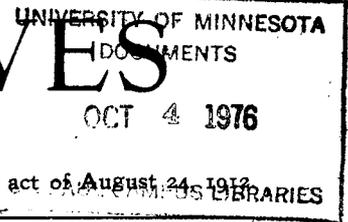


AMONG OURSELVES

PUBLISHED MONTHLY



Entered as second-class matter December 1, 1922, at the post-office at St. Paul, Minn., under the act of August 24, 1912.

Vol. IV

ST. PAUL, MINN., OCTOBER, 1926

No. 11

Chance to Get Some Ford Advertising Right Now; also a Chance to Make Sure of Future Advertising

By Sam S. Haislet

The question of Ford advertising is one that requires real attention right now. The new policy of the company is that the dealers shall do their own advertising, but that such advertising shall have the approval of the Ford company. A well known concern is arranging to furnish mats and cuts of approved ads—that will be sold either to the dealer or the newspapers at reasonable prices. We will have accurate information on this and will send out the facts soon.

The point to bear in mind is this: Unless the Ford dealers throughout the country are quite liberally sold on the advertising idea—and do considerable of such advertising—it is likely that the Ford company will definitely go back to the billboard and national magazine and all chance of getting it to continue to use the newspapers will be lost.

This is a matter of vital concern to all. We must get busy, sell the idea to the local dealers, and get the material for them that has the approval of the company.

We will help you in getting the proper hook-up for this material. The big point is: **DON'T WAIT TO LET GEORGE DO IT.** Go out and get your dealer lined up, and do it now. This is a big test of the selling power of the country newspapers. Let's not fall down.

A Hunch that Pays

The Celotex company is placing in the hands of lumber dealers a new and costly portfolio, telling them how to advertise and offering them a straight out 50-50 plan. Get after your dealer again. Most lumber yards handle celotex. I can tell you of half a dozen papers that have paid their field secretary dues ten times over on this one hunch.

Ready to Advertise, But—

We had an interesting conference with Mr. Moyer, local manager for the Goodyear Tire and Rubber company, the other day. Mr. Moyer's company offers dealers the privilege of advertising their lines as strongly as they want to on a 50-50 basis. The company will furnish cuts, write ads, and do almost everything to get the dealers to push its product by advertising in the local papers. And yet Mr. Moyer showed me some interesting figures. In spite of the fact that his salesmen have used every effort to get the newspaper folks interested in selling the idea to the dealers, only a very small per cent of the publishers give the matter any

attention. And the interesting part of the thing is that where the publishers and dealers do get together, and the ads are run as they should be, the sales sheets indicate real pulling power. Strange, isn't it—when we have the strongest pulling medium in the world, and one that brings the best and most lasting results, that we won't get out and sell the other fellow the idea. He tells us on the first call that he won't do anything this time, and then we sit back and conclude that he is not a prospect. If the tire companies—or any other big distributors—did business that way, they wouldn't remain in business very long. And here's a prediction, believe it or not: The day of the small town and small newspaper is almost over—unless the newspaper men and the retail dealers wake up to conditions confronting them.

Let's step out and show Mr. Moyer that we have the "pep." He would like to see a lot of advertising done between now and winter by his Goodyear dealers. Let's help him—and incidentally it might be worth while to the total year's receipts.

Rate on Political Ads

This office has been sending out some political advertising, and is confronted in some quarters with the "political" rate—usually from 25 to 50 per cent higher than the regular foreign rate. We can not bring ourselves to see the idea. We can not figure why a man running for office is not entitled to the same rate as any other advertiser. We are a strong advocate of a maximum one-time rate. We believe every paper should have such a rate, but that it should apply to all advertisers alike, and not be termed "political rate."

We hold up our hands in horror at election corruption anywhere, and yet when we add almost 50 per cent to our regular tariffs because a man is running for office—are we not in some respects encouraging him to violate the corrupt practice laws, etc.?

Perhaps there is room for a difference of opinion here, and Kirkwood has consented to have the matter discussed at the Editors' Short Course next May. For the life of me I cannot see why an ad, say from a fox association, should be accepted at 30 cents an inch for one insertion, and an ad of the same size and sent in the same form, from a candidate for office, should draw a rate of 50 cents an inch. If 50 cents an inch is the one-time maximum rate, I'm for it. We should have such a rate. It costs us more to do business with the one-time fellow. But let's make it alike to all, and quit serving notice on the candidates that we are holding them up because they are candidates.

With reference to the so-called "political advertising rate," charged by a few papers, here is comment that is timely:

An order for political advertising is not supposed to carry with it a contract for the support of the candidate by the newspaper, so there is no reason why it should command a higher rate than ordinary commercial copy. The practice of raising rates has too much of the "shakedown" flavor to suit publishers who have given much thought to it. We spend a good deal of our time urging better men to enter politics and adjuring the public to acquaint itself with the merits of the various issues and candidates, so it is manifestly inconsistent to increase our rates to those who want to take our advice.—Edward D. Foster, in Colorado Editor.

Constitutional Amendment Case

The value of organization among newspaper folks, as well as among all of the wide awake trade groups, again bobs up. When Secretary of State Mike Holm prepared the copy for the Constitutional Amendments this year, it was found that it would take almost two columns, and that the price offered was lower than regular advertising rates. A big howl went up in many quarters. So, through this office, President Carl Eastwood called a meeting of the executive committee to investigate. And the investigation disclosed the fact that the law allowed only 25 cents a folio for amendment publications. Consequently, the committee authorized a letter to the newspapers, telling them that as a matter of loyalty and for the welfare of the state to accept this sum, and that steps would be taken to fix the law where it badly needs fixing. This action will mean that without doubt the law will be changed so as to give the papers adequate pay for such matter.

AD CONVENTION WILL ATTRACT PUBLISHERS

Remember that ad convention—of the Eighth District of the International Advertising association—which will be held at the Nicollet hotel, Minneapolis, October 11 and 12.

It is a convention to which the newspaper men of the state and their advertisers are invited. A program of exceptional value has been prepared.

For details address Truman G. Brooke, 214 McKnight building, Minneapolis.

K. E. Holien, who has been in charge of the Pioneer, Hendricks, for the last year, has bought the paper from A. L. Swenson, auditor of Lincoln county.

This archival publication may not reflect current scientific knowledge or recommendations.
Current information available from University of Minnesota Extension: <http://www.extension.umn.edu>.

Haislet Outlines His Impressions of the Recent Meeting of Association of State Press Managers

Look At This!

John L. Meyer, managing editor of the National Printer Journalist, was present at the conference of State Field Press Managers in St. Paul in August, and while the September number of the Journalist was too far along to make an extended report of the gathering, his comments on the meeting are well worth careful reading, and real consideration on the part of newspapermen everywhere. Mr. Meyer says:

"As 'NPJ' was going to press for September, the year's most striking newspaper convention was going on at St. Paul, Minn.—the fourth annual of the National Association of State Press Field Managers.

"There were assembled the 'key men' in American community newspaper enterprise for organization for the purposes of mutual education and progress. Herman Roe, president of the N. E. A., was a guest member of the convention. The editors of the leading trade papers sat in at many of the sessions. The meetings went on daily for five days from 9 a.m. to 5:30 p.m., with a short luncheon between. Here was a 'round table' indeed. Then, the year's wash of the community newspaper field was laundered, hung on the line, and ironed beautifully. And, progress was reported in worth while detail. The field men worked with coats off and sleeves rolled up. I have never in 25 years and in many different kinds of association fields of American business and professions, seen such an earnest, consistent, persistent series of convention meetings.

"Here the 'real' came out, and it was faced and handled with a frankness which many a newspaper and printing association needs a whole lot of. The very spirit of this group of paid field secretaries is, of course, bound to permeate the country and solve not only newspaper problems but such lack of aggressive tackling of them as exists. That alone is a wonderful prospect! A great crying need is, **ACTUALLY AND IN FACT, being filled.**"

In attempting to give the newspaper folks of Minnesota a resume of the proceedings of the convention of the National Association of State Press Field Managers, held in St. Paul August 25 to 30 inclusive, I am somewhat at sea as to just what to present.

A detailed account of all that took place would be too long. As many of the discussions, also, related to matters having to do merely with details of the work of the field men, they would hardly be of enough general interest to warrant recounting here. Not that every minute did not contain real interest; everyone who attended more than agreed that it did, and

the six days of intensive work brought out many things of great interest to the field men.

The following field men were in attendance during all of the six days' sessions: President Ed. Bemis, Colorado. Ben Read, Southern California association.

Fred Kennedy, Washington.
Ole Buck, Nebraska.
Len Feighner, Michigan.
E. F. Tucker and Grant Caswell, Iowa.
Ol. Little, Kansas.
J. S. Hubbard, Missouri.
Harry Porte, Utah.
Sam S. Haislet, Minnesota.

H. C. Hotaling, executive secretary of the National Editorial association.

With the exception of New York and Pennsylvania, every state press association employing a full time field man was represented. Several visitors attended part of the sessions also, including representatives of trade publications, Norman J. Radder of Indiana University representing schools of journalism, and President Herman Roe of the N. E. A.

The whole program was prepared for round-table discussion. Every field man took part in every discussion. And after attending every session—and listening and participating for six days—I think the things that I want to tell the newspaper folks of Minnesota most, are these:

All, Men of Experience

I learned that every field manager was a practical newspaper man and printer. Every one had owned and operated a country newspaper of his own, and all were familiar with the mechanical as well as the editorial end of the country newspaper game. This was important to me, as it indicated that other states wanted men who knew the game from the country newspaper side, who could grasp the country newspaper and printing problems from having had personal experience with them.

Objections Disappear

I learned that every state field man had had more or less trouble in convincing a majority of the newspaper publishers in his jurisdiction of the value of the field manager plan, but that, where the work has been carried on for several years, this trouble has practically disappeared and that there is not a state association now that would go back to the old plan—after having learned the benefits of a full-time development man on the job.

It seems to me that our state should profit by these experiences; that the publishers, instead of waiting to see results, should realize what the results have meant in other states, and come in gladly to make it easier for the field man to accomplish real things the first year. Almost a hundred per cent of the newspapers of one state are enrolled under the field manager plan, and every state represented has a large percentage of the newspapers supporting the work.

Results Require Persistence

I found that the work is such that it cannot be thoroughly developed in one year or in two, but that in the states where the work has been carried on for from three to five years the results show so plainly that no effort is necessary to

sell the idea to the publishers. This work is necessarily built on future performance, and time is the essential element to real success.

Field Man as Ad Man

I found that the idea of a field man functioning successfully as an advertising agent does not work; it takes too much time from other essential things. Several of the states made a strong bid for so-called foreign advertising, but gave it up after a very thorough trial. There are too many conflicting elements; too much money is required to do the work, and such effort is discouraged by the field men. All the field men, however, issue a ratebook of their member papers, and cooperate with the advertisers and agencies in helping to place business with the country newspapers, and all have been successful along this line. One state hires an advertising specialist who works under the direction of the field man, and this man has developed a lot of business among advertisers in larger cities, but has made no attempt to line up what might be called "foreign" business. This plan is feasible, but it requires a budget much larger than we could hope to get for a year or two at least. All state field men handle political advertising for the papers, and work with the public service corporations in helping them get the best results for the money spent.

Success Attends Legislative Work

In the matter of legislation, the field men of other states have been eminently successful. They have succeeded in getting laws that are fair to the publishers, have stopped graft stunts of various kinds through legislation, and have done many valuable things in this direction. For instance, one state has a law requiring proof of publication and receipt for payment of every court notice published, before such action can proceed in the courts.

Office Service Useful

In office service, the success has been varied. Some of the field men, being located in small towns, do not make an attempt to function as employment agents, buying agents, etc. Others do, of course, and this part of the work has been very satisfactory where it has been attempted at all. Minnesota, owing to the advantageous location of the field man's office, should be able to make a greater showing than any other state in this respect.

Aid National Advertisers

It developed that the larger national advertisers now using the country newspapers, such as Standard Oil, and others, are looking to the field men for advice and counsel as to where to place such business. It was easy to see where within a short time the field man's office, while not placing such business, will have a lot to say as to where it is placed. The big advertisers recognize the value of co-operation, and they know that the field men of the various states are in close touch with the real situation, and can be relied upon to place business where the results will be the best.

Contests Opposed

The field men are opposed to newspaper contests and premiums. They are awake to the necessity of bringing pressure in the right direction to stop wholesalers and others from furnishing cut-price printing to their dealers. They are maintaining information sources as to the reliable

(Continued on Page 4, Col. 2)

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.

A LOSS TO MINNESOTA

Granville F. Pease, for many years publisher for the Anoka Union, died at his home in Anoka, Friday, September 3, following a stroke of paralysis on August 25. He was 80 years old.

The news of the passing of one of the outstanding figures in the newspaper business in Minnesota brought sincerest grief to all who knew the man. The funeral was at Anoka, Sunday, September 5, and many newspaper men were present.

The Anoka Union has been published since 1916 by Mr. Pease's son, Thomas G. J. Pease, to whom the newspaper men of the state extend fraternal sympathy.

A LETTER TO YOU

Among Ourselves wishes to help in every way it can to forward the movement for 2,000 new members for the N. E. A. It tried to help last year by becoming a member. Now, it is going to make an effort to get some one else into the worthy fold.

The other day it received a letter from H. C. Hotaling, field secretary, asking it to send out a letter to some friend or fellow publisher. Among Ourselves is complying with this request; it is sending out the letter not to some one friend or publisher, but to all, and you who read it, please remember that it is addressed to you personally and that the editor of Among Ourselves urges upon you the duty and privilege of co-operation with your fellow publishers for the good of the craft.

Here is the letter:
Dear Friend:

I am writing to you to tell you of an investment I have made and which I believe every American publisher should make—the securing of membership in the National Editorial association at an annual cost of \$3.

The National Editorial association is a great organization and is growing every day. Its only purpose is to serve the publishers of the United States and the larger the membership, the more effective will that service be. During the next year the executive committee hopes to add 2,000 new members. Will you not be one of the 2,000 to send your \$3 to Secretary H. C. Hotaling, 622 Merchant's National Bank building, St. Paul, Minnesota?

You will not regret your membership in the N. E. A., and I hope that you will take advantage of all the benefits it offers. Through it you can obtain cuts at one-third less than you are accustomed to paying. It is fighting the government envelope printing evil which, if overcome, will mean many times your membership to you each year in additional business. It is endeavoring to open a new field in national advertising for you, and be-

Sample of New N. E. A. Invoice

Here is what the new N. E. A. Standard Invoice for National Advertising looks like, as adapted to the needs of a Minnesota paper. You ought to adopt this invoice.

It will save you trouble and bring you prompter payments for your advertising. It can be used in 6¼x7 or 6¼x10½ inch size, and by using an open-faced envelope the work of extra addressing can be saved.

Northfield, Minnesota, Sept. 1, 1926 192

NORTHFIELD NEWS

"Minnesota's Model Weekly"
HERMAN ROE, Publisher

In Account with

Stack Advertising Agency
Heyworth Bldg.,
Chicago, Illinois

Month of	August	Advertiser	Standard Oil Co. (Educational)			
Date	Description	Edition	Lines Inches	Rate	Gross	
6	Internal Harmony	w	21	35	7 35	
13	Size and Soul	w	21	35	7 35	
20	Safety and Service	w	21	35	7 35	
27	Half the World Away	w	21	35	7 35	
					29 40	

sides all this and many other things, it sends you a Bulletin each month, which alone is worth more than your membership fee. It constantly guards your interests at Washington.

Will you send that membership in today, John?

Fraternally yours,
W. P. KIRKWOOD

TELL THIS TO RETAILERS

The Janesville, Wis., Gazette and a group of Janesville merchants made a survey of the Janesville trade territory. They found that 86.7 per cent of all the persons answering their questionnaire, which went to 6,000, read the advertisements of merchants regularly. They also found that only 28 per cent of the residents of Janesville admitted that they read with any care advertising which was sent them through the mails.

"Is it 'direct mail' when it passes directly into a wastebasket?" pertinently inquires Editor & Publisher.

Frenk J. Pavek and Ellen B. Pavek, his wife, are now owners of the Hennepin County Review, Hopkins, having bought the interest of their former partner, McDowell.

The mother of L. S. Whitcomb of the Albert Lea Tribune died recently at her home in Northwood, at the age of 88.

A. James Dowd, a graduate of the journalism courses of the University of South Dakota, has been made managing editor of the Swift County News, Beuson.

HOW TO GET FOLKS TO TRADE AT HOME

Christmas is not very far away, and the publishers of Minnesota—some of them—are soon going to begin receiving requests from merchants to print editorials urging folks to trade at home.

The merchant who sells good goods at fair prices, gives good service, and ADVERTISES, won't need to make such a request. He knows how to keep trade at home.

That is the principle on which city merchants operate, and what will work in the city will work in the smaller community.

Victor Portmann of Currie has been appointed director of the department of journalism in the University of Arkansas.

The Hastings Gazette is now "going on" 69. It completed 68 years on September 1. Sixty-eight is getting on in the world out here in the central west. The Lake City Graphic-Tribune is almost as old, having recently entered on its 65th year.

Col. O. J. Quane of St. Peter has bought a paper at American Falls, Idaho, and has already taken charge.

The Little Falls Daily Transcript recently occupied its new one-story \$15,000 plant. The paper began as a weekly in 1875, published by H. C. Stivers. Later it was purchased by W. M. Fuller, who converted it into a daily in 1902. Upon Mr. Fuller's death in 1908 Mrs. Fuller was elected president.

WHAT MEN OWE TO THEIR HOME TOWN

If any Minnesota publisher wishes to put up to his readers their obligation to their home town he cannot do better than to reprint the following article from the Fergus Falls Tribune in which Harry Wheelock sets forth the idea that the debt men owe to their home town is measured by their sense of that debt. This statement is one of the best arguments that Among Ourselves has seen for trading at home and for supporting one's own community.

Here is the statement:

"There is a debt you owe to your home town, but whatever the bill is, none will be presented to you for payment. If you do not realize the size of it, nobody will try to tell you. You know what the town has done for you, and you should know better than anybody else what you ought to do for the town.

"Two questions may serve to bring the issue home to you.

"When your wife and children were critically ill, was it the doctor from the city who pulled them through?

"You never even thought of calling him. Your first thought was of the home town doctor, and he saved the lives of your dear ones.

"When you lost your job, who gave you credit and tided you over the winter?

"It certainly wasn't the store in the city that advertises 'bargains' for the country shopper. The merchant of Fergus Falls stood by you then, as he has for others, and as he will again sometime when the emergency arises.

"If these things have not happened to you, they have happened to your neighbors, and you know about them. Mere money cannot pay for disinterested service, such as the doctor and the merchant render under the circumstances. And these instances are not cited with the idea of wakening a feeling of obligation toward those individuals who render us signal service on extraordinary occasions, but they are brought up rather, with the view of making every man, woman, and child realize his partnership in the community and his responsibility in that partnership which means so much to him.

"The doctor and the merchant are not the only men toward whom others in the community owe this obligation to maintain the community as a self-sustaining entity. They are simply given as examples of how the proposition works out.

"Happiness and contentment bring about also a rich social life. You get together with your neighbors during moments of relaxation from your day's toil and enjoy intercourse with them. Clubs and organizations unite you in bonds that hold you together for one purpose or another.

"A score of other things might be mentioned, but space forbids. There are the material things that minister to the comfort and well-being of the people. Among them are paved or macadamized streets, concrete sidewalks, corner lights, police protection, and a fire department; electric lighting for the home, water, sewer, and similar improvements and conveniences.

"The stronger the community spirit the more of these there are. The taxes you pay settle the bills for the things already acquired; the weight of your co-operation with the progressive leaders assures other improvements in the future. Be a home-town man all along the line—patronize home-town merchants exclusively."

Want-Ad Rules

Seven rules to "make the good want-ad good" are thus listed by the St. Louis Globe-Democrat, of which Charles W. Nax, president of the Association of Newspaper Classified Advertising Managers, is classified director:

1. Think carefully about your proposition.
 2. Direct your selling efforts at the individual.
 3. Be specific. Use colorful words. Avoid generalities.
 4. Tell the whole story.
 5. Emphasize the best feature of your offer.
 6. Mention price.
 7. Make answering as easy as possible.
- Editor & Publisher.

(Continued from Page 2, Col. 3)

agencies and advertisers, and exchange with one another this information. They will in time eliminate all chance of loss from taking business through an unknown source, provided the publishers will use the field man's office as a guide.

I might go on indefinitely, but the foregoing are outstanding points that I wish the newspaper folks of Minnesota to consider. They are vital to every newspaper publisher in the state and in the states where field men have been employed for a period of years, a newspaper not affiliated with the organization and giving its full share of support, is rare—is out of luck, in fact. This condition, I predict, will prevail in Minnesota; we are not willing to admit that what has been done so successfully elsewhere, cannot be done in Minnesota.

Several other matters of great importance came up. A discussion with the representative of the American Press association was of great value, but we are not prepared to say more of this until the outcome of the decisions reached are determined. The discussions on advertising, on costs, on accounting systems, on group and district organization, and on dozens of kindred topics, brought out many valuable pointers for all present, and these ideas will be used to the benefit of the newspaper fraternity of Minnesota through their field man's office.

Men Committed to Service

This group of men at the convention was earnest in its desire to perform a service that is sorely needed. Never once was the question of salary mentioned or the idea of being in the work because of what it paid. It was a question of rendering a real service to an industry that has long needed co-operative organization, and after looking over the men from the other states I am convinced that their associations used good judgment in picking men who will perform such service in the manner it must be performed, if the newspaper industry is to keep its valued place in the affairs of the nation.

Visitors Enjoy Entertainment

Your field secretary and the state association are indebted to several Twin City concerns for the fine manner in which the members of the National Association of State Press Field Managers were entertained during their convention in St. Paul, August 25-30. On the evening of the 25th the field men were tendered a fine banquet at the Ryan hotel, St. Paul, by the St. Paul association; on Thursday evening they were given another fine treat at the Nicollet hotel, Minneapolis, as guests of the Minneapolis Civic and Commerce

VIRGINIA IS ALSO TO HAVE FIELD MAN

The Virginia Press Association is getting ready to employ a field secretary. At its midsummer meeting it discussed the subject and then voted to leave the matter to its executive committee. The question to be settled is that of financing the project, and it is left to the executive committee to work out a program of rates or dues.

association; on Friday evening they were the guests of the Western Newspaper Union at a fine banquet, and on Saturday evening, C. I. and W. T. Johnson, of the C. I. Johnson Manufacturing company, were hosts to the party at the beautiful Summit avenue home of W. T. in St. Paul. At this dinner our own newspaper governor, "Ted" Christianson, joined the party, and greeted the newspaper field men from the other states. While the field men came to work, and did that with a vengeance, the evening relaxation was greatly enjoyed. Finkelstein & Ruben, owners of the Twin City theaters, also contributed to the fine time the delegates had, by entertaining them at theater parties on two different evenings. And I almost forgot to say that our own Herb Hotaling did the honors at a fine Sunday spread at the Radisson Inn. The field men from other states were delighted with the treatment they received in Minnesota and when the question of next year's meeting place came up, several of them were in favor of coming back here. They liked the climate, liked the cities—and liked the treatment accorded them—and they'll always be welcome to come again.

New "Business Members"

Several new business members added the past month—and room for more, of course. We should have every paper in the state strongly back of the field secretary plan. And I really believe we would have, if all could have attended the field men's meet and could have seen first hand the things that other states are accomplishing. You are invited to come in to business membership now—if you have not already done so.—Sam S. Haislet.

Things to Know

Every local advertising solicitor should be able to tell what a page of advertising in his paper costs *per home* in the trading area; every national solicitor should know that an inch of advertising in every daily in the land can be bought for approximately \$1,600.—Editor & Publisher.

REPORT OF MEETING OF 1926 IS ISSUED

The report of the proceedings of the sixtieth annual convention of the Minnesota Editorial association is just being distributed. It is a report of unusual interest. It contains some important history—history which will some day be read with greater interest than it excites now, the history of the beginnings of field manager activities in Minnesota. It also contains a lot of information about the work of field managers, including the able paper by Ole Buck, field manager of Nebraska. Minnesota editors should give this number of the "Proceedings" very careful perusal.

AMONG OURSELVES

PUBLISHED MONTHLY

Entered as second-class matter December 1, 1922, at the post-office at St. Paul, Minn., under the act of August 24, 1912.

Vol. IV

ST. PAUL, MINN., NOVEMBER, 1926

No. 12

M. E. A. To Have Its Own Bulletin Service

Sam S. Haislet

Field Manager, Minnesota Editorial Ass'n.

Field Secretary's Own

We are planning to issue the first number of a regular monthly publication from this office in November and making it a part of our service in the future. We have assurance of enough advertising to make the bulletin carry its own load—and it should be of great value in holding the interest and passing along ideas to our members. "Among Ourselves" and "Bob Pollock's News" have been mighty kind to us in giving us almost unlimited space, and we intend to continue to use space in these publications each month. In our own bulletin, however, we can devote space to matters that we can't expect Kirkwood and Bob to furnish space for—and with the three publications we should be able to keep the newspaper folks posted as to what's going on.

Advertisers Finding the Way

A representative of one of the largest western advertising agencies placing one of the biggest country newspaper contracts in America today, spent a half day with us last week. He brought us his list of papers, and wanted our suggestions and ideas on where the business should be placed. This shows that the big advertisers welcome a central office of newspaper publishers, where they can go for reliable information as to the newspapers of the state. The time is coming when membership in an organization operating under the field secretary plan, is going to be the only thing taken into consideration when advertising is to be placed.

Two Did, Many Didn't

Two papers have cashed in nicely on the Goodyear tip—given in the last issue of "Among Ourselves." More could do so if they would get after the business. It's there for you. Go and get it!

Erickson Hands on a Tip

Publisher August Erickson of the Springfield Advance-Press, has it figured out that the papers are losing money on the publication of probate notices, and suggests that instead of using that \$7.20 flat rate, they count the folios each time. He tells us that if we do there will be a nice difference on the right side of the ledger at the end of the year. A real tip—follow it up.

More 50-50's Coming

We have several prospective 50-50 propositions in the making. There should be a lot of this business breaking for us in the spring. When the publisher wakes up to the necessity of help-

ing his dealers get the right co-operation from the wholesaler and jobber, there will be a lot more of this sort of business for us all.

Tardy but Hearty Appreciation

Someway, somehow, we all forgot to mention that fine Editors' Day entertainment at the State Fair, September 10, planned and staged in such elegant style by our own newspaper pal, President Herman Roe of the Minnesota State Fair. Herman sure did things up in great shape this year. A fine chicken dinner was served to about 150 editors and wives. Afterwards the entire party attended the grandstand show and had

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Eastwood Proves He Is a Travelogue Artist

A short time ago Among Ourselves wrote to Carl Eastwood, president of the Minnesota Editorial association, and told him it was about time for him to get out another message to the members of his organization. Below is his reply. The reply is just another evidence of the delightful surprise one gets in his relations with Carl Eastwood. Carl ought to be a world traveler and write books. If he were, the editor of Among Ourselves would be one of his constant readers.

The great thing in his accompanying message is the good news of the cordial acceptance and support of the field secretary idea on the part of the editors of the state. The readiness with which the men are "coming across" is evidence that the place has come to stay and that Sam Haislet is making good as its first occupant.

But here is what Eastwood says:

Dear Among Ourselves:

All last week I marched side-by-side with Vin Weber, first vice president, and Sam Haislet, field secretary, of the Minnesota Editorial association. Having but a week to give to this good cause, naturally I wished to cover as much territory in the middle and northern part of the state as possible. Vin suggested that the trip be made by "fast male," and Sam was the unanimous choice, and the little old Pontiac, property of the association, was brought into commission. That Sam is a careful, not speedy, driver is evident from the fact that Vin and the old man were able to stay in the old boat almost half the time.

The fine cement thoroughfare from Minneapolis to St. Cloud is a joy to motorists, and the old pavement seems to say: "Come on—let 'er go," and Sam did let 'er go, and before Vin could light his pipe we drove right into Fred Schilpin's Daily Times office, and found the old Indian busy giving directions as to the big edition he is soon to issue

(Continued on page 2, column 2)

Minnesota Behind in the N. E. A. Drive

Twenty-one new Minnesota members had been added to the National Editorial association list, when Among Ourselves heard last from H. C. Hotaling shortly before his departure late in October for Morgantown, West Virginia, where he was to deliver two addresses at the Journalism Week of the University of West Virginia. The new Minnesota members of the National association are as follows:

H. D. Smalley, Enterprise-Bulletin, Perham

H. B. West, Messenger, Morgan
D. L. Keith, Citizen, Windom

Robert H. Sheny, East Side Journal, St. Paul

Hugh R. Smith, Standard, Wabasha
L. A. Rossman, Herald-Review, Grand Rapids

Rulif M. Martin, Star, New Richland
Frank J. Paul, Enterprise, Wykoff

Glenn M. Shroeder, Pilot, Faribault
F. E. Drinkwater, Kodak, Kimball

H. W. Schulze, Press, Osseo
D. J. Sinclair, Journal, Jasper

F. E. Langworthy, Mercury, Spring Valley

Ed. M. LaFond, Daily Transcript, Little Falls

C. H. Willson, Advance, Alden
Jay L. Putnam, Tribune, Granite Falls

Cyrus L. Lewis, Echo, St. Paul
S. P. Dow, Greater St. Paul Bulletin, St. Paul

Loretta R. Fahey, Enterprise, Graceville

W. D. Hinchon, Times-Messenger, Madelia

R. T. Brown, Leader, Lakeville

Men Pledged to Get Members

Mr. Hotaling has also furnished a list of Minnesota publishers who have agreed to secure one or more new members. With the men named on this list the work of securing Minnesota's quota of 100 new members ought to be cleaned up in short order.

Why not set a definite day or week in which to do the business and then put the job over?

There is every reason why this should be done. Minnesota can not afford to fail, with the president and the field secretary, two of its very own. Here are the names of those who will do the trick:

B. G. Schulze, Leader Nicollet
C. A. Portmann, Independent, Currie

K. E. Holian, Pioneer, Hendricks
C. L. Hedeon, News, Eveleth

Carl Rynerson, Press, Okebena
H. M. Wheelock, Tribune, Fergus Falls—has made good

Leslie S. Whitcombe, Tribune, Albert Lea—has made good

R. S. Meyers, Independent, Parkers Prairie

George F. Warren, Reporter, Windom
J. Russell Wiggus, Star, Luverne

Minnesota Behind in the N. E. A. Drive

(Continued from page 1, column 3)

H. Peterson, American, Askov
Robert L. Pollock, Newspaper News, Minneapolis
J. W. Hubin, Advocate, Butterfield
J. Orville Hart, News, Beardsley
J. W. Whitney, News-Messenger, Marshall
Vincent Holton, Monitor, Elgin—has made good
J. A. Shaeger, Press-Tribune, Balaton
F. L. Preimesberger, Journal, Pierz
J. C. Morrison, Tribune, Morris
H. J. Haydon, Standard, Lakefield
L. G. Erickson, Beacon, Cannon Falls
George M. Jensen, Advertiser, Duluth
J. D. Gilpin, Headlight-Herald, Tracy
A. G. Erickson, Advance-Press, Springfield—has made good
H. S. Barnes, Press, Bovey
E. S. Sanford, St. Paul
Wm. F. Duffy, Argus-Tribune, Shakopee
C. B. Seipp, Press, Hanley Falls
J. M. Mortenson, Tribune, Ruthton
W. O. Merrill, Leader, Silver Lake
George H. Miles, Record, Rushford—has made good
Harold H. Barker, Herald, Elbow Lake
Howard H. Peters, Review, Adrian
E. K. Whiting, Journal-Chronicle, Owatonna
Rudolph Lee, Leader, Long Prairie
B. A. Johnson, Star, Stewartville
Andrew Bromstad, Standard, Milan
Ludwig I. Roe, News, Montevideo
Philip Leisch, Journal, New Ulm
Herman Roe, News, Northfield—has made good
Paul Keith, News-Democrat, Chatfield
Carl Eastwood, News-Herald, LeSueur
John F. Casey, Independent, Jordan
C. H. Samuelson, Pilot, Walker
H. Z. Mitchell, Sentinel, Bemidji
I. N. Tompkins, Free Press, Mankato
C. P. Maloney, Messenger, Maple Lake
J. V. Weber, Herald, Slayton
R. K. Welch, Journal, Proctor
Fred Schilpin, Times, St. Cloud
F. L. Whitney, Sentinel, Fairmont
Charles S. Schurman, Times, St. Paul
E. A. Orth, Courier, North St. Paul—has made good
H. E. Rasmussen, Daily Herald, Austin
C. E. Stewart, Golden Age, St. Paul
Lewis Dumke, Argus, Minneapolis

Dates for 1927 N. E. A.

H. C. Hotaling announces that the dates set for the 1927 convention of the National Editorial association at Omaha are June 12 to 15.

Edwin Mallory Is Dead

Edwin Mallory, formerly publisher of the Dassel Dispatch which he purchased from C. W. Henke in April, 1925, and sold about a year ago to L. R. Pecl, died near Watkins, Minn., October 6, death being caused by spinal meningitis. Mr. Mallory was born in St. Louis in 1895 and began his newspaper work on the St. Louis Dispatch. Later he was with the Chicago Tribune. While publisher of the Dassel Dispatch he was ably assisted by Mrs. Mallory.

After Rate Book Material

Herman Roe was in Chicago Thursday, October 28, attending a conference with the Rate and Data Service to secure information for the publication of a new rate book for the National Editorial association.

(Continued from page 1, column 2)
from his new \$40,000 press which is now being installed. Some little idea of the "bigness" of the issue is gained from the fact that it will take 15 huge trucks to "cart" the edition to the neighboring towns. St. Cloud has two of the best small town dailies in the United States. Backing out of the Times sanctum the little Pontiac, rearing to go, headed for Wadena and we arrived there just in time to attend the "last sad rites" of the News, just taken over by the Pioneer-Journal. As we stood with tearful eyes and pallid faces beside the new made mound we wondered what the dickens the News was ever born for, when the Pioneer-Journal alone could better serve the people than the two papers could and at far less cost to advertisers. Therefore, as the News turned its little pink toes to the daisies, we could only say: Requiescat in pace.

From Wadena the trail led up-state by way of Sebeka, Menahga, Park Rapids, Akeley, Walker, and to Bemidji for the night.

As we neared the old Indian town of Bemidji we noticed Heinie Mitchell, from top of a high hill, vigorously waving a "stop" sign. It was a needless expenditure of energy, for we intended to stop and take 6 o'clock dinner with him, which we did. Heinie, in the popular vernacular of the present day, is sitting on top of the world. His daily Pioneer is one of the "Big Boys" of the north country. There is only one seat on "top of the world" and if I cannot have it I would rather Heinie would have it than anyone else.

Next day heading west to Moorhead and Fargo, we passed through a mighty fine section of Minnesota; hustling villages with good newspapers, prosperous farmers, creameries scattered along the route, all giving evidence that old Minnesota leads them all.

The trio was out to "line up," if possible, newspaper people for the field secretary plan. The work was so easy I had a good mind to send Sam and Vin home and attend to the job alone. Not a "turn down" at any place. The boys, all of them, were right there with their moral and financial backing.

This clinches, nails down, the important fact that the newspaper boys, and girls, of Minnesota are progressive, alert to the interests of the newspaper business, and for any movement that will boost their community. I would be glad to extend this "dope" a little and make personal mention of the newspaper offices visited, but I am sure I have already tried the patience of Kirkwood. His high regard for the tone and dignity of "Among Ourselves," the popular editorial rag of liberty, may cause him to dump the whole caboodle. So I am quitting while there are no obstructions in the way.

Fraternally,
CARL EASTWOOD,
President Minnesota
Editorial Association

1927 Front-Page Contest Announced

The annual front-page make-up in connection with Farmers' and Homemakers' Week at University Farm, will be repeated at the next Farmers' and Homemakers' Week January 17-22, 1927. It is probable that prizes will be offered as in former years, first and second prizes for each of the two classes of papers—six-column and seven-column.

Last year a new method of scoring was adopted. Three judges were secured and each scored independently the papers submitted. The ratings were then combined and the papers receiving the best scores were awarded the prizes. The papers were scored on general attractiveness, symmetry and balance, headline system, typography, and press work.

The results were in the main satisfactory and the same general plan will be followed this year.

Papers submitted for the contest should be addressed to W. P. Kirkwood, University Farm, St. Paul, and clearly marked on the wrappers, "Front-Page Contest." They should be received at Mr. Kirkwood's office not later than Tuesday, January 11.

All things considered, the contest last year brought out about the best looking group of papers ever shown at University Farm and it is believed that, with the added interest in enterprises of this sort, this year's contest should be still better.

The papers will be exhibited in the main hall of the Administration building at University Farm where hundreds of farmers and homemakers will see them and study them as they did a year ago. After the awards are made, the prize winners will be indicated by blue and red ribbons. After Farmers' and Homemakers' Week the papers will all be carefully preserved to be placed on exhibit again at the annual Editors' Short Course in May.

Any issue of any weekly newspaper in the state will be eligible for entry. The publisher, however, should make his own selection and not ask the editor of Among Ourselves to make it for him. Last year one publisher sent in copies of ten different issues asking Among Ourselves to pick one for entry in the contest.

Dr. A. V. Storm, director of short courses at University Farm, hopes for unusual interest in the coming front-page make-up contest.

Wadena Paper Absorbed

Purchase of the Wadena News by the Wadena Pioneer-Journal has been announced. The News was published by the Wadena County Farmers' Publishing company. A. R. Lemke, for ten years foreman of the composing room of the Pioneer-Journal, now becomes business manager of the Pioneer-Journal, and A. C. Hanson, former editor of the News, takes over the editorial management. H. E. Boen, who has been editor of the Pioneer-Journal since the death of W. E. Verity, has severed his connection with the paper.

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.

ARE YOU A MEMBER?

Are you a member of the National
Editorial association?

If not, you should be.

The press of Minnesota believes in
co-operation. Minnesota has more co-
operative enterprises, it is said, than any
other state. Co-operation has proved its
value. The Minnesota Editorial associa-
tion and the National Editorial associa-
tion offer opportunities for effective co-
operation on the part of editors and pub-
lishers. With 100 per cent co-operation,
the N. E. A. could do wonderful things
for the country press of the United
States.

Are you doing your bit to contribute
to that 100 per cent co-operation?

If you would like to do so send your
name and address to Among Ourselves,
University Farm, St. Paul, with a mem-
bership fee of \$3, and Among Ourselves
will see that the membership is recorded
by, and the fee paid to, H. C. Hotaling,
Field Secretary, 622-24 Merchant's Bank
Building, St. Paul. If you would pre-
fer, send the check directly to Mr.
Hotaling.

But whatever you do, do it quickly.

TWO BUSINESS TIPS

The other day the editor of Among
Ourselves received from a mail-order
house a very attractive announcement
of Christmas cards. A sample was en-
closed and the editor's order was solic-
ited. This shows how forehanded the
mail-order folks are. They get their
advertising into the hands of the people
well in advance. The local publisher
does not think far enough ahead. This
is the time to be soliciting orders for
Christmas and holiday greetings. Get
the orders before the outsider beats you
to it. That is tip No. 1.

McKinney, Marsh, and Cushing, 6-12
East Hancock avenue, Detroit, Michigan,
are announcing through advertising in
the Publisher's Auxiliary their new ad-
vertising service for authorized Ford
dealers. It would be interesting to know
how many Minnesota publishers took ad-
vantage of Sam Haislet's suggestion, in
the October issue of Among Ourselves,
to get after the advertising of their local
Ford dealers and to tie up with the au-
thorized service put out by McKinney,
Marsh, and Cushing. That is tip No. 2.

It would be worth while to remember,
also, Mr. Haislet's suggestion about
Goodyear advertising. Local dealers
can get a 50-50 split with the Goodyear
people and that ought to induce a good
deal of advertising. That is just good
measure.

(Continued from page 1, column 2)

choice reserved seats. Herman had all of
the state fair board and other officials
at the dinner and introduced them in
turn to the crowd. Excellent music was
provided. Herman has been a real state
fair president.

Eastwood "Doing Good"

President Carl Eastwood has been do-
ing some fine work the last month,
traveling with the field secretary and
visiting newspaper men in several sec-
tions of the state. He carries a real
message wherever he goes, and when he
tells a newspaper publisher why he
should come into the association on the
field secretary plan, he gets results.

On a big swing up north, "Vin"
Weber, of Slayton, handsome and ver-
satile, first vice-president, accompanied
Eastwood and Secretary Haislet, and
every publisher called on, who was not
a member before, is a member of the
state association now. Both Carl and
Vin are real workers for the big cause,
and the association is fortunate in having
them for officers.

Orders Went Out O.K.

The advertising for the reforestation
committee and for the republican com-
mittee was sent out from this office the
last ten days—and the 800 and some odd
orders went over without a hitch. And
then, our livewire Secretary J. E. Casey,
at Jordan, helped us land a nice order
for the Third district papers, which
helped a lot. Why shouldn't we handle
this through our own office. We saved
our members all the commissions they
have been accustomed to pay for this
sort of business in past years.

Rate-Card Standards

We have had several requests for rate-
card samples, and have forwarded
samples of the rate-card adopted by the
Associated Advertising Clubs of the
World. There is no need of spending
money or time in getting out a rate-
card that is not of the size and style of
the recommended card. It won't be
kept by the agencies—and won't be
worth anything to anyone. If you don't
know the size or style tell us. We will
see that you get the information.

Interest in F. S. Work Grows

Having traveled over two thousand
miles in Minnesota the past month, I
have had occasion to visit a great many
of the papers in certain sections and
find most of the boys reporting business
good this fall. There is a noticeable
interest in the field secretary's work
everywhere, and aside from one or two
publishers who have never taken any
interest in the association work, there
appears to be a real appreciation of the
need for a permanent field secretary in
Minnesota. It seems to be the general
impression, that if other states can make
it go, Minnesota should have no trouble
in making the best showing of any state
in the Union. Which is a reminder, that
if you haven't been called on, now is the
time to come in.

Hasn't Paid Yet

A certain Minneapolis concern placed
some direct advertising in some of the
state papers the last two months, and
we have one or two inquiries as to why

they haven't paid. Until we are con-
vinced that they won't pay we will not
say any more about the case. It's an
awfully good plan, when you get an
order from a concern you don't know,
to refer it to this office before running
the ad. If you will all co-operate, we
will eliminate the fellow who is out to
get something for nothing.

Wanted, Set of Joggers

If any one has a set of used joggers
for a 30x44" newspaper table, that he
would like to dispose of, he should com-
municate with the field secretary's office
at once.

P. O. Orders—Are They Violated?

We have been asked whether or not
a postmaster has a right to solicit orders
for printed stamped envelopes. There
is nothing in the postal laws to prohibit
his doing so, but the postoffice depart-
ment has issued strict orders against it.
If you know of anyone who is making a
habit of going after this business, step
on him, and then if he doesn't stop re-
port his activities to the Fourth Assis-
tant Postmaster General.

Are You Guilty?

"While in Chicago and New York re-
cently, visiting advertising agencies. I
was informed that the big problem today
was to get the publishers not to accept
publicity material even if furnished in
plate form. Too many publishers ac-
cept publicity for fillers because it is
furnished in plate form absolutely free.
As long as the publisher accepts this ma-
terial, neither the advertising agency nor
anybody else can get legitimate advertis-
ing for newspapers."—Jayhawker Press.

What Your Banker Thinks

The time is not far away when a busi-
ness man's membership in trade associa-
tions will be an important factor in his
banker's judgment of credit rating. Trade
association membership is a
measure of intelligence and soundness,
because such membership is doing some-
thing for stability, efficiency, and econ-
omy.—O. H. Cheney, American Ex-
change Pacific National Bank, New
York.

Bee That Swarmed Alone

Said a wise old bee at the close of
day: "This colony business doesn't pay.
I put my money in that old hive that
others may eat and live and thrive; and
I do more work in a day, by gee, than
some of the fellows do in three. I toil
and worry and save and hoard, and all
I get is my room and board. It's me
for a hive I can run myself, and me for
the sweets of my hard-earned pelf." So
the old bee flew to a meadow alone and
started a business of his own. He gave
no thought to the buzzing clan, but all
intent on his selfish plan he lived the life
of a hermit free. "Ah, this is great,"
said the wise old bee. But the summer
waned and the days grew drear and the
lone bee wailed as he dropped a
tear; for the varments gobbled his little
store and his wax played out and his
heart was sore, so he winged his way
to the old home land, and took his meal
at a side door stand. Alone, our work
is of little worth, but together we're
the lords of the earth; so it's all for
each and each for all—united we stand,
divided we fall.—Michigan Bulletin.

BLACK AND WHITE WIN, OVER COLORS

Black and white as used by newspaper advertisers is as effective as color in magazine advertising. At least it is, if tests made by Howard K. Nixon of the School of Business, Columbia University, New York, are trustworthy, for Nixon used a machine to record the attention value of different types of advertising as exhibited by the attention actually given by men and women.

The details of the tests are too long to give in this space. Mr. Nixon, however, exhibited advertisements of different kinds, two at a time in a shop window in New York City. An observer, hidden from view, made a record of the number of persons who stopped to examine the advertisements and recorded by means of his machine the time each gave to the study of competing ads, one in color and one in black and white.

Mr. Nixon says that his experiments showed a slight superiority for black and white. He thinks that this proves that the use of color has been so general in magazines, bill boards, and elsewhere that it has lost its power to attract attention.

Publishers who are interested will find a full description of the results in *Editor and Publisher* for October 16. The conclusions arrived at are reported here merely for the purpose of giving Minnesota publishers added ammunition for use when they go gunning for the reluctant advertiser.

ANOTHER SUCCESS TO CREDIT OF ADVERTISING

Edward R. Braley, president of Braley Inc., prescription drug store in Seattle and Portland, who started business in a small way in 1918 and nearly went broke on "good will" advertising by the end of the first year, changed his advertising system, went into the newspapers with a striking line of ads, and now eight years later operates a whole chain of successful drug stores. The newspaper advertising which put Braley Inc. on the map was unusual. It set forth the value of the service of the physician, merely pointing out that the business of the store was to fill prescriptions. This line of advertising, put out without collusion on the part of medical men but independently, won the favor of physicians and led to the direction of their business to Braley's prescription counter.

The plan was novel but the story is of most interest because it proves again that in these days people read advertising and that it gets results.

Casey's Son, a Manager

Theodore Casey, son of John E. Casey, secretary of the Minnesota Editorial association and publisher of the *Jordan Independent*, is business manager of the *Minnesota Daily*, the student publication of the University of Minnesota. Theodore is a senior in the College of Science, Literature, and Arts at the University.

Alphonze Doll is new editor of the *Herald*, New York Mills, Minn.

Range Editors Took Day Off

As a result of a summer outing at which the editors of the range country were entertained at a picnic by the Cook Commercial Club, the Little Fork Valley Agricultural association and the Little Fork Co-operative Creamery association at Peterson's Landing on Lake Vermilion, it is probable that a summer outing of this kind will become a regular event for northern Minnesota editors. This first outing was arranged on the suggestion of G. F. Peterson of the *Cook Herald* supported by C. A. Knapp of the *Cook Newsboy*.

ADVERTISER SHOULD GIVE P. O. ADDRESS

Advertisements should contain the postoffice address of the advertiser. The editor of *Among Ourselves* has in not a few cases failed to respond to an advertisement in which he was interested because communicating with the advertiser was made difficult owing to the lack of an address.

The postoffice department has found that persons answering advertisements often place incomplete addresses on their letters. The result is a lot of trouble for postmasters. This has led the first assistant postmaster general to request all postmasters to interest publishers in requiring advertisers to give their full postoffice address in every case. Charles J. Moos, postmaster in St. Paul, has called upon the publications of St. Paul to comply with this suggestion.

The suggestion is well worth while and should be made a rule. All advertisers should give their postoffice address.

CONSTANT RETURN CONSTANT ADVERTISING

Here is a statement by a Red Wing grocer on the value of persistently regular advertising. Perhaps if you would send it to some grocer in your community you could get him to be one of the constant kind to get constant results.

"We advertise every other day, in both of our daily papers," said H. Hjermstad of the Hjermstad Grocery at Red Wing, Minnesota. "We keep up such a constant program of display, that people are accustomed to look for our announcements, and many times we are the only grocery firm advertising. Consequently we get ready response to our advertising."

"Constant response"—doesn't that sound good!

"There are thousands of grocers throughout the great Northwest who wish they could say the same with regard to their own advertising."

"Yet nothing built up this response for Hjermstad's—but regular, consistent advertising."

"Large space is not used—single column advertisements."

"Each advertisement is timely—has items that are in demand—and carefully chosen."

"Yes—it pays to be consistent."

"Hjermstad finds it pay to keep everlastingly at it—and never permit the public to forget he is in business to sell quality groceries and render a real service."—*Northwest Commercial Bulletin*.

NON-ADVERTISERS FOOT BILLS OF ADVERTISERS

Whose advertising bills do you pay? The merchant who does not advertise pays the advertising bill for the one who does.

Every merchant in business pays for advertising, whether he uses it or not. If a competitor's advertising takes any business away from him, the profit he would have made on the lost sale is what his competitor's advertising cost him.

You have, perhaps, wondered how some stores can afford to spend such enormous sums for advertising. That is easy to fathom. Their competitors, who don't advertise, and whose business they take, pay for their advertising.

Say the Jones family is a customer of yours. They have \$60 they intend to spend with you. They read the advertising of your competitor and are induced to spend their \$60 with him instead of spending it with you. The store makes 20 per cent, or \$12 on the sale. It deducts, we will say, the \$1 advertising cost and has \$11 profit left. The advertising has cost it nothing. It got back its cost and had \$11 profit it would not have had except for the advertising.

Who paid for this advertising? Did the advertiser pay? No. He got back the cost and profit besides.

Did the purchaser pay? No. He paid only the regular price.

Then who did pay?

The merchant that did not advertise paid for his competitor's advertising. He not only paid for the other fellow's advertising but he paid out of his cash drawer the profit his competitor made on the sale. The merchant that doesn't advertise pays the advertising bill for the one that does. He pays in loss of sales and loss of profits.—*Holmes County Hub, Millersburg, Ohio*.

H. L. Day has sold the Graceville Enterprise to James R. Fahey, an attorney at Graceville, and the day of publication has been changed from Friday to Thursday. Mr. Day retires after 25 years of continuous service as publisher of the Enterprise.

The *Journal* and the *Star* of Ortonville have combined and will hereafter be known as the *Journal-Star*.

Mr. and Mrs. C. Burges of the *Clara City Herald* and their six children came home from an automobile tour through Nebraska in a brand new car, because of a collision which smashed the car in which they had set out on their trip. Fortunately no one was seriously hurt.

Waseca is represented by two "veteran" newspapers. The *Herald* has passed its 50th birthday and just recently the *Journal* entered on its 63 year.

Basil E. Gordon, son of Sam Y. Gordon, state printer, has bought the *Courier* of Kiester, Minn., from Mrs. Clara O. Ennis. Mrs. Ennis and her son and daughter have been directing the affairs of the paper since the death of Mr. Ennis.