

# AMONG OURSELVES

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## WADENA WINS HEARTS OF NORTHERN EDITORS

As an exemplar of high hospitality, Wadena would win the honors if the matter could be put to a vote of the editors of northern Minnesota, who attended the annual meeting of their association at Wadena January 24-26. The meeting was declared one of the best in the history of the association, not only in point of the hospitality enjoyed but in point of helpfulness of program throughout.

The hospitality reached its climax in a dinner tendered by the citizens and served by the women of the Methodist church at the Knights of Columbus hall Friday evening. Following a feast perfect in every way, came an after-dinner program of equal merit, with W. E. Verity as toastmaster. W. J. Browne, president of the Wadena Lions club, backed by his club members, welcomed the visitors. H. Z. Mitchell of Bemidji responded in a manner which reflected the delights of the guests. "Doc" Rutledge then took the floor to present the retiring president, E. H. Denu of Bemidji, a pair of beautiful silver candlesticks, as a token of their appreciation of his services for the year just ended. Mr. Denu acknowledged the gift, expressing his appreciation of the co-operation of the members of the association. Norman Black, publisher of the Fargo Forum, then extended greetings from the editors of North Dakota, who, he said, were once more finding their way back to prosperity, following the period of chaos which had existed for several years in their state. He paid a fine tribute to the Lions club and similar organizations for the work they were doing in helping to stabilize American thought and sentiment.

### Wadena's Worth Reviewed

H. H. Parish, field secretary of the Wadena Methodist hospital, gave the visitors a comprehensive review of the achievements of Wadena, winning frequent applause not only from the Wadenans present but from the visitors. John Dower of the John Dower Lumber company then told the editors of his plan to promote home-building by enlisting all classes of builders' supply men in a campaign of advertising for home-building, a plan in which, he pointed out, there was opportunity for profitable advertising in any live community. R. E. Barron, in reviewing the easy life of the newspaper man, took occasion to shoot at the modern primary system as against the old convention system, and won a hearty round of applause thereby. D. F. Lyons, general solicitor of the Northern Pacific company, talked entertainingly of the relations of the railroads and the press. The speech-making

closed with a forceful address on the work of the American Legion by Ludwig I. Roe, state commander.

The speeches were interspersed with music by Norman Black; David De Haven, Fargo; Mrs. W. C. Whitney, Staples; Miss Louisa Burch, Mrs. C. Z. Smith, A. C. Erickson, and W. A. Peters, of Wadena; also with general singing under the leadership of Mr. Peters. Miss Florence Claydon was accompanist.

Following the speeches, there was dancing until early morning.

### Practical Problems Up

Discussing "Ad-Vice on Ad Problems," Herman Roe pointed out the importance of stressing the home advertising field as the source of from 80 to 90 per cent of the advertising of the country weekly. He outlined, however, the work of Country Newspapers, Inc., in obtaining national advertising, and the progress it had made as a co-operative organization of great benefit to the country press. He announced that some 2,500 country weeklies were already taking advantage of the organization's services.

John E. Casey, discussing problems of the country newspaper, urged that success in the country newspaper field depended more on sound policies than on anything else. The key to such policies, he said, was love and disinterested service. Ethical and editorial problems, he said, came first of all.

R. R. Barlow, head of the department of journalism of the state university, outlined the work of his department, urging an active interest in it on the part of the state's editors.

F. J. Landon of Dunwoody Institute sketched the work of the printing department of the institute.

### Officers Elected

The officers for the coming year are: G. W. Carlson, Beacon, Melrose, president; H. W. Cutten, Gazette, Red Lake Falls, vice president; A. G. Rutledge, secretary; M. E. Isherwood, Review, Sebeka, and E. M. Lafond, Transcript, Little Falls, members of executive committee.

The summer meeting this year will be held at Alexandria; the summer meeting in 1925 at Detroit, when the North Dakota editors will join the northern Minnesota editors for a great outing. The next winter meeting will be held at Little Falls.

The resolutions adopted favor an extension of the work in journalism at the University of Minnesota, the passing of laws by congress to reduce taxation, the passage of the Coulter bill, support of the National Editorial association by taking out memberships.

So brief an outline of the meeting of the northern Minnesota editors by

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## STAGE IS SET FOR 1924 CONVENTION

The call for the 1924 convention of the Minnesota Editorial association, at the West hotel, Minneapolis, February 15 and 16, has gone forth. It is a call that ought to interest every newspaper publisher in the state. As sent out through the mails of Uncle Sam, it consisted of four parts: A vigorous letter from the president, J. P. Coughlin; a "preliminary" program announcing a feast of good things, including, of course, the banquet to be given by H. V. Jones of the Minneapolis Journal; a call for the payment of dues in advance of the date of assembly, and an announcement of reduced railroad fares if a total of at least 250 attend. With business on the upward trend, every one of the faithful ought to be present—at least, so the officers feel—and a lot of those who have not taken advantage of the association's meetings to gather inspiration and ideas for another year's work ought to be there, too.

Attending the association's meetings pays big dividends both in good will and gold.

### Program of Problems

The executive committee evidently intends to make this a problem-solving convention. It has provided for a question box at three different sessions, and it is the hope of the committee that members will come prepared to present the questions that confront them.

The program provides, furthermore, for discussions of problems which every publisher faces. For those specially interested in the growth and usefulness of the Minnesota Editorial association, at the morning session Friday Scott Swisher of the LeSueur Center Leader Democrat will tell how editors may benefit from and build up the association.

Other features of the Friday morning session will be an address of welcome by Mayor George E. Leach; a response on behalf of the association by M. J. McGowan, Appleton Press, first vice president; the president's annual address by Mr. Coughlin, Waseca Herald; secretary's report, John E. Casey, Jordan Independent, and announcement of committees by the president.

### N. E. A. President Coming

The Friday afternoon program will open with an address by Wallace Odell, president of the National Editorial association, publisher of the Tarryton (N. Y.) Daily News. This will be followed by "My Experiences in Newspaper Work," by Mrs. Bess M. Wilson, Redwood Falls Gazette, and

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## AMONG OURSELVES

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## TEAM WORK

A handy bulletin on "Team Work by Merchant, Farmer, Home-Maker", prepared by Judge Frank T. Wilson, has just been published by the extension division of the University of Minnesota. It emphasizes team work as the only really effective means of "putting over" community enterprises, summing up its suggestions with Kipling's verses:

"It ain't the guns or armament  
Nor funds that they can pay,  
But the close co-operation  
That makes them win the day.

"It ain't the individual,  
Nor the army as a whole,  
But the everlasting team work,  
Of every bloomin' soul."

—Rudyard Kipling

The pamphlet contains suggestions of great value to those interested in community work. Copies may be had by addressing: Extension Division, University of Minnesota, Minneapolis, Minn.

## 63 AND GOING STRONG

The Owatonna Journal-Chronicle—E. K. Whiting, president and manager; Hugh H. Soper, editor—has just entered upon its sixty-fourth year. It starts the new year with all of the vim and enthusiasm of youth; at least one is warranted in thinking so from an editorial announcing the arrival of the paper's birthday.

The editorial referred to is too long to print in full here, but an excerpt shows that the Journal-Chronicle has built soundly and means to continue in the same way. The excerpt follows:

It is our aim always to bear in mind the fact that a newspaper is a public servant whose duty is to do its share, and that is a large share, in the development of its community and in service to the public.

Therein is the key to the Journal-Chronicle's success. The paper has given service to Owatonna and to the territory tributary to Owatonna. That service has done much to promote the growth of Owatonna from a small town to an attractive city of 8,000, and to build up the prosperity of the whole countryside. But it has done more than that; it has helped to weld the people of Owatonna and of Steele county into a unit, to commit them to united effort in the cause of whatever is true and of good report in life. That is why Owatonna stands out as one of the

most attractive of Minnesota's smaller cities.

For its past services and for its determination to keep on in the way of high service, the Journal-Chronicle is to be congratulated. Among Ourselves joins with other papers of the state in wishing the Journal-Chronicle, its president and manager, its editor, and its whole staff continued success.

## "WHEN THE PAPER DOESN'T COME"

The news office of the New York State College of Agriculture has been collecting and passing on to country weekly publishers verses about the "home paper." Here is one, author unknown, which is worth reprinting and handing on to your readers:

My father says the paper he reads ain't put up  
right;  
He finds a lot of fault too, he does, perusin' it  
all night;  
He says there ain't a single thing in it worth  
to read,  
And that it doesn't print the kind of stuff the  
people need;  
He tosses it aside and says it's strictly on the  
bum,  
But you ought to hear him holler when the  
paper doesn't come!

He reads about the weddin's and he snorts like  
all get out;  
He reads the social doin's with a most derisive  
shout.

He says they make the papers for the women  
folks alone;  
He'll read about the parties and he'll fume and  
fret and groan;  
He says of information it doesn't have a  
crumb—

But you ought to hear him holler when the  
paper doesn't come.

He is always first to grab it and he reads it  
plumb clean through.  
He doesn't miss an item, or a want ad—that is  
true;

He says they don't know what we want, the  
darn newspaper guys;  
"I'm going to take a day some time and go and  
put 'em wise;

"Sometimes it seems as though they must be  
deaf and blind and dumb."  
But you ought to hear him holler when the  
paper doesn't come.

## February "Ad" Lines

Seed corn for sale.  
Seed wheat, oats and flax.—(See  
farmers and grain elevators.)

Poultry breeding stock for sale.  
Nursery stock, including ornamental  
stock, orchard and windshield material.  
Write nursery concerns for such ad-  
vertising.

Chemicals for treating seed grains.—  
Copper carbonate and formaldehyde.  
See druggists. Alfalfa seed for sale.

## "Wild West" for N. E. A.

Indians of Oklahoma are going to show the editors of the nation something of the old-time life of the west, when the National Editorial Association gets to Ponca City, Okla., on its 1924 jaunt. According to reports "several thousand Indians" will stage a wild west show, to be followed with a barbecue of buffalo. What other refreshments will be offered is not indicated.

Delegates from up this way will assemble at Kansas City, Sunday, May 18.

WADENA WINS HEARTS  
OF NORTHERN EDITORS

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no means does the convention or Wadena justice. It is a thing to be regretted that more of the editors do not take advantage of such meetings. There is inspiration and practical profit in them, and the officers—including, of course, the efficient secretary who gives so much thought and effort to shaping the programs—deserve the highest credit for the work the association is doing.

## HAVE YOU VOTED?

Have you voted on the peace plan which won the prize of \$100,000 offered by Edward Bok?

It is still not too late to express your approval or disapproval. Among Ourselves has word from the office of the American Peace Award, 342 Madison avenue, New York City, that, while it is very desirable to have as many votes as possible in at once, the balloting will not close until about February 15.

The widest possible expression of opinion will be a good thing. Mr. Bok has said that the primary purpose in offering the prize was to get the people of the country to think peace. That end has been accomplished. The problem now is to let congress know what you think. To do so will enable that body to act with greater intelligence as to the will of the people.

The project is interesting, because it has pointed the way to a new approach to congress in getting things done. It has indicated to the people a way of making their sentiment known as to any sort of legislation. In this—one of the aims of the plan—Mr. Bok has rendered a real service to the nation. Encouragement ought to be given the idea through a vote on the question immediately under consideration.

Whether one favors the plan which won the prize or whether he condemns it, he ought to vote. If one has not a coupon, he can vote merely by writing a letter.

George Authier of the Washington bureau of the New York World has been re-elected president of the National Press Club. Mr. Authier spent many years in the central west and for a time was connected with The Minneapolis Tribune. He succeeded Ralph W. Wheelock as private secretary to Governor A. O. Eberhard.

E. W. Nobbs sold a half interest in The Bellingham Times a short time ago to Robert D. Soule and has now bought it back again. Mr. Soule has returned to his old position on The Ortonville Star.

The Enterprise of Rothsay has added a linotype to its equipment.

T. C. Radde, editor of The Tribune at Truman, has been re-appointed postmaster for the coming four years.

**VALUABLE AID FOR  
THE COUNTRY EDITOR**

A fine piece of work for the country weekly publisher has been done by M. V. Atwood of the New York State College of Agriculture, Ithaca, N. Y. It is in the form of a bulletin on "Making the Country Weekly More Attractive," and deals with headline writing, arrangement of heads on the page, local illustrations, make-up, and similar matters.

"A very nice thing about it, too, is the fact that Minnesota editors may have copies "without money and without price" if they will simply make known their wishes to Mr. Atwood. Mr. Atwood has so informed Among Ourselves.

Headline writing is fundamental in the effort to make a newspaper attractive. It is also an art. Mr. Atwood says: "Head-writing has a technique comparable with verse-writing." He adds:

The person who attempts to write heads with only a hazy notion that they are made by using various sizes of type separated by dashes may be compared with the would-be poet who endeavors to compose poetry with the mere knowledge that his lines should be uneven at the right and that some of the words should rhyme.

Mr. Atwood's view is that the chief function of headlines in country weeklies differs from that in the big dailies. The chief function in the country weeklies, he suggests, is to make the paper attractive—not to tell the story in brief or to advertise it, as with the dailies. His reason for this position is that the country weekly is read carefully, not merely skimmed through or over as the dailies are. The head as a summary of the news, therefore, is not so important. Again, the country weekly is not sold by newsboys or from news stands; the headline for advertising, thus, is of minor importance.

Among Ourselves takes great pleasure in telling Minnesota publishers about Mr. Atwood's bulletin, because the bulletin is of a kind to help one in his craft. No man ever reaches perfection in that, ever reaches a point where study of his art will not benefit in an improved product. This bulletin is an aid to such study.

Don't be backward about writing to Mr. Atwood for a copy of his bulletin. Help to swell his "pride of authorship" by writing. His good work entitles him to all of the joys to be garnered from such pride.

If you wish it, we will order the bulletin for you. Let us know.

**A Rule That Works**

There is no rule of conduct in life so all-sufficient nor so absolutely satisfying as the Golden Rule, and no man can ever give good service in the hotel business or any other business until he is willing to put himself in the other fellow's place and treat him as he would want to be treated were the positions reversed.—E. M. Statler.

**STAGE IS SET FOR  
1924 CONVENTION**

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"Building Up the Want Ad Department," by Carlos Avery, Hutchinson Leader. Reports of standing committees will close the afternoon session. The committees to report are: Legislative, A. O. Moreaux, chairman; state fair activities, Frank A. Day; English language law, J. E. Reynolds; Dowling memorial, J. R. Landy and E. K. Whiting; radio, J. K. Grondahl.

**Journal Dinner at Radisson**

The dinner by H. V. Jones, publisher and editor of the Minneapolis Journal, will be at 7 at the Radisson hotel. The program for this is being arranged by Mr. Jones himself. Dancing until 1 a.m. will follow the dinner.

**Railroads and Newspapers**

The morning program of Saturday will open with an address on "The Railroad Problem with Reference to the Newspaper Situation," by M. L. Countryman, vice president of the Great Northern railway. This will be followed by an address, by some one as yet unannounced, probably on farm or tax problems. Then will come the report of the auditing committee, E. K. Whiting, chairman; necrology committee, Elmer E. Adams; membership committee, O. J. Quane; resolutions committee, A. M. Wells; historian's record, L. C. Hodgson. Following a "question box" will come the regular business session.

**For the Ladies**

A special feature of interest to the ladies in attendance will be a luncheon and theater party. The Minneapolis supply men have appointed a committee of hostesses, who will be in charge. The program for this feature has not yet been announced.

The program as planned contains much that every newspaper publisher in Minnesota is interested in, and the results to be gathered will depend on the active part taken by the publishers themselves. A convention of the kind, in its benefits to the individual, depends largely on what the individual is willing to give of thought and experience. Take a bit of advice from the editorial chair of Among Ourselves, attend the convention and help to make it "the best ever."

**Good Man Available**

Among Ourselves has had a call from a young man who wishes to get a situation of promise in the newspaper field. His address will be furnished on application.

**The Psychology of It**

If you think you're outclassed, you are:

You've got to think high to rise;  
You've got to be sure of yourself  
Before you can win a prize.  
Life's battles don't always go

To the strongest or fastest man,  
But, soon or late, the man who wins  
Is the fellow who thinks he can.

—Porte's Business Printer.

**DEATH OF J. C. WISE  
SHOCKS ASSOCIATES**

News of the sudden death of John C. Wise, telegraph editor of the Mankato Free Press, came as a shock to a large company of personal friends over the state. Mr. Wise was editor of the Mankato Daily Review for many years, and when it was consolidated with the Free Press he remained with the new concern. He is survived by two sisters and a brother, C. E. Wise, postmaster at Mankato.

Many tributes to his sterling character and worth have been paid by his colleagues of the Minnesota press who perhaps knew him best. The following quotation is taken from an editorial penned by H. C. Hotaling, editor of The Mapleton Enterprise:

"Mr. Wise and the writer started life almost together. As boys they were playmates and schoolmates. Together they learned the printer's trade and for several years worked 'on cases' side by side. Mr. Wise was an honest, upright journalist, broadminded, fair, keen, and alert to his calling. He was most happy when doing something to make others happy. Minnesota journalism has been deeply enriched by his life and labor. The print is without blot or smudge. There is no offset."

**A HUNCH OR TWO**

Arbor Day is not far in the future. It ought to hold some chance of advertising from nursery concerns.

A. R. Buckingham of the Mower County News, Austin, Minn., reports in Editor & Publisher that the News employs a real farmer editor for a farm page; that said farmer editor every day visits farmers and helps in the solution of problems relating to farm life. He says that through this editor's work the business of the office is made to grow. The idea is sound, but the department to be successful needs patience and persistence.

The hobbies of one's townfolk make good material for stories of interest to local readers.

It pays to be good, to do good and to make good.—The Inland Printer.

Good printing, in the fullest sense of the word, calls for a combination of talents that are required probably in no other form of endeavor—knowledge, inspiration, technique, judgment, and facility in the use of an inflexible medium type.—U. T. A. Service.

The News-Messenger of Marshall is beginning to get along in years for it recently celebrated its fiftieth anniversary with a sparkling 20-page edition.

The Hackensack Independent, which was started three years ago by A. B. Newton, has entered upon Volume 4. It is a lusty youngster and a credit to its community.

## OPPORTUNITY EXISTS IN EDITORIAL COLUMN

"There's money in it"—in the editorial column of the country weekly. It is not there because the space is valuable and may be sold. To sell editorial space is to rob it of its value and quickly put a whole newspaper enterprise "on the toboggan." A newspaper's success is built on confidence, and to sell its editorial opinion is the surest way to destroy confidence. No, the money there is in the country weekly's editorial columns is in its value as an interesting feature, as a means of setting the families of its readers to talking about the supper table, and, therefore, as a means of getting subscribers. The editorial column of a paper ought to be one of the best circulation getters about the whole shop.

Just try this:

Every time you sit down to write an editorial, imagine yourself to be sitting down at the supper table with your subscribers and to feel that it is up to you to start the conversation.

Then say something to start the conversation.

An editorial column or department written from that point of view is going to be read and to get subscribers.

The foregoing is all by way of introduction to an article by Edgar Sherman in *The Inland Printer* for January, who argues for the editorial in the country weekly. Because Mr. Sherman supports views which have been expressed in *Among Ourselves*, a part of what he has to say is reproduced below:

The country newspaper that does not have a personally conducted editorial column or page in this day of enlightened thought among readers in general is passing up an excellent opportunity for good work in its community. It is losing its grip on its readers, and is losing subscription income. The editorial column is as much a feature as the serial story or other syndicated matter which is made a great deal of by the average country newspaper; in fact, the editorial column may be the more important. But to be a real success it must be personally conducted.

\* \* \* \* \*

In the smaller communities the editor of a newspaper is an individual, distinctly an individual if he amounts to much as an editor. The readers of the country newspaper want to know what the editor thinks of this or that, and in the majority of communities the editor who does not respond to such a desire on the part of his readers is regarded as a sort of nonentity. The opinion wanted is an honest one. Honesty and sincerity are the essentials of writing editorials for a country paper.

\* \* \* \* \*

Honesty has been mentioned as a requisite of rural newspaper ed-

itorial writing. There are three other requisites: Have something to say; write it; stop.

\* \* \* \* \*

Life in a rural community is full of things which call for the expression of opinion. The rural editor does not have to go to Europe, or Washington, or even to the state capital for something to write about. . . . Very few editors have even the slightest reluctance about buttonholing an individual subscriber and expressing an opinion on some subject of community interest. Write it for the other nine hundred and ninety-eight in much the same manner as you talk it to the one. And then stop.

\* \* \* \* \*

An honest and sincere editorial column in a country newspaper . . . is one of the most interesting features of the paper to a large number of its rural subscribers. Such an editorial column will pay in good bankable dollars . . .

Mr. Sherman might have urged, furthermore, that the maintenance of a thoughtful editorial column is an obligation upon the editor. He is in a position of leadership, and leadership means the development of sound opinion for oneself and then passing it on in such a way as to get others to act upon it.

### PI A LA MODE

J. R. Landy of Olivia has turned over to the Minnesota board of control the \$25,000 raised by newspaper publishers to aid in the building of an M. J. Dowling memorial addition to the Phalen Park hospital for crippled children.

The Great Northern, the Northern Pacific, and the Chicago, Burlington & Quincy railroads, it is reported from Spokane, are planning to spend \$350,000 in newspaper advertising this year. Some of that money could be spent to good advantage in country weeklies.

"Editing the Day's News" is the title of a book by George C. Bastian of the Chicago Tribune, recently issued by the Macmillan company, New York. The book discusses the elements of news, copy-reading, headline writing, make-up, illustrations, and similar subjects of interest not only to the city newspaper man but to his brother of the smaller field.

The Okabena Press, after weathering the storms for six years or more, has suspended publication. A farmers' union organization has taken over the printing plant and will use it for promotion purposes.

The Madison Lake Times, J. A. Lillegraven, editor and publisher, has started on Volume 10.

## "MINNESOTA FARM" HAS MANY READERS

"The Minnesota Farm", the two-column feature furnished by the Western Newspaper Union to a large number of Minnesota papers, has a great number of readers. It has proved its worth in the W. N. U. service.

Among Ourselves is able to speak with authority in the matter, because the material making up the feature is supplied by the staff of the Department of Agriculture of the University of Minnesota, and that department gets the evidence of the "reaction."

Not long ago the feature carried a brief item about copies of *Farmers' Institute Annual*, No. 27, on "Farm Buildings," available on application and payment of 10 cents to cover postage. The response was almost instantaneous. Orders for the book began to come in in large numbers.

Among Ourselves calls attention to the fact that the feature is proving of interest to newspaper readers, because it believes that newspaper publishers like to know whether the things they are printing are "getting over." Well, "The Minnesota Farm" is—getting over.

James Arneson, editor, is the new mayor of Thief River Falls.

The Herald-Dispatch of Sleepy Eye has passed to new hands again, having been sold by D. L. Keith to W. E. Barnes of Oxford.

Harry G. Davis has launched *The Midway Circle*, a fine appearing 8-column paper which has selected the district between Minneapolis and St. Paul for its field. Mr. Davis is an experienced newspaper man and has a wide acquaintance in the state.

According to late reports, Frank A. Bennett is planning to start, or has started, a second paper at Sauk Centre. Mr. Bennett has been publishing a paper at Ashby, but discontinued it several weeks ago.

The Northome Record, owned by J. E. Cowan and edited by Miss Isabelle Feeney for several years, has been sold to M. L. Rugroden of Park Rapids.

Carl Eastwood, veteran LeSueur editor, is recovering from a serious operation performed in a St. Paul hospital. For some time after his operation his condition was regarded critical.

Charles M. Grasty, who at one time owned a controlling interest in the St. Paul Dispatch and engineered the purchase of *The Pioneer Press*, died recently in London.

Wright county editors re-elected Mrs. Maude Hall of *The Cokato Enterprise*, president and C. A. French of *The Monticello Times*, secretary. The association meeting was held in Minneapolis with all members present except one. The summer outing will be held at Sugar Lake in July.