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# AMONG OURSELVES

UNIVERSITY OF MINN.  
DOCUMENTS

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ST. PAUL CAMPUS LIBRARIES

Vol. I

ST. PAUL, MINN., AUGUST, 1923

No. 9

## BRainerd GRACIOUS HOST TO YE EDITORS

Another successful summer outing went down in history last week to the credit of the Northern Minnesota Editorial Association, its president, E. N. Denu, and Secretary "Doc" Rutledge, who has completed 15 years of service as perpetual dynamo of the northern district.

As is the custom at the summer outing, there was little shop talk but a distinctly busy attentiveness to the accumulation of coats of tan, the renewal of friendships, the formation of new ones and the widening of interest and knowledge concerning the district visited.

This year it was Brainerd and Breezy Point Lodge, the latter on Big Pelican Lake, 27 miles from Brainerd, that drew the editors and their families. Every element in the city of Brainerd contributed representatives who seemed to have no purpose in life but that of making the visiting editors happy and comfortable. The resolutions of appreciation adopted at the end of the outing were phrased "in vigorous language" and they were no overstatement of the way everyone felt. Captain Fawcett also was thanked heartily for his fine day's entertainment at his resort on Big Pelican.

Only once during the outing, at the smoker in the Brainerd Civic and Commerce Association rooms, was there some newspaper talk. In his response as president of the association to the welcome talks of the Brainerd business men, President Denu outlined in clear and commonsense language the way in which the merchant of the small town may meet the competition of stores in the larger cities and of the mail order houses.

"Each community must think of itself as a big department store, with the various business houses as the departments," he said. "Then they must make up their minds to use newspaper space at least once a week. They must convince the people of their community that they have the right goods at the right prices. And the second step will be for them to train their clerks until they become true salesmen."

Mr. Denu instanced a store where on a turnover of \$40,000 the owner made a profit of \$2,400. The proprietor saw that his overhead and general investment would need be increased but little to increase his turnover by a few thousand dollars and he set about doing this by having each clerk try to make small additional sales with each article called for. As a result, gross sales rose to \$48,000 and net profit from \$2,400 to \$7,000.

He told also of a store in a small Ohio town, which, though situated at a point where it is subjected to the

competition of five or six large market cities, among them Cleveland, does a business of more than \$1,000,000 a year. This business has been built up, he said, by advertising in the country press and by training clerks to be real salespeople.

Visits to the Northern Pacific railway shops at Brainerd, to Echo Stock Farms, where the finest herd of Holsteins in Crow Wing county were seen, to Lum Park, Brainerd, to the Northwest Paper Company's plant and to Brainerd's new tourist camp ground, one of the best in the state, helped entertain the visitors. Friday was the day spent at Breezy Point Lodge. There was a program of sports and games at the tourist camp Saturday. On Sunday a considerable number of the visitors remained to form fishing and camping parties at lakes in the Brainerd district.

Prizes of \$25, \$15, and \$10 will be awarded by the Brainerd Civic and Commerce Association to the writers of the best accounts of the outing to appear in a bona fide Minnesota newspaper. Copies must be sent to A. G. Rutledge, secretary, 3351 Dupont avenue south, Minneapolis, Minn., to be entered in the contest.

Officials of the Northern Minnesota Editorial Association, besides the president and secretary are: Vice president, Martin Widsten, Warroad; executive committee members, J. P. Grothe, Roseau; Grove Wills, Eveleth; C. W. Carlson, Melrose.

### August Advertising

Here are a few suggestions of lines of merchandise in demand in August, which merchants ought to push. Perhaps you can push the merchants to push these lines through your columns.

Local and county fair advertising.

Portable-fence material for making fences for hogging-down corn.

Seed corn curing racks and materials for building racks. Lumber and wire meshing at lumber yards and hardware stores. (Seed corn time comes in September.)

Canning supplies.

Fall sale of farm implements.

Commercial dairy feeds: Bran, oilmeal, cottonseed meal, gluten, beet pulp, etc., for sale. Sell cheaper now than later.

### Sale Day Idea Spreading

The Crawfordsville, Indiana, Journal, it is reported, has secured the co-operation of 47 merchants for the establishment of the first Thursday of each month as a "Crawfordsville Community Sale Day." Each of the 47 merchants runs an ad of equal size in a four-page supplement, advertising one or more bona fide bargains.

## NATIONAL MEETING THE BEST YET HELD

The 1923 convention of the National Editorial Association will go down in history as the most important yet held, according to H. C. Hotaling, the re-elected field secretary of the association, who has just returned from the east. The meeting was important because it really did some fine constructive work, says Mr. Hotaling.

The first session of the convention was held at Alexandria Bay, New York, on July 12, at which time the reports of the officers were given.

Executive Secretary H. C. Hotaling reported all bills paid and a balance in the treasury of \$8,179.45.

Mr. Hotaling also recommended the placing of a representative in Washington, D. C., and this suggestion was acted upon by the executive committee, which engaged the services of Wm. L. Daley, a well known Washington newspaper man, who is already on the job and doing things for the betterment of the country newspapers of America. Another suggestion acted upon was the decision to continue the engraving department which has been the means of saving thousands of dollars to publishers.

After spending two most enjoyable days at Alexandria Bay, cruising among the Thousand Islands, the party moved on to Malone, N. Y., where they were entertained most enjoyably by Charles M. Redfield of the Malone Telegram. From Malone the editors motored through the Adirondacks to Lake Placid, where they spent two pleasant days at the Lake Placid club, going from there to Ausable Chasm, thence by rail to Saratoga Springs, where a two days' session of the convention was held. The high points were an address by Lieutenant Governor George R. Lunn of New York. Emerson P. Harris discussed the "Community Newspaper" and Mrs. Grace Oakley, publicity director of the Pennsylvania hotel, spoke on the subject of "How the Publicity Director Can and Should Co-operate with the Newspapers."

The second day of the convention at Saratoga was devoted almost entirely to a discussion of advertising and advertising service. The speakers were A. C. Pearson of the Dry Goods Economist, New York City, Arthur Bonnet and Wright A. Patterson of Chicago.

The last day the speakers were M. V. Atwood of Cornell University, Ithaca, New York, and Jay W. Shaw, field secretary of the New York association, who discussed circulation methods.

The constitution and by-laws of the association were changed somewhat to

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## AMONG OURSELVES

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Let our object be our country, our whole country, and nothing but our country; and, by the blessing of God, may that country itself become a vast and splendid monument, not of oppression and terror, but of wisdom, of peace, and of liberty, upon which the world may gaze with admiration forever.

—Daniel Webster, reprinted in the Inland Printer for July in a form deserving to be cut out and framed and hung in every editorial office in the United States.

## COMMUNITY ASSETS

Peter A. Blossom, president of the New York Press association, at the annual meeting of his organization said:

"We must adopt new standards and new business methods which will raise the whole plane of newspaper publication in New York State. When we do that, we will make the public as a whole realize that the newspaper is one of the greatest assets any community can have. The editor then will become a man whose advice will be sought just as that of the banker is today."

Mr. Blossom's assertion is absolutely sound. We believe Minnesota is farther advanced in its recognition of the newspaper as a community asset than most states, but the idea bears repetition. Repetition will help to convince the public, and will increase the editor-publisher's respect for his job and his sense of responsibility.

No state in the union, we believe, can show a better list of community weeklies than Minnesota. Let them lead the way to still greater things in community development.

## FRANK AND FRIENDLY

We like the frank and friendly manner in which Ola Levang, publisher of Levang's Weekly, Lanesboro, reminds his subscribers that it is their duty to pay up.

Frank and friendly personal talks with one's subscribers help to keep them in good humor and kindly disposed toward subscription renewals.

Here is Mr Levang's reminder published in his issue of July 12:

At this time of the year subscribers are inclined to postpone payment of their subscriptions, and we should like to ask our readers to resist the inclination. The expenses of publication run on much the same throughout the

year, and it would be a great help if subscriptions now falling due are remitted promptly.

The payment of a subscription to Levang's Weekly appears to be a small matter to the individual subscriber and on that account is too often neglected. Because of the small amount involved it is not possible for us to keep in touch with subscribers through collectors; particularly is this true of subscribers outside of Lanesboro. Subscribers ought to keep in mind, however, that is is the multiplication of small subscriptions that makes possible the publication of this newspaper.

It is not necessary to wait for a statement of your account; the address label on your paper indicates the time of expiration of your subscription.

The Publisher.

NEWSPAPERS TO HAVE  
STATE FAIR EXHIBIT

Minnesota's newspapers will have an exhibit at the Minnesota State Fair and Northwest Dairy Show, September 1-8, and one of the features of the exhibit will be the publication of a daily newspaper of which L. C. Hodgson (Larry Ho) will have charge.

Arrangements for an exhibit of Minnesota's newspapers at the state fair were arranged tentatively at a meeting of the publicity committee of the state fair board early in July. It has been felt for a long time that the fair offered an excellent opportunity to show manufacturers and large advertisers the quality of the newspapers of Minnesota, and their desirability as a medium of effective advertising. It is the purpose, therefore, to make the exhibit just as effective as possible as a means of acquainting advertisers with a medium with which many of them are not yet in active touch. It is believed also that the exhibit can be made of great interest to the people of Minnesota by letting them understand more fully what an effective agency for the promotion of general prosperity the newspaper is.

"Larry Ho" is busy making arrangements for the exhibit, and should have the hearty co-operation of all Minnesota editors.

## One Way to Win

Operate according to business methods.

Deliver when promised.

Hold to your price

Make your collections.

Get all the local news you can.

Figure your paper as a printing job, and sell it accordingly—both subscriptions and space.—National Printer-Journalist.

## Believes in Farm Page

The Sandusky Review, a daily paper of northern Ohio which has a large rural and suburban circulation, is a believer in a farm page and every issue contains a page devoted to the interests of farmers.

ANOTHER ARGUMENT  
FOR SAVING FORESTS

The Canadian government may not prohibit pulp wood exports to the United States, in accordance with action taken by the Canadian parliament in passing a resolution introduced by the minister of finance empowering the government to put an embargo on the export of pulp wood.

In accordance with the latest information the Canadian government has promised the appointment of a royal commission to investigate all aspects of the use of Canadian wood by mills on American soil. The prospect of an embargo under the powers conferred by parliament, therefore, seems no longer great.

The situation, however, is one which ought to awaken all users of paper made from pulp wood to the necessity of conserving the forest resources of the United States. Among the means of doing this is a proper reforestation of areas adapted only to forest growths. It is time the United States attacked this problem in serious earnest and formulated a program such as would give results.

The newspapers, of course, can help to create sentiment in favor of such a course.

CAPS AND LOWER CASE  
HEADS WINNING FAVOR

Upper and lower case headlines seem to be gaining ground as against "all caps" headlines, according to an article by H. Frank Smith in Editor & Publisher for June 30. Mr. Smith's article is very instructive and suggestive. He cites the New York Tribune's course in deciding upon caps and lower case heads.

After an investigation and tests, the publishers of the New York Tribune decided in favor of upper and lower case heads because they were found to be easier to read. It is now generally conceded, also, that upper and lower case heads do not suffer in looks by comparison with the other style.

Jason Rogers in the same issue of Editor & Publisher takes a whack at scare headlines, and comments very sensibly as follows:

"A study of the routine first pages of our newspapers shows a purpose to manufacture a desired number of scare-heads regardless of news values or the news justification of the day. It is a parade of superlatives, a forced effort to manufacture human interest."

A consideration of the two articles referred to should be of assistance to any editor contemplating a new dress for his paper. Caps and lower case, with greater conservatism, would be a good plan for the average editor to follow. At least, that seems to be a tendency among some of the leading newspapers of the country.

The Ben Franklin club of southeastern Minnesota will hold a picnic at Beaver Lake, near Ellendale, August 4.

A boycott of daily newspapers which make a practice of playing up news of crime is being considered by Sioux Falls club women

**BRAINERD GRACIOUS  
HOST TO YE EDITORS**

(Continued from Page 1)

enable the association to give valuable service to its members. Resolutions were adopted protesting the proposed step of the Canadian government to prohibit the exportation of pulp wood to the United States; recommending the movement of Country Newspapers, Inc., an organization of newspaper men, to secure more national advertising; condemning free publicity; recommending the movement to obtain relief from the two last increases in second-class postage rates providing the same can be obtained without loss of the present zone system; favoring the exchange of advertising space for railway transportation and asking for legislation that will make such exchange legitimate. Resolutions were also adopted urging law enforcement and respect for law.

After the convention at Saratoga Springs, the editorial party continued down the Hudson to Newburg, then drove over the Storm King Highway to West Point, where they witnessed a special drill that made every visitor proud of his country. From West Point to New York City the trip was made by boat where four great days were spent visiting points of interest. On the last day the party went to Westchester county, the land of Washington Irving, and it was truly a perfect day in every way.

Minnesota was represented on the trip by the following:

- J. Harold Curtis, Plaindealer, St. James
- Mr. and Mrs. W. F. Duffy, Miss Margaret Linhoff, Argus, Shakopee.
- H. C. Hotaling, executive secretary, St. Paul
- Mrs. H. C. Hotaling and daughter Mary, Enterprise, Mapleton.
- Mrs. Fred Hadley, Enterprise, Winnebago
- C. I. Johnson, West St. Paul Times, St. Paul
- Mr. and Mrs. Oswald Leicht, Fric Presse Herold, Minneapolis
- Mr. and Mrs. Emil Leicht, Miss Henriette and Frederick, Herold, Winona
- Mrs. D. L. Morse, Enterprise, Winnebago
- Herman Roe, News, Northfield
- A. M. Wallace, Herald, Sauk Center
- J. W. Whitney, News-Messenger, Marshall

The officers of the association for the new year are:

- Wallace Odell, president, Tarrytown, N. Y.
  - Geo. W. Marble, vice president, Fort Scott, Kansas
  - H. C. Hotaling, executive secretary, St. Paul, Minnesota
  - W. W. Aikens, treasurer, Franklin, Indiana
  - Wm. M. Daley, Washington representative, 26 Jackson Place, Washington, D. C.
- The executive committee:
- G. M. Moss, Whitefish, Montana
  - Geo. Hosmer, Fort Myers, Florida
  - H. U. Bailey, Princeton, Illinois

- L. C. Hall, Wareham, Massachusetts
- George P. Dolliver, Battle Creek, Michigan
- E. S. Johnson, American, El Reno, Oklahoma

**Convention Notes**

William L. Daley, an associate of the National Publishers conference, who has been selected as the Washington representative of the National Editorial association, will look after legislative and departmental business for the association in Washington, and furnish member papers a weekly letter.

Minnesotans got into the camera's eye in New York City. H. C. Hotaling is shown wearing a broad and happy smile over the success of the tour; Herman Roe, "getting an eyeful of the Woolworth building," and Asa Wallace, so busy sightseeing that he could not take time off for lunch, eating something that looks like wiener sandwich or a three-ply banana—all in the Editor & Publisher of July 23.

H. C. Hotaling's smile in the picture just mentioned is accounted for. His report as field secretary of the association showed a balance in the treasury amounting to \$8,179.45.

B. J. Abram, president of the United Advertising agency, Sioux City, commenting on the work of the association, expresses the hope that every country editor in the United States will join the association, adding: "We represent 72 country papers in this territory and have for five years. We can see the difference in the service they render today and that of five years ago. It has improved 100 per cent, thanks to your organization and other similar organizations."

Here is a schedule of advertising rates approved by the association at the Saratoga convention:

Circulation	Rate per inch
500 or less.....	20c
1000 or less.....	25c
1500 or less.....	30c
2000 or less.....	35c
2500 or less.....	40c
3000 or less.....	43c
3500 or less.....	46c
4000 or less.....	49c
4500 or less.....	52c
5000 or less.....	55c

Some said that these rates were too low, considering the mounting costs of newspaper production.

The report containing the foregoing suggestion as to rates also called attention to the fact that from data gathered it appeared that national advertising constituted only about 17½ per cent of the advertising carried by country papers, and that, therefore, the home field should be cultivated to the limit.

The ladies attending the convention were entertained at a reception at Saratoga Springs, given by the Women's Civic League of Saratoga Springs. In the receiving line was Mrs. John F. Hylan, wife of the mayor of New York City.

In New York City the editors visited the City Hall, where they were addressed by Mayor Hylan; they were guests at a luncheon at the Bankers' club; they visited the new plant of the New York Tribune, and were dined at the Westchester-Biltmore Country club. At the country club dinner they were addressed by Arthur S. Tompkins, justice of the supreme court of the state of New York, and by Augustus Thomas, playwright. Entertainment features were furnished by headliners from the Keith vaudeville circuit. The farewell address was by J. C. Brimbleton, retiring president.

The proceedings of the convention are fully reported in the Editor & Publisher for July 21 and 28. The issue of the Editor & Publisher for July 28 praises the work of the convention in an extended editorial, which closes with this:

The work of the N.E.A. is needed and its future success is assured.

**URGES HIGHER PAY  
FOR THE REPORTER**

Charles I. Stewart, at the recent meeting of the Southern Newspaper association, of which he is president, said that one of the weak spots, and perhaps the weakest spot, in the newspapers in the south was in their reportorial service. He believed the fault lay with the publisher, usually, rather than with the managing editor or the reportorial personnel. As reported in Editor & Publisher, July 14, he said:

There is not, in my opinion, the proper appreciation on the part of the average newspaper publisher of the real value of the high class reporter, and the compensation offered for reportorial work is rarely sufficient to attract first-class material.

Many newspapers pay compositors more than they pay reporters, and yet the reporter is one of the most important means of contact between the publication he represents and the public. He performs a function that is much more than mechanical, and that may vitally affect the attitude of the public towards his publication.

A definite course by this organization, looking to a higher standard of reportorial service, would, in my opinion, be, not only a service to its membership and the communities they represent, but also the pursuit of sound business policy.

**Postoffice Asks Questions**

Some questions to be considered in the mailing work of a newspaper are discussed in postoffice bulletin 13076.

Here are some of them:

Are the addresses in a uniform position?

Are addresses sometimes mutilated in cutting them from the mailing strip?

Do address labels fall off because of a lack of paste?

Are addresses printed from worn out or dirty type?

## HOW ADVERTISING CUTS DOWN PRICES

Advertising makes an increased volume of business at the same overhead expense to the merchant.

Briefly, overhead expense includes all of the bills that the merchant must pay to maintain his business, except the bills he pays for his merchandise that he sells over the counter to the consumer. These bills must be met from the money he gets from the sale of his goods, and therefore, the amount of these overhead expenses has very much to do with the sale price of the merchant's goods.

The principal items of these overhead expenses are rent, wages for the owner and his helpers, delivery system, heat and light, telephone, fire insurance, and taxes. In addition to these there are many expenses to the merchant such as damaged goods, old stock on hand, and guaranteed goods that come back to the merchant. All of these and others are expenses to be met by the sale of goods. If these goods are not sold they represent a loss to the merchant that must be made up by charging more for other goods.

The tendency of intelligent advertising is to reduce the proportion of these expenses to the total volume of goods sold, thus making it possible for the merchant to sell goods at a lower price, because he does not have to mark up his sale price.—Arthur Hallam, instructor in advertising, University of Oklahoma.

## INTERESTING THINGS IN THE NEWSPAPERS

Those who are interested in solving the problem of how to make an interesting newspaper should read Bruce Barton's article, "Things That Interest You Most in Your Newspaper," in the July number of the American Magazine. The larger part of the article is made up of an interview with Karl A. Bickel, president of the United Press Association. What Mr. Bickel has to say applies largely, of course, to city papers, but there is much that may be adapted to the country weekly. The kind of thing, for example, that interests the general public through a city paper is the kind of thing that will interest a local public in a more restricted field. For example, Mr. Bickel says that by far the most interesting personality in news these days is Lloyd George. Well, nearly every community has its Lloyd George of a smaller scale. He is the man about whom home folks like most to read.

It will not do, however, to attempt to carry Mr. Bickel's ideas over into the country weekly without change. A country weekly must deal, chiefly, at least with the people of the community served—including in the community both town and country.

The Red River Valley News of Glynndon, Minnesota, has been absorbed by the Barnesville Record-Review. The Record-Review now has a Glyndon department of which R. B. Oshorn, former publisher of the News, is editor.

## PI A LA MODE

The Ely Miner, published by Peter Schaefer, has just begun its twenty-ninth year under Mr. Schaefer's ownership, with which it started.

The Minnesota Lake Tribune says—and says truthfully—in favor of advertising in country weeklies: "Even a small notice can't be buried out of sight of the eagle eyes which are 'gleaming' everything that the home paper contains. The folks are more interested in the announcements of their home town merchants than in any piece of news in the paper—local or general."

The Willmar Journal, with its issue of July 14, began its twentieth year of service.

Miss Margaret Wilson, daughter of former president Woodrow Wilson, is now associated with the Biow Company, Inc., a national advertising agency in New York City.

A. LaFreniere, editor and publisher of the Grand Rapids Independent, has been touring the Pacific northwest with his wife and children.

Sam Y. Gordon, state printer, and publisher of the Browns Valley Tribune, has been elected president of the Sioux Historical Trail Association.

C. Burges, publisher of the Clara City Herald, entertained the editors of the Seventh District Editorial association at his summer home at Green Lake, July 13-15.

The Mankato Telegram has been sold by McDonnell Brothers to John J. Sullivan of Gracetter, Iowa.

Miss Theresa Archer is now city editor of the Kerkhoven Banner.

The Evening Tribune of International Falls, Minn., has suspended publication. H. J. Miner, the publisher, will continue his weekly, the International Falls Press.

A merchant in a mid-western town made arrangements to serve free coffee to his customers Saturday afternoon. He was located in a small town where a large percentage of his Saturday trade came from farmers, and his idea was that providing a rest room and meeting place, with free coffee, he would attract a great many of these farmers to his store and many of them would buy, even though they did not come in with that intention. He carried on a vigorous advertising campaign in the newspapers circulating throughout that territory, and the results more than justified his expectations. He always had his goods attractively displayed, the greatest bargains being where they could be sure to catch the eye of all who came. Can't you get some merchant in your town to try out the scheme? It's worth the effort, for a lot of advertising is carried on in connection with it. Besides, it is likely to result in increased advertising from other merchants who wish to overcome the advantage gained by the first one.—C. E. L. in Editor & Publisher.

## HOUSEWIVES MAKE THE BEST CORRESPONDENTS

Men or women country correspondents—which? Women, reply twenty of the twenty-five editors who filled out answers to a questionnaire submitted by the editors of the Rural Press. Two replies show that editors prefer men correspondents in rural communities providing the men can be persuaded to give as much time as women would give to the same job.

One editor answered that he had no choice, and that "good ones of each sex were found on the paper." One reply suggested that a farmer could give better service because he had a bigger grasp on general news.

This answer may be taken as typical of those received: "Usually women are not so tightly gripped by business and work—work they feel they cannot drop a moment to write some items; women use the telephone more for 'visiting' and thus get news."

Housewives are singled out of this classification as the most desirable correspondents for various reasons, but the most universal answer was similar to this one: "A housewife who has some time at her command, one interested in church, lodge and social activities."

"Housewives are always at home and on the job—they use the telephone more than men." . . . "Women, especially housewives, are able to furnish personal items, such as sickness reports, births, deaths, parties and church activities because they are interested in such events."

Women are giving satisfaction in the editorial room as country correspondents, only there aren't enough of them in that capacity, seems to be the general opinion of the editors questioned.—Paul W. Kieser in National Printer-Journalist.

## THE INLAND PRINTER IS NOW NEARLY FORTY

The Inland Printer announces in its July issue that with the October issue it will be forty years old. It is going to celebrate the anniversary with the publication of a number that will reflect the development of the printing industry. The possession of a copy of this anniversary number should be something every publisher should prepare for. The publisher is a printer, and every printer should take pride in his art and strive for excellence therein. The number referred to will help toward such a goal. The Inland Printer is regularly one of the finest examples of the printer's art. To read it and study it, is to progress toward excellence, to improve one's service to his community, and to attain a greater prosperity.

A book of little masterpieces by a great newspaper man clearly describes "The Editorials of Henry Watterson," compiled with an introduction and notes by Arthur Krock, for many years managing editor of the Louisville Courier-Journal of which "Marse Henry" was editor and chief.—James Melvin Lee in Editor and Publisher for July 14.