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AMONG OURSELVES

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No. 5

Andersen is Called a Lincoln of Trade

Fred W. Andersen, who is to give two addresses at the Editors' Short Course at University Farm, St. Paul, May 6-8, has been called "a kind of commercial Abraham Lincoln." As a boy in the country he dreamed a dream and then set out to make his dream come true, and did make it come true.

Andersen as a boy, snuggling down in the blankets at night to keep out the zero temperatures, often brushing the snow from the blankets when he got up in the morning, used to keep up his courage by telling himself, "I'll be a storekeeper some day."

When he had reached the age of 23 he had saved out of his \$20 and \$25 a month as a farm laborer a total of \$800. With this he went to Cozad, Nebraska, with the idea of becoming a storekeeper in line with his dream. He found, however, that \$800 would not go far and decided to wait. Instead of opening a store of his own, therefore, he secured a place in the store of another, getting up at 5 in the morning to sweep out and open up and working until 10 and 11 every night. This, however, was a period of education for him and he absorbed merchandising knowledge with ever increasing eagerness.

He Started Something

After two years he left this place, took his savings, borrowed \$2,200 from a local bank, and started a store of his own. He started something else at the same time. He started to give a type of service such as Cozad had never seen before. He also began a line of advertising which kept the people of the whole countryside on the alert. His first year's business in 1906 ran to the respectable sum of \$20,000. In 1924 his total business in Cozad, a town of 1,300, was \$300,000.

A Magazine's Comment

Forbes Magazine not long ago in an article about Andersen said:

Fred Andersen, miracle merchant of Cozad, Neb., is credited with doing more business per capita than any other known business institution. Last year his business ran considerably over a quarter of a million dollars.

How does he do it, how does he turn his stock three and one-half times each season, in a village of 1,300 people, in a county which barely boasts 8,000 inhabitants?

Here is Fred Andersen's code for the merchant:

"Your face is the mirror of your soul: Keep it trimmed with sunshine and radiance. Your store window is the mirror of your store.

Keep it trimmed—tied up with your advertising.

"Good will is more than a spoken word. It implies the Golden Rule theme in business. Get it and keep it.

"Be a part of your community, energetic in its activities.

"Boost your competitors. Perhaps some day they'll become customers.

"Talk to folks in your advertising; not at them. Advertise, not only your store, but every local association and interest that is worth while.

"Keep a mailing list and keep mailing to your mailing list; then

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Carl Eastwood is "For" Short Course

To Minnesota Editors:

Perhaps this will be my last opportunity to urge you to attend the annual Editors' Short Course, to be held at University Farm, May 6-8, 1926.

I cannot stress too strongly the importance, to you, of attending the short course. The term "short course" does not imply that the sessions will not be long on educational value to every editor who attends, but it does mean that those who do not avail themselves of the privilege will be short on a lot of information pertaining to the newspaper business which they should have and could have.

A wonderful program, a program that will mean a whole lot to you and to me is in course of preparation.

We cannot be real factors in the editorial profession unless we are a part of it, and to be a part of it we must be alive and alert to every move for advancement. That is our best hope for success.

There is just one way to gain a more firm editorial footing and that is to be "on the job" all the time. Do not dismiss the short course by saying, "Perhaps next year I will attend if things go right." Start today, right now, to make things go right, and be on hand at the course this year. You can not put in two or three days that will bring you better returns, or more satisfaction.

Let's make this coming session a record breaker for attendance; let us get behind Kirkwood and show him we can do our part, too, that we appreciate his efforts to do something of real value for the newspaper profession of Minnesota. Fraternaly,

Carl Eastwood,
President Minnesota Editorial
Association.

EXTRA! National Ads in Country Weeklies

Arrangements have just been completed with Dwight H. Mahan, district sales manager of the Kellogg Sales company, the man who pushes Kellogg's corn flakes and other products in the northwest, for a talk on "National Advertising in Country Newspapers" at the next Editors' Short Course.

Mr. Mahan has something vitally important to tell Minnesota editors about building national advertising, and what he has to tell will help also to build local advertising in a large way.

In practical value, this is one of the best features ever scheduled for an Editors' Short Course at University Farm, St. Paul.

A list of mighty good things is in prospect for those who attend the tenth annual Editors' Short Course at University Farm, St. Paul, May 6, 7, and 8. In some respects the program this year, as it is taking shape at this writing, promises to eclipse any of its predecessors.

Among the outstanding features will be:

The dinner given by The Minneapolis Journal at University Farm Thursday, May 6, at 6:30 p.m., with an address on business methods by Fred W. Anderson, the merchant who has made famous the little town of Cozad, Nebraska, and an address by Lotus D. Coffman, president of the University of Minnesota.

A second address by Mr. Andersen on effective advertising, which will be supplemented by an instructive talk by J. H. DeWild of the Northwest Commercial Bulletin on writing ads that sell things. Following Mr. DeWild's discussion of the ad-writing contest, entries for which will be one of the exhibits of the short course.

An afternoon, Friday, devoted largely to the possibilities of a better business league made up of wholesalers and manufacturers, retailers, and country publishers, for the development of sound merchandising methods on the part of wholesalers and manufacturers on the one hand and retailers on the other. This is a follow-up of the discussion of a year ago, and it is

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the hope of those shaping the program to have as the leading speakers a man who is at the head of one of the most important branches of a manufacturing organization which sells its products all over the world; also a retailer who has profited largely by wholesaler co-operation. H. Z. Mitchell will lead the discussion, possibly giving some valuable data collected by the Inland Daily Press association.

A supper and smoker at University Farm Friday at 6 p.m. followed by an address on community co-operation by R. S. Vaile of the School of Business, University of Minnesota. This talk will supplement admirably the afternoon's discussion on better business co-operation.

A sure way to build circulation, discussed by E. W. Smith, a Minnesota farmer, who, according to the circulation manager of a large St. Paul publication, has uncovered an original idea which can be made to work to the enormous advantage of country weekly publishers everywhere.

Mechanical demonstrations including the better use of the platen press and the use of casting boxes of various sorts.

Exhibitions including entries for the ad-writing contest, the papers submitted for the front-page make-up contest which was held in connection with Farmers' and Homemakers' Week in January, and a display of commercial printing arranged by the American Institute of Graphic Arts. This last will be discussed by an expert printer, which will give it a great educational value.

Course Opens with Round Table

The program of the course will open with the usual valuable round table discussion which will begin Thursday, May 6, at 2:30 p.m. and will be guided by J. V. Weber of the Murray county Herald, Slayton.

At The Journal dinner in the evening, H. Z. Mitchell of the Bemidji Sentinel and Bemidji Daily Pioneer, will preside, by invitation from H. V. Jones, publisher of The Minneapolis Journal, seconded by the university. Greetings to the visiting editors will be extended by W. C. Coffey, dean of the University Department of Agriculture, and a response will be given by Carl Eastwood, Le Sueur News-Herald, president of the Minnesota Editorial Association. Then will come the addresses by President Coffman and Mr. Andersen.

Ad-Writing to be Discussed

The program on Friday will open with some discussion of the scoring by the judges in the front-page make-up contest. This will be followed with a discussion of the lay-outs entered in the ad-writing contest and with a general talk on the principles of sales-ad writing. Then will come Mr. Andersen's talk on his methods of advertising.

As stated, the afternoon of Friday will be given to a discussion of co-operation between wholesalers and

manufacturers, retailers and country publishers for better merchandising. This discussion will be followed by the mechanical demonstrations already referred to.

Mr. Smith's talk on circulation building will begin the program of Saturday morning, May 8. The other features of Saturday morning have not been definitely arranged for.

M. E. A. Committee to Meet

A meeting of the executive committee of the Minnesota Editorial association will be held at noon Saturday following the close of the short course. This will be in one of the private dining rooms at the University Farm cafe.

SAM S. HAISLET IS FIELD SECRETARY

Sam S. Haislet, for several years with the Western Newspaper Union, Minneapolis, and widely known to the newspaper men of Minnesota, was elected field secretary of the Minnesota Editorial association at a meeting of the executive committee at the St. Paul hotel, Friday, March 5.

The members of the committee present were Carl Eastwood, president; J. V. Weber, vice president; John E. Casey, secretary; H. C. Hotaling, treasurer; L. S. Whitcomb and Will C. Mack; also several persons interested in the work of the committee and of the editorial association. Mr. Haislet's election came after a considerable discussion.

Mr. Haislet is to assume office on May 1 or as soon thereafter as the executive committee can be assured of sufficient support under the provisions of the constitution of the state association adopted at the February meeting in Minneapolis. The changes in the constitution provide for "business memberships" on the basis of the payment of annual dues of \$2 for each 100 names or a major fraction thereof on subscription lists. In accordance with this provision the committee was to begin at once a canvass of the membership of the association to determine what funds would be available to finance the office of the field secretary.

Haislet Born to Business

Mr. Haislet was born into the newspaper and printing game, September 28, 1878. His father, Sam S. Haislet, and two brothers, George W. and Frank M., were pioneers in newspaper work in eastern Iowa. His father, and his uncle, George W., learned the trade as apprentices to the publisher of the Dubuque, Iowa, Telegraph, and in 1856 launched their first newspaper at McGregor, Iowa. Separating afterwards, they owned newspapers in other Iowa towns.

Sam S. Haislet, Sr., moved to Minnesota in 1880, establishing the first newspaper at Heron Lake, the Heron Lake Guardian. In 1883 he moved to Adrian, where he established the Adrian Guardian, which he edited until 1900, when failing health caused his retirement.

Sam S. Haislet, Jr., learned his trade in the office of the Adrian Guardian under the direction of his father. At the age of 16 he left home and traveled

through the central west, working on weeklies, dailies, and in job printing houses for two years. At 18 he took charge of the Heron Lake Times for John S. Woolstencroft, which he directed for three years. Then he returned to Adrian, where he edited the Guardian until the spring of 1901.

In the fall of 1901 he went to Red Lake Falls with John E. King, later state librarian under Gov. John A. Johnson, taking charge of the Red Lake Courier as mechanical superintendent. In 1903 he became editor and manager of the Red Lake Falls Gazette, with which he remained until 1907, when the paper was sold to Mr. King, who combined the Gazette and Courier. Mr. Haislet was retained as manager for Mr. King, who had then become state librarian.

After a brief service for a large printing concern in Lincoln, Nebraska, Mr. Haislet answered the call of the north and went to North Dakota where for eight years he edited and managed small town newspapers at Fordville and Lankin. In 1917 he joined the staff of the Western Newspaper Union which he has served continuously since, having been connected with the Minneapolis office for the most part since 1920.

Mr. Haislet's connection with the various newspapers and his service for the Western Newspaper Union have probably given him a wider acquaintance with newspaper publishers and printers in the northwest than that of any other one man. He was born into the work and has grown up with it and his study and experience should be invaluable to the Minnesota Editorial association.

Banquet to Be "Dutch"

Another interesting step taken by the committee was that to make the banquet at the annual meeting in St. Paul next February a "Dutch treat." In other words, the committee voted that members attending the banquet should pay their own way at so much per plate rather than impose upon the hospitality of organizations such as have provided banquets at previous association meetings.

TWO FARM TALES WITH REAL MORAL

Why One Boy Left the Farm

I left my pa, his farm, his plow
Because my calf became his cow;
I left my pa—'twas wrong, of course,
Because my colt became his horse.
I left my pa to sow and reap
Because my lamb became his sheep;
I dropped my hoe and stuck my fork
Because my pig became his pork;
The garden truck I made to grow
Was his to sell and mine to hoe.

Why Another Stayed at Home

With pa and me its half and half—
The cow I own was once his calf;
No town for mine, I will not bolt,
Because my horse was once his colt.
I'm going to stick right where I am,
Because my sheep was once his lamb.
I'll stay with pa—he gets my vote—
Because my hog was once his shoat.
It's fifty-fifty with pa and me—
A profit-sharing company.

—Selected.

AMONG OURSELVES

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ADVERTISING DID IT

One of the finest bits of evidence as to the value of advertising that has come to our notice recently was presented to an audience of several hundred Minnesota dairy farmers at the recent annual meeting of the Minnesota Co-operative Creameries association, now Land o' Lakes, Inc., at its new building in Minneapolis.

The sales manager of the creameries association was telling members how he had introduced Land o' Lakes butter to Cleveland, Ohio. He had induced Fisher Bros., owners of a chain of groceries in Cleveland, to include Land o' Lakes butter in their stocks. The firm believed in advertising. It announced to its patrons of Cleveland in full page ads on a certain Sunday morning that it would place a full carload—30,000 pounds—of Land o' Lakes butter on sale the following morning.

What happened?
That carload of butter was sold to the last pound before 10 o'clock Monday morning.

NEW LOCAL MAGAZINE

The Community Builder, "a magazine devoted to the service of farmer and merchant," has been established by J. C. McGowan, publisher of the Swift county Monitor. The first two numbers are fine examples of local magazine work and indicate that the business men of Benson are enthusiastically behind the project.

The title is admirably chosen. It was the product of a contest announced in the first issue which appeared under another name, and ought to appeal to the imagination of every loyal citizen of the Benson community.

The growth of the Community Builder will be watched with interest. The publication of such a magazine, which, by the way, has a 12x17 inch page, 5 columns to the page, ought to help solve the problem of the merchant who wishes to extend his trade territory into fields beyond those covered by the local weekly newspaper's circulation. It furnishes an advertising medium which can readily be distributed on special mailing lists in any particular territory which advertisers wish to cover. Careful attention to the publication of a large amount of local material, pertaining to both town and farm, in such a magazine is sure to make it a welcome visitor, especially in rural homes, and ought to make it a highly useful advertising medium.

Real Chance to Sell an Ad
and to Win a Good Cash Prize

A contest in which everyone may win a substantial prize is unusual. That, however, is just what is offered in the ad-writing contest to be held in connection with the Editors' Short Course at University Farm, St. Paul, May 6, 7, and 8.

Two prizes are offered by the Munsingwear Corporation of Minneapolis, a first prize of \$15 and a second prize of \$10. These, however, are really of the nature of bonuses.

Every contestant who can write a good ad of the kind set forth in the specifications of the contest ought to be able to sell the product of his brain to the local dealer who handles Munsingwear and thereby make sure of a substantial return for his time.

Contest Specifications

1. Advertisement to be three-column, 10 1/2-inch.
2. Advertisement to feature men's Munsingwear, using in the lay-out proofs of cuts sent out through the mails or obtainable from W. P. Kirkwood, University Farm, St. Paul.
3. Munsingwear feature to be followed by or co-ordinated with advertising of other goods handled by the local merchant who handles Munsingwear.
4. Whole ad to be an effective sales ad, designed not to sell Munsingwear only but other goods handled by merchant.
5. Lay-outs entered for the contest to be sent to Mr. Kirkwood not later than April 20, 1926.

A newspaper man seeking to enter the contest should, of course, consult the local dealer who handles men's Munsingwear for information with regard to the wear and for material with which to supplement such information in the ad; that is, other items which the dealer may wish to include in the advertisement. Information with regard to Munsingwear may also be taken from magazine advertisements, but such advertisements must not merely be copied for use in the contest.

Time Limit April 20

Emphasis must be placed on the fact that lay-outs to be submitted in the contest should be in the mails not later than April 20.

This provision is included in order that all lay-outs may be turned over to J. H. DeWild of the Northwest Commercial Bulletin, who is to be judge in the contest, in order that Mr. DeWild may have time to pass upon the entries carefully and prepare for their discussion when the lay-outs are exhibited at the short course at University Farm.

Mr. DeWild is an expert and competent advertising man who has given particular attention to the problem of local advertising as an aid in merchandising, and his discussion of the ad lay-outs entered in the contest,

which will be mounted in the short course assembly room and on exhibition throughout the course, should prove highly educative.

Cuts on Application

Contestants who succeed in telling the ad to their dealers can probably obtain cuts for use in their ads from the local Munsingwear dealer. In case they cannot do this, they can obtain cuts by writing directly to the Munsingwear Corporation, Minneapolis, Minnesota.

Let the Ads Roll In

Those in charge of the short course are hopeful that this contest will prove to be one of the most interesting and valuable ever held in connection with the Editors' Short Course. They feel that it ought to pave the way to a closer study of sales ad-writing and closer contacts between publishers and local merchants, and that out of such study and contacts should develop a larger volume of advertising business.

(continued from page 1, column 2)

your mailing list will soon keep you.

"Advertise! Advertise! If your business isn't good enough to advertise, why not advertise it for sale?"

Two Talks by Andersen

This man will give two addresses at the Editors' Short Course. The first on methods which build business will follow The Journal dinner Thursday evening, May 6, and the second on advertising methods will be given Friday morning, May 7. If the testimony obtained by those in charge of the short course from men who have heard Mr. Andersen is worth much, those who hear Andersen at the short course should be able to carry back to their own business and into the business of their merchants something of the fire and enthusiasm which drives Andersen himself.

Illinois for License

The Illinois State Press association, at its recent meeting, adopted a resolution favoring the licensing of practicing newspaper men under conditions to be determined by the association's committee on education.

Lawrence W. Murphy of the school of journalism of the University of Illinois, chairman of the committee, says that in general the committee purposes to recognize five years' experience as a professional education for press membership and a combination of experience and schooling as a basis on which to recognize young men and young women now seeking professional standing.

A. R. Butler has bought the Prior Lake News from John A. Scott. Mr. Scott intends to give his time to the real estate business.

**ROE IN THE LEAD;
KEEP HIM THERE!**

"Herman Roe in the Lead." That was the headline of an item in the March number of the Bulletin of the National Editorial association, announcing the standing of contestants in the National Editorial association membership campaign. It was "good news." It looked as if Minnesota was slated for honors at the great convention to be held this summer in Los Angeles.

But—it is going to take the co-operation of Minnesota members of the N. E. A. and of publishers who should become members to bring the honors to the North Star state. With such co-operation Roe can continue to lead and can finish a winner when the contest closes on June 1.

The thing to do, then, is, when you remit 1926 dues in the N. E. A., to mail them direct to Mr. Roe, Northfield, Minn., or to be sure to ask H. C. Hotaling to give Herman credit in points.

Herman is the one Minnesota entry in the contest and he did not have a large margin over several publishers from other states. A few new members from Minnesota would help materially in keeping Minnesota in the first position—where she ought to be from now to the finish.

It is Minnesota against the field. Touch-down, Minnesota!!!

Governor Has Not Sold

Governor Theodore Christianson has not sold the Dawson Sentinel. An announcement appearing about the time of the annual meeting of the Minnesota Editorial association, to the effect that he had sold, was in error, growing out of the fact that J. L. Jacobs had purchased the interest of his partner, with whom he had been publishing the paper for a year under a lease from the governor.

Mercury Advertises

The Spring Valley Mercury is carrying on a lively advertising campaign. Its advertising consists of the publication of a pocket-sized booklet called the Ad-route, which contains very snappy comments on the value and use of advertising, and the use of calendar blotters with pointed advertising suggestions, slides for the movie theaters, sign-boards on main thoroughfares, ads in telephone directories, and much newspaper display. A summary of results should make interesting reading.

Publishers of country weeklies who wish to establish a good style in the handling of want ads could not do better than to obtain copies of the New York Times Manual of Classified Advertising. The pamphlet is admirably printed and bound and contains very clear cut instructions in relation to the whole subject of classified advertising.

G. Robert Norris has purchased the interests of his father, John R. Norris, in the Williams Northern Light.

Mallory Will Sell

J. Edwin Mallory has announced for sale the Dassel Dispatch. His reason for selling is an opportunity to buy into the daily newspaper field. He offers the Dispatch plant, newspaper, and good will for \$10,000, though he says it is worth \$15,000. Mr. Mallory has developed the Dispatch rapidly both in circulation and advertising during his ownership.

**NOBBS' PLAN FOR
THE DELINQUENTS**

E. W. Nobbs, formerly of Minnesota, now business manager of the Siskiyou News, Yreka, Calif., has a system of letters for prodding delinquent subscribers. He believes in the pay-in-advance system, but his paper has not yet taken the plunge. In the meantime he is using a series of letters, which, he says, works mighty well. The three letters in the order in which they are sent out are as follows:

(name)

(address)

Our records show that your subscription to The Siskiyou News expired and that there is a balance of due.

If you desire to remain on our mailing list, we shall be pleased to continue sending you The Siskiyou News, payable at any time during the current year or near the expiration of the year. However, if we do not hear from you on or before we shall take it for granted that you do not wish to continue your subscription and we shall take your name from our list.

We cannot furnish back copies of The Siskiyou News.

Please let us hear from you.

Very truly yours,
THE SISKIYOU NEWS
By E. W. Nobbs,
Business Manager

(name)

(address)

A few weeks ago we wrote you a letter calling your attention to the fact that your subscription to The Siskiyou News expired on and that there was a balance due us of

We are sorry that we have had no reply to our letter and we are compelled to take your name from our mailing list and discontinue sending the paper, which we hope will be only temporarily.

There is now a balance due us of which we trust you will remit at once in order that we may close the account.

Very truly yours,
THE SISKIYOU NEWS
By E. W. Nobbs,
Business Manager

(name)

(address)

We have written you twice during the past few weeks regarding the amount of \$..... due us for back subscription to The Siskiyou News.

We were sorry that it was necessary for us to stop sending you the paper, but did not feel justified in sending it until you paid what was due us. We are also sorry that we have had no reply to our last letter with check to balance the account.

Unless we hear from you at once we will have to take some other means of collecting the amount due us. We trust it will not be necessary for us to place this amount in the hands of our collection agency, but will be forced to do so unless we hear from you.

Very truly yours,
THE SISKIYOU NEWS
By E. W. Nobbs,
Business Manager

**BIG CROWD GOING TO
MEETING OF N. E. A.**

H. C. Hotaling, field secretary of the National Editorial association, predicts a record-breaking attendance at the meeting of the National Editorial association in Los Angeles June 30 to July 2. Already registrations have been received from 22 states and from Alaska. Mr. Hotaling believes that not less than 450 will take the trip. Consequently he is urging prospects to register early, in order that arrangements for cars and hotels may be completed.

Among those from Minnesota who have registered are the following:

- Governor and Mrs. Theodore Christianson, St. Paul.
- Mr. and Mrs. I. N. Tompkins, Free Press, Mankato.
- Mr. and Mrs. E. K. Whiting, Journal-Chronicle, Owatonna.
- Mr. and Mrs. C. I. Johnson, Johnson Manufacturing company, St. Paul.
- Mr. and Mrs. Robert Pollock, Pollock's News, Minneapolis.
- Mr. and Mrs. Herman Roe, News, Northfield.
- Mr. and Mrs. Phil Leisch, Journal, New Ulm.
- Mr. and Mrs. Emil Leicht, National Weeklies, Wmونا.
- Mr. and Mrs. Irving Todd, Gazette, Hastings.
- Mrs. H. C. Hotaling and Miss Mary Hotaling, Enterprise, Mapleton.
- Mrs. Francis Bodin, official stenographer, St. Paul.
- H. C. Hotaling, executive secretary, St. Paul.
- Harold Curtis, Plaindealer, St. James.
- Mr. and Mrs. J. A. Kinney, Citizen-News, Alexandria.
- Mr. and Mrs. Carl Eastwood, News-Herald, Le Sueur.
- Vin Weber, Herald, Slayton.
- Mr. and Mrs. E. L. DeLestry, Western Magazine, St. Paul.
- Mr. and Mrs. N. P. Olson, Daily Eagle, Red Wing.
- E. S. Sanford, Northern States Envelope Company, St. Paul.

Utley Writes Poems

Among Ourselves is in receipt of "The Zealous Zither," which carries the sub-title "Tuneful Philosophy," and "The Meddlesome Minstrel" with its sub-title, "Tales of a Tinhorn Troubadour," both the products of the pen of R. G. Utley of Cass Lake. The Zealous Zither is made up of poems in conventional form, both grave and gay. The Meddlesome Minstrel is rhymes in prose form a la Walt Mason. There is much by way of diversion in both these booklets. We suspect that Mr. Utley has had a great deal of fun in the preparation of both, fun which may be shared by his colleagues in the newspaper business.

The March number of Scribner's Magazine contains a very suggestive article, "The Small Town Newspaper Divorces Its Party," by Will Rose, editor of the Enterprise-News of Cambridge Springs, Pennsylvania.

E. S. Trussell has purchased the controlling interest in the Canby News from Wentworth F. Chapman, Minneapolis, who retires from the Chapman Publication, Inc., owners of the News.

R. Forest McConnell, formerly editor of the Lake City Leader, has just assumed his new duties as director of advertising of the Sparta (Wisconsin) Herald.