

AMONG OURSELVES

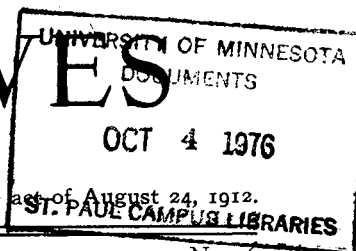
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Vol. IV

ST. PAUL, MINN., MAY, 1926

No. 6



Program of Editors' Short Course, U. Farm, May 6-8; It Provides for Discussion of Live Issues Throughout

Thursday, May 6

Afternoon

107 Engineering Building

- 2:30 Round-Table. Newspaper and printshop problems, submitted by editors and publishers of Minnesota. Leader, J. V. WEBER, Murray County Herald, Slayton, Minnesota.
- 4:30 Press Demonstration. L. I. PORTER, Dunwoody Industrial Institute, Minneapolis.

Evening

East Wing, Dining Hall

- 6:30 Minneapolis Journal Dinner.
- The visiting editors at this dinner will be the guests of the Minneapolis Journal. The dinner will be served under the direction of Miss Katharine McFarland of the Division of Home Economics, Minnesota College of Agriculture, Forestry, and Home Economics.
- Presiding. H. Z. MITCHELL, Bemidji Sentinel and Bemidji Daily Pioneer.
- Greetings. W. C. COFFEY, Dean, Department of Agriculture, University of Minnesota.
- Response. CARL EASTWOOD, LeSueur News-Herald, President Minnesota Editorial Association.
- Songs. The St. Anthony Park Women's Quartet.
- Address. LOTUS D. COFFMAN, President, University of Minnesota.
- Songs. The St. Anthony Park Women's Quartet.
- Address. FRED W. ANDERSEN, Merchant, Cozad, Neb.
- The members of the St. Anthony Park Women's Quartet are: MRS. E. W. GAUMNITZ, MRS. WM. V. KIEBERT, MRS. C. O. ROSENDAHL, and MRS. L. S. PALMER.
- Flowers for the tables and for use in the lecture room in which the daily sessions will be held provided by the Division of Horticulture, University Farm.

Friday, May 7

Forenoon

107 Engineering Building

- 8:30 Scoring in Front-Page Make-Up Contest and Discussion. W. P. KIRKWOOD, University Farm.
- 9:00 Decision in Ad-Writing Contest, and Discussion of Lay-Outs.
- 9:30 The Art of Ad-Writing. J. H. DEWILD, Editor the Northwest Commercial Bulletin, St. Paul and Minneapolis.
- Discussion.
- 10:30 How I Advertise. FRED W. ANDERSEN, Cozad, Neb.
- Discussion.

- 11:30 Library Service for Rural Communities. MISS CLARA F. BALDWIN, Director of Libraries, State Department of Education.

- 12:00 Lunch, Cafeteria.

Afternoon

107 Engineering Building

- 1:30 National Advertising in Country Weeklies and the Country Publisher's Responsibility. DWIGHT H. MAHAN, District Sales Manager, Kellogg Sales Co.
- Discussion.
- 2:30 Co-operative Advertising by the Manufacturer and the Local Retailer. A. W. SEILER, Secretary in Charge of Service, The Cramer-Krasselt Co., Advertising, Milwaukee, Wis.
- Discussion.
- 3:30 A Retailer's Views on Advertising. H. J. DONAKER, Merchant, Owatonna, Minnesota.
- Discussion.
- 4:00 General Discussion, Led by H. Z. MITCHELL, Bemidji.
- 4:30 Casting Box Demonstration. A. L. WESTERHAGEN, Western Newspaper Union, Minneapolis.

Evening

Cafeteria

- 6:00 Supper and Smoker. Presiding, A. V. STORM, Director of Short Courses, University Department of Agriculture.
- Address. Community Co-operation. R. S. VAILE, School of Business, University of Minnesota.
- Discussion.
- The New Field Secretary. A personal demonstration. SAM S. HAISLET, speaking at the request of the University.

Saturday, May 8

Forenoon

107 Engineering Building

- 8:30 Lessons from the Exhibit of Printing for Commerce, from the American Institute of Graphic Arts. Exhibit Lecture, Illustrated. Read by W. P. KIRKWOOD.
- 9:30 A Sure Way To Build Circulation. Illustrated. E. W. SMITH of The Farmer, St. Paul.
- Discussion.
- 10:30 Actual Results of an Automobile Campaign. J. HAROLD CURTIS, St. James Plaindealer.
- Discussion.
- 11:30 Resumé and Miscellany.
- 12:00 Meeting of Executive Committee, Minnesota Editorial Association, Dining Room, Cafeteria.

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

M.E.A Executive Committee Sends Out New Call for Business Memberships, to Assure Field Secretaryship

The money for financing the field secretaryship of the Minnesota Editorial association has been rolling in, but it has not been rolling in fast enough to cinch absolutely the proposed work.

At this writing \$1,726 has been paid in; \$125 in sustaining memberships and \$1,601 in business memberships.

There are promises of more. Many who are known to favor the plan have not yet "signed up."

Consequently Carl Eastwood, president, and John E. Casey, secretary, backed by the whole executive committee, are sending out a special, an urgent call to those who have not yet been heard from, to make known their wishes and to get behind the movement.

They feel that the list of those who have already remitted is evidence of the fact that practically all publishers in the state believe in the movement and are willing to back it. The only thing to do is to get action. So the call is for action—ACTION NOW!

Here is the list up to April 23, when Among Ourselves went to press. Is your name written here? If not, won't you see that it is at once? To do so, will be to advance your own interests and those of your profession at one and the same time. You can not make a better investment. But, here is the list:

Sustaining Members

F. R. VanMeter, New Richmond, Wis., <i>News</i>	\$25.00
Oscar H. Smith, St. Paul, Minn. Western Newspaper Union, Minneapolis, Minn.	50.00
Total	\$125.00

Business Members

<i>Morris Tribune</i> , J. C. Morrison	\$26.00
<i>Rushon Tribune</i> , J. M. Mortensen	8.00
<i>Hoffman Tribune</i> , E. W. Carlson	10.00
<i>Vermont Sun</i> , Lewis Bradford	10.00
<i>Detroit Record</i> , L. Beushoff	53.00
<i>Fergus Falls Tribune</i> , H. M. Wheelock	14.00
<i>Alexandria Citizen-News</i> , J. A. Kinney	35.00
<i>Wheaton Gazette</i> , Maj. E. E. Howard	30.00
<i>Duluth Herald</i> , H. A. Hanson	50.00
<i>Lafayette Ledger</i> , Hilding G. Swenson	9.00
<i>Bemidji Sentinel</i> , H. Z. Mitchell	50.00
<i>Clara City Herald</i> , C. Burges	12.00
<i>McIntosh Times</i> , Nels B. Hanson	14.00
<i>Fosston Thirteen Towns</i> , A. W. Foss	20.00
<i>Hills Crescent</i> , A. A. Honson	9.00
<i>Lake County Chronicle</i> , C. M. Hillman, Two Harbors	37.00
<i>Minneapolis Journal</i> , H. V. Jones	53.00
<i>Fertile Journal</i> , J. D. Mason	14.00
<i>Greenbush Tribune</i> , E. F. Uempleby	10.00
<i>Fairfax Standard</i> , H. C. Sherwood	20.00
<i>Elgin Monitor</i> , Vincent Holton	14.00
<i>Montevideo News</i> , Ludwig Roe	14.00
<i>LeSueur News-Herald</i> , Carl Eastwood	44.00
<i>Fairbault Daily News</i> , Mrs. Howard Bratton	50.00
<i>Pine County Courier</i> , C. M. Colly	12.00
<i>Albert Lea Evening Tribune</i> , Simonson & Whitcomb	50.00
<i>Roosevelt Reporter</i> , Mrs. Emma J. Har- wood	6.00
<i>Bayport Herald</i> , Oscar L. Ney	7.00
<i>Elbow Lake Herald</i> , Capt. H. H. Barker	30.00
<i>Blue Earth County Enterprise</i> , H. C. Hotaling	30.00
<i>Ivanhoe Times</i> , W. N. Johnson	17.00
<i>Jordan Independent</i> , John E. Casey	28.00
<i>Butterfield Advocate</i> , J. W. Hublin	8.00
<i>Lester Prairie News</i> , E. L. Benjamin	14.00
<i>Milan Standard</i> , Andrew Bromstad	28.00
<i>Osakis Review</i> , C. H. Bronson	28.00
<i>Jackson County Pilot</i> , H. B. Johnson, Manager	36.00
<i>Pine County Farmer</i> , E. A. Linsley	6.00
<i>Willow River</i>	6.00
<i>Clearwater Herald</i> , John Evans	6.00

<i>Springfield Advance-Press</i> , A. G. Erickson	29.00
<i>Elk River Star-News</i> , L. A. Dare	23.00
<i>Ellendale Eagle</i> , C. C. Campbell	15.00
<i>Windom Reporter</i> , George F. Warren	27.00
<i>Kerkhove Banner</i> , A. T. Archer	20.00
<i>Waseca Herald</i> , J. P. Coughlin	35.00
<i>Elysian Enterprise</i> , W. K. Wilcox	13.00
<i>Cokato Enterprise</i> , Maude Donohue Hall <i>Clay County Herald</i> , R. W. Ritteman, Hawley	15.00
<i>Walker Pilot</i> , J. W. E. Waddell	12.00
<i>Brooken Review</i> , C. E. Polin	13.00
<i>Long Prairie Leader</i> , Rudolph Lee	50.00
<i>Swift County Monitor</i> , J. C. McGowan, Benson	25.00
<i>Mille Lacs County Times</i> , H. Goebel, Milaca	52.00
<i>Carver County News</i> , C. C. Teas, Water- town	18.00
<i>Litchfield Review</i> , C. W. Wagner	36.00
<i>Pelican Rapids Press</i> , E. L. Peterson	21.00
<i>Hastings Gazette</i> , S. W. Isham	42.00
<i>Montevideo American</i> , Elwood Mills	30.00
<i>Waconia Patriot</i> , Wm. Wessale	31.00
<i>Pollock's Newspaper News</i> , R. L. Pol- lock, Minneapolis	45.00
<i>Balaton Press-Tribune</i> , J. A. Shaeffer	10.00
<i>Truman Tribune</i> , T. C. Radde	12.00
<i>Hutchinson Press</i> , Iver J. Iverson (part payment)	8.00
<i>Askov American</i> , H. Peterson	20.00
<i>Lakefield Standard</i> , H. J. Hayden	25.00
<i>Olivia Times</i> , J. R. Landy	20.00
Total	\$1,601.00
Sustaining members	125.00
Grand total	\$1,726.00

The action of the executive committee as to putting the new secretary to work will depend on getting enough to assure the expenses of the year. Your business membership will count—will count for putting through a plan which will make for future prosperity.

The executive committee stated the case admirably in its original letter, which is reprinted here:

The executive committee of the Minnesota Editorial association at a meeting held Friday, March 5, following the instructions of the recent meeting in Minneapolis, selected Sam Haislet, for the past five years field man for the Western Newspaper Union, as field secretary for the Minnesota Editorial association. This action is subject to the success of the committee in securing sufficient funds to finance the office for the first year. Mr. Haislet is to assume office May 1. The headquarters will be at the Ryan hotel, St. Paul, adjoining those of the executive secretary of the National Editorial association, who has offered to give every co-operation possible in making the new office a success. Under the amendment of the constitution unanimously adopted at the recent meeting of the Minnesota Editorial association, it is provided that each paper affiliated with the association under the new field secretary plan shall pay at the rate of \$2 per 100 of actual circulation, with a minimum of \$5 per year and a maximum of \$50 per year. The success of this move is dependent upon securing a sufficient number of subscriptions to warrant opening the office and getting the work under way by May 1. Your Committee is of the opinion that a majority of the newspapers of the state are thoroughly convinced of the importance of having a man continually on the job to look after the interests of the press, to promote plans and make suggestions that will bring

added revenue and greater prestige to the newspapers of Minnesota.

The step about to be taken is a very important one. The first year will be the critical time. Pioneering and the opening up of the office make the first year one that will of necessity demand the closest of co-operation on the part of every publisher, so in making subscriptions for this year be as generous as possible. In Michigan dozens of publishers subscribed funds far and beyond those called for on the basis fixed by the constitution. In other words, your committee feels that there are many publishers in the state, who in order to give the field secretary plan a fair chance to demonstrate its worth and value, will be glad to contribute more than they are actually required to do at the rate of \$2 per 100 circulation. While there is no responsibility on the part of any one to do this, the committee will be pleased to receive contributions of the maximum amount you feel inclined to endow the work with and insure sufficient funds to get it properly under way. In no way has the committee authority to accept business membership dues at less than the \$2 per 100 rate. It will, however, welcome voluntary donations to the fund in greater amounts where the publishers feel that the move is a step in the right direction.

The field secretary plan is no longer an experiment. It has made a success in fifteen other states. It can and will be made a success in Minnesota. We have secured a practical man with practical ideas and if given the co-operation and team work to which he is entitled there will be no question as to the success of the movement.

Secretary's record shows that you have already paid the customary \$3 dues for 1926, therefore you are entitled to a credit of this amount on field secretary dues. Please remit the balance with the inclosed card, making check payable to H. C. Hotaling, treasurer, or to Minnesota Editorial association, but forward remittance to Secretary John E. Casey, Jordan, Minn., in order that proper entries be made in the association records.

Every publisher in the state must realize the need of this step. The time is at hand when you must make a decision. We are counting on your co-operation. The time is short, so please return enclosed field secretary dues card properly filled out so that we can get the movement under way by May 1.

We will appreciate any suggestions you may have as to making the field secretary's office thoroughly practical, a real benefit to the craft.

Yours fraternally,

Executive Committee of the Minnesota Editorial Association

Carl Eastwood, president.

J. V. Weber, First Vice President.

H. C. Hotaling, Treasurer.

Gunnar Bjornson, Committeeman.

John F. Casey, Secretary.

L. S. Whitcomb, Committeeman.

Will G. Mack, Committeeman.

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.

EDITORS' SHORT COURSE

The tenth annual Editors' Short Course offered by the Department of Agriculture, University of Minnesota, is just ahead. To every publisher in the state has been sent a program of the course. That same program is repeated in this issue of Among Ourselves. We believe it contains the promise of material which will be of great practical good to Minnesota's publishers.

We believe that we are getting to the heart of the problem of building up advertising patronage in emphasizing the close relationship of national and local advertising. Some new light on this relationship is sure to be shed in the addresses which have been arranged for.

We believe, also, that something of great practical value will come out of the discussion of methods of circulation building.

Much time has been spent in formulating the program, and those who have commented on it, have had good things to say about it. Consequently, those of the university staff who have had a hand in its making make bold to urge Minnesota's editors to attend and help to make the course the best yet held and to give a new impetus to the work which the university is attempting to do in co-operation with the Minnesota Editorial association.

Come! You will be cordially welcomed. The course is really yours.

NEWSPAPERS ON FILE

The Minnesota Historical society is sending out a small folder, telling of some of the things it has and some of the things it does. Among the things it has is a newspaper collection of 13,000 bound volumes, shelved in a specially constructed newspaper stack. The collection is in charge of John Talman, one of the state's veteran newspaper men, who takes great pride in his charge and is building it up with loving care and devotion. It is invaluable source material for future generations. The writer knows its value, because more than once he has had occasion to make use of it in tracing the history and development of the state's growth. Minnesota's publishers may very well feel that the Historical society is, indeed, their very own, and may well take pride in its growth.

Col. O. J. Quane, after a winter in California, has returned to Minnesota and is preparing to establish a morning daily at Mankato.

President Eastwood Urges Editors to Rally at the Coming Short Course

I hope Minnesota editors have made a careful study of the program for the coming Editors' Short Course, for two very good reasons:

First, I want them to know what a fine, helpful program has been prepared.

Second, I know that if they read of the good things that are to be "spread out" before them they will be more likely to attend.

The program and get-together features are certainly worth while. They can not help but make us all more enthusiastic for our work. The more we know about our business the more successful we shall be, and in these days of "piping hot" competition we must gather in every little shred of knowledge we can, in or-

der to be able to hold our own with the "other fellow." Therefore, let me urge you to be on hand early and to stay until "Amen" has been said on the last day of the course.

This is your opportunity to do something big for yourself, and I sincerely hope you will take advantage of it.

You cannot lose. You are sure to win.

Now get this firmly fixed in your "noggin," and keep repeating it, either audibly or to yourself: "I will attend the Short Course this year or know the reason why."

Cordially and hopefully,

Carl Eastwood,

President Minnesota Editorial Association.

FARMERS AS HOSTS OF BUSINESS MEN

They did something new at Northfield on March 26. The farmers of Rice county that evening entertained the business men of Northfield at a banquet. The largest hall in Northfield was crowded to its limit. Five hundred farmers and guests were present. The honor guests were Governor and Mrs. Theodore Christianson, Donald J. Cowling, president of Carleton College, and representatives of St. Olaf College.

In the menu, dairy products were emphasized, including milk, butter, cheese, ice cream, and other palatable dishes, made of milk and cream from Rice county dairy farms.

The plan was proposed to the Rice county unit of the Twin City Milk Producers' association by W. F. Schilling. Each farmer was to buy two tickets for the banquet, one for himself and one for a business-man guest. The business men of the town were carefully listed so that no one was overlooked.

There is an idea here which might be adopted to advantage in other communities, as a means of bringing business men and farmers together for better mutual understanding. The Northfield meeting suggests a plan which might be developed in almost any community with excellent results. This is an age of community co-operation, and when all the people of the community get together great good can be accomplished. Mr. Schilling at the Northfield meeting called attention to the fact that members of the Northfield "local" of the Twin City Milk Producers' association in 1922 received from the association \$230,000 for milk and cream, and in 1925 more than \$456,000.

One of the subjects to be discussed at the coming Editors' Short Course is community co-operation. It will deal with problems which local editors may help to solve.

A. O. Moreaux, publisher of the Rock County Herald, Luverne, was recently elected president of the Buffalo Trail association, which extends from Chicago to the Black Hills.

MINNESOTA TO HAVE BIG CROWD AT N. E. A.

Minnesota will probably send three Pullman loads to the National Editorial association meeting in Los Angeles, according to the latest word from H. C. Hotaling, executive secretary.

And Mr. Hotaling reminds the publishers of Minnesota that the official route of the tourists in the Minnesota party will be via the Rock Island railroad, announcement by a certain other road to the contrary.

The contest for members of the association grew hot as the closing day approached, with Tim Brownhill of Puente, Calif., in the lead; Herman Roe of Northfield, Minn., second, and Mrs. R. C. Anzer, Union City, N. J., third.

Among late Minnesota registrants for the National Editorial association tour to California are the following:

Mr. and Mrs. A. H. Langum and daughter, Times, Preston.

Mrs. Maud B. Cooley, Pilot, Walker.

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

The American Publishing Co., Askov, is putting up a new building 41x90 feet to house its printing plant and take care of its growing business. The building will be fireproof and cost about \$14,000.

Mrs. L. A. Dare, wife of the editor of the Elk River Star News, died at the Hillcrest hospital, Minneapolis, on April 9, some time following an operation for mastoid. She is survived by Mr. Dare, two sons, and an infant daughter.

The Argus and the Tribune of Shakopee have been consolidated and will be published under the name of the Shakopee Argus-Tribune, with W. F. Duffy as editor and D. W. Byrne as business manager.

The Commercial club of Oak Park, Hubbard county, knows that a community can not well get on without a newspaper. Accordingly, it has started a paper, yet to be named, with George S. Graham in charge.

SEE WHAT EDITORS PUT UP TO WEBER!

J. V. Weber, who will lead the round table discussion at the Editors' Short Course, University Farm, Thursday afternoon, May 6, has his hands full. Practical questions have been pouring in and Mr. Weber will have to do some rapid-fire talking, in order even to suggest answers to all of the questions, and will have to wield a vigorous gavel in order to keep the discussion within the time limits.

Just to give readers of *Among Ourselves* some idea of the problems which have been submitted by publishers for discussion, attention is called to some of the questions. Publishers should read these questions, and, if they have light to offer on any of the problems, should attend the short course and be prepared to give others the benefit of their conclusions.

Circulation

How can I get delinquent subscribers to pay?

How can Minnesota publishers be impressed with the necessity of adopting a paid-in-advance system and of adhering to it?

How can we get subscriptions paid up without resorting to contests or premiums?

Advertising

Why is it that such poorly written descriptive advertising copy appears in the average weekly?

How can more foreign advertising be obtained?

How can advertising by local merchants be stimulated?

Should a country publisher accept advertising from large stores in neighboring cities, which compete with local merchants?

What can be said in support of newspaper ads against circulars as an advertising medium?

How can foreign advertising be secured without paying two commissions?

Can some one suggest a good method of recording classified advertisements?

Why can't publishers adopt and adhere to uniform and living advertising rates?

How can the volume of classified advertising be increased?

Commercial Printing

Why should not Minnesota printers get out a commercial printing price-list of their own?

What can be done to impress upon country publishers the wisdom of exchanging commercial printing ideas, and how can they combine in the buying of stock forms as for county and bank printing?

How can job printing scales be maintained in the face of price competition?

Can the small town publisher handle ready-made printed matter, such as bank deposit slips, and sell it at competing prices on a commission basis?

How can city printers do job work in some instances for less than the country printer can buy the stock upon which to print it?

Legal Printing

How can co-operation between country publishers be secured to prevent underbidding on county printing and legal?

How can publishers in a county be held to an agreement on the annual county printing jobs?

Miscellaneous but Important

How many semi-weeklies are there in Minnesota and how many of them are proving worth while?

What is the ideal equipment for the so-called small town printshop?

How go about it to develop a local reporter?

What is the most efficient, practical, and economic method of securing, holding, and publishing country correspondence?

How can help be made to work efficiently with least loss of time?

The foregoing questions are not all stated as they have been received, but they give an idea of the problems with which Minnesota publishers are wrestling. They should develop a lively discussion, preparing the way for some of the more formal features of the program. The program in general is built upon the ideas involved in two of these groups of questions, advertising and circulation. The program printed on another page, it will be seen, deals with the writing of advertising and with the getting of both foreign and local advertising. It also deals with practical methods of circulation building. There ought also to be much, in the way of information to help toward a solution of such problems, in the addresses to be given by Fred W. Andersen, the Cozad, Neb., merchant.

ARE YOUR ADS IN "THE JUNK MAIL?"

Under the heading just above, the Fairmont Sentinel recently printed the following, which, it is fair to suspect, caused some of Fairmont's business men to do some thinking:

"Junk mail" is what they call it at the postoffice—the people who pay the bills term it "direct-by-mail advertising," that sounds better, but amounts to the same thing.

"We must empty the lobby wastebaskets 15 times a day," said Lloyd Hyde of the postal force, "but they are always and eternally full of circulars which people throw away without opening."

If advertisers could see how this stuff is treated, even resented by the public, they would buy newspaper space instead of having their announcements thrown in postoffice wastebaskets.

You don't see anybody throwing The Sentinel in the wastebasket. They take it home, where it is read by every member of the family.

Your ad will be read, if it is there, Mr. Business Man.

Direct-by-mail stuff is all right if rightly used and placed, but it can not be a substitute for newspaper advertising. There is no substitute for newspaper advertising just as there is no substitute for dairy products in the human diet.

RADDER WRITES ON COMMUNITY SERVICE

A book on community service campaigns, under the title, "Newspapers in Community Service," written by Norman J. Radder, formerly of the Department of Journalism, University of Minnesota, was recently published by The McGraw-Hill Book Co., 370 Seventh Avenue, New York City.

This is a book which should be useful as an aid in laying out campaigns of any kind for community betterment. It deals with the correlation of editorials, news stories, cartoons, and feature stories to obtain a desired end. It discusses community surveys as preliminary steps, the writing of constructive feature stories, and similar subjects. It contains also a good deal of illustrative material showing what newspapers have done to promote parks, playgrounds, schools, constructive charity, health campaigns, and much else.

The book, therefore, gives not only valuable data as to plans, but concrete material adaptable to local conditions, and should be a very helpful addition to the library of any wide awake country weekly. *Among Ourselves* takes pleasure in saying this because it knows the book and because of the former relationship of the editor and the author of the book.

News from E. E. Howard

The Wheaton Gazette, Major E. E. Howard, publisher, has a new city editor and a brand-new, latest model, Intertype.

Its new city editor is Theodore R. Burges, son of C. Burges of the Clara City Herald. Theodore Burges is a graduate of Macalester College, St. Paul, and for two years has been principal of the schools at Morton. Having been born to the newspaper business, however, he has turned again to that business.

The new Intertype is a Model C-SM2, and like the family mocking bird will "do almost anything," setting type in anything from 6-point to 30-point. Major Howard told the readers of the Gazette all about the new machine in a recent number, and that was good business. Any other business installing a machine of corresponding value and importance would have done the same; why not the newspaper?

Akeley Paper Burned Out

The Herald-Tribune of Akeley, Charles F. Scheers, publisher, was burned out on April 9, in a fire which caused a total damage estimated at \$100,000. The fire started in a grocery.

Hamilton Clay, Jr., recently purchased the Dakota County Tribune, Farmington, from his father, who has become owner by purchase of the Norwood Times from M. J. Fleming.

Edward E. Barsness, publisher of the Glenwood Tribune, was re-elected mayor of Glenwood at the recent election, April 6.

C. A. Prescott of the LaPorte News is now owner of the plant of the Nevis News, which suspended publication some time ago, and will reestablish the paper. The LaPorte News will be published by R. A. Pederson.