

N 2000
40 V.3#3

UNIVERSITY OF MINNESOTA
DOCUMENTS
OCT 4 1976
ST. PAUL CAMPUS LIBRARY

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., JULY, 1925

No. 8

EDUCATION IS NEEDED TO BUILD HOME TRADE

The building up of community sentiment for trading at home is not to be accomplished by spasmodic effort. It is a thing to be accomplished, on the contrary, by careful organization and the persistent use of every legitimate means of influencing opinion.

Every live community should organize for the prosecution of what might be called a permanent campaign. This would not mean that the organization should keep up a constant din about trading at home, but that through some active committee it should find and use new ways and means of bringing to the attention of the public the duties and obligations of every individual to his community as a whole.

Kind of Organization Needed

Such an organization should include all of the business and professional men, and, of course, the newspaper publishers. It should include, also, in so far as possible, representative farmers. The members of the organization should, in the first place, commit themselves to the trading-at-home principle. Membership in the organization itself should commit one to that. Then the organization should plan on three methods of influencing public opinion.

Its members should familiarize themselves with sound arguments—not simply pleas for loyalty—for trading at home, and should, as occasion offers, spread these arguments abroad in their personal dealings with others.

Its members, next, should stand back of publishers in the presentation of these arguments in display type in the pages of the newspapers. The publication of such educational advertising is just as much a duty of the business man as it is of the publisher himself.

Then the merchants, bankers, and all who have anything to sell, whether goods or service, should study the problem of advertising their goods or service effectively. They should, also, unfailingly back up their advertising with goods of high quality at right prices and with good service.

Such a program, persistently carried out, cannot fail to get results.

Such a campaign, however, means education, and education is a thing not to be accomplished in a week or a month. Sentiment of the kind desired has to be built up through months and even years, but it can be built up.

A Sample Wisconsin Ad

A suggestion as to the kind of educational material which ought to be effective is found in the following from a series of advertisements run by B. R. Atwood, publisher of the Amery (Wis.) Free Press:

Why Trade at Home?

The dollar which you spend at a local store is started on a round in the community. You pay it to the

The Front Page That Won the Prize at the Recent Editors' Short Course

grocer, he pays it to the creamery for butter or to some farmer for eggs, the farmer pays it to the lumberman who has put up his silo, the lumberman pays it to you for shoes if you are a shoe dealer or for gas if you are a gasoline man. All of it doesn't circulate at home, but a part of it does. Some goes to wholesalers perhaps; but the part that does circulate at home increases prosperity in the community. But the dollar you send off to buy things elsewhere doesn't contribute anything to community prosperity. It may or may not save you a few cents, but that's

the end of its possible good to your community. In buying anything—shoes, groceries, hardware—you pay not only for the goods, but for service. If you and everybody else bought your drugs by mail order and so forced your druggist out of business, what would you do in case of the sudden illness of your child and the emergency need of supplies? That's what it means to have a druggist near. That's what it means to have someone to serve you near at hand. When money is scarce, crops fail, or ill health overtakes you, or work (Continued on page 4, col. 2)

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.

BACKING FOR EDITOR

Payment of \$1 a column for country correspondents was advocated in a paper read at the last annual Editors' Short Course at University Farm by the editor of *Among Ourselves*. The suggestion did not meet with a very warm welcome.

We still believe our position sound. Briefly stated, it was this: Success for the country weekly depends on the thoroughness with which it covers its news field. It cannot cover its field without correspondents who are alive to the interests of the paper they serve. One of the strongest incentives to alertness is an adequate return. In view of the success of certain papers in paying \$1 per column, this seems enough, but not too much.

Now comes a statement from Frank O. Edgecombe of the Geneva (Neb.) Signal, recently elected president of the National Editorial association, which says:

We have twenty-three agents (correspondents).

We pay these agents for the news service in cash—from two cents an inch to \$8 a month, varying the payments in accordance with the service performed, and paying bonuses to those on the inch basis. We have a very complete news service.

We compensate the agents further, and some of them quite largely, with commissions on subscriptions, advertising, and job printing.

We, of course, test out these problems in as scientific a way as we know how. We have found that the better service we give in our local correspondence in any community, the more subscribers we gain and keep on our list in such a locality.

* * * * *

Back of a successful correspondence system must be careful editing.

The Geneva Signal really has tried out experimentally the plan advocated, and Mr. Edgecombe says "it works."

THE AD PROBLEM

We can't get away from it—from the idea that one of the major problems of the country weekly is that of building up advertising patronage. In fact, this problem is fundamental. It is one of the essential factors of success.

Consider the answers submitted to the question in the contest on what the Minnesota Editorial association could do for the newspapers of Minnesota, at the recent Editors' Short Course. The answer by H. Z. Mitchell, the prize winner, suggested the placing in service of a field secretary; to do what? To aid, for one thing, in building advertising. This month we print the substance of two other

answers. They, too, suggest more advertising.

The problem is how to get this advertising. The answer is: By selling the local merchant the advertising idea. To do this, one will have to educate many a merchant in the art of advertising. But it will be worth while, and it is the only way.

Once you sell a merchant on advertising, the results become cumulative. The merchant increases his advertising. His example is followed by some rival. Then the merchant talks to the traveling salesman who comes from the city wholesaler, and may get some advertising support there—some day he'll get more. So it goes.

But there is need of some leadership in this business of educating the local merchant in the art of advertising.

How about a field secretary?

BUSINESS IS GOOD

Did you see that full page ad carried by the Curtis Publishing company in the daily papers? It was headed "Facts," and told the reader in clear-cut fashion that "never were the times better set for progress" than they are today. It then proceeded to tell why this was the case: That retail business in the United States in 1924 was the biggest on record and that of 1925 was running ahead of 1924; that the wealth of the world was far greater than in 1913, despite the war; that our transportation facilities, more efficient than ever before, are being used to their fullest extent; that the agricultural situation indicates an even higher level than a year ago, and that our foreign trade is the greatest in history.

What is the moral?

It is: Put on more pressure. There is more business to be had, get your share, and get it while the getting is good.

Of the essentials in editorial writing, whether it be for the daily or weekly newspaper, two of the most important are simplicity and naturalness.—Build Wisconsin.

Profit by New P.O. Rate

New York weekly newspapers are reported to be "cashing in" on the increase in postal rates for third-class matter. They point out to their subscribers and others that it costs more to remail their papers to friends elsewhere than it does to carry an extra subscription for those to whom they may wish to send the paper.

A Layout Plan

Set up a line of each of all borders, rules, and ornaments in the plant and pull several dozen proofs. When you arrange a layout incorporating any decorative material, clip from the proof sheets specimens of what is desired and paste small portions on the layout, completing the designs roughly with pencil. This will clearly inform compositors what material to use, show in advance whether a better selection could be made, and give the customer a suggestion as to how the piece of printing will appear.—The Country Publisher.

MINNESOTA AT THE
N. E. A. CONVENTION

Minnesota had a large place at the convention of the National Editorial association in Richmond early in June.

H. C. Hotaling of the Blue Earth County Enterprise, executive secretary of the national association, announced that the membership of the association had increased 800 in the course of the year. While that was gratifying in some respects, Mr. Hotaling believed that the membership could be increased to 5,000. It is now 3,000.

Mr. Hotaling reported that the association had more than \$11,000 in the treasury, an accumulation which had been allowed in order that the association might undertake some constructive service for the press and for the country. He recommended the appointment of a committee to take under consideration activities which might show the power and strength of the association as a national force.

Cost System Only Sure Way

Herman Roe of the Northfield News, chairman of the advertising committee of the national association, presented a comprehensive report insisting that the only sure way to prosperity on the part of the publisher was through the installation of the cost system. In urging this point the committee's report said: "The cost of white space used by advertisers is the same. But there the uniformity of service ceases. At this point the cost system should be applied and every advertiser should pay for his space just what every other advertiser pays. Then he should pay in addition what it costs to produce the advertisement. . . . Other lines of business are learning to charge each patron for exactly the service or merchandise which he receives plus a reasonable profit. The printer or the publisher will never be on the way to a place in the confidence of the public until he does likewise." This means an extra charge for heavy copy.

Roe Made Vice President

Mr. Roe was honored by election to the vice presidency of the national association. Frank O. Edgecomb of the Geneva (Neb.) Signal was elected president. Mr. Roe's paper also won second place in the front page make-up contest, first honors going to Houlton (Maine) Times, Charles H. Fogg, publisher.

First place for the best editorial page was awarded to the Rhinebeck (N.Y.) Gazette, Jacob H. Strong, publisher, the second award going to the Houlton (Maine) Times.

The award for the best example of community service was given to the Quakertown (Pa.) Free Press, C. M. Meredith, publisher. Mr. Meredith's achievement was the putting across of the \$350,000 sewer project for his town. The second award went to the Geneva (Neb.) Signal, Frank O. Edgecomb, publisher.

Membership Increased

The contest for new members of the national association was won by John C. Lochner of Sarasota, Fla., who added 132 new names to the list. Second prize was divided between C. M. Meredith and a third to J. C. Latimer of Staunton, Va. Each of these men turned in a list of 110 new members, but Mr. Meredith got his list in first.

(Continued on page 3, col. 2)

**MAKE GOOD AD MEN
OUT OF MERCHANTS**

Scott N. Swisher, publisher of the Le Sueur Center Leader, in his paper which divided second honors for the best statement as to what the Minnesota Editorial association could do to add to the prosperity of Minnesota newspapers at the last Editors' Short Course, suggested as a major project for a field secretary "a systematic effort to make good advertisers out of merchants in the towns of the various publishers." Mr. Swisher followed this up with:

The great majority of the publishers know a great deal about their own business and would be likely to resent being told how to run it, but they would welcome some help in getting the local merchants to know more about the business of the publisher and its importance to his business.

* * * * *

We will assume that a plan can be worked out for a field man. In that case, the major project should be to promote what might be termed a short course in advertising to be carried right into the towns of the various publishers and put on, say, for two days, for the benefit of merchants, and, indirectly, for the publisher, of course.

In the experience of the writer in a number of places, it has been found that the greatest trouble with many small town merchants is that they have not the slightest idea as to how to write an ad; dislike to do it, and put it off till the last minute, and finally lapse into the non-advertising class, with the excuse that "it does not pay, anyway."

Mr. Swisher suggested further that a field secretary could present the case of advertising to every convention of retailers and wholesalers, and of other organizations.

Mr. Swisher believes that it might be possible to finance a field secretary by selling such an advertising short course either directly to publishers or co-operatively to publishers and merchants. He thinks there ought to be 100 publishers in the state who would be willing to pay \$50 each for a two-days' course for their merchants once a year, and that this would provide \$5,000 to maintain a field secretary. He suggests that by "putting over" such a plan, a field secretary would himself, in fact, finance the field secretary project.

Chance for Foreign Ads

Thorval Tunheim of the Warren Sheaf, who shared with Mr. Swisher second honors in this "essay" contest, urged as a major line of attack on the part of the state association a shifting "of a certain amount of advertising from national magazines and newspapers of a sectional character to the country weeklies of the state."

Mr. Tunheim says he is aware that this has been proposed and even attempted before, but that something could be done by concerted and persistent action. As a plan of operation, he recalled an effort on his own part in Warren when he suggested to the Commercial club that local merchants should put up to traveling salesmen the proposition that their goods should be advertised in local papers. He said that the wholesaler would

listen to his patrons in the country and if the wholesaler found a merchant who believed in advertising and insisted on co-operation on the part of the wholesaler, the wholesaler would fall into line.

(Continued from page 2, col. 3)

Several Minnesota publishers won prizes in this contest as follows:

- J. W. E. Waddell, Walker.
- Herman Roe, Northfield.
- J. W. Hubin, Butterfield.
- C. L. Hedeem, Biwabik.
- J. W. Whitney, Marshall.
- Otto Baumgartner, St. Paul.

The Minnesota Tourists

The Minnesota contingent attending the convention was made up as follows:

- John A. Blackwell, Cook County News-Herald, Grand Marais.
- Mrs. C. M. Bodin, St. Paul, official N. E. A. stenographer (tour).
- Misses Agnes and Marion Bromstad, Standard, Milan (tour).
- H. C. Hotaling, St. Paul, executive secretary N. E. A. (tour).
- Mrs. H. C. Hotaling and Miss Mary Hotaling, Enterprise, Mapleton (tour).
- Mr. and Mrs. Philip Liesch, Journal, New Ulm (tour).
- Miss Aura H. Liesch, New Ulm (tour).
- Mr. and Mrs. E. A. Orth, Courier, North St. Paul (tour).
- Herman Roe, News, Northfield.
- R. R. Wise, Journal, Brainerd.
- A. M. Nye, New York Central lines, St. Paul.

Editor for 47 Years

John Abel Henry, publisher of the Janesville Argus for 47 years, at the age of 70 has retired.

Mr. Henry retires an optimist. He has found his work interesting and enlightening and on the basis of his experience with men he looks upon the future with confidence. In a published statement recently, he expressed the view that the entire period of his service had for the country been one of advancement, materially, intellectually, and morally; that the standards of manhood and womanhood are higher today than in the "old times," and that taking a firm stand when vital questions confront the people constitutes one of the supreme joys of life for an editor.

Mr. Henry was born at Deerfield, Pa. From that place the family moved to New York, and thence to Minnesota.

C. V. Corson, publisher of the Hector Mirror, has leased his paper to his son, C. L. Corson. He is leaving the burden of the business on his son's shoulders because of his own impaired health.

S. M. Quigley, publisher of the Wabasha Herald, has announced that the Herald hereafter will operate on a pay-in-advance basis.

E. R. Estes, Webster, S.D., has purchased the New York Mills Herald from E. O. Qualey.

Iver J. Iverson of the Hutchinson Press and Miss Glenna Smith, were married recently at Hillsboro, N.D., former home of the bride.

The Minnesota Lake Tribune has moved into new quarters, with larger floor space and better light. The new quarters were acquired by purchase by the publisher, J. W. Jensen.

V. C. Wass and son, who have been publishers of the New Richland Star, have sold to R. M. Martin from Rolla, Mo.

**HOW BJORNSON STOOD
LEGISLATIVE GUARD**

The report made by Gunnar B. Bjornson, chairman of the legislative committee, before the Minnesota Editorial association, even at this late date, is a document of considerable interest to Minnesota editors. It is especially interesting in view of the discussion with regard to the employment of a field secretary—a man to guard the interests of the publisher's business not only during the sessions of the legislature, but throughout the year. It shows the kind of work which has to be done, and for which the editorial association already has to meet a considerable expense.

The report, owing to space limitations, cannot be given here in full, but a summary will give a rather clear idea of the effective work done by Mr. Bjornson. Here is the record:

Legal Rates Saved

A bill proposing to cut the legal rate from 90 cents and 45 cents a folio to 75 cents and 35 cents, and to cut out the 25 per cent per folio allowed as additional compensation for tabular work, was killed in committee.

Two bills, one in the senate and one in the house, providing that a newspaper need not be put into type or printed in the city or village of publication, provided the work was done within the county of issue, were both killed. The senate bill was killed in committee and the effect of this was to eliminate the bill before the house. Had this bill passed, says Mr. Bjornson, a severe blow would have been struck at the property rights of every established newspaper.

A senate bill to reduce the publications of the annual financial statements of counties from three to one died in committee, to the safe-guarding of the public through proper publicity.

A house file, the intention of which was to cut the number of insertions of mortgage foreclosures from six to three, got as far as general orders, and there succumbed.

Another house bill, providing for a short standardized form for use in mortgage foreclosure proceedings, which would have cut the length of the average notice in two, perished in committee.

A bill providing for cutting out, in practically all cases, the first notice in the probating of estates got through both houses, but was prevented from becoming a law through the governor's veto.

Watchfulness Needed

Mr. Bjornson, in closing his report, the summary of which shows the need of extreme watchfulness as to legislative matters, says that the legislation mentioned would have affected seriously the business of the country publishers of Minnesota, and that it is to be regretted that the newspapers should have to maintain a man at the state capitol to see that their property is not legislated away from them by men who in most cases are honorable and well-meaning but who naturally do not have any knowledge of the subject they propose to regulate or fix prices for.

E. G. Haymaker of the Motley Mercury has leased his paper to C. O. Nelson, former editor of the Bowlus Advance. Mr. Haymaker has been made postmaster at Motley.

MINNESOTANS OUGHT TO BE REPRESENTED

That is an editorializing headline, and against the rules, but it must stand as a means of calling attention to an organization in which, and to a meeting at which, the editor-publishers of Minnesota ought to be represented. The organization is called the National Association of State Press Field Managers, and the meeting is the annual gathering of the organization at St. Louis, Mo., October 9 to 14.

The president of the association is Edwin A. Bemis, field manager of the Colorado Editorial association, and Ole Buck of Nebraska is secretary.

An announcement of the meeting in the Publishers' Auxiliary says that the meeting will not only be a gathering of representatives of state press associations which have field managers, but officials of every state press association in the country will be invited to attend and take part in the discussions.

The doors are open, therefore, for the Minnesota association to send a representative, and, in view of the fact that the Minnesota association has under consideration the employment of a field secretary, it ought to send some one along to St. Louis.

The announcement referred to says that speakers of national reputation will be secured, including men from the American Association of Advertising Agents and from the vigilance committee of the Associated Ad Clubs of the World.

Among the subjects to be discussed at the business session will be:

Plans for getting the local merchant interested in using an ad cut and copy service for a tie-up with national advertisers.

Registration and licensing of editors.

What the schools of journalism are doing.

Plan for getting local persons to write for their papers.

What can be done to get national advertisers to believe that circulation statements are correct?

Advisability of attempting to get the postoffice department to compel a truthful statement in regard to circulation.

Evidently this organization which is new to many is a live one. It contains immense possibilities for good to the country weekly. Minnesota ought to have a field secretary or field manager and he ought to be a member of this association.

The June 3 issue of the Foley Independent was issued by the graduating class of the Foley schools, and contained interesting articles about the schools.

E. L. DeLestry has sold the Hill Herald, St. Paul, to Dow & Anderson. Ill health was the cause of Mr. DeLestry's retirement from management of the paper.

The Moorhead News building was damaged in a storm on June 5. Windows in front were blown in and the east wall was demolished. The next day's issue of the paper, however, came out on time. The equipment of the News was not damaged.

The name of the Bowlus Advance has been changed to the Bowlus Hustler by its new owner, L. P. Seitz.

(Continued from page 1, col. 3)

is light, who is it who extends you credit? It is the local merchant. Is it fair to go to him for help when you are in need, and then when the sun of prosperity smiles on you give your business to some outside concern whose only interest in you is to get your money?

Your success depends on the success of your community. If you trade with outside concerns, you are reducing the prosperity of your community just that much—and thereby reducing your own prosperity and chances of success.

Every community is a co-operative enterprise, and the man or woman who doesn't buy at home but sends his or her money outside, isn't co-operating, and is not only not playing fair but undermining his or her own prosperity.

Get Ready for Christmas

Why not get such an organization into working order now? If you do, you should begin to see some results by the time the next Christmas trading season rolls around.

PAPER'S FARM POLICY ATTRACTS ATTENTION

So well is its farm news planned and handled that The Boonville Advertiser, Cooper county, Missouri, has stepped into the limelight as an outstanding weekly newspaper, says Build Wisconsin. Recently it won editorial comment in a national farm magazine for its adoption and support of a county program.

DeWitt C. Wing, editor of Breeder's Gazette and a widely known authority on what is right in farm news, says of this "Country cousin":

"The Boonville Advertiser, published at Boonville, Missouri, is one of the best weeklies in the United States, not only because it is full of well-written local news of interest to its urban and farm readers, but because it is energetically advocating in its county (Cooper) a constructive agricultural program. Its farm-reared and well-trained editor Edgar C. Nelson, in the current issue, phrases his 'county program' as follows: 'Better breeds and better seeds; more and better dairy cows; more boys' and girls' school clubs; increased clover and alfalfa acreage; more socials in the country, with town people assisting.'" All of which is all right, as a beginning. It proves that a country newspaper editor, with energy, enthusiasm and a vision worthy of a first-class community, may, if he will, devote himself to a cause of high social value.

"Mr. Nelson grew up in the county wherein he is doing his congenial, useful work, and expressing himself. The 'call' for the best that was in him did not come from a distant field: it was voiced by his own community, in which he is an inspiring, directive force. His newspaper, in its 80th year, is 'younger' than it has ever been before, and is deservedly prosperous, despite the fact that it has formidable competitors for patronage."

DETROIT DELIGHTS TWO STATES' EDITORS

The editors of Minnesota and North Dakota, who held a joint summer outing at Detroit, Minn., June 11 to 14, will never forget their visit to Detroit and vicinity; not because anything sensational or catastrophic occurred, but just because they had such a thoroughly good time. They expected to have that, and they realized their expectations. L. M. Benshoof of the Detroit Record and his fellow citizens of Detroit left nothing undone which might contribute to the joys of the occasion.

Three hundred editors and their wives and families, according to reports, were at the meeting. They held a few sessions with some speech-making, but the most of the time was devoted to picnics, tours, fishing, sports, and dancing.

One of the great "events" was the ball game between teams representing Minnesota on the one hand and North Dakota on the other. Minnesota won by a score of 16 to 3, with a father-and-son battery at work, said battery consisting of J. A. Kinney and J. Paul Kinney of the Alexandria Citizen-News.

No less an "event" was that "army mulligan stew" and dance given in honor of the visitors by Mr. Benshoof. All are reported to have enjoyed the stew and not one got "stewed."

At one of the business sessions special mention was made of the service of A. G. Rutledge to the Northern Minnesota Editorial association, which was the real host of the meeting. Mr. Rutledge has been secretary of the association for 18 years, and has seen its membership grow from 11 to 240. To Mr. Rutledge's efforts is credited in a large measure this growth.

At the meeting on Friday, June 12, the editors paused in their deliberations to pay tribute to the memory of W. E. Verity, editor and publisher of the Wadena Pioneer-Journal, who had died suddenly the preceding Monday. Mr. Verity had long been an active member of the Minnesota Editorial association and of the Northern Minnesota association.

Resolutions Adopted

At the business session joint resolutions were adopted expressing appreciation of the courtesies from citizens and organizations of Detroit and all others who helped to make the outing an enjoyable affair. The publishers went on record as favoring the employment of a permanent field secretary, and pledged support of the press to any movement for reforestation and preservation of game and fish.

Harry Wheelock, editor of the Fergus Falls Tribune, whose term as president of the Fergus Falls Rotary club ended in May, was sent to Cleveland, Ohio, as delegate to the annual convention of International Rotary, June 15 to 19.

J. P. Dotson of Fargo, N.D., has purchased the interest of J. H. Freeman in the Moorhead Daily News. His son, J. Perry Dotson, is managing editor and Julian P. Melberg will be retained as advertising manager. Mr. Freeman announces that he has no plans for the immediate future.