

AMONG OURSELVES

PUBLISHED MONTHLY

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Vol. I

ST. PAUL, MINN., OCTOBER, 1923

No. 11

CANADIAN IDEA OF
AN EDITORS' COURSE

Among Ourselves would like to know how Minnesota's editors would like to have an editors' short course of the kind recently offered by the University of Toronto for the publishers of weekly newspapers in Ontario. No joking, Among Ourselves would like to receive expressions of opinion based on the program which follows, a program of six days of lectures:

C. A. C. Jennings, editor of the *Toronto Mail and Empire*—three lectures on "Editorial Writing."

Arthur H. Moore, editor of *The News*, St. John's, Quebec, chairman of the editorial committee of the C.W.N.A.—two lectures, "The Mission of the Rural Weekly Newspaper" and "Investing the Rural Weekly's Influence through the Editorial Page."

Prof. W. J. Alexander, head of the Department of English, University College, University of Toronto—four lectures on English Literature.

Prof. G. M. Wrong, head of the Department of History, University of Toronto—four lectures on Canadian Constitutional History.

A. R. Clute, barrister and solicitor—four lectures on "Newspaper Jurisprudence."

P. W. A. Wallace, University of Toronto—six lectures on the following topics: Finding subjects, building the article, methods of approach, newspaper style, gathering material, the function of journalism. Exercises and practical work will be assigned on each lecture.

L. O. Thomas, B.Sc., D.L.S., F.C.I.C.—one lecture on "The Press and Canada's National Resources."

M. J. Patton, M. A.—one lecture on "Government Sources of Information for Newspaper Men."

It may be added that the Toronto institution charged a registration fee of \$2 and room rent at the rate of \$4 for each person for the six days of the course, meals extra at tea rooms or restaurants near the university.

Such a course would call for a week's absence from the office and would take the editor students into wide fields. It is radically different from the courses offered by institutions in the "States." The question is: Would Minnesota editors prefer it to the kind of course the University of Minnesota has offered for several years?

The Enterprise at Cokato has been showing off its new press, a Cottrell two-revolution book and news press with automatic folder. Its installation gives Cokato a printing and publishing establishment with equipment that compares favorably with places five times its size, says the editor.

FAIR VISITORS LOOK
FOR THE HOME PAPER

Visitors at the recent Minnesota state fair, thousands of whom paused before the exhibit put up in the Agricultural building by the Minnesota Editorial association, attracted the attention of those in charge of the exhibit by the time they spent in looking over the papers on display for the copy of their home weekly. Finding it, they would exclaim: "There it is; there's the paper from my home town." Which goes to show that the home paper has a place in the hearts of its countrymen.

That many of the visitors at the fair were interested in the exhibit is shown by the fact that about 30,000 copies of the Minnesota Editor, published daily for five days, under the editorship of L. C. Hodgson, were handed to persons passing or pausing at the booth. More than 100 editors and publishers registered at the booth, also.

The exhibit was suggested by Curtis M. Johnson, president of the state fair board, and the plan was put into execution by Frank A. Day, chairman of a committee representing the editorial association. "Larry Ho" as editor and chief exhibitor was aided by T. E. Steward of the University news bureau and Victor Portman of the Currie Independent.

It is understood that copies of the Minnesota Editor will be sent to editors throughout the state and that sets will be saved for distribution at the next meeting of the editorial association. These sets will be well worth preserving.

The success of the exhibit is already leading to the consideration of plans for another exhibit next year.

FARM ADVERTISING
HINTS FOR OCTOBER

Shields for fruit trees—to protect from rabbits. Wire mesh, building paper.

Purebred boars, open gilts, and rams for sale.

Tank heaters for cattle drinking troughs. It saves forage to give cattle warm water.

Fall building repair supplies—lumber, hardware, etc.

Materials for root storage cellars—cement, tile, lumber.

Manure spreaders for sale. Ordinarily dairymen plan to haul out and spread manure daily and save double work in the spring. Spreaders were used on state college farms practically throughout the last two winters.

Theodore Christianson, capable editor of the Sentinel at Dawson, is frequently mentioned these days as a likely republican candidate for governor next year.

SAYS CHURCH SHOULD
USE PAID ADVERTISING

Walter I. Clarke, publicity director of the Presbyterian church in the United States, says in Editor and Publisher:

To my mind, every church ought to display a dignified but effective sign advertising the church's chief business, supplemented by paid display advertising in the newspapers.

Mr. Clarke, in the item in Editor and Publisher from which the foregoing is taken, does not give his reasons, but these should not be difficult to supply. They are just three:

The church has something which it wishes men, women, and children to accept. In other words—the words of the business world of today—it has something "to sell."

Just in proportion to its ability to sell the truth for which it was established does the church grow stronger and fit itself for the fuller winning of the world to Christianity.

Display advertising has been recognized as one of the most effective agencies in the whole realm of salesmanship, and there is no reason why it should not be used to sell what the church has to offer—"life and life more abundantly."

The small church in the small community, however, will object that it has no money to spend for advertising. The answer to such an objection is that proper advertising—advertising rightly done—will not only pay for itself but bring a surplus, a great big interest on the investment.

The right kind of advertising, rightly and persistently used, will—

Increase church attendance.

Attract to the church men and women of strength, whose support will enable it to do more service and attract still others.

Win needed financial assistance.

What is the right kind of advertising—display advertising—for a church? Much depends on the church. In general, though, it may be said that a church advertisement must be built on the same principles as an advertisement for a clothing store or a grocery. It must offer something definite; something which meets, or is designed to meet, a human need; and it must make known the terms on which the offering is made. What is meant may be pointed out perhaps best by examples of the wrong and of the right kind of a church ad. Here is an example of the wrong kind (it being understood, of course, that a display ad

(Continued on page 4, column 1)

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SPEAKING OF BRICKBATS

The news bureau of the Department of Agriculture, University of Minnesota, not long since received the following letter from one of Minnesota's "inland" dailies:

Kindly remove our name from your mailing list as we are receiving more mail than we have time to open and examine.

This request was, of course, complied with. The news bureau referred to has not the slightest desire to thrust its service upon any publisher.

The letter, however, gives the opportunity to say frankly just what is the idea of the university department of agriculture in maintaining a news bureau. This idea is twofold.

The university is a public institution, supported by the people. Its activities are of concern to the people. Its department of agriculture, being so closely identified with the state's fundamental and largest industry, has been, and is, an especially interesting source of news. To keep the people informed as to the activities of the department, then, was one reason for the establishment of a news bureau.

The university department of agriculture, moreover, through its experimental and research work, is continually uncovering facts of great value to agriculture. It is not only desirable but obligatory to give such facts to those who can make profitable use of them. It would not do to confine the dissemination of such information to those who come to the department as students. To spread abroad valuable information was the second reason for the establishment of a news bureau.

That the department acted wisely in providing a bureau through which the press of the state could obtain the news originating there is supported by the fact that the press not only of Minnesota but of other states is constantly making use of the bureau and its news releases. The Associated Press and the United Press both take weekly letters from the bureau and report that the papers which take their service make use of the material in these letters.

That the distribution of facts uncovered by the investigators is of value to the agricultural industry, and consequently to the state as a whole, is shown in scores of instances. It was research work by the university's department of agriculture in developing early maturing varieties of corn which carried the corn-

belt northward from the Iowa border clear up into the Red River valley. It was research work at the department's fruit-breeding farm near Lake Minnetonka which gave to the state the Latham raspberry, which horticulturists of the state say is worth more to the state than the whole cost of establishing the fruit-breeding farm. It was research work by the department which has pointed the way to the successful growing of alfalfa on the sandy soils to the northward of the Twin Cities and promises to make of an extended area a great dairy country. It is research work which is pointing the way to the reclamation of Minnesota's great peat land areas through drainage and the application of proper fertilizers. Information as to such things would have been of little value locked up in reports at the Minnesota Agricultural Experiment Station. It has become of enormous value because it has been made available to the farmers of the state on their farms and is being made use of by them; and this through the aid of the press.

More than that, the news bureau reaches out to spread information in other states, such as will help to create markets for Minnesota's farm products. Minnesota has become a great producer of seed potato stock. Early in September a seed journal which circulates among seedsmen throughout the United States printed an article on Minnesota as a source of seed potato stock, furnished by the news bureau of the university's department of agriculture, which is already turning the attention of buyers to Minnesota as a source of topnotch seed potato stock.

The idea back of the maintenance of a news bureau, therefore, is not to give the department publicity but to keep the people informed as to what their institution is doing and to give to those who can use the information facts which they can turn to profit in the development of the state's greatest industry. In short, the whole aim of the bureau is service, and in that service the press of the state has given magnificent co-operation.

VACATIONS AS INVESTMENTS

The vacation season is past, but here is something to store away for consideration next year, or to be considered right now if you have taken no vacation this year. It is from Forbes Magazine, reprinted in the Minneapolis Journal:

Woolworth told me that the turning point in his career came when he was lying flat on his back in the hospital. He was there because of a complete breakdown, caused by having tried to do everything himself in connection with the few stores he then owned. He returned to duty determined to do nothing others could be hired to do equally well.

"I had been a little business man but from then on I struck into the path toward becoming a big business man," he once said to me.

"Every time I take a vacation I find thoughts and ideas coming into my head such as never come when I am hustling to and fro day by day and late and early during all the working weeks of the year. I verily believe that vacations are the best investments I make. . . . That man, whether big or little, who does not invest in a respite from his daily pottering is a fool."

A BOUQUET FOR "HERB"

Tergiverous Tim in the Northfield News of September 7 hands "Herb" Hotaling a bouquet—or is it a brickbat?—in the following, which ought to add something to the joys of country editorial reading, some day when the editors get to it:

"Did you ever go into a real country print shop? If you did here are a few things you could not help but observe: Country editors, that is, good country editors, are all alike. They positively hate to read anything that is handed to them to read. They never will admit that they have not read all the latest works of fiction, biography, history, or anything else, for they are supposed to do all these things and know it all, as they are supposed to dish up the news to enlighten the world though they are very frequently in the dark themselves. Their desks are piled mile high with exchanges of at least a year old vintage and if you suggest taking one of them you would immediately destroy the mental equilibrium of the pen-pusher. Herb Hotaling of Mapleton has been made secretary of the Ten Thousand Lakes association with headquarters in St. Paul at the Ryan hotel and the other day as he was trying to find a place on his desk large enough to lay down the stub of a cigar that someone had given him a junk peddler came in and wanted to know if he had any old papers for sale. Herb didn't quite get him at first but finally tumbled and said no, he was a country editor and was going to look over the papers some day. The smell of printers' ink, a paste pot and shears keeps Herb looking like what he is and if living at the Ryan ever gets him city broke, I'll treat."

War Veteran Editor Gone

Another Minnesota editor, S. Melvin Oas, of the Madison Lake Times, has given his life for the welfare of his country. Mr. Oas served overseas during the World War and his death is attributed to heart and lung disorders contracted while in army service. The editor of the Good Thunder Herald reflects the sentiments of Mr. Oas' acquaintances when he says: "He was a noble, lovable young man with high aspirations, and his untimely death is sincerely mourned."

Utley for Poet Laureate

The Grand Rapids Herald-Review in a characteristically flowery effusion nominates Grant Utley of the Cass Lake Times as poet laureate of the Northern Minnesota Editorial association, and then moves that nominations be closed. The motion is herewith seconded and there being no discussion, is unanimously carried. Grant will be accorded a poetic licence at the next meeting.—Bemidji Sentinel.

Ed. C. Funk and Knapp F. Mathews, experienced newspaper men of Waterloo, Iowa, have purchased the Mirror at Wells and plan to make it a high-class paper.

The SILO and the COW

By Gunnar B. Bjornson,
Editor, Minnesota Mascot

Gunnar Bjornson, editor of the Minnesota Mascot, has seen the silo and the cow with the eyes of the poet, and has written an editorial on the combination, which belongs among the good things that have been done by the press of the state for Minnesota agriculture, and one which will be widely read by dairymen. The only objection some of them will find to it is that it celebrates the Holstein cow to the exclusion of other good dairy cows. However, Mr. Bjornson mentions the Holstein cow simply as typical. Here is his editorial in full. It deserves wide circulation.

"The silo is the advance agent of prosperity. It is the dynamo from which the cow draws her power to produce dollars.

"Where the silo rears its head above the group of buildings on a farmstead, it will be an exception to find a shiftless farmer or a thriftless home.

"The silo—that silent sentinel of sanity, sense, and security—is the farmer's own mint. Through it pass the silver nuggets of the milk-white corn, there to be transformed into the bullion that

later issues in foaming streams of wealth-laden butterfat.

"The silo, under proper management, can lift the heaviest mortgage. It has been known to put meat on mere bones and sleekness into wrinkled hides. It has saved men from bankruptcy and women from a broken heart. It has sent promising youths to college and built comfortable homes for care-worn mothers. A well-filled silo is worth more to any farm than an empty politician. A silo for every farmer would do more good to the agricultural interests of the country than if we had a farmer in every senator.

"Better a silo filled with food for stock than a stableful of food for thought.

"When the sculptor of the future shall hew from the enduring granite of the northwest a statue of the Liberator of Agriculture he will bring forth a colossal figure, clad in the habiliments of the soil tiller, bearing upon the outstretched palm of the left hand a silo and upon the palm of the right a Holstein cow.

"Better a silo and a herd of Holstein cows than the capitol at Washington and

five hundred price-fixing congressmen.

"When things have gone wrong in any of the basic divisions of human society, the remedy is always to be found in turning back to the elemental and the fundamental. At the foundation of the industry of agriculture is the cow. She was the first aid to the first husbandman. She is the cornerstone of man's achievement upon the earth. Using the term in its broadest sense, we may say that, industrially speaking, the cow is the 'mother of the human race.'

"Ever since man left the Garden of Eden, he has been milking cows. He has been robbing the cow by taking from her everything that she has produced and grudgingly only has he given her her food in return for all that she has given him.

"The silo is a belated attempt to do better by the cow and, in her historic unselfishness, she will repay every such attention a hundredfold.

"Forward to the silo and back to the cow!"

HADLEY TAKES ILLNESS AS TRUE PHILOSOPHER

Fred Hadley, ill at Mounds Park sanitarium, St. Paul, having sold the Winnebago Enterprise, which he says was like cutting off his right hand, is on the way to recovery, but realizes that it is going to be some time before he can take up vigorous work again. However, he takes the situation philosophically, and is helping his doctors bring him back to normal health by his saving sense of humor. That this is so is seen in "Viewed from a Hospital Window," written by him at Mounds Park, and in part as follows:

Dear Reader: Here I am flat on my back in a bed at Mounds Park Sanitarium, St. Paul, and I am enjoying the experience like the devil is said to like holy water. Having had the pleasure of going through a medical clinic, where I had to reveal everything except the date of the first dollar I earned, the medical gentlemen informed me that my heart was pumping like a 1903 Ford on a heavy grade and that various other organs were badly out of tune. So here I am, and if you think I wasn't blue the first couple of days I was in the hospital you are a poor guesser. My idea of a place to be "from" is a hospital, although I will say that everyone here has been very kind and good to me.

Those of you who are more or less intimately acquainted with me know that I dearly love to cock myself up behind a juicy beefsteak, a half bushel of cottage fried potatoes, and all the other good things that go to make a table attractive to the hungry. The doctors took one quick squint at me, and right away I knew I was to part company with a lot of flossy food. They said I was carry-

ing about fifty pounds of excess baggage in the way of lard, and judging by the way they are cutting down on my fodder, when I get out of here I will be as slim as the graceful and bounding gazelle. I am not getting any food—they just allow me to inhale the aroma, and then pass the toothpicks. If I do not lose weight to beat the band it will be because the meat clings to my bones like the South does to the Democratic party. My clothes will fit me like an elephant skin would drape a flea, and I will be able to use a pair of umbrella covers for a pair of trousers. It's a gay life, comrades!

They are not only taking my fat away, which cost years and much money to accumulate, but they are also robbing me of my teeth. I think the dentist here is the guy who wrote that charming ballad "The Yanks Are Coming," with the big emphasis on the yanks. Anyway, the dentist is doing more filling than the grub they are giving me. There is some consolation in the fact that store teeth are quite stylish these days and all that glitters is not ivory. I would be a poor hand in an argument just now as I couldn't even chew the rag, but when I get my new outfit of hand-made molars Doug Fairbanks is going to be dog-gone jealous, boys, and don't you forget it.

After I have graduated from this course of treatment, I want to warn one Jack Dempsey that he had better tuck his champion crown down pretty tight if he wants to keep it. When I shed about fifty pounds, and look almost human again, I want to try my store teeth on some one, and I'd just as soon give Jack the first two bites as not. A fat man has to be jolly—he's too big to run and too large to fight, so all he can do is grin and bear it. But when I get my diploma from the hospital I will be a Bad Bill instead of a Sweet William,

and I hereby give fair warning to all the universe. So long folks!

Come on in, the diet is fine!

Hungrily yours,

F. E. Hadley.

—Clipped for publication here from the Redwood Gazette.

FATHER OF 12 URGES SUBSCRIBERS TO PAY

E. E. Nelson, publisher of the Underwood Independent, in a recent issue of his paper printed the following, which explains itself:

A daughter was born to Mr. and Mrs. E. E. Nelson at the Wright hospital in Fergus Falls, Thursday. This makes 12 for the editor, so some of you had better pay up your subscriptions.

Could any Underwood resident "hold out" on a fellow citizen who has done so much to promote the growth of the community?

Arthur N. Dare Dead

Arthur N. Dare, a pioneer editor of Minnesota, once speaker of the Minnesota house of representatives, died recently at his home at Elk River after a long illness. A native of New York, he was 73 years of age and had lived in Minnesota since 1875. He is survived by his wife, a son, Lawrence, and two daughters, Dathna and Susan, all of Elk River. Lawrence Dare has been at the helm of the Star News of Elk River for several years and has demonstrated his ability as editor and publisher.

(Continued from page 1, column 3) containing such material would have to be much larger to be effective):

COME EVERYONE
 to
EASTER SERVICES
 at
THE PARK PRESBYTERIAN CHURCH
Sunday Morning, April 10
 Sermon by
Rev. Dr. John Smith,
 Pastor
 Morning hour 10:30
 Evening hour 8:00
YOU WILL BE WELCOME!

An advertisement like that would not interest a great many. By implication it might attract some who were concerned through curiosity or fear about the problem of death, suggested by the Easter season. It would doubtless attract others, because it would be understood that there would be music of a better order than usual and probably elaborate floral decorations. It would also attract some who might wish to kill time. It would make no special appeal to the regular church-goers, beyond calling attention to a possibly exceptional service.

But suppose the advertisement were written thus:

YOU are going to die.
Are you going to LIVE AGAIN?
What RELIGION and SCIENCE have to say in answer to that question will be discussed by Rev. Dr. John Smith at
Easter Services
at Park Presbyterian Church
Sunday Morning, April 10, at 10:30
and
Sunday Evening at 8:00
Dr. Smith believes you will live again, and he will tell you why.

Two things are said to be very certain—death and taxes. Death has been called "the king of terrors." It is natural to shrink from it. Some answer to the deep mystery involved is a human need. The answer a person shapes for himself colors his whole life. Few there are who do not seek an answer. The appeal of such an advertisement, therefore, is universal.

Whether it will attract, however, will depend on the confidence the reader of it has either in the message of religion or of science or in the ability of Rev. Dr. John Smith to discuss the message of religion and science.

That suggests a thing which must not be forgotten—that a church which advertises must make its advertising good. The preacher must be able to deliver the message of his church effectively, must be

able to "sell" its supreme ideas to those who come to hear him, must be able to impart new courage and new hope and new faith in a divine order, and his laymen and laywomen must be "living examples known and read of all men" of the courage and hope and faith of the man in the pulpit. If pastor and people back up their advertising effectively, there will be no doubt of its effectiveness.

And therein is just another reason for church advertising—to make bold declarations of something offered involves the willingness to make good; puts an obligation upon those who advertise to see to it that those who respond to the advertising are not disappointed. The preacher in a church which advertises, therefore, will strive the harder to preach effectively, and the people will strive the harder to live the religion they profess and proclaim through their advertising.

Church advertising is a good thing—if properly done—therefore, because it will draw to the church strength from the outside and it will increase the strength it already has—make it dynamic and vital. To those who think, who are concerned about the growth of the church, there ought to be no question about advertising. It will pay for itself over and over again.

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The bulletin of the National Editorial association, issuing from the office of H. C. Hotelling, field secretary, beginning with the October number will contain 16 pages, double the former number.

The editors of Cass county have organized, with Ansgar Anderson of the Pine River Sentinel-Blaze as president and H. V. Albrecht of the Backus Tribune as secretary.

C. H. McQuade and A. C. Klee have purchased the Aitkin Independent-Age from B. L. Hollister.

John Deitz, who has been with the Sleepy Eye Herald-Dispatch, is now owner and publisher of the Sleepy Eye Standard.

H. V. Jones, owner and publisher of the Minneapolis Journal, according to Editor and Publisher, has purchased property at Lake-of-the-Hills, Florida, where newspaper and magazine publishers from various parts of the country are part-of-the-year residents.

W. N. Johnson, editor of the Ivanhoe Times, has been appointed postmaster at Ivanhoe.

Carlos Avery is reported to be looking out for a chance to enlarge his newspaper interests. It is said he is thinking of entering the field of daily publication.

A. M. Welles, publisher of the Worthing Globe, is making provision for the future education of young Worthingtonians in Americanism. He has set aside by his will a fund of \$2,500 with which to buy books on Americanism for the Worthington public library.

The students of the University of Iowa, Iowa City, are to publish a daily with a full leased wire news service. The editorial staff will be under the general direction of Prof. Wm. S. Maulsby of the department of journalism. The paper will have its own plant.

**COMMUNITY PAPER DISCUSSED IN BOOK**

A local newspaper renders service in a three-fold way—through its news columns, through its editorials, and through its advertising. This is the theme of "The Community Newspaper" by Emerson P. Harris and his daughter, Florence Harris Hooke, which has just been published by Appleton. While the book takes up all phases of local newspaper making, a special effort is made throughout to show how news and editorials and advertising should work together.

The authors see in good will and institutional advertising a great future. Not until the local institutions such as the church and the school and the library and the local government have taken advantage of the advertising columns can they feel that they have let the local newspaper render all the service that it is capable of rendering. Examples of news stories, editorials, and paid advertisements which might be used by these institutions are included in the discussion.

The authors believe that the advertising columns should supplement the news columns, and discount any danger of domination by advertisers of news and editorials by the high ideals for advertising upon which they insist.

The book draws most of its examples from the suburban weekly field with which Mr. Harris is most familiar, but the principles apply to any newspaper which is primarily local in its appeal. The book in general is more theoretical than is Bing's "The Country Weekly," up to the present time the only text book on the small weekly newspaper; the two admirably supplement each other. Appleton also is the publisher of Mr. Bing's book.

"The Community Newspaper" is sound in principle throughout. The authors are describing what would undoubtedly be an ideal community paper. Whether the time has arrived when such a paper really can be published except in rare and exceptional cases is perhaps open to question. The book, however, is so packed with practical suggestions that can be applied while on the road toward making the ideal paper that every publisher can derive benefit from it. It is quite the most thoughtful and fundamental book on the local newspaper which has yet appeared.—Service Sheet, New York State College of Agriculture.

G. H. Stevens, formerly employed in the office of the Herald at Slayton, has changed his field to White, S. D., where he has purchased the Leader.

The Middle River Pioneer has suspended publication, owing to inadequate patronage. E. M. Wilson was publisher. R. D. V. Carr, owner of the plant, may move it to another field.

J. P. Coughlin, publisher of the Waseca Herald, has taken as a partner his son, D. M. Coughlin, who will be business manager of the paper. Miss Mabel A. Wood will continue as city editor, while K. D. Warner, an experienced printer, will be in charge of the mechanical department. Under the new arrangement, J. P. says the Herald will be better able than ever before to serve its patrons.