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# AMONG OURSELVES

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## NEW PRESIDENT OF THE N. E. A. IS DEAD

Edgar S. Bronson, publisher of the El Reno (Okla.) American, elected president of the National Editorial association on May 24, died at his home in El Reno, while the members of the association were returning from their jaunt into Mexico as the guests of the Mexican government. Plans for further entertainment of the touring editors were immediately dropped and the editors went to El Reno to attend the funeral on June 8.

The other officers of the national association are: Vice president, George Marble, Fort Scott, Kansas, who will succeed Mr. Bronson; executive secretary, H. C. Hotaling, Minnesota; treasurer, W. W. Aitkens, Franklin, Ind.; executive committee, H. U. Bailey, Princeton, Ill.; J. C. Lochner, Claremont, Fla.; Herman Roe, Northfield, Minn.

### A Watch for Hotaling

Mr. Hotaling came back from the trip with a fine watch. No, it belongs to him, being the gift of the association for his distinguished services as executive secretary. It was presented at a banquet to the traveling editors at San Antonio, and at the same time Mrs. Hotaling received a handsome leather purse. Similar gifts were bestowed on Wallace Odell, the retiring president, and Mrs. Odell.

## GREAT EXHIBIT FOR PRINTERS PROMISED

A wonderful exhibit of the materials and machinery of printing is promised by Milwaukee in connection with the graphic arts exposition to be held there August 18-23.

According to word recently sent out, manufacturers from all over the country are planning to display their wares: Inks and printing, labor-saving equipment, binding equipment, presses of all sorts, and, in fact, practically everything which the printshop needs.

The exposition is mentioned here chiefly for the benefit of any who may be needing equipment of any kind. If there are any such, it would be well to write to The Milwaukee Graphic Arts Exposition, Hotel Pfister, Milwaukee, for details as to exhibits.

"Keep thy shop and thy shop will keep thee," said Poor Richard.

## ANOTHER BOUQUET

M. W. DePuy, manager of the printing department of the University of Minnesota, the other day received the following letter from Raymond & McNutt Co., Philadelphia, dealers in fine papers. It speaks for itself.

Dear Sir:

At a recent exhibition given in our house one of the prize brochures was your booklet entitled "Eighth Annual Editors' Short Course."

In my opinion the book is typographically perfect. If you would be so kind, we would appreciate having you send us one or two of these books in order that they may be placed on permanent exhibition.

We have two reasons for wanting a booklet of this character. First of all, it is on a paper we sell. The main reason, however, is to have it as an incentive for our printers to strive after.

Hoping you can see your way clear to grant us this favor, we are,

Sincerely,

T. MANNON,  
Service Department

## AD RESULTS UP TO THE NEWSPAPER MAN

"One thing above all others which we are trying to do is not to sell advertising but to help our advertisers get results," said J. W. Fisk of the Milwaukee Journal at the annual Editors' Short Course at University Farm, May 8-10.

"The only way to convince a man that advertising pays is to make it pay him; write copy that has a real message," continued Mr. Fisk. Illustrating this point Mr. Fisk recited the case of a local merchant who advertised, among other things, salt pork at 8 cents a pound but failed to create any special demand for the article. When the merchant's son asked why they sold no salt pork, the father replied that he guessed the people in the community did not use it. "That's where you're wrong," said the son. "I've seen barrel after barrel shipped in from the mail order houses." The result was the two looked up the mail order house catalog and found there a descriptive ad proclaiming salt pork as a delicacy in cookery and describing possible uses. The father and son adopted the same style of advertising, and thereafter had no difficulty in moving their salt pork supplies.

### Make the Retailer a Success

Mr. Fisk believed, furthermore, that the local publisher could make re-

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## FARM DEPARTMENTS BUILD CIRCULATION

Rudolph Lee, publisher of the Long Prairie Leader, at the Editors' Short Course at University Farm, May 8-10, outlined in a most interesting manner the development of the Farm Department in his paper. He said that the department was now a great circulation builder as well as an advertisement getter. It took time to get results but, in Mr. Lee's opinion, the time and money spent have been amply returned. A summary of Mr. Lee's talk follows:

"The Farm Department of the Long Prairie Leader is built on the idea that it serves a dairy county.

"W. W. Brooks, our field man, spent the first two years getting acquainted. The third year we began to put over projects which were calculated to help the farmer to make money.

"We advocated the purchase of dairy sires for Todd county herds. Last year we helped sell 55 purebred sires in Todd county.

"Next we took up the raising of feed on the farm. Alfalfa and sweet clover were stressed by Mr. Brooks. We found no dealers who handled seed, so the paper undertook to handle it. After consulting with the county agents the paper advertised the sale of seed on a co-operative basis. We would not sell less than a certain amount. We actually sold 32,000 pounds of seed this spring which was distributed all over the county. This made a great many friends for the Leader, and gave the impression that the farmer who does not tie up with the Leader is losing out. It helped circulation also.

### Sold Dairy Stock

"We wrote to all county agents in North Dakota that they had a chance to distribute some dairy stock (surplus stock) and that, if they would come to Todd county, Brooks would show them around. We advertised that we were going to have some buyers and had stock listed with the paper. We actually sold and delivered 14 carloads of stock. The average price per cow was \$69. If these cows had been sent to South St. Paul they would not have made more than \$8 or \$10 apiece. This did not cost the paper anything because the department was organized. This again increased the prestige and circulation of the paper and actually benefited the farmers.

"If the country editor wishes to increase his circulation and the prestige of his paper there is no agency that will do it so effectively as the establishment of a farm department.

### Right Man Needed

"In establishing a farm department we got the right kind of a man. Mr.

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## AMONG OURSELVES

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## ONE MAN TO ANOTHER

Salesmanship is a one-man-to-another affair.

Let that soak in.

It is true whether one is selling something over a counter or through the advertising columns of a newspaper.

The more of that intimate friendly confidence one can put into an advertisement, the more of that same thing will be created in the mind of the reader, and the more certainly will the advertisement be effective.

The one-man-to-another "approach" is worth cultivating. In fact, it is a part of the very foundation of success. Write as you talk.

## QUESTION ANSWERED

One of the questions presented at the round-table session of the Editors' Short Course in May was this:

Descriptions of delinquent tax lists.—Attorney general has ruled that the owner constitutes one description, while the law says that each parcel of land described constitutes one description. For example: John ones, E $\frac{1}{2}$  SW $\frac{1}{4}$ , W $\frac{1}{2}$  SE $\frac{1}{4}$ , would be one description, according to the attorney general, but two according to the law. Would you like to get the viewpoint of the editors on this.

The question was submitted to Everett Frazer, dean of the Law School of the University of Minnesota, who wrote:

The attorney general's ruling is in accord with the decision of the Minnesota supreme court in Daugherty vs. Real Estate Title Insurance and Trust Company, 85 Minnesota 518. The court therein says that "a description which is calculated to inform the owner that his land is to be sold is all that is required. . . . The test of sufficiency is relation to description of real estate in tax proceedings is whether a man of ordinary intelligence would identify the land described, with reasonable certainty.

## BACKING THE AD

Alvin, C. Ribelin, in an address given recently at the twelfth annual newspaper institute at the University of Washington, declared that if he were a publisher he believed he would print on the first page of every issue of his paper these words:

"You can rely upon the statements made in the advertisements

in this paper."

In addition, he would invite the public to report any case in which a statement was incorrect.

Of course such a statement as that quoted would have force only in so far as the public had confidence in the publisher of the paper. But if the publisher of the paper was a man in whom the people had confidence, we believe such a statement would have a real effect in added results from the advertising carried—would be a real service to the advertiser.

Why not try printing such a statement in a "box" and in boldfaced type somewhere on the front page?

## STANDARDIZE!

The big daily papers are discussing the standardizing of their merchandizing service for advertisers, as a means of promoting better and more advertising. The country weeklies have been discussing standardizing rates and so on for years. The thing to do is to act. There has been enough discussion.

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tailers a success, and that when a publisher did this thing for a retailer the retailer was going to be grateful and make further use of the paper and contribute in turn to its success. It was an endless chain proposition, said Mr. Fisk. Such a relationship between newspaper publisher and merchant, however, had to be established on the basis of sound service on the part of the publisher—service in making advertising effective. Such service could be given only after careful study as to what constituted effective advertising. In giving such facts as they seek for in making purchases of any kind.

The facts which are sought for include a description of the article advertised, often best given in a picture, some facts as to its quality—durability, etc., and the price.

The central point of Mr. Fisk's talk, however, was that the publisher should give assistance to the merchant in preparing his advertising and that as a basis for giving such assistance he

Another thing which Mr. Fisk emphasized was that advertising should be one of the most interesting parts of the paper. He said that the Milwaukee Journal had sent out a questionnaire, rewarding each answer with a bag containing \$3 worth of groceries, but requiring the person filling out the questionnaire to bring it to the office in order to get the reward. Some 3,000 women responded, and of these 53 per cent said they subscribed for the Journal because of its advertising. On the basis of this showing Mr. Fisk insisted that advertising should meet the requirements of read-

"The confidence and respect of the reader," is my answer to your inquiry; what I consider the most vital factors in gaining and holding circulation."—Adolph S. Ochs in Editor & Publisher.

A. W. Philstrom, editor, Hendrum Red River Review, has joined the staff of the Crookston Times. He is succeeded by C. B. Simonson.

## Who Pays for Advertising?

The following statement is reproduced here because it so clearly answers a question often asked:

That advertising not only does not increase the cost of the advertised article, but, on the contrary, makes economies possible that benefit consumers, dealers, manufacturers, and producers of raw materials, is the statement recently made by Dr. J. T. Dorrance, president of the Campbell Soup Company.

In 1898 the output of the Campbell Soup Company was 5,000,000 cans for the entire year.

Now—18,000,000 cans are produced in one week.

In 1898 the expense for salesmen was seven and one-half per cent and for advertising fourteen per cent of the selling price.

Now—the cost for salesmen is two and one-half per cent and for advertising less than three per cent, making a total selling cost of about five per cent, or two and one-half per cent less than it cost for salesmen alone in 1898.

The advertised price of Campbell's soup is twelve cents a can anywhere in the United States. This pays for the cost of the materials, the manufacturing charges, the transportation cost, and the profits of jobber and retailers.

The cost of advertising in a single can of soup is seventeen one-hundredths of one per cent.

As Dr. Dorrance puts it: "Advertising has assisted us to stabilize our business, to guarantee the consumer a product of uniformly superior quality at a low price, to make sure that whatever profit is made on our raw materials is made by the farmer, and to keep our manufacturing organization employed at steady wages throughout the year."

Advertising and advertising alone has made this possible.—Meredith's Merchandising Advertising.

## Ad Sold the Pigs

The Long Prairie Leader in a recent issue carried the following as a three-column ad, with plenty of white space to make it conspicuous:

Martin Hudalla, Bruce, advertised some little pigs for sale, in last week's want ad department. The paper was hardly in the mails before calls began to come in, and he sold all the pigs and could have sold more. Leader want ads are read by thousands of people. If you have anything to sell or exchange, try one. The cost is very small. Address or phone The Leader.

The want ad sold the pigs, and this ad of the want ad department ought to sell more want ads.

The National Editorial association re-elected H. C. Hotaling its executive secretary for another year, and continued Herman Roe as a member of its executive committee. The national association is pursuing the right policy in keeping good men on their jobs.

## ?? WHY MAINTAIN AN EDITORIAL COLUMN ??

### THE PAPER'S DISPOSITION

H. Z. Mitchell,

Bemidji Daily Pioneer and Weekly Sentinel

A store, even though filled with merchandise and liberally supplied with salespeople, is not attractive unless, in that store, there is an air of cordiality that makes the customer feel at home and insures confidence in the merchandise that is sold. This might be called the store's disposition. The editorial column of any paper is its disposition. It reflects the personality of the establishment, softens the cold commercialism of business and is the means of making the paper a power in its community instead of a mere purveyor of news.

Ideally, the disposition of a newspaper should, like the disposition of a man, be always sunny, full of smiles and attractive. Unfortunately, however, all editors are not of the sunny type, but, even then, it pays to be natural. There are men we all know, gruff and brusque, whom we love because of their sincerity and in spite of the severity of their disposition. It avails that man nothing to try to put on a forced front, his friends see through it and are less impressed than they would have been had he been natural. So with the disposition of a newspaper, which its editor often tries to hide with canned editorials, or, worse still, no editorials at all. The tersest sentiment of the editor himself would carry far more weight in the community than the most polished effusion of the man who grinds out countless columns to be used in hundreds of papers of varying sizes and complexions.

Nor can editorials be transferred from one paper to another and carry their original weight. The snappy paragraphs of Billy Noonan would look as out of place in the Rock County Herald as the studied discussion of serious economic questions from the talented pen of "Babe" Moreaux would be in the editorial columns of the Beaudette Region.

### "Write as You Talk"

The sincere newspaper man advises his advertisers to write their message to the buyers in their own language, "write as you would talk," is our favorite expression. In preparing an editorial column this holds equally true and the greatest force is secured from a natural, unrestrained conversation through the paper on pertinent topics about which the editor knows something.

We are assuming that every editor realizes the importance of having some kind of an editorial column, whether it be canned or original, stolen or bought. It is pitiful to pick up a paper that has no weekly message from the editor to his subscribers. Usually the paper itself reflects this lack of a connecting link between the publisher and his patrons. The store without a

disposition, lacking its air of comradeship, is not a popular place. It is used only in cases of emergency, it is never a community center where customers love to gather and visit while they are supplying their wants. Nor is the newspaper without an editorial column an inspiration to its community. We venture that such a paper has but few articles brought to it for publication, few tips purred into the ear of its news editor.

### Individuality Counts

To establish and follow a definite editorial policy is often difficult on a weekly paper, where the business and the editorial interests are so interwoven. Multiplicity of duties often causes the shirking of the one considered least important and where raking in the golden shekels is weighed against the manufacture of an editorial column the shekels always win, but there is no greater mistake than a continued neglect of the editorial side of the paper. No universal rule can be laid down, no form built up to follow. Each editor should follow his own peculiar style, jocosely, if he will and can do it well; studiously, if his training warrants a serious consideration of weighty problems, humane in his treatment of local conditions and sympathetic with those who look to him for support. Be natural and the success that your individual personality has won for you among your fellowmen will be won for your paper by your reflected disposition.

### EDITORIALS AND LEADERSHIP

Hugh H. Soper, Editor

Owatonna Journal-Chronicle

Editorial, according to the conception of those who are probably the most outstanding figures in the journalistic profession, is an expression of opinion, whether it be set down as argument, interpretation, or comment.

The editorial policy should be independent of power and greed. It should fear God, honor man, and seek to promulgate the betterment of the human race and the things that surround it. Among its efforts should be a search for social advancement and world peace.

The editorial policy should have certain qualities that will bring to it the admiration of man, enemies as well as friends. Among others these should include firmness, fearlessness, and tolerance. The newspaper, editorially, should be open to conviction. It should support at all times that which tends to promote the welfare of the public's interests, and it should assail, and with vigor, that which is destructive of public interests.

A newspaper should never use its columns for personal controversies, nor should it seek to destroy its competitor through a selfish desire to benefit by that destruction.

To be of real value and service to its community a newspaper must be a leader. The best means through which it can grow into leadership and exercise that quality is through a worthwhile and honest editorial column.

### Constructive Thought Demanded

An editorial, properly written, should not contain propaganda but honest opinion and constructive thought. It should be of such a nature that it would be a guide to a better community. It is the newspaper's chief driving power as a vehicle for community development and the education of the paper's readers.

A vigorous editorial column at once offers an opportunity for the newspaper to increase its service to its reading public and to disclose its character, that element which commands respect whether it exists in an individual human being or a journalistic enterprise.

This is perhaps true to an even greater extent with the country weekly than with its larger brother, the metropolitan daily. In the weekly's community, where the town's richest man and the village drunk are acquaintances and perhaps friends of the ordinary citizen, it is especially true. There the editorial dealing with local conditions or the local news may have a vast influence for the good of that locality or for its progress, and the community's betterment, morally and from a material standpoint, is the aim of the good country weekly.

Emphasizing in its news columns the local news and leaving world events and sensational features to its big city contemporary, the country weekly can best offer service through its editorial columns by a wise editorial policy which emphasizes and interprets local issues, conditions, and opportunities. The editorial columns should not, however, be localized to a point where they take no heed nor cognizance of national or state politics or happenings that are of importance or interest to the readers of the weekly.

Editorials, carefully written, accurate as to facts and logic, may build up a vast reader interest and a correspondingly vast reader influence, even for a paper which has a comparatively small circulation. Many a weekly paper, in face of strong weekly or daily competition, has brought to itself dominating popularity because it has had an editorial column voicing a policy that was steadfast and unhesitating.

### Editorials Brain and Backbone

The editorial column is, or should be, both the newspaper's brain and backbone—its brain because there is offered its opportunity to present constructive thought; its backbone because, after the journal's policies are once chosen, they must be backed without hesitation unless it is found

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## WHAT CONSTITUTES COMMUNITY SERVICE?

An answer to the question as to what constitutes community service is found in James Melvin Lee's discussion of the grounds on which he awarded the Editor & Publisher cup to the newspaper member of the National Editorial association which in the last year gave the best community service. The cup went to the Houlton Times, Houlton, Me., of which Charles H. Fogg is president and Charles G. Lunt, managing editor. Dr. Lee, in a letter setting forth the considerations in mind when making the award, said:

### Questions Indicate Factors

"In making these awards, it is only just to the contestants to list the more important factors which taken together determine the decision. These factors may be expressed in the form of questions.

"Does the paper so advertise the community that I should like to live there? This question does not mean the suppression of news of crime, for that is always present. The most that I can expect is that officers shall be alert in the detection and punishment of crime.

"The next question naturally follows. Does the paper encourage and stimulate officers to detect and arrest criminals? Closely associated with this question is still another. Does the paper support laws now on the statute books? Because crime is so closely associated with other conditions such as public health, three questions may be asked. What measures relating to public health and sanitation are advocated by the paper? What is the attitude of the paper in the matter of better government—cleaner politics? Where does the paper stand on civic improvements?

"The newspaper distinguished for community service must be taking out business insurance for its subscribers of tomorrow. Does the paper pay any attention to the welfare of the child? What is it doing to raise the standard of living for parents? Does it promote a community interest in the right kind of sports and amusements?

### Educational Factor

"The educational factor may again be divided into two factors. What is the paper doing by way of educational improvements and interest in the public schools? Is it educating its readers by articles of practical value, especially in the fields of politics, finance, and law?

"The matter of special campaigns shown in the news columns should not be overlooked. Are these campaigns conducted in the interest of the community or in the interest of the newspaper? Many worthwhile campaigns fail because of selfish motives on the part of the press.

"The main function of a newspaper is, of course, to print the news. Does the paper, therefore, give evidence of good reporting of public interest? This is a big factor.

### What About Better Business

"The best interests of the newspaper demand that the community shall be

prosperous. What is the paper doing for better business? In view of the character of the contestants, this business was found to be agriculture—in most cases.

"Community life often centers around the church. Is religion overlooked by the paper? The answer to this question is not necessarily found in the amount of space devoted to the news of local churches. This factor is hard to isolate because it should be found in many of the others."

In meeting the requirements indicated by these and other questions, the Houlton Times was awarded the honors for serving the community best.

### Northfield News Mentioned

The second honors went to the Quakertown Free Press, Quakertown, Pa., and the third to the Cedar County News, Huntington, Neb. Among the papers receiving honorable mention was the Northfield News, Northfield, Minn.

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Brooks is 54 years old and of sound judgment. He is more careful of expenses than a younger man. He was a very successful, practical farmer.

"Our circulation is four thousand copies a week—paid in advance. This circulation is what it is largely because of our farm department in charge of a practical farmer who is of help. Because the farmers see the Leader is of actual service, they take the paper.

"We pay Mr. Brooks \$25 a week and his expenses while he is in the field and furnish a Ford car. Mr. Brooks is employed about 40 weeks a year. We pay him \$50 a month in the months he can't get out. We turn the car in every two years. Mr. Brooks' personal expenses are little or nothing—sometimes less than 50 cents a week. The total expense last year was less than \$1,600.

### Will Conduct Surveys

"We are going to try to work up a proposition by which Mr. Brooks will make a survey of farms that are not making money and get them started on a basis whereby they can make money. Mr. Brooks has been asked so often by farmers to make surveys, that we are going to try the plan. If as a result of these surveys and advice the farmers get somewhere, we can then capitalize and can make a charge for such surveys. Other companies and businesses employ an efficiency expert or engineer, why not the farm?

"We believe that a farm department is necessary in every paper that is published in a rural community. In our case it has built up circulation in a wonderful way."

### A Good Wrapper

That's a good idea of J. C. Morrison's—that of putting up his single wrappers in a distinctive wrapper. It carries a wide green band down the left side and a box for the address, with room enough above the address tag for the title of the paper, place of publication, and subscription rate—\$2 per.

### School News "Good Stuff"

School news is good stuff for the country weekly. The paper that prints news about the activities of the boys and girls of the schools or about the schools themselves is going to get the attention of the youngsters about town and throughout the country side.

James E. Ostrum of Algoma, Wis., in Editor & Publisher, tells how one paper works the plan.

At least once a week the reporter goes to each of the schools for material from the principal and many column inches of news are furnished because of this. As soon as this paper comes out, which in this case happens to be a weekly, the principal clips all stories having to do with the schools from the paper, mounts them on cardboard and posts them on a bulletin board. Needless to say the students anxiously await the posting of this copy. So beneficial has this been to both students and publisher that students upon leaving the city subscribe for the paper, so accustomed have they become in looking for items of interest wherein they have a part even though indirectly.

### Bank Advertising

Originality in bank advertising is not very conspicuous. Perhaps the trouble is that the bank's chief commodity is service, and service is more or less difficult to treat with originality. However there are ways of tying in with timely subjects.

A Washington state weekly has been doing it by linking bank ads with diversified farming activities; telling the stories of farmers who have accomplished much by dairying, poultry-raising, or something else, and how the farmers have made use of the bank doing the advertising or banks in general.

Such advertising will be read, because it contains stories—and stories about the home folks.

### Holds Alfalfa Picnic

The Long Prairie Leader held an alfalfa picnic at the farm of its Farm Department editor on Friday, June 20. The picnic was the outcome of a great number of demands for visits by Mr. Brooks to farms to give advice as to alfalfa and sweet clover harvesting. Mr. Brooks could not spread himself over the territory, so a picnic was arranged for at his own farm, and alfalfa and sweet clover problems were discussed in detail.

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that they are wrong. In both of these functions plenty of opposition will develop to test the ability of the brain and the strength of the backbone. If the latter is weak and bends easily before these assaults, the editorial column will lose the respect of its readers. If it is strong, it may cause temporary or even permanent enemies—but even these will respect it for its strength.

A newspaper without editorials, without a spine, is the jellyfish of journalism.