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No. 8

## Haislet, Field Secretary, Gives First Monthly Report; Is Getting Important Projects Formulated and Under Way

That the brothers on the firing line may know that there is something to do at all times around the field secretary's headquarters—336 New Nicollet hotel, Minneapolis—the following brief outline of the office activities the first month of operation is given:

Sent letters to all business members.

Sent letters to all non-members.

Send questionnaire as to ad rates to all papers. Handled and checked over 400 returns.

Placed one Barker Bookkeeping system. (Had numerous inquiries.)

Prepared six different lists of newspapers, publishers, ad rates, etc., for office and other uses.

Attended meeting of the Third District Editorial association at Montgomery.

Made two special trips to Duluth in conference on publicity for Reforestation amendment, which Minnesota Editorial association has approved.

Attended First District Ben Franklin Club meeting at Grand Meadow.

Listed over 20 printers, operators, etc., and secured help for several shops.

Sent out over 4,000 pieces of mail during first month.

Prepared and had printed office form blanks of various kinds.

Handled several phone requests of publishers for assistance in getting quick action on various wants.

Handled three special jobs sent to the office, that could not be done locally.

Completed arrangements for handling lithographing, etc., for the boys in the country. Ask about this.

Sent out ad for Christianson volunteer committee; also for Myers for Congress in tenth district.

Sent out 500 announcements of office opening to various firms and organizations.

Entertained numerous visitors—some with axes to grind (but we didn't grind them).

Sent out numerous letters to attorneys with regard to placing legal notices.

Made arrangements with linotype machinist and sent him out on several calls.

Your Field Secretary hopes to be able to get out among the folks right after July 1 and to spend most of the summer in county and group organization work and in other ways that will be beneficial to the publishers.

There is lots to be done and we want

to do it right. Help us with suggestions and ideas.

### Free Publicity Evil.

Without spending a lot of time—and one doesn't have to spend much energy—I measured up the free publicity matter in a number of Minnesota exchanges coming to my desk the other day. I did not make a special effort, either. At a minimum charge of 30 cents an inch, just a few Minnesota papers devoted \$200 or more to a well known creamery company, to certain automobile accessories, etc.,—all distinguished as feature reading matter, but in reality nothing more nor less than advertising. If these national concerns can get from \$200 to \$2,000 a week in free space in Minnesota papers, why should they spend any money with us for real advertising? You tell 'em, somebody, it's too deep for me.

### That Community Page.

And here comes the old worn out "Community Page" in several of the papers on the desk this week. The smooth-tongued gent has put it over again.

I sometimes wonder if this old graft won't ever die out. It surely won't as long as the smooth chap can make a hundred dollars a day out of the newspaper folks.

This "Community" page is a joke—pure and simple. Nearly every advertiser therein goes in under high-pressure salesmanship, or because his neighbor does, and after the "campaign" is run out, he is convinced that "it doesn't pay to advertise."

Such stuff isn't advertising. The newspaper reader may read it, and probably does, but he never tells the advertiser so. There is justification at times in the editor's selling a special page, say for Memorial Day or Fourth of July, with the names of business people signed to it. This isn't sold as advertising and is merely "good will" stuff, and can be made useful in helping over the dull spots. But this "community page"—so-called—with a little done in the middle and ads all around is sold as advertising—and isn't.

Fred W. Andersen told us at the Short Course: "You got to tell 'em—if you want to sell 'em," and I have never run across one of these community ads that told anything worth while. The publisher has got to tell the advertiser—many times, maybe—but once he advertises prices intelligently, he is sold on the idea that advertising pays. If we must have these community pages, let's at least sell them ourselves and keep the money at home.

### More Members Wanted.

Several new memberships have been added to the list of business members since the offices were opened. There are still a lot of the folks who should be in and we are hoping that they will send in their cards soon. From present indications there is no reason why the field secretary proposition should not be a paying one to every business member, and we should have a full 100 per cent membership of the newspapers of Minnesota. Dig up your card, if you haven't yet done so, and get in with us on the big work.

### National Meeting of Secretaries.

The National Association of Field Secretaries will meet in the Twin Cities in August. This will give me an opportunity to learn the various methods used in other states, and if everything goes right we are going to ask a lot of the newspaper folks to come in and break bread with these field managers during their convention here. There are now twelve states which have full-time men on the job in behalf of newspaper promotion and the newspaper publishers in those states which have had secretaries for one or more years are enthusiastic over the work being done. We will tell you more about this meeting later.

### Visitors Are Welcomed.

Fred J. Landon, printing instructor at Dunwoody Institute, has returned from an enjoyable vacation in Wisconsin and will take some special work at the University of Minnesota during the summer months. Fred is much interested in the field secretary proposition and comes through with some good ideas and suggestions every time he visits the office.

Andrew Bromstad, editor of the Milan Standard, and one of the most enthusiastic boosters for the field secretary plan, was a caller at our office on the 18th and was well pleased with the progress being made. Mr. Bromstad was in Minneapolis attending the postmasters' convention and was getting ready to leave with the national editorial party for California on the 24th.

Another welcome visitor at field secretary's headquarters was Major E. E. Howard of the Wheaton Gazette. The Major is at Fort Snelling with the Citizens' Training Camp and is spending two weeks showing the young idea how to shoot. Major Howard will devote a great deal of his time this fall to his candidacy for congress in the seventh district.

Sam S. Haislet,  
Field Secretary

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## ANOTHER PUSH FOR THE LOCAL MERCHANT

The pressure on the local merchant for more and better advertising continues. Indeed, it is increasing. Local merchants are being told the truth about advertising and its value in merchandising by those interested in sound modern merchandising.

One of the latest contributions to this pressure on the local merchant is an editorial entitled "Take Your Advertising Seriously," in the Northwest Commercial Bulletin of June 16, of which John H. DeWild is the editor.

This editorial is based on part of the round table discussion at the Editors' Short Course at University Farm in May. It is addressed to the merchants of Minnesota who read the Northwest Commercial Bulletin as their guide, counselor, and friend in business building. Mention is made here of the fact that the editorial is based upon a short course discussion, in order to show Minnesota publishers that their discussions at the short course carry waves of influence which reach the people whose business they seek.

Among other things this editorial says:

Travel a few miles into any state and you will hear many retailers complaining about business.

"Not very good."

"Been pretty dull, lately."

"People not coming in."

"Guess People Have Quit Buying."

And a thousand more, similar "excuses."

People are buying somewhere. Watch the figures from the catalog houses—they have been showing almost continuous increases. And other lines of distribution show pretty steady sales increases.

What is wrong, locally?

Lack of advertising.

Look over several hundred newspapers, both weekly and dailies from the smaller cities—and there is a sad lack of advertising.

The greatest offenders seem to be the clothing and footwear retailers—who should be up on their toes at this season of the year.

There has been a scarcity of grocery advertising from time immemorial, and hardware the same, for no particular reason.

The season is upon us when people want to dress up—they MUST dress up, and they know it—but invitations from the local retailers are few and far between.

\* \* \* \* \*

At the short course for editors held under the auspices of the State University of Minnesota early in May, many editors were present—from large and small towns and cities.

Their round table discussions brought out the old story, "that you can't get the retailer to prepare advertising copy in advance."

There were scores of editors who told how they visit their accounts and urge the preparation of good copy. Finally the point is reached when it is necessary to go to press. In desperation the retailer grabs off a piece of wrapping paper and hurriedly dashes off something he terms "advertising."

This "something" is usually not worth reading.

There is no effort to describe ade-

quately the merchandise; no thought about playing up the important points, and actually creating desire for the merchandise. The whole thought seems to be to fill up space in the newspaper.

No doubt many advertising managers for catalog houses sit back and enjoy a hearty laugh when they read some of the newspapers that come to their desks.

Yes, business is quiet for some.

And it will continue to be so unless these retailers wake up, and do some real advertising.

People are buying. Nobody is going about begging for food. You don't meet anybody half clothed.

Enthusiastic advertising is necessary. It may not win back all the trade in a day or a week, but persistency counts.

People are going where they are invited.

And where the merchandise is temptingly described and displayed.

Right along the line of the larger use of local advertising, comes something for the national advertiser—something to set him thinking about the advisability of placing his advertising in those mediums which get to the customers who are in touch with dealers. This is found in Editor & Publisher for June 12. It is an extract from a book by Wm. A. Thompson, director of the Bureau of Advertising of the American Newspaper Publishers' association.

Here is a part of what Mr. Thompson has to say:

Advertising, therefore, like selling, goes on a specific rather than a general mission today. Its job is to sell the goods where the goods are offered for sale.

Get that! It means that the place to advertise is in the papers of the communities where the merchants handle the goods.

That was one of the ideas advanced by one of the speakers at the Editors' Short Course.

It marks the trend of sentiment among big advertisers, and means an increasing tendency to effect a hook-up between national and local advertising.

Local publishers should do everything in their power to encourage such a tendency. Do it by writing to national advertisers—on the letterheads of local dealers who handle the commodities sold by the national advertisers.

### Millionaire Lives Upstairs

When Col. James Elverson, Jr., returns to Philadelphia from abroad, July 1, he will go straight from the train to the \$10,000,000 plant of the Philadelphia Inquirer, his paper, because he is a publisher who makes his office building his home.

The 12th and 13th floors of the Elverson building completed in July last year, belong personally to Mr. and Mrs. Elverson and are fitted up as only a millionaire's two-story apartment can be furnished. It has its own electric refrigeration plant, a novel incinerating system, and, besides these modern practicalities, its many rooms are furnished with all the beauty and luxury money can buy. Here, too, are hung the paintings of Mr. Elverson's art collection which includes a \$50,000 Corot, "Les Baigneuses," purchased only recently.—Editor & Publisher.

## MINNESOTANS SEEING THINGS IN CALIFORNIA

Reports received from the Minnesota contingent to the meeting of the National Editorial Association in Los Angeles indicate that the editorial party was almost surfeited with hospitality and entertainment all the way from the twin cities to the Pacific coast.

One member of the Minnesota delegation traveled in a private car but it was in his own private car and not in a car attached to the N. E. A. special. This was J. W. Whitney, editor and publisher of the Marshall News-Messenger. Mr. Whitney purchased an old Packard bus and rebuilt it as a motor bungalow and in this he and his family traveled in comfort, not to say luxury, to Los Angeles.

The Minnesota delegation on board the N. E. A. special consisted of the following:

Mrs. Francis Bodin, 999 Grand avenue, St. Paul. (Official stenographer.)

Mr. and Mrs. Andrew Bromstad, Standard, Milan.

Governor and Mrs. Theodore Christianson, St. Paul.

Mrs. Maude B. Cooley, Pilot, Walker.

Harold Curtis, Plaindealer, St. James.

Mr. and Mrs. Carl Eastwood, News-Herald, Le Sueur.

Mr. and Mrs. A. G. Erickson, Advance-Press, Springfield.

Mr. and Mrs. H. C. Hotaling and daughter, Mary, Enterprise, Mapleton.

Mr. and Mrs. C. I. Johnson, 48 East Third street, St. Paul.

Mr. and Mrs. Emil Leitch and daughter, Henrietta, National Weekly, Winona.

Mr. and Mrs. Edward W. Libby, Midway Salesway, 141 East Fifth street, St. Paul.

Mrs. Blanche K. Lord, 4521 Harriet avenue S., Minneapolis.

Mr. and Mrs. N. P. Olson, Daily Eagle, Red Wing.

Mr. and Mrs. Robert Pollock, Pollock's News, Minneapolis.

Mr. and Mrs. F. L. Preimesberger, Journal, Pierz.

Mr. and Mrs. Herman Roe, News, Northfield.

E. S. Sanford, Northern States Envelope company, St. Paul.

Mr. and Mrs. G. S. Witherstine, Post-Bulletin, Rochester.

Miss Lucretia L. Lewis, Beacon, Granite Falls.

## WISCONSINITE TO GUIDE U.S. JOURNALISM WORK

Edward Marion Johnson, who has been associate professor of journalism at the University of Wisconsin, has been placed in charge of the work in journalism in the University of Minnesota.

Mr. Johnson has taught at the University of Wisconsin since 1919, and will begin his duties at the University of Minnesota in September. For several years he has had charge of the work of the Central Inter-Scholastic Press association and has edited the Scholastic Editor, published by the association. The Central Inter-Scholastic Press association is an organization of high school students.

This summer Mr. Johnson is conducting a European tour for 75 students of journalism and newspaper men.

R. R. Barlow, for several years in the department of journalism of the University, recently resigned.

S. E. Farnham, editor-emeritus of the Madison Independent-Press, with Mrs. Farnham, is making an extended trip through Canada to the Pacific coast. The Independent-Press is in charge of Eugene E. Farnham, S. E.'s son.

**A M O N G O U R S E L V E S**

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of the State of Minnesota

by

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**A PLEA FOR SELFISHNESS**

An editorial in a recent number of The Publishers' Auxiliary urges, particularly upon proprietors of one-man shops, the advisability of employing high school graduates at a wage which will be attractive. It puts the proposition in this form:

There is a boy who was graduated from the high school in your town this year who can make money for you if you let him.

Among Ourselves is glad that The Publisher's Auxiliary has discussed this subject even though it has appealed to selfish interest—albeit enlightened self-interest.

There is no better way in which the country publisher can build up his own business and contribute to the future of his profession than by looking out for boys and girls who have an interest in newspaper work or in whom an interest in newspaper work may be developed. Such boys and girls can be trained for the profession and become real profit-makers for a publisher and become future publishers themselves. Incidentally it may be said that the publisher who trains a young man and gives him a place in his office develops a sort of old-age insurance which provides for the taking over of the business by the younger man later, lightening the burdens of the older man and yet retaining for him an interest in a profitable business.

If publishers would take this view of their business and crack fewer jokes about editorial poverty, the profession would be better off.

**A SEMI-WEEKLY VENTURE**

Ernest Dale, publisher of the Hardin (Mo.) News, in an extended article in Publisher's Auxiliary for May 20, under the heading "Eliminate Some of Lost Motion to Win Success," tells how The Hardin News grew from a weekly into a semi-weekly. The change was made in order to take up lost motion, and according to Mr. Dale's story it not only prevented the loss of motion but has increased the revenues of the enterprise.

Reference is made to the article here because one of the questions submitted for round table discussion at the recent Editors' Short Course had to do with the problem of semi-weeklies.

**A COMMENCEMENT SPECIAL . . .**

The Minnesota Mascot recently issued a special edition in connection with the Minnesota high school commencement. Keep that in mind for next spring. Such an edition ought to attract some extra advertising.

**THE FIELD SECRETARY'S JOB**

If there are any Minnesota newspaper publishers who are still in doubt about the service which a field secretary may render they should read an article in a recent number of *Editor and Publisher*, reprinted in the June 5 issue of The Publisher's Auxiliary. This is an article on the field manager plan and was written by Norman J. Radder, associate professor of Journalism at Indiana University, formerly of the University of Minnesota. The article in The Publisher's Auxiliary appears under the department "High Spots on the Horizon." It tells what field secretaries in several states have done.

**NORTHERN EDITORS MEET**

The summer outing of the Northern Minnesota Editorial Association at Winnipeg June 24-27, brought together a smaller company than usual, according to reports, but those who went had a fine time, and enjoyed the generous hospitality of the Manitobans immensely.

**Tips for Summer Ads****Supplies for picnics.**

Get after the grocer for an ad, or a series of ads, covering picnic supplies—sandwich fillings, pickles, fruits, meats—such as are to be found on his shelves but about which picnickers are often ignorant.

**Sprays for flies.**

These are the days when the housewife goes after the fly with a swatter, but how she hates the swatter! Get the druggist or the hardware man who sells sprays for the housefly and other pests to advertise and move his stock.

**Farmer advertisers.**

Go after the farmer who has summer things to sell—garden truck, say; or poultry, or anything. Get him to thinking about advertising. You may find a farmer who has purebred sires to sell. Nail him!

**Miscellaneous.**

Sit down and think what kind of things sell best in summer; then go after the man who has that kind of thing to sell.

**PLAINDEALER FOLLOWS UP NEW SUBSCRIBERS**

Last summer the St. James Plaindealer put on a lively subscription campaign. J. Harold Curtis told all about it at the Editors' Short Course in May. It was an interesting and instructive report.

Now comes through the mails a bit of follow-up literature, a printed letter, evidently being used to keep the subscribers obtained in the "drive." The letter is too long to print here. It may be said, however, that it is a frank and friendly letter such as one man might write to another in the interest of both. It tells what the Plaindealer is and is trying to do for the community and the people tributary thereto. It solicits a renewal of the subscription.

The idea is a good one and is the right kind of thing to put into execution. Too often a drive of the kind put on by the Plaindealer ends with the drive. Evidently the publishers of the Plaindealer mean to hold the advantage they have gained, and the letter is the kind to do just that.

**GOOD ADS ARE SIMPLE****AND IN TALKING STYLE**

Cyrus H. K. Curtis, publisher of the Saturday Evening Post, the Ladies Home Journal, and the Country Gentleman, believes that an advertiser writing an ad should write as he talks. He is quoted to that effect in *Editor & Publisher* for June 19.

*Among Ourselves* finds some satisfaction in this, because it is an idea which it has advanced several times. It has said: "The merchant in his advertising should talk as he talks across his counter or on the street or anywhere else about the things he has to sell." Now comes Mr. Curtis, supporting this view. Every country newspaper publisher should read the interview with Mr. Curtis. It appears on page 19 of the issue referred to. To read it, is to get a slant on ad-writing that may be of help in preparing copy that will make an advertising convert of some non-advertiser.

Speaking of John E. Powers, the man who made Wannamaker's store, Mr. Curtis says: "He wrote as brusquely as he talked. And he told the plain truth about the goods he sold. If he was writing about seconds, he called them seconds. 'These are seconds,' he'd write, 'that's why we're putting a lower price on them, to get rid of them.'"

Mr. Curtis mentions Edward Jordan, the automobile man, as another ad-writer whose advertising commands attention. "He writes simply. He sets down talk, not writing. His copy has the conversational sound," says Mr. Curtis. "Good advertising is a question of good talking and simplicity."

**Casey Celebrates**

John E. Casey, publisher of the Jordan Independent, for ten years secretary of the Minnesota Editorial association, recently celebrated the 25th anniversary of his editorship of the Jordan Independent. He published a 12-page edition of the Independent in which he touched interestingly on the trials and tribulations and service of the newspaper publisher.

Mr. Casey's many friends throughout the state will wish him another 25 years "and them some" of prosperity and success.

**Mack Is Now President**

The first district Ben Franklin Club, at a meeting in Grand Meadow May 28, elected as president Will G. Mack of Plainview and as secretary-treasurer D. F. Coughlin of Waseca. The new officers announce that the first meeting of the association this fall will be held at Plainview.

An effort will be made to stimulate interest in the work of the club and to add to its membership. The plan is to hold meetings more frequently than has been the rule for some time.

The association went on record in support of the new field secretary of the state association and pledged its co-operation.

R. P. Willis, editor of the Grand Meadow Record, former secretary of the association, was host of the club and served as toastmaster at a banquet at the new Grand Meadow hotel in the evening.

## SUMMER ADVERTISING IS GROWING IN FAVOR

It is a mistake to let up on advertising in the "good old summer time." Big advertisers have found that out, and it is time the local merchant was making the discovery.

Evidence that the national advertiser is making the discovery is found in an article in the June 12 issue of *Editor & Publisher*, under the heading "Advertisers Fighting Summer Slump with Newspaper Space." Among other things, this article says:

Instead of suspending, or cutting down newspaper advertising during June, July, and August, a number of far-sighted manufacturers are keeping liberal schedules moving constantly all summer and having their salesmen merchandise aggressively to the trade. "We sell our securities the year round," comments Frank LeRoy Blanchard, director of the advertising department of Henry L. Doherty & Co., New York City. "Our salesmen do not stop work simply because of the summer slump or vacation period. We believe it is possible to keep sales volume up to a relatively high degree through the use of intelligent and forceful newspaper advertising. In other words, there is no let-down in the activities of our securities department."

Colgate & Co., large users of newspaper space, have this to say of the "summer slump":

In general we would say that the summer slump is largely a matter of imagination and is more apt to be caused by the fact that an article is seasonal in use than by the possibly lighter consumer buying during the summer months.

The article referred to quotes a number of companies which have come to similar conclusions. The thing to do is to convert local merchants to the same view; it can be done.

### Membership Dues in Illinois

The Illinois Press association has an interesting scale of membership dues. This scale, as adopted in October, 1925, is as follows:

Weekly papers—Under 1,000 circulation, \$3 per year; 1,000 to 3,000 circulation, \$5 per year; 3,000 and up circulation, \$10 per year. Daily papers—Under 1,000 circulation, \$3 per year; 1,000 to 2,000 circulation, \$5 per year; 2,000 to 50,000 circulation, \$10 per year; above 50,000 circulation, \$100 per year.

This schedule of dues was recommended by a committee at the 1925 meeting. A special effort is being made to have all dues paid in by the time of the annual meeting at Urbana September 30 of this year.

Very few city papers are in a position to print feature material of the small town and countryside, and for that reason the weekly editor who can develop it, can give his paper an appeal which no other paper can have.—Rural Press and Print Shop.

### Eastwood Is "Globe Trotting"

Carl Eastwood, president of the Minnesota Editorial association, is in a way "playing both ends against the middle" this summer. He is a member of the Minnesota party at the National Editorial association meeting in Los Angeles and on his return from the west will go to New Hampshire as a member of an editorial party invited by Governor Winant of New Hampshire to spend a week touring that state. The party, which will be made up one newspaper representative from each state, will assemble in Boston July 12 and will be taken on a motor tour of a week through New Hampshire. The governor will accompany the party. Mrs. Eastwood, who is with Mr. Eastwood in the west, will also take the New Hampshire trip.

### Newspaper Ads Did It

Newspaper advertising, according to officials, has made necessary a \$100,000,000 expansion program started this week by the Delco Light Company, Dayton, Ohio. Immediate plans call for construction of a \$20,000,000 factory addition, one mile long, at Moraine City, near Dayton. The new factory will be used entirely for construction of electric refrigerators.

William Ruud has acquired the interest of Roy F. Everett in the Granite Falls News after a year's absence from newspaper work in Minnesota. He will add a new type-setting machine and a new drum cylinder press to the News equipment. Associated with him will be his daughter, Rachel, who has just completed her high school course. Mr. Everett will return to school work.

R. T. Port, for ten years secretary of the Utah State Press association, recently tendered his resignation. He plans to spend a year in travel.

The average printer in the United States is earning \$31 a week. This is said to be a higher average than that of any other trade in the country.

J. Edwin Mallory has sold the Dassel Dispatch to L. R. Peel of Crosby, who will take charge July 1. Mr. Peel has been agricultural teacher in the public schools of Crosby.

Mr. and Mrs. Andrew Bromstad have announced the marriage of their daughter, Marion, to William T. A. Butenhoff on Monday, June 21. Mr. and Mrs. Bromstad are members of the Minnesota party to the N. E. A. in Los Angeles.

R. S. Peterson, former publisher of the Westbrook Sentinel, has purchased the Preston Republican from Frances E. Ibeck.

J. Leonard Suel of the Suel Printing Company, publishers of the New Prague Times, on June 5 married Miss Eleanor Nueremberg of Young America.

David E. Cuppernull has sold the Lakeville Leader to Ronald T. Brown of Minneapolis.

### FARM WOMEN ARE KEEN FOR THE NEWEST IDEA

Who spends the larger part of the farm income? Whom shall the advertiser appeal to—the farmer or his wife? What is the most effective general appeal to the farm family?

These are questions that often confront the advertiser in the rural weekly. Facts brought out in a review of the popularity of bulletins published by the United States Department of Agriculture may help advertisers to find the answers.

A study of these indicates that the farm woman is very much more interested than her husband in new ideas, methods and devices.

The farm woman also has just as much influence as the city woman in the purchase of everything for the home and family.

The farm woman considers the proper feeding of her family her most important problem. The principal elements of appeal appear to be nutritive value and economy of foods, so far as the farm woman's preferences go, and she is particularly interested in the preparation and consumption of foods raised on the farm, to judge by her interest in Farmer's bulletins.

The distribution of bulletins shows the farm woman to be more interested in new ideas and methods, and in ways and means of shortening her labor and improving the conditions under which she lives.—Rural Press and Print Shop.

James E. Rockwell has sold his holdings in the Duluth News-Tribune to Reed Taft Bayne. This gives Mr. Bayne control of the company and he has been made its president and editor. Mr. Bayne became managing editor and vice president of the Tribune company last November. It is reported that Mr. Rockwell has purchased a newspaper in the east. He has not yet announced the name of the paper. Charles R. Adams, former managing editor of the News-Tribune, it is said, will be associated with Mr. Rockwell in his eastern newspaper venture.

Mr. and Mrs. H. J. Haydon, editor of the Lakefield Standard, recently spent a week in Minneapolis attending the commencement exercises of Miss Woods' school from which their daughter was graduated.

Mr. and Mrs. C. Burgess of the Clara City Herald celebrated their silver anniversary at their home in Clara City recently.

W. S. Farrington, formerly publisher of the Morristown Press, has joined his father, S. H. Farrington, on the Waterville Advance.

Carl C. Carlson, for several years on the high school faculty at Long Prairie, has become city editor on the Long Prairie Leader, succeeding George Malven, who has joined the staff of the county auditor of Todd county.

McEachern and Wilcox, publishers of the Pine City Pioneer, have sold their interest in the Hinckley News to C. G. Mann, who has for some time been part owner of the News.