

# AMONG OURSELVES

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## Stage Set for the Sixtieth Annual Meeting of M.E.A. and for a Vote on the Question of a Field Secretary

The Minnesota Editorial association at its meeting at the New Nicollet hotel, Minneapolis, Feb. 19-20, will face one of the most important problems in its history. That problem is the question whether to employ a field secretary or not.

The entire afternoon of Friday, February 19, has been set aside for a discussion of the subject. Ole Buck, field manager of the Nebraska Press association, will open the discussion with an address on the field secretary's place in newspaper organizations. J. C. Morrison of the Morris Tribune will be ready to submit to the association the amendments to the constitution necessary to provide for the employment of a field secretary, and the discussion as to these amendments will be led by Victor Portman of the University of Wisconsin course of journalism; Scott Swisher, Le Sueur Center Leader, and Miss Grace Dunn, Princeton Union. An informal discussion will follow.

The fact that most, if not all, of the regional press associations of the state have unqualifiedly approved the project, and that more than one hundred publishers of the state have pledged their support, indicates a widespread interest in the plan. Putting the plan into execution will depend upon the pledging of enough support to provide the funds which will be needed. The success of the plan, if the funds are provided, will depend upon the man secured for the position.

### Lowden to Speak

Frank O. Lowden, former governor of Illinois, will be the after dinner orator at the dinner to be given by the Minneapolis Tribune at the Nicollet hotel Friday evening. In addition to this feature, the Tribune is planning a program of music and other entertainment. Following the dinner the visiting editors will engage in dancing.

Another speaker of the convention will be Rev. Roy L. Smith, pastor of Simpson Methodist church, Minneapolis, and a widely known newspaper contributor. Mr. Smith will probably speak Friday afternoon. His subject will be "The Newspaper and Community Morals."

### Business First

The sessions will open at 10 o'clock Friday morning with an address of welcome by Col. George E. Leach, mayor of Minneapolis, followed by a response by Carl Eastwood, Le Sueur Herald-News, vice president. Then will come the annual address by the president, H. Z. Mitchell, Bemidji Sentinel and Daily Pioneer; secretary's report, treasurer's report, appointment of committees, and reports of the committees on farm bureau

### Organization Expense a Small Tax—Pay It

Publishers of newspapers in the various states should take their press associations more seriously; see to it that they are made permanent and are properly supported.

Every other business in the country now has its local and general organizations, promoting the interests of the business. Yet in many of the states the newspaper organizations, from the business point of view, do not function effectively.

Lack of vision and business perspective is the cause of this condition. Men fail to exhibit that breadth of view in their own business, which they so much admire in others.

The very persons who doubt and hesitate about supporting good, strong general newspaper organizations very often bite at glittering bait, which, though expensive, promises quick cash returns—foreign or outside business. They plunge at promises from the outside, and pay in commissions more than would be necessary to support their own organizations.

Never has there been a publisher—unless he has been one of the vision-bound kind—who has attended a well prepared and orderly newspaper convention, who has not gained in ideas and information more in real value to his business than it has cost him to support a state organization of the right kind.

Concerns with axes to grind are usually responsible for scattering the seeds of doubt which stand in the way of effective organization.

The dues paid for newspaper organization constitute a small tax on one's business itself for the benefit of the business. PAY IT!

—Culled from an article of G. L. Caswell in the Inland Printer for January, 1926.

co-operation, necrology, and state fair newspaper.

### Advertising to Be Considered

Saturday morning T. K. Kelly of Minneapolis will discuss "Advertising and Trading at Home;" John A. Blackwell of the Cook County News-Herald, Grand Marais, under the title "In the Far Northeast," will tell of his experiences as a newspaper man in Cook county, and President Frank O. Edgecomb of the National Editorial association will also speak, probably with regard to the National Editorial association's meeting in Los Angeles June 30 to July 3. Following these addresses committees will report as follows: Legislative, Gunnar Bjornson, Minnesota Mascot; auditing, Glenn S. Witherstone, Rochester Bulletin; journalism at the University of Minnesota, Herman Roc, Northfield News; editors' short course, University Farm, J. P. Coughlin, Waseca Herald; membership, H. M. Wheelock, Fergus Falls Tribune; resolutions, A. G. Erickson, Springfield Advance-Press. The historian's record will be presented by L. C. Hodgson.

The session will come to a close with the transaction of deferred and new business and the election of officers.

### Entertainment for the Ladies

The Minneapolis supply men and a committee of hostesses are making plans for the entertainment of the ladies who will attend the convention. The program for ladies has not been definitely announced, but will probably include a luncheon at noon on Friday and possibly a visit to the Minneapolis Art Institute in the afternoon.

### Reduced Rates Obtainable

With the advance announcements sent out by John E. Casey, secretary, is a statement to the effect that those attending the convention may obtain reduced rates if between February 12 and February 18 they will buy tickets from their home towns to Minneapolis for the annual convention of the *Farmers' Elevator Association of Minnesota*, being sure to obtain from the local ticket agent a certificate or else a receipt which can be validated after being signed by Mr. Casey at the convention in Minneapolis. The certificates will entitle holders to a return ticket at half-fare.

The officers of the association are President, H. Z. Mitchell, Sentinel, Bemidji; first vice president, Carl Eastwood Herald-News, Le Sueur; second vice president, J. V. Weber, Herald, Slayton; third vice president, E. K. Whiting, Journal-Chronicle, Owatonna; treasurer, H. C. Hotaling, Enterprise, Mapleton; secretary, John E. Casey, Independent, Jordan; historian, L. C. Hodgson (Larry Ho), St. Paul; executive committee, H. Z. Mitchell; Carl Eastwood; H. C. Hotaling; John E. Casey; E. E. Carlson, Cambridge; Gunnar Bjornson; L. S. Whitcomb, Albert Lea.

### TWO FINE FEATURES FOR EDITORS' COURSE

Two highly interesting features are already assured for the Editors' Short Course, to be held at University Farm, St. Paul, May 6-8, 1926.

One of these is to be Fred W. Andersen, who has been called the "miracle merchant" of Cozad, Nebraska, a town of less than 1400 population, where Mr. Andersen has built up a business of more than \$300,000 a year. Mr. Andersen will deliver two addresses at the short course, one on successful business methods and one on successful newspaper advertising.

The other feature will be an ad-writing contest, in which cash prizes will be offered for the best "copy" submitted. Details of this will be disclosed in the March 1 issue of *Among Ourselves*.

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Current information available from University of Minnesota Extension: <http://www.extension.umn.edu>.

# Northern Minnesota Editors Get a New Slant on Ways in Which to Present Advertising Rates to Merchants

## Officers for 1926

President.....	Grove Wills Eveleth Clarion
Vice President.....	J. Paul Kinney Alexandria Citizen News
Secretary.....	A. G. Rutledge Park Rapids Enterprise
Member, Executive Committee.....	Keith Rogers Park Rapids Enterprise
Next annual meeting, Grand Rapids	
Summer Outing, Winnipeg, Manitoba	

You would say that there was no new way under the sun in which to present advertising rates to the prospective purchaser, wouldn't you?

Well, W. J. Keyes, the advertising specialist of Winnipeg, who was the visiting guest of the Northern Minnesota Editorial association at Sauk Centre, January 21-23, proved that there was a new way; at least it was new—brand new—to a lot of the northern Minnesota publishers.

According to Mr. Keyes' method, instead of saying to a possible advertiser, "My rate is 25 cents a column-inch," you say: "I will put your advertising into the homes of this community at the rate of 5 cents an inch for every 100 homes." That means 50 cents for a 10-inch ad to reach 100 homes. If your circulation is 500 it means \$2.50 to reach 500 homes.

It does not take the alert business man long to see how much less expensive this is than direct-by-mail advertising, even when a postcard is used. It puts the rate on a basis on which he can compare it with other means of advertising, decidedly to the advantage of newspaper advertising.

## Table Shows Unit Rate

Mr. Keyes had worked the data out in tabular form, in part as follows:

1 No. Homes Reached	2 Rate per inch	3 Per inch per 100 Homes
500	.25.0	.05.00
600	.29.4	.04.90
700	.33.6	.04.80
800	.37.6	.04.70
900	.41.4	.04.60
1000	.45.0	.04.50
1100	.48.4	.04.40
1200	.51.6	.04.30
1300	.54.6	.04.20
1400	.57.4	.04.10
1500	.60.0	.04.00
1600	.62.4	.03.90
1700	.64.6	.03.80
1800	.66.6	.03.70
1900	.68.4	.03.60
2000	.70.0	.03.50
2100	.71.4	.03.40
2200	.72.6	.03.30
2300	.73.*	.03.20
2400	.74.4	.03.10
2500	.75.0	.03.00
2600	.75.4	.02.90
2700	.75.6	.02.80
2800	.77.0	.02.75
2900	.78.3	.02.70
3000	.79.5	.02.65

This table is based on the National Editorial association schedule of rates. The second column shows the column-inch rate, and the third column the rate per inch per 100 homes, the rate which Mr. Keyes advised publishers to quote.

The rest of Mr. Keyes' table gives figures for what he calls the "Golden Oblong Spaces." Mr. Keyes said that an advertisement was more effective if the proportions corresponded to those of the

whole page on which it was printed. Thus, a 1-column ad on a 6-column page, 20 inches to the column, should be 3¼ inches deep; a 2-column ad should be 7½ inches deep; a 3-column ad, 9¾ inches deep, and so on. The part of the table dealing with the oblong spaces is not reprinted.

## Points on Ad-Writing

Mr. Keyes said that the fault with most advertising was that it did not tell what the reader wished to know; that the merchant should put real information into his ads—thorough descriptions of goods, also prices. He insisted, also, that the border should never be heavier than the heaviest element in the ad itself, and advised the use of upper and lower case in headings. He deprecated the interjection of "spots," specially strong centers scattered through an advertisement to seize the eye and drag the reader's attention over and away from the detailed descriptions which were important in any ad. "If merchants will tell people what they wish to know, they can do it successfully in 8-point," declared Mr. Keyes.

Mr. Keyes' talk was constructive and informing throughout—one of the best talks on advertising that has been given at a Minnesota meeting for a long time.

## The Labor Problem Discussed

The problem of hiring help and keeping employes on the job was discussed in a convincing manner by E. K. Whiting of the Owatonna Journal-Chronicle.

Mr. Whiting has been successful in getting and keeping employes. His superintendent has been with him for 24 years, and his office manager for 23 years. Eleven persons now on his payroll have been in his employ for a total of 125 years. For the last 15 years the staff has been recruited from the boys and girls of the public schools.

The minimum wage law put the "devil" out of business. Mr. Whiting solved this difficulty by employing a competent man as janitor, who was trained also in stock-cutting, packing and unpacking merchandise, making deliveries about town, "pigging" metal, and casting cuts for the newspaper, so that he became a profitable employe.

Mr. Whiting's success in keeping the employes and in fixing their attention on business is explained by one of the young women on his staff, who says that the members of the force greatly appreciate Mr. Whiting's friendly and kindly attitude toward all of them. "He makes us feel like members of a family," she said recently; "he delegates work to us and expects us to make good, and we exert ourselves not to disappoint him."

This family spirit is cultivated by Mr. Whiting, through a staff picnic in the summer and an office Christmas tree at Christmas time. For the Christmas tree each member of the force draws the name of some other for whom he must hang up a gift. Then the head of the force presents a gift to each of his employes. Again, once a year Mr. and Mrs. Whiting entertain the employes of the Journal-Chronicle at a dinner in their home.

In the shop, over-time and night work are avoided in so far as possible, employes are urged to discuss their problems and grievances with their chief, and suggestions for the good of the business are invited. Good equipment and an attractive shop and office are regarded as essential in the development of esprit de corps.

## Field Secretary Plan Approved

J. C. Morrison of the Morris Tribune quickened the interest in the field secretary project, under consideration by the state association. He presented facts from various states, to show the valuable services which could be rendered by such an office. In part as a result, no doubt, the association at the closing session adopted a strong resolution urging the state association to adopt the plan and secure a field secretary.

## Gave Tips on Business Building

Grove Wills of the Eveleth Clarion talked pointedly on the subject of business building. He advocated building oneself along with his business; said there was nothing to fear from sound competition, that competition, rather, was a stimulus to business; urged the need of keeping tabs on results from year to year; disparaged guess work in job estimating; deprecated the keeping of too great a variety of stock and the trading out of bills, and approved heartily the building up of circulation by personal solicitation. In subscription soliciting, he said, he used boys and girls who were working their way through school and found them effective workers. Mr. Wills, further, urged the necessity of the publisher's taking an active part in community affairs and encouraging community enterprises both of old and young. He expressed a strong belief in system both in gathering news and in advertising.

## "The Independent Weekly"

Harry M. Wheelock of the Fergus Falls Tribune discussed the subject assigned him, "The Independent Weekly," in a characteristically pungent manner. He maintained that independence was best secured through party affiliation, and supported this position by a humorous recital of his own efforts to develop a paper independent of party.

## Country Correspondents

Peter Vasaly of the Little Falls Herald told of methods of keeping up the news from the field, through country correspondents carefully trained from the beginning, through attention to details in dealing with those in the field, through special letters to delinquents, and space-rate payments made promptly. His paper brought out interesting comment, especially with regard to the desirability of entertaining correspondents at a picnic or dinner now and then.

## President Optimistic

The annual address of the president, Horace Cutten, Red Lake Falls Gazette, was optimistic. Mr. Cutten at the opening session predicted a better business for the coming year and a bright outlook for

(Continued on page 3, column 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.

**Winners of Front-Page, Make-up Contest  
at University Farm, Week of January 17**

**Seven-Column Class**

- First.....Grand Rapids Herald-Review
- Second.....Bemidji Sentinel

**Six-Column Class**

- First.....Northfield News and Heron Lake News (Tied)
- Second.....Montevideo News

**WARNING TO PUBLISHERS**

Authorized to do so by the executive committee of the Minnesota Editorial association, H. Z. Mitchell, president, has issued a letter of warning to Minnesota publishers.

The warning is aimed at what appear to be attempts to secure free publicity or to open the way for personal gain on the part of outsiders.

One proposition, ostensibly setting forth new ideas in science, issued from the Twin Cities, according to Mr. Mitchell's letter, bears all the earmarks of the propaganda carrier and mentions in sample releases various business houses.

Another, purporting to portray for the use of publishers outstanding Minnesota characters, might furnish interesting material for newspaper morgues, but Mr. Mitchell suggests the possibility that the scheme is intended to get immediate publicity for the subjects of the material and quick money for the bureau operators. The letter says that in one case a fixed sum was specified for the admission of a certain sketch to the series.

A third plan is that of a series of page advertisements by a co-operative organization to be paid for by local merchants. Mr. Mitchell's letter says that the plan should be carefully considered before being adopted; that any plan through which a publisher's merchants pay more than his regular rate for space is unfair to the merchant and unfair to the paper.

In sending out such a letter Mr. Mitchell is performing services such as would become one of the regular duties of a field secretary.

**ERROR IN CONTEST AWARDS**

That an error was made in computing the scores of the papers entered in the front-page make-up contest held in connection with Farmers' and Home-makers' Week, University Farm, St. Paul, was a matter of deep regret to those in charge of the contest.

Three judges scored each of the papers entered and each footed up the totals on his own cards. The averages of the scores for each paper were then computed. After the footings had all been made and the averages worked out, the figures were checked back and it was thought that no error could have escaped notice. So an announcement of the results was given to the press. Later, however, a second check was made and it was discovered that the Bemidji Sentinel had suffered by an error of 10 points in the footings of one of the judges. When corrections were made it was found that the Sentinel should have been awarded second place in the 7-column

The first prize in each case was \$15, and the second \$10, the fund being the gift of the publicity department of the Minnesota State Fair.

The awards were made on the basis of a score card on which general attractiveness counted 35 points; balance and symmetry, 35; headline system, 10; typography, 10, and press work 10. Three judges—one a printer, one a newspaper man, and one a newspaper reader—scored each paper, and then the averages were taken.

The first announcement of results was to the effect that the Jackson County Pilot had won second place in the seven-column class. This was based on a computation from the score cards and a check made immediately afterward. A later check revealed the fact that one of the judges had made an error of 10 points in his footings of the Bemidji Sentinel score card. When the correction was made it was found that the Sentinel had a clear lead over the Pilot, and announcement of the fact was issued.

class of papers instead of the Jackson County Pilot.

At the risk of criticism—possibly deserved—the editor of Among Ourselves, who had issued the original announcement of results, sent out a corrected statement and notified the publishers of the two papers most concerned of the unfortunate error.

**KILL THE POVERTY JOKE**

We remember reading an exceptionally fine editorial written by an Arkansas editor—it was Erwin Funk of the Rogers Democrat, now president of the Arkansas Press Association—the title of which was "Kill the Poverty Joke." We can think of no better item to include in a set of New Year's resolutions for a country editor than that—"Kill the Poverty Joke."—Publishers' Auxiliary.

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the future in general. He hit out at the government envelope business, paid a fine tribute to the services of A. G. Rutledge, for so many years secretary of the association, now in Florida for his health, and heartily approved the proposed plan for a state field secretary.

Asa Wallace of the Sauk Centre Herald, acting secretary, read the secretary's report, showing that the association was in a happy financial condition.

At the suggestion of H. Z. Mitchell, Bemidji Pioneer, the secretary was instructed to send a message of greeting to the North Dakota Editorial association in session at Minot, and at the suggestion of Mr. Cutten a telegram was sent to Mr. Rutledge.

Wm. M. Parker, mayor of Sauk Centre, delivered a happy address of welcome at the opening session Friday morning. In the absence of H. M. Isherwood of Sebeka, Rudolph Lee of the Long Prairie Leader responded, expressing the gratification of the members of the association in again being the guests of Sauk Centre, which had in years gone given convincing proof of the high quality of its hospitality.

**Luncheon at School for Girls**

One of the interesting features of the program was a luncheon at the state home girls, with Mrs. Mary Stewart as the hostess. Following a delightful lunch, the editors visited the hospital and one of the cottages, where Mrs. Stewart outlined in a very interesting manner the work of the institution.

**Banquet a Big Event**

A pike dinner, served by the ladies of Our Lady of the Angel's church, with the Community club as hosts, was the feature of Friday evening. The Community club rooms were crowded, and the dinner was a gustatory triumph.

The toastmaster was Asa Wallace, who did the honors with distinction and great good humor. The chief speakers were Governor Theodore Christianson and L. C. Hodgson.

Governor Christianson discussed the privileges and obligations of citizenship. He said that the people of the United States were living under a government of constitutional safeguards, and that it should be the supreme task of the people and of the press to preserve those safeguards. In this the press exercised a dominating influence. Duty, service, and sacrifice should be the watchwords of American citizenship. To make ourselves worth of our liberties, said the governor, we should vote for country rather than for party, and live for our country.

"Larry Ho" was in happy humor both in jest and earnest, evoking laughter with story and friendly gibe, and arousing a lively professional enthusiasm.

"Heine" Mitchell could not be left off the program. He has demonstrated his abilities as an after-dinner speaker of such incisive wit and pleasing humor, that one of the features of the northern association's meetings, to which the members look forward, is one of his rapid-fire monologues—not infrequently interrupted by hecklers. He was at his best at this meeting.

(Continued on page 4, column 2)

## SOUTHWESTERN ASS'N MEETING IS AT HAND

Newspaper men and women of the Southwestern Minnesota Editorial association will gather at Mankato February 5 for their annual meeting.

Business sessions, shop talk, and a banquet at which Mayor Arthur Nelson and L. C. Hodgson, both of St. Paul, Norman Black of Fargo, and Carl Eastwood of Le Sueur will speak, are planned.

Business meetings of the association will be addressed on the following subjects:

- "Business management," by Carl Jones, general manager of the Minneapolis Journal.
- "Is newspaper making as much fun as in the days of yore?" by Charles Dillman of the Blue Earth Post.
- "Why press associations should back the Great Lakes-St. Lawrence tidewater project," by A. O. Moreaux of the Luverne Herald.
- "The high cost of lost motion," by E. E. Schmotzer of the Jeffers Review.
- "The need of protecting the advertiser," by J. L. King of the Jackson Pilot.
- "The clean front page, why?" by J. V. Weber of the Slayton Herald.
- "The joys of collecting," by Mrs. H. C. Hotelling of the Mapleton Enterprise.
- "Does employment of a field secretary mean better business?" by someone to be selected.
- "Your office window—is it an asset or a liability?" by D. L. Kieth of the Windom Citizen.

Mrs. R. L. H. Lord of Wells, president of the association, will give the president's address at the opening business meeting February 5. Reports will be made by H. J. Haydon of Lakefield, secretary, and F. G. Griffin of Good Thunder, treasurer. The convention banquet will take place the same evening.

### Inter-County Press, 50

The Inter-County Press, St. Charles, celebrated its fiftieth birthday on Friday, January 1. As a part of its celebration, it told the story of the growth through its half-century—a most satisfactory growth. May it continue, as doubtless it will.

### Mitchell on Commission

H. Z. Mitchell, Bemidji Sentinel and Daily Pioneer, has been appointed by Gov. Theodore Christianson to a place on a commission to make a study of the crime situation in the state. Mr. Mitchell represents the press on the commission, which is made up of 25 members.

### Howard Bratton Dead

Howard Bratton, publisher of the Faribault Daily News, died Saturday, January 2, of asthma, after an illness of more than two years. He was born in Xenia, Ohio, in 1872, and after various newspaper experiences came to Faribault 11 years ago. He purchased the News, then a weekly, and made it over into a daily.

### Roe Again President

Herman Roe of the Northfield News was re-elected president of the Minnesota Agricultural society at its recent annual meeting in St. Paul. The state fair, under Mr. Roe's administration, with the able direction of T. H. Canfield, secretary, made a record last year.

The Saturday Evening Post, with an audited circulation of 2,366,865, has raised its advertising rates. Full pages in black now cost \$7,500 an issue and full pages in colors \$9,000.

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The toastmaster interested and amused the banqueters by calling on various graduates of the Sauk Centre Herald for brief talks. There were five or six of them, including Grove Wills, the newly elected president, and they all testified to the abilities of the toastmaster as an instructor in the business of newspaper making. Mayor Parker, Herman Roe, Will Wilke, Rudolph Lee, and Carl Carlson were among the others singled out by the toastmaster for unexpected speeches.

### Resolutions Adopted

At the closing session Saturday morning, the resolutions committee, headed by Mr. Lee, reported resolutions recommending the employment of a field secretary by the state association, favoring the Great Lakes-St. Lawrence waterway, congratulating Mrs. Stewart on her efficient management of the home for girls, and expressing the association's deep sense of loss in the death of W. E. Verity, late publisher of the Wadena Pioneer-Journal.

### PI A LA MODE

E. O. Qualey, former publisher of the New York Mills Herald, has launched a new publication at Menahga, the Menahga Messenger.

The Fairmont papers announce important changes. The Martin County Independent, which has appeared daily, will be published tri-weekly. A. L. Ward is the publisher. The Fairmont Daily Sentinel will discontinue publication of its weekly edition.

With its issue of January 1, the Owatonna Journal-Chronicle observed its sixty-fifth birthday. E. K. Whiting is president and publisher of the Journal-Chronicle company, Hugh H. Soper is editor, and E. A. Brown is plant superintendent.

The St. Peter Free Press and the St. Peter Herald have combined. Henry J. Essler, founder of the Herald 40 years ago, and Edward A. Johnson have become joint owners with A. T. and R. H. Weisgerber, former owners of the Free Press. The Herald will be published as a bi-weekly and the Free Press will be dropped.

H. O. Sonneson has purchased the Bertha Herald. Mr. Sonneson served an apprenticeship on the Herald and for the last seven years has been employed as reporter on several daily papers in Michigan and Minnesota.

The Westbrook Sentinel has been sold by R. S. Peterson to J. M. Conrad, who has published the Storden Times. Mr. Conrad will continue both papers.

J. W. Skinner, former publisher of the Madison Lake Times and Isanti News, has purchased the Hartland Herald from George D. Brown.

H. Hamilton Frederickson and Paul E. Nelson have launched the Lake Lillian Echo. The mechanical work will be done at Hutchinson.

## STRAIGHT TIP FOR THE NATIONAL ADVERTISER

Bert M. Moses tells national advertisers that they are overlooking a real chance for effective advertising when they neglect the country weekly. He does this under a two-column head in the January 16 issue of Editor & Publisher, and here are some of the things he says:

"Let it be stated here still again that the weekly paper is a power in its own territory. Its influence gets under the skins of its readers, and what the editor of the weekly thinks is precisely what most of the folks in his community think. If you doubt this, ask any politician who knows politics. He will tell you that while he does not exactly relish the opposition of the big city dailies, he is most anxious not to be opposed by the country editor.

"Practically everybody in small communities takes the weekly paper, while but a few take a magazine or the big town daily. The weekly covers the territory intensively, while the big daily and the magazine scatter like a parcel of boys shooting craps when the constable shows up in the offing.

"And yet the national advertisers spend a big percentage of their appropriations in city dailies and magazines. This is all right, of course, but the advertiser who thinks he is reaching the country folks when he omits the weeklies needs his mental machinery overhauled.

"There are not so many weeklies as there used to be, but there are a lot more dailies. In many cases the good weekly has gone out and a poor daily has come in. Today, in countless small cities, little dailies are struggling for existence where weeklies formerly made good money. The poor daily hasn't the power and influence of the good weekly, by a long shot, as we would say in Boston, and my choice in such a case would be the weekly to carry my ad every time."

The study of journalism in universities and colleges since the establishment of the first course at the University of Wisconsin in 1905 has increased until now 200 instructors are teaching 5,000 students in 50 schools, according to a survey just made by L. W. Murphy, director of the courses in journalism at the University of Illinois, a 1921 graduate of Wisconsin.

President Walter Williams of the Press Congress of the World has issued an invitation to the journalists of the world to participate in the third Press Congress to be held in Geneva, Switzerland, September 14-18, 1926.

At Fairmont, Minnesota, two boys, James Cavers, nineteen, and Edward Davis, twenty, have claimed the distinction of being the youngest editors of a daily newspaper in the country, the Martin County Daily Independent.

SEND IN NOW YOUR

PLEDGE FOR SUPPORT

OF FIELD SECRETARY