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AMONG OURSELVES

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Vol. III

ST. PAUL, MINN., SEPTEMBER, 1925

No. 10

HERMAN ROE GOING AFTER PIRATE CHEST

Herman Roe, *Northfield News*, is going after a pirate chest. This does not mean that he is setting out upon any illegal undertaking or piratical adventure. It means merely, as he puts it, that his "hat is in the ring" for the pirate chest which the Virginia State Chamber of Commerce is offering as a prize for the person securing the most points in the membership contest of the National Editorial association, which will close May 1, 1926. The Virginia Chamber of Commerce is offering, in addition to the first prize of a chest, the contents of which are to be worth \$500, four other chests, each worth \$125, as minor prizes, but Herman hopes to see the grand prize brought to Minnesota. He believes it can be brought to Minnesota.

The August issue of the N.E.A. Bulletin shows him in second place thus far, with a score of 25 points, against a score of 50 points by Ole Buck of Harvard, Neb. But the contest is young yet, and Herman's hat has just been cast into the ring.

In announcing his intentions, Herman says:

"Our state has more sustaining memberships than any other. I hope that statement may also be made regarding individual memberships. If every Minnesota publisher, in renewing his membership for the coming year, will forward it to me, or, if he sends it to Herb Hotaling's office, will tell him to give me credit in the membership contest, the points will all count and the total at the close of the contest should put Minnesota at the head of the procession, which is where she rightly belongs. The North Star state should point the way."

Minnesota is fortunate in being represented in this contest by one who will give it the attention that the Northfield editor will give it. He has given the national association long and useful service as chairman of its committee on advertising, and is greatly interested in the association's growth. The National Editorial association is a useful organization; it has proved its value in a score of ways, and it is developing in such a way as to be infinitely more valuable to the publishing field. It deserves loyal support.

The contest this year is sure to be productive of great results. It is being accompanied or paralleled by a campaign on the part of the executive secretary, H. C. Hotaling, and the other officers. Mr. Hotaling says, in an ad in a recent issue of the Publishers' Auxiliary:

"The greatest opportunity open to country publishers today is the opportunity to join the National Editorial association.

"Its monthly bulletin is but one of the many services which it furnishes its members.

"Its Washington office and its St. Paul office are continually working for the good of the craft.

"Give them your co-operation.

"The membership is only \$3 a year."

The August issue of the N.E.A. Bulletin contains the rules of the membership contest in detail and a list of those who have entered.

The office of Mr. Hotaling, executive secretary, is 131 East Sixth street, St. Paul, Minnesota.

GOVERNMENT ISSUES GRAIN MARKET NEWS

The bureau of agricultural economics of the United States Department of Agriculture issues a weekly grain market news letter such as ought to interest farmer readers and many others. It is sent to weekly newspapers throughout the grain-growing regions of the country and has been widely used.

Probably the report would be even more freely used if it could be more condensed. The August 1 letter, for example, contained about 950 words, about a column of space in the average country weekly. Space in such weeklies is limited, likewise the facilities for composition. However, the report is authoritative and of distinct value to readers, and, therefore, worthy of consideration on the part of editors.

Editors interested, who find difficulty in handling the report as it comes to them, might open the way to a service just in keeping with their needs by writing to H. S. Irwin, assistant marketing specialist of the bureau named. Besides, it is not necessary to use the whole of the report; an editor might use such parts as would be of special interest to the readers of his own community.

A Talk on Advertising

One blow of the hammer does not build a house. One smashing advertisement does not build a business. It merely does its share. Each advertisement you publish aims to stimulate the day's trading. And each day's job well done helps to strengthen the foundation of the business for tomorrow and the future. Each advertisement in turn gives strength to the future record.

But to get these benefits, advertising must be kept up as steadily as you expect the business to progress. To weaken in the program because a few advertisements do not create a reputation equal to that of a store which has been building prestige steadily year after year would be as foolish as to stop work on a house because the first blow of the hammer did not do the whole job. The quitter rarely wins a race, but "Keeping everlastingly at it," in the words of one of the most famous advertising slogans, "brings success."—*Elma (Wash.) Chronicle*.

WHOLESALE AND LOCAL ADVERTISING

The wholesalers of the country are doing a great deal to aid retail merchants who buy from them to sell their goods. Some of them employ skilled advertising men to prepare "dealer helps" and to guide local retailers in the preparation of ad copy. Some, also, instruct their traveling salesmen to co-operate with local dealers in bringing their goods to the attention of retailers' patrons. Salesmen of such houses put in their spare time in town on their routes in the stores of their patrons, preparing window displays, interviewing customers, or actually going on the floor as retail salesmen. They give time, also, to instructing clerks as to talking points for their goods.

That is all as it should be, but it is not enough. In every live community there is a live newspaper, and this should be far more generally used.

It is a recognized fact that the average local merchant is not skilled in advertising. He may be able to talk his goods to a possible customer across the counter, but he does not know how to do the same thing in print. The wholesaler ought by all means to be interested in the retailer's ability to do that very thing. The wholesaler knows—or ought to know—that advertising sells goods to the consumer. He ought, therefore, to be profoundly interested in getting the country merchant to advertise effectively.

There is only one way in which to get the local merchant to advertise effectively, and that is to show him how. The local merchant who has seen prompt and adequate returns from an effective ad is going to wish to advertise again; he is going to seek to know the secret of talking with type to his possible customers.

The wholesaler's real ally in such effort is the publisher of the local paper.

This leads right up to the gist of the matter: Why not bring wholesalers and local publishers together in an alliance for better merchandising by the so-called "small-town" retailer?

This is an opportunity which has been overlooked. Yes, it has! Wholesale merchandising has not reached perfection by any means, just as local retail merchandising has not reached perfection, and in the foregoing suggestion is an opportunity for improvement.

The subject was discussed at the last Editors' Short Course, but was "left in the air," except for the very practical suggestions offered by H. Z. Mitchell, president of the Minnesota Editorial association, which Among Ourselves hopes to pass on to the editors of the state later. At the next short course, it is hoped something may be done to get results.

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MAKE 'EM EASY TO READ.

"Newspapers should be easy to read," says James M. Ross, managing editor of the Lexington (Ky.) Leader. There is a prescription for newspaper making that will bear a heap of pondering, not only on the part of the country publisher but on the part of the metropolitan editor as well.

Too many papers are not easy to read. They are typographically difficult sometimes; sometimes badly printed; sometimes poorly arranged; often obscurely written. Papers that are typographically difficult, poorly arranged, badly printed, and intricately written are uninviting. They make as little appeal to the eye as uninviting food to the palate.

The tempting quality of a newspaper ought to be seen at a glance in the readability of its type, in the attractiveness of make-up, in the clarity of its presswork, and outstandingly in ease in grasping the purport of the news.

The quality of ease in grasping the purport of the paper's news is most quickly seen in the headlines. The writing of headlines, therefore, is highly important. That is a thing which should be given far more attention than is usually the case. Time is required for the writing of good headlines, but it is always time well spent.

ADVERTISING DOES—

- Create good-will.
- Help sell merchandise.
- Guarantee sales.
- Create quality demand and quality reputation.
- Create public confidence in merchandise, and confidence in the manufacture of it.
- Better quality.
- Establish and standardize manufacturing, trade and consumer practice.
- Help solve production problems.
- Help solve buying problems.
- Have inspirational effect on organizations.
- Compel competition to meet your standards of business and serve you.—Anon, in Meredith's Merchandising Advertising.

AIDING THE CORRESPONDENT

The Chronicle-Democrat, Toledo, Iowa, publishes every third Thursday of the month the *Chronicle Cub*, a sheet for the guidance of its country correspondents.

The idea is a good one. The way to increase circulation, and, therefore, values in advertising space, is to print a large amount of live news from every part of one's territory. The way to get such news is through correspondents, of course,

and the way to keep such correspondents up to the scratch is to keep in constant touch with them through helpful suggestions. This means work, but it is work that is productive of profits.

BEATING THE "BELL-RINGER"

The retail merchant whose ire is stirred by the success of some canvasser who sells from door to door merchandise such as he has on his shelves usually has only himself to blame. The canvasser's success is probably owing to the fact that the folks who buy from him do not know that they can get the same articles from their local merchant. The reason is that the local merchant has not told the people through the advertising columns of his local paper that he has the goods.

T. K. Kelly of Minneapolis recently told the American Retailers' association in session in St. Louis that the bell-ringer was selling thousands of dollars worth of merchandise in every community in the country that should be sold through established retail stores, because the housewife is ignorant of the economics of distribution, and believes the unsupported argument that the canvasser can sell better and cheaper than the retail stores.

The retailer ought to talk to the people of his community every week through the local newspaper. It is his great opportunity. He has no reason to be wrathful toward the canvasser if he does not take advantage of his own opportunities to reach his people.

WHY NOT?

Report says that an old-time subscriber of the Sleepy Eye Herald-Dispatch insisted on paying interest on his subscription in arrears. Such instance is unusual, but it is just. Why not tack on an interest charge? It would be a business-like thing to do.

Advertising truly has become one of the vital forces in our entire industrial and commercial system; it plays a fundamental part in the life of the modern world. Beyond this, it has in its repercussions set many currents moving of wider influence than even the economic life of our people. It is now fixed as an integral part of this complex of civilization which we have built up.—Herbert Hoover in an address before the Associated Advertising Clubs of the World.

The Aitkin Republican, A. L. Hamilton, publisher, completed its thirty-second year on July 30. Mr. Hamilton has been in charge almost from the beginning.

Lee M. Bennett has sold the Pillager Herald to C. O. Nelson of the Motley Mercury. Mr. Nelson, with the aid of Rolley R. Hull of the Herald, will publish both papers.

Want ads have a double value for every newspaper that runs them. They are a revenue producer and at the same time carry a maximum degree of reader interest.—*Publishers' Auxiliary*.

A. G. Johnson has purchased the Holdingford Advertiser from T. L. Armitage, and changed the name to the Holdingford Herald.

\$5,000 IN PRIZES FOR
N. E. A. SCENARIO

Carl Laemmle has offered \$5,000 in prizes, to be paid to 10 members of the National Editorial association for a motion picture to be produced by the Universal Pictures corporation, during the 1926 convention of the N.E.A. in Los Angeles. The plan as presented in the Publishers' Auxiliary is this:

The story to be produced will be a serial in ten episodes. The only suggestion made by the Universal company is that the plot be woven about an airplane mystery idea.

Entrants in the contest should first write their ideas or a plot into a concise, brief synopsis. These must be in the hands of the Universal company by December 1, 1925, and should be addressed to Raymond L. Schrock, Universal City, Cal., with "Contest Editor" marked on the envelope.

From these synopses, the 10 best will be selected, and announcement of the winners will be made January 1, 1926.

The 10 winners then will be given a copy of the best synopsis chosen, and from this each will write an episode for the serial story.

The prize of \$5,000 will be divided equally among the 10 winning contestants.

The final episode synopses must be submitted by April 1, 1926, in order to give studio officials time to prepare the story for production in June.

Hotaling Talks to Jewelers

H. C. Hotaling discussed advertising at the state convention of jewelers in the Twin Cities recently. As usual with him, he got right at the heart of the matter.

He said he had watched the jewelers in his town for years, and that seven out of eight of them in the course of the years had done well; the eighth had been a failure—he did not believe in advertising.

One dealer was quoted as follows:

"It is not enough to advertise spasmodically—just before Christmas or Graduation Day. Advertising should be continued throughout the year. Have space in the paper every week, putting in something new every time—not a card ad, but something for Mother's Day, for commencement gifts, for the birthday. Give prices and describe the goods, telling of their beauty and intrinsic worth. Mail-order concerns send out catalogs with extensive descriptions and prices, and jewelers will do well to follow their lead."

The jeweler, by the way, issues catalogs and gets a trade outside of his immediate community, and he has his catalogs printed in the home shop.

E. D. Lum of *The Staples World* spent most of the good old vacation time with relatives and friends in Michigan and New York.

Lloyd A. Hahkes liked his first year as editor of *The Stewart Tribune* so well that he plans to jog along another year and probably remain indefinitely.

STIRRING UP RIVALRY AMONG CORRESPONDENTS

Charles Lowater, publisher of the *Spring Valley (Wis.) Sun*, is doing something worthy of imitation by country weekly publishers everywhere. He is offering prizes to his correspondents, the correspondents themselves being the judges as to who shall have the prizes.

Mr. Lowater holds an annual picnic for his correspondents, and at the 1925 picnic he announced his plan. At the 1926 picnic the correspondents are to vote on the correspondents who have best represented their localities during the year. The three receiving the highest number of votes will receive awards.

In making known his plan, Mr. Lowater gave a talk which he has since printed for distribution. This talk emphasizes the importance of the correspondent's work. "What I want to do is to urge you to glorify your calling," he says. "To remember that being a writer for a paper, even for a little country paper like *The Sun*, is a big job and a big responsibility." Then the talk goes on to emphasize two sources of news—the people of the correspondent's community and the farms of the community. He adds:

"As for the people, get the name of every man, woman and child in the community as often as possible. It's hard to get news about the children, but it's worth the extra effort.

"And get them right. People don't like to see their names misspelled. Some of us have neighbors we have lived near for twenty years or more whose names we misspell every time we write them. As for spelling names, the rule is to spell the names exactly as the person who owns it wants it spelled.

"Print lots of names. But remember that printing the name of your son-in-law ten times is not as good news as printing the names of ten other persons once each.

"Then the farm news—are we forgetting that? Could our Washington lady tell by our items that we lived in a farming community? She might know every time one of our folks visited the old folks in the next town—but could she tell anything about what his crops were? Or his herds? Or when he made some special success on the farm? Or when he improved his barn?

"So much is happening on every farm all the time that we are apt to forget that it is news and news of the best kind.

"It is a little harder to get farm news than visitings, because most of us have visiting minds; but you can get it by asking for it."

Among Ourselves will be interested to learn the results of *The Sun's* plan when the time for the next picnic comes around. The picnic get-together itself is a mighty good idea.

When local merchants say to a certain Ohio publisher, "We don't need to advertise; everyone knows us," he calls their attention to an old character in the town and replies, "Everybody knows Old Bill, too, but no one goes near his store." That settles the argument every time.—Country Publisher.

Ag. Stuff Localized

In its issue of February 21, the Delaware Republican of Delhi, shows how a general news item sent out by the college of agriculture may be given a strong local slant, by getting the facts about the county. It makes use of the college's statement as a "lead" or suggestion for a much longer and more interesting discussion of conditions within Delaware County itself.

Taking the college's statement that there are 462,000 cows in the state which do not pay for their keep, the editor works out the proportion for Delaware County, showing how he arrives at the figure, and makes the point that there are about 25,000 boarder cows in Delaware County barns. He goes further and tells how 112 such cows were weeded out of the herds of one local cow-testing association, 53 out of another. The item is part of a series of notes, presumably gathered from the county agricultural agent, or farm bureau manager, who ought to be the best source in any given county, for agricultural news.—The Service Sheet, New York State College of Agriculture.

CITY NEWSPAPERS CAN LEARN FROM WEEKLIES

The big city daily can take lessons from the country weekly, according to Henry L. Stoddard of the *New York Evening Mail*.

The *Country Publisher*, Winnipeg, recently sent a questionnaire to editors and publishers of city dailies, asking what policies they would adopt if they were publishing country weeklies. Mr. Stoddard sent back this:

"My answer is that I think the city newspapers could adopt with advantage many of the policies of the small-town newspapers. It is not for the city publisher to give advice but receive it.

"The city newspaper would do well to follow the example of the small-town newspaper in reporting local happenings of human interest aside from crime and scandal. It would do well to spend very much less on expensive foreign correspondents and cable tolls and devote that money to local news, and the encouragement of civic activities and a healthy local pride.

"The small-town paper is a mirror of its locality, the city paper is a mirror of the world. One is close to its readers, the other is far from them.

"So I come back to my first statement that I think city papers are in no position to give advice to small-town papers. The latter have only to follow and emphasize the policies they have pursued."

Employes That Stick

The Publishers' Auxiliary is digging up some interesting facts with regard to non-stop advertisers and non-stop subscribers. It is also finding out something about non-stop employes. Some papers have reported employes who have been in their service for 25 years and more. How about it in Minnesota? Can any paper report an employe of more than 25 years standing?

CIRCULATION TALK WON AN ADVERTISER

Charles E. Barnes, in the *Country Publisher*, tells some interesting stories of the winning over of hesitant advertisers. Mr. Barnes published a paper in South Dakota, where he had sharp competition from two other papers, one of which had a circulation double that of his own paper and the other a circulation 20 per cent greater than his. How he won a valuable advertiser is told in this:

After hearing of the enormous circulations of the two other papers from a clothing man one day, I stepped over to a table where some suits of clothes were piled. I asked to see a cheap blue suit, large size, and then for a wool suit, small size. One was selling at \$12 and the wool at \$30. This was in 1910. "Well," I said, "Mr. ———, that \$12 suit is the *News and Review*. This wool suit, for a smaller man, costs \$30—the *Herald* has the all-wool circulation—every name on the list represents a cash outlay on the part of the party getting it—he or she buys the *Herald* because they want it—not because some premium induced them to 'go on the list'."

I received the bulk of that clothing merchant's business from then on, and not only that, I boosted the *Herald* as the all-wool newspaper.

In other words, Mr. Barnes talked to his prospective customer in terms of his own shop—terms he could and did understand.

CARBON MONOXIDE POISONING IN GARAGES

Automobile owners are again warned by the United States Public Health Service of the danger involved in running a gasoline engine in a small closed space for any considerable period of time. A small 23 horsepower engine in "warming up" and giving off one cubic foot of carbon monoxide a minute will contaminate the air of a small closed garage to the danger point in about three minutes.

Carbon monoxide is a colorless, tasteless, and almost odorless gas. Its poisonous action depends on the fact that it has a much greater affinity for the hemoglobin of the blood than has oxygen—hemoglobin attracting carbon monoxide about 300 times as strongly as it does oxygen. By combining with carbon monoxide, the hemoglobin of the red blood corpuscles is prevented from giving up its oxygen to the tissues. Death results from paralysis of the respiratory apparatus.

The attack of carbon monoxide poisoning comes on insidiously, and consciousness is gradually lost. Even though the victim may become aware of the danger he is often unable to escape from it because of the great loss of motor power.

The automobile worker in a small garage is most frequently the victim. It therefore behooves every person who runs his engine in a small garage to see to it that the room is properly ventilated by having the windows and doors opened if he expects to run the engine for even a few minutes.

SLAYTON AS GENIAL HOST TO EDITORS

Slayton played the genial and generous host to the members of the Second District Editorial association and friends on August 8. One hundred and fifty were in attendance, and one hundred and fifty voted that Slayton was a perfect exponent of hospitality.

The morning was spent in visiting the Slayton high school and the office of the *Murray County Herald* and en route to Lake Shetek, where Oscar Beal as host dispensed happiness with a free hand. After lunch, the visitors played kittenball, pitched horseshoes, and went boating and swimming.

Postmaster R. F. Lamb was chairman and Frank A. Day, toastmaster, at the banquet that wound up the afternoon's pleasures, the lists of speakers including President Mitchell, who appealed for the establishment of a field secretaryship by the state association; J. E. Reynolds of the Mankato Free Press; Gunnar Bjornson, Minnesota Mascot; Herbert Hotaling, field secretary, N. E. A.; Mrs. Bess Wilson, editor of the Redwood Gazette and a newly appointed regent of the University of Minnesota; L. C. Hodgson, "Larry Ho," historian and orator of the Minnesota association; A. O. Moreaux of the Luverne Herald; J. R. Landy of Olivia; Mrs. J. K. Campbell, Mrs. C. W. Belleville, and Col. E. S. Wheeler of Slayton. A campfire sing by the shores of the lake and dancing until midnight completed the day's program.

The Seventh District association held its summer outing as the guests of Editor Burges of the Clara City Herald and Mrs. Burges at their summer home on Green Lake near Spicer. A picnic dinner was served at noon, and this was followed by a trip around the lake, and by swimming, tennis, croquet, and golf. The evening was given to a banquet at the Green Lake clubhouse. J. R. Landy, Olivia Times, was toastmaster. The speakers, who "made it short and snappy," were J. C. Morrison, Morris Tribune; Victor Lawson, Willmar Tribune; B. K. Savre, Glenwood Herald; J. Mallory, Dassel Dispatch; G. B. Bjornson, Minnesota Mascot; M. C. Sherwood, Fairfax Standard; C. Burges, Clara City Herald; Fred Landon, Dunwoody Institute; C. J. Anderson, Spicer Commercial club; Governor Theodore Christianson.

The summer entertainment for the Seventh District association by Mr. and Mrs. Burges is becoming something of an institution, and the members of the association say it is a "real" institution.

McEachern and Wilcox, publishers of the Pine Poker, have purchased the Hinckley News, and will continue to issue it independently of the Pine Poker. Homer B. Hanson will continue as editor of the News.

A. J. Anderson has leased the Green Lake Breeze to H. G. McQuary, who took charge May 1. The new editor has conducted papers at Belview, Hanley Falls and Appleton in this state.

Oscar L. Nay, recently Des Moines representative of the Mergenthaler Linotype company, has purchased a half-interest in the Bayport Printing House, where the Bayport Herald is published.

Mrs. Wilson a Regent

Mrs. Bess M. Wilson, publisher of the Redwood Falls Gazette, has been appointed by Governor Theodore Christianson a member of the board of regents of the University of Minnesota. The appointment has met with wide approval, not only among the newspaper publishers of the state but among the women of the state and in educational circles. Mrs. Wilson, it is recognized, is admirably equipped for this added service to the commonwealth.

Pollock's News Is Twelve

Pollock's Newspaper News, a monthly paper in Minneapolis, devoted, as its name indicates, to newspaper business and personal news of the northwestern states, has just completed its twelfth year, the July issue being Volume XIII, No. 1. It has grown from a single mimeograph sheet to a 16 or 20-page magazine, each issue of which carries about ten full pages of newspaper news.

The *Detroit Record* recently installed a new single keyboard Model 14 Linotype. The Record can now boost the harder for the conservation of Minnesota's fish and game and other recreational resources.

Frank A. Day, *Fairmont Sentinel*, has fully recovered from the effects of a recent operation. He did duty as toastmaster at the recent summer outing of the Second District editors, with all his old-time "pep," say those who were present.

Edward Vig has purchased the *Belgrade Tribune* from W. P. Lemmer. Mr. Vig has been with the *Tribune* for many years.

H. V. Albrecht, publisher of the *Backus Tribune*, has been appointed postmaster at Backus. It is reported that he will sell the *Tribune*.

Hugh H. Soper, *Owatonna Journal-Chronicle*, has been elected chef de gare of Voiture Locale, No. 838, Steele county unit of La Societe des 40 Hommes and 8 Chevaux, an organization which he helped to form.

The *Waterville Advance* is forty-one years old. Congratulations and good wishes!

K. E. Holian, foreman of the *Hendricks Pioneer*, has leased plant and building and is now in full charge.

O. W. Bergen, for four years editor and business manager of the *Pergus Falls Free Press*, has purchased the paper from the Otter Tail Farmers' Publishing company.

C. L. Corson, who recently purchased from his father the *Hector Mirror*, will publish through the *Mirror* office the *Cosmos News*, a new paper from Cosmos on the Luce line.

S. A. Jurgenson, formerly editor of the *Clarkfield Advocate*, died recently of tuberculosis at a government hospital in New Mexico. He contracted the disease in service in the World War.

STICK BY YOUR RATES AND MAINTAIN RESPECT

Twenty years ago newspaper rates meant nothing. No data or rate books were published and an advertising agency, in order to find out approximately what a campaign would cost would have to write each paper scheduled for the advertising and await replies, which in some cases were long coming. The agency would inquire what it would cost to run a campaign totaling 400 inches. The paper would quote a gross price for the entire campaign—and the battle was on. The agency would return correspondence offering about half the quoted rate and the newspaper would come back offering to split the difference and some sort of deal was made—however, not at the original rate quoted.

Today, newspapers as a rule maintain certain published rates and stick by them. The agency by referring to rate and data books can find out at a glance just what a campaign costs, and, with few exceptions, never try to have the publisher cut it.

It is bad practice, indeed, for a publisher to cut rates. Set a rate high enough and maintain it. The fact that a publisher is "open to a proposition" usually goes the rounds and within a few months from the time the original cut was made the publisher finds himself the recipient of other offers of like nature. His quoted rate in the data books means nothing and, in fact, his rate is just what an agency can buy the space for.

It is a regrettable fact that some papers still exist that cut their rates at times. The sooner it is stopped the better it will be for all concerned. Agencies and advertisers, while always taking advantage of any cut in rates, don't feel any kinder toward the paper—just the reverse. They respect a paper that sets an equitable rate and maintains it—even though it costs a little now and then in a lost piece of business.—*Helpful Hints, Texas Daily Press League.*

What greater service can the newspapers of our country render than constantly to give their readers fair and reasonable opinions on great questions of public interest? The newspaper is a constant teacher of every citizen after he leaves school. Thus a great responsibility rests upon editors.—*The Manufacturer.*

According to a recent dispatch J. E. West of Villard has bought the *New York Mills Herald* from E. R. Estes and will continue its publication.

A. J. Russell, brilliant paragrapher and Long Bow column artist, has been 40 years with *The Minneapolis Journal*. "Russ" is of the wiry New England type and should be able to trot along with the Minneapolis paper for many more years.

The Madison Independent Press has completed its fifty-third year. It was founded by Charles Coughlan at Lac qui Parle and has had but two owners in over half a century. The present editor, S. E. Farnham, has been in charge for 40 years.