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# AMONG OURSELVES

PUBLISHED MONTHLY

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Vol. II

ST. PAUL, MINN., OCTOBER, 1924

No. 11

## FARM NEWS IS A BUSINESS MAGNET

Clarence Ellington, editor of the Bee-Nugget, Chehalis, Wash., says that farm news attracts both national and local advertising. In The Washington Newspaper for August, he says:

The newspaper that is noted for playing up accurately, systematically, and intelligently the farm news in its territory, commands high respect, not only among its readers, but abroad. It is given high rank by advertising agencies and business men generally as a newspaper that is awake to its opportunities and engaged in constructive work.

Such a newspaper is in line for more attention from advertising agencies and manufacturers than a newspaper that ignores this department. The publisher who devotes much of his space to the agricultural development of his district is in a commanding position to talk advertising to his merchants, and thereby has a powerful lever when he solicits advertising from home merchants or outside sources.

### What Is Farm News?

Mr. Ellington's paper is devoted almost wholly to the answering of the question: What is farm news? He discusses this question very thoughtfully, dividing farm news into two classes—general and informational. By general farm news he means news which deals with the farmer and his personal activities, his farm, his livestock, his hay, his potatoes, his berries, his buildings, his efforts to reclaim logged-off acres. By informational news he means material as to how the farmer may do better farming, produce more to the acre and improve the quality of his products, and market his products to better advantage.

This informational news, he says, is "highly important." The source is most of this news, he adds—referring, of course, to the Washington situation—is the State College of Washington. "The state college," he continues, "gladly furnishes to anyone desiring it all kinds of valuable information about fighting agricultural and fruit pests, bettering soil conditions, how to get larger yields per acre, more milk from the cow, more eggs from the hen, etc. All publicity matter sent out by the state college can not be used by any one newspaper, but I assume the college covers as much ground as possible in each letter or bulletin, and out of it something of interest is obtainable for every locality."

County agents and the farmers them-

selves are other excellent sources of the same type of information.

Because of his faith in the value of farm news, Mr. Ellington instructs all of his correspondents to be alert for farm news. If a farmer raises a crop of berries larger or better than the average, if his hens lay more eggs than the average, or larger ones, if the farmer improves his property, buys blooded stock and discards the scrubs, it is important news, and he seeks to have his correspondents cover such items with special care.

### It's a Dollar Puller

Farm news, Mr. Ellington finds, returns adequate profits, not only as already indicated, but directly in the advertising of farm sales, in the development of job-printing among farmers, in the promotion of classified advertising. It is in the higher standing of the paper among the larger advertisers, local and national, however, that he sees the greatest gain.

The article by this Washington editor raises the question in the mind of the editor of *Among Ourselves* whether the Division of Publications at University Farm is supplying the editors of Minnesota through its News Letter and other forms of service just the kind of "informational news" they would like to have. If not, the division named would welcome suggestions. Let them come.

## ADVERTISING IS NOW ENTERING NEW EPOCH

A letter received recently from a member of the staff of one of the successful daily newspapers of the middle west contained this significant statement:

We are no longer selling advertising; we are selling service.

This, it seems safe to say, is an indication of the beginning of a new epoch in the field of advertising, an epoch which will mean a change in the conduct of the country newspaper and print-shop business as well as in that of the great daily.

For the country publisher and printer, as for the publishers of dailies, it is going to mean guidance for the merchant and the manufacturer in the use of the printed word in salesmanship.

The outstanding evidence of the change now in progress is seen in these striking figures:

In 1919-1920 there was spent in newspaper advertising in the United States \$600,000,000.

In the same year there was spent for direct advertising \$300,000,000.

### Ad Forms Interdependent

The volume of these two forms of advertising, as well as of other forms, has been and is growing. The various forms of advertising are interdependent. Especially are the two forms specified interdependent. The one supplements and enhances the value of the other. Now, if through the guidance of the merchant or manufacturer in his field in the use of both forms of advertising under consideration the country publisher and print-shop proprietor actually increases the business of his advertisers, he is going to create demand for advertising in both forms; he is going to multiply his own returns.

Because of the possibilities in the development of both lines of business, attention is called here to a book which should prove of great value to the country publisher, perhaps more familiar with newspaper advertising than with the other form.

The book is "Effective Direct Advertising," by Robert E. Ramsay, vice president of James F. Newcomb & Co., New York, whose business is "creative merchandising, advertising printing." The book's publishers are D. Appleton & Co., New York.

### Guide for the Publisher

This book covers the field of direct advertising most thoroughly. To study it is to acquire an education in direct advertising, an education such as should enable the country publisher to guide his advertisers the better in both newspaper advertising and direct advertising—in short, to sell service

## IT'S YOUR CHUM

The home paper is your chum, your pal, and your intimate friend; the city daily is your casual acquaintance; the magazine is your occasional visitor. And when it comes to advice, we trust a chum and intimate friend first. Don't you?

You may not know it, but the small paper not only delivers more friendly and intimate home-influence than a paper of larger circulation, but it is trusted far more widely than the city daily produced by men so far away that they can not possibly be in touch with your community.

There is advice to remember when you want to sell something—offer it to those who read the home-town paper. They have long ago learned that they can believe what they see in its columns. It is not so full of advertising, either, that your message will be buried, as often happens to advertisers in the dailies. If you have not learned the truth about advertising in your home-town paper, then you have not learned all you ought to know about successful merchandising.—The Houston (Miss.) Times-Post.

(Continued on page 3, Col. 2)

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## AMONG OURSELVES

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by  
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## FORESTS, YOUR ASSETS

The forests and the forest lands of Minnesota are among the assets of the newspaper publishers of the state, as well as of all the people. They are an asset which ought to be conserved—prevented from becoming a liability.

The editors of Minnesota can have a hand—a mighty hand—in protecting these assets this year.

At the coming election a vote is to be taken on a constitutional amendment which will give the state officials authority to change the method of taxing forests and forest lands. Such a change is fundamental to the preservation and development of the state's forest resources.

The editors of the state can get behind the proposed amendment and educate the public as to the need of its adoption.

If the forests are conserved and developed, so that future timber supplies for the manufacture of lumber and pulp paper may be assured, the cost of lumber and paper may be kept down, and a direct contribution to the prosperity of the state may be made. Besides, the \$11,500,000 freight item which the people of the state are now paying on lumber and wood products can be trimmed substantially, and another saving made. Then, again, supplies of raw materials will promote the growth of wood-working industries and provide for the employment of labor, furnishing additional and larger markets for the products of the soil and the manufacturing plant.

There is every reason for the support of the proposed measure.

## AD CHANCES IN NEWS

There is opportunity for advertising in many a bit of news—chances that are all too often overlooked.

The newspapers of the state, for example, have been printing news about the lateness of the corn crop, and the probability that the crop will not mature before the arrival of killing frosts in Minnesota. In nearly every community, however, there are corn-growers who have fields far enough advanced to give them a probable supply of good seed corn for next season. Such farmers have been advised to save all such corn for sale as seed to their less fortunate neighbors. They will be seeking a market for such corn as seeding time approaches next spring. Why not make a note of such farmers and line them up for advertising? Through advertising they can dispose of their surplus

seed at good prices. They may not wish to advertise before March, say, but note can be made on your desk calendar of the time when they will be ready to advertise, and then you can get after them.

Is there a fire in your community? If so, the insurance men thought to be ready to snatch at the opportunity to impress on others the advisability of insuring.

Keep your eye on the news columns for tips in getting advertising.

## POWER OF PRESS NOT WANING

Critics to the contrary, the power of the press is not declining, according to Carl Dickey who begins a series of articles, "The Truth About the Newspapers," in the September number of the World's Work.

This is one of the things Mr. Dickey says as to the alleged decline of the influence of the press:

The power and influence of the press as a whole has not decreased. The press has merely changed its course and is now exerting its influence in a more calm, detached and impartial manner. It is trying less to force its own opinions and policies upon its readers than in the days of Greeley and the personal journalists, and is seeking more and more to mould a sounder public opinion by printing the news and views on both sides of political and governmental questions and then seeking to give its own interpretations.

Here is something for the critics of the press to weigh thoughtfully.

Mr. Dickey does not contend that the newspapers have no failings, no rotten spots. There are such spots, and Mr. Dickey purposes to set them forth. But he does contend that the press is more influential today than ever.

## A Record of Activity

Emory B. and Edith A. Linsley, editors and owners of The Pine County Farmer, Willow River, Minnesota, which they established 14 years ago, after having established and operated The Pilot at McGregor for one year, have been active promoters of the Willow River community. In addition to being a publisher, Mr. Linsley is postmaster at Willow River, and is secretary and treasurer of the Minnesota branch of the national league of district postmasters. In this capacity he has helped to draft bills looking to the betterment of wages of postal employes. Mr. and Mrs. Linsley have raised a family of three girls and one boy, all of whom are graduates of good high schools. The oldest girl is a graduate nurse of Ancker hospital, St. Paul, and the second and youngest girls are taking up teaching. The son is an expert printer, having learned the business in The Pine County Farmer shop. He is at present, however, a University student, having just entered his second year in the College of Business.

FINDS OUT WHAT  
HIS READERS LIKE

Frank O. Edgecomb, who publishes The Signal in Geneva, Nebraska, has adopted a good method of finding out what his readers like most in his newspaper and of taking them into a sort of partnership.

His paper is on a paid-in-advance basis. He sends each subscriber an expiration notice, with this in red: "The Signal stops when the time paid for expires." At the bottom of the notice appears this, also: "Please vote on the other side." On the other side is this:

## What Do You Like Best?

We would like to know what news in The Signal you take the most interest in. We have fixed up the table below and we shall very greatly appreciate it if you will number the items in the order of your preference. Write the numbers in the squares at the left of the items. Decide which kind of news you like best and mark that item with a figure 1, the next best with a figure 2, and so on. Names will not be published. Thank you.

Frank O. Edgecombe,  
Editor.

- ( ) County correspondence
- ( ) County court notes
- ( ) County board proceedings
- ( ) County superintendent's, educational department
- ( ) Display advertising
- ( ) District court proceedings
- ( ) Editorial
- ( ) Local news of your community
- ( ) Long Time Ago items
- ( ) Market report
- ( ) Marriage licenses granted
- ( ) Pay locals (want ads)
- ( ) Real estate transfers
- ( ) Serial story
- ( ) Weekly weather report

I am enclosing \$... to renew my  
Signal subscription.

Name .....

Post Office .....

R. F. D. No. ....

This should, and, no doubt does, make the reader feel that his opinion is valued; gives him or her the idea that he or she has a share in the making of the paper—a sort of partnership interest. It is good. Mr. Edgecomb, however, might go even farther. He might leave a blank space for original suggestions. At any rate, the plan is worth adapting to one's own particular field.

## Circulation, 7,300

A local weekly with a circulation of 7,300 in a territory with a population of 18,000 is something to boast of. The Red Bank (N. J.) Register is the proud possessor of such a circulation, and it is paid-in-advance circulation, too. H. U. Bailey's paper, Princeton, Ill., has a circulation of 7,150 in a county with a population of 42,648. The New Jersey paper has the edge on the Princeton paper, and it is in the territory covered by New York dailies, too.

## DOZEN RULES FOR WRITING AD COPY

James Melvin Lee in Editor & Publisher, August 23, mentions a handy desk manual for advertisers, by Ben C. Pittsford, which contains the following rules for the copy writer—which often means the country publisher:

1.—Tell the truth—frankly and directly. Remember that advertising is simply "Truth well told."

2.—Stick to simple words, short sentences, and brief paragraphs—"easy eye-fuls of type."

3.—Avoid words that are obsolete and ambiguous.

4.—Don't be bombastic—make no exaggerated claims.

5.—Don't try to be "clever." Cutting capers is a clown's job, not a copywriter's. Be sincere.

6.—Don't argue or discuss. Tell your story briefly and to the point. Say as much as you can in as few words as possible. Keep your objective always clearly before you.

7.—Be enthusiastic, but stick to the facts.

8.—Humanize your copy. Give it a true-to-life touch. Give it movement and action.

9.—Whenever possible, make your appeal to some fundamental instinct, motive, or emotion, such as pride, pleasure, profit, self-preservation, comfort, affection, etc.

10.—Be specific. Don't indulge in vague generalities.

11.—Be conversational and friendly. Keep the other fellow in mind when preparing your message, or better yet, put yourself in his place.

12.—Simplify as well as urge response. Make it easy for the reader to act on your suggestions. Don't leave him in doubt as to what he should do.

These rules ought to be printed in large type and hung over every publisher's work bench, to be read every time a piece of ad copy has to be hammered out. They're a gold mine.

### Adventures of Boyhood

Every man who has been a "real boy" has had adventures. A series of stories of the adventures of the boyhood days of the men in any town ought to make a fine feature. The series might include, also, stories of the adventures of women.

### Sportsmen's Tales

These are the days when hunters—and fishermen, too—are telling the stories of their "bags" or "strings" of the season. Every town has its sportsmen. Why not line up some of these stories.

### Enlargement Planned

The Hill Herald, edited by Edmond L. DeLestry and devoted to the special interests of St. Anthony Hill, St. Paul, is just turning its first half-year. It has done some good work in the interests of its part of the city, and is considering enlargement to eight pages.

### Silver Jubilee Near

The Western Magazine, a magazine to make you glad you live in the northwest, is preparing to celebrate its silver jubilee, with a special edition, December 1, 1924. The editor is Edmond L. DeLestry.

(Continued from page 1, Col. 3)

rather than advertising, making himself indispensable to the advertiser in his field.

"Effective Direct Advertising" opens with a brief statement of the origins of direct advertising, dating back to 1000 B.C. It then goes on to discuss classes of direct advertising, mailing lists, returns, the planning of campaigns and the follow-up, and the writing of copy. Then follow ten chapters on the mechanical factors—forms, typography, pictorial and color display, engravings and electrotypes, paper stock, and similar subjects.

### Simplicity the Key

These chapters on mechanical factors are worthy of the closest study. The chapter on typography alone is almost equivalent to a course in a good school of printing. It points out many of the errors into which the printer falls. The emphasis placed on simplicity is itself worth the price of the book, especially as it includes reproductions showing clearly what is desirable. Here are a few things from this chapter:

There is no typographic display expert who will not most emphatically state that simplicity spells success in typographic display.

Hal Marchbanks says: "All print is intended to convey thought. The simplest way to convey a writer's thought in print is to arrange the message in a simple, direct, easy-to-read way."

Simplicity is secured in typographic display in this manner; namely, by using plain, legible type, and not mixing up a half-dozen styles and shapes and sizes.

Here are a few questions you should ask yourself in planning the typography of any piece of direct advertising: What must this piece do? How can I so plan the typography as to attract most quickly the reader's attention; most easily hold it to the end? How can I make it easier for the reader?

One thing every user of direct advertising should get firmly fixed in mind with reference to typography, and that is the fact that more than a few words set in all capital letters are very hard to read. Use capitals and small letters to secure legibility in headlines and subheads.

### Results Amazing

The chapters on the practice of effective direct advertising will prove a revelation to most publishers. They ought to sell the idea to the publisher and help him to sell it to his patrons, thereby stimulating interest in printing. The results obtained from single pieces of direct advertising have in many cases been simply astounding. Many examples of such pieces are reproduced, to serve as guides to one undertaking to aid an advertiser in the use of this form of advertising.

The book is not a mere handbook. It is almost encyclopedic in detail, but it is clearly written and full of illustrations.

Altogether it represents an amazing

## WHY ADS DO NOT PAY—SOMETIMES

The best of advertising will not pay—if there is not the right follow-up in the place of business of the advertiser. What is meant is seen in the following story from Business, published by the Burroughs Adding Machine company:

"I've just discovered," said the man in knickers, "why a lot of retail stores have to be reorganized or quit business. Their salespeople—though they're not so much sales people as clerks—are so intent on the prospect of an immediate sale that they overlook the big chance to make friends for the store. Go into one of those cold-blooded stores and if you don't find what you want and go out without buying, the clerk shows very plainly that he considers you a crank, a very hard man to please; he deliberately tries to make you feel that you have taken some of his time under false pretenses. And you do feel just that—you feel guilty; and you don't go back.

"If you're 'window shopping' at that kind of store, you get the same treatment. This morning I went into a sporting goods store. While I was looking at some golf clubs I mentioned that I wasn't in the market right now, but that I had reached that stage of my game where I was planning to discard my first set of clubs and get some better ones. Before I decided what to get, I added, I wanted to look around and compare the different lines. Well, sir, when that clerk found that I was not going to buy then, he dropped me like a hot potato.

"I went across the street to another store and told the salesman there what I told the first one—that I was only looking. Well, sir, he was just as cordial as if I had told him I wanted to buy all the clubs he had. He told me more about golf clubs than I ever knew before—explained the difference in purpose between the brassie and spoon between driving iron and cleek, between mashie iron and mid-mashie, between pitching mashie and mashie niblick, and showed me how each one was adapted for its purpose by the length of the shaft, the shape and size of the club head and the depth and pitch of the face. And when I left he told me to come in and look around whenever I liked—said it was always a pleasure to show his line whether his visitors bought or not. Before I play again I'm going to buy a new set of clubs, and you can guess at which of those two stores I'm going to buy 'em."

amount of work and of work that has been well done.

Among Ourselves finds a very real satisfaction in bringing it to the attention of Minnesota publishers, because it believes that it will serve as an efficient guide to publishers and printers in adjusting themselves and their enterprises to the new movement of selling service rather than "white space." Service selling is the keynote of a new epoch in the newspaper-printing business.

## NORTHFIELD NEWS HAS GOOD FEATURE

The Northfield News is running an interesting feature, which is adaptable to any community, and which ought to attract a good deal of attention. With a picture of some man of prominence in the community are run answers by the subject to a series of questions as follows:

When and where were you born?

When did you come to Northfield?

What induced you to come?

What is the earliest event of your life which you recall?

What was your boyhood ambition?

What is your favorite sport?

If you were counselling a young man, about to start in life for himself, what would be your advice?

What aided you most in attaining success?

What one thing does Northfield need most?

### Church Ad Copy

The church advertising department of the Associated Advertising Clubs of the World is advertising, free on request, a series of church advertisements in proof form. The series includes 52 pieces, designed to be of use to all churches in a community to urge men to attend church. Use of the copy is sold to only one paper in a town, the price being 3 cents a week for each thousand circulation. A paper with a circulation of 5,000 would thus pay \$7.80 for the series.

It is suggested that publishers may be able to arrange for the use of the ads in space paid for by a group of merchants and professional men. Possibly, also, the churches would unite in buying the space.

The proofs are obtainable from Herbert H. Smith, 723 Witherspoon Building, Philadelphia, Pa.

### Praise for Free Press

St. Peter Free Press, St. Peter, Minnesota.—Your issue for June 23 is excellent, as are all copies we have heretofore seen; but it is noteworthy for the banner in which you advertised the local July 4 celebration by the use of the small gothic line "Come to St. Peter July 4th" in place of the conventional dash between items. While not a new idea, the plan of using a slogan in this manner is good enough to bring to the attention of readers once in a while. Few pages published in towns the size of St. Peter carry such large advertisements, and few of those that do give them such consistently good display in such good type faces.—Inland Printer, September, 1924.

Koeppen brothers, who made a good success of The Tribune at Stewart, have sold out to Lloyd and Percy Hakes of Minneapolis.

### SERVICE VERSUS PRICE

There are, happily, printers today who can not and do not compete on a price basis. They are successful because they stress service and, far more important, they give service when they land an order. What do they do when a job is in the air when they hear that they are perhaps one in ten after the same account? Do they rush to their offices and hasten to submit their estimates? They do not. They get together and they say: "Here is a catalogue that the Blank Manufacturing Company is getting bids on. We're licked if we try to land it with our prices. How can we improve it? How can we put some sound merchandising logic in it?" Then they return to the Blank Manufacturing Company with something tangible—a sane idea that is worth all that they ask for it. Frequently they get the job, and the account, once landed on a service basis sticks with them for years.—Jerome B. Gray, Inland Printer, September, 1924.

### PI A LA MODE

Miss Irene Parcher, formerly a student in journalism at the University of Minnesota, has returned to the Owatonna Journal-Chronicle editorial staff.

The Kennedy Star, E. L. Berg, publisher, entered upon its twenty-fifth year with the issue of August 22.

Wilbur Peterson, a former contest manager, for the past three years a student at Columbia University, held Frank Hoagland's place on the editorial staff of the Marshall News-Messenger for eight weeks last summer. He has returned to Columbia to complete his course in the Pulitzer School of Journalism in June, 1925. Mr. Hoagland has been appointed postmaster in Marshall.

Minnesota may not have its boy orator, but it certainly has its boy editor in the person of Harvard Swenson who finds himself at 17 years of age the editor and proprietor of The Hendricks Pioneer, his father having presented him with a half interest in the plant. Young Swenson was graduated from the high school at Ivanhoe, Lincoln county, only last spring. His father has given up editing for the time being to fill the position of auditor of Lincoln county.

The Independent of Clarissa has started on Volume 25, and has been all the time in the charge of George A. Etzell.

How the years are passing. The Eagle at Delano owns to 53 years and The News up at Hinckley, in what is looked upon as new country, is 34. Then consider the Mantorville Express with its 68 years behind it.

B. G. Schulze of the Nicollet Leader has been making a motor tour of the Black Hills and Yellowstone Park.

E. K. Whiting of the Owatonna Journal-Chronicle played host recently to a picnic party composed of members of the J.-C. staff.

The Spectator of St. Hilaire has entered upon its 44th year.

O. J. Quane of the St. Peter Herald and daughter Constance have been touring historic country in New England, going as far north and east by auto as Maine.

Fifty years ago, or on September 2, 1874, Benjamin E. Darby issued the first number of The People's Press, a weekly at Owatonna. Many years later he began the publication of The Daily People's Press and still continues it.

The Itasca Farmer is the name of a new paper published by L. D. Lammon, Coleraine, publisher of The Itasca Iron News. J. Leonard Manire is the manager. The new paper is a monthly; and the first issue, dated September 1, announces that it is not the purpose of the paper to tell Itasca farmers how to farm, but to be a farmers' paper with the farmers' interest at heart, giving real service.

R. S. Wilcox has sold The Tribune at Brainerd to Miss Anna Himrod, owner of The Ironton News. Mr. Wilcox has several things in view, but may go back to newspaper work in North Dakota.

Bernard W. Fosburgh has bought A. L. Bolsta's interest in The Journal at Ortonville and the firm name of the publisher is now George M. Fosburgh & Son. Mr. Bolsta will live in California.

The Sentinel at Sanborn has been sold by H. E. Kent to W. E. Rethwill.

### Fine County-Fair Edition

The Owatonna Journal-Chronicle published a 16-page Steele county fair edition with special articles by its county staff and the officers of the Steel County Agricultural society. The date of the special was August 22, and it was a credit to the publisher, E. K. Whiting, and the editor Hugh H. Soper.

### Aitkin Paper Gets Prize

The Aitkin Republican took fifth prize in a large float parade held on August 29, as a feature of the Aitkin county fair program. Publisher Hamilton's Buick car was covered with copies of the Republican, and a G. O. P. elephant on the hood bowed right and left to the crowds as the car moved along. A string attached to the elephant's tail controlled the movements of the head. The float was freely applauded.

We recently opened our columns to the members of the Boys' and Girls' Clubs in this county and let them tell in their own way their experiences in raising their pigs and baby beef. We offered medals for the best stories. The request for extra copies of the part of parents and the youthful writers proved the popularity of the idea among our country subscribers.—Donald O. Ross, Washington (Ia.) Democrat, in Editor & Publisher.