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AMONG OURSELVES

PUBLISHED MONTHLY

Entered as second-class matter December 1, 1922, at the post-office at St. Paul, Minn., under the act of August 24, 1912.

Vol. III

ST. PAUL, MINN., JANUARY, 1925

UNIVERSITY OF MINNESOTA
DOCUMENTS

OCT 4 1976

ST. PAUL CAMPUS LIBRARIES
No. 2

AGRICULTURAL NEWS BOOSTS SUBSCRIPTIONS

A striking example of the way in which agricultural news interests farmers in subscribing for their trade center papers has been given in some work done by E. W. Smith, one of the farmers' institute workers formerly connected with the extension division of the department of agriculture, University of Minnesota, but now of the staff of The Farmer.

Mr. Smith set out to work out circulation problems for The Farmer in the field. He went into Swift county and there joined forces with the Kerkhoven Banner for a farm news gathering and circulation building campaign, circulation for both The Farmer and the Kerkhoven Banner to be sought. Mr. Smith traveled about through the Kerkhoven territory, visiting farmers, collecting news notes, and writing up his news notes for the local paper.

The results were highly satisfactory. The publication of the news notes immediately interested the farmers. Subscriptions for both papers "came easy." One hundred and twenty-six subscriptions were added to the Kerkhoven Banner's lists within about three weeks.

The same kind of work was done in connection with the Park Rapids Enterprise, and later with the Wadena Pioneer-Journal. In both Hubbard and Wadena counties the interest aroused was great.

Mr. Smith, discussing the plan, later said that he believed the plan was effective from the point of view of the farmers themselves, of the local papers, and of The Farmer. Among the farmers, interest was created in the activities of neighbors and in better farming methods and in marketing. This led to a desire to read the local news notes such as the local papers could use, and also to a desire to read the more extended articles on farming in the farm journal. The plan, further, gave a stimulus to agricultural extension work.

There is still another gain in the plan, and that is in the possibility it offers to educate the farmers in advertising. Mr. Smith in his news notes now and then mentioned items certain farmers had for sale. Such mention drew the attention of other farmers who wished to buy, and led to sales. Farmers in such cases are not slow to see the value of the local or the farm journal as an advertising medium. Thus is built up a chance to develop a good line of farm advertising.

In both circulation building and advertising, then, the plan is a good one—both for local papers and farm journals. Moreover the farmer benefits.

The plan is exactly that of the Long Prairie Leader, which has made a conspicuous success through the maintenance of a farm page.

If the results of these efforts by Mr.

Smith did nothing more, they would be worth the expense entailed simply for the evidence gained of the value of the farm page, and of the farm journal. The two can work together.

NEWSPAPER COURSE AT DUNWOODY INSTITUTE

The Dunwoody Industrial Institute, Minneapolis, is announcing a brief course in country newspaper making in connection with its department of printing, under the direction of Fred J. Landon.

The course is to deal with cost accounting, use of the Franklin price list, advertising contracts, law of libel, mailing privileges, responsibilities of those in charge of different activities on a paper, make-up and other work having to do with the appearance of the paper, types of pages.

It is possible, also, that some attention will be given to methods of building circulation, local advertising, and job printing.

Such a course ought to prove of real service to the men who are taking printing at Dunwoody and of immense value to the country weekly newspapers of the northwest.

Here's
to
A Happy New Year
to
Minnesota's
Newspaper Publishers

Twain Knew Value of Ads

Mark Twain, when editor of a small town paper, received a letter from a superstitious subscriber, saying he had found a spider in his paper and asking whether that was a sign of good luck or bad. The humorist printed the following answer:

"Finding a spider in your paper was neither good luck nor bad luck for you. The spider was merely looking over the paper to see which merchant is not advertising so he can go to that store, spin his web across the door and lead a life of undisturbed peace ever afterward."—The University District Herald.

The Austin Herald is evidently prospering. It is putting in a new 16-page Goss press as the climax of a \$10,000 addition to equipment, and J. H. Skinner, the editor, and Mrs. Skinner have just sailed for a world tour.

GETTING CLOSER TO LOCAL ADVERTISERS

The Advance-Press Bulletin, a house organ put out by the Springfield Publishing Company, Springfield, Minn., is just from the press, and it should be read by every country publisher in Minnesota.

This house organ is the fruit of an absolutely sound motive—that of bringing the Springfield Advance-Press into closer and more intimate touch with the business men of Springfield and the surrounding country. If future issues maintain the standards of this first issue, you are going to see the advertising and the business of the Advance-Press climb up and up and up. Maintained at the level at which it has started, it can not fail to make friends for the paper. It is full of that intimate frankness which is convincing and indicative of sincerity.

Bulletin Salutatory

But the best evidence of its quality is in its own salutatory, which follows:

This is the first number of the Advance-Press Bulletin. Others will follow "once in a while."

The Bulletin will serve as our house organ. House organs serve a useful purpose; they bring us closer together and make for a better understanding between us.

The Springfield Advance-Press is the spokesman for the city and the community. It breathes the spirit of the community. By its appearance the city is judged. As its publishers we realize that we bear a heavy responsibility. We want to make good, for our sakes and for yours.

Because we have so much in common, we want to make this Bulletin a means of communication between us and the business element of the city. In this Bulletin we shall feel free to discuss the ways and means of furthering our mutual interest and of building up the community.

We do not underestimate the value of personal contact. We shall continue to keep in close personal touch with you. But the Bulletin will afford further means of keeping in intimate touch with you, the business and professional men of Springfield, who make Springfield what it is. We hope you will consider the Bulletin a personal message and accept it in a spirit of co-operation.

This salutatory is supported by one of the best editorials on trading at home that has come the way of Among Ourselves. It is the kind of editorial that ought to carry conviction to business men and advertisers. Here it is:

Trading at Home

Every once in a while some outsider from the cities comes along (Continued on page 4. Col. 3)

This archival publication may not reflect current scientific knowledge or recommendations.
Current information available from University of Minnesota Extension: <http://www.extension.umn.edu>.

AMONG OURSELVES

Published in the interests of the weekly press
of the State of Minnesota

by
The Division of Extension, Department of
Agriculture, University of Minnesota

Edited by W. P. Kirkwood, E. C. Torrey
University Farm, St. Paul, Minn.

Published monthly at University Farm,
St. Paul, Minn.

WRITING ADVERTISEMENTS

Among Ourselves for December had something to say about writing advertisements. Now comes Arthur Brisbane, a "greater light," with something on the same subject which was delivered in the form of a talk before the Sphinx club in New York City. As reported in Editor & Publisher this is what Mr. Brisbane said, in part:

If you don't feel it intensely when you write it, how can you expect anyone to feel it when he reads it?

Whatever you write, or whatever you do, do it as though it had never been done before.

The fundamental idea in advertising is to get a thought from your mind into the mind of another person. Before you can write successful advertising you must first know what you wish to say, and, second, put it into such words that it can be readily understood.

You have to do five things in advertising. You must make people see it; read it; understand it; believe it; want it.

Dante said, "Give light and people will find the way." You can tell a man how to traverse a dark road. But hold a light for him and he will not need your direction.

Advertising is THE light.

NATIONAL ADVERTISING

Getting national advertising is not a thing to be accomplished by spasmodic effort. It can be accomplished only through persistent effort, and long continued effort. But such effort, if wisely directed, will bring results.

G. L. Caswell, managing director of the Iowa Press association, is undertaking a plan to foster national advertising among the country weeklies of his state. He has sent a letter to country weekly publishers, urging them to persuade their local merchants to write directly to manufacturers and other national advertisers explaining their needs as to advertising.

Mr. Caswell's idea is a good one—on condition. And that condition is that enough publishers get enough merchants to write not only one letter but many, and then to follow up their first efforts with others. We can't very well see how

such a campaign, kept up, and coming from a sufficiently large number of merchants, can fail to make an impression on manufacturers and wholesale distributors.

BOOK ABOUT PREACHERS

What is your opinion of the preacher—of preachers in general? Perhaps it is rather vague, whatever it is. That is one of the troubles with most of us; we have certain notions about men and women in fields of activity other than those we are familiar with, and we form judgments of men and women from such notions. Often these notions are wrong.

That is what William G. Shepherd, a former Minneapolis newspaper man, found out when he set out to write a series of articles about, or interviews with, prominent clergymen for Collier's Weekly. He says that he discovered that his newspaper impressions of every great clergyman whom he met in gathering his interviews was utterly wrong.

Mr. Shepherd's interviews have been published in book form, and the book ought to be good reading for both newspaper men and preachers.

VISITING AROUND

Visiting around among one's advertisers is both pleasant and profitable. There is nothing equal to friendly, intimate conversation to stimulate an interest in the commodity one has to sell. Does the merchant wish to increase his business? He does, if he is a "live one." Talk it over with him.

Earl D. Cross is now business manager of the St. Cloud Daily Journal-Press, succeeding J. F. Gaspard.

At the recent conference on the conservation of forest products, President Coolidge said: "This conference has been called for the purpose of further attempting to deal with the problem of our national timber supply. One of the chief items in that problem is the present appalling waste. Some of this waste may be unavoidable, but to a large extent it is unnecessary. The time is at hand when our country is actually confronted with a timber shortage that can be remedied in only two ways: by diminishing the present waste and increasing the present supply."

A Call for Specimens

F. K. Phillips, manager of the education department of the Vocational Education Association of the Middle West, is asking for specimens of linoleum block printing for display at the convention of the association to be held at the Sherman hotel, Chicago, February 12-14. Specimens should be sent to A. G. Bauersfeld, supervisor of technical work in the high schools of Chicago.

I believe that a systematic study of the newspaper in the form of a course in "How to Read the Newspaper," should be offered in every high school.—Grant M. Hyde, University of Wisconsin.

VETERANS ADVISING CUBS TO SPECIALIZE

Two "veterans" in the newspaper field have recently been interviewed as to the way to get on in the newspaper field, and both have said: "Specialize."

The two veterans referred to are Dean Walter Williams, School of Journalism, University of Missouri, and Heywood Broun of the New York World.

Dean Williams, whose interview was published in a recent issue of Editor & Publisher, has this to say:

Now, the tendency is for men who plan to enter journalism to sink their roots down into some one subject in which they can become an authority. They are the sort of men who are sought for by the editors. Their job remains sure.

Authoritativeness is what holds down a job.

It is remarkable the number of calls we receive for agricultural editors, for instance. We are also being asked for men who have studied radio, who have taken a course in general electricity, plus a history of the development of radio itself.

Heywood Broun puts the same idea in this way:

Develop your ability along a certain line; don't let anything stop you.

Specialization is the big thing in the newspapers today. If you can do something a little better than someone else, you'll get ahead, no matter what your field.

This advice does not apply so much to the country weekly publisher, but there are many boys and young men on country weeklies who dream of the time when they may shift to metropolitan dailies. The dream is something which ought to be weighed with care. The country field has certain decided advantages over the city field that ought never to be overlooked by the boy in the country. But if the country boy is determined to enter the city field, he ought by all means to accept the advice of the two veterans quoted. The trend is toward specialization, and specialization pays.

Back to California

Fred E. Hadley, for many years editor and publisher of the Winnebago (Minn.) Enterprise, has returned to San Diego, Cal., his birthplace. Citizens of Winnebago gave a farewell dinner in his honor.

Western Magazine, St. Paul, of which Edmond L. DeLestry is editor, celebrates its twenty-fifth anniversary this month with a special number. The number is one of special interest to the people of Minnesota and the northwest.

E. B. Dahl, owner and publisher of the Pine River Sentinel Blaze and postmaster at Pine River, died at a hospital in Brainerd early in December, following an operation for appendicitis. He was 45.

A STUDY OF WORDS AND PHRASES

(Note.—This is the third of a series of papers on writing for the press.)

In the second paper of this series, it was said that the right use of words was a life-long study. The cross-word puzzle, however, is not the best way to go about such a study. The dictionary is the thing. The dictionary habit should be cultivated; it is one of the virtues of the good newspaper maker. There is just the right word with which to express an idea. The thing to do is to find that word in every case; it's worth sweating blood over.

Fortunately, however, former newspaper makers have given the subject a good deal of study, and have indicated some of the errors to be avoided. William Cullen Bryant, as editor of the New York Evening Post, was one of the first to do this, and his list is the basis of most of those which have followed. Lists of the kind are too long to be given in full here, but some of the more common errors may be pointed out. Here they are:

DO NOT USE

- Above or over for more than.
- Ability for capacity.
- Amateur for novice.
- Accord for give.
- Aggravate for irritate.
- Anticipate for expect.
- Audience for spectators.
- Bag for capture.
- Banquet for dinner or supper.
- Canine for dog.
- Claim for assert.
- Couple for two.
- Conclude for close.
- Devouring element for fire.
- Don't for doesn't.
- During for in. "During the night" means throughout the night.
- Endorse for approve.
- Event for incident or occurrence.
- Graduate for is graduated.

- Groom for bridegroom.
- Inaugurate for begin.
- In our midst.
- Juvenile for boy.
- Lady for wife.
- Learn for teach.
- Loan for lend.
- Locate for find.
- Majority when plurality is meant.
- Mrs. Governor, Mrs. General, and similar titles.
- Murderous for deadly or dangerous.
- Mutual for common.
- Notable for noteworthy.
- Partial for partly.
- Past for last, in expressions like "the last two weeks."
- People for persons.
- Portion for part.
- Posted for informed.
- Quite, in such expressions as "quite good." Quite means wholly.
- Retire for go to bed.
- State for say.
- Stopped for stayed, as at a hotel.
- Tender for give.
- Transpire for occur or happen.
- Would seem for seems.

The list might be extended almost without limit. We are careless in the use of words; we need to be careful. The trouble is we take a lot of words at the values given them by the careless users or misusers. Take the word "lurid," for example. How often it has been misused in describing a fire in the sense of "brilliant," when it means "pale" or "ghastly." We do these things because it is the easiest way.

In the same way we fall into the habit of using trite and threadbare phrases, ready-to-wear expressions known in these days as bromidioms. Here are a few such phrases. How often have we all been guilty of using them instead of taking the trouble to make our own phrases.

- Admiring friends.
- Angry mob.
- Avenging justice.
- Bereaved widow.
- Beyond peradventure of a doubt.
- Bolt from a clear sky.
- Brand from the burning.
- Breakneck speed.
- Carnival of crime.
- Caught like a rat in a trap.
- Caught red-handed.
- Checkered career.
- Cool as a cucumber.
- Dull, sickening thud.
- Extended heartfelt sympathy.
- Festive occasion.
- Goes without saying.
- Grewsome spectacle.
- Heart-rending screams.
- Large and enthusiastic audience.
- Prepossessing appearance.
- Presided at the piano.
- Put in an appearance.
- Rising young lawyer.
- Rooted to the spot.
- Scene beggared description.
- Smoking revolver.
- Stepped into the breach.
- Took the bit in his teeth.
- Tripped the light fantastic.
- White as a sheet.

In the first paper of this series, something was said about the three essentials of good news-writing—clearness, conciseness, and originality. Well, the use of such phrases as those given and of almost numberless others is anything but originality. The only thing is to avoid them; shun them as you would the smallpox—in St. Paul or Minneapolis—and make your own. To make your own may put a strain on your mind and vocabulary, but it is worth while. Originality in phrase-making can be cultivated. Try it, and then keep on trying.

WHAT CAN I SPEND FOR ADVERTISING?

How much to spend for advertising is a question which many a retail merchant asks himself. The Chamber of Commerce of the United States has been trying to get down to facts as disclosed by the practices of successful merchants. The results as published in the N.E.A. Bulletin for December are:

Grocery Stores	Figures
Sales less than \$30,000	0.2%
\$30,000 to \$49,000	0.2
\$50,000 to \$99,000	0.2
\$100,000 to \$149,000	0.3
\$150,000 and over	0.3
Shoe Stores	
Sales less than \$30,000	1.6
\$30,000 to \$49,000	2.1
\$50,000 to \$99,000	2.2
\$100,000 to \$249,000	2.8
\$250,000 and over	3.8
Department Stores	
Sales less than \$250,000	1.7
\$250,000 to \$499,000	2.2
\$500,000 to \$999,000	2.9
\$1,000,000 to \$3,999,000	2.9
\$4,000,000 to \$9,999,000	2.9
\$10,000,000 and over	3.2
Jewelry Stores	
Sales less than \$20,000	2.6

\$20,000 to \$49,000	2.9
\$50,000 and over	4.3
Drug Stores	0.7
Specialty Stores	3.4
Clothing Stores	1.98
Hardware Stores	
Sales less than \$25,000	0.66
\$25,000 to \$49,000	0.65
\$50,000 to \$99,000	0.79
\$100,000 to \$199,000	0.71

Another Hit for Advertising

A few years ago it was easy to stop "Old Dobbin" and read the sale bills at the crossroads. But now no one parks Lizzie in the ditch and stops to read sale bills. They step on the gas and go home and read the Review. That's why an ever-increasing number of wise men advertise their sales in this paper.—The Service Sheet, Cornell University, copied from a western paper.

The Mankato Free Press has purchased the business of Walter S. Booth & Son, Minneapolis, printers of legal blanks and publications.

After Country News

The Niagara Herald at Middleport, formerly known as the Middleport Herald, has changed its policy as well as its name. In essence, this is what it says: The Herald has been a town paper, recording Middleport news. It feels that the whole county is its field. The county is agricultural, a prosperous fruit-growing region. If the Herald is to fill its field, and is to render service, it must not only record news, but give the latest and best agricultural information to its readers.

So the Herald has brought on its staff as editor a Simon-pure agricultural man, Henry A. Perry, and is making a special effort not only to record the events of the town but to give both news and information to farm and country-side. James A. Stockwell is the member of the company primarily responsible for the new policy.—Service Sheet, Cornell University.

WORKING UP YOUR CLASSIFIED ADS

The Northfield News has been going after classified ads in a way that has been building up the department. Among Ourselves has some of the material used in getting the business, and it is worth a description here as a suggestion to others.

The chief item among three furnished is a four-page circular, the first page of which is reproduced herewith. The inside of the sheet, using two pages, is a reproduction of the classified ad department of the News. Half of the back page is for the address to subscribers and others, and contains this:

A Special
WANT AD
Offer for

1c Paid
Northfield, Minn.
Permit No. 14

Boxholder

(Cut)

In mailing this out, the circular is folded, with the address exposed, of course.

The full page is 7 by 10 inches, the reproduction of page 1 here given being about two-thirds full size.

This alone ought to be, and doubtless is, a real business getter. But the News makes it even easier by another sheet, 8½ by 11 inches, light orange. On this in red ink is printed a statement of the advantages in using Northfield News want ads. About one-third of the space at the bottom is taken up with a blank form, addressed to the News, and giving an order for an ad, suggested copy for which is pasted on, with price for ad and for a trial subscription for the News. In short, in this piece the News presents briefly reasons for advertising, copy for an ad, and order to be signed by the advertiser; all of which makes it easy for the prospect to comply with the solicitation for business.

The other piece of direct-by-mail advertising for the classified ad department is a salmon-colored sheet, 5½ by 8½, outlining a "Special Trial Offer," and good for 25 cents on the purchase of a classified ad, on condition that a dollar bill is attached for a six-months' trial subscription. Below is space for copy for an ad.

The foregoing description is not detailed enough to enable a publisher to duplicate the items, perhaps. They should give a clear idea, though, of the systematic way in which the News "drums up" business.

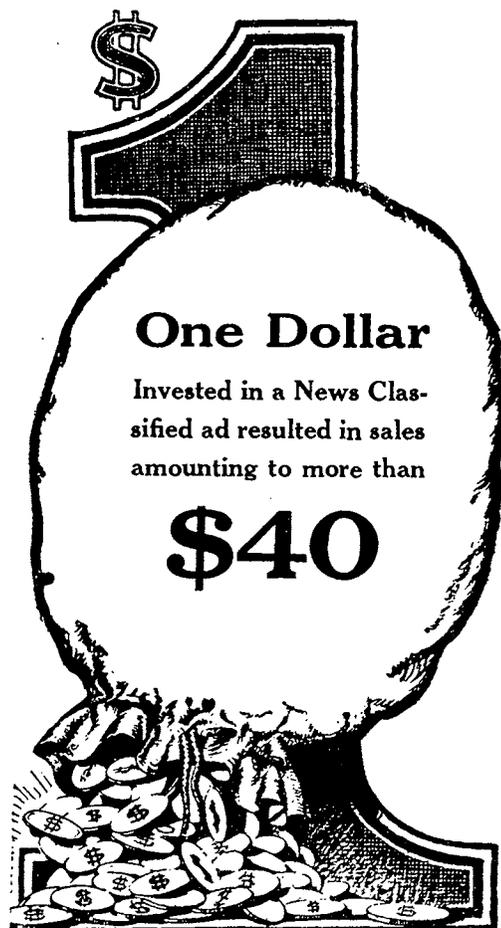
It gets business, and it does another thing: It helps to educate the people who read the News as to the value of advertising; it teaches the use of advertising and invites to the reading of advertising.

Doubtless the News would be glad to furnish inquirers with samples, and any publisher should be able to adapt the system to his own peculiar needs.

Use The News Classified Advertising Department

When you want to

BUY - SELL - TRADE - RENT



And you'll earn or save
the subscription price of
The News many times in
a year.

The statement below was made
by a News Want Ad user April
27, 1923:

A. B. KNAPP said: "I've sold eggs to farmers at Union Lake and at Randolph. In fact all over the community. Up to Monday my sales of hatching eggs resulting from my ad in THE NEWS amounted to \$41.76. It surely pays to advertise in THE NEWS."

This is the little ad that
did it

For Sale—Eggs for hatching, S. C. White Leghorns. The hen that lays is the hen that pays. 15 for 75c; \$1.50 per hundred. A. B. Knapp. *12-4

A little "For Sale" or "Want Ad" in the Classified Advertising Section of the Northfield News will find a buyer for you, or someone who wishes to rent or exchange, in less time and at less expense than you can get in touch with them by any other method.

The farmer with pedigreed seed grain, purebred or high grade live stock, poultry, etc., will readily find buyers for his products if he offers them at reasonable prices to our large family of more than 12,000 readers.

NORTHFIELD NEWS
Northfield, Minnesota

(Continued from page 1. Col. 3)

and wants to put on some "trade at home" campaign. The newspaper is usually asked to take part in it. We see such campaigns in other country papers received on our exchange table. Of course, we believe nothing would be better for Springfield than that every man, woman and child in this trade territory traded here. Thousands of dollars are going to the mail order houses and to city merchants. But such campaigns often do no more than put money into the stranger's pockets.

From our experience we have come to the conclusion that a great many people, farmers especially, don't enjoy being continually told to "trade at home." Many even resent it. Open criticism of mail order houses simply boosts such concerns. If we can show the buying public that it pays to trade in Springfield, the public will trade here. Prices talk. Money talks. Quality of goods talks. Courtesy talks. Service talks. Friendly co-operation talks. And advertising of the right kind will do much to overcome the natural inclination of many people to "send off" for their merchandise.

The Bulletin is issued in pamphlet form 6 by 8½ inches, with a cover in gray. It is conservative in appearance and sound in content.

Carlos Avery, publisher of the Hutchinson Leader, has been appointed vice president in charge of work for the American Game Protective and Propagation association, New York.

The Hanley Falls Press has suspended publication, owing to lack of advertising. Hanley Falls is now without a newspaper.