

# AMONG OURSELVES

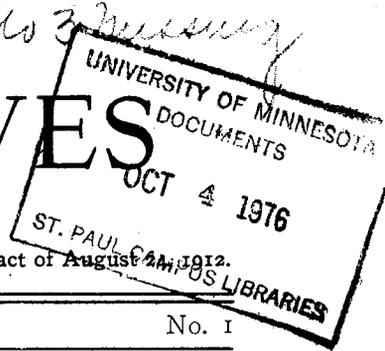
PUBLISHED MONTHLY

Entered as second-class matter December 1, 1922, at the post-office at St. Paul, Minn., under the act of August 24, 1912.

Vol. III

ST. PAUL, MINN., DECEMBER, 1924

No. 1



## MILAN STANDARD HOLDS "AD" PARTY

Andrew Bromstad, publisher of the Milan Standard, as a means of stimulating interest in newspaper advertising, invited Milan's merchants to an "ad" party at the Legion Hall in Milan Friday evening, November 14. About 75 merchants and business men of the town were present. The features of the party were a talk on advertising by the editor of Among Ourselves, and delicious refreshments served by Mrs. Bromstad.

After the talk on advertising Mr. Bromstad suggested the desirability of some form of community organization through which the business men of the town might be brought into closer and more friendly contact, and by which they might be protected against outside solicitors, such as come into towns and not infrequently disturb local business relationships. As a result of the discussion which followed, Mr. Bromstad was appointed chairman of a committee to formulate plans for the organization of a "good will" club.

The guests extended a rising vote of thanks to Mrs. Bromstad for her part in the entertainment.

### The Talk on Advertising

The editor of Among Ourselves, in introducing his talk, said that advertising was the greatest force in the business world; that its recognition as such had increased the amount of money spent for newspaper advertising in the United States from \$250,000,000 in 1915 to \$635,000,000 in 1924. He insisted that this growth in the amount spent in newspaper advertising was an evidence of the fact that newspaper advertisers obtained results from their advertising. He quoted Alex F. Osborn, vice president of a large concern in the east, with experience in advertising 30 different products, at an annual cost of more than a million dollars, as saying:

"There is no question but that there is only one sure medium for the retail advertiser who is big enough to serve a community-wide trade—and that medium is the newspaper."

Newspaper advertising was successful, the speaker said, because it brought news into the homes—news of means of satisfying one's needs and desires and aspirations; because newspaper advertising properly written appealed to the strongest human motives; because it had cumulative effect through repetition, and through the creation of a body of satisfied customers; because it reached readers through a medium welcomed in their homes, and because it was amazingly inexpensive in proportion to the influence it exerted.

### Good Will as Business Basis

Good will, said the editor of Among Ourselves, was the basis of successful business, and good will was the product of three things—

- Good advertising
- Good goods
- Good service.

Good advertising must do four things—

- Attract attention
- Arouse interest
- Create or stimulate desire
- Move to action.

Far too many advertisements, urged the speaker, fail to do any one of these four things. Pictures of defective advertisements were thrown upon the

## OUR CHRISTMAS WISH

A lively pre-Christmas business as the basis for a Merry Christmas with which to end 1924 and to prepare for a good getaway for 1925.

screen. One of these was the advertisement of a drug store. This ad gave the name of the store and gave a list of certain lines of goods for sale. There was nothing new about the list. Such an ad, said the speaker, would not attract attention, arouse interest, create desire, or move to action. Its only use might be to serve as a reminder of some article needed in some home, and even the chances of that were slight.

An advertisement, it was insisted, should contain news—something which would set the family at the supper table to talking. As an illustration, an advertisement of lemons by the Citrus Fruit Growers of California was displayed. At the top of this ad appeared the words, "the most useful fruit." This, the speaker said, challenged the interest of the reader; it presented a new idea to him; gave material which might serve as the basis of interesting conversation. Attention, moreover, could be attracted by the use of pictures.

Attention having been secured, the next thing was to arouse interest. This could be done by making the attention-compelling statement or picture something which would appeal to the reader's common motives; say curiosity, hunger, desire for physical

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## QUALITY IS FIRST AND QUANTITY NEXT

While advertising has been sold mostly on the basis of the quantity of circulation, there is an increasing tendency on the part of purchasers to buy on the basis of quality. This is all in favor of the country weekly. When advertisers become definitely committed to buying on the basis of quality they will open their eyes to the country weekly field as never before. Quality circulation, based on general ability to buy, is what the good country weekly "ain't got nothing else but."

Don D. Patterson, in The Inland Printer for November, discussing this general question, says:

The country newspaper publisher can well afford to take a tip from the advertising campaign of the New York Daily News, the pictorial tabloid daily, and its story of "Tell It to Sweeney." Sweeney is the middleclass man, the man who crowds the marriage-license bureaus, who builds a small but unpretentious home, who looks forward to the baseball game on Saturday, who buys for his home all of the labor-saving devices within his reach, and who saves his money to buy a motor car in order that his family can get out into the country. Sweeney is the man whose earnings range between \$1,000 and \$4,000 a year, and whose buying power is governed accordingly. There are few millionaires, but there are millions of Sweeneys.

Mr. Patterson suggests the advisability of the publisher's making a study of the purchasing power of his territory, as a means of emphasizing "quality" in his circulation. He thinks this can be done readily through bankers, merchants, automobile men, and others in one's trading center. A few intelligent inquiries addressed to the business men of one's community would, beyond question, produce a large amount of illuminating information—information which could be of immense value to the country publisher in a campaign for outside advertising.

### A Photographic Hunch

Photographers are out for Christmas business these days. In some of the larger centers they are doing co-operative advertising to interest the public in photographs as Christmas gifts. Why not get your photographers interested in that line—if they are not already so interested?

The Sauk Center News celebrated its second birthday with the issue of November 13.

This archival publication may not reflect current scientific knowledge or recommendations.  
Current information available from University of Minnesota Extension: <http://www.extension.umn.edu>.

## AMONG OURSELVES

Published in the interests of the weekly press  
of the State of Minnesota

by  
The Division of Extension, Department of  
Agriculture, University of Minnesota

Edited by W. P. Kirkwood, E. C. Torrey  
University Farm, St. Paul, Minn.

Published monthly at University Farm,  
St. Paul, Minn.

## PRINTER AS CONSULTEE

Harry Hillman, editor of *The Inland Printer*, recently delivered a plea for better printing, before the Milwaukee Typothetae. Mr. Hillman maintained that the position of the printer as an adviser was like that of the physician, the lawyer, or the architect, and that if printers were better acquainted with what constitutes good printing there would be vastly less poor printing done. Here is one of the things Mr. Hillman said:

Most buyers of printing apparently know more about what is best suited to their requirements than the printer does. Yet it is the printer's business to produce printed matter; he is the one who should be consulted as to what is best suited for the purpose, and he should be in a position to advise and counsel, to offer suggestions, to arrange the details of selecting the paper, the engravings, the type, and so on. I believe firmly that if printers held the same position in their field as the physician, the lawyer and the architect do in theirs we would soon see less of the haphazard printed matter which now floods the country.

Mr. Hillman is altogether right. Good printing produces results. Good printing will make a newspaper far more attractive and add to its circulation. Good printing will give an advertisement in a newspaper added power, please the advertiser, and multiply his faith in advertising. Good printing will multiply the demand for forms such as are used in direct-by-mail advertising.

Printing is one of the fine arts, and cannot be used with the greatest effectiveness without study. It offers opportunity for study which ought to be of tremendous interest. We know of no readier means for the study of printing than through publications like *The Inland Printer*. This is not an ad for *The Inland Printer*. It is just the presentation of a sound business principle. The printing art has made, and is making, progress and the man who undertakes to be a consulting printing engineer to the business men in his community must keep abreast of the times just as religiously as any business man. If he does not keep up with the procession, some youngster is going to drop into his community and through better service grab away a lot of business.

Besides, why shouldn't one get pleas-

ure out of his business? There is surely pleasure in the study of an art like printing.

Don't stare up the steps to success; step up the stairs.—Motto in the building of the Dietz Printing Co., Richmond, Va.

## ADS MUST BE FAIR

Every advertisement that fails to be fair and helpful to the reader is not only unjust to him, but is injurious to the advertiser, to the magazine, and to the usefulness of advertising.—Periodical Publishers' Association of America.

What is true for the magazine is true for the newspaper. Keep your advertising up to the highest in its service to the reader.

## They All Advertise

By Ellis Hayes

A hen is not supposed to have  
Much common sense or tact,  
Yet every time she lays an egg  
She cackles forth the fact.  
A rooster hasn't got a lot  
Of intellect to show,  
But none the less most roosters have  
Enough good sense to crow.  
The mule, the most despised of beasts,  
Has a persistent way  
Of letting folks know he's around  
By his insistent bray.  
The busy little bees they buzz  
Bulls bellow and cows moo,  
The watchdogs bark, the ganders  
quack,  
And doves and pigeons coo.  
The peacock spreads his tail and  
squawks,  
Pigs squeal, and robins sing.  
And even serpents know enough  
To hiss before they sting.  
But man, the greatest masterpiece  
That nature could devise,  
Will often stop and hesitate  
Before he'll advertise.  
—Weymouth (Mass.) Gazette.

## Bouquet for the Union

Princeton Union, Princeton, Minnesota.—The first page of your September 11 issue is the neatest of any paper we have received the current month, although there might have been a greater number of headings to make the page more interesting in appearance. The printing is also high grade and the advertisements are very satisfactory indeed. We feel that the character of the paper, as well as the large amount of interesting reading matter, makes it a valuable advertising medium and one your merchants should use to a greater extent. The most valuable asset a paper can have is popularity with its readers, and if the Union is not popular there is something wrong with the readers. We are reproducing the attractive first page.—*Inland Printer*, November, 1924.

## Why Should You Advertise

Because

One step won't take you very far  
you've got to keep on walking;

One word won't tell folks who you are  
you've got to keep on talking;

One little ad won't do at all, you've  
got to keep them going.

Because

A constant drop of water wears away  
the hardest stone,

The constant gnawing Towser masti-  
cates the toughest bone,

The constant cooing lover carries off  
the blushing maid.

And the constant advertiser is the one  
that gets the trade.—Ex.

## A Real Estate Supplement

A. T. Archer, publisher of *The Kerkhoven Banner*, is "extending his line." It is the *South Central Minnesota Real Estate News*, intended as a supplement to *The Kerkhoven Banner*. The first issue, under date of November 15, states the purpose thus:

The purpose of this publication is to supply accurate information as to the agricultural possibilities of south central Minnesota, particularly the counties of Swift, Chippewa, and Kandiyohi, and afford a medium through which land and other property may be advertised for sale or trade.

The first issue is attractive both in appearance and content. It ought to get business for *Kerkhoven*.

## Editor a Balance Wheel

Professor Dwight Sanderson, of the Department of Rural Social Organization at Cornell University, after making a survey of a certain rural community in New York, said the community had been definitely influenced by the good common sense of the editor who served the paper over a long period of time. When matters arose over which public sentiment became aroused, the editor, careful how he expressed opinions, had acted as a balance wheel, while a more militant editor, thinking he was serving his people by his fearlessness of speech, might have stirred up animosities which would have taken years to subside.—*The Country Newspaper* by M. V. Atwood.

## The Power of the Ad

The Seattle (Wash.) *Daily Times* recently carried a full 8-page section advertising the business of a single jewelry store in Seattle. On Monday following, the store did almost \$50,000 worth of business, it was announced. The price of the space was about \$3,000.

Emery W. Swenson has sold the Independent of Foley to George S. Graham who recently disposed of his interests in the *Hinckley News*.

# A Chapter on Common Errors

(Note.—This is the second of a series of papers on writing for the press.)

One who strives for clearness, conciseness, and originality in writing, the three things emphasized in the first paper of this series, is likely to avoid many of the common errors into which newspaper writers fall. On the other hand, if one is familiar with the common errors, he the more easily attains a style that is clear, concise, and original.

Among the greatest causes of confusion to the reader is the careless use of pronouns by writers. Some excellent examples of the misuse of pronouns are cited in "News Writing," by Mr. Lyle Spencer. Mr. Spencer gives the following as an example of the use of a pronoun referring to a general idea:

A card from C. A. Laird, son of Harry Laird, informs the *Democrat* that his father is slightly improved and that they now have hopes of his recovery, although he suffers much pain from his fractured jaw, *which* will be good news to his many Lock Haven friends.

In the final clause *which* is, of course, intended to refer to the improvement in the elder Laird's condition. It might, however, be taken to refer to the fact that he was suffering pain in the jaw, which would hardly be announced as "good news" to his Lock Haven friends.

Another very common mistake comes about through failure to keep pronouns in agreement with their antecedents in number. Here is an example—again from Mr. Spencer's book:

Everyone who had any interest in the boat was inquiring about *their* friends and relatives.

Mistakes of this kind are extremely common.

Scarcely less common is the mistake of using a pronoun the antecedent of which is not immediately apparent. It is better in such cases to repeat the antecedent, or to break the sentence, to avoid possible confusion. Mr. Spencer cites the following really laughable blunder:

The Rev. Mr. Tomlinson says that he wants a steady, religious young man to look after his garden and care for his cow who has a good voice and is accustomed to singing in the choir.

Such errors furnish grist for the paragrapher's mill. Yet they are not at all infrequent.

A very common source of obscurity arises from the misplacing of modifying phrases or clauses. Here is a case in point:

The assembly on Thursday refused to pass the Grell Bill, permitting the sale of intoxicating

liquors, after the close of the polls on election days, over the governor's veto.

In the foregoing the whole difficulty lies in the placing of the phrase *over the governor's veto*. It should follow the word *pass*.

The correlative conjunctions also give much trouble. It is better to say, for example, that the prisoner will either be hanged or sentenced to life imprisonment than to say that either the prisoner will be hanged or sentenced to life imprisonment.

*Only* and *alone*, again, seem to be difficult to handle. At least, many writers find them so. As a general rule, *only* should immediately precede the word it is intended to modify, and *alone* should come immediately after. In the sentence, "The evidence seemed to show that a man could only obtain advancement in the Hall by submitting wholly to the dictates of the leaders," *only* should come just before the phrase *by submitting*.

The split infinitive is always with us. The infinitive splitter puts an adverbial modifier between the *to* and the rest of the verb. Sometimes—but rarely—this seems the only thing to do, but ninety-nine cases out of a hundred, the modifier is best placed either before or after the infinitive. *To think clearly* is better than *to clearly think*.

One may well say that the metaphor is a dangerous thing to grapple with. Even trained and experienced writers get into trouble with it. A Boston editor once mentioned some one as having been "blinded by the noise of brass bands."

Redundancy is another pitfall of the writer. Redundancy is merely the use of more words than are necessary. Why say, *put in an appearance*, when *appeared* is enough?

E. L. Shuman, in his book "Practical Journalism," points out the very common mistake in the use of *as though* for *as if*. He says: "To say, 'he talks as though he were angry,' is the same as saying, 'he talks as he would talk though he were angry.'" What is meant is, "he talks as if he were angry."

But that brings us to a consideration of the use of words, and that is a subject which will have to be reserved for the next paper in this series. The right use of words is a life-long study. There are certain very, very common errors in the use of words, however, which should be mentioned, and such errors will be discussed at another time.

Enough has been said to show that the newspaper writer must watch his grammar. Nothing is much harder to achieve than to convey an idea from one mind to another without alteration, or with absolute accuracy. To do it requires thought—close attention—to the matter before one, and that the busy editor, with the innumerable in-

terruptions which come his way, is not always able to give in full measure. It is well, however, to remember that eternal vigilance is the price of good writing.

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comfort, desire for pleasure, desire to get on in the world.

Advertising of this kind would inevitably have a tendency to create or stimulate desire. Desire having been created or stimulated, the next step would be to get action, and this was to be achieved by answering the questions which the potential purchaser usually asks—what price has to be paid and where to buy.

## Following Up the Ad

Too many merchants, it was pointed out, depended almost wholly on advertising to build good will and upon that success. They expected an advertisement, indifferently prepared and published in the local paper, to fill their places of business with throngs of shoppers. Some merchants did not stop to think that they might have laid poor foundations in quality of goods or character of service. Good goods and good service were necessary as a follow-up of good advertising.

An advertisement, said the speaker, was a contract with the public, and the goods advertised should be up to the standard offered in every respect. Unfailing courtesy and accommodation were also necessary.

Good advertising, plus good goods and good service, would establish a business man or a concern in the confidence of the people so that future advertising would have increasing power and bring enlarged results.

The talk was illustrated with advertisements from many sources. Special attention, however, was given to forms of advertising which were regarded as of a business-producing kind.

(Note.—The editor of *Among Ourselves* would be glad to make the talk at Mr. Bromstad's advertising party available to publishers in other communities upon application and a simple agreement to pay traveling expenses from University Farm and return.)

Paul H. Keith, editor of *The News-Democrat* of Chatfield, issued an election extra at six o'clock the morning after. Only a few publishers of weekly papers make a practice of issuing extras.

The *Argus* of Shakopee has been published 63 years, the *Herald* of St. Peter 40 years, and the *Herald* of Spring Grove has started on its 34th year. In their anniversary number Messrs. Essler and Quane of St. Peter printed a photograph of the *Herald* of October 17, 1884.

# Ads That Do, and Ads That Don't

Advertising specialists, who write the kind of advertising that sells goods, say that an advertisement should do four things:

- Attract attention
- Arouse interest
- Create or stimulate desire
- Move to action.

help in making the reader's home more fully winter-proof.

In other words, this ad attracts attention, arouses interest and stimulates desire. It stimulates desire by suggesting directly how the winter-proof qualities of a house may be increased; it further heightens this ap-

Then it caps the whole with the announcement of the concern which has the goods to sell.

The first ad is little more than a sign-board. It does no thinking for the reader and does nothing to stimulate thought on his part. The second ad in the first line suggests something and appeals to strong human motives. It takes prompt hold of one of the annual problems of the house-holder and points out the way to solve it.

Advertisement No. 2 is, therefore, an improvement over advertisement No. 1 because it produces a stronger immediate effect.

Advertisement No. 2, however, is of a type which will do more than produce an immediate effect in the sale of wares advertised. Advertisements of this type are business news. Followed up from week to week with advertisements of like type they create in the minds of newspaper readers the habit of reading advertisements. They educate the public to consideration for a part of the paper which, when it contains standing ads, is practically so much dead material.

How can advertisements of the type of No. 1 compete with the lively fresh advertisements of the mail order house offering something new at the turn of every page of a catalog? Advertising of the type of No. 2 does offer something new and can compete with mail order bids for business.

The News of Heron Lake and the Messenger of Maple Lake recently installed new linotypes.

## New Lumber Yard

If you are in need of Lumber and Building Material, see us before placing your order. We guarantee you fair treatment.

### Bunson Sash & Door Factory

Lumber and Building Material of all Kinds

A great many advertisers, not familiar with this plan for the effective ad, make their advertisements very general. They seek to attract attention, and feel that having done that they have accomplished all they can accomplish.

Advertisement No. 1 shown here is of this kind. By the use of large type and the word *new* it seeks to attract attention. It does not, however, do much to arouse interest, and it does absolutely nothing to create or stimulate desire. It merely recognizes a possible need of lumber and building material on the part of some of the possible readers of the advertisement.

This advertisement was taken from a November issue of a Minnesota weekly. It was printed at a time when men and women were looking forward to winter's arrival and doubtless wishing they might protect themselves in their homes against approaching winter's sub-zero blasts.

To build an ad which would take advantage of this receptive mood on the part of the readers of the paper, the same concern might have produced advertisement No. 2.

Advertisement No. 2 starts with "winter-proof house," a suggestion right in line with a thought common on the approach of winter; likely, therefore, to attract attention. It follows this up immediately with a direct appeal likely to arouse interest—it heightens this effect with an offer of

peal by the introduction of mention of the "kiddies," and, again, by mention of a material designed to provide warmth, and thus save fuel bills.

## Winter-Proof House-- Is Yours That Kind?

*We can help you make it so--*

With storm sash for windows and for closing in that porch as a sun room for the kiddies to play in.

With storm doors to keep out zero blasts.

With Balsam Wool. Interline your attic with it; it's like wrapping your house in a blanket.

With lumber for every kind of repair.

**Bunson Sash & Door Factory**  
Gopher Prairie