

AMONG OURSELVES

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No. 10

Roe Outlines the 1927 Program for the National Editorial Association - Aim is 2,000 New Members

Herman Roe, as president of the National Editorial association, has outlined a program of progress for the association. It appears over his signature in the N. E. A. Bulletin. It says the officers—

Have set as their goal 2,000 new members to be enrolled by May 1, 1927.

Have decided to engage the services of several part-time regional assistant secretaries.

Will formulate plans for and obtain contributions toward a \$100,000 endowment fund.

Will continue before congress next winter a vigorous campaign to get the government out of the field of unfair competition with printer-publishers.

Will, with the annual conference of field secretaries as a starting point, seek to devise a workable plan for an annual brass-tacks, business-building, policy-making conference of state press association executives.

There is a constructive program, and it is already beginning to take concrete form. A first move is in the form of a letter sent out by H. C. Hotaling, national field secretary, calling on members to aid in the movement to obtain 2,000 new members. Here is the letter. Will it move you to do your bit?

MANY HANDS MAKE LIGHT WORK

Two Thousand New Members—Goal Set by the National Editorial Association Executive Committee

No organization can stand still. It must continue to move forward. Never before in its entire history has the National Editorial Association enjoyed so large a membership or been in better financial condition. The executive committee have plans in mind for some very constructive work not only along legislative lines but as to the development of advertising for the country press. In both of these directions they recognize the force of numbers. They want and intend to secure two thousand new members between the present date and the next annual meeting. They know that the executive secretary alone cannot secure this added number, but they do know that, if every one of the present membership will put his shoulder to the wheel to the extent of securing a single new member, the great task will be accomplished.

It is a Herculean task for an individual but divided among the forty-eight states of the Union it represents but fifty members to a state—not so strenuous a proposition by any means. Divided again by the present membership it becomes a job that can be accomplished. All that is necessary is the sacrifice of a little time on the part of the individual receiving this communication. The question is, how much are you interested in the National Editorial association? Are you interested enough to make the sacrifice of a few moments time to secure a new member? Will you

ask your brother publisher to come into the fold the next time you meet him in convention or conference? The next time you drive to your neighboring town will you step in and ask the publisher to join an organization that is working in season and out for his good? If you will do this, the membership desired will be secured. Now to help you to secure this membership the committee will grant receipts, good to December 31, 1927, for every member you secure between now and the first of the year.

Now, if you are willing to help in this great campaign, fill out the enclosed card and return by first mail to the executive secretary. The postage has been paid on the card and the secretary is waiting for it. Do not make him spend several cents more to check up on you, as he wants to know how many of the present membership are willing to give a little of themselves for a great cause.

Fraternally Yours,

H. C. HOTALING, Executive Secretary.
St. Paul, Minnesota, August 10, 1926.

Fill out the Pledge Card herewith and mail today. That's the important part of this communication.

The pledge card which accompanies the letter is as follows:

HERE'S MY PLEDGE

To Secure One New Member for the National Editorial Association

Recognizing the necessity for the closest teamwork and zealous co-operation to bring to a success the plans of the executive committee to add 2,000 new members during the next twelve months, I hereby pledge myself to secure at least one of the new members.

Name

Publication Represented

Address

If each member secures one new one, the goal will be reached.

Annual Proceedings

It costs from 60 to 75 cents to prepare, print and mail this valuable work. Please indicate below whether you desire copy. It is mailed free to all members in good standing.

Want Annual Proceedings: Yes .. No ..
Have you signed yours?

If you are not a member of the N.E.A. and would like to become a member, communicate with H. C. Hotaling, Merchants National Bank building, St. Paul, or write to Among Ourselves and let it see that you are on the list.

September is a good month in which to take such a step and the earlier in September the better.

A new day is coming in the country printing business. You can hasten it coming by joining in this movement. Do it—quick.

Press Field Managers

Discuss Big Problems

The interests of country weekly newspaper publishers were threshed out in a most thoroughgoing fashion at the fourth annual meeting of the National Association of State Press Field Managers at the Ryan Hotel, St. Paul, August 25 to 30. It is doubtful whether a meeting of greater significance to the publishers of the country weeklies has ever been held, not even excepting the meetings of the National Editorial association. This was a meeting of the men who more than any others can help to put into action and effect the policies of the N.E.A., and a meeting of the men who have been wrestling first-hand with the practical everyday problems of the press. These men were after solutions of their problems. They were seeking facts—facts—facts, and out of their deliberations and exchanges of ideas they got much.

Among Ourselves will not try at this time to tell the story of the meeting. It will leave that to Minnesota's own field manager, Sam S. Haislet, when he gets time to put the report on paper. The editor of this paper could not attend all of the sessions, but he attended enough to know that the field managers were getting down to the roots of things.

Printing as a Preferred Claim

He heard, for example, a discussion of the question of making printing a prior lien or preferred claim in bankruptcy cases, by Robert J. Cowling, a Minneapolis lawyer. The theory on which it has been hoped such a claim might be established is that of labor involved. It is impossible here to go into the details of Mr. Cowling's lucid presentation of the case. It is enough to say that the field managers present were convinced that there were insuperable obstacles in the way of making printing a preferred claim.

An interesting thing which came out of the talk with Mr. Cowling was the possibility of a state association's retaining a lawyer of high rank to look after its affairs and to give its field manager legal advice for the benefit of association members. The State of Washington retains a lawyer and the Washington field manager, telling of his attorney's services, showed very clearly how immensely worth while it was to have such service available.

Uniform Invoice Needed

Another extremely pertinent talk was one by George W. Cushing of McKinney, Marsh & Cushing, advertising, Detroit,

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Mich., the agency which has handled the Ford Motor Co. account.

Mr. Cushing talked about the possibilities of getting country weekly publishers—indeed, all newspaper publishers—to use uniform invoices for billing advertising. He had with him a great variety of invoices, many of which did not give essential information, with which he emphasized the importance of uniform invoicing if newspapers hoped to get the best services from advertising agencies.

He had drawn up a sample form, which he believed would meet the needs of newspapers and agencies. It was examined carefully by the field men, including H. C. Hotaling, and by Herman Roe, H. Z. Mitchell, and other newspaper men, and was approved. With modifications by Messrs. Roe, Hotaling and others, this form will be issued as the N.E.A. uniform invoice. Plans have already been completed for its distribution.

Strange to say, some of the sample invoices displayed by Mr. Cushing did not give the name of the town or the state, or omitted some other necessary items. The sample he suggested for general use provides space for the name of the town, state, and for the date; for the name of the paper—sometimes omitted, also; for the name of the advertiser or agency; for the dates of insertion; for the edition—if more than one is printed; for the number of lines or inches; for the rate and gross and net amounts; for agency terms and cash discount dates; for a description of the ad, and for checking proof information.

Best Time to Send Proofs

The form led to a discussion of the best time to send checking copies, and it was brought out that these might better accompany the invoice as tear sheets.

It is small wonder that papers careless about invoicing often have trouble in getting accounts settled and trouble in getting business.

A report of other features of the meeting will appear in the next issue of *Among Ourselves*. Minnesota's own field secretary will then have an opportunity to tell about the meeting as he saw it. He was constantly in attendance and did much to contribute to the work of the convention and to the enjoyment of the visiting delegates.

REAL CHANCE TO STUDY ADVERTISING PROBLEMS

G. H. Cleveland, chairman of the convention of the Advertising Clubs of the Eighth District of the International Advertising association, to be held in Minneapolis, October 11 and 12, informs *Among Ourselves* that the convention will be open to all newspaper men, merchants, and others interested in advertising. He also asks that *Among Ourselves* spread the word to the publishers of Minnesota. *Among Ourselves* is doing it.

The meetings will be held at the New Nicollet hotel.

On the program will be many speakers of national prominence, including C. K. Woodbridge, president of the International association and president of the Dictaphone corporation.

The keynote of the convention will be "More Business through Advertising."

It will be a business convention in every sense of the word.

Further details will be available through the Advertising Club of Minneapolis.

State Press Field Managers



Standing, left to right—Sam S. Haislet, Minnesota; O. W. Little, Kansas; George Riley, American Press Association; H. C. Hotaling, N. E. A.; Harry Porte, Utah; Len Feighner, Michigan; Ben H. Read, California; Ole Buck, Nebraska; Norman J. Radder, School of Journalism, Indiana University; John Meyers, National Printer-Journalist.

Sitting—Herman Roe, N. E. A. President; J. S. Hubbard, Missouri; E. A. Bemis, Colorado; E. F. Tucker, Iowa; Fred Kennedy, Washington; G. L. Caswell, Iowa.

Field Secretary's Notes

By Sam S. Haislet

In presenting facts to the St. Paul Association, with regard to dry goods concerns and manufacturers who are not in the printing line but who furnish cheap printed matter to merchants and dealers of small towns, I am informed that this "service" has been maintained for years. True—only too true. But why a "service" that hits only the printer? Why not let the rest of the folks in on this great "service"? Why can't they extend this "service" to include shoes, hats, caps, automobiles, tires, food stuffs, etc.? If it is a great "service," why confine it to printed matter? There are a dozen concerns in the Twin Cities alone that furnish printed matter to their dealers at prices that are far below the cost of production. We could not object to such a plan if the prices quoted were in line with living prices charged everywhere. But we are going to stop this practice or we are going "to bust a suspender" trying. We can then go after the printers who are doing this thing, also, and maybe we can show them, too, where living prices are necessary to the successful conduct of any business.

Field Managers' Meeting

It is too bad that every publisher in Minnesota, who has asked the question, "where will I benefit through a field secretary" could not have attended the annual session of the National Associa-

tion of State Field Press Managers, held in St. Paul, August 25-30. I am satisfied that if all could have spent the five days with this real bunch of pioneers, and heard the older men in the game tell what had been accomplished in the various states, there would be no trouble in making Minnesota the leading state in the nation in support of the work. There was not a talk made, nor a discussion indulged in, that did not bring forth records of real achievement, and the pity is that the "doubting Thomases" could not have been listeners in. It was the greatest newspaper meeting I have ever had the pleasure of attending, and I learned many things that are going to help the Minnesota publishers.

If your furniture dealer handles the Sealy mattress, made in St. Paul, there is some nice business in sight for you if you get after him at once. These people have a big October campaign ready to go, and will place the ads where they have dealers. Go out today and find out whether or not your dealer handles this mattress. If so, get busy with him so as to get in on this campaign. Delay will lose a nice piece of business—act at once.

(Continued on page 3, column 2)

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PASSING UP THE PUFF

According to Stuart Schuyler, president of Allied Newspapers, Inc., in an interview in a recent issue of Editor & Publisher, manufacturers are ceasing to ask for free stuff in connection with advertising. "Manufacturers are buying space that actually sells their merchandise. They are not using weak newspapers that give away free space with every contract," says Mr. Schuyler.

Experience is teaching the manufacturer that free stuff counts for little. In support of this view, Mr. Schuyler cites the case of the American Can Company, which employed a specialist to get out editorial copy about canned goods. The copy was widely used. A check-up, however, disclosed the fact that the stuff had not increased the sale of canned goods at all. The publicity bureau was, therefore, abandoned.

The only rule for a newspaper to follow is to print that which will interest and be of use to its readers. To print bait for advertising does not catch many ad fish.

WASHINGTON ADVERTISED

George Washington believed in newspaper advertising. A newspaper, dated August 20, 1773, in possession of a Texas woman, contains an ad written and signed by the father of his country, designed to dispose of leases of land. The country's first president knew a good thing at sight, and that is a lot more than many present-day merchants know.

WHERE THE FAULT LIES

"If good, truthful advertising will not sell an article, then there is something the matter with the article, and the remedy lies not in changing the advertising by exaggeration to make it sell the goods, but in improving the merchandise so that good advertising will sell it in such large volume that the manufacturer will be able to pass along to the customer the many benefits of mass production."

The foregoing is something to pass on to the hesitant advertiser. It is the word of Edward A. Filene, the big Boston merchant. What he says is as true for the local, small-town merchant as it is for the big city man.

Congratulations are due Harry M. Wheelock of the Fergus Falls Tribune, who last week was awarded dual honors in receiving the first prize in a nationwide contest conducted by the American Press Association for the best editorial on the value of the country newspaper as a natural advertising medium and also fourth place in the National Editorial Association editorial page contest. We are proud of you, Harry.—Morris Tribune.

(Continued from page 2, column 3)

Swatting the Ad Schemer

If every dollar that is thrown away by merchants and others in Minnesota on useless "advertising" schemes could be saved, there would be a nice increase in the amount of money the local newspapers would get for legitimate advertising. Almost every day some schemer hatches up an idea, and immediately beats it to the country to put it over, and sad to relate, he has thus far succeeded. It is partly the fault of the local newspaper man that this is true. By making an intensive campaign among his business people against having anything to do with these schemes before discussing them with their newspaper man, and then by turning down flatly every proposition of this kind presented for approval (at least every one that is a fake pure and simple), he would encourage the merchants to look to him as their counselor in matters pertaining to publicity. I wonder how far one of these "go to church advertising card" solicitors would get with the manager of Donaldson's, for instance, or any like concern. The answer is easy. And if we will do our part in educating the merchants of our home towns, pretty soon these schemes will be a memory. The Northwest Commercial Bulletin has agreed to co-operate with this office in getting a message to the merchants, and we can stop the business if we will all do our part.

Send in Your Orders

If ten publishers in the state have made their annual dues this last month by sending us orders for lithographed forms of various kinds, why don't the rest of the bunch get busy? The stuff is there for you—go get it.

Says Voting Contests Are Illegal

The attorney general's office in Minnesota has ruled that newspaper contests are illegal—and conflict with the lottery law in this state. And yet, there are several contests running most of the time. We are going to get the real dope on this proposition one of these days. The National Field Men's Association went on record against newspaper contests, at their St. Paul meeting.

Canning the "Free Dope"

How much of the "health" free dope have you printed the past month? This stuff, sent out by certain canned milk people, is being used by a large number of papers. The big dailies are not printing it, and yet the canned milk folks are running paid ads in the dailies. Wonder why? You wouldn't buy advertising for money that you could get for nothing—that's the answer.

Why Buy What Is Free

A certain automobile dealer in the Twin Cities told us, when we approached him with a proposition to donate a car to the association in return for a like amount of publicity that he didn't need to buy publicity, he could get it free. Guess he was right, at that, as many papers coming over my desk the past few weeks have carried some big free stories about this car and dealer. I won't buy what someone will give me for nothing. Neither will you—and

neither will an automobile dealer or anyone else.

Dunwoody Begins Fall Term

Dunwoody Institute opened its fall term this week. With an ever growing scarcity of operators and competent printers for the country shops, there should be real co-operation on the part of the country newspaper people with Dunwoody. Have the boys and girls in your own shops spend some time there each year. It will bring money back to you in the long run.

This office can put you in touch with competent machinists to remedy your slug casting machine troubles. Our experience with the one young man was not so good—but we have hook-ups now that are real ones.

There are several desirable small town papers for sale in Minnesota. This office will be glad to give real prospective buyers the correct information.

New Deal in Ford Ads

The new plan of advertising promulgated by the Ford company is worthy of your careful consideration. The Ford people have left the advertising squarely up to the local dealers, and they will spend their money as they see fit. The weekly and small dailies will get most of it if they will go after it. Ford dealers are not ad writers in most cases, and I think we should encourage these Ford dealers to hook up with McKinney, Marsh, and Cushing, at Detroit, who will furnish them stereotypes or mats of real Ford ads at nominal prices. Get after this Ford business right now.

This office is getting to be a real employment bureau. We have placed a lot of people about the state since the last talk in these columns.

Eastwood at St. Paul Meeting

President Carl Eastwood, of LeSueur, spent some time with the field managers at their annual convention in St. Paul last week, had his car here Sunday to help entertain them on the one day of rest they enjoyed while here. Carl is a popular president and is a credit to the Minnesota association.

N. C. for Field Man

North Carolina has joined the ranks of states having a press field manager. At one of the most largely attended meetings in the history of the North Carolina association, with some 200 editors present, the question of employing a full-time field secretary was thoroughly discussed and then unanimously approved. It was voted to make the dues 1 cent for each newspaper subscriber, which would be \$1 a hundred, in order to raise funds to meet the expenses. The executive committee was then instructed to go ahead and get the man.

John O. LaFreniere, in charge of the Hill City News for the last year, will leave September 1 to enter the junior college at Coleraine, where he will give special attention to journalism. He is the son of A. L. LaFreniere of Grand Rapids.

ROE TALKS SERVICE TO S. D. EDITORS

"We are living in a period when public service is the dominant note in American journalism. Yet do we editors fully appreciate the full import of the responsibility to our community that we carry? Are we not prone to become so preoccupied with the mechanics of this thing we call the 'newspaper game' that we lose sight of the far-reaching effects and significance of the printed word?"

With these words, Herman Roe, president of the National Editorial association, flung a challenge to the editors of South Dakota in his address on the "Newspaper as a Community Builder," at the annual summer meeting of the South Dakota Press association last week at South Dakota State college.

"A town should not be allowed to become stagnant," he said. "To go forward it must have leadership. That leadership should be supplied by the newspaper. A newspaper and nothing but a newspaper can effectively educate public opinion over a long period of years. The editor must suggest and fight for those things which mean town betterment. He will find opposition. Selfish people will object to needed improvements because of the cost. But the newspaper that is to live and serve must go forward in spite of such people."

"The newspaper is the greatest public utility institution," continued Mr. Roe, quoting Dean Walter Williams of the Missouri University School of Journalism. "He serves his paper best who serves his community best. The chief end of all good journalism is helpful public service. Every good journalist seeks first the favor of the right-thinking public through public service and then just expects that all other needful things will be added unto him."

Commenting upon this statement of Dean Williams, Mr. Roe said:

"Service is the touchstone that spells success in every line of human endeavor and in the country newspaper field, where the opportunities for service are unlimited, the outstanding weeklies in every state are those newspapers whose publishers are putting into practice these policies of community service."

September Ad Tips

The canning season is not over yet. Get your merchants, who deal in supplies needed by housewives for canning, to make a clean-up drive.

This is the time to bear down on the clothing merchant—the ready-to-wear dealer. It is the early advertiser who gets the cream of the trade.

Fall is the time when the hardware man and the lumber dealer ought to fall for advertising with force in it. These are the days when the farmer is planning to make things snug for the winter.

The coal man is looking for trade right now. Tell him he can stimulate it by advertising—advertising—advertising.

Farmers are storing their potatoes. Bins and storehouses, say agricultural college specialists, should be sprayed before potatoes are put in. A solution of 1 pound of copper sulphate to 10 gallons of water, is suggested. Get your druggist to advertise. He can use such an item as a leader to a general ad.

Corn-husking time is near, and corn-husking means sore hands. Get your druggist to advertise hand lotions.

There are all sorts of things to be advertised at this time of year. "Use your bean" for the benefit of the merchant, thinking up ads for him. It will put money in the bank for you—as well as the merchant.

GOOD THING WHICH IS GOING TO WASTE

Wholesale houses and manufacturers, from whom the retail merchants out over the state do their buying, in most cases are prepared to provide retailers with advertising helps.

The Northwest Commercial Bulletin is endeavoring to interest retailers in getting these helps and in making use of them in their merchandising. That is pressure from one side.

Local papers can help from the other side.

Why not make a point of getting your live merchants to let you take such helps as a guide in preparing ads for them? A request of the kind will help to impress a merchant with the thought that he is missing something worth while.

The Commercial Bulletin, in a recent editorial, has this to say to merchants about the "helps":

"Keep this important suggestion in mind.

"When you have completed purchasing your merchandise, visit the advertising department, wherever you buy, and ask for some of the advertising helps that are awaiting your request.

"There will be suggestions for immediate execution upon your return home; there will be layouts and ideas for "Fall Openings"; perhaps for a successful Blanket Sale; something for October; several selling events that can be planned for November, and the Thanksgiving season; even for Christmas.

"Selling helps are as necessary as the right merchandise, and nothing will please the wholesaler more than to have retailers take home a great load of advertising helps which have been so carefully and thoroughly prepared.

"The time to get these things is when you are on the job of buying, while your mind is alert as to what you need most."

Second District Outing

The Second District Editorial association held its annual summer outing at Valhalla near Slayton, August 7. The attendance was large. A ball game furnished excitement in the afternoon, and in the evening a banquet was served, at which Larry Ho was the principal speaker. Frank A. Day, Sam S. Haislet, and James Ruane, a veteran in the newspaper field in Slayton, added to the interest in the after-dinner program.

David E. Cuppernell, who recently sold the Lakeville Leader, has purchased the St. James Independent from H. W. Haislet, whose health has compelled him to give up active duties for the present.

The plant of the Hutchinson Press has been moved into a new home built especially for the purpose. The building provides ample quarters for the business and the publisher, Iver J. Iverson, is well pleased.

"Before you invest, investigate."

There is a good motto to pass on to your readers, from Better Business News.

CANNON FALLS EDITOR HONORED BY CITIZENS

Fifty years ago Number 1, Volume 1 of the Cannon Falls Beacon, one of the leading weekly publications of southern Minnesota, was published, and on Sunday afternoon, August 15, fellow-editors, neighbors and friends of S. S. Lewis, its editor for 46 years, gathered at Tourist Park, Cannon Falls, to celebrate. The event was sponsored by the Goodhue County Editorial association, of which Mr. Lewis is president.

Among those in attendance were Herman Roe of Northfield, president of the National Editorial association; Congressman August H. Andresen, Red Wing; Hon. Andrew Finstuen, Kenyon, all the Goodhue county officials with exception of one, and practically every editor in the county.

The gathering was the mid-summer meeting of the editors, and S. S. Lewis, acting as president and unmindful of the "plot" of which he was to be the victim, proceeded to take charge of the program. Things had only started when I. M. Kalness, secretary, gave the veteran scribe orders to abdicate and informed him that he was henceforth the honor guest.

After the secretary had deposed Mr. Lewis and explained to him the significance of the gathering, N. P. Olson of Red Wing, presented him a purse of \$50 in gold, a gift from his fellow editors, and extended congratulations to the Cannon Falls scribe on behalf of the county association.—Red Wing Republican.

Check on Postmasters

In its campaign against government competition in printed envelopes, the Colorado Editorial association draws attention to one postal regulation not commonly known to exist.

This regulation, it is pointed out, expressly forbids postmasters to solicit envelope orders from business houses.

Commenting on the subject, Arthur L. Craig, president of the Colorado association, said:

"I have known at least one case in which the postmaster (not now in office) systematically canvassed the business houses of his city for their envelope orders in an effort to increase his postal receipts.

"The leading job printers there suffered a noticeable decrease in business as a result.

"If any Colorado postmaster is known to be disregarding the official order mentioned and fails to desist after this regulation is called to his attention, a complaint, directed to the department in Washington, will not be out of order."—Publishers' Auxiliary.

The Fairfax Standard late in July moved into new quarters in a building bought by and remodeled under the direction of H. S. Sherwood, publisher.

A new home for the Chisago County Press is under construction at Lindstrom. It is to cost \$6,000.

Fay Gordon, for the last five years advertising manager of the Albert Lea Tribune, died on July 14, after an operation for appendicitis.

Joseph Gilpin, at one time publisher of the Post and later of the News at Alexandria, died July 17 at the age of 84. William S. Gilpin of the Osseo, Wis., News, is a son.