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AMONG OURSELVES

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ANALYZING YOUR JOB

Have you as an editor ever sat down and mentally taken your job apart to see just how it might be reconstructed in order to enable you to put out a better product in newspaper form? If you have not, we believe that at such a task you might very profitably spend several hours.

It is to encourage that kind of thinking that, in connection with the Editors' Short Course at University Farm, May 3-5, will be held a country weekly editorial policy contest with first and second prizes of \$25 and \$15, as an incentive to enter. Several years ago a lecturer at University Farm took more than an hour to urge upon students the advisability of laying out a clear-cut plan for arriving at a definite goal. That lecture has stuck in the minds of the editors of Among Ourselves ever since. The thing advised by the lecturer is something too seldom undertaken by those entering upon business or professional enterprises. The problem is: Can we, as editors, do that sort of thing? If we can, we shall be greatly benefited. Those who make no attempt as well as those who do in this contest will get the benefit of a composite of the various policies outlined.

Just by way of starting the thing we may say that the country weekly editor, like the editor of the big daily, has a four-fold job as follows:

That of informing the public—

By printing the news

By printing other instructive material

That of entertaining the public

That of serving the community

That of developing a profitable enterprise—

By selling one's paper at a fair price

By selling one's advertising space at dividend-earning rates.

If the foregoing is a fair statement of the objective of a country weekly publisher, how is such a goal to be attained? To answer that question is to formulate a country weekly editorial policy.

Those who have been for a considerable time in the business of country newspaper-making have either consciously or unconsciously developed a policy. It ought not to be difficult for them to set down on paper a statement of that policy. Those who are younger in the game have developed a policy by aspiration rather than by experience, probably. Such a policy may be somewhat vague and nebulous. It may be more difficult for those younger in the business to put their ideas into concrete form. Nevertheless, it will help to

clarify their thought if they will make the effort.

Certainly the bringing together of the experience of the older men on the one hand and the aspirations of the younger men on the other, ought to be of immense service to the profession. For this reason, we believe that this contest is one of the most important that has been suggested for such meetings as this Editors' Short Course at the University of Minnesota.

May we urge, therefore, that the readers of Among Ourselves tackle this job in a whole-hearted way, both for their own and for their fellow editors' benefit?

WHAT PEOPLE READ

Many are the critics of the newspapers, whose criticism is based on insufficient consideration of the evidence available in the newspapers themselves. How often have you heard some one complain of the amount of space devoted by the press to reports of crime, as if newspapers were mostly reports of the activities of criminals. What are the facts?

Bristow Adams, editor of the College of Agriculture, Cornell University, in a recent survey of the New York City dailies, found that more than 25 per cent of the text contents of the morning papers was given to business and finance and more than 8 per cent to government and politics. Crime received less than 5 per cent of the space and the courts less than 4 per cent.

The next time you hear a critic spouting his views, ask him for exact figures. In all probability, he will not be able to give them.

THE BEST WAY

The best way to get circulation is to get out a good newspaper and sell it at a fair price.

That is the time-tried and fire-tested way.

When you are sure you are doing that, then you may start on your house-to-house, in-town-and-country campaigns and feel sure that you will get results, and you won't be tempted to resort to premiums and contests which cost more than they come to in money, time, and disappointment.

An Ad Sold His Spuds

"If you want some good potatoes, I will put whatever you want in your cellar and leave them there for a week. Then, if you are not satisfied that they are the best you ever had, I will take them out again. My price delivered is 60 cents a bushel."

This is what W. A. Watson, of Riverview farm, St. Louis county, grower of certified Green Mountain seed, told the folks in his neighboring towns. "One order," he says, "would lead to another, till I got the crop down to where my cellar would hold it. They have been peddling potatoes around here at from 30 cents to 50 cents a bushel."

In other words, marketing is a matter not only of quality, but of salesmanship also.—Northwest Farmstead.

DON'T BE A BARNACLE

No doubt many Minnesota publishers have received a letter from the organization department of the Porte Publishing Co., a little letter sent out just to stimulate interest in the press organizations to which the recipients of the letter are assumed to belong. On the chance that some may not have received a copy of the letter, however, one paragraph is reprinted here; it is worth pondering:

Unless your organization is one of the few among many, your officers are not paid in money for their services. They get their only reward in the pleasant consciousness of having done something to further the interests of their profession. Help them along—don't block their path. And remember that a "do-nothing" attitude is as harmful, if not more so, than active opposition. The best ships afloat can be ruined by barnacles.

SHOW THIS ITEM
TO YOUR BANKER

In the last six weeks of the old year the Scanlan-Habberstad State Bank of Lanesboro used its advertising space in this newspaper to preach the gospel of thrift.

Cashier Orval U. Habberstad of the bank states that as a result of such advertising 85 new savings accounts have been added since November 23. The total increase of savings on deposit in that bank the same period amounts to nearly \$35,000. That's some record for a period of less than six weeks.

The growth of this Lanesboro bank demonstrates the value of advertising even for a financial institution. When about twenty-five years ago this newspaper was started, that bank did not believe in advertising. Year in and year out the bank had carried only a small "professional" card in the home paper, it being considered "unethical" for a banking concern to advertise. And after thirty years of such "advertising" the total resources of the bank were less than \$30,000.

Then someone connected with the bank got the idea to try out real advertising. The advertising was started in a small way, the copy for the advertisements in the home paper being changed weekly. Evidently the experiment proved satisfactory, because little by little the advertising space was increased, and more and more attention was given to these weekly talks to the community. Today this bank is one of the largest in Fillmore county, and more than anything else this is due to effective and systematic advertising in the home paper.

The next time you are bothering your mind with the question: Does advertising pay?—just ask the Scanlan-Habberstad State Bank about it.—LeVang's Weekly, Lanesboro.

Homer B. Hanson, editor of the Enterprise at Morton, and Miss Clara Ewert of the same place were married recently.

**SEEING THE JOB
BEFORE IT'S SET**

If one could just see what a printing job is going to look like, without having to set it up and pull a proof, what a lot of time he would save! Well, one can now do that very thing. At least, one can see what a job is going to look like with less work than indicated. The medium by which he is able to do this is "The Linotype Layout Kit," put out by the Mergenthaler Linotype company.

The kit is made up of "type and border material for use with scissors and pastepot to construct the layout as it will look in print." It consists of 72 loose sheets of type and border layout material, in a serviceable manila portfolio. Each of 32 of the sheets carries the printed start of a layout in the form of a built-up border (each sheet presenting a different border), leaving the whole surrounded space open for pasting in a proof of illustration and type matter. The sheets are in the two sizes most used by advertising men; namely, the 11x14 size and the 8½x11 size. All of the material, however, is so designed that it may be cut



up and pasted as desired for layouts of any dimension or character. Included in the portfolio are 4 sheets of decorative headband and tail-piece material, 12 sheets of linotype borders in strip-form, 16 sheets of various styles and sizes of type, and 8 sheets of decorative initials. A pamphlet, "The

Layout in Advertising Typography," is included with the working material.

Although the kit has not been planned for general distribution, a limited number of copies are available for advertising compositors, agencies, printers, and trade compositors, at a nominal price of one dollar.

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will be illustrated with practical demonstrations.

Further instruction in practical problems will be given Friday evening with a series of motion pictures dealing with "The Sick Print Shop," and "The Making of High Grade Paper." A knowledge of papers is desirable if one is going to use printer's ink to the best effect.

Minneapolis Journal Dinner

Another outstanding feature of the course will be the complimentary dinner given by the Minneapolis Journal, on Thursday evening, May 3, at 6:30 o'clock. Following this dinner, for which a tempting menu has been arranged, there will be three addresses which will let publishers see themselves as others see them. Rev. Dr. John E. Bushnell, pastor of Westminster church in Minneapolis, one of the leading churches in the west, will discuss the subject, "The Press as Seen from the Pulpit." H. J. Fletcher, professor in the law school of the University of Minnesota, will address the editors on, "The Press as Seen from the Bar." H. V. Jones, editor and publisher of the Minneapolis Journal, will close the program with some comments on, "Outside Views as Seen from the Inside." If nothing happens to prevent, Lotus D. Coffman, president of the University, will serve as toastmaster.

With the foregoing features and the editorial policy contest, mention of which is made in the editorial columns of this number of Among Ourselves, it is believed that this short course will be one of the most valuable yet offered by the University.

New Kind of Contest

In announcing the editorial policy contest it may be said that the contest is something brand new in the line of editorial contests. It is announced as a means of drawing out some constructive thought as to the publication of the country weekly for the benefit of those

who participate as well as for the benefit of those who do not, though the former will get the greater good.

Contestants will be allowed to submit statements of not to exceed 600 words in answer to the question: How best to make a country weekly which will achieve two ends; namely, serve its community and produce a profit for the publisher. A first prize of \$25 and a second prize of \$15 will be given through the generosity of the Minnesota State Fair's publicity department of which Ray P. Speer is director. All papers submitted must arrive at the office of publications, University Farm, St. Paul, not later than Tuesday, April 24. The papers should not bear the name of the writer or any other mark of identification, but should be enclosed with a letter from the writer. Papers and letters will then be correspondingly numbered, and the papers without the letters will be sent to judges, probably outside of the state, who will pass upon them without knowing the author in any case.

Even if the contestant wins no prize, he will profit immensely by the solid thinking he will have to do in order to produce a statement of his ideal policy for the publication of a profitable country weekly.

Lengby Wants Newspaper

Lengby, Polk county, Minn., is anxious to have a newspaper, so anxious that it was willing to pay for advertising space in Among Ourselves in order to make its wishes known. Among Ourselves does not take paid advertising, but it is willing to pass the word along to any who may be interested.

Lengby is a town of about 200 and is trade center for a large territory. Besides, it is surrounded by many lakes, and the hunting and fishing are good. For further information George Phillipson, Lengby, may be addressed.

ADVERTISERS STUDY

PAPER'S CHARACTER

That advertisers—national advertisers—take into consideration the moral character of the mediums through which they present their appeals to the public, is apparent from an article, giving the views of the Salada tea advertising man, in Editor & Publisher for March 10.

William H. Walsh, the advertising man referred to, is quoted as follows:

The first thing we do when we intend to advertise in a certain field is to notify our salesmen to make a painstaking study of the situation; even, if necessary, a house-to-house canvass of certain districts, to see whether the newspaper has a home circulation, and whether it is read by the women of the household as well as the men.

* * * * *

If it meets the essential requirements in respect to character and standing in a community and class of advertisements it carries, we would not hesitate to go into it, even though its circulation be somewhat smaller than a rival newspaper in that particular field, which catered rather to a sporting, sensational element.

Some one ought to point out to Mr. Walsh that the country weekly is just the kind of paper that is read by the women as well as the men and that it is otherwise of the character he seeks in mediums for his advertising.

Many Minnesota country newspapers are getting along well in years. The Mercury of Spring Valley has begun its forty-fourth volume and the Enterprise at Elysian is 30 years old. The North Central Progress of St. Paul recently rounded out 12 years of continuous service. The Spring Valley paper has been edited by F. E. Langworthy from the beginning.

STATE'S BILLION DOLLAR INDUSTRY

Immense possibilities for the printing business lie in Minnesota's billion dollar industry. Yes, it might be called Minnesota's four billion dollar industry, for its total value falls only a little short of \$4,000,000,000. That industry is farming.

In 1920 the value of the farm lands of Minnesota was \$2,750,328,432; the value of farm buildings, \$550,839,893; the value of implements, \$181,087,968; the value of livestock, \$305,163,825. This made a total of \$3,787,420,118. As there were at the time 178,478 farms, the average value was \$21,221.

The drive of this industry toward the use of business materials and methods is increasingly rapid. More and more farmers are acquiring offices, desks, letter files, typewriters, and letterheads. More and more of them are using advertising. What is going to be the outcome?

The outcome is going to be better business for the farm and greater prosperity for the state. The publisher and printer is going to benefit thereby, of course; as everyone else will benefit. But the publisher is going to benefit more directly. He is going to print letterheads, sales lists, direct-by-mail advertising, and more and more newspaper advertising.

The thing to do is to push the movement toward the use of business materials and methods, and there is no better way to do that than to get the progressive farmer to use the products of your print shop.

Onward, printer soldier!

HELPFUL HUNCHES

The gardening season opening is almost here. Why not get a story about your town's best gardeners and what they get out of gardening in the way of fun and profit?

Spring cleaning time is almost here. Begin to line up your merchants for ads of all sorts of spring cleaning supplies and equipment from soap to vacuum cleaners. Then get your sellers of wallpapers, wall tints, and your other repair men into line for cleaning-time advertising.

Have you ever stopped to consider the possible effect of the proof of a job on the man who has ordered the work? "A good clean proof will help pull trade," says The School of Printing News of South Dakota State College, and the News speaks truth in that. A fine clean proof creates a good impression in the mind of the man who has ordered the work and prepares him for ready acceptance of the finished job, and that in turn prepares the way for another order. Watch your proofs.

The success or failure of nearly every person living in Minnesota is dependent upon the prosperity of the farmer.—C. W. Pugsley, Assistant Secretary of Agriculture.

PI A LA MODE

E. H. Denu, managing editor of the Bemidji Daily Pioneer and secretary of the Bemidji Pioneer Publishing company, has resigned to give his attention to the development of the business of the Bemidji Book and Stationery company. A. J. Wiltse, a veteran newspaper man who was for a while manager of the Overseas Camp Dodger, becomes managing editor of the Daily Pioneer, G. E. Carson becomes business manager, and Fred Fraser becomes advertising manager.

D. L. Keith, recently of Hot Springs, S. D., is now editor and business manager of the Sleepy Eye Herald-Dispatch, having acquired a part interest. Mr. Keith is an Iowa man, and has had extensive experience in newspaper work. He is a graduate of Tarkio College, of Tarkio, Mo., and is a veteran of the World War, having served overseas. Mr. Keith was for two years the news editor of the Storm Lake (Iowa) Pilot-Tribune and later ran his own paper at Correctionville, Iowa, selling this in September, 1922.

Postal affairs at Jackson will continue to be administered by members of the editorial family. John L. King, editor of the Pilot, who was appointed postmaster nine years ago under the Wilson administration, has turned over the affairs of the office to C. F. Malla-ham, editor of the Republic, the Harding administration appointee.

S. E. Farnham, editor of the Independent Press of Madison, has just finished his fifty-first year in newspaper work. Having fought a good fight and made a good record in his first half century, Brother Farnham has entered upon the second half with high courage and resolution. He learned his trade on the Freeborn County Leader at Albert Lea along about 1872.

The Biwabic Times recently celebrated its seventeenth birthday. The editor says: "Whatever pecuniary profits have resulted from our efforts have gone back into the plant to make a better newspaper and a better print-shop and have stimulated progress towards the ideal in which we feel the public has a big interest."

On the date line of the Bowlus Advance, C. O. Nelson, editor, it now reads: "Vol. 7, No. 1." "And it was thought the kid wouldn't live," says the editor.

The Eveleth News has entered upon its twenty-fifth year and in an editorial announcement of the fact says: "The News has had a most successful year. Our list of subscribers has grown steadily and Eveleth advertisers have been more than fair with us."

The Iowa Editorial association in session at Des Moines, February 8-10, recommended that members join Country Newspapers, Inc.

Wisconsin paid tribute to the power and dignity of the country editor on February 2 when the president of the University of Wisconsin "recognized" W. H. Bridgman of the Stanley Republican, for distinguished services to the state's agriculture. For 15 years Wisconsin has been conferring these

honorary "diplomas" upon residents and non-residents of the state. The four men honored with Mr. Bridgman brought the list up to 50 names. Mr. Bridgman was one of the speakers at the Minnesota Editors' Short Course two years ago.

E. G. Robb, formerly of the printing department at Dunwoody Industrial Institute, Minneapolis, died on March 13 at Joliet, Ill.

The Union News of Mankato has been taken over by McDonnell Brothers, publishers of the Telegram, who will issue both papers.

Work will be started early in the spring on a new home for the Enterprise at Cokato.

The Herald of Sauk Centre reports the purchase of a new Intertype machine.

C. A. French, whose name has been associated with that of the Times at Monticello for lo these many years, celebrated his 70th birthday anniversary a week or so ago.

George L. Barga of Mountain Lake is the new city editor of the Independent at St. James.

More Work for Hotaling

H. C. Hotaling, publisher of the Blue Earth County Enterprise and executive secretary of the National Editorial association, has been appointed executive secretary of the Ten Thousand Lakes association, in place of Ivan Coppe, resigned. Mr. Hotaling will continue as secretary of the National Editorial association, but will have his office hereafter with the Ten Thousand Lakes association in the Ryan hotel, St. Paul.

Have You Ever Seen?

A sheet from the bed of a river?
A wink from the eye of a needle?
A check drawn on a sand bank?
A nail from the finger of fate?
A feather from the wing of an army?
A hair from the head of a hammer?
A nut from a bolt of lightning?
—Devil's Pi in the Dunwoody News

THINGS TO THINK

"There is a thing in the newspaper profession called a fake. It was invented by a fool. It is used by fools and by fools only. Did you ever think of the magnitude of the presumption of the reporter who thinks there is something in his poor wit that is an improvement on the truth? If you wish to be dramatic, fascinating, powerful, tell the truth. Do you hate tinsel, cant, humbug—tell the truth. If you seek dishonor and obscurity—dedicate your time, talent and energy to the fake."—Edward Price Bell, London Daily News, speaking at the Mc-dill School of Journalism, Chicago.

Find out what features in your paper prove most interesting to different classes of readers—bankers, lawyers, preachers, teachers, physicians, women and men. The facts would interest your readers and would be worth knowing in getting out your paper from week to week.