

EDITORS FRAME SLATE FOR BUSY ANNUAL SESSION

A three-day program thoroughly covering every phase of the newspaper publishing business has been prepared for the annual business session of the Northern Minnesota Editorial association, which convenes at Sauk Center Jan. 26, A. G. Rutledge, secretary-treasurer of the association, announced yesterday.

"I believe this is the best program ever prepared by our association and will match favorably with any given by the state association," he said. The program follows:

THE PROGRAM.

1 P. M.—Receiving visiting editors and others at the Palmer house. Registering, paying dues and receiving badges and assigning to quarters.

3 P. M.—Business meeting at Commercial clubrooms, H. P. Phillips presiding.

President's Annual Address—H. P. Phillips, Mahanomen Pioneer, president Northern Minnesota Editorial association.

Annual Report—A. G. Rutledge, secretary-treasurer.

Advertising, Today and Tomorrow; What Future Is There in Newspaper Advertising.—E. H. Denu, Bemidji Pioneer.

Discussion—Fred C. Schlipplin, St. Cloud Times; L. A. Rossman, Grand Rapids Herald-Review; C. R. C. Baker, Willmar Republican-Gazette.

Get chummy and enjoy yourself until you feel that it is absolutely necessary for you to get a few winks of sleep prior to the opening of the Friday morning business session of the association.

FRIDAY, JAN. 27.

9:30 A. M.—Sharp, at Commercial clubrooms. Address of welcome, A. L. Ingram, mayor of Sauk Center.

Response—H. Z. Mitchell, Bemidji Sentinel, past president Northern Minnesota Editorial association.

"Making a Survey of Your Community." Herman Roe, Northfield News, past secretary Minnesota Editorial association.

Discussion—H. C. Hotelling, Mapleton Enterprise, field secretary National Editorial association, treasurer Minnesota Editorial association, past president National and Minnesota Editorial associations, Carl Carlson, Melrose Beacon.

"Is an Advertising Service Worth What It Costs?"—A. L. La Freniere, Grand Rapids Independent. Rudolph Lee, Long Prairie Leader, past president Northern Minnesota Editorial association.

12 Noon—Luncheon at state home school for girls.

Addresses—Dr. J. A. Dubois, Sauk Center; Mrs. Blanche La Due and Ralph W. Wheelock, members state board of control; Mrs. Fannie French Morris, superintendent home school.

2:30 P. M.—Business session at Community building, home school.

"What Is Advertising: How to Get It and How to Retain It."

Discussion—Alvah Eastman, St. Cloud Journal-Press, past president Minnesota Editorial association. R. S. Wilcox, Brainerd Tribune; E. H. La Fond, Little Falls Transcript.

Senator George M. Peterson, secretary of the Retail Grocers' and General Merchants' association of Minnesota, will discuss this subject from the merchants' standpoint. The leading railroads of the state will be asked to choose a man to represent them in their angle of the "advertising game."

"The Business End of a Country Shop"—W. E. Verity, Wadena Pioneer-Journal, past president Northern association, first vice president Minnesota state association.

Discussion—W. R. McKenzie, Crookston Times; P. J. Vasaal, Little

Falls Herald, past president Northern association.

"The Newspaper as a Morale Builder"—Ludwig I. Roe, Montevideo News, past president Seventh District Editorial association, commander Seventh district Minnesota American Legion.

7 P. M.—Banquet given by the Sauk Center Commercial club.

Vocal Solo—Norman B. Black, Fargo (N. D.) Forum. Other songs, etc.

Smoker at Commercial Clubrooms—Asa M. Wallace, Sauk Center Herald, past president of the Northern and State associations, presiding.

"Greetings From the Minnesota Editorial Association"—Phillip Lelsch, New Ulm. Brown County Journal, president State association.

Address—R. F. Chase, state auditor.

"The Return of the North Dakota Prodigal Son"—N. B. Black, Fargo (N. D.) Forum, past president North Dakota Press association.

"Welcoming the Return of North Dakota Into the Union"—Fred E. Hadley, Winnebago Enterprise, past president State association.

"Greetings From Southern Minnesota"—Joseph E. Reynolds, Mankato Free Press, past president Second District Editorial association.

Address—Maj. Harrison Fuller, first commander of the American Legion, department of Minnesota; managing editor St. Paul Dispatch-Pioneer Press.

"Heinie Mitchell, by Request"—H. Z. Mitchell, Bemidji Sentinel, past president Northern association.

SATURDAY, JAN. 28.

Selecting place for holding next annual business meeting.

Report of a resolutions committee. Election of officers.

"Should Subscription Prices Be Reduced?"—James C. Morrison, Morris Tribune, past president State association.

General discussion invited.
• "Auld Lang Syne" and adjournment, sine die.

Johnson, Verna Lindquist, Thelma Nyquist, Helen Stewart, Helen Cohen, Helen O'Brien, Violet Pearson, Hazel Benson, Mary Jane Grimes, Margaret Sandberg, Jessie Frenette, Helen Hughes, Stella Arnold, Myrna Edwards, Ruth Emberg, Rose Moore, Tara Sivrut, Gladys Monson, Jeanette Kaner, Frances Miller, Dorothy Litman.