

Extra Edition article

Dakota News, Watertown, Dakota Territory, November 29, 1880

“Last year about this time we agitated the subject of getting out an extra edition of the News which should be devoted wholly to an exposition of the advantages which this section of Dakota offered to settlers and to business men, but no sufficient encouragement was offered to warrant the outlay necessary to get out such an edition and we abandoned the project.

Another year’s experience, however has satisfied many of our people that such an edition well circulated would do our town and the country much good, and in one day last week we secured a sufficient subscription to warrant us in at once commencing the work of getting out such an edition, and it will be issued the second Monday of January next.

Several of our enterprising business houses have subscribed for 500 copies each and the lowest on our list thus far is 100 copies. We shall publish only what is ordered and those desiring copies must send in their orders on or before December 25th.

They will be delivered to parties in the country at 5 cents per copy, whether the number be large or small. The size of the edition we are now warranted in preparing for is not sufficient to permit any reduction below the usual price per copy of our paper. It involves a large amount of extra labor and expense. No pains will be spared to make this edition an encyclopedia of News of that class that the people east are wanting. We shall endeavor to fairly answer the list of questions which are constantly being asked of every business man in town by anxious eastern enquirers.

Every mail for the past year has brought dozens of letters asking usually for about the same information. The paper we will publish should be mailed by subscribers to those of their acquaintances most likely to desire to come west.

Every business man should reserve at least 200 copies to mail from time to time during the coming year, in answer to the inquiries he will be sure to receive. We have now 4,000 subscribers to the edition, and have canvassed but a half day for it. We hope to make it at least 10,000 but shall publish it even if we get no more. We expect our farmer friends to send in orders for from 10 to 25 copies each and we hope they will get their orders in early. Our subscribers in other states and in Ontario can very easily get a list of 25 to 50 names each and forward to us and we hope they will interest themselves at once in the work in their several localities.”