid & Sons have rounded out Volume 35 of the Renville Star-Farmer.

SAYS QUALITY COUNTS MOST IN CIRCULATION

Harry M. Wheelock of the Fergus Falls Tribune in a recent issue of the Publishers' Auxiliary presents in vigorous English the reasons why Fergus Falls merchants should advertise in the Tribune. Mr. Wheelock presents his argument so cogently that even at the risk of repeating what Minnesota editors may already have read, Among Ourselves reproduces his letter herewith:

Speaking for my newspaper, the Fergus Falls (Minn.) Tribune, it is in the "jkl" class as to circulation: 800 copies. Is it possible that it can pay an advertiser? Dear man, it is not possible merely; it is a fact that it does. No other publication in the world can reach these readers; no 10 nor 50 others could. They are my "family." Most of them know me. Many of them have read the Tribune for 15 or 20 years; a few for 25 and 30 years. The paper has the entree to and the confidence of those households. Its publicity could not be duplicated by many-fold investment, in any other way, and no amount of investment could carry to these readers the same good will and friendliness of approach.

While circulation is a cardinal virtue in every advertiser's eyes, the quality of that circulation is vital, as every experienced space buyer knows. How faithfully is the newspaper read? How long has it been read? How well is it liked by its readers? Have they confidence in it as a news and editorial guide? Are its copies sought for and passed around the countryside? If these questions can be answered favorably, that newspaper is in the preferred classification, whether its subscribers be 100 or 1,000 or ten times that. Its circulation will be measured by its rate for the most part, but that rate takes little or no account of the qualitative element. The "little papers" frequently have a greater value per copy than their big brothers. Moreover, as a rule, the smaller the circulation of a newspaper, the more likely it is that that circulation is unique—not duplicated or reachable by any other newspaper in the world.

If the comparison be made between the weekly newspapers and the dailies, the superiority of the former is incalculable. The arrival of the many-paged daily demands a hasty scanning of its headlines, a more or less casual glance at important items, a studious reading of the one or two articles or departments of special personal interest, and—that daily is a dead issue to that reader. The only chance its advertisers have of getting the attention of a tithe of its readers is by a space not of linear inches, but of columns or pages. Divide its circulation by 10 or by 20, and still the value per copy of the country local weekly has it skinned a mile.

When I reflect on the truth and strength of these points and my certain knowledge that every one of them is an argument of the value of the Fergus Falls Tribune to advertisers, I feel inclined to put up my advertising rates. It seems to be a case of "put up or shut up."

The Dakota County Tribune, Farmington, issued an extra Monday evening, March 16. The extra was in honor of a joint meeting and banquet of the community and commercial clubs at the Jefferson hotel, Farmington, for the promotion of a new \$100,000 community hospital and hotel project. A copy of the extra was placed at each plate on the banquet table.

W. L. Rethwill, formerly associated with the Springfield Advance, for the last year publisher of the Sanborn Sentinel, surprised his friends recently by marrying Miss Melba Grimes of Springfield. Mr. and Mrs. Rethwill will make their home at Richmond, Mr. Rethwill having purchased and taken charge of the Richmond Reporter.

N.E.A. MEMBERSHIP PAYS

Edgar C. Nelson, editor and publisher of the Boonville Advertiser, Boonville, Missouri, reports to H. C. Hotaling, field secretary of the National Editorial Association and editor of the N.E.A. Bulletin, that in 1924 he bought from the association halftone cuts amounting to \$158. He estimates that had these cuts been bought from a commercial house they would have cost him one-third more. He says, therefore, that his \$3 membership in the association has brought him an actual return of \$69 in the course of a year.

NORTHFIELD NEWS' FIGURES AS TO COSTS

The total cost of the Northfield News for the year from January 1 to December 31, 1924, was \$14,869.09, according to figures furnished Among Ourselves by Herman Roe, publisher. As there were 52 issues, the average cost per issue was \$285.94½. Of this, \$198.92 was mechanical cost, and \$87.02 overhead.

Of the 52 issues one was an 8 page; 25 were 10; 22, 12; 3, 16; and one was 28. This made a total number of pages of 598 at an average cost of \$24.86½. This page cost is of real interest to the newspaper publisher. The temptation to run extra pages is not infrequent. But if a publisher realizes that an added page of his paper costs him in the vicinity of \$25, and that one extra page means two extra pages, he is not so likely to yield to the temptation.

Other interesting figures supplied by Mr. Roe shows that his average advertising load for the year was 46 per cent, that the total number of copies run was 95,250, or an average of 1,832 each week, and that the average cost per copy was \$1.561. The Northfield News increased its local advertising rates April 1, 1924, from a 25c-35c scale to a 30c-40c scale.

COUNTY AGENTS, GOOD COUNTRY NEWS SOURCE

Build Wisconsin, issued by the Department of Agricultural Journalism of the Wisconsin College of Agriculture, in its issue of March 23 suggests the development of the county agent, the cow tester, field men for creameries and canning factories, local veterinarians, and county school superintendents as good sources of news for the country weekly.

The idea is that these men are able to give news of interest not only in regard to their own activities but news of a more general sort.

Build Wisconsin says that Badger editors in 47 Wisconsin counties are counting on the county agent as a reporter. These editors look to the county agent for "news tips."

The development of a closer relationship between the local newspaper and the county agent ought to prove of value both to the paper and to the county agent.

The Tracy Headlight-Herald has opened a department to handle all circular advertising from the receiving of copy to the time it enters the mails. It includes the maintenance of a large mailing list. New equipment has been installed.

WHY IT PAYS WELL TO PUBLISH TAX LISTS

Following the publication of the personal property tax list, the Waseca city council added more than enough assessments which were overlooked than will pay the cost of publication. This shows the value of this form of publicity. People in a position to know say there are many inequalities in the assessment of real estate which might be remedied by publication.—Waseca Herald.

One of the weakest places in our state government is our assessing system, which results in thousands of inequalities and oversights.—Le Sueur Center Leader.

Here's a tip for city and village and township authorities elsewhere. City or village councils, or township boards are competent to pick out many persons in their respective districts who have valuable property but who have been overlooked by the assessors. The suggestion is offered that the Hutchinson city council bear the matter in mind another year. It is a safe bet that they, too, could add enough more to the list to more than pay for the publication. The tax system may be all wrong as suggested by the Leader, but so long as we have the present system, there's no reason in the world why one person should pay his honest taxes, and others, who may have more taxable property than he, escape with little or nothing charged up against them.—The Hutchinson Leader.

Mr. and Mrs. H. H. Keefer, publishers of the Lake Harriet-Richfield Weekly Leader, have forwarded to Among Ourselves the March 12 issue of their paper. The issue is Number 11 of Volume I and indicates a very healthy and vigorous growth. Seven of its eight pages of six columns each are about evenly divided between readable reading matter and attractive advertising. The "flag" names Mrs. Keefer as publisher and Mr. Keefer as business manager.

C. A. French of Monticello recently celebrated his seventy-second birthday. This is his fifty-sixth year as a printer and publisher in Minnesota, forty-five years of that time having been spent as editor of the Times. H. F. Rubey is his junior partner.

A. L. LaFreniere of the Itasca County Independent at Grand Rapids has been owner and publisher of the Independent for twenty years.

George C. Haas, the efficient linotype operator on the Lamberton Northern Light for the last four years, was recently made managing editor.

The Appleton Press, "a real good newspaper in a real good town," published by real good people—the McGowans, has just entered its forty-seventh year.

With the installation of a typesetting machine and a two-revolution newspaper press, the Amboy Herald has had to increase its floor space about 400 square feet.