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Minnesotans Were in the Spotlight at the 1926 Convention of the National Editorial Association

A lot of things of special interest to Minnesota newspaper publishers happened at the annual meeting of the National Editorial association in Los Angeles last month:

Herman Roe, Northfield News, was elected president of the association.

H. C. Hotaling, Blue Earth County Enterprise, was re-elected executive secretary.

The Northfield News won first honors and a silver loving cup in a national contest for front-page make-up, the trophy being the gift of The American Printer.

The Bemidji Sentinel won second place in the contest for a cup offered by the retiring president, F. O. Edgecombe, for the best weekly newspaper.

Harry M. Wheelock, Fergus Falls Tribune, won fourth place in the contest for the best editorial page, for which The Inland Printer gave a cup as a trophy.

H. C. Hotaling volunteered to subscribe \$1,000 to a \$100,000 endowment fund, if a committee to be appointed to consider the feasibility of such a movement should decide that it was practicable.

E. K. Whiting, Owatonna Journal-Chronicle, as chairman of the association's ad committee, prepared a report which should give advertising in country weeklies a distinct impetus. (The report in part will be found in another column of this issue of Among Ourselves.)

Mrs. Blanche K. Lord, Albert Lea Tribune, gave an address on the ideals and joys and labors of country weekly publishing.

The first prize for the best weekly newspaper, in which contest the Bemidji Sentinel won second place, went to the Walton, N. Y., Reporter. The first honors for the best editorial page went to the Freehold, N. J., Transcript. The cup for the greatest community service was awarded to President Edgecombe's paper, the Nebraska Signal. The advertising progress contest was won by the Kingfisher, Okla., Times.

The membership contest was won, as had already been announced, by Timothy Brownhill, the Journal, Puente, Calif., first; Mrs. R. C. Anzer, Hudson, N. J., News, second; Herman Roe, Northfield News, third. The prizes for these were the pirate chests offered by the Virginia State Chamber of Commerce.

The officers of the association for the year, in addition to Herman Roe, president, are: Charles M. Meredith, Free Press, Quakerstown, Pa., vice president; W. W. Aikins, the Star, Franklin, Ind.,

treasurer. John A. Kuypers, Journal-Democrat, DePere, Wis., L. M. Nichols, the Record, Bristol, Okla., and Justus F. Craemer, Daily News, Orange, Calif., were elected members of the executive committee.

The members of the Minnesota party attending the convention included:

Mrs. Frances Bodin, 999 Grand Ave., St. Paul, (official stenographer); Mr. and Mrs. Andrew Bromstad, Standard, Milan; Mrs. Maude B. Cooley, Pilot, Walker; J. Harold Curtis, Plaindealer, St. James; Mr. and Mrs. Carl Eastwood, Herald, Le Sueur; Mr. and Mrs. A. G. Erickson, Advance-Press, Springfield; Mr. and Mrs. J. M. Freeman, Times, Olivia; H. C. Hotaling, executive secretary, N. E. A., 624 Merchants National Bank Bldg., St. Paul; Mrs. H. C. Hotaling and daughter Mary, Enterprise, Mapleton; Mr. and Mrs. George M. Jensen, Advertiser, Duluth; Mr. and Mrs. C. I. Johnson, 48 E. 3rd St., St. Paul; Robert King, Traveling Pass. Agt., R. I. Ry., St. Paul; Mr. and Mrs. Emil Leicht and daughters, Hennes and Dorothy, National Weeklies, Winona; Miss Lucretia Lewis, Beacon, Cannon Falls; Mr. and Mrs. Edward W. Libby, "Midway Salesway," 141 E. 5th St., St. Paul; Mrs. Blanche K. Lord, Tribune, Albert Lea; Mrs. Wilton George McMurchy and Miss Eleanor McMurchy, Daily News, St. Paul; Mr. and Mrs. A. H. Langum, Times, Preston; Mrs. R. K. Welch, Journal, Proctor; Mr. and Mrs. N. P. Olson, Daily Eagle, Red Wing; Mr. and Mrs. Robert Pollock, Pollock's News, Minneapolis; Mr. and Mrs. F. L. Preimesburger, Journal, Pierz; Mr. and Mrs. Herman Roe, News, Northfield; Harry Rogers, News, Northfield; E. S. Sanford, Northern States Envelope Company, St. Paul; Mr. and Mrs. J. W. Whitney and family, News Messenger, Marshall; Mr. and Mrs. G. S. Witherstine, Post-Bulletin, Rochester.

Reports of the entertainment and visitin' round done by the 500 attending the convention indicate that everybody had a wonderful time—everybody who was in the party; everybody who was not has been envious as he has received the news from the front, but envious in an enlightened Christian way. It is a safe bet, however, that the travelers got enough prunes in the course of their travels up and down the state to satisfy them for many, many moons.

It is of interest, finally, that the convention of next year is to be at Omaha, with a possible side-trip to the Black

Hills. Minnesotans should turn out in vast numbers for a convention so near their own borders.

FIELD MANAGERS WILL GATHER IN ST. PAUL

The annual meeting of the National Association of State Press Field Managers will be held in St. Paul beginning August 25, according to its president, Edwin A. Bemis, field manager of the Colorado Editorial association.

The meeting will last for four or five days and will be held at the Ryan hotel. Mr. Bemis says that some of the sessions will be open to interested newspaper folks, while other sessions will be strictly executive.

Executive Secretary H. C. Hotaling of the National Editorial association, and Field Secretary Sam S. Haislet of the Minnesota Editorial association, will have charge of the social features of the meeting, and plan on dinners, drives through the cities, and other entertainment.

The following is the membership in the association:

Len W. Feighner, Nashville, Mich.
G. L. Caswell, Ames, Iowa
Ole Buck, Harvard, Neb.
O. W. Little, Alma, Kansas
J. W. Shaw, Elmira, New York
J. S. Hubbard, Columbia, Mo.
Fred Kennedy, U. of W., Seattle, Wash.
A. W. Fell, Harrisburg, Pa.
H. L. Williamson, Springfield, Ill.
H. C. Hotaling, St. Paul, Minn.
Ben H. Read, Los Angeles, Cal.
Harry W. Porte, Salt Lake City, Utah
H. L. Grable, Dallas, Texas
Edwin A. Bemis, U. of C., Boulder, Colo.
E. F. Tucker, Ames, Iowa
Sam Haislet, Minneapolis, Minn.

THIRD DISTRICT EDITORS TAKE A DAY FOR OUTING

The Third District Editorial association held its first annual outing at Hardegger's resort, Lake Jefferson, Le Sueur county, Friday, July 23. In the afternoon, there was fishing, swimming, boating, games including bridge for the ladies, and after that came a fresh fish dinner, followed by a toast by Larry Ho, a business session, and then dancing. It all sounds good, and the editor of Among Ourselves regrets that he couldn't be there, but the outing came during the vacation season at the College of Agriculture and it was not his time off.

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N.E.A. AD COMMITTEE MAKES SOUND REPORT

One of the most important things that took place at the meeting of the National Editorial association at Los Angeles was the presentation of the report of the advertising committee. The committee consisted of E. K. Whiting, Owatonna Journal-Chronicle; W. H. Bridgman, Stanley, Wis., Republican, and C. L. Hobart, Holden, Mo., Progress. On the strength of its report, the association passed a resolution requesting the committee to work out a system by which the national advertising in country weeklies could be increased and by which publishers could be impressed with the necessity of more business-like methods in the handling of such advertising.

Higher Rates Warranted

The committee's report declared that higher advertising rates were warranted, but that owing to the lack of cost data from the individual offices themselves it was, perhaps, not advisable to recommend a further increase in rates now. The report, however, urged the prevailing rates, as follows:

- For 500 or less circulation 25c.
- For 1000 or less circulation 30c.
- For 1500 or less circulation 35c.
- For 2000 or less circulation 40c.
- For 2500 or less circulation 45c.
- For 3000 or less circulation 48c.
- For 3500 or less circulation 51c.

Better Methods a Great Need

The report continued:

"The inability of the rural weekly press to offer the national advertiser an organized, systematized service covering certain definite areas at uniform cost and at a minimum buying cost is the condition which stands between the country press and a more general use of its advertising service by national advertiser.

"Aside from the cost of the service, the cost of doing business with the average rural publisher makes the general use of the service prohibitive to many advertisers. While there has been much improvement in this respect in recent years, national advertisers complain that the detail of placing orders in rural weekly newspaper offices is expensive and discouraging and that it is directly due to a lack of business organization in newspaper offices. The remedy suggests itself. Consolidations and eliminations have greatly reduced the number of rural newspapers with the inevitable result that there are better newspapers and better equipped business offices.

"Primarily the problem of increasing the volume of advertising is one of organization and standardization. Each publication which fails to affiliate with the state and national press organizations is not only retarding its own development but is helping to keep away from all publications of its class a large volume of business which no other class of publication is so well fitted to handle.

12-Em Column Favored

"The necessity of materially increased revenue or marked decrease in production costs is conceded by all who have given the matter serious consideration. The metropolitan press several years ago set a good example for their country brothers in adopting the cash in ad-

vance policy in their circulation departments. It would seem to your committee that they have again pointed the way whereby the country weekly may add materially to its advertising revenues and at the same time reduce to some degree their cost of production by changing from the 13-em to 12-em column newspaper.

"This plan has been given careful and thorough trial by many country publishers in various parts of the country with apparently unanimous approval.

"The size of a regular six-column 13-em page is 13 $\frac{3}{8}$ inches wide by 19 $\frac{1}{4}$ inches long or 118 $\frac{1}{2}$ column inches. By using 31x44 stock, which will be furnished by all paper houses, and reducing the measure to 12 ems, increasing the length of the columns to 20 $\frac{1}{2}$ inches, allowing half-inch margins on sides and three-quarter inch top and bottom, giving the sheet the appearance of the city

daily, 143 $\frac{1}{2}$ column inches to the page is obtained—over 21 per cent increase of printed matter.

"The adoption of the 12-em column automatically increases advertising rates approximately 20 per cent and in many instances does away with the necessity of additional pages, which cost from \$24.00 to \$33.00. Your committee is convinced that this plan is worthy of serious consideration by country publishers.

"In concluding this report your committee wishes to stress the apparent necessity of the establishment of better business methods by country publishers. These methods include accurate accounting; prompt and business-like attention to correspondence, and, last—but far from least, the acquisition of accurate and uniform production costs in the individual plants.

(Continued on page 4, Col. 2)

Suggestion for Safety-Deposit-Box Ad

Here is a suggestion for a bank advertisement. It is a piece of direct-by-mail advertising, but would be useful as a newspaper ad. However, the suggestion in the vertical lines would be more effective if set up in some other way.

The idea of listing articles of the kind one values and wishes to protect is a good one to use in advertising safety deposit boxes.

PROTECT!

Wills	K	S
Gems	E	A
Deeds	E	F
Bonds	P	E
Stocks		T
Leases	T	Y
Diaries	H	
Jewelry	E	D
Records	M	E
Receipts		P
Formulas	I	O
Drawings	N	S
Contracts		I
Heirlooms	O	T
Keepsakes	U	
Rare Coins	R	V
Blue Prints		A
Army Papers		L
Patent Papers		T
Court Decrees		
Old Photographs		
Abstracts of Title		
Birth Certificates		
Insurance Policies		
Pension Certificates		
Automobile Certificates		
Valuable Correspondence		

LAKE CITY BANK & TRUST CO.

Oldest State Bank in Minnesota

Lake City, Minnesota

1867

1926

AMONG OURSELVES

Published in the interests of the weekly press
of the State of Minnesota
by

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

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

Published monthly at University Farm,
St. Paul, Minn.

LIKE MINNESOTA BETTER

We understand that the attendance at the summer outing of the Northern Minnesota Editorial association in Winnipeg was not so large as has been the attendance at former summer meetings, but that those who did go had a most enjoyable time. Too bad there were not more there! But then the boys will be all the readier for their meeting this winter and an outing on home soil next summer.

RETURNING PROSPERITY

A sign of returning, or increasing, prosperity—a sign which should interest the country publisher and everyone else—is a further improvement in the financial condition of the American farmer, as reported by the United States Department of Agriculture.

A statement recently released by the department says there was "a further improvement in the financial condition of farmers in 1925 over the preceding three years." This was shown in the net return of some 15,000 farms. The 1925 net return was \$1,297 as against \$1,205 for 1924. The net return of 16,186 farms in 1923 was \$1,020.

The trend is in the right direction.

Sounds Like Day

A stranger dropped into the Sentinel office for a few minutes Monday to tell us all about a scheme whereby he could sign up "a dozen to fifty" Fairmont merchants for a dollar a week on an advertising scheme. "It'll sell like hotcakes," he said, "all we ask is \$75, and you get your regular rates." He could hardly believe that we were not interested when we told him that we weren't interested—that we felt better over selling a merchant a "regular" ad that would bring him some real business, instead of running a lot of propaganda twaddle written by a solicitor who never saw Fairmont. Advertising that appears in the Sentinel is business news, and our readers depend upon it. It is their buyers' guide. They are a keen lot of readers—they can tell "bunk" the minute they see it. The merchant who really has something to say about his own goods and prices in every ad gets the new business and holds the old.—Fairmont Sentinel.

The Mankato Evening Herald, established by Major O. J. Quane, after a run of five weeks discontinued publication with the issue of June 30. The major's many friends will regret that success did not attend his venture into the daily field.

Advertising saves time on the road to success; and time is money.—The Ad-route.

FIELD SECRETARY'S NOTES

By Sam S. Haislet

Eastwood Names Committees

President Eastwood has announced his committee assignments for the coming year.

Legislative Committee

Sam S. Haislet, Minneapolis, chairman
Harry Wheelock, Fergus Falls
J. C. Morrison, Morris
Robert L. Pollock, Minneapolis
Gunnar Bjornson, Minneota.

Membership Committee

W. K. Wilcox, Elysian, chairman
W. F. Duffy, Shakopee
Ed. Johnson, St. Peter
John L. King, Jackson
W. E. Easton, Stillwater.

Resolutions Committee

James R. Landy, Olivia, chairman
Jerry Keohen, Montgomery
Maud Donahue Hall, Cokato
Joseph Reynolds, Mankato
Arthur Suel, New Prague.

Necrology Committee

Roe Chase, Anoka, chairman
Robert Pollock, Minneapolis
W. C. Starr, Redwood Falls
Frank A. Day, Fairmont
M. J. McGowan, Appleton

Auditing Committee

H. J. Haydon, Lakefield, chairman
Marc Atkinson, Hibbing
Iver Iverson, Hutchinson
A. T. Archer, Kerkhoven
Scott, N. Swisher, Le Sueur Center.

State Fair Newspaper Committee

L. C. Hodgson, St. Paul, chairman
W. P. Kirkwood, St. Paul
Frank A. Day, Fairmont
Emma J. Harwood, Roosevelt
Sam S. Haislet, Minneapolis
T. E. Steward, Minneapolis

Finances State Fair Committee

Ludwig I. Roe, Montevideo, chairman
A. L. Westernhagen, Minneapolis

Major in Journalism at University

H. Z. Mitchell, Bemidji, chairman
E. C. Torrey, Minneapolis
Percy Avery, Hutchinson
L. A. Rossman, Grand Rapids
A. M. Welles, Worthington
H. E. Wolfe, Deer River

Farm Bureau Co-operation Committee

Harold Curtis, St. James, chairman
Charles Wallin, Gaylord
W. E. Barnes, Sleepy Eye
Fred Schilpin, St. Cloud
Marilla A. Stone, Rush City
John A. Blackwell, Grand Marais
D. W. Byrne, Shakopee
W. H. Hassing, Carleton
H. E. Swennes, Heron Lake
Burt May, Albert Lea
Glen S. Witherstine, Rochester
J. A. Shaeffer, Balaton
Mrs. Howard Bratton, Faribault

Editorial Short Course Committee

Tom Dillon, Minneapolis, chairman
A. G. Erickson, Springfield
W. P. Kirkwood, St. Paul
Rudolph A. Lee, Long Prairie
W. S. Isham, Hastings
George F. Warren, Windom

The annual report is now in the hands of the printer, H. Z. Mitchell, and will be ready for delivery soon.

Four Jobs Placed for Members

This office has handled for members in the last month four jobs such as usually go to the big specialty printers. They could not be produced in the home office, but we handled them and gave the publisher a margin for his effort in getting the work.

Blocking Unfair Competition

No less than a dozen Twin City concerns, several of them not in the printing business at all, are sending out circulars offering printing of various kinds at cut-throat prices. We have been on the trail of two of these concerns this month, and are in a fair way to get them to quit the practice. Whenever you get hold of any samples of this sort of stuff, shoot them to us, and we will do our part to stop this unfair practice.

A Way to Check Space Grabber

A fellow in Minneapolis is sending out some more free publicity stuff comprising write-ups, illustrated stories, etc., of various Minneapolis concerns. The publisher is asked to print this stuff without pay. Unless it is printed it has no value. Let's remember, then, that the man who writes the articles gets paid; the artist who makes the drawings gets paid; the engraver who makes the cuts gets paid; the firm which makes the plates and mats gets paid; and the publicity agent who sends out the stuff gets paid. The answer should be easy. Unless the stuff is printed it has no value and the fellow back of the scheme will soon give up in disgust. Order the plates if you wish to, but immediately shoot them into the used plate pile and return them with the old metal. After the man buys several hundred pages of this stuff, and finds that none of it is used, he will quit. If everyone else connected with the deal gets paid—why not you, if you print the stuff? Maybe you will, if you all quit printing it free.

Pay-in-Advance Plan Sound

The "pay in advance" plan is the most satisfactory in handling subscriptions. It does not require any great revolution to put it in operation and the papers that operate under it laugh at the old style way of doing things. Stiffen up that back-bone, and set a date when you will ask your subscribers to pay in advance. You will be the gainer, and the patrons will like the plan better after they find you mean it.

Pyramid Style for Ads Is Modern

One publisher writes and asks "why pyramid the ads?" The answer is easy. Why use electric lights or an electric motor? The pyramided ad page is recognized everywhere as a step forward in newspaper make-up. It makes the page easier to read, more pleasing to the eye, eliminates burying any ad, and conforms to the modern way of doing things.

Roe's Honor Merited

With the rest of the newspaper folks of Minnesota, I am delighted at the election of Herman Roe to the presidency of the National Editorial association. Herman has preformed a great service for the newspaper folks, in work he has done on the advertising committee and in many ways, and the honor conferred upon him is merited in every way. Few states in the Union can boast of newspaper men of the calibre of Herman Roe—and we are all pleased to see him receive the recognition he is entitled to.

Wouldn't It Jar You?

Editor James C. Morrison of the Morris Tribune comes to the conclusion that nearly every Minnesota editor should be in jail. At least, he thinks they should if certain laws on the statute books were enforced to the letter. Editor Morrison has discovered that Section 568 of the General Statutes of Minnesota provides among other things that "No publisher of any newspaper . . . shall insert therein either in the advertising columns . . . or elsewhere therein, any matter whatever of a political nature, or any political editorial relative to a candidate for any public office, unless the publisher thereof shall file in the office of the secretary of state of this state within six months before the holding of any primary or general election . . . a sworn statement which shall contain the names of the owners of such paper."

And he comments as follows:

"Now wouldn't that jar you? This law was passed over a dozen years ago, and yet we doubt very much whether ten editors of the state have known it was on the statute books or whether ten editors have complied with its provisions during all that time. Think of the mass of illegal political editorials that have been published, and think of the violations without number—enough to send every editor in the state to the county jail for the rest of his natural life.

"There are too many of such laws cluttering the statute books—enough, we dare say to put the whole population in jail for the unintentional violations. Such laws should either be called to the attention of the law-abiding citizen, and compliance herewith insisted upon, or they should be repealed. Their persistent neglect is a menace to all law enforcement."

As "Brother Jim" is a member of the recently appointed legislative committee of the association, he may aid in killing off some of these laws at the next session of the legislature.

Get Those Lithographing Jobs

Get after the lithographing jobs right now. Call on your banks and other users of lithographing work regularly. Find out when they will be in the market, and make it a point to see them often. Get samples of anything needed, checks, drafts, lithographed forms of all kinds, ledger sheets, bookkeeping sheets, etc., and send them in. We will quote you figures that will allow you a margin worth while. There is from \$100 to \$300 a year in profit to the publisher in every town in the state that he has not been getting in the past. Let's go after it now.

Gathering in Farm News

Elwood Mills, live-wire editor of the Montevideo American, has been driving around his county getting acquainted with the farm folks, and has been sending his paper some interesting stories of his visits. This stunt is one that is sure to make friends for the paper—and for the town—and makes an interesting feature for the newspaper.

336 New Nicollet Hotel
Minneapolis

Field Secretary Saved Him

A Colorado editor carelessly signed a contract for a casting equipment mat service without realizing all the possible consequences. First thing he knew a judgment had been issued against him, and his residence was advertised for sale to satisfy it. Through the efforts of Field Manager Bemis the judgment was set aside and the property saved. There is one editor who should have no difficulty in deciding that the press association is worth something to him. There is an endless number of ways in which a live organization and an active manager can be of service.—Nebraska Press.

BURGES PLAYS HOST TO SEVENTH DISTRICT

Mr. and Mrs. Cornelius Burges of Clara City played host and hostess to the Seventh District Editorial association at the Burges summer home at Green Lake, Saturday, July 17. More than thirty newspaper "folks" were present and shared in the good things—a picnic lunch, a launch trip, swimming, golf and other pleasures.

The climax of the entertainment was a dinner at the Green Lake Country Club, with Mr. Burges as toastmaster. The after-dinner speakers were: Editor-Merchant-Postmaster Anderson of the Spicer Green Lake Breeze; Ted Burges of the Wheaton Gazette; O. M. Thomason of the Ortonville Star; J. R. Landy of the Olivia Times; H. C. Sherwood of the Fairfax Standard; J. M. Morrison of the Morris Tribune; Harry Acton, private secretary to Governor Christianson; Sam S. Haislet, field secretary, and E. E. Howard of the Wheaton Gazette. Following the banquet a number of the newspaper party enjoyed a few hours of dancing at the pavilion.

Haislet reports that everybody had the finest kind of a time. Burges, before long, will get to be known as the perennial host of the Seventh District association.

(Continued from page 2, Col. 3)

Use of Cost System Advised

"Your committee is firmly convinced that adequate advertising rates will not be generally obtained until there is established in the majority of offices a real business compass in the form of an adequate and truth-giving system. By no other means will it be possible to open the eyes of country publishers to the true conditions in their own plants and what it actually costs them to produce an inch of advertising. Speed the day when we may delete the word *guess* and substitute in its place the far safer and more satisfying word *know*."

EASTWOOD HAS BEEN SEEING NEW HAMPSHIRE

Carl S. Eastwood ought to have an interesting story to tell about his travels in New Hampshire. He was one of a party of 116 men and women from all parts of the United States—newspaper folks—who were the guests of the state on a tour of its many places of attraction.

According to reports, the party spent a week seeing the sights and enjoying the delights of New Hampshire under the guidance of Arthur B. Rotch, of Milford, N. H., secretary of the New Hampshire Publishers' association; H. Stewart Bosson, of Meredith, N. H., New Hampshire Board of Publicity; Arthur S. Morris, of Littleton, N. H., vice-president of the New Hampshire Publishers' association, and N. P. M. Jacobs, of Portsmouth, N. H., president of the New Hampshire Hotel association.

The reports published are inadequate and we shall watch for the Le Sueur News-Herald for something "official."

Weicht Is Now Editor

A recent issue of the Northfield News carried the following at the top of its editorial column, over the signature of Herman Roe:

For several years Carl L. Weicht's name has appeared in the editorial masthead of The News with the title City Editor. During most of that period he has carried practically all the duties and responsibilities of editor-in-chief. With this issue his title is changed to that of editor—a belated recognition of the fine service he has rendered The News and the community it mirrors each week.

In hot weather or cold, few men get more than they advertise for.—The Ad-route.

Advertising saves mileage in your route to the goal of business success.

Why not tell people what you have to sell, if you wish them to buy?

If you had an automobile to sell and you heard that Bill Jones wished to buy an automobile, you'd call him up and tell him about yours. Well, advertising is calling up folks to tell them what you have to sell that they want. Go to it.

Honest-to-goodness advertising takes time—and patience.

E. B. Lindsley has discontinued publication of the Pine County Farmer, Willow River.

The Sanford Press, Faribault, has purchased the Faribault Pilot from George P. Watson.

The Carlton County Vidette has changed from a six- to a seven-column size and installed a new two-revolution press and attached folder. The new equipment is housed in a 15-foot addition to the building. The publisher, W. H. Hassing, is ably assisted by Mrs. Hassing.

Paul B. Hubbard, formerly publisher of The Independent, Holland, Pipestone county, is now editor of the Antelope Valley Ledger-Gazette, Lancaster, Calif.