

# AMONG OURSELVES

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No. 4

## State Editorial Association to Have a Field Secretary, Constitutional Changes Adopted at Annual Meeting

### OFFICERS FOR 1926

President, Carl Eastwood, News-Herald, Le Sueur.  
First vice-president, J. V. Weber, Herald, Slayton.  
Second vice-president, E. K. Whiting, Journal-Chronicle, Owatonna.  
Third vice-president, L. A. Rossman, Herald-Review, Grand Rapids.  
Treasurer, H. C. Hotaling, Enterprise, Mapleton.  
Secretary, John E. Casey, Independent, Jordan.  
Member executive committee, Will C. Mack, News, Plainview.

The Minnesota Editorial association is to have a field secretary. Amendments to the constitution and by-laws to provide for such an officer and for his direction were adopted without a dissenting vote at the meeting at the New Nicollet hotel, Minneapolis, February 19 and 20.

It remains now for the executive committee to collect the dues provided for by the constitutional changes and to find the right man for the important position.

### How Funds Will Be Raised

It was discovered, on calling for pledges, that the proposed plan of \$1 for every hundred names on a paper's subscription list would hardly yield a sufficient revenue to finance the work of a field secretary. Consequently, J. C. Morrison, Morris Tribune, in presenting proposed amendments to the constitution and by-laws, offered as one of the amendments to the by-laws, the following:

The annual dues for each active member of this association shall be \$2 for each 100 names or major fraction thereof on the subscription list of his publication. No member shall pay less than \$5 nor more than \$50 per year. Dues may be paid at any time during the year to the secretary, but must be paid before or at the annual meeting before a member shall be eligible to vote.

This amendment to the by-laws, along with others to the by-laws and to the constitution, the latter fixing the status of active, associate, and sustaining members, was presented at the afternoon session, Friday, February 19, and adopted at the session Saturday morning February 20. It, therefore, now applies to all members of the association.

### Action Wins Hearty Support

The amendments and the plan to employ a field secretary not only met with no opposition on the part of those attending the meetings—and the

attendance was, perhaps, the largest in the association's history—but with enthusiastic support. Some of those who came to the meeting luke warm or actually opposed to the project, after the discussion of Friday afternoon, came out positively for the plan at the proposed rates.

One of the things which helped to clarify ideas as to the wisdom of the plan was an address by Ole Buck, field secretary of the Nebraska Press association. Mr. Buck pointed out that at the outset in Nebraska some seven years ago less than 50 per cent of the editors supported the work. Today,

## New President Speaks

The Minnesota Editorial association, because of its action in adopting the plan for a field secretary, is entering upon a new era. This new era can be made one of great prosperity through the work of the new office, once the executive committee of the association has completed arrangements for the office and the man.

To win the results which should follow, however, will require the full cooperation of the members of the association.

Let every member get back of the work and do his full share. Success will come by giving as well as by getting.

Fitting in with the work of this new office and the closer study of our problems, is the Editors' Short Course given annually at University Farm, St. Paul; this year on May 6-8. Problems relating to more local advertising, co-operative advertising by wholesaler and retailer, circulation building, better printing will be considered. The coming of Fred W. Andersen, a Nebraska merchant who has made a conspicuous success in a small town through local advertising, will itself warrant a large attendance.

Watch for news of the course directly from University Farm for further details.

Let's get behind the association and the short course as never before and make 1926 the best year in the history of our business in Minnesota.

Now, all together!

Carl Eastwood,

Le Seur News-Herald,  
President, Minnesota  
Editorial Association.

he said, only one publisher in the entire state was holding out.

Mr. Buck showed clearly how revenues were increased through a field secretary's work. This came about through the handling of state political advertising at substantial rates; through the encouragement of national advertising by the publication of a combination ratebook, though the field secretary's office was not an advertising agency; through the suppression of free publicity and the conversion of such offerings on the part of large business concerns into paid advertising; through effective legislative work, guarding the interests of publishers; through the maintenance of a legislative news bureau for the press of the state, which made a service charge, and through other means, such as the encouragement of co-operative advertising by wholesalers and manufacturers on the one hand and retailers on the other.

Mr. Buck also emphasized the "intangible" results, which flowed from better relationships among the publishers themselves. These were promoted by the state-wide and the district or regional meetings. The regional meetings, he said, were now almost always largely attended, and the whole movement had the support of all classes of publications—country weeklies small and large, small town dailies, and metropolitan dailies.

A question raised, as to whether a field secretary would be of service to the smaller publications at outlying points, was answered by the statement that smaller publications received a larger proportional benefit than the larger because the larger publications were already in a better position to build business and to protect their interests than the smaller.

### Gunnar Bjornson Helps

Gunnar Bjornson, Minnesota Mascot, chairman of the Minnesota association's legislative committee, reporting on the work of his committee at the last session of the legislature, offered information ably sustaining the arguments of Mr. Buck. Mr. Bjornson showed how his committee had saved to the publishers of the state hundreds of thousands of dollars. Such work, hereafter, will be in the hands of the field secretary.

### Trail Has Been Blazed

Mr. Buck pointed out that when he took office he and his association in  
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## Southwestern Minnesota Editors Hold Annual Meeting, Elect Officers and Transact Other Important Business

### Officers Elected

President, H. E. Swennes, Heron Lake News.  
First vice president, John L. King, Jackson County Pilot.  
Second vice president, T. C. Radde, Truman Tribune.  
Secretary, H. J. Haydon, Lakefield Standard.  
Treasurer, F. G. Griffin, Good Thunder Herald.  
Directors, J. E. Reynolds, Mankato Free Press, and R. B. Forest, Lake Wilson Pilot.

The Southwestern Minnesota Editorial association held its annual meeting at Mankato, February 4 and 5. The evening meeting of February 4 was merely a get-together of the early arrivals. The real work of the session began on Friday morning, February 5. Mrs. R. L. H. Lord, Wells Mirror, president, gave the key for the whole meeting in an address on "Service," which is summarized below.

"My text, if I may use a text, will be found on the backs of our printed programs. It reads: 'Service is growth. Growth is life. Let us live.'

"What better word to embody the spirit and purpose of all newspaper work than the word 'service'?"

"In presenting to you deals of service I am not indulging in a 'pipe dream.' I believe the ultimate success of every newspaper depends upon the quality of service rendered and the sincerity of purpose emblazoned on every page. This is the age of service. The world demands, and is willing to pay for, service, and the newspaper that renders prompt, efficient, and cheerful service is surely building prosperity for itself and its community.

"Service has an intangible value that can not be measured with a yardstick or by dollars and cents. It is cumulative and compounds daily. The right kind creates an ever increasing demand.

"We operate with a public that is willing to pay for service. Our growth and development is in proportion to the co-operation and support given by those whom we serve.

"To obtain and maintain co-operation we must at all times give a greater service; and a greater service means not only meeting the demands of the public but exceeding them.

"Fred Hadley's 'Watchtower' once contained this: 'It would be a good thing for the country if the old time pride in work could be revived. There was a time when men put their best efforts into their labor and were proud of their handicraft. The man who made horse shoes made the best horse shoes he was capable of making, and the man who made furniture put his soul as well as his labor into the article. There was no clock-watching or that spirit of "it is good enough, so let it go at that." In these modern days the tendency is to skimp and hurry, get the money and scuff at those who think there is such a thing as pride of workmanship.'

"President Coolidge has said: 'It has

come to be the axiom of all successful business that profit is not the whole aim to be sought. Business success in whatever field is more and more the result of policies which look to give service to the public. The business, which, on the whole, is likely to prosper most, is the business which aims to give the customer something more than the mere commodity which he comes to buy.'

"A certain volume of business is necessary to make any printing plant profitable, but when that has to be obtained by sacrificing quality and the inevitable injury to equipment through forced speed it is not profitable and is of no worth as a business proposition.

"Quality and service are the only foundation of a permanently profitable business.

"But the acme of all sound business policy has as its inspiration an incident that happened nearly two thousand years ago. A man of lowly birth was talking to a group of people. He was propounding to them a strange, new doctrine. He was saying: 'And whosoever shall compel thee to go one mile, go with him twain'—a bit of advice so freighted with value that it has come down to us through the ages as vital and vibrant as the day it dropped from the lips of the Master.

"Shakespeare brings out the same thought when he makes Iago say to Desdemona, 'She counts it a vice in her goodness not to do more than is requested.' And we find the same insistent theme embodied in the Golden Rule.

"The second-mile newspaper man is wise in his day and generation because second-mile service is a golden link uniting him and his community.

"Then for good measure—

If you put a little bit of lovin' into all the work you do,  
And a little bit of gladness, and a little bit of you;  
And a little bit of sweetness and a little bit of song;

Not a day will seem too toilsome—not a day will seem too long.

And your work will be attractive; and the world will stop and look;  
And the world will sense a sweetness, like the singin' of a brook in the finished job;  
And then the world will stop and look at YOU.

With the world's appreciation of the work you've found to do,  
Just a little bit of lovin', and a little bit of song;

And some pride, to sort of make it straight and true and clear and strong;  
And the work that you're a-doin', pretty near before you know

Will have set the world a-talkin', and the little winds that blow  
Will bring echoes of it to you, and then you'll know that you have done

More than you had dreamed or hoped for when the task was first begun;  
And the little bit of lovin' you have put into the same

Will come back to you in lovin' will come back to you in fame."

"The continued growth and success of our Second District Editorial association will be gauged by the quality of service rendered. And only by making it of real value may we expect to

gain new members or even hold some of those we now have.

"I would commend for your consideration higher ideals of service; advocating the sacredness of our calling and an individual responsibility toward upholding its standards.

"I would suggest that this association go on record as approving the repeal of the printed envelope law; sanctioning the Great Lakes-St. Lawrence tidewater project; upholding the good roads program here in Minnesota and giving the most careful consideration to the advisability of employing a field secretary here in Minnesota."

### Gavel Given to Association

At the close of her address, Mrs. Lord presented to the association a handsome gavel, made of black walnut from a tree which in the pioneer days served as a guide to southern Minnesota travelers, and mounted with silver plates which bore these inscriptions:

A drop of ink  
Makes a whole world think.

Presented to the Second District Editorial Association, February 5, 1926.

By its president, Mrs. R. L. H. Lord, Wells, Minn.

### Office Window Useful

D. L. Kieth of the Windom Citizen gave a suggestive talk on the effective use of the printing office window. The window of the printshop is too often neglected as a means of drawing attention to the industry within. Mr. Kieth emphasized the possibilities for its effective use.

E. K. Whiting, Owatonna Journal-Chronicle, talked on the getting and keeping of employes, in the same effective strain followed in his address before the Northern Minnesota Editorial association in January, as reported in the February issue of Among Ourselves.

J. V. Weber of the Murray County Herald discussed forcefully the need of a clean front page. A clean front page he said, was as necessary as a clean face. The newspaper was a symbol of the town; people judged a town by its newspaper; it was, therefore, important that a paper should present an attractive appearance—make a good impression at the outset.

### Protecting the Advertiser

John L. King of the Jackson County Pilot was emphatic in urging that the country weekly publisher should stand between the merchant and the feature advertising man. He argued that the local publisher should organize his own feature advertising and give the merchant the benefit of effective home service and regular rates, or such rates as were commensurate with the service given.

A. O. Moreaux of the Rock County  
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CONSTRUCTIVE WORK

The Minnesota Editorial association's adoption of the plan to employ a field secretary was one of the most constructive steps in the association's history. With it, as Carl Eastwood, the new president, says, the association enters upon a new era.

Credit for the step is due to the constructive work of H. Z. Mitchell, the retiring president, who throughout the year has worked tirelessly to interest the publishers of the state in the project.

Credit is also due to M. J. McGowan, Mr. Mitchell's predecessor, who in the year of his administration focused attention on the idea, and with a committee of which Andrew Bromstad of the Milan Standard was chairman, brought the project into the limelight at the 1925 meeting.

Credit for the success of the plan, however, will devolve upon the membership of the association. The plan means co-operation. The highest success will come only if everyone will CO-OPERATE.

FARMER ADVERTISERS

There may be farmers in your territory who have seed grain or other seeds for sale. If there are, they should be induced to advertise in your paper. You will probably find that the farmers who have seed for sale were among the exhibitors at your county fair last fall. Look up your list of winners or exhibitors, and get after them for ads.

Or write to the Secretary of the Minnesota Crop Improvement Association, University Farm, St. Paul, for its Annual Seed List, which gives lists of those who have certified seed for sale. These should make good ad prospects.

SOUND ADVERTISING

Here is a saying by Cyrus H. K. Curtis, which contains some sound advertising thought which you should pass on to the merchant who is disposed to quit advertising when there comes a slump in business:

All my business life I have spent more money for advertising whenever a business slump came along, than in normal times; and if I didn't get ahead in the race I kept from slipping back and was in a condition to shoot ahead of my competitors the moment conditions changed.

Grand Rapids Herald-Review newspaper page with multiple columns of news articles including 'POMEROY NOW IS NEW TOWN', 'FARMERS WANT COUNTY AGENT', 'OLIVER SEASON CLOSES WITH GOOD RECORD', and 'UNUSUAL NUMBER OF INSANE CASES'.

SECOND HIGHEST IN FRONT-PAGE CONTEST Grand Rapids Herald-Review Shows Balance Carried to Point of Perfection

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Nebraska had to feel their way in finding out what service his office could render to the publishers. Now, he said, there were 14 states with field secretaries. These were organized into a national field managers' association, the activities of which would be of immense advantage to a Minnesota field secretary.

With all of this and with effective statements by Scott Swisner of the Le Sueur Center Leader and by Victor Portmann of the Wisconsin university department of journalism, sentiment in favor of the plan crystallized, and when the vote was taken it was unanimously for the project.

The meeting, which was the 60th of the association, was interesting throughout. It opened Friday about 10 a.m. with a word of welcome from Mayor George E. Leach of Minne-

apolis and a happy response by Carl Eastwood, first vice-president.

President H. Z. Mitchell's annual address, after urging the field secretaryship plan, called attention to the need of further development of a hook-up between wholesaler and retailer advertising, advocated the association's financing its own entertainment hereafter, and mentioned with credit the assistance received through the year from the association's officers and committees. He mentioned with emphatic approval, also, the Editors' Short Course held annually at University Farm, St. Paul, urging a large attendance at the next course, May 6-8.

The report of the secretary, John E. Casey, Jordan Independent, showed a membership of 403, the largest the association has ever had, and a cash balance on hand of \$676.56, which

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checked with the report of the treasurer, H. C. Hotaling, Blue Earth County Enterprise, Mapleton.

#### Advertising by "Co-ops"

J. Harold Curtis, St. James Plain-dealer, presented a fine report of the work of the committee for the cultivation of advertising on the part of state and local co-operative organizations, showing that such organizations were making freer and freer use of local advertising and with mighty satisfactory results. Representatives of the Central Co-operative Livestock Shipping association and of the Co-operative Grain Elevators association voiced their faith in the use of printer's ink in the form of advertising.

Reports of the necrology committee, the state fair newspaper committee, and the committee on journalism at the University of Minnesota and on the editors' short course were submitted and approved.

#### N. E. A. May Come to Minnesota

A. G. Erickson of the Springfield Advance Press, chairman of the resolutions committee, reported a resolution in favor of bringing the National Editorial association meeting of 1927 to Minnesota. His report also included a condemnation of the government's printing of corner cards on stamped envelopes and approval of more efficient county and sectional newspaper organizations; also approval of the Great Lakes-St. Lawrence deep waterways project. Resolutions of thanks for their share in the entertainment of the association mentioned the New Nicollet hotel, the Minneapolis Civic and Commerce association, the printers' supply organization, and the Minneapolis Tribune.

#### Addresses and Entertainment

Among the outstanding addresses of the meeting were those of Herbert Kaufman of New York on "Minnesota Ten Years Hence," a glowing prophecy of prosperity and development; of Rev. Roy L. Smith, Minneapolis, on "The Newspaper and Community Morals," an inspirational appeal full of humor and enthusiasm; of T. K. Kelly, Minneapolis, on "Advertising and Trading at Home," a convincing argument in favor of sound advertising as an offset to outside merchandising on the part of local people.

The dinner given in honor of the visiting editors by the Minneapolis Tribune was a brilliant affair, attended by some seven hundred guests. It was given at the New Nicollet hotel. F. E. Murphy, publisher of the Tribune, presided, and began the after-dinner program with an effective and forceful presentation of agriculture as the basis of the future prosperity of the northwest, urging the press to co-operate in every way possible in building up the farming industry through diversification, which he said was the one permanent remedy for conditions such as have depressed agriculture in recent years. He pointed to Steele county, Minn., as an example of what diversified farming could do, and urged greater support of the department of agriculture of the University of Minnesota and of its extension activities.

The two speakers on the program were Charles E. Mitchell, president of the National City Bank of New York, and Frank O. Lowden. Mr. Mitchell said that the farmer's prosperity was essential to the prosperity of the cities and of the great industries of all kinds. He expressed doubt as to whether legislation which was likely to increase production would solve the farmer's problems. Mr. Lowden argued eloquently in favor of the devising of some means by which the farmer's exportable surplus could be taken care of, so that the farmer might not be penalized for producing bountiful crops. He thought such a means could be found in a federal farm board corresponding in some respects to the federal reserve board.

Entertainment during the dinner was furnished by the Gold Medal Radio station, WCCO, H. A. Bellows announcing the various features. An interesting feature was the presentation of encores by radio by the same entertainers who presented the original numbers in person.

Dancing followed the after-dinner program of addresses.

#### Herman Roe on the Job

Washington, Feb. 11.—The organized fight of the National Editorial association and similar bodies to compel the post office department to cease the printing and sale of stamped envelopes at the expense of the small publisher and job printer reached a smashing climax yesterday before the sub-committee of the House Committee on Post Offices and Post Roads.

Herman Roe, vice-president of the national editorial association, brought the hearing started last week to a dramatic close by riddling the arguments advanced by Joseph Stewart, executive assistant to the Postmaster General, in favor of the Post Office Department being permitted to continue in the printing business.—Editor & Publisher.

#### Wishes to Buy a Paper

Among Ourselves knows of a newspaper man, not now in Minnesota, who wishes to buy a newspaper in Minnesota. Thinks he would like to be in a town of about 3,000. If any Minnesota publisher is thinking of letting go, and will communicate with the editor of Among Ourselves, he will give the name and address of the man.

#### Looking for a Place

The editor of Among Ourselves is in touch with a young man in the Minnesota College of Agriculture, an ex-service man, who has been studying agriculture, and along with that, something of journalism, and who would like to enter the country journalism field. He will be graduated from the University of Minnesota in June. Any publisher interested in employing such a man may reach him through Among Ourselves.

The Little Falls Transcript Publishing company has bought a large lot on Lake Alexander, 20 miles from Little Falls, on which the force will construct a summer home, to be used during vacation seasons.

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Herald presented the claims of the Great Lakes-St. Lawrence ship canal to the support of the publishers of Minnesota, and did so with a very effective array of facts.

#### Favored Regular Collections

Mrs. H. C. Hotaling of the Blue Earth County Enterprise gave a very happy and entertaining, and at the same time cogent, talk in favor of regular monthly collections by the country weekly publisher. She said that the Blue Earth County Enterprise had tried various methods, from collecting just occasionally and collecting quarterly to collecting monthly, and she was convinced that the only right method was monthly collecting. Business men like business methods, and the use of such methods by any one increased their respect for the business he represented.

Mrs. Hotaling told of the use of a pink slip as a notice to subscribers whose subscriptions were expiring. A slip is sent in the paper following expiration of subscription. If this brings no response, a second slip is sent, and then a third before a name is taken off the list.

Scott N. Swisher and the editor of Among Ourselves gave brief talks on the project of the state association to employ a field secretary, both urging the service such an officer could give.

Resolutions were adopted disapproving the government printing of envelopes, favoring the Great Lakes-St. Lawrence waterway, and urging careful study of the field-secretaryship plan, and continuance of the state's good road program.

#### Banquet Closes Meeting

The closing session was a banquet at the Saulpaugh hotel. Mrs. Lord acted as toastmaster. The chief speakers were Frank A. Day, Fairmount Sentinel; L. C. Hodgson, St. Paul, and Carl Eastwood of the Le Sueur News-Herald. Music and other entertainment features added to the enjoyment of the evening.

Songs for the occasion were sung by the editors. One of these to the tune of Annie Laurie was this:

Our association's lucky,  
We wish the world to know;  
For we've had a lady plucky  
Who's kept us on the go.  
She's run us for a year;  
She's grown to us most dear;  
And for bonnie Lady Lordie  
We will give a rousing cheer

No less an authority than Jason, editor of Advertisers' Weekly, is authority for the statement that the way to make sales is to have a definite article for sale, at a definite price, at a definite time, at a definite place. If you would serve your advertisers to their best advantage, teach them to feature the article they have for sale in the headline of their advertisement, not the firm name.—Rural Press and Print Shop.

Mr. Nobbs uses a map of the territory covered by his paper, with data as to circulation in a table beside the map, as a foreign advertising coxer.