

AMONG OURSELVES

UNIVERSITY OF MINNESOTA
DOCUMENTS

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ST. PAUL CAMPUS LIBRARIES

BOUQUETS FOR THE MAY SHORT COURSE

Those who attended the seventh annual editors' short course at University Farm, St. Paul, May 3-5, declared it a success. Many declared it so before they left and others have been good enough to write their approval to those who were in charge. This is all very gratifying to the makers of the program. They may say so, because the credit for such success as was achieved was not so much theirs as it was that of those who attended and especially those who had a part in the program.

As usual, the round-table, with which for the last three or four years the course has opened, was a most satisfactory feature. This year Seth Thornton, head of the School of Printing of South Dakota State College, led a discussion on the Proper Make-Up for the Country Weekly. In a word, Mr. Thornton opposed the use of great big type, banner heads, etc., in the country weekly. He believed in 14-point or 18-point, caps and lower case heads. Then he did not believe in too rigid an adherence to balance. In this he recommended a "studied carelessness."

The Press from Three Angles

The Minneapolis Journal dinner gave the visitors a most delightful evening. The dinner, as served by the University Farm cafeteria staff, with young women from the home economics division of the college as assistants, was highly satisfying. But it was in the after-dinner program that the visitors found exceptional interest. Dean W. C. Coffey, of the University Department of Agriculture, presided in the absence of Lotus D. Coffman, president of the University, extending greetings for the Journal and for the University. J. P. Coughlin, president of the Minnesota Editorial association, responded for the editors, incidentally urging upon the University the necessity of enlarging upon its work in journalism. Then came three addresses: "The Press as Seen from the Pulpit," by Rev. Dr. J. E. Bushnell, Westminster Presbyterian church, Minneapolis; "The Press as Seen from the Bar," by H. J. Fletcher, law school, University of Minnesota, and "Outside Views as Seen from the Inside," by H. V. Jones, publisher and editor of the Journal. Dr. Bushnell emphasized the importance of the press today, and urged on the editors that their great opportunity also carried with it a great obligation and responsibility. In presenting this serious discussion, Dr. Bushnell proved himself much of a humorist, interjecting not a little kindly fun at the expense of the editors. Mr. Fletcher outlined effectively some of the problems which the publishers of newspapers of today and tomorrow have to face. Several criticisms of the press, suggested by both Dr. Bushnell and Mr. Fletcher, were taken up for answer by Mr. Jones, and it was plain that the

visiting editors were ready to—indeed, they did—back Mr. Jones, showing their approval with frequent outbursts of applause.

Lights Flashed on Ad Business

The Friday morning program dealing with the psychology of advertising, by Donald G. Paterson, and with the local merchant as an advertiser, by C. H. Hoffer, both the speakers being from the University, proved most illuminating and brought out volleys of questions. Mrs. M. T. Hill of the Dayton company, Minneapolis, who was to have talked on advertisements that sell things, was unable to be present, but a series of lantern slides prepared under her direction was shown, and her comments as to why some of the ads were bad and some good were given by proxy, so that the editor-students got the views of a city advertising specialist on advertisements taken from country newspapers. The views of the editors did not always coincide with those of the city specialist, but some good points were brought out. Some of the points are covered in Among Ourselves for May 1, in the article "The Ad That Sells Things for the Local Retailer," copies of which may be had by addressing: Among Ourselves, University Farm, St. Paul.

Printing Problems Demonstrated

Dunwoody Industrial Institute, Minneapolis, provided a most instructive program for Friday afternoon. The visitors were shown the institute from end to end, and were then taken to the printing department, where the decks had been cleared for an afternoon's study of practical printing problems—the handling of cylinder presses, job presses of various sorts, inks, linotypes, monotypes. The demonstrations were such as to stimulate an interest in printing in the country printshop as an art—such an art as it may become.

Contest Awards Announced

The Friday evening program at University Farm opened with the reading of the three leading papers entered in the editorial policy contest, which are reproduced elsewhere in this issue of Among Ourselves. They will well repay reading. The winners of the contest were:

C. C. Campbell, Ellendale Eagle, \$25.
Ludwig I. Roe, Montevideo News, \$15.
Harry M. Wheelock, Fergus Falls Tribune, honorable mention.

The cash prizes were provided by the publicity department of the Minnesota State Fair, of which Ray P. Speer is the chief.

Three More Bullseyes Scored

Three good things were reserved for Saturday morning—"Service to Rural Readers," by Paul W. Kieser, South Dakota State College; "Do Minnesota Farmers Need to Advertise," by A. W. Hopkins, College of Agriculture, Uni-

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COUNTRY WEEKLY POLICY OUTLINED

The country weekly editorial policy contest and the reading of the papers which were awarded the honors made one of the most interesting features of the recent editors' short course at University Farm. The judges, A. W. Hopkins and W. A. Sumner of the University of Wisconsin, in a letter giving their decision, spoke in very high praise of the papers submitted. Believing that a perusal of the prize-winning papers by the editors of Minnesota will stimulate thought and possibly bring about greater interest in a similar contest next year, the editors of Among Ourselves are printing all three papers in full below.

Puts Emphasis on News

C. C. Campbell, publisher of the Ellendale Eagle, who won first place, put emphasis on news as the first function of a newspaper. Mr. Campbell said:

"The prime function of a newspaper, of course, is to justify its name—a **NEWSpaper**.

"Its main hope for success is to create a distinctive field. The only opportunity it has to give exclusive service is by featuring and elaborating upon local current events. For that reason, the feature that should lead all others in its columns, even to the point of entire submergence, is **local news**.

"The amount of other matter should be governed by the white space available and the amount of white space should be regulated from a business standpoint by the volume of income from advertising.

"Given a sufficient amount of white space to deal with all, I would rate the features in common use as follows, with regard to their importance:

- Local news.
- Farm and dairy.
- Editorial.
- Fiction.
- Pictorial features, including humorous.
- Syndicate features.
- General news.
- Miscellaneous.

"All these departments need careful editing, even if in plate form. If the mechanical and editorial facilities permit, much of the general news should be rewritten, perhaps all of it.

"The principal idea always to be kept in mind is: Localize and individualize. It involves the old principle of business success—offers something of merit and distinction which bears your exclusive trademark, thereby cutting competition to the minimum.

"News matter should be made up in attractive form with appropriate headings and various typographical features calculated to please the eye, emphasize the text, and avoid overstraining of the attention by the massing of solid blocks of type. The front page should be given special attention and be kept free from

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advertisements, but the inside pages should be in no wise neglected. Careful attention to press work is a vital essential.

"Nothing but the editor's own perceptive faculties can indicate what to print and what not to print as news. It cannot be safely reduced to a formula.

"Editorials should deal with matters of local and common interest and have for their main purpose the further elucidation of the subject that is commanding interest. Contribution to this department by the public is to be encouraged.

"No advertising should be accepted that is patently of a questionable character or calculated to deceive or misrepresent. Truth, good faith, frankness, are the attributes to be fostered, and brevity in presentation.

"Subscription rates are more or less arbitrary and must conform largely to the prevailing price charged by similar publications. Advertising must bear the difference between receipts from this source and the average cost of issuance, plus a reasonable profit.

"A newspaper should be enthusiastic in its support of every movement calculated to benefit its readers individually or collectively. To that end it should work hand in hand with the agencies engaged in these endeavors, but in order to be able to do this, these agencies must understand that there is a wide gulf between propaganda, no matter how benevolent, and news and other live features. The former may be properly spread through the medium of newspaper advertising, circulars, speeches and other channels of publicity than the news columns of a newspaper.

"Directors of welfare and uplift movements should be specially trained to differentiate between propaganda and news, thereby eliminating a common source of misunderstanding between them and the newspapers and promoting the union of these two great forces in the most effective co-operation; and the newspaper on its part should cultivate an attitude of interest further to cement this unity of purpose and effort.

"Circulation and advertising volume are best secured and held by the issuance of a **NEWS**paper such as an attempt has been made here to outline."

Second Paper Also Stressed News

Ludwig I. Roe, publisher of the Montevideo News, also stressed news as of first importance. Mr. Roe's paper was as follows:

"The purpose of a country weekly has been well summarized:

1. To serve its community,
2. To bring profit to its publishers.

"To attain these ends adherence to certain definite policies would be helpful:

- "1. Print as news everything transpir-

ing in the paper's field that has reader interest, with this reservation: that in treatment of so-called crime news only as much be printed as is deemed necessary to serve the public welfare. Such events should be handled as a deterrent and warning, not because of morbid or sensational appeal.

"2. Maintain a trained reporting staff, whether that "staff" be one person or more in addition to the publisher-editor. The editor errs in attempting to handle all local news. Readers pay for comprehensive news service. Expenditures for such service should not be restricted by a policy of penny-wise economy. News stories should be accurate, well written, comprehensive, interesting, and without bias.

"3. Planned effort should be made every week to have the news columns represent all classes of citizens in town and country. Play no favorites. Realize the importance of every personality in the paper's community. Study head-line writing and have a definite style of heads varied to suit the various types of story. Get action into the headlines. Do not let them become merely labels. Departmentalize your paper as the local field suggests—farm news, women's page, school news, etc.

"4. Editorial comment should be kept out of the news columns. Let the editorial page express the editor's own views clearly, fairly, definitely, and constructively. It should discuss local issues first, then state, and national. It should seek to be inspirational and instructive, not merely controversial. It should not sacrifice fairness or truth for cleverness or brevity.

"5. The news and editorial responsibility of the country weekly remain distinctively local. Let the service rendered be in intense cultivation of this opportunity, not in an attempt to emulate metropolitan publications in a use of "features" out of proportion to the space available.

"6. Accept no advertising believed to be fraudulent or misleading. Adopt the standards of the Associated Advertising Clubs of the World in this regard. Be chary to enter advertising campaigns that pay large commissions to out-of-town solicitors, or are not conceived, written, and managed by those who know home conditions best.

"7. In arriving at advertising and subscription rates know your costs of production. In the absence of definite figures covering your own shop use the standard schedule of advertising rates adopted by the National Editorial Association. Maintain a subscription rate of not less than \$2 a year. Build circulation on the merits of your publication without using contests which result in easy-to-get but hard-to-hold subscriptions. Keep your list strictly on the cash in advance basis.

"8. Make your paper attractive mechanically. Get a good print. Devote time to getting a balanced make-up of every page in every issue. Use the pyramid style of make-up on the advertising pages. Think your paper is a quality publication—and it will become one.

"9. Throw overboard the patched-pants philosophy still too prevalent among country publishers. Recognize clearly the value of your paper to your community, the real service it renders, the dignity of your profession. On the basis of

definite standards in the news, editorial, advertising and mechanical departments assume the place in the community that is rightly yours. Be in position to play a constructive part for progress in the larger affairs. Be an active member of civic organizations but do not allow them to monopolize your time and effort. Your greatest opportunity for service, and for profit, is through the columns of your paper."

Says a Lot and Brilliantly

The judges paid the paper of Harry M. Wheelock, of the Fergus Falls Tribune, which was awarded third place, a very high compliment when they said that it said a lot in a few words and brilliantly. It was felt by the judges, however, that the paper was too brief fully to outline a policy. The paper is presented herewith:

"Noah jammed all the animals into one ark, so it may be possible to outline an ideal editorial policy for a weekly newspaper in 600 words; otherwise it might not seem so.

"The editor must begin with loyalty. He must continue with fairness. He must be possessed of a demon of industry and a love of detail. He must be grounded in sound general principles of economics, finance, agriculture, science, politics, sociology. He must be fearless, yet merciful and compassionate. He must love his home town with a love surpassing that of Aucassin for Nicolette; his county with the lambent flame of pure devotion; his state with pride and hopefulness; the United States with the reverence due her glorious past and her limitless future. He must regard news as an object in life, and know what news is; and must get it all. His city and county are his boundaries, but never a chicken coop must go up nor a barber pole fall to the ground therein without his cognizance and comment. He must keep his editorial column clean and independent. He must fix adequate advertising rates, and enforce them though he lose two-thirds of 'the old guard.' He must pay as he goes, and go only where he pays; and so bravely and consistently charge for every line of advertising matter that appears in his paper, whether for 'shows' or ladies' aids. He will do well to 'belong' to some recognized political party, and, being thus identified, to make his criticisms and comments with more independence than any 'independent' ever dares do. Never must his escutcheon be lowered in the face of dignities or titles, wealth or threats. Lastly to preserve his well balanced outlook on life, he must possess a sense of humor that is always in working order.

"The man who has these qualities and can do these things will be able to formulate an editorial policy that will carry him to honor and success, and make his newspaper a force for good and a leader in its community; perhaps, even one that will give him a competence for his old age."

What the Judges Had to Say

What the judges thought of the papers submitted in the contest as a revelation of the ideals of country newspaper publishers in Minnesota is decidedly worthy of note. Their letter, transmitting the papers after the contest had been decided, was as follows:

"If, as we assume, the papers submit-

ted in your editorial policy contest are an index of the newspaper ideals of your state, Minnesota is exceedingly fortunate.

"It has been even more than a pleasure—an inspiration—to read these expressions. So many outstanding papers were submitted that the selection of the winners has been a very difficult task. The prizes were far too few in number to indicate the excellence of the competition. We frankly admit that an altogether different distribution of prizes might be made and with good justification

"After considerable study we have decided to award the prizes in the following order:

- First No. 9....
- Second No. 13 ..
- Third No. 15

"Although confined to the limits of a single page, No. 15 is a bit of most interesting writing. It says a lot in a few words and brilliantly. The policy advocated, however, is not as completely outlined as in some of the others.

"The writers of papers No. 9 and No. 13 have presented well-planned, seemingly sound and practical outlines or recipes for a successful country weekly. These outlines, if followed, would raise the weekly paper standard of any state

"In presenting his plan, the author of No. 9 has emphasized the point that, to prosper, the editor of a weekly must make for his paper a distinctive field. This, it seems to us, is the fundamental answer to the man who is worrying about competition from a daily or a neighboring weekly. Similarly this is a fundamental answer to give to the editor who feels that his paper is not appreciated, that an editor's life is a dog's life, that he can't secure advertising and circulation support for his paper. It would seem as paper No. 9 outlines that the cultivation of a distinctive field and the building of a distinctive service hold the key to the future of the weekly press.

"We were very much impressed by the fact that the writer of No. 9 is sold and sold hard on his own community. He believes in it enthusiastically. He sees the possibility of the constructive service he can render in building that community spirit so well expressed in the old Missouri slogan—"Get acquainted with your neighbor—you might like him."

"The realization and emphasis which this and several of the other writers place on farm and dairy news show that they are alive to the fact that the readers of any weekly paper are usually 60 per cent rural and 40 per cent urban. They appreciate that the life of most Minnesota communities is maintained by the prosperity and well-being of the rural neighbor.

"Not knowing the writers of the numerous papers which we have examined, we can only say that if their papers breathe the spirit of their essays these publications are or soon will be among the most constructive community papers to be found in the Middle West.

"Andrew W. Hopkins,
"William A. Sumner."

HOPKINS GIVES VIEWS . . . ON FARM ADVERTISING

A constructive view of the possibilities in farm advertising for the country weekly was given by A. W. Hopkins, editor of the College of Agriculture, University of Wisconsin, in his address at the closing session of the editors' short course. Some recent pronouncements, Mr. Hopkins held, were far too optimistic. Mr. Hopkins, however, expressed the conviction that farm advertising in Minnesota's country weeklies would, as the years advanced, show a great growth. This would be largely in two directions:

First, in an increasing demand for space in community weeklies as a means used by farmers to sell surplus products to other farmers.

"Second, to create a demand for farm products at market centers at profitable prices, from which would flow back to local producers increased prosperity which would mean more buying power, larger business for local merchants, and, consequently, a greater demand for advertising space.

Mr. Hopkins pointed out that Minnesota is wonderfully located in the greatest food-surplus-producing area in the United States, and is convenient to great markets, and that its farmers had already gone far toward solving the problems of quantity production, producing almost too abundantly. He said what they needed to do was to study more closely the problems of quality production. He illustrated this by pointing to what had been done by the dairy leaders of Minnesota and adjoining states. In dairy manufacturing, he said, Minnesotans had demonstrated their capacity to produce articles in sufficient quantities and their ability to attain a high quality of products. He declared, however, that along with this they had not devised means for the merchandising of their products at adequate prices. But, he said, Minnesota and Wisconsin farmers were on their way, and knew where they were going. The creamery men, for example, were shipping and selling their butter collectively to eastern markets, and he predicted before long that, through proper advertising and selling, they would be getting returns commensurate with the merits of the output. The cheese men of the two states had taken even a more advanced position—had named and branded their products and were advertising them in a modest way. Advertising of this kind, he pointed out, must be done where the markets were found, just as the raisin growers of California and the tobacco growers of Kentucky were advertising their products where demand could be created successfully. On this point Mr. Hopkins said:

This much is certain, however; you are interested in having the products of your community marketed where there is the greatest demand for them. It then follows that expenditures for advertising will be made so as to make the best market for the wares of yourselves and your neighbors. By doing so you will be returning to your community the greatest amount of money, will be increasing the buying power of your people, and will be stimulating a demand for advertising for the products which your readers need or desire to buy.

I appreciate fully that this may not be the answer which, offhand, you would like to have to this interesting question, but I ask you to give the whole matter second thought and see if you do not agree wholeheartedly that what is best for your community is, in the end, the very best for you.

Mr. Hopkins then pointed out that the interests of the country publisher, as, indeed, of all in business of any kind in rural communities, were identical with those of the farmer and that the closest co-operation should be maintained, the country publishers giving due emphasis to news of farm life. In view of this fact, more and more of the publishers who were alert to the situation were giving more attention to the featuring of farm copy. In conclusion, Mr. Hopkins said:

For when all is said it is apparent that if you are to have a better Minnesota, a happier and more prosperous Minnesota, the agricultural leaders, including the community editors who see the needs of the farmer, must team together. Agriculture is, and unquestionably will continue to be, the dominant industry of your state. Minnesota is making big strides today and the community newspaper is due to continue to be one of the greatest factors in making a bigger and better Minnesota.

Agriculture needs the power and influence of the press, and just as certainly the press needs agriculture.

KIESER, SOUTH DAKOTA, TALKS ABOUT SERVICE

In discussing "Service to Rural Readers," at the editors' short course, Paul W. Kieser of South Dakota State College, a close student of the country weekly in South Dakota, put stress upon the value of attention to rural news on the part of the country weekly editor. He said that in his state fully half of the 304 country weeklies regularly had farm news pages or departments.

Mr. Kieser said that another evidence of interest on the part of country weekly editors in farmer-readers was seen in the fact that there had been a great increase in the number of weeklies printed early enough in the week to permit reading in rural homes in time to give the reader opportunity to take advantage of weekend bargain news in the form of advertising. Mr. Kieser gave figures in support of this point. The number of papers published on Thursdays increased from 48.6 per cent in 1912 to 60.1 per cent in 1922. In the same period the number of papers published on Fridays dropped from 40.9 per cent to 29.1 per cent, and those published on Saturdays from 5.3 per cent to 1.6 per cent.

In South Dakota, as in other states, country publishers have been trying out the plan of a field representative to cover rural routes—write the news of the rural districts, build up acquaintance with the farmers, and develop business among them. Mr. Kieser reports that a publisher who tried this plan for several months had increased his circulation by more than 100 and had brought about a nice pick-up in business as well as an increased interest in his paper. The editor referred to was induced to try

the plan by some interesting statistics with regard to the territory his paper served which doubtless might be duplicated in many Minnesota paper's territory. For example, the total valuation of the towns and cities in the territory of the paper referred to, including personal property, was \$5,889,112. The valuation of rural property, real and personal, was \$40,889,777. The total population of cities and towns in the county was 5,102, and the total country population, 12,847. "Certainly," held Mr. Kieser, "the large rural interest in this community could not be overlooked without serious loss."

Interest in rural projects, Mr. Kieser reported, again, had been productive of great profit to South Dakota publishers. For instance, one publisher became interested in alfalfa, and, after studying the situation thoroughly, began to boost for the growing of the crop in his territory. The farmers became interested, seeded large areas with satisfactory results to themselves and with increasing prosperity for the community. Another editor in order to encourage the development of pork production, bought brood sows and placed them among farmers to be used on shares. By this plan he not only contributed to the prosperity of his territory and thus indirectly to his own prosperity, but directly to the content of his own pocketbook. Still another publisher in South Dakota sponsored a boys' corn club. This club in a few years interested a large number of boys in corn-raising and resulted in the development of a strain of corn especially adapted to the region, which is now widely used by the senior farmers of the county. Out of the club also has developed a purebred Hereford cow and calf club, a Hampshire hog club, chicken club, and, this year, a group of strawberry clubs.

Mr. Kieser believes that in activities like the foregoing the publisher has an opportunity to develop a lively interest in things which accrue to the prosperity of the people and directly to the prosperity of the paper, and that at the same time through such means the editor may keep his paper before the public in a most favorable light.

In closing the speaker put in an emphatic word for the maintenance of a carefully prepared editorial column. In this connection he quoted one of the judges of a community service contest conducted last year among the country newspapers of South Dakota to this effect:

In the long run, sound editorial policy does more for the permanent welfare of a community than any other single service, or perhaps than all other services combined. The editor who has won the confidence of his constituency advising a sane and healthy philosophy of life; of morality and personal and civic virtue, has rendered a service incalculable in value.

Ad Tips for June

Here are listed some of the things people will be buying in June. Your dealers ought to advertise them.

Copper sulphate for treating lambs to prevent worms. If farmers in your vicinity raise sheep, your druggist might be interested in handling this line and printing as an ad the following formula for making copper sulphate solution:

Dissolve 4 ounces of copper sulphate (bluestone) in a pint of boiling water. Add cold water to make 3 gallons. Be sure that a clear solution results, using an earthenware or wooden receptacle. The dose for lambs, according to size, is from three-quarters of an ounce to one and one-half ounces, and for older sheep from two and one-half to three ounces. Give once a month throughout the year.

Dips to kill sheep ticks.—Coal tar products.

Tartar emetic, mixed with sugar, to drive away ants.

Sprays for plum and apple trees.

Strychnine poison for pocketgophers.

Canning supplies.—Jars, rubbers, etc.

Lead arsenate for cucumber beetle and cabbage worm.

Silo building materials.—Lumber, tile, cement, etc.

Special poultry feeds.—At grocery, hardware, or feed stores.

Fireless cookers.

Dairy utensils.

HOTALING TALKS TO OKLAHOMA PUBLISHERS

Oklahoma shows a disposition to go after the 1924 meeting of the National Editorial Association. H. C. Hotaling, executive secretary of the N. E. A., attended the annual convention of the Oklahoma editors' association in Duncan, May 11 and 12, and, according to the Sooner State Press, told the Oklahoma editors that their chance of getting next year's meeting depended much on their showing a larger percentage of their editors in the national association. Very promptly fifty of the Oklahomans enrolled and paid their dues.

Mr. Hotaling, says the Sooner State Press, gave the important talk of the Oklahoma convention, urging the advantages of supporting the national organization. Copying from the Press:

"Among the things which the association has accomplished, he mentioned the following: Appointment of a vice president in each state association to cooperate with the national organization; lifting of the printers and publishers from the second position among the 86 financial ratings to the fourteenth position; successful efforts to lower print paper prices three years ago; backing of editor-candidates for positions in the legislatures and in congress; organization of Country Newspapers, Inc., to represent country newspapers in the country advertising field; opening this year of the engraving plant for the purpose of furnishing engravings at the lowest cost possible; activities in saving the zone law for postal rates; establishment of fair advertising rates for editors to charge."

The Minnesota visitor urged Oklahomans to attend the national meeting in New York in July.

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University of Wisconsin, and "Putting a Job Through a Small Shop," by Seth Thornton. Digests of the talks by Mr. Kieser and Mr. Hopkins will be found elsewhere. Mr. Thornton put effectively before his hearers the idea that efficiency in getting work done and done in the right way depended largely on environment—on pleasant surroundings in which to work. In this he emphasized a point which manufacturers are recognizing and putting into practice in a larger and larger measure throughout the country.

Already the folks at University Farm are beginning to plan for next year's program. This is the time for the readers of *Among Ourselves* to send in suggestions and to begin to plan to attend.

Strong for "Country"

The following paragraph has been going the rounds of most of the trade journals read by country publishers:

Most of the newspapers to which country newspaper or country press is applied are printed in good live towns of from 500 to 5000 population. Most of these papers have some make of linotype machine, modern presses, are housed in good buildings and in every way are modern and going concerns. The term "country newspaper" applied to such an institution is uncomplimentary; makes one think of the days when the editor took a load of cordwood or a bushel of corn in payment for subscription.

"It is time someone jumped on this paragraph and jumped on it hard," comments one New York country editor. "One of the difficulties with America today is the glorification of the cities. The way some people talk one would think that to live in the country is something to be ashamed of."

"Nothing could do more to forward the feeling against the country than for country editors to repudiate the appropriate and descriptive name by which their papers have been so long designated."—The Service Sheet, New York State College of Agriculture.

For years two New York papers had been published on Thursdays. The chamber of commerce of the town suggested that if one of the papers would change to Tuesday the community would have in reality a semi-weekly paper. One agreed to make the change. That was community service and good business.

Dog stories are always readable. Look up the list of dogs paying taxes in your community and make a study of names and fame—if any—achieved by dogs either locally or abroad. There may be some dog heroes in your town.

Find out what features in your paper prove most interesting to different classes of readers—bankers, lawyers, preachers, teachers, physicians, women and men. The facts would interest your readers and would be worth knowing in getting out your paper from week to week!