

# AMONG OURSELVES

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## The Minnesota Editorial Association Considers The Field Secretary Problem

The Minnesota Editorial association at its 1925 meeting in St. Paul, February 20 and 21, took steps toward certain constructive work on behalf of the country press.

It authorized the appointment of a committee to consider the possibility of employing a field secretary.

It approved, and recommended for continuance, a plan, encouraged through the last year by M. J. McGowan of the Appleton Press, president, for presenting the claims of newspapers to the merchants of the state through the various retail merchants associations.

It recommended greater interest in the annual editors' short course given by the university at University Farm, St. Paul, and urged the members of the association to foster a larger attendance.

### What a Field Secretary Could Do

The action with regard to the possible employment of a field secretary grew out of a paper presented by Andrew Bromstad of the Milan Standard. Mr. Bromstad, among other things, said that a field secretary could—

Exert a stimulating and inspirational effect upon the workers in the country newspaper field, impelling them to greater efforts in serving their respective communities and inspiring in them a larger faith in the possibilities of their calling, both as to material reward . . . and the spiritual satisfaction which follows service well rendered.

Help the country newspaper man to analyze his own field as to industries, lines of trade, buying power of its people, marketing facilities, transportation, etc., enabling the publisher to go out and sell his advertising space with that confidence and thorough belief in its value, which only knowledge will inspire.

Guide in the development of those features of local papers which would stimulate circulation and build subscription lists.

Promote uniformity in subscription and advertising rates.

Furnish information relative to wages paid, and develop an employment bureau.

Aid in installing cost systems and systems of accounting adaptable to large and small office needs.

Encourage the use of standard price lists.

Provide a bureau of lecturers who could address business men's organizations on the preparation of advertising copy and the use of effective advertising methods.

Stimulate foreign advertising.  
Reduce the costs of supplies through co-operative buying.

Assist publishers in interesting buyers of printing, of a kind not usually done in local shops, in placing their orders through local publishers.

Interest county boards and town boards in purchasing blank-book and legal blanks through local publishers.

Advise as to the purchase of equipment and as to the establishment of papers in new or already occupied fields.

### NEW OFFICERS M. E. A.

President, H. Z. Mitchell, Bemidji.  
First vice president, Carl Eastwood, Le Sueur.

Second vice president, J. V. Weber, Slayton.

Third vice president, E. K. Whiting, Owatonna.

Secretary, John E. Casey, Jordan.  
Treasurer, H. C. Hotaling, Mapleton.

Historian, L. C. Hodgson, St. Paul.

Executive committee:  
H. Z. Mitchell, Bemidji.

Carl Eastwood, Le Sueur.  
John E. Casey, Jordan.

H. C. Hotaling, Mapleton.  
L. S. Whitcomb, Albert Lea,

re-elected.  
E. E. Carlson, Cambridge.

G. B. Bjornson, Minneota.

Following the reading of Mr. Bromstad's paper, a motion was made for the appointment of a committee to consider the problem of employing a field secretary and to report to the Saturday morning session. On this committee were appointed J. R. Landy, *Olivia Times*; Rudolph Lee, *Long Prairie Leader*; J. C. Morrison, *Morris Tribune*; H. W. Cutten, *Red Lake Falls Gazette*, and Andrew Bromstad, *Milan Standard*.

The following day this committee reported in favor of further investigation and the presentation of the findings at the editors' short course at University Farm, May 7-9. This recommendation was based on the assurance of those in charge of the short course that the problem of the field secretaryship could be given a place on the short course program, and that it could possibly be discussed by a representative of some state

association now employing a field secretary.

### Co-operation With Retailers

Mr. McGowan in his opening address mentioned the efforts put forth in the course of the year to bring to the attention of retail dealers' associations the service of the newspapers and local printing plants. He expressed the opinion that in such work lay great possibilities, and the resolutions committee, of which E. E. Howard of the *Gazette-Reporter*, Wheaton, was chairman, later in its formal report approved the plan and urged that the work be followed up.

### The Editors' Short Course

The value of the Editors' Short Course, given by the university at University Farm, St. Paul, annually, was emphasized in a paper by J. P. Coughlin of the *Waseca Herald*, who has been a regular attendant of the course. Mr. Coughlin outlined the work of the course, calling attention to the practical problems discussed and naming some of the outstanding speakers secured by the university to address visiting editors. Following the paper, at the suggestion of Mr. Coughlin, W. P. Kirkwood of the university said that it was the hope of the university this year to have as one of its speakers William Allen White of the *Emporia (Kansas) Gazette*, and that if Mr. White should not be available the editor of the *Toledo (Ohio) Blade* was a possibility. He said, further that it was the intention of the university to include in the course some actual laboratory work in the writing of effective advertising, under the guidance of an expert in the business. It is also the intention to provide an exhibit of effective advertising adaptable to the local weekly field.

Mr. Kirkwood also announced that the short course director at University Farm was considering a plan whereby a front-page make-up contest for country weeklies throughout the state could be made a feature of Farmers' and Home-Makers' Week at University Farm, during the winter holidays, the exhibit to be held over for the Editors' Short Course later. The idea in this is to give the papers contesting the benefit of publicity with the home folk who attend Farmers' Week. The plan has been tried out in Wisconsin with great success. This year, however, the contest will be held as usual at the Editor' Short Course early in May.

After the discussion, on motion of Herman Roe of the *Northfield News*, the president was instructed to appoint a committee made up of one member from each congressional district to co-

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## AMONG OURSELVES

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by  
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## ADVERTISING ADVERTISING

Believing that advertising pays, why not try to advertise your advertising through your paper?

Advertising does pay. Persistent advertising pays. Every publisher believes that and uses it as an argument with his local merchants. Then why not use advertising and use it persistently to build your own business? If it is a good thing for the merchant to talk to the people of your community through your paper week after week, why is it not a good thing for you to talk to your merchants week after week through your advertising columns—in the way you expect the merchant to talk to the public?

The plan is worthy of a careful trial.

If you do make a trial, do not try to cover the whole field of argument in favor of advertising in one ad. Put one argument into each ad. Let each ad contain a single appeal, fortified and strengthened with clear English and clear logic. Change the ad each week. Keep your ads fresh.

Do these things and before long you will be able to make the point that if the merchant has been reading your ads—and you can find out whether he has—other persons will read his ads.

If you believe in advertising, advertise your advertising.

## AN ARGUMENT FOR THE AD

How many times do your customers come into your store?

There is a question to put to any merchant.

In these days of telephones, even the grocery customer does not show up at his favorite store as often as he—or she—used to. And the customer of the dry goods, hardware, or clothing store does not visit his dry goods, hardware, or clothing store nearly as often as the customer of the grocery.

What's the point?

Just this: If the merchant's customer does not come to his store and he wishes his customers to know what he has by way of new goods or what he is offering by way of special bargains, he must find some way to tell them. And there is no better way than through the local weekly which goes into a majority of the homes of the merchant's town.

It might be worth while to do a little researching on your own responsibility, Mr. Publisher, and find out how many times certain representative folks of your community visit certain stores in the course of a month. Then you could give the merchants the facts to clinch an ad contract.

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operate with the short course management in bringing out the largest possible attendance at the course. This committee will be appointed by the incoming president.

The report of the resolutions committee later, also, urged on the members the desirability of furthering the short course, both by attending it and by bringing it to the attention of others.

## The University and Journalism

Dr. Lotus D. Coffman, president of the University of Minnesota, outlined for the editors present some of the problems confronting the university in developing its work in journalism. He said that the W. J. Murphy bequest had been paid over to the university—\$350,000—and that the income from this, supplemented by fees, would enable the university to enlarge its instruction in journalism. Such enlargement, however, brought the institution face to face with difficulties.

Inquiry among newspaper publishers, said President Coffman, failed to disclose unanimity as to the worth of collegiate training in journalism. In this connection, President Coffman read several letters from publishers in different parts of the country.

Again, there seemed to be a difference of opinion as to the methods of teaching journalism, some favoring emphasis on fundamental courses such as history, economics, sociology, the sciences, and literature, with only minor attention to the technic of newspaper making, while others favored emphasis on the technic. He cited, also, the recommendations of the association of the teachers of journalism—recommendations favoring a combination of the two systems.

Following this discussion of the problems relating to journalism in the university, President Coffman outlined the financial situation at the university, indicating that the budget of the university for the coming biennium was very much smaller than that of several of the other state universities in the middle west.

## Mayor Nelson's Welcome

The meeting opened with a stirring address of welcome by Arthur E. Nelson, mayor of St. Paul. Mr. Nelson emphasized the close relationship between the cities and the country, and the importance of the place of the press in the development of the common prosperity of the two. He outlined the efforts of St. Paul toward the development of a great business and industrial center in the capital city, and pointed that these efforts were for the common good.

Carl Eastwood, second vice president—in the absence of H. Z. Mitchell, first vice president, who was addressing the Minnesota Retail Hardware Dealers' association in the interests of the press—gave the response, paying a tribute to St. Paul, to the newspaper profession, and incidentally but effectively to Governor Theodore Christianson, mention of whom brought a round of applause.

The secretary's report, by Mr. Casey, showed a paid-up membership of 372.

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## ON TO RICHMOND!

## CRY OF THE N. E. A.

When the editors of the nation gather at Richmond, Va., on June 1, they will participate in one of the most elaborate programs ever presented to the members of the association.

Business of the association will be disposed of June 1, 2, and 3. After that time the editors will be entertained on side trips throughout the state, and to places of national historic interest, such as the birthplace of George Washington; the home of Thomas Jefferson; birthplace of Woodrow Wilson; birthplace of the father of Abraham Lincoln; the first permanent white colony; dozens of battlefields and many other places rich in historical significance.

Richmond has for more than a century and a half been the industrial and social center of the Old Dominion. In the Virginia library at Richmond may be found thousands of priceless documents, such as the parole of Lord Cornwallis, which was dated at York Town October 28, 1781; the marriage bond of Thomas Jefferson, dated 1771, and other documents so numerous that it is estimated it will require 50 years to catalog them.

Of special interest is the capitol of Virginia, with its square, in which stands the famous Crawford equestrian statue of George Washington, and heroic figures of Thomas Jefferson, Patrick Henry, John Marshall, George Mason, Andrew Lewis, and Thomas Nelson. There are also statues of Henry Clay, "Stonewall" Jackson, William Smith, formerly governor of Virginia, and Dr. Hunter McGuire, noted physician.

From Richmond, side trips will be taken to Monticello, home of Thomas Jefferson; to Mount Vernon, home of George Washington, with its beautiful gardens; to the home of Washington's mother, Mary Washington; to the very lodge hall where Washington was made a Mason, and where is preserved the chair in which he sat as master of his lodge; to the church in which Patrick Henry delivered the speech that threw Virginia into the Revolutionary war. Into the Shenandoah Valley, "Daughter of the Stars," a trip has also been planned. Battlefields of the Revolutionary and Civil wars will be visited.

EDITORS'  
SHORT COURSE

It comes  
this year

MAY 7-9

Watch your mail for some  
special announcements.  
They are coming.

The word to everyone is to hustle and save, and then join the Minnesota delegation for an invasion of the south.

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and the treasurer's report, by H. C. Hotaling disclosed cash on hand of \$713.26.

#### Farm Bureau Publicity

Following Mr. Bromstad's discussion of the possibilities in the employment of a field secretary, already referred to, C. L. Franks of the Inter-County Press, St. Charles, read a paper on "Minnesota Farm Bureau Publicity" in which he maintained that farm bureaus should not expect free advertising from the press. Mr. Franks presented his arguments with both grace and force. The discussion was led by E. M. Lawless, director of publicity for the Minnesota Farm Bureau Federation.

Mr. Lawless held that the aim of his department was to furnish the press with news—information which readers would wish to get through their papers. He said that reports of activities of the farm bureau which affected the whole community were properly news. He admitted, however, that certain information from some of the marketing organizations might justly be looked upon as advertising.

The differing views advanced by the leading speakers on the subject provoked a lively discussion, in which mention was made of the Farm Bureau News, and the fact that it carried advertising for farm bureau members, which was an invasion of the newspaper field. Mr. Lawless pointed out that the amount of advertising space allowed any one member was very small—12 lines, and certain editors held that if this was effective its tendency would be to encourage the advertisers to resort to their local papers where they could get more space and get it more frequently.

The outcome of the debate was two motions, which were carried. One of these, by Mr. Landy, was that the association approve the methods of the farm bureau federation and pledge its support. The other, by Mr. Morrison, was for the appointment of a committee to be represented at the state or other farm bureau meetings, in order that the association might have direct contact with and information from the bureau or its subsidiaries for the use of the association.

#### A Community Institution

Wright M. Patterson's paper, "When the Newspaper Is a Community Institution," was read by E. S. Watson, managing editor of the Publishers' Auxiliary, of which Mr. Patterson is editor in chief. Mr. Patterson's position was that a paper as a community enterprise should support the business of its community; that the publisher should think first of service. (The fact was not mentioned, but the position taken by Mr. Patterson's paper was in line with that of several of the speakers in the debate on farm bureau publicity, who held that the farm bureau was a local enterprise similar to a commercial club, and as such should be considered a legitimate news source.)

After finishing the reading of Mr. Patterson's paper, Mr. Watson discussed in his own way the problem of service, and indicated that one form of service was that of showing merchants how to write effective advertising, how to make advertising more productive. (This, as has already been pointed out, is to be one of the features of this year's program for

the editor's short course at University Farm.)

#### Exhibit at State Fair

The association will have another exhibit at the state fair this fall. In response to an invitation from Thomas Canfield, secretary of the fair board, seconded by Mr. Roe, president, the committee on state fair activities, headed by Frank A. Day, Fairmont Sentinel, announced that plans for an exhibit would be made and executed.

Mr. Landy reported on the progress made by the Dowling memorial committee.

#### Christianson at Banquet

Governor Christianson was the principal speaker at the banquet given by the St. Paul Supply Men's Association and the St. Paul Association on Friday evening. Mr. McGowan presided. Mayor Nelson spoke again in welcome to the editors. He said that in the afternoon he had met Frank Day, and Day had told him two stories, which, Day had said, he might use or not according to his own judgment. Then he told the stories. Governor Christianson, by way of introducing his remarks about his legislative program, said that he, too, had met Day, and that Day had told him two stories, with the admonition that he should use his judgment as to telling the stories at the banquet. The governor said: "I have used my judgment, and have decided —not to tell the stories." (Laughter.)

Governor Christianson outlined clearly the plan for a reorganization of the state government, telling the story of the Massachusetts plan, and pointing out differences, which, he thought, were in favor of the proposed Minnesota plan.

The other banquet speakers were Asa G. Briggs, representing the St. Paul Association, and Edward F. Flynn, Rotarian, and head of the public relations work of the Great Northern railway.

#### Women in Journalism

The early features of the program of Saturday morning had to do with women in journalism. Mrs. R. L. H. Lord of the Wells Forum-Advocate discussed the rural field, telling of the ideals which should actuate the rural publisher, and emphasizing her points with incidents from her own experience. Mrs. Edith Brown Kirkwood dealt with the metropolitan field, citing history to show how women had risen in the profession by proving their capability of handling news as news, and getting away from stories describing feminine emotions in adventures commonly assigned to men. Mrs. Kirkwood deplored the idea, prevalent in some newspaper circles, that a newspaper woman "should forget she is a lady."

Mrs. Marilla Stone of the Rush City Post followed with reminiscences of the Minnesota Editorial association, giving a paper of much historical value.

Talks by C. M. Babcock, highway commissioner, on the road program and the needs of his department, and by W. H. Oppenheimer on employers' liability insurance completed the morning's addresses.

#### Legislative Problems

Mr. Bjornson, chairman of the legislative committee, then reported on the bills affecting the newspaper business which are before the present legislature. He grew eloquent in his appeal to the editors to use their influence with their representatives and senators in opposing un-

favorable and upholding favorable legislation. Only such co-operation, he said, would enable the association's legislative committee to secure the best results.

The report of the membership committee, of which S. S. Lewis of the Cannon Falls Beacon was the chairman, was read by Mr. Cutten of the Red Lake Falls Gazette, and it brought a lively debate, precipitated by Mr. Landy in opposing the admission of two of the persons on the list submitted by the committee. The outcome was the tabling of the application of three of those on the list, with instructions to the executive committee to investigate as to their eligibility.

In the absence of Harold H. Barker, chairman of the auditing committee, C. Burges of the Clara City Herald reported for the auditing committee, and C. C. Campbell of the Ellendale Eagle reported for the necrology committee.

#### Resolutions Present Problems

Mr. Howard, reporting for the resolutions committee, said that the committee had decided to confine its statement to practical problems. The resolutions, as already indicated, urged greater attention to the university's short course for editors; approved the plans for the development of journalism courses at the university as outlined by President Coffman; recommended that the matter of employing a field secretary be left to the executive committee for action whenever the project seemed practicable; condemned the federal government's participation in the commercial printing business, suggested the appointment of a committee for a study of printing rates and the formation of a code of ethics to guide publishers as to standards, and expressed the sense of loss felt by Minnesota editors on account of the death of President Marion LeRoy Burton of Michigan university, formerly of the University of Minnesota.

#### Historical Data Needed

"Larry Ho," historian, summarized briefly some of the outstanding events of the year, including the election of Mr. Christianson as governor and that of Mr. Roe as head of the state fair board, and then urged upon editors the need of collecting historical data in relation to their papers for the future use of the association and of the Minnesota Historical society.

Mr. Bjornson again took the floor to urge on the press of the state co-operation in furthering the plan for a memorial for the late Knute Nelson.

The list of officers for the year contains no new names except that of Mr. Whiting, who was made third vice president to succeed Mr. Weber, who was advanced to the second vice presidency. Mr. Whitcomb was elected to succeed himself as a member of the executive committee.

#### Entertainment for the Ladies

A committee of hostesses for the St. Paul Supply Men's association entertained the women of the association at a luncheon at the Athletic club at noon on Friday. In the afternoon Mrs. Theodore Christianson received in the governor's reception room at the capitol. Tickets for the Capitol theater were provided Saturday afternoon. Automobiles for the use of the women of the association were available throughout the two days.

## GOOD PRINTING IS WORTH GOOD ADS

The newspaper man is continually writing good forceful copy for the butcher, the baker and the electric-light maker. But when it comes to turning out an ad for the job shop, he is usually content with a big bold announcement

### See The Sentinel for JOB PRINTING

—o—o—  
Estimates Cheerfully Furnished  
—o—o—

No Job Too Large;  
No Job Too Small.

What a rare opportunity the newspaper job shop has for really educating the buyer of printing! Suppose, for example, there is a cut-price friend in town—and usually there are two or three! Through the column of your paper you can educate the public to the fact that there is something besides price to consider. A series patterned somewhat after this ad should go a long way toward settling the price problem:

#### Printing That Pays For Itself

There are two kinds of printing. The kind that *pays for itself* and the kind that you pay dearly for. Forceful, dignified, distinctive printing pays for itself over and over again in the favorable impression it creates, and the good-will it builds. Cheap, slovenly printinf on the other hand, indicates that the house is equally careless in other matters. You may "save" a few dollars on such printing, but in the long run it will prove the costliest commodity you can purchase.

We produce printing that produces results.

Or an ad like this, for instance, should be a big help in securing the better class of stationery printing:

#### Is 6-10 of a Cent Too Much To Pay For Prestige?

Every business letter you dictate costs an average of 17 cents. This includes stenographer's salary, your time, and the cost of stationery. In this cost, stationery is by far the smallest item. The difference between cheap paper and good paper—shoddy printing and good printing—represents just about 6/10 of a cent per letter. Is this too much to pay for prestige? Isn't it worth a fraction of a penny to secure a commanding letterhead that carries the subtle suggestion of responsibility, integrity and power? We produce just such letterheads. May we design one for you—*now?*—By Maxwell Droke, in *The Paper Book*.

A dispatch from Spooner says that George E. Erickson has sold The Northern News to William K. Noonan, publisher of The Baudette Region. The two plants, according to the report, will be merged April 1.

Lester D. Wilcox, founder of The Osseo Press, has sold it to Otto M. Bohlig, the office foreman, and has moved with his family to Chicago to take a position.

### Papers Celebrate Birthdays

Down at Worthington, The Globe, which was started by Peter Thompson and which for several years has been in the capable hands of A. M. Wells, recently completed a half century of community service. The Mercury of Spring Valley, which was established in 1880 by a Langworthy and is still in the hands of the Langworthys, entered upon its 46th year on February 6. While The Plaindealer at St. James is not so old, it is by no means a spring chicken for it has begun its 35th year. At Blackduck, which is looked upon as new country, The American has started its 25th year under Ernest L. Oberg, the founder. By comparison with these The News of Hibbing seems an infant, having only recently finished its fifth year. But, at that, it is a lusty infant.

### Selling the House

Some advertisers, when preparing their copy, think of nothing except to mention some specific article which they have for sale. They should also endeavor to sell their organization, their firm, their ideas. That is far more important than just selling so much merchandise at a price.—Joseph Kincaid in *The Washington Newspaper*.

Mr. Kincaid is right. The advertisement should talk in such a convincing way that it will not only sell goods but create confidence in the establishment which has the goods for sale. An advertisement should carry conviction that the house is ready to stand behind every promise in the ad. Straight talk will carry such conviction—better, far better, than boastful talk or self-laudation.

### Doesn't Always Work This Way

Edward E. Barsness, as mayor of Glenwood, had Edward E. Barsness, as editor of the Pope County Tribune, publish a notice in his paper, that he had a warrant out for the arrest of a certain man on some kind of a moonshine charge. The man read the notice and promptly gave himself up to the sheriff. Mr. Barsness, in addition to being editor, finds time to do the city's mayoring.

### Mrs. Silk Sells Enterprise

Wentworth F. Chapman of Minneapolis has bought the Hennepin County Enterprise of Hopkins from the Silk Printing company, represented by Mrs. Katherine M. Silk. Mr. Chapman has had nearly 15 years experience in practically every department of city and country newspapers and trade papers. A. P. McDowell and F. J. Pavak will remain with the Enterprise, the former as editor and the latter as manager.

### J. H. Maxwell is Dead

J. H. Maxwell, a pioneer editor of Slayton, Minn., died early in February at his home in Pomona, Calif. Mr. Maxwell went to Murray county in 1868, and ten years later began the publication of a paper at Currie. Later he purchased a paper at Fulda, which he published until 1910. For many years he was an active member of the Minnesota Editorial association.

## MRS. LORD PRESIDENT IN SECOND DISTRICT

Mrs. R. L. H. Lord was elected president of the Second District Editorial association at its annual meeting in Mankato, February 6.

The other officers are: First vice president, H. E. Swennes, Heron Lake News; second vice president, John L. King, Jackson Pilot; secretary, H. J. Haydon, Lakefield Standard; treasurer, Frank H. Griffith, Good Thunder; members of executive committee, Robert Forest, Lake Wilson, and J. E. Reynolds, Mankato.

At the banquet in the evening the principal speaker was "Larry Ho."

The summer outing of the association will be held at Slayton, the date to be fixed later.

### Journal-Chronicle, 64

The Owatonna Journal-Chronicle is 64 years old. It announced the fact in its issue of January 2, and says it hopes to live and be useful through another 64 years. The press of the state extends congratulations and joins in the hopes expressed by the Journal-Chronicle for itself. The fact is, a paper of such solid character ought to live forever. May it!

The Little Falls Daily Transcript, shortly after the meeting of the Northern Minnesota Editorial association at Little Falls, printed from the home town papers of those who attended the meeting the comment of editors on Little Falls hospitality. It took a page of the Transcript to tell what the editors thought of Little Falls, and then probably not more than half was told, and Little Falls folks must have felt that hospitality pays.

The remains of Merton B. Wise, who died suddenly at Phoenix, Arizona, where he had gone in search of health, were brought to Winona for burial. Mr. Wise was formerly city editor of the Republican-Herald.

Manford C. Evans of the Advance Standard, Sherburn, has sold his paper to Claude Dickinson of Storm Lake, Iowa.

E. M. Lawless has succeeded C. M. Arthur as director of the news service of the Minnesota Farm Bureau Federation, with headquarters in the old capitol, St. Paul, Minn. Mr. Lawless made a reputation for himself in developing a farm department in the Shakopee Tribune, of which he was editor for a time.

H. B. R. Briggs, formerly managing editor of the St. Paul Daily News, later editor of the Cleveland Press, has gone to Los Angeles as editor of the Los Angeles Record.

Fred Schilplin of the St. Cloud Times has been made a vice president of the Inland Daily Press association. The association held its meeting in Chicago, Feb. 17 and 18.

Chris R. Haugen, who has been running The Herald at Nashauk for two and one-half years, likes the paper so well that he recently purchased it.