

AMONG OURSELVES

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ST. PAUL CAMPUS LIBRARY

President Mitchell Again Urges Editors to Sign Field Secretary Pledge-He Discusses Bank Advertising Again

To the Editors of Minnesota:

This is my next to the last opportunity to talk to the newspapermen of the state through Among Ourselves as president of your association. We can never express our appreciation of the opportunity that has been given us by the University Department of Agriculture to hold these little informal chats each month with the members. We do not know whether we have said anything of value, whether or not we have ever conveyed a real idea, but it has given us a feeling of doing something, and that is always helpful to an officer of an organization such as ours.

We do not know that there is anything left to be said on the field secretary plan. Every newspaper in the state has by this time received a postal card we sent out the first of the year with a return postal that could be used to express approval or disapproval of the plan. The next step will be taken at the annual meeting and it is our earnest hope that the attendance will exceed any former record. The program is in the making, but it gives evidence of being an interesting one. We are still sticking to our oft-repeated statement that every talk on the program will have to do with newspaper work, that is during the business sessions, and despite considerable outside pressure we have not considered any of the many requests for places on the program. The banquet at which we will be the guests of the Minneapolis Tribune, promises to be an exceptional affair.

"Publicity" Warning

Newspaper publishers should be exceedingly wary of any offers received from alleged educational or institutional organizations which agree to furnish interesting "scientific" or "historical" matter without charge. This could not be furnished "without charge" unless there was a revenue somewhere. The revenue is coming from those who will be mentioned in the articles or from the products boosted. One recent release dealt with radium as a remedy and prominently mentioned a concern in the Twin Cities handling radium products, a plain case of advertising. It is better to turn down such offerings in the first place, or to refer them to an officer of the association, than to lower one's paper in the estimation of the public by forcing on them this propaganda in the form of news.

Bankers Ready to Help

Our brief mention of the need of a little campaign of education on bank advertising, in the last issue of Among Ourselves, has apparently struck fertile ground. We have received several offers of co-opera-

tion from city bankers and bank advertising services and have had several letters from publishers throughout the state telling us of their individual experiences. We believe that the newspapermen have not "sold" their business men on their real standing as publishers. We do not mean that the editor is better than anyone in his community, but he is certainly no worse. He is no longer, or at least should not be, an object of charity receiving and selling advertising because "a newspaper is a good thing for a town," yet that is

ON FIELD SECRETARY ROLL

Editors are signing the field secretary pledge printed in former issues of Among Ourselves and recently sent out in card form to the newspaper men of the state.

Here is a list of the latest signers.

Your name ought to be written here. Come on in.

H. Z. Mitchell, Bemidji Pioneer.
H. C. Hoteling, Mapleton Enterprise.
Ludwig I. Roe, Montevideo News.
Arthur J. Suel, New Prague Times.
C. C. Campbell, Ellendale Eagle.
J. L. Jacobs, Dawson Sentinel.
A. O. Moreaux, Rock County Herald.
W. P. Kirkwood, University Farm, St. Paul.

exactly the reason one big banker gave for advertising in his newspaper.

John H. Perry, of the American Press, in an excellent article that has been given general circulation on "Who Runs the Country," says:

The country editor of today has a standing in his community and a responsibility to it comparable with that of the banker, the doctor, or the minister; perhaps a little of all three. He has a personal relationship and contact with his readers such as the editor of a city paper can never hope to attain. The big city newspaper is edited impersonally, perforce, for the accidental fraction of city people who may happen to get hold of any particular issue. The country weekly is edited personally, for the entire community within its circulation limit. The result is a different type of journalism in every respect.

It isn't a bad idea to have the editor appreciate just what his standing is or ought to be and to act accordingly. It would be a wonderful thing for the country press if publishers would reject advertising that was "charity" advertising and help the advertiser to put in pulling copy that would bring results.

Let Herman Do It

Herman Roe, vice president of the National Editorial Association and in all probability next year's president, is an active contender for the prize offered to the publisher sending in the most member-

ships to the National Editorial Association. Minnesota heads the list in the number of members. Renewals as well as new applications should be sent in through Mr. Roe. The national association is putting up a wonderful fight against the printed envelope evil and if successful will turn over to every printer profits that will amount to many, many times his small dues.

Envelope War Is On

Speaking of the printed envelope fight, have you written a letter to your congressman and senator, sending a copy to the Western Newspaper Union, Chicago, so that your name can be listed in the roll of honor? Do it. Every name adds to the impressiveness of the appeal. There is an excellent chance to get relief this year, a bill having been offered with strong support.

What's on Your Mind?

If there is any subject you want to hear discussed at the annual meeting, send it in and if we have time there will be a Question Box. It's up to you.

Fraternally yours,

H. Z. Mitchell,
Bemidji, Minn.,

President Minnesota Editorial Association

Northern Editors to Meet

The annual meeting of the Northern Minnesota Editorial association will be held at Sauk Center January 21-23. Among Ourselves has not received a copy of the program as yet, but editors and others interested may be sure that the program will be a worthy one. It always is.

Better Newspaper Readers

Asserting that the public sets the standard for newspapers, Grant M. Hyde of the department of journalism, University of Wisconsin, maintains that a course in "How to Read the Newspaper" should be given in high schools and colleges. He says that if we are to have better newspapers, better communities, better government, we must train up the younger generation to demand the best in newspapers and to read the newspapers intelligently. "The newspaper profession today," he adds, "is ready and able to give the public just as good a newspaper as it will buy, but if we want high minded newspapers we must support them. No matter how high the ideals of the editor may be, he must make a living, he must print a newspaper that people will buy."

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AMONG OURSELVES

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WANAMAKER'S START

Various versions of the way in which John Wanamaker began his career as a Philadelphia merchant have been given to the public. Cyrus H. K. Curtis, founder of the Curtis Publishing company of Philadelphia, publisher of The Saturday Evening Post, The Ladies' Home Journal, and The Country Gentleman, in a recent issue of Editor and Publisher, tells the story thus:

The day Wanamaker opened his Philadelphia store he received \$21.61 in receipts, Mr. Curtis said. Of this he took \$21 and spent it for advertising the next day. A newspaper in Philadelphia today cannot exist without the Wanamaker advertising, Mr. Curtis stated, because housewives of that city have so become accustomed to the store's copy that they feel they cannot do without it.

There is no reason why the housewives of Philadelphia should look to the Wanamaker advertisement in the Philadelphia papers any more than the housewives of Gopher Prairie should look to the advertisements of their local merchants as guides in shopping if the Gopher Prairie local merchants would do their advertising intelligently and persistently.

A POEM THAT SHOULD ENDURE

Much of the poetry of today seems shallow and trivial; at least much that one comes upon in the ordinary routine of reading. Here is a poem by Ted Olsen, recently printed in Forbes Magazine and copied in the Literary Digest, which, as the Digest says, is "like fresh wind."

Things That Endure

Honor and truth and manhood—
These are the things that stand,
Though the sneer and jibe of the cynic tribe
Are loud through the width of the land,
The scoffer may lord it an hour on earth,
And a lie may live for a day,
But truth and honor and manly worth
Are things that endure always.

Courage and toil and service,
Old, yet forever new—
These are the rock that abides the shock
And holds through the storm, flint-true,
Fad and folly, the whims of an hour,
May bicker and rant and shrill;
But the living granite of truth will tower
Long after their rage is still.

Labor and love and virtue—
Time does not dim their glow;
Though the smart may say, in their languid
way
"Oh, we've outgrown all that, you know!"
But a lie, whatever the guise it wears,
Is a lie as it was of yore,
And a truth that has lasted a million years
Is good for a million more!

Front Page, Make-up Contest Will Close on Monday, January 11

Entries for the front-page make-up contest for the country weeklies of Minnesota should be received by W. P. Kirkwood, University Farm, St. Paul, not later than Monday, January 11.

This date is fixed in order that the papers received may be mounted for exhibit during Farmers' and Homemakers' Week at University Farm, January 18 to 23.

Pages entered for this contest should be the regular news pages and not Christmas feature pages. The idea is

not to offer premiums for Christmas art but for the regular make-up newspaper front pages.

Two prizes will be given, a first prize of \$15 and a second prize of \$10, the gift of the publicity department of the Minnesota State Fair.

Be sure to address papers sent for this contest as follows:

W. P. Kirkwood,
University Farm,
Front Page Contest St. Paul, Minn.

LIKES CO-OP IDEA

E. W. Nobbs, formerly of the Bellingham Times, now business manager of the Siskiyou News, Yreka, California, in a recent letter paid a fine compliment to the article written by H. Z. Mitchell, president of the Minnesota Editorial association, for Among Ourselves on "How To Get Those Co-operative Ads." Mr. Nobbs says that the idea as presented by Mr. Mitchell is a splendid one and that he intends to make use of it. Mr. Nobbs also likes the idea of the country schools news as a special feature of the country weekly.

Celebrates Golden Wedding

S. S. Lewis, editor and publisher of the Cannon Falls Beacon, and Mrs. Lewis celebrated their golden wedding anniversary December 19.

Mr. Lewis is one of the veteran newspaper men of the state. Though 75 years old, he is still active and publishes a paper attractive and readable in every respect.

Portman as Teacher

At the Sixth National Convention of the Central Interscholastic Press association, held at Madison, Wisconsin, late in November, Victor R. Portman of the Currie Independent, who has been pursuing studies in the department of journalism, University of Wisconsin, was in charge of one of the general section meetings. The subject at this meeting was "What Every Editor Should Know About Type."

A son was born December 10 to Mr. and Mrs. Edward E. Barsness of Greenwood. Mr. Barsness is editor of the Pope County Tribune.

F. E. Langworthy and son of the Spring Valley Mercury have added another typesetting machine to their equipment. This gives them two machines.

Russell H. Conwell, noted philanthropist and lecturer, who died in Philadelphia recently, was one of the charter members of the Minnesota Editorial association. Two charter members survive him—Granville Pease of Anoka and W. B. Mitchell of St. Cloud.

A son was born to Editor and Mrs. John B. Dietz of the Wabasso Standard, Wednesday, November 25. The new arrival completes a trio of boys.

ONE MAN'S VIEW OF ADVERTISING BUDGET

Charles I. Simpson, manager of the Simpson Seed and Floral company, Denver, Colorado, in a recent issue of the Seed World, says that retail seed stores may very well spend from 10 to 12 per cent of their gross sales for advertising if they do not make use of a catalog.

Among the mediums named by Mr. Simpson, the newspapers come first as of greatest value. Next to the newspapers he advises the use of direct-by-mail material. He expresses the opinion that billboards, street car cards, and lodge or theater programs are not productive.

A wholesale seed house with no retail mail order department, Mr. Simpson believes, may properly spend from 1½ per cent to 2 per cent of gross sales in advertising. Such advertising, however, would be done mostly through seed trade papers and direct mailing lists. Speaking of advertising generally, Mr. Simpson says:

The only way to keep a business before the public is by constant advertising; the public is forgetful.

Advertising must be maintained if a business is to succeed.

Northfield News, 50

The Northfield News is 50 years old today, January 1, 1926, and is celebrating its birthday by the publication of a golden jubilee section containing a historical sketch, glimpses of the past written by former members of the editorial staff and by Northfield citizens, and felicitations from friends.

For the first 25 years of its half century the News was published by Joel P. Heatwole, who for many years represented his district in congress. Since 1910 the News has been under the direction of its present publisher, Herman Roe.

Among Ourselves is sure it is expressing the sentiment of the press of the entire state when it wishes long life and prosperity to the News and its publisher.

Kansas editors at a recent meeting at the University of Kansas passed a resolution in favor of legislation for a state law requiring the publication of an annual statement of the expenditures of local school boards. The feeling of the editors was that the public was generally allowed to go uninformed as to the way in which one of the most important items in village and municipal budgets is disposed of.

Nebraska Has Found That a Field Secretary Pays-- Former Opponents are Now Enthusiastic Supporters

In considering the problem of employing a field secretary members of the Minnesota Editorial association and Minnesota editors generally cannot do better than to read two addresses delivered at the third annual conference of the National Organization of Newspaper Association Managers in St. Louis in October. These addresses were printed in The Publishers' Auxiliary and have recently been reprinted in a pamphlet, copies of which may be obtained from H. C. Hotaling, field secretary of the National Editorial association. The first of the addresses is by Frank O. Edgecombe, president of the National Editorial association, and the second is by Mr. Hotaling.

Mr. Edgecombe is a Nebraska newspaper man and was one of the prime movers in the campaign which resulted in the employment of a field secretary in Nebraska. What he has to say about editorial associations and the employment of a field secretary is the result of actual experience and a deep interest in his profession, and is, therefore, deserving of careful reading. There is not room here to give his entire address, but some extracts follow:

Before and After

My study of the work of the various state press and editorial associations began in the early nineties. Many of the associations were already twenty-five or more years old. They met once or twice a year, had a fine social time, elected popular fellows to office, passed resolutions and adjourned, the resolutions being forgotten over night. Occasionally a state association would put through a good legislative program from which its members derived financial benefit. Some of the addresses delivered at the meetings were useful and the personal contact of publishers and incidental discussion of their problems was always of real benefit.

But there was no every-day-in-the-year business or professional program in any state as far as I could learn from reading the trade press or by conversation with other publishers in other states. I knew it was true in my own state. Our members paid next to nothing for their memberships and got little value out of them in comparison with what seemed to me to be within the possibilities.

Most publishers of our class seemed to feel that a business organization of the publishers of a whole state for business profit and substantial professional advancement would be a hopeless undertaking. We all seemed to feel that everybody else in the business lacked the co-operative spirit and lacked comprehension of the possibilities that lie in common-sense organization.

About thirteen years ago I thought an attempt should be made to get the many publishers of our class in Nebraska into a more compact business organization that would function

every week in the year and have money in the treasury with which to pay the salary and expenses of an executive secretary who would hold his office permanently within the limits of his usefulness.

All Are "For" Plan Now

Mr. Edgecombe's plan was met with opposition and criticism, not to say abuse. It was not made effective for several years. Finally, however, the Nebraska Press association was re-organized and a field secretary was employed. Mr. Edgecombe's statement of the results is conclusive. He says:

Not a publisher in the state would think of going back to anything approaching the old status. Opponents of the plan ten years ago are now among its warmest supporters.

In weighing the problem, Mr. Edgecombe says, there are three things of importance to keep in mind:

Getting the publishers of the state to pay the necessary dues to provide the salary and expense money.

The selection of a suitable field man, second in order but the most difficult.

Securing sufficient co-operation from the publishers of the state.

Secretary's Responsibilities

Concerning the responsibilities of the field secretary, Mr. Edgecombe adds:

Directors can usually be elected because they are shrewd, capable, business men who know how to hire and fire and correctly judge the accomplishments of those they employ. Therefore, it should be permanently and definitely established that a field man should be responsible to his board of directors as a whole and not to any individual member or temporary officer. I am laying down broad principles of operation and not attempting to cite cases or enter into minute details. Their handling should be obvious by inference.

Must Be a Worker

The address of Mr. Hotaling discusses the question whether a field secretary should be a chief executive or merely a hired man. His conclusions are in line with those of Mr. Edgecombe's as expressed in the last paragraph quoted from Mr. Edgecombe's speech. His conclusions are as follows:

But whether a field manager is an executive officer or a hired man, one thing is certain and that is he must not only know how to work, but have a disposition to do that which falls to his lot. He must be willing to take orders; have an ear to listen and a desire to give candid and careful consideration to every suggestion that is made; measure each proposition submitted with the measuring rod of experience, weighing each with the scales of honest judgment; be governed in all his actions with the desire and ambition to do that which in the end will bring best results to the greatest number. The field manager

is employed as a superintendent. He is not a machine to be operated automatically, but is a human being with the same feelings and emotions as others. If thoroughly sold on his work he will love it and will do his best, not because of any pecuniary rewards or personal ambitions—although his desire to act intelligently will react to his credit and honor. Too much red tape, too much interference will kill the best field manager ever obtained. The good field manager can never be a hired man in actuality and if a field manager is to be relied upon to hit the center of the target, to bring in the game, he must be conceded executive power and given orders to go ahead full steam. If he is not to be trusted with this confidence, this liberty and power, he is unfitted for the position and should not even be engaged as a hired man. His results would not be worth the ammunition expended.

BANKS SHOW RENEWED INTEREST IN FARMING

The banks of the country are showing renewed interest in agriculture. A few years ago banking organizations were very active in their efforts to promote better agriculture. After a time, however, they seemed willing to leave that line of promotion to other agencies. Of late, though, they have been getting back into the game. Not a few banks nowadays are employing men who have been especially trained in agriculture.

One of the latest banks to employ such a man is the Lake City Bank of Minnesota. This bank has secured the services of Kenneth B. Law, a graduate of the college of agriculture, University of Minnesota, as assistant cashier and agricultural man.

This course on the part of a bank in an agricultural community is regarded as absolutely sound. Banks holding securities in the form of mortgages and dealing in farm mortgages for investors, can guard such securities by having a farm specialist on the staff, not only to pass upon securities but to consult with and advise mortgage makers, and, by giving them guidance, to enable them to make their securities the sounder.

Mr. Law, who has gone to the Lake City Bank, by the way, while a student in the college of agriculture, was editor of the Minnesota Farm Review, the student publication of the college, which has since become The Gopher Countryman.

Looking for a Place

D. J. Pool, who has been a student in the department of journalism, University of Minnesota, is looking for a place with some country newspaper in Minnesota. In addition to familiarity with the editorial end of newspaper making he has had experience in linotype operation and in press work. Among Ourselves will be glad to place any publisher interested in getting such a man in touch with Mr. Pool.

F. R. MCGOWAN STARTED THINGS IN APPLETON

Swift county boys and girls made a fine showing at the junior livestock show in South St. Paul in November and on the junior livestock special train of the Great Northern railroad following the junior livestock show. This showing was all because F. R. McGowan of the Appleton Press got a "spare" idea while attending the Minnesota Federation of County Fairs in Minneapolis last winter.

T. A. Erickson, state leader of boys' and girls' clubs with headquarters at University Farm, addressed the Minnesota county fair federation on the subject of farm club work in relation to county fairs. Mr. McGowan heard this talk and on returning to Appleton began to discuss junior club work with members of the local fair board. Then he went out to call on boys and girls on nearby farms and found six who were anxious to enter club work. This was encouraging and was followed by a wider survey of the field.

Club Was Organized

As a result a meeting open to all boys and girls of the Appleton community and their parents was called at the Appleton townhall. R. H. Giberson, district junior club leader, with headquarters at Morris, attended the meeting, and, immediately afterward, 21 youngsters enrolled in the Appleton Baby Beef Calf club.

The next step was to see that each of the youngsters in this club had an animal to prepare for the county fair, the winners at which were to be entitled to trips to the junior livestock show at South St. Paul. This meant more travel for Mr. McGowan and livestock specialists, and resulted in obtaining satisfactory animals.

Things having been so satisfactorily started, Mr. McGowan determined they should not be allowed to flag. Consequently he secured the further assistance of Mr. Giberson and of Philip S. Jordan, livestock specialist of the Morris School of Agriculture, and visited the different boys and girls in the club. Furthermore, he arranged for club tours. For these the business men of Appleton gathered the members of the baby beef club from their homes and took them to visit one another's homes and to inspect one another's animals.

County Won Many Honors

The outcome was most satisfactory. At the Swift county fair eight fine animals were selected to be taken to the junior show and at the latter seven out of the eight calves sent from Appleton won positions among the best ten in their classes. There was one first, two seconds, three thirds, and one seventh. The poorest calf in the lot sold for 13 cents a pound; the best brought 17 cents. The average price per animal was \$118.07. The highest price for any animal was \$192.14, paid for a yearling Angus purebred. A purebred Shorthorn calf brought \$169.92. When the Great Northern road organized its traveling junior livestock show the animals of two of the Appleton juniors were included, those of Lawrence Clapp and Inez McKinney. Appleton was the only town, except Farmington, to have two animals on the train.

Worth Much to Community

Mr. McGowan, in commenting upon the results, says that the 7 girls and 14 boys

in the club are eager to enter the club contest of next year and are keen about getting started early. He adds:

"The education they received through their efforts in feeding, care and selection of an animal was worth a hundred fold the effort put forth by anyone connected with the work. I believe the club was a real investment for the community."

CHANGING FROM 13 TO A 12-EM COLUMN

Many a publisher is faced with the problem of enlarging his paper, of getting more space. One way to do so is to change from a 13-em, six column page to a 12-em, seven column page.

Timothy Brownhill of the Journal, Puente, California, tells of the advantages of such a change, in the following:

The 12-em column is now generally accepted as the standard to be. Practically all dailies and many weeklies have already changed to that measure.

A 12-em, seven column form may be printed on practically the same size page as a six column 13-em; four pages of this form may be printed on the average six column quarto press.

Such a change frequently saves the publisher from issuing a ten page 13-em six column paper.

The best and most valid reason for the publisher is that it automatically raises his advertising rate and at the same time gives him one column of additional space per page.

The W. N. U. now furnishes an excellent 12-em service, to which it is gradually adding many features, including serial stories and cartoons, heretofore carried only in 13-em service. Practically all ad-service agencies and engravers now furnish all cuts on a 12-em base.

The change involves certain modifications in equipment. Those who are interested can obtain information by writing to H. C. Hotaling, Ryan Hotel, St. Paul, who can furnish proofs of the article from which the foregoing was taken.

SUGGESTIONS WANTED FOR EDITORS' COURSE

The making of the program for the annual Editors' Short course to be given in May at University Farm, St. Paul, is under way. Those having the work in charge are anxious to make the course as valuable as possible to Minnesota publishers. They would, therefore, be glad to have suggestions as to problems to be discussed. Do not be afraid to pass along to Among Ourselves anything which you think would be suitable for discussion at the coming course.

W. H. Hassing, editor of the Carlton County Vidette, left December 1 for West Palm Beach, Fla., where he has extensive property interests. Mrs. Hassing is in charge of the paper during his absence.

The Eveleth Clarion will move into a new three-story brick building about January 1. Editor Grove Wills announces that considerable new equipment will be installed in the new building, including a two-revolution, four-page, seven-column press with attached folder.

P. O. MAN CLEARS UP CIRCULATION POINTS

Many of the laity and not a few of the newspapermen themselves are laboring under an impression that there is a government law requiring all publishers to stop their papers at expiration. The publication of this as a fact on the part of those papers already on a strictly paid in advance basis often works a hardship to their neighbors who are attempting to get on that basis but still have some back accounts to collect. As a matter of fact, there is no such law. There was a request made during the war that newspapers follow such a practice as a means of conserving print paper.

One of the most thorough and easily comprehended statements of the relation of the postoffice department to the publisher was made by Wm. C. Wood, superintendent of classification in the office of the third assistant postmaster general before the convention of field managers in St. Louis.

Mr. Wood read a formal paper in which he paid high tribute to the help of the newspapers in handling the work of the postoffice department. The discussion which followed helped to give a better understanding of some postal rules, regulations, and laws. In this Mr. Wood spoke particularly of the necessity for better addressing and wrapping, and called attention to the enormous amount of mail that goes wrong because of lack of attention to these details.

He said further that papers might be mailed to subscribers who are more than one year in arrears provided there was an understanding between the publisher and the subscriber as to payment. He says the postoffice department can not deny the right of publishers to extend credit because this would interfere with the constitutional right to contract. All the department can do is to insist that there is a bonafide contract as to payment existing between the publisher and the subscriber. The law is aimed at never-stop publications, and publishers who carelessly allow their papers to go out indefinitely.

Circulation Reports

Mr. Wood was positive that publishers who make untruthful circulation statements for the purpose of securing advertising were subject to criminal prosecution for using the mails to defraud.

He expressed the opinion that the words "Paid Advertisement" need not be added to paid readers if they show upon their face that they are paid advertising.

Fake Ads To Be Reported

He urged the importance of sending immediate notice to the department of all fake ads, or other schemes to defraud. These should go to the chief inspector.

The matter of lottery advertising was also discussed. He urged great care in running such copy.

While some of the postal laws are more or less arbitrary, and appear to be uncalled for, Mr. Wood called attention to the fact that they are originated by congress, and not by the department, therefore, the proper place to get relief from them is by working upon congress. This came up in connection with the talk about printing stamped envelopes.