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AMONG OURSELVES

PUBLISHED MONTHLY

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Vol. IV

ST. PAUL, MINN., JUNE, 1926

No. 7

Haislet Outlines a Program of Work for New Office; Full of Ideas; Will Call for Generous Co-operation

To the newspaper folks of Minnesota:

Availing myself of the opportunity offered by Brother Kirkwood, to use what space I wanted in this issue of *Among Ourselves*, I will briefly outline what I think a field secretary *can* do. I am not saying that your field secretary *will* do all of the things herein set forth—whether he does or not rests equally upon your shoulders as business members of the association. Co-operation to the fullest extent will be necessary at all times, and unless that co-operation is forthcoming the results are not going to be so good as they otherwise would be.

I have listed the things that I feel a field secretary *can* do for the Minnesota newspapers:

First—The publication of a uniform rate book, with information as to circulation, advertising rates, discounts, size of towns, industries of county and towns, etc. This book cannot be issued immediately, but will have to be prepared slowly, carefully, and accurately in order to be any good after we get it. Pending the gathering of the data for the rate book, any political or other advertising sent out from this office will be based on the rate quoted the State Fair or on the recommended N.E.A. rate.

County and District Associations

Second—Organization of county and group associations in every part of the state. Where a county has an insufficient number of papers for an organization of its own, organizations of several counties in one group can be formed. There is much in common that can be ironed out at such county or group meetings, and it is not going to be difficult for your field man to visit county and group organizations at least once each year. Some of the things to be accomplished through this sort of organization, are the securing of full legal rates for all legal publications; getting together on prices for sale bills, telephone directories and work of this sort that is shopped around the county; discussing accounting systems, hour costs, equalization of subscription rates, etc. The field secretary can bring to these meetings new and original ideas to help the publisher cultivate his own field more intensively, and I have great faith in the plan of county and group organization. This work will be pushed as rapidly as possible, in order to get the organization work done before winter.

Third—Office service. This can be listed under several heads and offers a great opportunity for real assistance:

Giving aid in hiring mechanical and editorial help. A list of men available can be kept on file, and accurate information secured as to the merits

of applicants. I have a good list of operators and printers at this time.

Making arrangements to get machinists at various points in the state who can and will go out a day or two a week to repair machines or aid in other troubles. This will save delays and excessive costs.

Furnishing accurate information on legal matters affecting newspapers and on matters of general interest to the craft.

Advising and aiding in the purchase of supplies and materials. This is a service which can be made exceedingly valuable.

An Equipment Exchange

Maintaining an exchange department, through which the sale or exchange of surplus machinery may be effected. I have listed already a good 22½-inch Advance cutter, almost new, at a very low price.

Making appraisals and giving plant lay-out information, with any assistance necessary.

Installing book-keeping and accounting systems. I have arranged with Capt. Harold Barker, of the Elbow Lake Herald, to use his system, which is simple of operation and yet exact to the smallest detail. I have looked into many accounting systems for newspapers in the past ten years, but have never found one better suited to the average office. Ask about this.

Giving cost system information and help when requested. I will have available the University of Wisconsin simplified cost system for use in the weekly and small daily shops.

Arranging for the handling of printing that cannot be handled in the local shop at prices that will allow the publisher to hold the business and make a profit.

Combining buying of supplies of some kinds when deemed necessary. Let it be understood that this office is not going into the supply game, but there may be times when savings can be effected by combined buying.

Giving information as to various concerns seeking advertising rates, and free publicity.

Giving aid in stopping, in so far as possible, the very numerous fake schemes and stunts that are continually being sprung, and which take legitimate business from the newspapers and printers.

Aiding in stopping the practice of certain firms and organizations in supplying free stationery to local dealers—or in offering such stationery at ridiculously low prices.

Compiling information and data

with which to go before conventions of various dealer groups, to show with facts and figures what the newspaper industry of Minnesota represents.

Assisting with exhibits at the State Fair and in the distribution among Fair visitors of literature that will stress the importance of the home newspaper.

Arranging for supplying lithographed forms for banks and other concerns at prices that will allow the publisher to solicit this business and keep the profit at home. This arrangement is already made, and you will hear more of it later.

Assisting in making ad lay-outs and in devising stunts of various kinds for special day advertising.

Assisting in the buying and selling of newspaper property.

Passing along money making stunts and ideas original or furnished by other publishers, that will provide an opportunity of getting more business.

There are other suggestions from the office service angle that can be made use of—and their publication will be an important part of the field secretary's duties.

Legislative Activities

Fifth—Legislative activities. It is not necessary to dwell at length on these. I am not fooling myself with the idea that any one man can handle this important work—but some one will be on the job to watch things, with an organization back of him.

Sixth—Making arrangements to have available several high-powered talkers, on advertising and merchandising, to go out with the field secretary, where the publisher will make the necessary arrangements for a club or business group meeting, and help to spread the doctrine of better advertising methods, proper merchandising in small towns—and to sell the newspaper idea to the home folks.

We will welcome correspondence on this sort of meetings as the summer months will be best to do this work.

These are some of the things I think *can* be done by the field secretary. There are many other things that will occur to us all that can be done, and this brings us back to the idea of co-operation.

If we will judge the results of the work by the greatest good to the greatest number—and not by the number of times we can ring the cash register bell the first year—I am sure that we will be able to show that a field secretary is a profitable investment. I am not unmindful of the desirability of ringing the cash register as often as I can, and you can rest as-

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BASIS FOR ESTIMATING A NEWSPAPER'S VALUE

Estimating the value of a newspaper is something of a problem. Many methods have been suggested. Here is a new one by H. F. Hendrichs, recently published in the Bulletin of the Association of Journalism Professors:

"As a starting point for computing value we will place the minimum value of a daily subscriber at \$10 and the maximum value at \$20. The weekly subscription should range from \$5 to \$10. The standard basis of 10 per cent net profit is applied. This represents the value of the good will, plus the replacement value of the physical equipment and tangible assets. The maximum value of \$20 per daily subscriber is applicable to 100 per cent circulation only. The modifications to the rule are as follows:

"If the paper has an exclusive field add 25 per cent of the circulation.

"Add 5 per cent to the circulation valuation for every 1 per cent of profit over 10 per cent.

"Deduct 5 per cent from the circulation valuation for every 1 per cent less than 10 per cent.

"Contest and premium circulation is discounted 25 per cent.

"The valuing of a newspaper property by this method is not conditioned on any feature of the property but takes into consideration all of the features."

This evidently applies only to the newspaper, and does not include equipment, etc., for job work.

Succeeds Caswell

E. F. Tucker, for 30 years with the Dennison, Iowa, Review, a printer, publisher, and all-around newspaper man, has been elected field secretary of the Iowa Press association to succeed G. L. Caswell, resigned. Mr. Caswell will remain in the office until the new managing director has thoroughly mastered its details.

An interesting feature of the Iowa association's meeting was a sectional meeting for county official newspaper publishers. A report of this meeting in a recent issue of The Publishers' Auxiliary says that in newspaper organization work in Iowa the official newspapers receive a larger benefit than the non-official papers. As a result at the recent meeting the dues of official papers were advanced \$5 a year.

Quick Want Ad Results

A recent issue of The Canby News furnishes two striking examples of quick work by want ads.

The News appears on Fridays. The issue of April 16 contained a small ad of a steel range for sale. The ad attracted the attention of a resident in an outlying community. He and his wife at once set out for Canby to investigate, and carried the range home with them.

That was fairly quick work but according to the News it was slow as compared with another case in which a traveling man who had lost a sample case from his automobile appeared at the News office to insert an ad and found the traveling case had arrived before him.

The Cook Newsboy, published by C. A. Knapp, has recently moved into a new home.

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sure that I believe that we will be able to do some of this the first year, too.

Word of Gratitude

At this time I want to express my sincere appreciation to the newspaper folks of the state, who with fine press notices and wonderfully encouraging letters have expressed their confidence in the judgment of the executive committee in selecting me for this important work.

It is going to be a pleasure to work my head off in the interest of the newspaper folks of Minnesota, whom I know and love so well, and with this great feeling of confidence behind me, I do not know how we can fail.

Fraternally,

SAM S. HAISLET,
Field Secretary

ANOTHER SIGN OF BUSINESS-TO-COME

The signs all point to an increasing interest on the part of advertisers in the local newspaper as a necessary medium through which to reach a large part of the people of the United States.

Another sign comes to light in the report of an address by Homer J. Buckley, president of the Chicago Advertising Council, before the advertising clubs of Illinois, published in part in Editor & Publisher for May 8. Here is what Mr. Buckley told the Illinois clubs:

"Many of the manufacturers and national advertisers make the mistake of overlooking the fact that 48 per cent of the goods consumed in the United States goes to towns of 10,000 population and under and they fail to advertise in the small papers. Another weakness is failure to help the retailer stimulate the sale of products."

Mr. Buckley quoted results of a questionnaire to 3,000 retail hardware firms handling household furnishings that are advertised nationally in an extensive way. Only 2 or 3 per cent of the 1,447 dealers who answered the questionnaire handled certain of the articles so advertised. "The manufacturers," said Mr. Buckley, "overlooked the importance of a tie-up with the point of sale by means of local advertising and sales helps."

The value of the local newspaper as an advertising medium is sifting through into the minds of national advertisers. The idea is just that which Dwight H. Mahan advanced at the recent Editors' Short Course that the place to advertise is where the goods are on sale. The thing for the country publisher to do is to stimulate interest on the part of local dealers in pushing the goods advertised in their papers. That is the part which the local publisher can play in making national advertising in his paper effective.

Nobbs in New Place

E. W. Nobbs, a former Minnesotan who has for some time been with a newspaper in northern California and who has contributed some interesting material to Among Ourselves, has become assistant field secretary of the Southern California Editorial association, with headquarters at 515 American Bank Building, Los Angeles. The Minnesota delegation to the meeting of the national association will be sure of a warm welcome from Mr. Nobbs, whose heart is still in Minnesota.

BESS WILSON TALKS TO MISSOURI EDITORS

Mrs. Bess M. Wilson, publisher of the Redwood Falls Gazette, was one of the speakers on the program of Journalism Week at the University of Missouri, which closed May 15.

Extracts from Mrs. Wilson's address were published in Editor & Publisher for May 22 and give Mrs. Wilson's philosophy of the country weekly newspaper. Among other things, Mrs. Wilson said:

"The hearts of news writers must be educated as well as their heads—and in my opinion hearts are really the fountainhead of all really good copy.

"Suppose you drop with me for a minute into the little circle of readers served by my own paper—a matter of 2,000 with at least 1,500 living in the immediate vicinity of the city in which the paper is published. Not a big nor an exciting field in which to labor, you will say. I have no doubt that many a sprouting newspaper man thinks he could within six months write up everything there worth publishing. And yet after years of work there I feel that I have only scratched the surface.

Like Writing a Letter

"Getting out this paper has become much like writing a letter to a large and much interested family. For instance, the boy and girl whose marriage we are announcing this week were high school students yesterday or the year before that, and we were writing of their commencement and their class play. Within a year or two we shall be making the birth announcement that so thrills the hearts of proud grandparents and thus will have seen another generation of Americans start on its way. We may send this same bridegroom of today into Congress in the next ten or twelve years, we may see tragedy stalk through that home, separating its members, we may see, as I saw the other day, a friend of my own son sent to our state institution of reform because of one wild evening with bad companions. Simple little items in many ways and yet they never fail to register pain and pleasure, expectation or disappointment in the hearts of the editor and the majority of his readers. The city journalist sees small value in such trivial and personal things. The country editor knows that even the least of these things contain great heart interest for his particular locality and plays it up accordingly.

"My own aim has been, and I am not alone in it by any means, that nothing shall go into the paper which is not fit for every member of the family to read, from the youngest and most impressionable to the oldest and most astute.

"Let us write from our hearts, with our heads keeping us from being too altogether dull, and with humor leading both. In other words, let's be servants of humanity first and journalists after."

Fred Hadley Back

Fred E. Hadley, formerly publisher of the Winnebago Enterprise, gave his friends in Minnesota a delightful surprise early in May by returning for a visit among old scenes. He was a visitor at the Editor's Short Course Friday evening, May 7, and his many friends present were delighted to learn that his health has been greatly improved since he left Minnesota two years ago. Unfortunately for Minnesota Mr. Hadley is not planning to return to make his home here.

AMONG OURSELVES

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of the State of Minnesota

by
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A QUESTION OF POLICY

"Our largest source of income is from job work. As a result we give a minimum of attention to our newspaper and allow it to interfere as little as possible with the development of our job business." This statement was made recently to the editor of *Among Ourselves*.

The idea at first did not seem unreasonable but on second thought it was regarded as bad policy. The newspaper going out of the shop in question is in a way a sample of the products of the enterprise, and we have been wondering whether an opposite policy would not in the long run be far more profitable to the concern. By this, we mean a policy which would give to the paper a maximum amount of attention rather than a minimum. Certainly a good paper, full of news, attractively printed, as a weekly advertisement of the products of the shop, if rightly distributed would be a business getter.

The quality of the paper would, in a way, be accepted by the patrons of the shop as an evidence of the quality of thought and skill going into the shop's other products.

Under no circumstances, we believe, can any business enterprise afford long to put out an inferior article.

GREAT TIME AHEAD

Minnesotans who are planning to attend the meeting of the National Editorial association in Los Angeles June 30 to July 2 need not be told what is in store for them. The field secretary, H. C. Hotaling, has been doing some very high class publicity work, so that everybody knows. The Publishers' Auxiliary for May 15 gives an outline of the program and its novel features. Then, too, there will be the delightful by-products of the trip which will be looked after by the California hosts. The only regret which the editor of *Among Ourselves* feels is that he will not be one of the fortunate who will take the trip.

Herman Roe did not win first place in the membership contest of the National Editorial association. Timothy Brownhill of Puente, California, secured first honors and Mrs. R. C. Anzer of Union City, N. J., second. Herman came in for third place.

Victor and Marcellus Murdock, publishers of the *Wichita Daily Eagle*, recently sacrificed an \$18,000 advertising contract rather than allow certain advertisers to dictate with regard to the publication of theatrical news in the *Eagle*.

Alfred Dillon has been made city editor of the *Brainerd Daily Dispatch*.

Making the Change from a 13-em to a 12-em Column Newspaper--How It's Done

One of the questions asked at the Editors' Short Course at University Farm last month had to do with problems involved in changing from a 13-em to a 12-em column newspaper. Apparently the difficulties seemed insurmountable. Because a good many are interested in the subject, the story of the Puente (Cal.) Journal's shift as told by the editor, Timothy Brownhill, is given herewith:

"The La Puente Valley Journal a year ago decided on a 12-em, seven-column, eight-page paper, for the following reasons:

First: The 12-em column is now generally accepted as the *standard to be*. Practically all dailies and many weeklies have already changed to that measure.

Second: A 12-em 7-column form may be printed on practically the same size page as a six-column 13-em; four pages of this form may be printed on the average six-column quarto press.

Third: Such a change frequently saves the publisher from issuing a ten-page, 13-em, six-column paper.

Fourth: The best and most valid reason for the publisher is that it automatically raises his advertising rate and at the same time gives him one column of additional space per page.

Fifth: The W. N. U. now furnishes an excellent 12-em service, to which it is gradually adding many features, including serial stories and cartoons, heretofore carried only in 13-em service. Practically all ad-service agencies and engravers now furnish all cuts on a 12-em base.

Making the Change

"We were at first told our press—a Campbell—could not be made to print four pages of a seven-column 12-em form; but we thought otherwise. Here is how we did it:

"We took the regular standard two-page six-column chase to a machinist in Los Angeles and had him grind a quarter inch off either side of the center bar; and a quarter inch off either side on the inside of the chase—and one-eighth off the end of the chase that fits up to the inside end of the bed of the press.

"We then had thin side sticks made, less than half the thickness of the standard side sticks. This, together with the use of midget quoins, made the change possible without the use of three or four point column rule which we had ordered for that purpose.

Press Grippers Balk

"But while we could lock the form all right, we found the margin on the cylinder so close the grippers would not release the paper. We sawed the grippers off until they would, leaving, however, but a small fraction—but more than sufficient to hold the paper in position.

"Then we discovered that the guides on the cylinder would not clear a 30½x44 sheet, nor yet a 31x43 sheet, so we called in a machinist and had him add an inch and a quarter to the length of the trip by bolting on an addition to the trip guide

on the side of the cylinder. This turned the trick and what others said could not be done—we did.

The Cost

"The entire cost to us, including the making over of one pair of chases and the making of another pair, purchase of thin side sticks, midget quoins (we still use part of regular coins), 12-em liners, etc., was approximately \$75.

"We are using no more paper than formerly. Our six was printed on a 30x44-49 sheet; we now use a 31x43-49 sheet. It takes no longer to lock up a seven-column form than a six; no more ink, no more power, no more paper, no more time. You get the maximum out of your press and equipment. The customer gets a little less—you get a little more."

FIRES SHORT COURSE IDEAS AT MERCHANTS

J. Harold Curtis, junior editor of the *St. James Plaindealer*, one of the speakers at the recent Editors' Short Course at University Farm, went home to pass on to the merchants of St. James some of the ideas picked up at the course. The ideas emphasized chiefly were those from the two addresses by Fred W. Andersen, the Cozad, Neb., merchant who has built up a big business in a small community largely through local advertising. These Mr. Curtis published in the *Plaindealer* where St. James merchants might read them in detail. The story as printed by the *Plaindealer* is, in part, as follows:

Leading editors of the state attended the course.

Advertising was the predominating theme. This was taken up and discussed from the viewpoint of the local merchant, the wholesale house, the manufacturer, and the newspaper.

Fred W. Andersen, known as the "miracle merchant," of Cozad, Neb., told the editors how he, as a green country lad, with only a meager education and training, had gone into a town of 1,200 people in western Nebraska and had built up a business of \$300,000 a year.

Mr. Andersen turns over an \$80,000 stock four times a year and his grocery stock once a month.

This talk should have been heard by every merchant in St. James, for it could have been made a basis for a great increase in their business returns.

Page Ad Every Issue

For ten years Mr. Andersen said he had never missed having an ad in his local paper. He runs a page every issue in the twice-a-week paper and about once a month takes a double page spread. His window displays tie up with his advertising and "As Advertised" is placed over his goods in the window and in his store. Store arrangement and sales efficiency are absolutely necessary to successful business.

Mr. Andersen is a firm believer in his local community. He boosts it at every

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A NEW ANGLE IN RETAIL ADVERTISING

Northwest Commercial Bulletin

F. X. Virnig, who conducts a successful store known as "The Golden Rule" in the little city of Pierz, up in Morrison county, Minnesota, has found that it pays to put a little "human interest" copy into the advertising, if you want people to read what you have to say.

On this page is reproduced one of Mr. Virnig's recent advertisements, and the original was two columns by about 14 inches. This particular advertisement created a different angle of appeal, and was a very successful piece of publicity. The unusual, though, in the reading matter is refreshing, and worthy of reproduction.

Here is the sample ad from Mr. Virnig's repertory:

A Well Stocked Farm IS A THING Every Farmer Is Proud Of

How he delights when you call on him to show you around, first, to his grain bins that are over-flowing with golden grain, then to the hen house where roam a flock of full blooded Plymouth Rocks, from there to the barns, where he will show with pride his well groomed horses and thoroughbred cattle.

As the farmer delights, so do we take great pleasure in showing our wonderful stock of Dry Goods, complete in every detail, such a wonderful selection to choose from and so conveniently arranged, and everything priced in plain figures so that you can wait on yourself if you wish.

We want you to see this stock as we are proud of it and for next week we make these special inducements:

Children's Bear Skin Hose in all sizes, @	\$0.25
50c Ladies' Brown or Black Hose	.39
50c Ladies' Fancy Garters.....	.39
\$4.48 Ladies' hand painted Velour Felt Hats	3.75
32 inch Jap Crepe in all shades, @	.23
48c Fast color blocked Window Marquisette, in Gold, Blue or Rose, @	.33
75c Fancy check Rayon Silk, just the thing for a Spring Dress, @	.63
50c Peter Pan Gingham, 42 inches wide	.39
40 inch Radium Silk, in all the new shades	1.48
9x12 Sandura Felt Rugs, no better rug made, new spring patterns	13.75

FOR QUALITY AND VALUE
COME TO

THE GOLDEN RULE

F. X. VIRNIG
LEADING DRY GOODS STORE
PIERZ, - MINN.

Mr. Virnig terms himself "just a little fry in a town of 500 people, and a good farming community," and adds that "the small country store will have to attend to its knitting to keep from going down in the maelstrom of has-beens."

Yet in spite of wide-awake competition from much larger cities on all sides, Mr. Virnig has made a success.

Starting with about \$300 he engaged in what he terms "the racket business" and after five years in that field, developed

into exclusive dry goods, men's furnishings and work clothing.

"Road men told me," says Mr. Virnig, "that it would be impossible for me to make it go, but I stuck it out and made it pay. I carry from \$12,000 to \$15,000 stock, and last year did a cash business of \$37,000."

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opportunity. He gives liberally to churches and civic organizations. He gets the good will of the ladies by permitting them to have their bake sales in his store. He furnishes the dishes, the counters, and assists in every way. He furnishes baseball suits to baseball organizations of boys, he furnishes the coffee and cookies for demonstrations of all kinds—in fact, going more than half way all the time.

Spends \$6,000 in Advertising

Last year Mr. Andersen did a business of \$300,000. He spent 2 per cent in advertising. This is \$6,000 or \$500 a month. He says that newspaper advertising should be the basis of all advertising. His home town paper has a circulation of 1,500 and 1,600 and he pays 25 cents an inch on a yearly contract. The Plaindealer has a circulation of more than 2,000 and advertising space can be bought in it on yearly contract at 25 cents an inch. Mr. Andersen says the newspaper space is so valuable that he would pay 30 or 35 cents an inch for it if the publisher asked it.

Always First with Story

One big point Mr. Andersen makes in his advertising is to get in first. He advertises spring goods in January, just as quickly as the catalogue houses get their catalogues out. He starts his Christmas advertising the first of November and his fall advertising in July and August. He has two annual clearance sales, in January and in August.

In all his other advertising he advertises just his ordinary prices with his catches. He backs up his advertised prices to the limit. He never tells an untruth or exaggerates in his advertising.

He says it is much easier to sell nationally advertised goods, and so handles all he can get. He gets the national advertiser to assist in his local advertising and to give trinkets and samples on all important occasions.

Andersen High-Powered Dynamo

Mr. Andersen's talk was so full of good common sense that it was a pleasure and an inspiration to hear him. He is a unique character, a high-powered dynamo and a tireless worker. He speaks in machine gun fashion and can say more in one minute than an ordinary speaker can in five. He is a merchant who "puts it over" in his community.

The Anoka Herald has taken over the Bethel Banner, according to an announcement in the Banner recently. Roe Chase of the Herald says that the Herald will undertake to serve the public which has depended on the Banner as thoroughly and well as has the Banner and expresses the hope that the clientele of the Banner will prove loyal to the Herald.

Leo McDonnell, formerly of Minneapolis, has purchased the Prior Lake News from John A. Scott. Mr. Scott retires from the publishing business to devote his time to real estate and insurance.

FARM ADVERTISING CAN LOWER COSTS

"Good advertising will bring the farmer dividends just as it has brought dividends to the men in the industrial world."

A writer in the Progressive Farmer, Eugene Butler, makes that point in a discussion of methods to use in advertising farm products. Farmers can learn that advertising, says Mr. Butler, has the same effect on selling a product that increased acre-yields have on the cost of growing a product.

The farmer's advertising appeal should be based on the quality of his products. He should start slowly. By painting his farm buildings, by joining crop and livestock breeders' associations, by adopting a good farm name, and by using printed stationery, Mr. Butler maintains, the farmer has made a start at advertising.

When writing an advertisement for the country weekly, or for any other medium, the farmer must put himself in the reader's shoes.

Whether it is to be classified advertising taking a column inch of space, or a display ad covering a page, put the stress on quality, Mr. Butler advises, and present only one central idea. Too many appeals confuse the reader.

"It is better to suggest what the advertiser wants to do, than to tell him what not to do. 'Use a purebred sire' is better than 'Don't use a scrub.' Specific words, that really tell how the product is best, should always be used."—Ohio Extension Service.

Cleaned Up on Idea

The New Richland Star, in its issue of Friday, May 7, printed a "clean-up, paint-up" page, telling what a clean-up campaign will do for a community. The text was accompanied by a good line of advertising attracted to the page and the paper by the publisher's foresight in appealing to the spring clean-up impulse.

Col. O. J. Quane's new paper at Mankato will bear the name, Mankato Evening Herald. The Mankato Ledger and the Neff Printing company are joining forces with the new enterprise.

Gov. Theodore Christianson recently appointed Edward A. Johnson of the St. Peter Herald member of a committee of 50 on farm legislation.

Mrs. Elsie Collins, city editor of the Milbank, (S.D.) Herald-Advance, was one of the "students" at the Editors Short Course at University Farm May 6-8.

H. C. Hotaling, executive secretary of the National Editorial association, was confined to his bed for a week because of illness.

The Little Falls Transcript has purchased a site for a new fireproof building, 32x100 feet.

Arnold Daane, managing editor of the Austin Daily Record, is abroad on a three months' trip which will include the Azores, Spain, and Portugal.