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AMONG OURSELVES

UNIVERSITY OF MINNESOTA
DOCUMENTS

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Vol. III

ST. PAUL, MINN., NOVEMBER, 1925

No. 12

Referendum on the Question of Employing a Field Secretary for Minnesota's Editors



LET'S GET SOME ACTION

To Minnesota Editors:

For several months the officers of the Minnesota Editorial Association have, through every available source, been endeavoring to show the newspaper men of the state the advisability of employing a field secretary, and the advantages that would follow such an action. The plan has met with general commendation but commendation will not guarantee the salary and expense of the man to be employed.

It has already been decided to devote practically all of the afternoon of Friday, February 19, 1926, the first day of the annual convention of the editorial association, to a discussion of the field secretary problem, but history has shown us that it is impossible to expect enough financial support at a time like that.

What we would like to do, in connection with the discussion that will result, is to be able to go before the association with enough signed pledges to insure a \$5,000 yearly budget. This can be done if the newspaper editors are sold on the idea. If they are not, it means a delay of at least another year and probably longer.

H. C. Hotaling, secretary of the National Editorial Association, has just returned from a convention of field secretaries. We all have the greatest confidence in "Herb's" advice, and he is enthusiastic over the growth of the idea.

The 1926 convention of field secretaries will be held in St. Paul. Will Minnesota be without an authorized representative at that session in our own state?

It is believed that dues on the basis of circulation, similar to the plan followed in other states, will work out in Minnesota. The minimum fee would be \$5 a year. If a newspaper had a circulation of 800 the fee would be \$8; if 1000, the fee would be \$10, and so on with a maximum of \$30 for the larger dailies. The associate membership fee should also be raised to \$5. This fee would, of course, supplant and present \$3 dues to the state association and certain changes would have to be made in the constitution and by-laws. A report on these changes will be submitted in connection with the field secretary discussion on February 19, and if the plan is approved can be passed on Saturday morning.

The thing to do now is to let your officers know that there will be sufficient financial support. This can be done by signing the slip shown below and sending it at once to John Casey, Jordan, Minn.

While the field secretary problem will be discussed at the February meeting in any event, we are positive that it cannot be adopted for immediate installation in 1926 unless there is ample evidence that the necessary budget can be raised as the officers will most certainly not want to accept the responsibility.

You can do YOUR SHARE by promptly signing the pledge and sending it in. Your failure to do so may mean a year's delay in getting started.

Fraternally yours,

H. Z. MITCHELL,
President Minnesota Editorial Assn.

This is the slip to fill out, sign, and send to John Casey, Jordan, Minn.:

FIELD SECRETARY PLEDGE

I am in favor of employing a Field Secretary and if the plan is adopted by the Minnesota Editorial Association, I agree to pay the increased dues decided upon not to exceed the schedule set forth on this pledge.

Name

Paper Town

Circulation I am (not now) (now) a member of the
Minnesota Editorial Association. Dues to be \$1.00 per hundred circulation; minimum total \$5 a year; maximum, \$30 a year.

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AMONG OURSELVES

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A CALL TO THE CLAN

On the front page of this issue is a letter from H. Z. Mitchell, president of the Minnesota Editorial Association, asking for a vote on the plan to employ a field secretary.

The whole page is given to this call to the clan for action, because it is one of the most important steps taken for the advancement of the country weekly newspaper and the printing business that has ever been taken in Minnesota.

To act favorably on the plan NOW is to hasten the day of greater prosperity.

Other states are ahead of Minnesota, but Minnesota can catch up if this call meets with a proper response.

Fill out the blank attached to the call and mail it to John E. Casey, Jordan, Minn.

Do it now, now, NOW!

EDITORS AT STATE FAIR

Through the kindness of the publicity department of the Minnesota State Fair, we are able to publish in this issue a picture of those who gathered on Editors' Day, Friday, September 11. It is needless to give the names of the members of the group; practically all are so well known to the readers of *Among Ourselves*.

It is interesting to know, however, that four days after the picture was taken Granville S. Pease, in the center of the picture, with a bodyguard of veteran editors captained by H. Z. Mitchell, celebrated his 80th birthday at a dinner at the home of his daughter, Mrs. J. F. Jackson of Anoka. Thirty were present, including another daughter, Mrs. U. S. Dick, and her children, Russell and Sherman, of Seattle; Roger S. Pease, only brother of Mr. Pease, and Mr. and Mrs. Levi B. Pease and their children, Josephine and Sherman, of Minneapolis. The seat of honor was decorated with autumnal foliage and Mr. Pease received many birthday gifts.

Mr. Pease bought the Anoka County Union in 1866 and was its editor for just 50 years at the end of which he leased the paper to his son.

It is rather late, but *Among Ourselves* sincerely trusts that Mr. Pease may see many more birthdays just as happy, and that he may long continue to favor the meetings of the Minnesota State Editorial association with his presence.

BACKING UP HOTALING

The October issue of *Among Ourselves* contained a brief editorial about H. C. Hotaling's appearance before the postal commission in opposition to the government's printing of return envelopes. The

Front Page Contest To Be a Part of Farmers' Week at University Farm

The annual front-page, make-up contest, which has been held in connection with the Editors' Short Course at the Minnesota College of Agriculture, will "repeat" this year.

The contest is to be made a part of the program of the annual Farmers' and Home-Makers' Week at University Farm, January 18-23, 1926. The judging will be done that week, with the papers mounted in one of the classrooms where the hundreds of visiting farmers and home-makers will have a chance to see and study them.

The exhibit will be saved and mounted

again when the editors come together for their short course in May.

The idea is that such an exhibit in connection with Farmers' and Home-Makers' Week will help to increase the interest of the home folks in their home papers.

The final day for getting papers into the contest will be *January 11 next*. All papers intended for the contest should be addressed to *W. P. Kirkwood, University Farm, St. Paul*, and should be clearly marked: "*For Front-Page Contest*."

Watch for further announcement in December *Among Ourselves*.

editorial was simply to call attention to Mr. Hotaling's address as printed in the Publishers' Auxiliary.

Scott N. Swisher of the Le Sueur Center Leader comes right back with a statement that he at once read Mr. Hotaling's statement, clipped it and sent it along with a personal letter to the congressman of his district. The congressman made answer that he was going to help sit down on this practice.

To Address Northern Editors

W. J. Keyes of Winnipeg, secretary of the Graphic Arts Guild, and editor of the Country Publisher and other publications, will be one of the principal speakers at the winter meeting of the Northern Minnesota Editorial association at Sauk Center, January 21 to 23.

Others who have been asked to speak by H. W. Cutten, president of the association, and A. G. Rutledge, secretary, are H. M. Wheelock of Fergus Falls Tribune; Grove Wills, Eveleth Clarion; J. C. Morrison, Morris Tribune; L. Ben-shoof, Detroit Record; Peter Vasaly, Little Falls Herald; and E. K. Whiting, Owatonna Journal-Chronicle. Asa M. Wallace of the Sauk Center Herald is in charge of local arrangements.

"Lud" Roe in New Field

Ludwig Roe of the Montevideo News and William E. Dahlquist, who has been associated with the News for the last three years, have purchased the Thief River Falls Tribune, taking charge of the business October 15. Mr. Dahlquist is in active charge of the paper as editor and part owner.

That does not look much as if Ludwig was taking very seriously the talk of his running for congress in the Seventh district.

And while speaking about "running," that is interesting news from H. C. Hotaling's paper, suggesting that eyes be kept on Herman Roe as gubernatorial timber.

Maine Lends a Hand

A vigorous protest against the government envelope industry was registered by the Maine Press association at its annual meeting when President L. O. Evans of the Piscataquis Observer was authorized to express the strong disapproval of the Maine editors to the practice and to ask congress to put an end to it.

PRESSMAN 35 YEARS
FOR NORTHFIELD NEWS

Ole A. Grove, cylinder pressman of the Northfield News, began his service for the News December 26, 1890, when it was published by Joel P. Heatwole. He has been with the paper as pressman ever since. A Babcock drum cylinder press with power furnished by steam engine was press equipment for fine book work in the News office at that time.

Since then the News has grown and the plant has occupied an adjoining building. Miehle presses driven by electricity now turn out the high grade work of the News printery.

Herman Roe, publisher of the News, says that products of Mr. Grove's presses are to be found in almost every country in the world. One job of printing was shipped to Turkey, and another, which came from Chicago, requiring the printing of star charts and demanding careful attention to microscopic detail, has been distributed far and wide among astronomers.

Ten years ago, when Mr. Grove had completed his 25th year, his employer gave a party in his honor to which all of the members of the News force and their families were invited. As a souvenir of the occasion, Mr. Grove received a beautiful gold watch.

MORE HONORS FOR
BEMIDJI SENTINEL

In the front page make-up contest conducted by the University of Illinois, mentioned in *Among Ourselves* for October, the Bemidji Sentinel carried off first honors. The contest was nation-wide. Papers were entered from various parts of the country. The honors are, therefore, of the nature of a grand championship, and congratulations are due the publisher, H. Z. Mitchell.

"The Meddlesome Minstrel," is the title of a book written by Grant Utley of the Cass Lake Times. It is a collection of poems.

The Le Sueur Center Leader has installed a 22x24 two-revolution press for book and job printing, and a complete lay-out of new type.

George Ericson, formerly of the Northern News, Spooner, has bought the Brainerd Tribune from Anna Himrod and Arthur Haase.

Real Plan to Get Wholesalers' Co-operation in the Advertising of the Local Merchant

Are the newspapers of Minnesota doing their share in hastening the time when manufacturers of nationally advertised goods will see the value of country newspaper space as a "hook-up" with their advertising in magazines and on the billboards? Some are, but the larger number are sitting back, complaining that their services are not appreciated and wailing because they are not receiving more business, says H. Z. Mitchell, president of the Minnesota Editorial Association.

There is an effective method of getting results through a store survey, provided the editor is willing to spend a little time on research work.

This Plan Should Work

Visit your hardware store, for instance. Secure the names of twelve advertised lines your dealer handles—exclusive lines if possible. Get the name of the product and the name and address of the manufacturer and a little idea from the merchant as to what co-operation, if any, is offered.

Get twelve letterheads from your dealer and twelve envelopes. Go back to your office and write one of the following letters on his stationery and have him sign them before you mail them.

Here Are Forms Ready Made

Town..... Date.....

Name your jobber or manufacturer.

Gentlemen:

We have stocked your goods, and we have a suggestion to make which we believe will help move them faster.

You are advertising in the big magazines and periodicals. This we appreciate. But it has been our impression that the strongest link in selling, so far as the local dealer is concerned, is overlooked. Our local newspapers are nearest the hearts of our prospects; they reach nearly 100% of the people in our territory, and every item is read. We feel that the general circulation you get through the magazines misses something vital in our sales contact, which our newspapers can supply.

If we could have your co-operation to the extent of placing a part of your advertising in these local mediums it would aid us greatly in establishing a trade for your product (name product if possible) that would be permanent and profitable.

Yours sincerely,
(Dealer's signature)

We have a feeling that our stock of your goods would move faster if you devoted some of your advertising to local newspapers.

We appreciate the advertising you are doing in the big magazines and periodicals, but somehow it seems to us this does not get the intensive results that use of the local newspapers would. They are the closest and most effective link of sales contacts we have, reaching nearly 100% of the people in our territory, every item in them getting attention because they deal with the intimate community life.

If you would arrange to have part of your advertising campaign go through this overlooked channel we know it would aid us in disposing of (name of goods). The tie-up in our own advertising would then have much more pulling power. It is just a suggestion we pass along to you in the interests of your sales.

Very truly yours,
(Dealer's signature)

We have stocked your goods and we hope to move them off rapidly.

We could do this more surely and satisfac-

torily if you would place some of your advertising in the local newspapers here.

While the big magazines and periodicals may reach the dealers, those mediums do not reach our consumers intensively enough for full results here on the firing line. The local newspapers go into practically 100 per cent of the homes of this entire community, and in this trade territory reach most of our regular customers. These newspapers are paid for by the subscribers for their local news value and they read every item in them.

If we could have your co-operation to the extent of placing a part of your advertising in these local mediums it would aid us greatly in establishing a trade for your goods (name if possible), that would be permanent and profitable.

Yours truly,
(Dealer's signature)

We might be interested in handling your line of..... if you would use some space in the local newspapers to help us move the goods. Your advertising in the local papers here would go into 95 per cent of the homes of this community, and reach most of the people in our trade territory. We could co-operate with you in the display and pushing of this line if you are interested enough to help us in the advertising.

Yours truly,
(Dealer's signature)

A Follow-Up Letter

Then in a few days write to the same firms on your own letterheads something like this:

Name of Advertiser,

Address.

Gentlemen:

Your local dealer (giving name) has indicated to us that he is interested in securing a greater sale of (name product) and believes that by using the columns of our paper he can do this. He often mentions (name product) in his local advertising but he believes that there should be more space devoted to it.

We do not know what plans for co-operation with the dealer you have. Many manufacturers pay a portion or all of the expense of a reasonable advertising campaign where they are sure that they will have the co-operation of the dealer. We want to promise you that in this case you will have the dealer's co-operation and that you will have ours. We will check up on window and counter displays during the campaign and will keep the dealer interested.

If you have any plan of co-operation, let us know and let us help sell the idea to the dealer. Too many plans for advertising assistance are sent to the dealer rather than to the newspaper and as a result the assistance that we could give is lost.

Yours very truly,

Send Copy of Paper Along

It would be a good idea to send with your letter any office advertising that you have and a copy of your paper.

Try this with a few stores, keeping a carefully prepared list of the firms written to, copies of your letters, and copies of their replies. The interchange of correspondence will undoubtedly bring some results, but if it does nothing else it will establish a common bond of sympathy between the editor and the dealer that will be valuable.

President Mitchell of Bemidji, Minn., who has been very successful with this plan of survey, will be glad to answer any inquiries, suggest further correspondence,

or analyze the letters received from the manufacturers.

Note: The foregoing plans, suggested by Mr. Mitchell, ought to get results. If you try it, let Among Ourselves know what the outcome is. Don't forget.

NOBBS REMEMBERS DAYS IN MINNESOTA

E. W. Nobbs, formerly publisher of the Bellingham (Minn.) Times, now business manager of the Siskiyou News, Yreka, California, writes to Among Ourselves as follows:

"I received recently my copy of the last minutes of the Minnesota Editorial Association and it was certainly interesting. More than anything else, I enjoyed reading the report made on the field secretary. I hope that the association will eventually try out this field secretary idea.

"I received today a copy of the Minnesota Editor, which was put out during the state fair. The committee certainly is entitled to a great deal of credit for its work. This edition is very interesting to me and is well worth preserving. The copy I received today was sent to me by Herman Roe, but I had previously seen a copy which John E. King, state printer here in California, had. I do not know whether you knew Mr. King. He was formerly in the newspaper business at Red Lake Falls and later was state librarian in Minnesota. He is a fine fellow and it is a pleasure to know and to meet him.

"I am very busy in my work here. I am now connected with one of the leading papers of California and have complete charge of the paper and the office. It gives me a chance to put into practice some of the things that I have made a special study of during the last ten years, including cost systems, editing, etc. I have a force of eight under me, so am able to carry out my ideas in an office where system, good printing, and good work in general are appreciated.

"The years I spent with Mr. Morrison at Morris were very profitable years to me and many of my ideas really originated with him.

"I am looking forward to the meeting of the National Editorial Association at Los Angeles next summer. I understand that a large delegation from Minnesota will attend and I surely hope you will be one of them. It will be a pleasure to meet the old Minnesota men, and like Fred Hadley, my heart is really back in Minnesota where I spent years of my life."

Mrs. Ida M. Atkinson, wife of Claude M. Atkinson, publisher of the Hibbing Daily News, died Tuesday, September 29. She had been a sufferer from heart trouble for several years.

Mrs. Mac B. Tygeson, who has been publishing the Advocate, Annandale, since the death of her husband in May, has sold the paper to W. M. Kommerstad, but will remain as a member of the staff.

Editors' Day Group at Minnesota State Fair, September 11, 1925



MAKES SPECIALTY OF COUNTRY SCHOOL NEWS

The Lapeer County Press, Lapeer, Mich., of which W. P. McGuire, formerly of the Minneapolis Journal, is editor, makes a specialty of news letters from the rural schools of the county. These are handled in exactly the same way as the news from the different country correspondents. The department in a recent issue was headed, "News of the Activities of the County's Rural Schools."

Interest in the department seems very general as letters of from three to four column-inches are numerous. However, to maintain the interest, the Press has recourse to special assignments. The issue in hand, for example, announces a plan to publish an article on how the different rural schools got their names and calling upon school news editors to furnish the information.

The idea is a good one as it assures the paper of the interest of the youngsters and establishes the habit of regular reading.

The same paper is participating in a purebred sire campaign which is sure to produce results for the county. Incidentally it is proving a good thing for the Press. The bankers of the county are behind the movement and are giving it their support through a series of letters to the farmers, which are published in display type as advertising. The first of the series is five columns, 15 inches deep. The series is to run through eight numbers.

In addition to this, the Press has arranged for an International Harvester company short course in November, is pushing a campaign to secure a county agent again, is backing an effort to de-

You Can Help the Craft and Yourself If You'll Read This and Then Get Busy

This business of educating the local merchant to advertise is something which takes time, and that fact may as well be faced.

The same business is going to require much effort. But if the effort is divided up, if publishers will co-operate and exchange ideas and information, the burden of labor will be lightened.

Now, we are going to ask you for something. Will you give it?

But wait until you hear what it is.

Listen!

Can you give us a brief story of any successful piece of advertising done by any of your merchants?

Now that is not very much to ask, but we believe that we can make it of use to you—to **YOU**.

Here is our plan. We intend to collect a lot of such stories—say, 15 or 20. If we can get the right kind, we shall put them into an attractive booklet. Then we shall send out copies of the booklet to

you for distribution among your "slacker" advertisers, or "slacker" merchants.

The country merchants, many of them, will have to be educated. Education is not a thing that can be effected over night. But it can be effected, and in not too long a time, if everybody will help. So we are planning to get out some good missionary stuff.

Of course when the state has a field secretary at work, the matter of educating the slacker merchant can be pushed rapidly. In the meantime, though, let us get out this bit of a handbook and successful advertising work.

Send in a story of some successful advertising copy, or some successful advertising campaign, put over in your paper or territory. Let us have the story to pass on to others for their help. You will get a great return—at least a dozen stories for your one.

Do it now.

velop a county library, has organized a county Boy Scout council with expectation of securing a trained executive in November, has organized a Girl Scout council, and is working with the dairymen of Michigan State College in an effort to secure for the county another cow-testing association.

It is interesting to note that the Lapeer County Press has a subscription list of 6,000.

Colonel O. J. Quane, for 21 years one of the publishers of the St. Peter Herald, has sold his interest to his partner, Henry J. Essler, who founded the paper 41 years ago. It is said that Mr. Quane is planning to locate elsewhere in Minnesota.

C. G. Mann has bought an interest in the Hinckley News and will be associated with McEachern and Wilcox, taking the position of editor and local manager formerly held by H. B. Hanson.