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Build Wisconsin

Volume 4 January 4, 1926 Number 51

These Sheets, published Weekly in the Interests of the Community Newspaper, are Issued by the Department of Agricultural Journalism of the Wisconsin College of Agriculture in co-operation with the Weekly Press of Wisconsin.

IRON OUT THE WRINKLES BY USING
GOOD MAKE-UP AND TELLING HEADS

First Prize Nebraska Weekly Reproduced
To Show Excellent Page Balance and
Descriptive Heads With Active
Verbs That Appeal

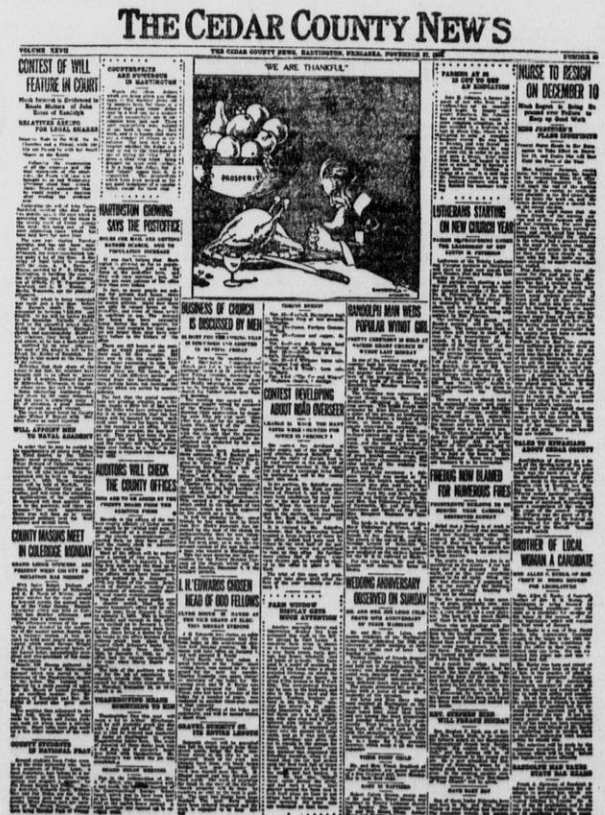


THIS week BUILD WISCONSIN reproduces the CEDAR COUNTY NEWS published by J. P. O'Furey at Hartington, Nebraska. Editor O'Furey's paper was declared the best all round community weekly in Nebraska in the Nebraska Press Association Contest. This paper was also picked as having the best front page.

Descriptive heads, with active verbs that appeal, and good page balance are to the weekly what good grooming is to a man. Even though the quality of the paper be poor and the shop facilities inadequate, the little country weekly may, nevertheless, appear just as tidy as the large daily paper.

The country weekly may be likened to a caller who, when he comes unshaven and carelessly dressed, leaves a very poor impression. Not always can the order and the make-up be similar to that of the CEDAR COUNTY NEWS but if the heads are arranged so as to follow some definite outline and advertisements are omitted from the front page a considerable improvement will have been made.

Farmers and townspeople are not slow to appreciate any effort made in the improvement of the weekly.



Courtesy-National Printer Journalist

"Those Blessed Schools",
Exclaims Editor White.

"How well the rural schools are doing with their community news for the Courier", exclaims Exilda Hackett White, editor of the Waterloo Courier, in a recent editorial. "Their stories of progress, of good times, of individual development of their scholars and of the neighborhood doings make their items very interesting".

In this editorial Mrs. White touches the heart of a vital problem which every community weekly faces. She gives credit "unto those to whom credit is due" and by so doing undoubtedly stimulates these rural correspondents to even greater efforts. Such editorials express a kinship between town and country which can do much to cement the two together.

Her editorial continues as follows - "Town Kids" usually form the opinion that there is "nothing doing" in a country school, that those poor little country kids have a cold school room, an ugly teacher, rough playmates and none of the manifold advantages that they enjoy.

But ah, if they only knew!

The country school room may be a trifle more airy, and the trip to school may be more tedious - in winter, but those "kiddies" are used to it and they enjoy the drifts. They like their teacher for she comes to them from a different sphere, and brings to their young minds a breath of something different.

Their little school world is conducted like a rather large family, and because the members are all from the one walk of life, and all neighbors, they are just a bit more congenial than children in the city or town schools ever can be.

There is always something new and delightful for the "country kids" to do, and their teacher is usually not so occupied with social activities that she cannot enjoy many pastimes with them.

In the fall, there are the beautiful leaves to gather, the pumpkins to bring in and decorate with, and the harvest apples to pass around. In winter there are the snow games and building of snow men and of snow houses, which construction the city chaps would scorn to labor over but which the few largest of the farm children feel quite gallant in doing for the younger members of the school. The spring brings loads upon loads of trillions, May flowers, "Dutchman breeches" and violets to county teacher's desk. Oh, the joy of it all! We know, for our first school was a country school on a windswept knoll surrounded by locust trees whose blossoms perfumed our school room for weeks at blossoming time -- and many were the "battles" we had, good naturedly "pegging" the solid little white flowers at one another. And our teacher - why she was the most lovable the world had yet produced, up to that time!

Those dear old golden rule days! Blessings on the little people enjoying them today!



**Badger Editor Provides
Special Christmas Issues**

Moorman and Sons, publishers of the PLYMOUTH REPORTER, have issued two special Christmas editions, - one a 20 page edition and the other a 24 page edition. "The 24 page edition is no doubt the largest single edition ever put out by any newspaper in the city of Plymouth," says Editor Moorman. He urges the readers to patronize Plymouth advertisers and lists all of the advertisers on the front page of the REPORTER. Plymouth merchants made unprecedented bargain offers which he points out to the readers.

This cooperation between the merchants and the publishers of the REPORTER is making possible the publication of a better newspaper for the readers in the Plymouth community. BUILD WISCONSIN hopes that the cooperation spirit at Plymouth may extend to other towns of the state and wishes Editor Moorman continued success in his community work.

**Weekly Produces Calendar
With Many Home Town Scenes**

A beautiful calendar, the product of the commercial printing department of the RICHLAND CENTER DEMOCRAT, has been received by BUILD WISCONSIN from the publisher, A. P. Andrews.

The calendar which is done in two colors and contains a familiar town or country scene on each of the six pages, certainly does credit to the Democrat's commercial printing department.

News Among the Weeklies

Heideman Brothers, of the ALGOMA RECORD-HERALD have installed the Wisconsin Simplified Cost Finding System in their plant.

Frank B. Gessler, editor of the BANGOR INDEPENDENT is around again after having been laid up six weeks with the grip.

G. D. Browne, former editor of the MARQUETTE COUNTY EPITOME and RANDOLPH ADVANCE has purchased a fruit and poultry farm near Endeavor to which he will retire.

Miss Mable V. Hansen, editor of the HARTLAND NEWS since 1902, has signed 30 to her life story.

Mr. and Mrs. J. W. Haughton, editors and publishers of the HORTONVILLE REVIEW, have completed their thirty-fifth year with the paper.

Build Wisconsin

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Volume 4 January 11, 1926 Number 2

TO THE PRESS OF THE STATE:-

As we take stock of 1925 and what it has meant for progress, we appreciate the splendid cooperation given by the editors of Wisconsin in our efforts to develop and improve the state's most important industry.

We have enjoyed the cooperation of the entire press, -- the country weekly, the agricultural journals, and the city daily. It has been a real treat to work in the team another year, helping to build Wisconsin.

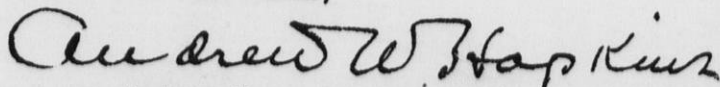
And if it were possible we would write each of Wisconsin's four hundred or more editors a personal note thanking him for his help and sympathetic interest. Instead, we must content ourselves with this more wholesale, but none the less genuine, method of expression. As we face out upon another year of promise, we invite the continuance of the same interested cooperation.

Because of your keen interest in everything which pertains to Wisconsin's up-building, you will be glad to know something of the present day demand for printed matter which deals with agricultural problems. As you are aware earnest effort was made to supply editors of the state with much dependable information which might be localized to meet specific conditions.

You will also be interested to know that the institution daily receives a great many letters asking for very definite information upon particular farm problems. As these inquiries come they are sent to various departments and if the information cannot be more readily given in printed form, each is answered by a personal letter.

We give you these facts simply that you may know what we are doing to meet the demand for agricultural information. Of this service, we enjoy none more than that which we are able to give through your cooperation. We enjoy especially when we may help you build your community. Besides building and improving the industry this increases the place of your publication among the people of your community and vicinity. If the Editorial department can supplement the present service in any way to increase the value of your service to your people, we stand ready to do so.

Yours for Wisconsin,



Andrew W. Hopkins, Editor

"The Little Partner of The Badger Weekly"

Noted Minnesota Weekly
Boosts Community
Resources

THE Golden Jubilee number of the Northfield News (Minnesota) contained an historical sketch, - glimpses of the past written by former members of the editorial staff and local citizens, and felicitations from some of their many friends.

During fifteen of its eventful years the destinies of the News have been determined by a native of Wisconsin, Herman Roe. We have often suspected that Roe gained many an inspiration from the sage of Stanley, - W. H. Bridgman.

The News proudly boasts for its community, - the possession of cows, colleges, and contentment. To prove its claim to cows, it points to the 6000 Holstein Friesian cattle in the Northfield community with nearly 300 breeders.

None the less important is its boast of colleges of which there are two, Carleton and St. Olaf's. Its assertion of community contentment is assured by attractive homes, nine churches, farmers clubs, a 56 year old fair, a community building and three banks. With this there is wholesome amusement provided by water carnivals, canoeing, bathing, ice skating and tennis courts.

Two Wisconsin Papers
Accorded National
Honors

TWO Wisconsin weeklies, - THE RICE LAKE CHRONOTYPE and THE ALGOMA RECORD HERALD were placed on the roll of honor in the recent "contest" or survey of the weekly newspapers of the country conducted by the School of Journalism at the University of Illinois.

These two papers were selected from among 200 hundred entries from 40 different states as deserving outstanding mention for all around excellence. Last year in the first annual Wisconsin Better Newspaper contest the Rice Lake Chronotype won first prize in the front page make-up class for towns over 1500, and the Algoma Record Herald won third prize in community building editorials and also placed high in farm news service.

The Home Paper Greatest

All of the nations great papers come to the White House. But each and all of them, as they come, are handled by a staff of clerks, who make extracts of what they think will interest the President.

The irreverent shears are never laid upon the President's home paper. That is the greatest newspaper, the most important newspaper that comes to the White House, and the President wants it all.

Build Wisconsin

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Volume 4 January 18, 1926 Number 3

Here It Is Just As You Requested -

Here is the first of a series of articles about Wisconsin - its resources, its industries, its institutions, and its people.

In these short features you will find records of attainment, expressions of realized and unrealized ambitions, and a continual striving for things better.

These you will recall have been prepared in response to your instructions given at the annual meeting of the Wisconsin Press Association. It may aid you in planning the best use of this material to re-read the resolution adopted by the members. Here it is:

"Year by year it is becoming more and more important that the citizens of Wisconsin be more generally informed upon the resources and possibilities of their state.

"Therefore, be it resolved, that we invite one of the foremost authorities on each important field to prepare a three to five inch statement as to Wisconsin's prospects and possibilities in that particular field (manufacturing, canning, public health, farming, fishing, mining, roads, building, etc.), and that each newspaper be requested to carry in each issue during the coming months one such inspiring and informing three to five inch message under the general head 'Know Wisconsin Better'.

"Be it further resolved, that we urge the President of the Wisconsin Press Association to appoint a committee of three members to secure this material and to arrange for its prompt and regular dissemination."

The articles are being released to the weekly press and we hope you will find them of interest to your readers and of special service to your advertisers.

Yours for Wisconsin,

A. F. Ender,
L. W. Osborn,
Andrew W. Hopkins
Committee

Build Wisconsin

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Volume 4 January 25, 1926 Number 4

Former Badger Editor
Expresses Common
Feeling

The following interesting lines were written by D. C. Menefee, former editor of the Vilas County News.

The whole life story of the weekly and its various relations are treated here in a most pleasing way giving credit to all who contribute to its welfare and to all who share its progress.

The Editor's Beatitudes

"Blessed are the Merchants who advertise because they believe in it and in their business; for their prosperity shall increase manyfold.

"Blessed are the country correspondents who send in their well written items every week; for fame of their friendly neighborhoods shall go abroad in the land.

"Blessed is the Woman who sends in a written account of a party or wedding; for she shall see the details of the function and the names of her guests correctly reported.

"Blessed are all those who do not expect the editor to know everything, but who call up and tell him whenever an interesting event occurs to them; for they shall have a newsy paper in their town.

"Blessed are they who get their copy in early; for they shall occupy a warm place in the editor's heart.

"Blessed are all those who cooperate with the editor in his efforts in behalf of the Community; for their town shall be known far and wide as a good place in which to live."

Build Wisconsin

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Volume 4

February 1, 1926

Number 5

Do You Believe in Advertising?

DO you want more national advertising?

Of Course you do.

You and the publishers of other Wisconsin weeklies are entitled to more.

And - although it might seem surprising - national advertisers would want to use more space in our columns if they knew more about the resources of the state, about our weeklies and the communities they serve.

Much material which could be used in selling Wisconsin, to prospective buyers, is appearing week after week in Build Wisconsin under the captions "Know Wisconsin Better" and "Covering Rural Wisconsin Effectively".

This information and these messages should be presented in attractive form, to advertisers, advertising agencies, advertising magazines and above all to the people of Wisconsin's rural neighborhoods.

The question is - How can these weekly messages be placed before these varied interests. Let's have your suggestions on how it is going to be done.

YOUR HELP IS NEEDED
NOW

Let's
Push Wisconsin
Weeklies
to the
Fore

Build Wisconsin

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Volume 4 February 8, 1926 Number 6

THE interest shown in the Know Wisconsin Better Series by many editors prompts us to make a few suggestions. This series will appear in Build Wisconsin for several months and will cover many phases of the state's industries, resources, institutions and people.

Here is a suggested outline for running the material in story form; or the series may also be run effectively in the form of an advertisement such as appears below.

KNOW WISCONSIN BETTER

By Mrs. A. H. Shoemaker, President
WISCONSIN FEDERATION OF WOMEN'S CLUBS

Women Are Helping Much
To Write Wisconsin
History

KNOW Wisconsin Better

Her People
Resources
Industries
Institutions

Number 4 WOMEN'S CLUBS

Wisconsin Federation of Women's Clubs
twenty-nine years old

Specialize on civic activities
Sixty-eight of seventy-one Counties
have regular clubs

Stress good citizenship
Emphasize rural work
Establish free clinics
Provide hot lunches in rural schools

Wisconsin Country Weeklies
Cover Rural Wisconsin Effectively

"The Little Partner of The Badger Weekly"

Build Wisconsin

These Sheets, published Weekly in the Interests of the Community Newspaper, are Issued by the Department of Agricultural Journalism of the Wisconsin College of Agriculture in co-operation with the Weekly Press of Wisconsin.

Rural Field Offers
News Opportunity

Average Small Town May
Exert Wide Influence
on Rural People

ONCE a week, 52 times a year, country editors in southern Wisconsin counties prepare 13 columns of strictly local news for their readers. Set column upon column this home made copy would form a stack 257 inches high or more than 21 feet. The other columns of the weekly are filled with advertisements, ready-print material and news printed at home that is not flavored with a touch of local color.

This measurement is the result of a survey recently conducted by a representative of the department of agricultural journalism, at the Wisconsin College of Agriculture. Country newspapers of Dane, Green and Rock counties were examined in the study.

Newspaper Serves 6,842

The average newspaper town in this section of the state has a population of 1,226. However, the field, served by the paper, reaches far out in the country and has a population of 6,842. These rural people, subscribers to the weekly, also trade, for the most part, in the town where the paper is published. In these towns, the enterprise and initiative of the local merchants often determine the extent of its trade area. One Rock county town, with a population of 2280, has a trade population that runs as high as 18,000. Rural folks living 20 to 35 miles distant patronize this town regularly.

Officials estimate that if the average town that houses a weekly newspaper in this section of the state took inventory of its property and personal belongings, it would find it was worth around \$1,352,621. This value includes only the town, itself, and does not reach into the farm lands. But the rest of the trade area of these newspaper towns is valued at \$9,257,809. This later figure includes farm land, livestock, farm machinery, buildings and personal goods.

Farm News Limited

The survey showed that in their weekly edition, these editors prepared around 236 inches of news that recorded the doings of the town and its people. But the farm community, beyond the town's limits, had its news condensed to 21 column inches. One editor in a town of 440 inhabitants surrounded by one of the richest farm districts in the state carried but six inches of farm news every week.

"The Little Partner of The Badger Weekly"

Build Wisconsin

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Volume 4 February 22, 1926 Number 8

"The time is coming soon when the advertiser must find a successful way to use the country weekly economically, or cease to be a successful national advertiser.

"The national advertiser must bring his message clear to the people. And how else can he do it than through the paper of the country editor who is known and trusted by the community he serves.

- James O'Shaughnessy,
American Association of
Advertising



In a recent issue of the official organ of the Wisconsin Press Association, "The Howler", there appeared a message from John A. Kuypers, editor of the De Pere Journal-Democrat, referring to the number of Wisconsin newspapers carrying more foreign advertising. "A check shows", says Editor Kuypers, "that they are carrying out the idea of having local dealers request their jobbers and wholesalers to do advertising in the local papers".

It is quite apparent that the income of the weekly can be quite decidedly increased, and the merchants of the town benefited by cooperation in the solicitation of advertising. As O'Shaughnessy points out, the manufacturer and advertiser will realize sooner or later that, for the greatest success in merchandizing, his product must be followed right out to the consumer. There are no limits to the possibilities of diverting more national advertising to the weekly field, providing we will work with merchants in ways to tie the newspaper advertising and merchandising closer together.

"I started my business on borrowed money and an ad in the local newspaper", says Fred Mann, Sr, of Devil's Lake, North Dakota. Now Mann is considered the biggest small town merchant in America.

He opened his store with the borrowed money and waited for business to come. Then the editor of the local weekly happened in and tried to sell Mr. Mann an ad announcing his opening. Mann could not be convinced so the editor wrote a small ad, quoting prices and announcing that Mann was in the grocery business. The ad brought wonderful results and Mr. Mann began advertising steadily, month in and month out.

And now Mann spends much of his time speaking to merchants, advertisers, and publishers outlining successful methods. Today two page spreads, in the Devil's Lake Newspaper, are not uncommon and the books show that the business resulting repays manifold.

Build Wisconsin

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Volume 4

March 1

Number 9

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Marathon Times Prepares
Special Institute Edition

That agriculture is one of the important industries of Marathon county is brought out most forcefully by the special Farmer's Institute number of the Marathon Times which was issued by publisher Alex P. Gertchen and editor A. T. Lokken to aid in developing the Marathon community.

Several weeks before the opening of the institute these men wrote to the college to secure cuts and bulletins. Interesting stories containing agricultural information served to fill the sixteen page edition. The balanced arrangements of illustrations helped to make the paper very readable.

But Gertchen and Lokken weren't satisfied with just an ordinary appearing paper so they ran a pink cover on the institute number, and ran a ribbon heading across the entire front announcing the date of the institute. Cuts of important county men were used to balance the front sheet.

Of course a venture of this kind entails considerable expense which the publishers were forced to meet. But when one scans over the sixteen pages and finds how much advertising the paper really contains one is surprised how a little town with scarcely 700 population can afford so much. Marathon merchants tied up their advertising to the institute.

"The Little Partner of The Badger Weekly"

A F A M I L Y M A T T E R

Paper

Publisher

With the beginning of 1926 we resolved to promote the interests of the country weekly even more than ever before. BUILD WISCONSIN, therefore, in carrying its share of the burden, offers a new type of service in the Wisconsin weekly field.

Before we can accomplish anything, however, it is important that we all agree to push the interests of the weekly foremost. Most of the weeklies have no competitors in a direct way. In a few towns in the state there are two competing weeklies in the same town.

Our proposition is that we place the interests of the weekly first and answer the two following questions. Only by careful cooperation can the interests of the weekly newspaper be advanced for the common good of all the publishers.

Won't you please, therefore, give a little of your valuable time for the benefit of others knowing, that, in turn, many of them are going to do the same for you?

BUILD WISCONSIN will assemble all of the information and release it for the benefit of all through this service from time to time.

Here are several important questions -

Did your circulation go up or down in 1925? Please explain what you think are the reasons.

How did your advertising volume compare with the previous year?

What are your plans for the year to increase local and national advertising?

- a few minutes will help all of us.
Please use the back of this sheet if additional space is needed.

If you request it we will not use your name or that of your paper in making use of the replies.

Will Advertise
Irish Linens In
Family Papers

IF a country weekly is not a family newspaper, what is it?

The query is timely right now for it is reliably reported that a sum of \$70,000 is to be spent in America in two years on an intensive advertising drive to popularize Irish and Scottish damask linen. The announcement has been made by the Minister of Commerce of the Government of Northern Ireland.

Because of the prevailing depression in the linen industry which affects wage earners throughout the province the Government considers that the efforts being made to improve trade are worthy of support from public funds.

It is proposed to place the advertising plan in the hands of the New York representatives of Irish linen firms. In this manner the demand for Irish and Scottish linens in this country is to be stimulated.

That the country weekly if it had a unified agency to approach the problem might secure a large part of the appropriation is proved by the observation of the Minister of Finance who believes that the trade papers which have been used in the past are not read by the users of the linen. He feels that it would be desirable to place these advertisements in the family newspapers.

Young Dakota Senator
Former Badger Editor

Gerald P. Nye, the youthful editor of the Griggs County Sentinel Courier, Coopertown, North Dakota, who has recently won his seat as senator to fill the vacancy caused by the death of Senator E. F. Ladd is a former editor of the HORTONVILLE REVIEW.

As a member of the United States Senate he will be the second youngest senator. He is 33 years old while the youngest senator, R. M. La Follette, is only 30.

The junior North Dakota editor was born and reared at Wittenberg in Shawano county. Hortonville was the original home of the Nye family in Wisconsin.

Any town that fails to advertise and keep up its trade territory falls an easy prey to the mail-order houses.--Iowa Press Bulletin.

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Volume 4

March 8

Number 10

What is your Answer?

Dear Sir:—

Esley, S. Carolina
Feb. 25, 1926

Please send me some information on Cooperative Marketing and the uses a man should make of the local newspaper

Thanking you
for same
Yours truly
William Perry

This South Carolina farmer brought a question to BUILD WISCONSIN on a post card, just as it appears here. Here is a real problem. What is your answer?

A most challenging question, the uses a man should make of the local newspaper. Here is real food for thought.

Hasn't this man, perhaps, hit a keynote in the future management of the weeklies? May not the country weekly find that greater success will come by working more with the whole community?

This, of course, is a very unusual question - the inquiry is one of the most unusual we have ever received. This farmer wants help from the weekly but he doesn't know how to ask for it.

We have sent the farmer the material which he requested on marketing, but as to the use he should make of the weekly newspaper, we confess that we don't know what to tell him.

Won't you please help BUILD WISCONSIN in preparing this reply? You can if you will drop us a line and tell us what you think this man should expect in the way of help from his local newspaper.

"The Little Partner of The Badger Weekly"

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3-15-26

Build Wisconsin Calendar of Wisconsin Farm Week

"THE WEEKLIES MONTHLY GUIDE"

for News, Editorials & Advertising

JAN.	APRIL	JULY	OCT
FEB	MAY	AUG	NOV
MAR	JUNE	SEPT	DEC

Farm news, farm editorials, farm advertising - what a boon they are to the country weekly.

An increasing proportion of the average weekly's subscribers are rural folks while, as yet, in many of our papers a disproportionate amount of the news is urban. Dairy work, seeding time, gardening, fence repairing - what an opportunity they offer for farm news, editorials and advertising.

BUILD WISCONSIN contains, in this issue, "The Weeklies Rural Guide", which may offer some valuable suggestions upon sources in all three lines. On pages two and three you will find a calendar of Wisconsin farm work which, while not complete or universally applicable is suggestive. The sheets are stapled that you may file them easily, or better still hang them on your desk for ready reference.

In April, for example, dairy work offers farm news opportunities. There are cow testing association records to report or, if perchance there is no cow testing association, the local creameries or cheese factories may afford some interesting stories.

There are vast editorial opportunities in the grinding of limestone the application of phosphates, the digging of marl, area testing and the use of purebred seeds. These subjects also carry news value during April, and afford an opportunity for display advertising.

This year seed corn testers will be in great demand because of poor quality seed corn. Here is an advertising tie-up. Spraying of the orchard suggests advertisements selling spray materials, fence repairing suggests wire and fence posts. And so every month has its own advertising possibilities which are very evident from the calendar of farm work.

"The Little Partner of The Badger Weekly"

Calendar of Wisconsin Farm Work

March	April	May	June	July	August
Dairy Work	Dairy Work	Dairy Work	Dairy Work	Dairy Work	Dairy Work
Cleaning up seed for spring seeding	Plowing and Seedbed Preparation	Plowing and Seedbed Preparation	Plowing and Seedbed Preparation	Cultivate corn	Thresh oats and barley
-----	-----	-----	-----	-----	-----
Testing Seed Corn	Sowing oats and barley, wheat & peas	Sowing peas	Planting corn " cabbage	Harvest other hays	
-----	-----	-----	-----	-----	-----
	Planting tobacco seedbeds	Planting corn	Cultivating corn	Harvest late peas	Topping tobacco plants
-----	-----	-----	-----	-----	-----
Market tobacco	Planting onions	Planting sugar beets	Harvesting alfalfa	Planting tobacco	
-----	-----	-----	-----	-----	-----
	Gardening	Gardening	Harvesting early peas	Cut and shock oats and barley	Harvest tobacco
-----	-----	-----	-----	-----	-----
	Planting early potatoes	Picking stones	Planting tobacco		Harvest Bush fruits
-----	-----	-----	-----	-----	-----
Repair fences and buildings	Picking stones			Harvest alfalfa	
-----	-----	-----	-----	-----	-----
	Repair fences and buildings	Planting early potatoes	Harvest Strawberries	Harvest Bush fruits	Cultivate potatoes
-----	-----	-----	-----	-----	-----
	Remove strawberry mulch	Pre-pink, pink, and calyx sprays	Cultivating	Harvest Strawberries	Harvest onions
-----	-----	-----	-----	-----	-----
Pruning orchard			Gardening		
-----	-----	-----	-----	-----	-----
	Dormant spray	Prune small fruits	Planting late potatoes		Harvest and market early apples
-----	-----	-----	-----	-----	-----
Dormant spray	Prune small fruits		3rd summer spray	Cultivate potatoes	4th Summer spray
-----	-----	-----	-----	-----	-----

Calendar of Wisconsin Farm Work

September	October	November	December	January	February
Dairy Work	Dairy Work	Dairy Work	Dairy Work	Dairy Work	Dairy Work
Cut corn -----	Fall plowing -----	Fall plowing -----			
Fill silo -----	Cut corn -----				
Shock corn -----	Fill silo -----				
Seeding winter grains -----	Shock corn -----	Shredding corn -----			
Harvest tobacco -----	Stack corn -----	Stock and husk corn -----		Stripping tobacco -----	
Dig potatoes -----	Dig potatoes -----	Stripping tobacco -----	Stripping tobacco -----		Market tobacco -----
Harvest Cabbage and onions -----	Harvest Cabbage -----	Cutting wood -----	Cutting wood -----	Manure orchard -----	
Harvest and Market early apples -----	Harvest apples -----	Marketing apples -----	Marketing apples -----	Market winter apples -----	Pruning orchard -----

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Volume 4

March 22, 1926

Number 12

Country Weekly Has
City Daily Beaten - If

Competition to the country weekly from the city daily, according to the American Press, will be a myth -

- IF the publisher of the weekly applies the same caliber of intelligence to the production of the home town paper that his daily rival puts into his products,

- IF real facts be recognized, and

- IF the publisher of the weekly does not insist upon traveling down the lane of least resistance, producing the same old sing song sheet that ignores all changing conditions.

"There are papers published in cities of 10,000 to 100,000 population that are coming to sense, in their surrounding territory, an opportunity for widening the field of influence for their publication", declares this writer. The editors of these publications, through their correspondents, take great pains to gather the local items. Since the daily can put these local items before those interested in them every day, unless the weekly publisher has a thorough understanding of the situation, he is likely to find his daily brother a powerful competitor, this writer points out.

This situation may be highly distasteful to many a weekly publisher but he gains nothing by playing ostrich and sticking his head in the sand. If he would combat the rivalry then he must come to see in his newspaper a more intimate contact with his community than it is possible for any other publisher, even in an adjoining village, to establish, he concludes.

Build Wisconsin is anxious to complete the directory "Covering Rural Wisconsin Effectively" therefore, during the next few weeks, several large installments will be mailed to you. This file will be found quite useful in the future.

"The Little Partner of The Badger Weekly"

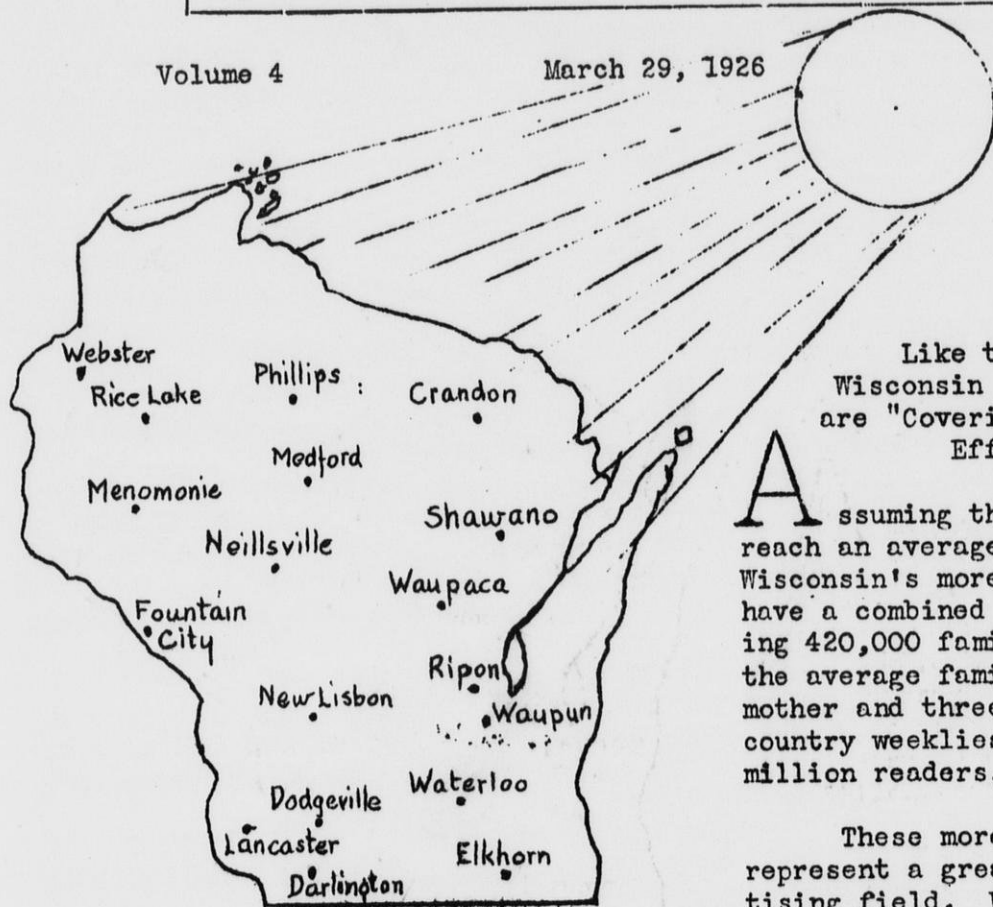
Build Wisconsin

These Sheets, published Weekly in the Interests of the Community Newspaper, are Issued by the Department of Agricultural Journalism of the Wisconsin College of Agriculture in co-operation, with the Weekly Press of Wisconsin.

Volume 4

March 29, 1926

Number 13



Like the Sunshine,
Wisconsin Country Weeklies
are "Covering Rural Wisconsin
Effectively".

Assuming that Wisconsin weeklies reach an average of 1200 families, Wisconsin's more than 350 weeklies have a combined circulation exceeding 420,000 families. Consider that the average family consists of father, mother and three children - Wisconsin country weeklies enjoy more than two million readers.

There are more than 350 points of agricultural contact like these.

These more than 350 weeklies represent a great potential advertising field. What other medium covers the ultimate consumer territory so thoroughly and completely. What other advertising medium is as well read as the home weekly? Many are the arguments, mostly good natured, caused by its coming, for do

not Dad and Mother and Mary and John and Sue all want to have the first chance to see where the Jones's have been, and who has a new baby and what exciting things have happened in the country during the past week? Such reader interest is unparalleled by any other medium.

Wisconsin's wealth increased by more than \$3,500,000 from 1912 to 1922. Wisconsin is the sixth state in the total value of its agricultural products although it is only twenty-fifth in area and thirteenth in population. Wisconsin is the only north central state in which the number of farms increased from 1920 to 1925. Wisconsin has the lowest percentage of farm tenancy of any middle western state. Wisconsin is the leading dairy state and ranks first in the number and value of dairy cattle and in the production of milk. For every farm crop which it produces, Wisconsin always has a higher average yield per acre than the average for the entire country. AND WHAT OF THE 350 WEEKLIES? (more)

"The Little Partner of The Badger Weekly"

Few companies have recognized the value of the weekly as an advertising medium, or, if they have recognized it, they have considered the field to difficult to handle because of the innumerable individual contracts necessary to cover the field. Consolidation of the circulation seems to be a solution.

When fifteen of the nation's leading farm weeklies reached the point where they really recognized the special advantages of cooperation, they decided to cooperate. Today the Standard Farm Paper Unit, comprising these fifteen weeklies, represents one of the richest units in the farm field. When will the country weeklies reach this point of cooperation?

DAILIES COOPERATE Twenty-nine Wisconsin dailies formed the Wisconsin Daily News-paper League. They solicit advertising as a group. What of the weeklies, still closer to the soil?

MERITS OF LUMBER TO BE BROADCAST Even under the existing conditions some manufacturers are already recognizing the important field and are utilizing the weekly as an advertising medium. The Northern Hemlock and Hardwood Manufacturers Association through the Hemlock Promotion Bureau are planning to use the weeklies. Lumber dealers have felt the competition of substitutes because of the consistent advertising which these agencies have done. In carrying their message to the people, the lumberman have chosen a medium which will strike near home and deliver a very effective message.

The Hemlock Promotion Bureau offers dealers assistance in advertising in local papers. At present, in one form or another, cooperation enables 160 local papers of towns and cities of Wisconsin, Northern Michigan and nearby cities of adjoining states.

TWO TO ONE COOPERATION First is "The two to one cooperation". The retailer promises to pay one-third of the expense for space, every two weeks in his local paper, and the Hemlock Manufacturers agree to pay two-thirds and furnish the plate ads prepared by regularly employed advertising experts. Each ad bears the name and business card of the retail lumberman. This proposition is limited to dealers in county seats and in cities of population of from 3,000 to 100,000.

In cities under 3,000 the second proposition is to furnish free electrotype ads, expertly written with "punch" and prepared at considerable expense. These ads all bear the address and name of the lumber dealer. The plates are furnished without cost as often as the dealer agrees to insert them and pay for the space. Free follow up literature and plans go with this offer to help the dealer.

THIRD PLAN HAS LOCAL VALUE The third offer is to furnish without charge, if the dealer agrees to run them in his home paper, a series of advertising copy, with cuts for illustrations, suitable for local conditions. These ads are attractive and can be modified by the retailer.

The rich weekly field with its virgin possibilities is being pioneered. Perhaps sometime the papers which come so close to the heart of the American people will carry advertising obtained through state and perhaps national agencies of its own.

Copy Sells the
Hardest Prospect

Right at this time of the year when the chicks are arriving fast and the springtime problems appear, the farmer is in the market for many supplies. Unless the local merchants call many of the needed supplies to his attention, the seed catalogs and the mail order catalogs may, and then money needed for the upbuilding of the community goes gallavantin'.away.

Copy may sell even the hardest prospect. Why not write some good interesting copy and then take it to your local merchant. Explain the situation and show him how little it will cost him to get his message to the farmer. Will your merchant turn down good copy?

Every farmer is interested in chickens now. He wants to raise a high percentage of the chicks which he hatches or buys. Take this little ad to the merchant, maybe there are several of them, - you'll have more advertising.

Let us help you insure your Spring Chick Crop

You want to raise at least 90% of your baby chicks and you can if you consider our two good policies of insurance.

For an excellent commercial mixture we recommend-----
Thousands of poultrymen like it because of its cheapness and reliability. There are no mixing troubles - everything that the chick needs is contained in the mixture.

If you like the Wisconsin chick ration and like to mix your own we have all of the necessary ingredients. They are -

80 pounds ground yellow corn
20 pounds wheat middlings
5 pounds pearl grit
5 pounds ground raw bone
1 pound common salt

----- Name

----- Address

Build Wisconsin

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Volume 4

April 5, 1926

Number 14

MUTUAL COOPERATION IS THE ANSWER

What the reader might do

Give the paper information on all progressive matters.

Use display or advertising columns.

Have a local forum for exchange of ideas.

Patronize the printing department for letterheads and envelopes.

Subscribe to keep in touch with the community.

Exchange helpful ideas on labor saving devices for the farm and home.

Engage the editors confidence on all matters relating to the welfare of the community. His newspaper is a great potent force.

Expect the paper to digest agricultural literature and present "meaty" summaries.

Expect the paper to play up farm news as prominently as town news.

Expect the county agent or high school teacher to contribute timely informational matter.

Be tolerant of the advertising. Remember that it is intended for you and constitutes the editor's bread and butter.

THE South Carolina farmer who inquired about the use he should expect to make of his local newspaper has been answered. Wisconsin weekly editors, as usual, have promptly come to our rescue.

At the left are the answers which seem to be quite comprehensive and complete. We have summarized the material in this manner that the points may be outstanding.

The whole relation, according to the replies of Badger editors, seems to be a mutual one. They feel that the reader and the editor must cooperate for the mutual welfare of the community. They feel that the farmers are entitled to their just proportion of space. They believe that a new farm home means just as much for the community as a new town or city home.

Every worthy cause requires the papers support - whether the farmers are building a farmers hall in the town or whether the town people are building a community building.

Perhaps, for the common good, through the guidance of the paper, the town and country folks

can unite their efforts and build a joint hall which the community will feel to be its very own. Perhaps the editor can lead in making community grow where town and country grew before.

Build Wisconsin

These Sheets, published Weekly in the Interests of the Community Newspaper, are Issued by the Department of Agricultural Journalism of the Wisconsin College of Agriculture in co-operation with the Weekly Press of Wisconsin.

Volume 4

April 12, 1926

Number 15

The Editorial

The Town

The Country

The Community

- need leadership.

Many

Wisconsin

Editors

are

Meeting

the

Challenge.

The Practical Why -

"There is no agency so necessary to community progress as the weekly or semi-weekly newspaper. It is to the community what the locomotive is to the train.

"If the locomotive moves the train moves. Similarly, a wide-awake progressive newspaper makes a wide-awake progressive community; and any reasonable program of achievement that it sets and wisely works for, in the interest of all the people, can be realized".

- Osman C. Hopper

The Scientific How -

Students of the Journalism Department at the University of Wisconsin recently got up a checking sheet on editorials. Here are some of the tests:

What apparently was the occasion for writing the editorial? What are the evident sources upon which the writer drew in preparing the editorial?

Does the writer deal with the subject broadly or pettily? Does the editorial aim primarily to explain, to prove, or to persuade?

What form of argument is used? Are there fallacies in the argument? Is the length of the editorial proportionate to the importance and complexity of the subject?

Could you change the order of the ideas and thereby make the editorial clearer and more effective?

Could any part of the editorial be omitted to advantage? Is its typographical form suited to the class of readers to which the editorial appeals? Does the writer maintain throughout a tone appropriate to his subject and his treatment of it?

- National Printer Journalist

(More)

"Newspaper readers are not only entitled to thoughtful expression from their editors but editorials may also give character to a paper. Readers expect their editors, through wide acquaintance with the community, to form opinions which will enable them to be leaders and up-standing men in the community". -

A. F. Ender, The RICE LAKE CHRONOTYPE

It is not difficult to agree quite heartily with Editor Ender. The editor can do much for the advancement of the town, the country and the community as a whole. Some of this leadership can be exerted by editorializing from time to time on important local issues.

Editor Chas. Lowater of the Spring Valley Sun has an interesting, constructive editorial column. He writes as follows:

A HOME, NOT A BOARDING HOUSE

"Let's consider first the needs of our own people - those who make up the home community - not the village of Spring Valley alone, but all who consider this their home town. Let us plan so that these home people will be able to make a good living here, first; and next, that they be able to find all needed recreation and social pleasures right here at home.

In other words, let's make the Spring Valley community self sufficient, providing everything needed for prosperous happy and intelligent home life. We can do it if we will."

PUTTING ALL THE EGGS IN ONE BASKET

----Farmers in this vicinity have seen the fallacy of planting all their land to potatoes. Our best and most prosperous farmers have not put all of their eggs in one basket. First of all they have gone in on some scale for dairying. Next they have diversified their crops to a large extent. On the average they have come out way ahead of the one crop farmer.

Both of these papers have editorial columns 20 ems wide and they use large, well leaded type to make the editorials easy to read.

(More)

The Newspaper is a Mirror

Practically every town is a reflection of its newspaper or newspapers. The newspaper can tie town and farm together. When it ties farm and town together for the common good, it is promoting the welfare of the community. One such paper is the Waterloo Courier.

The question of building a community hall has long been under discussion. The merchants and townspeople have been unable to finance the undertaking with the result that a badly needed community hall has not been built. Recently the farmers felt that they needed a hall in the town as a place for the cooperative shipping association meetings and a place to be used for social gatherings during the winter.

They, too, found difficulty in arriving at any action. Finally, through the interest of the Courier, the merchants were brought to consider the matter of a joint hall with the farmers. Almost half of the shares needed for the building of the hall have already been sold.

Editor White writes -

GRASPING AN OPPORTUNITY

"Courier folks saw in this proposition an opportunity to get for the community two things which it has needed for many years: 1. a place for farm activities, and, 2. a winter sports auditorium—both together at a price it can afford to pay.

"Therefore, the Courier will push this proposition believing its consumation the greatest thing that has ever happened to Waterloo and its surrounding trade districts as a builder of genuine community SPIRIT."

Waterloo folks, farmers and townspeople are reading the Courier with interest these days.

There Are Others

We could print a lot more fine agricultural editorials which appeared this week. There are the Spring Valley Sun, Mukwonago Chief, Sparta Herald, Algoma Record-Herald, Frederick Star, and Fort Atkinson Democart. Many other undoubtedly appeared in papers that did not come to our desk.

When 350 weeklies give such support, Wisconsin will thrive as never in her history.

Build Wisconsin

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Volume 4

April 19, 1926

Number 16

Circulation —

Always a Big Problem
How Some Badger Editors are Solving It.

High school departments, better quality paper, more complete gathering of the news, appealing to farmers through a special farm department, comic sections, circulation campaigns, good rural correspondents, - all of these are credited for the building of circulation. "

SAMPLE COPIES ALWAYS HELP

The occasional "blanketing" of your territory with additional copies of your newspaper may be an idea for publishers who have never tried this out. Postal regulations permit publishers to send out ten per cent of the total weight, mailed to subscribers during the calendar year, as sample copies which may be mailed at any time.

- Warren D. Leary

"By a continual striving for the improvement of the paper we attempt to build circulation", say editors replying to a questionnaire sent out by the University of Wisconsin. Many of them report excellent increases in the number of their subscribers.

"We increased our circulation by more than 900 in 1925", says A. A. Washburn, of the Clintonville Dairyman-Gazette. The circulation of this paper has increased from less than 900 to nearly 300 in five years. Its editor seeks to get out a paper which appeals to farmers over a big territory.

Frank J. McCay, of The Walworth Times, reports an increase of 14% for 1925. He attributes the increase to better news gathering and a better quality of paper. "The High School department draws many new ones", he says.

Spradling and Mc Coy, of the Sparta Herald, stress the importance of a live subscription list. They weeded out 150 dead-wood subscribers.

"The Little Partner of The Badger Weekly"

Novel Stunts Attract Subscribers

V. W. Pratt, publisher of the Elkton, South Dakota Record, has a novel innovation in the hidden money contest which he recently introduced to his readers.

In the hidden money contest, extra letters were placed in some of the display ads. These letters, when assembled in the proper order, spelled the name of one of the advertisers. At his place of business the editor deposited \$2.00 and the first person to call on the advertiser to collect the money was the winner. The first contest was such a success that it was repeated in a second issue.

During the month of November the Record sent a sample copy to every home in the territory. "It resulted in more advertising, more pages, and a better newspaper for Elkton", says Editor Pratt.

Recommend New Circulation Policy

"Collect When You Can", has been supplanted by "Pay Now" in the case of two South Dakota editors. This advance toward better business and, consequently, better journalism is being made by these editors after fifty years of experience in publishing a paper in their towns under the old system of "Collect When You Can".

"We don't intend to force the paper on any one but we do hope to get pay for those we send out", says a recent editorial. These editors are stopping all papers not paid for in advance and are sending a bill with subscriptions overdue.

Advocate \$2 Subscription

Trade papers advocate the increase of subscription rates to \$2.00 a year. Many Wisconsin weeklies have already raised their rates to this point and have experienced little loss in the number of subscribers. If the home paper is newsy enough, the subscriber will not worry over the extra fifty cent charge.

Weekly editors are sometimes urged to study some of the promotion schemes of the city papers. Perhaps a good ready print serial will attract readers, if proper attention is directed to it from the news columns. Much reader interest can be stimulated among the farmers and some subscriptions can be added if farm news is given adequate space. We believe the farm field is the greatest potential circulation field.

A lively interest in the welfare of the community and an active interest in projects affecting the community are certain to draw subscribers to the paper.

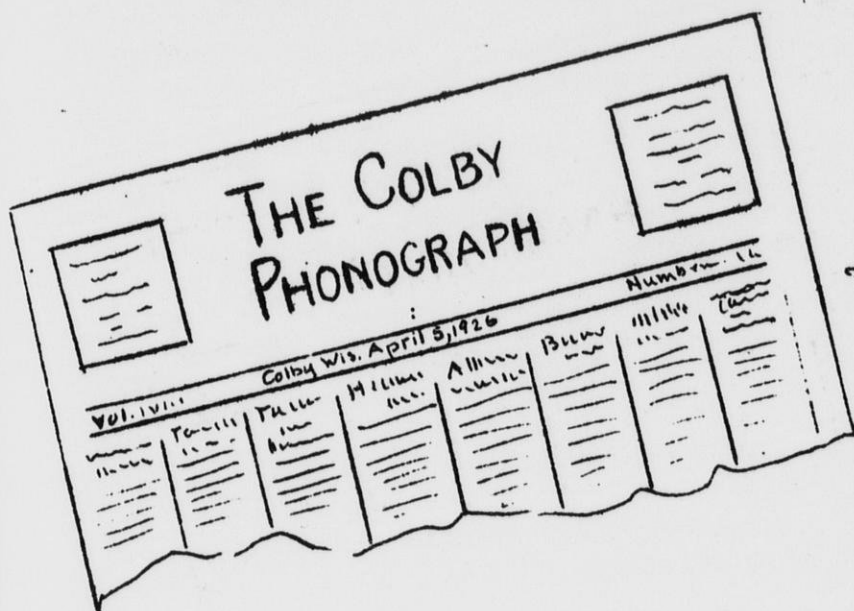
Build Wisconsin

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Volume 4

April 26, 1926

Number 17



BADGER WEEKLIES EXCEL
PAPERS OF NATION
IN VARIETY OF
NAMES

Wisconsin weekly papers are different. Almost one-third of them - 103 to be exact - are individually named.

It has been claimed that for the United States as a whole, almost one-half of the papers use either alone, or in combination, the word, "Journal".

This is a surprising condition, for newspaper editors are credited with having much originality and resourcefulness. In the naming of the paper, there is a great opportunity to incorporate the features of the town that the paper may have an individuality of its own. Such papers as the Oil City Derrick, The Tombstone Epitaph, the Steamboat Pilot, of Steamboat Springs, and the Nome Nugget are never in danger of losing their individuality.

While Wisconsin has but five weeklies named Journal, it has thirty-two named News. Such names as Times, Enterprise, Herald, Press, Record, and Reporter are also quite popular occurring between nine and twenty-six times in the state.

And a lot of unusual names are found in the weekly list. THE MUGWUMP, of Slades Corners, is one of the interesting names. Another is THE MAZOMANIE SICKLE. Among the more popular names are Review, County News, Republican, Tribune, Leader, Advocate, Chronicle, Star, Courier, Advance, Post, Sun, Free Press, Pilot, Gazette, Democrat, and County Herald.

THE COLBY PHONOGRAPH is one of the distinctive list. Of course, there are others which show originality on the part of their founder. In this roll there are such names as River Miner, Favorite, Gleaner, Blade, Pioneer Press, State Center, County Citizen and Progress. The County News Shield, Weekly News, County Ledger, Atlas, The Vindicator, Countryman, Broadcaster and Quill are other names chosen by discriminating Badger editors.

"The Little Partner of The Badger Weekly"

THE KINGSTON SPY seems to say, "I have a penetrating eye; I will report all your deeds whether or not they be for your renown". An interesting background seems to be hidden in the names of many of the Badger papers.

Other unduplicated names are News-Wave, Statesman, Weekly Events, Times Observer, Express, Valley Farmer, Bee, State Register, News-Calumet, Times-Call, New North, Pick and Gad, and Scout. Similarly unusual are Central Union, Local, Nonpariel-Journal, Success, State Banner, Dial, Transcript, Independent-Register, Teller and News-Letter.

Only a few of the state weeklies display their political connections such as Republican Journal, Journal-Democrat, County Republican, Independent Journal, Standard-Democrat, County Democrat, Democrat, Independent and Republican. Even here, however, in many instances the politics of the paper has changed without a change in name. We are even told that there have been Republicans published by democrats and Democrats edited by republicans. Apparently, then, there is much and there is little in a name.

GARLOCK WRITES INTERESTING SERIES
FOR WISCONSIN AND MICHIGAN EDITORS

The "Tales of the Thirty-Second" are being interestingly written by G. W. Garlock, of the WEST SALEM NONPAREIL JOURNAL.

Garlock was a Lieutenant Colonel in the 32nd Division and saw action where the fight was thickest.

Since Editor Garlock saw service with Pershing, Liggett, Haan, Boardman, McCoy and other great leaders, this feature will likely prove of interest to Badger editors.

VETERAN BADGER EDITOR RETIRES
AFTER FIFTY-TWO YEARS OF SERVICE

For nearly seventy years the BADGER STATE BANNER of Black River Falls appeared regularly. After fifty-two years of service on this paper, George F. Cooper, is retiring and has sold the paper to Merlin Hull, of the Jackson County Journal. The combined papers will appear under the name BANNER-JOURNAL.

Best wishes to you Editor Cooper and congratulations Editor Hull.

WOMEN APPRECIATE SPECIAL DEPARTMENT
WITH VARIETY OF INFORMATIONAL
EASY-TO-READ MATTER

WHAT do women readers want?" That is a question of growing importance to every wide-awake editor.

The few unclassified recipe "fillers" that once seemed adequate no longer meet the needs of his women readers. Today, more than ever before, he is realizing the need of a women's department which includes interesting and informative material in condensed form on such phases of home-making as food, clothing, shelter, health, recreation, and education.

Adding regular columns on vegetable cookery, general nutrition, marketing, health, and child training are only a few of the suggestions presented by Mrs. Walter C. Peirce, at an Ohio Press Association convention. Through a health department she believes that much may be done to promote community health. With the assistance of a community health commissioner the people may be informed from week to week of the symptoms of and ways to prevent contagious diseases.

Ideal Newspaper Has Calendar

"The ideal county newspaper", she states, "carries as a permanent feature a calendar of coming events: dates, speakers, and definite places of meeting of the various township farm bureaus, of all the 4H Clubs, parent-teacher associations, and specialists' group meetings. Something of the nature of the programs may be added as the time approaches for these meetings.

So important seemed the question "What do women readers want?" that Mrs. Ida Migliario, editor of the Household Magazine, recently made a tour of the United States to talk in person with a number of readers. It was from this experience that she has drawn her conclusions that her women readers want well-rounded information on the subject of homemaking.

"The woman wants short, snappy material, and she wants informational matter easily read", informs Mrs. Migliario. "She wants something to file, something to take to her club, something to use in answering roll call, or something that she can give on a club program as well as something to help her with her homemaking. The need of brevity complicates the editor's work. To condense the matter of an article into a few words is difficult, but essential."

It's up to the editor.

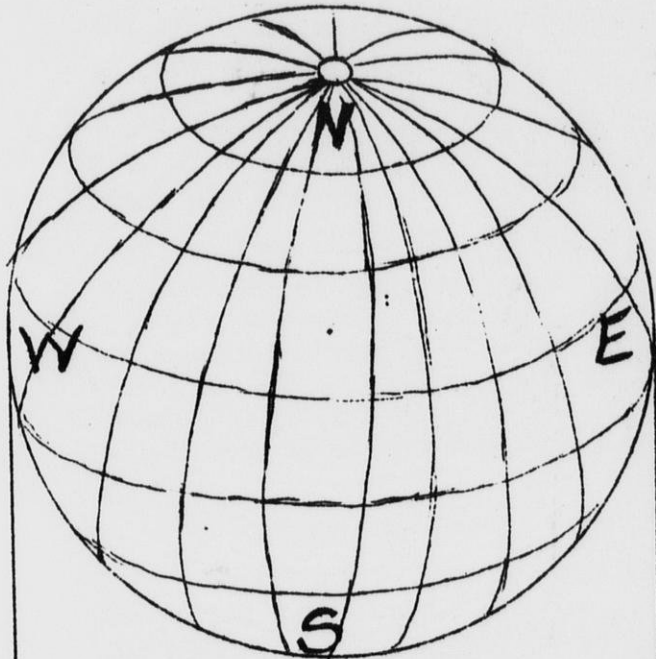
Build Wisconsin

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May 3, 1926

Number 18



News, according to legend, represents the letters which stand for the four directions. Many of the early newspapers publish this sign on their front page to denote that they were gathering the news from all directions. Then it is thought that some editor, at some time, did not have room to print the customary sign so he arranged the letters
N.E.W.S.

News -

Town and Country Are Full
Of It

Every weekly newspaper has a twofold news problem. Its news territory covers both town and country.

"Although the news of Wellington is covered adequately, a special effort is made to get a representative amount of news from the whole county", says Henry Deskins Wells, editor, The Wellington (Texas) Leader. Since it is difficult to get more than local briefs from the community correspondents, a field man is employed. He travels over the Wellington trade territory, according to Wells, and writes up each farmer as he visits him.

"The fieldman's column", according to Wells, "is carried on the front page under the title 'Ramble over the County'. It is one of the interesting features of the paper and the town people read it nearly as closely as the farmers."

The town news is divided in two general divisions. The first is that news which commands display heads because of its importance. This class included news of unusual happenings, town and country developments, civic and agricultural programs and other news that wins a display head.

The slogan of the local news gatherer is "names", asserts this Texas editor. Each issue of the paper contains from 300 to 500 names. A column called "Here and There" is conducted to give brief interviews with various people of the community.

(more)

"The Little Partner of The Badger Weekly"

Wisconsin Weeklies Are Reaching Out

Wisconsin weeklies are reaching out into the open country. In many instances, a new farm home is now considered as important as a new town or city home. Farm meetings and important farm doings are slowly reaching the front page of the local newspaper.

From a single pile of papers received by BUILD WISCONSIN we clipped many interesting agricultural articles. Not all of these papers confine their agricultural material to one page. The editors of a large number feel that the folks on the farm are interested in all the news in the paper, even if it is distributed through the paper in accordance with its news value and general community interest.

In this way, when of sufficient importance, farm stories head the columns of the front page just as might the news of the banks, the schools, the clubs, or other community institutions or enterprises. This practice really seems to be becoming more general and editors, who favor this plan, insist that "every page of the country weekly is the farmers page" and that, in consequence, the farm and the rural home should not be accorded either a special page or a special department.

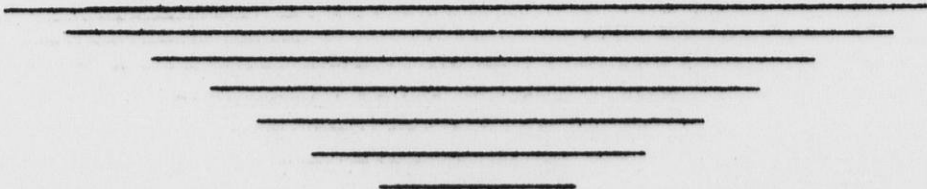
Much Variety Possible

Similarly, there is wide variance in the method of securing and preparing agricultural material. On some publications like the Elkhorn Independent or the Long Prairie (Minnesota) Leader an experienced agricultural editor or reporter is responsible for the news of the country. On such others as the Luck Enterprise or the Door County News this responsibility falls upon the editor, himself, who is familiar with agricultural conditions. And on still others considerable cooperation is obtained from the county agent, agricultural teacher, or club leader.

Can Use Country School News

Some editors make a speciality of letters from the rural schools of the county. The Lapeer County Press, of Lapeer, Michigan, is such a paper.

Editor W. P. McGuire recently headed the department "News of the Activities of the County's Rural Schools". Letters from three to four column inches are numerous. To maintain interest, special assignments are worked up, such as an article on how the different rural schools got their names. The school news editors prepare the information.



Noted Journalist Believes That
Education and Training Will
Raise the Standard

THE country weekly with its clean news columns, with its inspiring editorials, with its desire to really help its readers is bound to bring about a change in the journalism of the country.

So believes W. W. Ball, Dean of the School of Journalism at the University of South Carolina. He believes that men and women of character, intelligence, and scholarship will possess themselves of it. Dean Ball is convinced that one of the best excuses for the schools of journalism, grinding out journalists, is to expound and impress the opportunity of the country weekly.

Journalism Students Should Enter Field

Just recently three Wisconsin weeklies were edited by students from the Course in Journalism at the University of Wisconsin. These students obtained a better idea of the importance of the weekly and they returned to their classes better able to understand a discussion of the weeklies' problems.

"Conditions have changed greatly in the country newspaper field during the past ten years", says O. W. Little, field secretary of the Kansas Press Association. The country field offers inducements today that no one can afford to overlook.

To be called a country editor no longer brings a smile of derision or pity, Little declares. Scores of country editors are among the outstanding and prominent men of the country. They are known as writers, lawmakers, orators and business men.

The country editor of today, if he is the right kind, is no longer the doormat of his town, dependent on the tolerance of his fellows or the business crumbs that drop from another's table, exclaims Little. The country editor is a business man.

AN EDITOR'S INSPIRATION

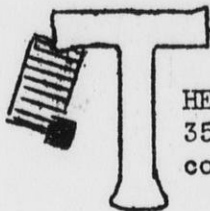
An editor has been inspired, after looking over his list of delinquent subscribers, to compose the following:

"How dear to our heart is the old silver dollar,
when some kind subscriber presents it to view; the Liberty
head without necktie or collar, and all the strange things
which to us seem so new; the wide-spreading eagle, the
arrows below it, the stars and the words with the strange
things they tell; the coin of our fathers, we're glad that
we know it, for some time or other 'twill come in right
well, the spread-eagle dollar, the star-spangled dollar,
the old silver dollar we all love so well.-Borrowed

MAST HEAD MAY DO DOUBLE DUTY

A SUGGESTION

Brief Sketch of Community and Weekly May be Displayed on Editorial Page



THE COVERING of rural Wisconsin effectively by its more than 350 country newspapers is based on the thorough serving of each community by its local weekly.

Serving the local field includes, among other things, developing in the minds of the home people an appreciation of the community, its institutions, industries, countryside, and its enterprise and vision.

Some of this valuable material, condensed into a few paragraphs, has been carried in BUILD WISCONSIN during the past several months. The community and its mainstays were the subjects of these sketches.

Despite the fact that BUILD WISCONSIN aimed to acquaint other editors with your newspaper community, we doubt if all the local people knew all the material that was embodied in these short paragraphs. Why not, starting this week, revise the two paragraphs that covered your town and newspaper, boil them down and then set them in a box in some conspicuous part of the paper, preferably the top of the editorial column? These could be run on this page for several weeks at a time.

Short, stripped to its very edge, without any braggadocia, a brief thumbnail sketch on the town and rural community might include

- location and extent into the country
- size
- chief industries and type of farming
- wealth
- local institutions
- number of rural routes
- summer attractions
- traveling facilities

Just as concise would be the sketch on the home newspaper. This would give

- date and place of establishment
- early editors
- mergers and changes
- circulation and present field
- present policy

After setting these two short paragraphs in the box, won't you send BUILD WISCONSIN a marked copy of the paper carrying them?

Build Wisconsin

These Sheets, published Weekly in the Interests of the Community Newspaper, are Issued by the Department of Agricultural Journalism of the Wisconsin College of Agriculture in co-operation with the Weekly Press of Wisconsin.

Volume 4

May 10, 1926

Number 19

BADGER EDITORS OF 60'S
DEVELOPED READY-PRINT



WHEN AN inventory is taken of Wisconsin's contributions to the progress of the nation, somewhere in the list will be found an item that has become one of the editor's handiest newspapering tools - ready-print.

Though neither invented nor used for the first time in the state, it was not until a group of Wisconsin country editors experimented with it, that ready-print became a practical reality in newspaper making. During an emergency, ready-print, in rough and only fairly satisfactory form, was used by the open country editor; and, as a result of this trial, such improvement took place that, in a relatively short time, it became an almost necessary adjunct in the shops of both daily and weekly newspapers.

Editors Faced Hard
Times in Civil War

At the time of the Civil War, many an able bodied editor or husky "devil" marched away with the volunteers. As a result, the activities of most newspapers were noticeably handicapped. In the small towns, where this shortage was most acute, the majority of weeklies reduced their size and a large number suspended publication.

This, at least, was the situation at Baraboo, in Sauk county. About the first of July, 1861, Editor Ansel N. Kellogg, of THE REPUBLIC, short-handed by the loss of his journeyman printer, Joseph J. Weirich, a recent recruit of the Union forces, encountered more than the usual difficulty in getting out a full sheet on the regular day of publication. Determined to keep the paper alive, Kellogg went to Madison and obtained from David Atwood and Horace Rublee, publishers of the Madison Daily Journal, some half sheet supplements, printed on both sides with war news. These were folded and distributed with the home-printed material.

Prints One Side
of Sheet at Home

While mailing out his combination paper, the Baraboo editor conceived the idea of printing only one side of a sheet in Madison and putting local material on the other side. This, he reasoned, would make a neater job than the full sheet supplements and would save nearly as much time and labor. He, therefore, ordered his next supply of paper printed on one side of a full sheet, and on July 10, 1861, when he issued his regular edition, half of the paper consisted of news from the Madison daily and the remainder of the REPUBLIC was filled with local material.

"The Little Partner of The Badger Weekly"

This was a red letter day for modern newspapering. It is considered to be the real beginning of the ready-print industry. However, the idea of saving time and labor by avoiding multiplicity of printing was not new. Even as early as 1857, it was practiced to a limited extent in England. And at the time of the Mexican War, a Vermont printer, Andrew Jackson Aikens, successfully made use of away-from-home printed pages in preparing the SPIRIT OF THE AGE, published at Woodstock. In 1851, Hagadorn Brothers, publishers of the Staten Islander, used ready printed insides that they obtained from the NEW YORK SUN. However, neither Aiken's nor the Hagadorns' experiments made a noticeable impression on country journalism.

That Kellogg at Baraboo succeeded with ready print is illustrated by the fact that, within a few months after his first issue, four other papers were using the service. These were the BRODHEAD REPORTER, COLUMBUS JOURNAL, RICHLAND OBSERVER, and the JUNEAU COUNTY ARGUS, all of which were supplied by Atwood and Rublee. The material in these sheets had formerly appeared in THE JOURNAL, but because of its general nature, it was still of interest to the readers of country newspapers.

Other Badger Weeklies
Follow Baraboo Paper

Early the next year, 1862, T. L. Terry, editor of the BERLIN COURANT, saw possibilities of an association of publishers which would print inside sheets at a central office. These were to contain material of interest to all the weeklies and would be distributed at cost. He planned to defray expenses by carrying advertising on the ready print sheets. Nothing of importance resulted from Terry's plan due to the fact that a snow blockade kept the publishers away from the proposed meeting. At this time, Atwood and Rublee were serving more than 30 papers but they were not using the advertising feature.

The publishers of the MILWAUKEE EVENING WISCONSIN, Cramer, Aikens and Cramer, were convinced in 1864 that the new labor saving device was headed for a bright future, and they entered the business, their list of clients numbered four at the start. Aikens of the Milwaukee firm was the Vermont printer who, 20 years earlier, had used ready-print. He remembered that back East, a Boston Business Directory had been sent to New England editors. This gave him the idea of carrying a directory of Milwaukee merchants in the ready print section. The plan proved successful and the Milwaukee business cards became a feature in the weeklies that patronized the EVENING WISCONSIN.

Milwaukee Publishers
Use Ready-Print Ads

In a relatively short time, the Milwaukee organization expanded its business until it was sending ready-print, containing the advertising cards to more than 30 papers. This application of Editor Terry's plan by a private organization

rather than a cooperative printing association enabled the EVENING WISCONSIN to lower the cost of ready-print to a point where it was nearly as cheap as blank paper. The majority of weeklies patronizing Atwood and Rublee naturally turned to the cheaper source of supply.

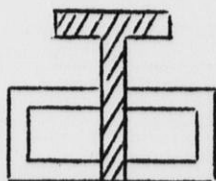
Business Expands
to Other States

Kellogg, feeling that the business would develop in other states as well as in Wisconsin, sold the BARABOC REPUBLIC, and, in 1865, went to Chicago where he established the first plant that prepared ready-print sheets set up exclusively for the country newspaper. At first, his clients numbered eight, five in Illinois, two in Wisconsin, and one in Minnesota. His sheets contained seven columns, without date of heading, all were exactly alike and were printed on the same day.

It is not to be thought that ready-print had smooth sailing during these years. Naturally it encountered opposition. Editors, opposed to the service, scornfully called it "patent insides" and said that it would deaden enterprise, and consequently the weekly paper would deteriorate in originality and quality. Its friends, however, contended that, by lightening the burden of the editor it would enable him to put more time on his local material and thus produce a better newspaper.

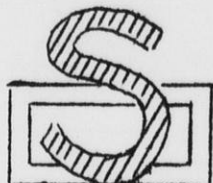
In 1866, the Madison publishers, Atwood and Rublee retired from the ready-print business. Kellogg's clientele increased and he, with remarkable initiative, established numerous supply houses in the country. In 1906, when his business was sold to the Western Newspaper Union, he operated nine houses and supplied 1,827 newspapers with the service.

EDITOR PIEPER SPEAKS
HIGHLY OF HIS LOCATION



HERE ARE many attractions in his community that appeal to Editor Frank E. Pieper, of the Hilbert Favorite, but there is none that he feels is as important to the welfare and prosperity of Hilbert as the fact that it is located in the heart of a celebrated dairy section. He expresses this idea everytime THE FAVORITE goes forth to Calumet county folks. On his mast head, conspicuously placed below the name of the paper, he has set "Published in Calumet County - 'The Milk Vein of the World'".

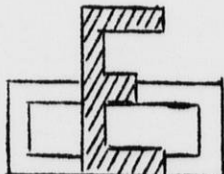
PLAIN BORDERS AID TO
MAKE EFFECTIVE DISPLAYS



IMPLICITY in the make-up of a weekly newspaper is just as appealing and effective as ever. This is especially true in laying out the display advertising. The borders, for instance, can be made attractive even with common ordinary rules and line. Some printers have at times felt that the simple and common lines were too homely and did not carry a sufficiently decorative effect for use in special advertisements and on booklets and pamphlets that were done in the printing department.

Evidence that the simple borders, which are dignified and yet friendly, are, for the most part, superior to the elaborate and ornate finishes furnished by the large number of newspaper and magazine advertisements that are enclosed in a very simple dress. There appears to be a tendency to use the simplest form and construction in every branch of mechanics. Of course, the typography of the copy of these ads is neatly done and there is plenty of white space intervening between the border and the type.

WIND BLOWS TOWARD MORE
DAIRYING AROUND BLAIR



EDITOR H. C. Kirkpatrick, of Blair, took stock of his section of Trempealeau county in the last issue of the PRESS when he compared the March pay check of the local creamery with that of the same month of last year. Boxed, column wide, this comment framed as an editorial, was set at the head of a front page column. Kirkpatrick called his friendly talk "Six Thousand Dollars More". It continues:

That's what the farmers of this community produced last month over the corresponding month of the year before. And we venture the assertion that they did it with no increase in expense to speak of. This section is fast becoming one of the real dairy sections of the state and our dairymen are becoming more and more adept in extracting the lacteal fluid from bossy at a minimum of expense. One result of this is that at a less price per pound for butterfat, the local creamery paid out \$6,287.77 more for March butterfat this year than they did for the same month last year. Average that up for a year and you get \$75,462.24. Distribute that among the farmers of this community and you will agree that it will make a considerable difference. And the Lord knows they are entitled to it. Rolling out at four or five in the morning and milking fifteen or twenty cows before breakfast isn't some people's idea of a holiday, but to a man who is interested in farming, and especially in the dairy end of it, that early rolling out is distinctly preferable to sitting in a stuffy office or store eight or ten hours a day. And we'll say that the farmer has the laugh on the office man at that.



EARS ON EAST HEAD TELL OF COMMUNITY'S MAINSTAYS

THE EARS on the mast head of the MILLTOWN NEWSMAN carry at the present time two significant community building statements. In one, Editor George Cook states, "Milltown Co-op Creamery Turns out Three-Quarters of a Million Pounds of Land O'Lakes Butter Annually." The other reads, "Milltown Farmers are Growing 1,250 Acres of Peas for the Frame Canning Factory Now Under the Course of Construction. "

Both of these ears, set in bold fact, are 11 picas wide and about 5 lines deep.

WORDS TO SQUARE INCH

The first column gives the size of type; the second gives the approximate number of words to the square inch of composition in that type.

5 point solid	69
5 point leaded (1 pt.)	59
6 point solid	47
6 point leaded (2 pt.)	34
8 point solid	32
8 point leaded	23
10 point solid	21
10 point leaded	16
12 point solid	14
12 point leaded	11
14 point solid	11
14 point leaded	7
18 point solid	7
18 point leaded	5

-- Country Publisher, Winnipeg.

HEALTHY CIRCULATION BUILT ON NEWS SERVICE



"VOLUNTARY growth of newspaper circulation", declares Dick Pugh, Editor of the LUCK ENTERPRISE, "can be traced to the standing of the publication in the community."

As new subscribers enter the fold of the ENTERPRISE, Pugh gives their names and addresses in a small box at the bottom of a front page column. Last week he added six names. People enjoy seeing their name in print. Maybe the fact that this Badger publisher gives prominence to these new clients has something to do with this unusually effective method of increasing circulation.

Build Wisconsin

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Volume 4

May 17, 1926

Number 20

The Coming of the Weekly Paper From Our
Old Home Town is Like the Visit of a Friend.

It keeps Us in Touch with the Happenings
and Prevents that "Rip Van Winkle" Feeling
When We Go Back. - An Old Timer

Many Suggestions Are Offered
By Distant Subscribers Who
Want Old Home
Town News



THE expression of an old timer, reproduced above, is a splendid advertisement for the old home town weekly. It is but one of the many received in connection with a questionnaire recently sent out by Build Wisconsin.

We are passing on some of the comments made by men and women who, long since, have left the home town and who seldom return to visit relatives and friends. Just as they come we are reproducing them - the roses are mixed with the thorns. We are sure, however, that we will all profit by their viewpoint, and that from many of them we may receive new inspiration being thankful for this opinion which has been rendered fairly, we hope, and without prejudice.

"Our old home town weekly acts as the middleman between the activities of community life back home and we who are stationed at more distant places", writes a Pepin county native.

"Beyond the boundaries of the immediate community, continues this man, the paper holds very little interest for its readers. This is due to the very small amount of educational matter contained within its columns. National and state news, along with agricultural information, is very, very limited.

"The Little Partner of The Badger Weekly"

Lack of space is undoubtedly the reason, -- the editor catering to the idea of filling his pages with ads upon ads and paying little attention to the news value.

Agricultural News Is Important

"There is an open field for a real honest-to-goodness farm page section throughout the circulation area of the paper. Farmers in this area are eager to grasp the latest findings of experimental workers. If the editor could be induced to add a page of real agricultural information written by a 'live-wire' agricultural writer, I believe the circulation would increase 50 per cent and the benefit derived from the printed pages would increase a like amount."

Californian Offers Suggestions

"My home town paper is not unlike many of its fellows in this country. It is no better and no worse." In this manner a Californian characterizes his home town weekly.

This man has other pertinent thoughts which are interesting for they convey a readers impression of the publishing field. He continues: "I doubt if many of those not actively engaged in the newspaper business have ever stopped to realize that the newspaper renders a physical service to its community in that it is a factory where raw products and labor are combined to produce the finished product.

"As a factory this institution has a payroll that helps to keep the wheels of commerce turning. Some communities pay high bonuses for factories, giving free power, free light, etc; and yet overlook the fact that they have a busy factory in the shape of their local newspaper plant.

Stresses Educational Value

"In addition to this physical service, the newspaper renders an educational service. Educational authorities have said that 90 per cent of the world's education attained after the age of eleven years, comes through reading newspaper. This is a tremendous responsibility to place upon the men who make our newspapers.

"The newspapers, in addition to keeping their readers informed on the happenings of the day, the development of science and industry, keep the people informed about their government which is the greatest safe guard against corruption."

Local Items Rank High

Local items seem to be as popular with the old readers who have left the town as they are with the local subscribers

"One of the home papers comes to my desk regularly and when it comes I always pause a moment to see what is going on in the old home neighborhood," writes another friend of the home town paper.

"Local items, mostly of a personal nature, interest me most. One wants to know what the schoolmates of former days, the friends and neighbors of the old farm home, as well as other acquaintances are doing; so I should say from the standpoint of my casual reading, the short personal news items interest me most.

"There is, of course, also a larger viewpoint. The town paper reflects the progress of the community and by following its pages one knows what is going on without having to wait until one can see things first hand."

Another Sums It Up

My old home town weekly has been coming to me regularly for the past 35 years and I look upon it as a compendium of information, writes a prominent extension worker. He adds, "It comes just like a visitor from the old home."

"I enjoy reading its local news items; the editorials, including social, economic, industrial, political and other interesting discussions are in like manner eagerly read when the paper reaches us, he concludes."

AN aggressive newspaper editor is Dick Pugh, of the Luck Enterprise and part owner of the Frederick Star who has now leased the Milltown Newsman. The Newsman will be changed to its former name the Herald.

The future plans of George Cook, former publisher of the Newsman, are indefinite at this writing.

Mr. Pugh will give his personal attention and supervision to the Milltown paper, but will continue to devote the greater part of his time to the Luck Enterprise.

BUILD WISCONSIN extends best wishes to Editor Pugh.

Both Hartford Papers Now
Under Same Management

BIG things are happening in Hartford. The HARTFORD TIMES and THE HARTFORD PRESS are now owned by C. R. Hathaway, the former owner of the TIMES. Fred L. LeCount, retiring publisher and owner of the PRESS, sold out to the owner of the TIMES because the two publishers felt that two papers was one too many for the field.

"Elimination of competition in the newspaper field means just one thing," says Editor Hathaway, and that is a better paper, more news, more features, wider circulation and a better advertising medium.

For the present, both the TIMES and the PRESS will be published, but they will both carry the same news and the same advertising.

An editorial policy which Editor Hathaway promises to maintain calls for a greater Hartford and community. "We shall ever strive", he writes, "to make of this a bigger and better community in which to live, try to bring credit and prestige upon our industries and upon our farmers and dairymen, and to keep the outside world fully informed upon what Hartford is doing and intends to do.

"We shall work for clean and economical government in city, county, state and nation. We shall work for those bills and that legislation which we believe will be of greatest value to the greatest number of people. We shall not be dictated to by any political party."

Editor Hathaway brings out another interesting fact which we cannot help but mention. A new era is dawning in country newspaper work, he believes. He points out that in the past few years out of over 12,000 weekly newspapers published in the United States, over 6,000 papers have been discontinued, consolidated, or just ceased to exist.

He adds, "The greatest detriment to any community is a weak, puny, ill-gotten up and poorly supported newspaper. And the greatest benefit is a strong virulent newspaper with financial resources and the ability to put across the big things that spell success and bring prestige to the town and the community in which that paper circulates. We second the motion.

To Fred L. LeCount, BUILD WISCONSIN bids farewell. Your 30 years of service in the country field have been well spent.

To C. R. Hathaway, BUILD WISCONSIN extends its heartiest wishes for success. May the city of Hartford support you well and may you in turn render a real service through an outstanding community paper.

Build Wisconsin

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May 24, 1926

Number 21

Arresting Slogans Attract Attention

Many Wisconsin
Weeklies Use Them

"The World's Greatest Newspaper"

"For You and Your Town"

"All the News That's Fit to Print"

NEARLY everyone in the Middle West is familiar with the slogan, "The World's Greatest Newspaper". A Chicago paper is using this phrase in its great drive for leadership in the newspaper field.

Another well known slogan in the Eastern newspaper field is that of the New York Times. "All the News That's Fit to Print", has occupied an important position on its masthead for a long time. The value of a slogan increases with time if it is particularly appropriate and has an appeal to the popular mind.

Examine the front page of other leading American newspapers and you will find that most of them utilize the attention getting and holding value of a slogan. "For You and Your Town", was originated by Arthur Capper for the Kansas City Kansan. The Indianapolis Star says, "Always First, Always Fair, Always Complete".

Many Wisconsin Weeklies
Use Appropriate Slogan

The large city dailies are not the only newspapers to appreciate the value of an earmark. Wisconsin country weeklies are assertive and they say some definite things about themselves and their community. Take the Spencer Record, for instance, with its slogan, "For the Whole Community", or the Elkhorn Independent with its catchy phrase, "The Letter From Home".

A Large Percentage
Boost Their Town

By far the greater number of Wisconsin weeklies center their slogan around a boost for their town and community. The Tri-County Record of Kiel says, "Kiel - The Little City That Does Big Things". The Brillion News proclaims that it is, "For a City of Thrifty People, Happy Homes, Busy Workshops", and The Chippewa Valley Courier professes, "The Courier Boost Every Worthy Cause".

"The Little Partner of The Badger Weekly"

Other papers in this group are The Walworth Times which carries the earmark, "The Paper Every Subscriber Likes To Read, It's a Community Newspaper". The Norwalk Star says, "Advertising Gets the Buyer and the Seller Together - Try it Out".

Luxemburg is "The Best Market and Trading Place in Kewaunee County" according to the slogan of The Luxemburg News. The Bangor Independent is, "Devoted to the Upbuilding of Bangor and LaCrosse County" according to the inscription on its own masthead. "Have Faith in Your Own Town and Your Own Town Will Have Faith In You", says The Washburn Times.

Of similar interest are the slogans of three other state weeklies. The Reedsburg Times claims "Reedsburg the Market Center of Sauk County". "Community Loyalty Pays Dividends", proclaims the Ladysmith News-Budget, while The Colby Phonograph asserts that it is, "Devoted to the Interest of Marathon and Clark Counties".

Unusual and Distinctive
Are Many of the Slogans

Displaying its interest in good government The Standard Democrat of Burlington voices, "A Government of the People, By the People and for the People".

The Sawyer County Record carries four outstanding statements on its masthead. They are: "Devoted to the Interests of Sawyer County In Particular and Northern Wisconsin In General", "There Is Only One Better Man Than the Man Who Gets Behind and Pushes, and That Is the Man Who Gets Ahead and Pulls", "With Fear In Your Heart You Are Already Half Beaten. Isn't it the Truth", "One Advantage In Being a 'Live Wire' Is That Folks Won't Step On You".

The Mukwonago Chief is "Thirty-Seven Years Old And Still Going Strong". The Independent Journal boasts "Chilton, The Badger City of Opportunities". "Hew Straight to the Line, Let the Chips Fly Where They Will", declares the Algoma Record Herald.

Printed In the Heart of the Penokees - the Berkshires of the Middle West is The Mellen Record. The Mendota Sun-Bulletin (ILL.) is, "Growing Every Day".

Only a few of the Badger weeklies give agriculture any prominence on their mastheads. But the Dairyman-Gazette is "Clintonville's Home and Farm Paper", while the Ojibwa Courier is, "For the Agricultural, Industrial and Social Development of Southern Sawyer County.

According to its own slogan the Delavan Republican is "Wisconsin's Leading Weekly Newspaper". The Door County News has "News Worth While".

THE Rice Lake Chronotype has installed a new linotype for better and quicker newspaper and job printing.

Says Editor Ender, "The rapidly increasing circulation of the Chronotype together with our advertising and job printing induced us to add to our mechanical equipment a multiple-magazine linotype for the quick and accurate news service and the production of superior job work."

Surely such efforts to serve will be appreciate by Chronotype readers, Editor Ender.

EDITOR H. E. Goldsmith of the Vernon County Censor has joined the ranks of the benedicts.

Build Wisconsin extends to Mr. and Mrs. Goldsmith the best wishes of Wisconsin weekly editors.

ALBERT L. Johnson of Harvard, Illinois has purchased the Genoa City Broadcaster. Along with the Broadcaster Editor Johnson also purchased the Richmond (Illinois) Gazette which covers a large number of small towns in Northeastern Illinois near the Wisconsin state line. Richmond and Genoa City are but a few miles apart.

Editor Johnson will undoubtedly consolidate the two papers. The Genoa City Broadcaster was established two years ago and has enjoyed an extensive circulation.

With your years of experience, Editor Johnson, you will be able to publish a progressive and prosperous paper in this locality. Build Wisconsin offers best wishes for success.

WHAT will undoubtedly be an interesting series is being started by Editors Spradling and McCoy of the Sparta Herald. Sparta and Monroe county people are being acquainted with the outstanding facts concerning Sparta and the county. The information is presented as follows:

Monroe County Facts--No. 1 During Last Year Monroe County Pro- duced 7,728,732 pounds of Creamery Butter.

SPARTA HERALD

Sparta Facts--No. 1 Last Year the Sparta Co-operative Creamery Produced 1, 296, 725 lbs. of butter.
--

Long Prairie Leader
Boosts Todd County

Although the Long Prairie (Minnesota) Leader is already recognized as one of Minnesota's leading weeklies, and, as a great friend of its farm readers, it is forging ahead making more innovations. It recently issued an eight page section on the front page of which appeared an illustration similar to that reproduced here.

Editor Lee says editorially, "In this issue we have a section devoted to Todd county and its farm resources. Much of the issue is devoted to a compilation of facts and statistics about the county's dairy developments and opportunities. Todd county is one of the great dairy sections of America and is growing into a greater and greater dairy community every year.

The Leader publishes this edition in a desire to help in the advertising of Todd county. Send a few copies of the issue to your acquaintances in other states. It may be the means of rendering them a great service by enabling them to become acquainted with the farm opportunities to be had here."

Todd
County

This eight page edition covers the farming resources of the county quite completely. One page is devoted to pictures of Todd county cooperative creameries, and a story of Todd, a cooperative county. The center spread is given over to figures showing that Todd county farmers earned over \$3,000,000 for butterfat in 1925. The yearly statement of each creamery is reproduced.

The entire edition covers the farming resources of Todd county.

Cow testing associations, too, receive considerable space in this edition. Detailed statements on the work of the two Todd county associations are included. Editor Todd shows how the average yield of the cows in the association is greater than that for the average of the cows of the state. Then he says, "When you come to Todd county you locate at once in a region that is well developed along dairy lines."

County Breeders Association Emphasized

That there are few counties in his state where the farmers have, through organization, done such practical work in dairy herd building as in Todd county is another point emphasized by the Long Prairie Leader. The pictures of the three famous bulls owned by the association are reproduced in the special farm edition.

Praises Cooperative Shipping Associations

Every farmer in the county has access to a cooperative shipping association which is successfully operated, Editor Lee points out. He included statements of the various associations showing the business they did during 1925. That farmers support their organizations whole-heartedly is shown by the reports.

Why So Much Agriculture

Such an elaborate treatment of the agricultural interests of a county is indeed unusual. At first thought, one concludes that Editor Lee is fortunate for being located in Todd county, otherwise such an extensive treatment of the agriculture of a county might not be possible.

Upon thorough investigation, however, one soon learns that the Long Prairie Leader has for a long time played an important role in the development of the agricultural interests of the county. It has, for many years, played up the farm news prominently and has made a special effort to cover the agricultural news of the county thoroughly.

Every worthy agricultural effort in Todd county has received the endorsement and vigorous support of the Long Prairie Leader. For years it has been pointed to as a paper which was adequately covering its territory which, in its case, happens to be a whole county.

Perhaps, then, the Long Prairie Leader, is reaping the harvest from seeds it has sown early in its career. Perhaps, Todd county agriculture owes the Long Prairie Leader a debt of gratitude for its leadership through the trying development period.

With the growth of the agricultural interests and an increase in the general prosperity of the county has grown the Long Prairie Leader. Its readers look forward to the paper each week but its farm readers, in particular, anticipate its coming for they know that county news and county progress will be thoroughly chronicled.

Build Wisconsin

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Volume 4

May 31, 1926

Number 22

Washington Man Says A Well
Illustrated Country
Press is Next Big
Step Forward



Your
Story
In
Pictures
Leaves
Little
Untold

believe that the greatest future development in your papers will be achieved by the use of more illustrations.

This is what Fred C. Wiman, of the Washington Press Association, recently told Washington weekly editors. He spoke very enthusiastically of the improvements which were being made in the weekly field but emphasized in particular the need of greater attractiveness and more appeal in the weekly press.

"Did you ever stop to consider", said Wiman, "that most country newspapers are very poorly illustrated?" "Frequently they contain no pictures at all. Every other class of publication competing for the interest of your readers is profusely illustrated. The large city dailies are going in more and more for country circulation. Their percentage of illustrated space is increasing all the time."



Pictures
Always
Appeal
To
the
Popular
Mind

WIMAN pointed out that farm journals, trade papers, and magazines all use pictures to a great extent. This is an age of illustration, people want it, they expect it, and, frequently demand it. The people in your communities, your friends and neighbors all like to look at pictures. They subscribe to publications that cater to this appetite for pictures.

Don't overlook the average person's interest in pictures and especially their own picture or that of their establishment, warned Wiman. The time has come when the country publisher must pay more attention to the pictures in his paper.

In New York it is said they don't stop to read the news, they depend entirely on pictures, continued Wiman. New Yorkers are just small towners under the skin. Both men and women enjoy looking at pictures no matter how old they are.

"The Little Partner of The Badger Weekly"

Picture Sources

- Farm Scenes
- New Farm Buildings
- Prominent Farmers
- Prize Livestock
- College Publications
- Rural Meetings
- City Residences
- Successful Merchants
- Civic Meetings
- Noted Visitors
- High School Teachers
- Winning 4H Boys and Girls
- College Students
- Good Citizens
- Beauty Spots
- Old Cuts
- Photos of Old Settlers and Anything Of Unusual Interest

Wiman, although enthusiastic about illustrating the country press, understands the many difficulties which beset the country publisher. He says there are several reasons for the lack of development along this line.

When he told the Washington editors that they had only recently reached the point where they could afford to spend money for illustrations, he undoubtedly touched the keynote of the country press in general.

And then he said, " Those of you who could afford it have been to busy selling advertising and running your own linotypes to think about it. You have had so many details of general improvement to look after that you have lost sight of some golden opportunities."

Wiman told of publishers who have used a few pictures from time to time. They have found that every dollar so invested paid them dividends in more than one way, he asserted.

He said, "I know of one publisher who ran a series of pictures of farms near his town. This was used to build up circulation. It created a wide amount of interest. Another of your members ran a series of pictures of prominent business men in his town. This had its effect on his advertising columns. Most people are vain enough to enjoy seeing their picture in the paper. Put this vanity to work for you."

BUILD UP A FILE

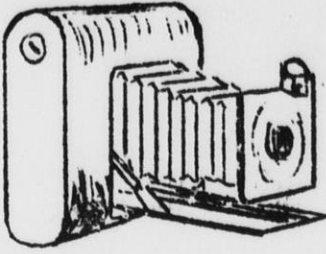
After running an illustration in the paper the plate should be filed away and saved. Wiman added, if the large dailies can afford to file and save all of the numerous pictures that they run, especially where portraits of people and scenes that may later be of historical interest are used, it will certainly be more than worth your while to save all plates which may later be of local interest.

PLAN A BUDGET

This western newspaper man stresses the point that it is very desirable to plan an illustration budget. A small amount of the earnings is set aside. Then there can be pictures in every issue.

(more)

BE A CAMERA FAN



"One man I know makes use of a camera of his own," said Wiman. When anything of interest happens in town he takes a picture of it. It is just an ordinary camera that anyone can operate. He has learned to take good pictures and finds it invaluable. If he happens to be out for a drive on Sunday afternoon he quite frequently photographs the farm of some subscriber or some other scene of interest."

Another way of relieving yourself of some of the detail is to appoint some person in your town as staff photographer for your paper. Tell him that you want pictures of local news events, and informal pictures of people as well. A great deal of this work is largely a matter of habit. Get into the habit of using a picture for each issue of your paper. It doesn't necessarily have to be a large picture. A small one column picture of one of your merchants or old subscribers makes a staunch friend for you when run in your paper.

ADVERTISING COMES EASIER

A better illustrated country press will make it easier for you to obtain the foreign advertising you are after, declared Wiman. You will be better able to compete on an equal basis with the circulation of the large dailies. Make the picture feature a regular part of each issue. If you make a conscientious effort you will find a growing enthusiasm and interest in your paper, not only among your subscribers but among your advertisers as well.

WISCONSIN WEEKLIES MAY PROFIT

What Fred S. Wiman told the Washington editors will undoubtedly contain much of interest to Wisconsin weekly editors. His suggestions for obtaining pictures seem to be excellent. But you have another valuable source which offers you a wide variety of choice.

Any of the cuts used in the many bulletins and circulars issued at the college are available for reprint in the weekly papers. Editors who have tried them find that they reproduce well.



Recently Editor Henry E. Howe of the Prairie du Chien Courier borrowed the cuts of the college alfalfa bulletin and reprinted the bulletin with illustrations in a series of three articles. Needless to say, those issues of the Courier were eagerly read by the farmers. The importance of alfalfa was very forcibly brought to their attention.

Perhaps the best way to secure these cuts is to write for a list of bulletins and circulars. Then those desired will be mailed to you free. Cuts can then be selected easily by giving the number of the bulletin or circular in which they appear and the number of the cut in the publication. Address Agricultural Editor, Agricultural Hall, Madison, Wisconsin

Maybe a Town Creed
Will Help Your Town

Perhaps your town needs a creed for strength and growth. Thayer, Kansas did. So The Thayer Kansas News has published and is working for the following creed, entitled "Helping Thayer Grow":

I will speak a good word for every fellow business man, even though he be my competitor.

I will vote at every election, putting the future of Thayer ahead of my own private hour interests.

I will not support a mail order house or buy from my own wholesale houses, personal articles not stocked in my store. Rather, I will patronize my fellow merchants as I want customers to patronize me.

I will try to buy stock in some local industry, thus helping to build up payrolls and values in my home town.

I will try to keep my store attractive, going forward each year in stock and fixtures, instead of backward.

I will keep my lawn neat and help make my street the most attractive street in all Thayer.

I will attend some church every Sunday.

I will ever work for enlarged school facilities.

I will give a job to every Thayer girl and boy I can employ to get them interested in thrift and economy.

I will thank God my home is in old Thayer, and not Chicago or China.

----Thayer Kansas (Weekly) News

Relates Its History

The Mt. Horeb Times is one of the weeklies to publish its own history in its columns as related in "Covering Rural Wisconsin Effectively". Editor Zintz says to his readers, "Come in and look up the towns in which you are interested in "Covering Rural Wisconsin Effectively."

That's another idea. Besides following the suggestion to publish the history of the paper and a sketch of the industries of the town, Editor Zintz has evolved the idea of using the directory to get subscribers to come to his office. Such contacts are valuable.

Build Wisconsin

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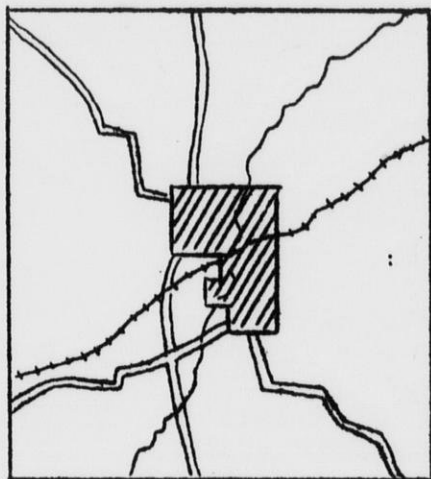
Volume 4

June 7, 1926

Number 23

COMMUNITY RELATIONS-----

The Country Weekly May
Be a Community Builder



"For the whole community"
- Spencer Record



HE rural community and the country weekly are inseparably connected.

A rural community consists of the people in a local area tributary to the center of their common interests. Hence, a community newspaper represents both town and country folk.

A former Wisconsin man, C. J. Galpin, now in charge of Rural Life Studies of the United States Department of Agriculture, determines the community area by starting from the business center and marking on a map the farm homes which do most of their business at that center.

Kenyon L. Butterfield, noted authority on rural life, says,

"The core of the community idea, then - as applied to rural life - is that we must make the community, as a unit, an entity, a thing, the point of departure in all our thinking about the rural problem and, in its local application, the direct aim of all organized efforts for improvement or re-direction. The building of real, local farm communities is perhaps the main task in erecting an adequate rural civilization. Here is the real goal of all rural effort, the inner kernel of a sane country life movement, the moving slogan of the campaign for rural progress that must be waged by the present generation."

While other nations found in this and in that feature much of value to the newspaper as a community builder, America employed them all, improved upon them, and brought them together in the wonderful organ that now shapes the destinies of each and every community in the United States.
-Louis F. Jordan

Many Wisconsin weeklies are aware of their community relations. The Spencer Record boasts the slogan, "For the whole community." Another paper interested in community improvement is the Waterloo Courier. It is playing no small part in conducting the drive for members in the proposed farmer-town community building at Waterloo. Both the news and editorial columns are used to boost this building project which is rapidly materializing with the aid of the Courier.

Waupaca County Post Work Extends Throughout County

Waupaca county, doubtless, has no rival in the United States in the unique and economical method used to carry the area test campaign to a successful close. Much of the credit for the original idea must be given to Editor D. F. Burnham, of the Waupaca County Post.

As early as 1916 the Editor of the Post spoke on this measure at agricultural meetings in school houses in various parts of Waupaca county, and early in 1917 had secured more than a third of the required signatures. The entry of the United States into the World War made it necessary to abandon, temporarily, this project.

But Editor Burnham's paper was located at the county seat and he saw an opportunity to make his a county wide project. Consequently, in 1923 after conditions had reverted to normal he attended the annual meeting of the Waupaca County Guernsey Breeders association and introduced a resolution asking the county board to authorize the county superintendent to use his clerical force to mail out two blank petitions to every teacher in the county with a circular letter fully describing the plan of making the canvas for signatures.

It was suggested that the teacher should appoint six pupils, three on each of two rival canvassing committees, to visit the dairymen of their district in quest of signatures. But the campaign was not without its disparaging moments. Nevertheless, after the resolution had passed by a unanimous vote, Editor Burnham went right ahead making every effort to make the campaign a success.

County Editors Cooperate to Insure Success of Campaign

When Editor Burnham made his second request asking for an appropriation of \$20 to be used in the purchase of pictures for all of those schools that would get signatures of all residents of the district who owned one or more cows, the appropriation was made conditional with the provision that the county Holstein association would provide a like amount. The association, however, would not meet until two weeks later and no time could be lost in carrying the campaign to completion.

Hence, a meeting of the county press association was called for the purpose of enlisting the aid of all of the weeklies in the county. Editor Burnham agreed to furnish copy proofs to all ten weekly newspapers.

Several publishers offered to give free subscriptions for the remainder of the year to any school after its committees had secured signatures of 80 per cent of all dairymen within the district. Needless to say, this admirable cooperation among the publishers of the county proved to be the life saver of the campaign. When the Holstein breeders met they approved the appropriation. The successful foundation for the campaign had been laid.

School District Plan Works Well in Other Counties

This school district plan for securing the names of farmers proved to be a decided success in Waupaca county. It courted so much favor that Portage county later tried it with equally satisfactory results.

Dane county, at the present time, is interested in this neighborhood project for the testing of its cattle. The pride and friendly rivalry in the neighboring districts, the wider study and expression of personal opinion, have an educational value more important than the financial saving that results from the use of the school district organization to put over this big project, declares Editor Burnham.

Suggested Projects are Innumerable

Such concerted action is invaluable to the improvement of rural civilization. It is just such work that Kenyon L. Butterfield has in mind.

Whether the project centers around the county or the trade area of the town or the individual neighborhood remarkably valueable results can usually be obtained. The power of the press is as potent in this connection as in any other.

Even though the project may only be a small one, if it is worth while, its benefits will not only help the community but will also, in turn, bring everlasting glory to the paper and its editor. A boost for a community hall, assistance in organizing a cow testing association, an effort to increase the legume acreage of the vicinity in connection with the plans of the county agent, and community picnics in the form of field days with agricultural extension workers conducting interesting programs are projects which will reflect their influence in later years.

Advertise
Your
Paper
As
You
Expect
Others
To
Advertise

THERE is an old saying that he who "tooteth" not his own horn the same shall not be "tooteth". This seems to apply equally well in the weekly field. If we do not boost our own work, who will? Surely, the metropolitan editor will not and the metropolitan press shop will not.

Editor James L. Small had these things in mind when he decided that each letter leaving his office must contain as much matter advertising ourselves as the postage stamp will carry."

Here is a sample of what Editor Small sends out:

THESE THINGS

REALLY HAPPENED

A CIRCULAR LETTER composed by the local agent of a big company and printed in our office, was afterwards distributed among the company's other agents in this territory. It also came to the attention of one of the managers, who forwarded a copy of it to headquarters for possible use in one of the company's publications.

AN AD written, set up in the Chief Office and appearing in its Easter issue, so struck a visiting representative of the firm whose goods it advertised that he asked for a typed copy of it to show to the others.

AN EDITORIAL in the Chief of March 18th, 1926, on the free chest clinic was characterized by a member of the medical staff of the Wisconsin Anti-Tuberculosis Association as "splendid", and he went on to say: "I have passed it on to our publicity department as a model for them to use in their work."

THE CAMPUS SKYLARKS who furnished the music for our Easter ball here in Mukwonago, who hold forth at the Hotel Antlers in Milwaukee and who are known as the boys from WKAF", were so impressed by the posters announcing the dance, which were put out by the Chief job plant, that they asked for a couple of them to take back with them to Milwaukee.

These are not fairy tales - they are leaves taken right out of the book of our daily experience. They will help to show you what we are trying to do and how far our efforts are successful: (1) Along advertising lines; (2) In providing Mukwonago and the surrounding country with a newspaper to which it may point with pride; (3) In turning out job work at as low a price as is consistent with increased cost of production and proper workmanship.

We thank you for your attention and we ask your continued patronage and co-operation.

Sincerely Yours,

THE MUKWONAGO CHIEF

Occasional Complete Coverage Of the Trade Area Has Its Advantages

THE Prairie du Chien Courier which, according to its own slogan, Covers Crawford County Like the Sunshine, developed a novel plan last winter of increasing its advertising income with the opportunity of introducing itself to a large number of new readers without any increase in circulation expense.

Editor H. E. Howe and Son, who publish the Prairie du Chien Courier, doubled the regular rate of the paper from 25¢ per column inch to 50¢. They, in turn, guaranteed a complete coverage of Prairie du Chien's trade territory, mailing 4,000 copies to the box numbers on all the rural routes in Crawford and northwest Grant county.

The publishers report that the expense involved in producing these 4,000 copies amounted to \$285, at the job work rate. "While we are probably \$25 short our estimated price, the profit is well invested as a sample copy proposition, and as the merchants are highly pleased with the results of their sales, it, all in all, is a splendid proposition.

Each advertiser is given a little card with his advertisement pasted on the lower part and two to four additional blanks that he may place the name of the articles on the card or use them in the windows and about the store. "The idea of using this card", says Editor Howe, "is to draw the attention of the people quickly to the stores that advertise and head off the 'smartaleck' who figures to cash in on the other fellows investment in advertising by merely making a window display with prices marked on the articles."

He adds, "This is an important feature and has made a hit with our advertisers in all lines of merchandising."

Two Papers Stage Circulation Contests

THE Waunakee Tribune and the Fort Atkinson Democrat are at present engaged in an extensive circulation drive. The Tribune contest is solely for boys while the Democrat contest is more extensive and carries a large sedan as a first prize. Many awards are offered in both contests.

Unlike ordinary subscription contests, Editor Shmied announces that the Democrat contest will run for only six and one-half weeks. This feature undoubtedly is a great advantage for it does not allow the interest to lag.

Build Wisconsin

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Volume 4

June 14, 1926

Number 24

News of the Surrounding Community
Comes In Through the Country
Correspondent

The country newspaper is peculiarly a home institution. It goes into the majority of homes in the community where, unlike its big brother, it is read by every member of the family with an interest equalled only by personal contact with the individuals figuring in its weekly budget of news.

Expressions of Editor W. A. Hume, of the Chilton Times, give in an exact and concise way his opinions concerning the value and importance of the county correspondent. They tell a big story.

Agreeing with Editor Hume, W. P. Kirkwood, of the division of publications, University of Minnesota, says, "The country weekly newspaper of today differs in two important respects from the country weekly of a few years ago. It concentrates on local news, the news of its own community. The second difference lies in a broader concept of the terms "local" and "community." In short, the country weekly has both narrowed and broadened its field; it has given up, in a large measure, the field universal, but has extended its local field.

"These changes have been the cause of a vast improvement in the country weekly and of a tremendous increase in its influence. It has

The fact that inoculation of legume seed has given exceptional results on the farm of a neighbor, John Jones, enlivens the reader more than does the latest from the Court of St. James, that the Prince of Wales has adopted a white bow tie with a black edge for formal evening wear.

The country newspaper does not fulfill its mission unless it covers every section of the county. the small cross-road neighborhood, as well as the villages and large centers. This can be done only by securing the services of someone who knows what legitimate news is and who is capable of writing for the common interest of the paper and the community.

W. A. Hume - Chilton Times.

"The Little Partner of The Badger Weekly"

Build Wisconsin

Novel ways of boosting various features of the weekly paper have been worked out by these two Badger weeklies, - The Medford Star-News and The Walworth Times.

This want-ad advertisement is quite largely responsible for the large page of want ads which appears in the Star-News regularly. Editor Conrad finds that, at one cent a word, this page is a very good source of income.

Advertisers, too find that the Star-News has pulling power. As a result, ads selling everything from hatching eggs to farm equipment appear on this page regularly.

Editor Conrad has been able to build up this large, want ad page because his paper circulates quite generally in Taylor county. Other county seat publishers may find here a source of income which has not received adequate attention.

Many weeklies editors who devote some space toward the promotion of the want ad department find that it pays well. Subscribers, too, in many cases, have found that it pays to watch the want ad columns for bargains. It is a mutual benefit department.

The illustration appearing at the bottom of the page is printed on the wrapper of the Walworth Times. Editor McCay emphasizes the quality of the paper through the prize ribbons each week when the subscriber receives his paper. The value of such advertising accumulates with the passing years.

TAYLOR COUNTY STAR-NEWS, MEDFORD, WIS.

Every Want Ad Is A Live News Story To Somebody

The Star-News Want Column
These Little Want Ads Buy and Sell for You
ONE CENT PER WORD AS USUAL. THE ADVERTISER PAYS FOR THE ADVERTISING SPACE. THE ADVERTISER PAYS FOR THE ADVERTISING SPACE.
Lay Stock For Sale
1000 Cash Bucks Available

A THREE-LINE WANT AD ON THE STAR-NEWS WANT AD PAGE MAY CONTAIN NEWS OF GREATER IMPORTANCE TO SOME STAR-NEWS READER THAN SOME 100-LINE STORY ON PAGE ONE.



USE THE STAR-NEWS

Medford, Wis.

PHONE 262 Res. Phone, W. H. Conrad 3119

OUR WANT ADVERTISERS CONTRIBUTE THE "SELLING NEWS". EVERY ONE OF THEIR STORIES IS SPOT NEWS TO SOME GROUP OF READERS.

That's one of the reasons why The Star-News Want Column is the most thoroughly read Weekly Newspaper Want Column in the State.

Postmaster: If not delivered to party addressed return to Publisher. Postage guaranteed

THE WALWORTH TIMES

Wally McCay
First Prize
Prize Ribbon
Awarded
for
Quality of
Paper
and
Illustrations

PUBLISHED EVERY THURSDAY AFTERNOON AT WALWORTH, WISCONSIN

McCay Uses his Prize Ribbon on the Wrappers of The Walworth Times

found out its readers' desire and has learned how to meet it".

Most Important Of All
Is News of Home Community

Editor Hume believes that the mission of the country weekly is to furnish its readers, first with the important news of the nation, second that of the state, and most important of all, the news of the community in which its readers live. In order to do this, he points out the necessity of a well developed country correspondence.

Country correspondence is a benefit to the subscribers of the paper for it brings to them the general local news in each small neighborhood, much of which would be lost if the editor were expected to gather it. Editor Hume asserts that it is also a benefit in the way of securing new subscribers in localities where there are news correspondents. All of the neighbors are anxious to see what the local correspondent has written concerning them.

Need To Be Careful
In Selecting Correspondents

In order to secure rural local news of a desirable type some special training is usually necessary. Frequently, the editor can pass on tips to the correspondent and then, through writing hints, the correspondent develops the ability to garner news from gossip and present it interestingly.

The Times has had little trouble in keeping on its staff a corps of very good correspondents, declares Editor Hume. He says, "He is proud of them and challenges any country newspaper in the state to match them". Among them are school teachers, professional men graduates from common schools and high schools and still others who have had very little school training, but who, nevertheless, have a nose for news and who do very well, with some re-editing in our office."

Kirkwood Outlines Plan
To Cover the Territory Adequately

Rather than to run chances on the results of the country correspondents activities, Mr. Kirkwood believes it wise to initiate a special service for the country correspondent. He points out that the building up of an efficient staff is fundamental. For the beginning plan, he suggests the following: Take a map of the region and outline thereon the area properly claimable as the paper's community.

Indicate on the map the centers at which the correspondents should be active. Count the number.

Decide what column rate can be afforded for news not being afraid to make it high enough to command good service, remembering that "all the news that's fit to print" is the only basis of highest success.

Prepare a booklet of instructions and rules of style.

Make up packages of supplies, including one of booklets, and a list of subscribers in each possible correspondents territory.

Then get into your Rolls-Rough, with a full tank of gas-tax paid - and start out.

Visit faithful readers in the different centers and solicit their aid in finding the right person in each case.

Correspondent Items Give Editor Good Story Tips

Mr. Kirkwood believes that style and the preparation of copy, important as they may be, are less important than the development of a keen news sense. To accomplish this, he suggests that every correspondent's contribution be scanned for "germs" of good stories.

When a tip for a good story has been found, the reporter is usually called and told to secure more facts concerning the matter. After the story has been written, it is given adequate space and a good position on the front page. Here is a real opportunity to secure agricultural news and to have it written with the agricultural viewpoint. To further stimulate correspondents in the production of good agricultural stories modest prizes may be offered, suggest Mr. Kirkwood.

An Occasional Get-Together Helps To Secure a Unified Spirit

Many editors who have numerous country correspondents bring them into the office occasionally to give them a whirl at copy-reading and the practical facing of editorial problems. This opportunity to face the editors problems often gives the correspondent a better understanding of the office needs. Such contacts count for a great deal.

Still other publishers hold picnics for their news gatherers and correspondents. All such efforts serve to bring about a feeling of common interest.

Better Pay of the Correspondents Will Return in News, Advertising, and Circulation

Mr. Kirkwood feels that the best methods will not work well unless the incentive is strong. Stationery and free copies of the paper are not enough to produce the best service. In this connection he says, "Those who pay differ as the proper amount to pay. One dollar a column is little enough. If a publisher received fifteen letters, each a half column, every week, paying \$1.00 a column, his weekly correspondence bill would amount to only \$7.50 - a small sum, indeed, to pay for local news, the supreme factor in country newspaper making. Payment for copy might well be supplemented also, by commission on new subscriptions and on advertising.

Build Wisconsin

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Volume 4

June 21, 1926

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GOOD ADVERTISING-----

The man who uses the newspapers tells his story quickly and directly to all the people in the territory covered by the circulation of these papers. In your ads be straightforward - be sensible! The attempt to use clever witticisms in ads has done more to ruin advertising than any other factor. Don't be sensational. Tell the simple unvarnished truth about your product. Poor goods cannot be sold by sensational advertising. - A. H. Deute, Borden Company

CONVINCE THE DOUBTERS

The
Good
Ad
Is the
Truth
Well
Told

WHAT this sales manager says about the newspaper advertising field, as a whole, may also be directly applied to the weekly field. Country merchants are discovering that advertisements carried consistently in the home town weekly paper, pays big returns.

If Mr. Deute's remarks on the type of advertising apply anywhere they certainly apply in the weekly press. The small town merchant cannot use the publishers cut service to advantage.

When these cuts are used in connection with ads that are well set and convey a real message concerning bargains then the ad is most effective.

The housewife is interested in bargains. They must be to the ad in the weekly paper what the art work and illustrations are to an ad in a national magazine. They must gain the readers attention.

In scanning the press of the country one finds considerable originality displayed by merchants. M. Murray, hardware dealer of Honesdale, Pennsylvania has worked out an effective way of presenting his advertisements.

The ad resembles a small newspaper, and carries the head, "EVERYTHING FOR THE FARM NEWS".

Published by MURRAY COMPANY, Honesdale, Pa.

"The Little Partner of The Badger Weekly"

The title is lettered on a drawing of a farm scene. Below this appears what resembles the newspaper content. There is a feature, "Springtime Is Moore Paint Time". In it the company discusses the value of paint and then suggests that the reader telephone for more information.

Similar items are run concerning fertilizers, seed corn, shingles and implements. Jokes are used to introduce a point. Names of purchasers and the wares they purchase are also published.

At the bottom of the ad the advertiser has another scene, this one being of his store with the lettering, "MURRAY COMPANY, Everything for the Farm, Honesdale, Pa.

Mr. Murray reports that the ad is very effective and recommends it to the merchant in the average small town. Perhaps some merchant who has been hard to sell on the value of advertising will fall for this idea. It is bound to attract attention and may win for you a steady advertiser.

White
Reports
Successful
Advertising
Campaign

||| In reply to our pink sheet questionnaire sent out early in the year to learn of new advertising sales methods originated by the editors, we received an interesting reply from J. Lewis White, publisher of the Waterloo Courier. He reports, "We hope - expect - to increase local advertising because of one big victory in 1925. We have won over our biggest merchant from circular and magazine advertising to entire Courier space, and he's doing a bigger business because of it and at smaller cost. Merchants here were accustomed to sending out circulars before we came, because of two rather indifferent papers. We are also getting folks educated, more, to read the advertising. That helps."

In order to convince this merchant White relates how he employed two well known local ladies to canvass the readers of the town to obtain their opinion concerning advertising. Such a large percentage of the readers expressed their preference for special bargain ads that this item alone was convincing.

An equally large per cent said that they rarely read the store magazine, and that after it had been read once it was rarely referred to again later in the month. The merchant was then convinced that White was right when he said that it was better to reach the reader every week with a timely message and special bargains to attract him to the store than to reach him only once a month. Now his records that White was right.

Editors may wonder why White considers this an important victory. When one considers that this is the largest merchant in the town White's psychology is easily understood. Other merchants are already beginning to follow this merchant's example.

Other Stunts Are Of Value || An Illinois editor points out the advantage of getting your home town merchants to cooperate with each other by putting on dollar days, spring and fall openings, clearance sales and the like. He believes such things will greatly hasten the day when both you and the merchant will be able to cash in on your wide trade frontiers.

"Once they understand that your fight is their fight, cooperation will follow as a matter of course", says this editor. This is quite like the experience of many Badger editors. Only recently a baker in a small town moved to a new location in the town. He remodelled the store which he purchased and then had a special opening. The preceding issue of the weekly carried a page of advertising. Other town merchants congratulated the baker on his new place of business.

This type of advertising is frequently seen in the city press but not all small town publishers have adopted this plan. Its possibilities seem to be unlimited.

The Home Town Paper

When the evenin' meal is over an' the dishes put away,
An' you settle down to store your mind with hapen's
of the day,
Comes a peaceful feelin' o'er you, brushing from your
face a frown
As you scan the weekly paper from your ol' home town.

It tells you all about who's sick an' those who come
and go,
Likewise the coming vendue at the farm of Jabez Stowe,
The burning of the cider mill belonging to Hub Brown
Get's a write-up in the paper from your ol' home town.

There ain't an entertainment or a meetin' where they pray,
But what I know about it though I'm living far away.
If the chicken poxs is ragin' or the mumps is goin' roun'
I persue it in the paper from the ol' home town.

I read the mornin' papers and the evenin' papers, too,
An' I sometimes pick a novel up an' sorter skip it
through;
But when I want some pabulum, which nowhere else is foun'
I unrap the little paper from my ol' home town.

They say our good and bad deeds are recorded up on high,
So that God can classify us when it comes our time to die
If that be true, I know a man who's going to wear a crown -
He's the gent who runs the paper in my ol' home town.

- John Kelly (Chicago Tribune)

65

Advertising Keeps Business Home

EDITOR William S. Gilpin takes the Osseo people to task in a recent issue of The Osseo News. Osseo merchants seem to be suffering from peddler and mail order competition. We hate to venture a reason, but after a careful examination of a recent issue we are inclined to do so even at the risk of being censured. The merchants seem to do too little advertising in their local paper.

Editor Gilpin probably has spent considerable effort driving this message home to the merchants of Osseo. Merchants in other towns who have been confronted with similar situations have faced them squarely and met them through advertising. Of course, the editor must first gain the confidence of the merchants so that they understand that their problem is his problem. Then the battle is half won, report Badger editors who have faced similar situations.

One tire dealer recently ran a large ad in his country weekly quoting the price on mail order tire and then listing the price of his tires below them to show that his prices on tires were actually lower than those of the mail order houses. This is a most effective way of meeting the competition, he reports.

We believe that merchants will appreciate such tips from the editor. Then a co-operative attempt to swing business to the merchant will result, and both the advertiser and the publisher will profit by it.

What One National Advertiser Reports

FORTY ads were sent out to weekly papers by an advertising representative of a city manufacturer. Two weeks after the ads had been sent out it was necessary to write sixteen of the papers asking them if the copy had been received. Sixteen had sent checking copies and no invoice. None of the forty papers acknowledged the receipt of the advertisement. Thirty days after the ad went out each paper received its check.

The business service given by these papers was so utterly unsatisfactory to the solicitor, that he gave it up in disgust. There is a mighty moral to that story.

- The Ohio Newspaper.

Extras and Special Sections
Although Novelties In
The Country Press
May Be Issued
Sometimes



Just after the last issue of The Reedsburg Times had been printed the news came in that the buildings on a nearby farm had caught fire. The entire staff of the Times, editorial and printing, hopped into the publishers car and motored out to view the flames. Upon their return to the office they set to work getting out an extra to insert in the weeks edition which had not yet been mailed.

About three hours of "beauty sleep" were lost in the venture declares publisher Ninman, but the proportions of the fire were so great that the members of the staff decided that the extra was due Times Readers.

Directs Attention to Country

It is interesting, indeed, that this effort of The Reedsburg Times should have centered around a country fire. Perhaps, it emphasizes the fire hazard in the country. The Reedsburg fire department did not respond to the call, for the council had given orders that the fire department was not to give service outside of the city limits. Publisher Ninman's publicity of this rule may help the farmers around Reedsburg to secure some assistance from the city fire department.

Another interesting feature brought out by this extra is the effort the publisher may make toward securing some protection for farmers. Fire departments in many small town do respond to calls from farm fires. Some sort of co-operative agreement is usually possible between the town and country folks. The publishers, of course, representing both town and country interests, as he does, has the best opportunity to bring the conditions to public light.

Issues Special Automotive Section



For the same issue publisher Ninman had prepared an automotive section insert, printed on green paper to command attention. Garages, tire dealers, and implement dealers advertised liberally.

In the reading columns the Times printed automobile news and information concerning power farming. All of the type was set in the office, the paper consisting of eight pages. As an advertising medium it was certainly effective.

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Volume 4

June 28, 1926

Number 26

SATISFACTION COMES IN SERVING

McConnelsville, Ohio.

Fellow Publishers:

Much of the best blood of the small town has been drained by the cities, and never before were the rural sections in greater need of leadership.

This leadership is our brithright - but it is a conditional grant of power which only the editorial will make effective.

Our opportunity for service is unlimited. Most of us own our own publication and like the Norseman, "Call no man Master".

We have no personal axe to grind, no interest to subserve, higher than the public good. Let us assert our prerogative of leadership more vigorously.

Let us command the respect and prestige that comes only through the editorial column. Let us remember that this column is the heart and soul of the paper - and a not very inspiring reflection, if, when help up the mirror of public opinion, only the image of canned editorials appears.

W. D. Matson, Editor
The Weekly Herald

The Weekly Deals In SERVICE**

This encouraging message was presented to the editors of Ohio at a meeting of the state press association. Because of the breadth of vision shown we are presenting this message to Wisconsin editors, for Editor Matson assures Build Wisconsin that the problems of the weekly are quite similar regardless of where they are published.

Editor Matson's Weekly Herald received first prize at the Ohio Newspaper Show for being an all-around good newspaper. His editorial department was considered especially good.

This Ohio editor has other interesting views regarding the value of the editorial columns. He says, "The paper without them becomes a mere handbill with sufficient news to carry the advertising, and possesses no more of character, no

more of personality, no more of individuality than the handbill."

Washington Editor Agrees
With Ohio Editor

Like Editor Matson, J. M. Stoddard, editor of the Waterville Washington Empire-Press, believes that the country press has a great responsibility. Service is the keynote of his message. Keeping up the community morale is one of the duties of the country press, and it has wonderful possibilities, declares this editor. It means live advertising as well as live news matter. Here is where the merchant and the editor must show real cooperation.

If properly worked out, both community and merchant will be wonderfully helped, asserts Mr. Stoddard.

Have Ideal Country Weekly
Only With Ideal Editorial Page

The paper's ability to serve can be measured in terms of its editorial page. "I do not believe we can have the Ideal Country Weekly without the ideal editorial page", says Mr. Stoddard.

He believes that, "this page must have the 'punch' that will make the reader think straight on his community, state and nation. The greatest challenge that was ever put up to a body of men is our responsibility to see that representative government is properly interpreted to our readers. We must stand for the things that are economically sound and in keeping with progress in all lines of endeavor."

Only The Wide Awake Editor
Can Fully Serve His Community

We must not allow ourselves to get into a rut, for if we do there is danger of getting cross ways in the road, avers Mr. Stoddard.

In these days of "find'em, skin'em, and forget'em", "love'em" and leave'em", free circulation and Ford transportation, the editor who thinks he can bury himself in his little old sanctum sanctorum and let the rest of the world go by, is not going to bring to his community the service and enthusiasm that will be demanded.

In this connection Mr. Stoddard likes to quote the words of Edgar A. Guest:

"Perhaps the victory shall not come to me,
Perhaps I shall not reach the goal I seek,
It may be at the last I shall be weak,
And falter as the promised land I see,
Yet I must try for it and strive to be
All that a conqueror is.
On to the Peak must be my call - This way lies Victory!"

Agriculture Offers
Many Editorial Subjects

The many agricultural interests that surround the weekly, are apt subjects for editorials. "It is our experience" says Editor Matson, "that, on an average, in a community as small as ours, not more than two local topics worthy of editorial treatment break each week. Roads, taxes, schools, projects backed by the Farm Bureau and agricultural interests, and reasonable proposals for civic betterment, usually supply the subject matter."

The editor, through his contacts with the agricultural community, can sense the agricultural needs and point to them through his editorials.

Like Editor Matson, practically every weekly editor is confronted with the road problem in his territory. To show what power the editorial has, this Ohio editor relates of his experiences in testing the power of the editorials in his paper. Morgan county roads are hilly. There are 1000 miles of roads, 15,000 people, and a taxing duplicate of \$18,000,000.

With the county already bonded to the limit and its income added to state aid, only capable of paying for one or two miles of high priced road each year, the case looked hopeless, declares Editor Matson. The Weekly Herald then began editorially to advocate gravel and limestone road, taking the position that it was either cheap road or no road. Although opposed by the State Highway Commission at first, Morgan county people became interested and today Morgan county has good gravel and limestone roads.

Canned Editorials
Have Little Value

"Why do small personals or canned editorials so frequently appear in the editorial column of the weekly paper?", asks Editor Matson. From his own experience, knowing that the editorial requires time and preparation, time and thought in writing, he understands the reason. Time is the most precious commodity of the small print shop. If, however, subjects worthy of editorial comment are noted during the week, the editorials can be written on Friday and Saturday during the lull which follows after the paper goes to press, concludes Mr. Matson.

Community and Farm Stories
Occupy Front Page In
Weekly Press

WISCONSIN weekly editors are to be commended for the splendid attention given to the community and the farm field. An ever increasing number of weeklies are running agricultural material on the front page of the paper.

Farm picnics, cattle sales, tuberculin testing, improvements in farm buildings are given space with the other feature material. This recognition of agriculture is bound to help in the improvement of agriculture.

The Glenwood City Tribune tells of the big celebration which the Dunn County dairymen planned in celebration of the completion of the area test in Dunn county.

Over in Juneau county the Necedah Republican is assisting the farmers in promoting the test in that county. Its influence, will undoubtedly help Juneau county in its area test for tuberculosis.

Polk County Agriculture Booms

One of the outstanding weeklies promoting the agriculture of its community is The Frederick Star. Editor Oleson published a complete story of the annual creamery meet at Frederick. Nearly 200 people attended the meeting at which a representative of the Minnesota Cooperative Creamery Association spoke. This, perhaps, is one of the most effective ways to spread the gospel of cooperation among the farmers and the community.

Besides this story, other articles of a similar issue appeared in the same issue of the Star. A car of dairy stock was sold to Minnesota buyers and this was told in a three line head. A calf club to be organized was discussed at length. The Frederick Booster Club, too, received considerable space.

Amount of Space Increasing Rapidly

Weekly editors understand that the prosperity of the whole community is determined more or less by the general farm prosperity. Accordingly, events of a particular farm nature are utilized by the editor as a means of interesting the whole farming population in agricultural matters.

The Dunn County News boosted Dunn county's big dairymen's Picnic, also the picnic of the Elk Mound Cooperative Creamery Company. Editors understand that by promoting a mutual feeling among the farmers progress can be made much more rapidly. As such a medium, picnics appear to be unexcelled.

Build Wisconsin

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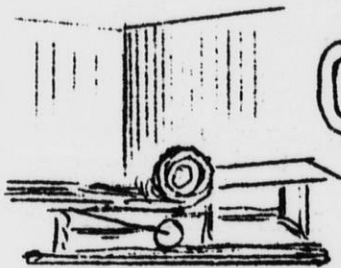
Volume 4

July 5, 1926

Number 27

CIRCULATION BUILDING CIRCULATION BUILDING

on the Country Weekly



COUNTRY NEWSPAPERING can, when analyzed, be divided into four clearly defined branches. These are (1) the reportorial field, (2) editorial, (3) advertising and (4) circulation. The editor's ability to perform the duties of these departments and yet keep each in its proper proportion may be a gauge by which the paper's success is measured. The relation that exists between these four branches is unusually intimate. They are parts of the whole and can not be separated from each other.

One of these divisions, circulation, has been rather fully studied by L. L. Longsdorf, student in farm journalism at the Wisconsin College of Agriculture. Longsdorf has examined and compared some of the plans and methods that have been successfully used throughout America in circulation building. His inquiry will be issued in the next several issues of BUILD WISCONSIN. There may be practical applications for Badger editors in this discussion.

In this first installment, Longsdorf, by pointing out that the country weekly's field extends into the rural community, substantiates an idea that has become a fundamental principle in the work of many Wisconsin editors.

1

The Weekly
Serves the Entire
Rural Community



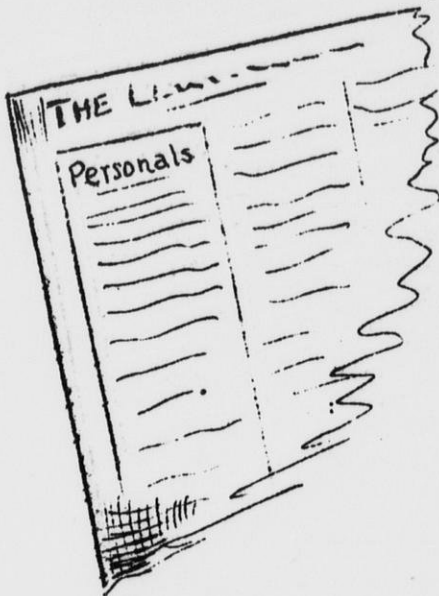
THE WEEKLY newspaper is the community's loudest speaker. Each week it broadcasts to folks of the home town and to the farmers of the open country.

In the workshop of the community, the newspaper goes by the name of "Community Builder". As a community institution, it may rank with the school and the church. It is universally accepted, in the town and the country and by all classes of people, as the official mouthpiece of the locality.

The importance of the weekly as a community service agent seems to depend to a large extent upon the source and amount of local news that it serves to its readers each week. To be successful and

to win its way into the local homes, it must cover adequately and report the happenings of the community. The boundaries of the community, as the editor knows, do not stop with the town and village limits. It penetrates far out into the farm districts,

in fact, it often reaches as far as 10 and 20 miles beyond the town's city hall.



When the small town newspaper reaches the homes of its subscribers, it becomes universal reading matter for the entire family. Other types of reading that the country home receives must wait its turn for the attention of the family - the weekly comes first. The local news of the successful weekly paper has for its background the neighbors and the home scenes and it is only natural that the entire family should eagerly read of themselves and their homes.

Influence of Worthy Leadership

The influence of the weekly paper is often reflected through its editorial columns. In this section, the enterprising editor speaks outright to his clients and friends. It is only in this space that he has, according to the rules of modern newspapering, the license to present his personal views on public matters.

The custom of permitting opinion and bias to permeate the news columns is rapidly becoming a practice of the past. The forward-minded editor now relegates personal taste to the editorial page.

The influence that the editor exerts on the community depends to a large extent on his character, views and progressiveness. If he is enterprising and can win the confidence of his readers by writing well-founded and carefully-thought-out editorials, he may be the greatest single force in the building of the entire community.

Builds and Maintains Business

Like other institutions of the community, the weekly newspaper, itself a symbol of prosperity, makes and develops business.

In every issue of the successful country paper, there are columns of advertising, both display and classified. That these reflect, in a way, the business condition of the territory is only too well known to the country editor. It is through these advertising sections that the opportunities offered by local business is kept before community's eyes.

That the readers of the country press are buyers of nearly "everything under the sun" is appreciated by only some of the large

manufacturers. The advertising programs of only a few of the successful business firms call for frequent insertions in the weekly newspapers. It seems that the value of the country paper as an advertising medium has only been touched and it will not be surprising if during the next few years, business senses and avails itself of its unrivalled advertising possibilities.

Next week, the second article of this series will point out that the circulation of the weekly newspaper often depends on the service it renders. You, no doubt, will want to save this series. They become more interesting as they proceed.

SIGNED EDITORIAL FOR
COMMUNITY NEWSPAPERS

"Is _____ a six cylinder community", is the pertinent question raised by J. H. Kolb, rural life specialist at the Wisconsin College of Agriculture. The following editorial points out that the Badger community is expanding. It can be used in the following form in your editorial columns.

_____ is Growing

With a motor vehicle for every 5.8 persons in the United States in 1925, there is no question but that this is an age of cars and cylinders with much and rapid travel.

Different periods have had different emphasis. For example, during the settlement and pioneering days the emphasis was expansion, conquering a new territory, pushing the covered wagon farther and farther westward.

Then there was the period when the free land had been about exhausted and the emphasis became one of more intensive development of the territory already settled. In this period the great physical and biological sciences having to do with plant and animal production came for major contributions. In Wisconsin the names of Henry, Babcock, Russell, Moore and other will always be associated with this great period. Their contributions have been great, and they are not at an end. This emphasis must go on and become perfected and expanded for it lies at the foundation of modern agriculture.

But there is another emphasis which seems to be recognized on every hand. It is sometimes called the organization emphasis where the great economic and social relations of farming come in for their share of attention.

It is quite necessary to suggest that this organization emphasis of the day is on a scale much larger than the old country neighborhood of the settlement days. At that time much of economic and social life was within the neighborhood boundaries, centering in such institutions as the church, the school, the store. The limiting factors were the horse and the roads. But all this is changed.

There may be no agreement as to what the limiting factor really is at present, but it is probably the man himself. But in any case, agriculture in its economic and social life is widened out to a larger community basis. This community is not confined to country neighborhoods, but is expanded to take in both country and town.

The farmer's gate continues to swing open on roads but the good roads lead to town. This farmer and his family are dependent upon this town for many of the goods and services, he cannot find on his farm, nor in his old neighborhood settlement, such as flour, fuel, clothing, doctor, high school teacher, or recreation. On the other hand this town is directly dependent upon its rural community for the supply of new wealth which is to be poured into the channels of trade and commerce. - J. H. Kolb.

COUNTY EDITORS PERFECT
DISTRICT ASSOCIATION



EDITORS AND publishers of Price and Ashland counties have organized the Price-Ashland Counties Press Association, the final perfecting of plans taking place at Park Falls, June 20.

The organization meeting was attended by George Sackett, of the PHILLIPS TIMES; George Foster, PHILLIPS BEE; F. A. Kromer, UPPER WISCONSIN FARMER; Matt Hart, BUTTERNUT BULLETIN and GLIDDEN ENTERPRISE; Ira Kenyon, MELLEN RECORD, R. E. Smith, PARK FALLS INDEPENDENT; and J. L. McGregor and M. D. Hinshaw of the PARK FALLS HERALD.

Officers, who will guide Wisconsin's youngest press family, are George Sackett, president; J. C. Chapple, Jr., vice-president; M. D. Hinshaw, secretary and treasurer. Besides these officers, the board of directors is composed of Matt Hart and Ira Kenyon.

The next meeting of the association will be held July 11. The committee on rules and laws will submit by-laws for the association at that time.

Build Wisconsin

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CIRCULATION BUILDING on the Country Weekly

2

The Weekly's
Circulation Often
Depends on Service

IF THE READER has the privilege of judging the worth and value of a publication, be it the country weekly or the metropolitan magazine, he sends his vote to the circulation

or business manager. His decision is reflected through the circulation figures.

Of the many fundamentals in country newspapering, circulation is probably the most indispensable. The profitableness and the influence of the weekly enterprise is often in direct ratio to the circulation of the paper. Besides determining the value of advertising, circulation is the final mark by which the cost of advertising is figured. Thus it is only natural that newspapers strain and edge in their attempts to garner the elusive circulation.

The average Wisconsin weekly has a circulation slightly exceeding the 1,000-mark. This varies from the extreme figures of 5,000 to 400. Some of the state's most influential journals have around 1,500 subscribers.

Reader Appeal Very Necessary

The first, and in fact the only, cost of circulation is service. In other words, the enterprising editor first to prepare an interesting and appealing paper. The successful weekly appeals to all its readers, both the folks in town and the people in the country.

Covering the happenings of the town is generally quite adequately done by the editor and his assistants. This includes the meetings, functions, trends and developments that center around, and in, the confines of the city limits. Being on hand, the editor is able to get much of this important news just as it happens.

The editor's other important assignment is the country field. If news could be weighed like material objects, the value of the material that originates out along the rural routes would often tip the beam more than that of the town and village. There may be editors who neglected the opportunities of the countryside; but, for the most part, this was not done through short-sightedness but rather through

an inability to add another job to the three or four men's duties that they are now performing.

Country Correspondents Great Help

"We keep up our circulation", explains an Ohio editor, "by the sort of paper we publish. We strive at all times to put out the very best paper possible and thoroughly comb the entire country and surroundings countries for news.

The rural correspondent has proved of great service in covering the rural field. A representative of the paper, generally some member of a rural family, gathers what news he or she hears and sees and sends it to the editor every week. Some Wisconsin weeklies have several dozen correspondents in the field and their contributions make up several columns of the best type of news.

Country correspondence may be used in one of two forms. In the first, the editor selects the most important happenings of a report and sets it at the head of the section. The headline of the report, prepared in regular news style, generally refers to the outstanding news note in the entire correspondence. The other method, which incidentally is giving way to the former, entails only the use of the same head, week after week. This gives the name of the community and seldom anything else.



So great are the news possibilities of some sections that the editor has added a farm reporter to his staff. This assistant, traveling by car, spends the greater part of the week visiting the farmers of the section. He makes personal contacts with readers and potential readers and aids them in their problems. He also works with the county agent and other agricultural leaders. Be-

sides gathering the news, he works on country circulation and advertising. However, neither of the latter duties should be expected to give startling returns in a short time. It is only when the farm editor becomes thoroughly acquainted with his field and his clients that he can see and appreciate the limitations as well as the possibilities of the territory.

Weekly is Everybody's Paper

Much of the news prepared by the farm editor is similar to the features carried by farm magazines. These stories, depicting the work of a successful farm or home-maker, make the most interesting type of reading. Of course, there are, every week, columns of short items that savor of farm life. Before a country editor was added

to the staff. some editors have been known to feel that the assistant would in time make his rounds and exhaust his territory. Instead of this condition, the news possibilities grow and expanded. In this connection, remember that they are in many rural districts 500 to 1,500 rural families, the combined population of which is generally greater than of the local town or city.

Farm news can be set either by itself, on a special "Farm Department" page, or it may be placed throughout the weekly just like the town news. The latter system seems to be finding favor with Badger editors. They feel that country news is interesting to the entire community and there is no more reason for setting it by itself than for putting the news of the banks or the city council in a special section. When important enough, it goes on the front page and in the same number it is set throughout the paper.

Reader Appreciate Service

Wisconsin editors, like newspaper men of other states, have seen the possibilities of a farm editor and a few of them have added this dignitary to their staff. Others are contemplating the move. Like other good things, the department must grow and develop. It is seldom a stupendous success at the very start, but in time it bids fair to become an essential of first importance.

If the editor thoroughly covers the field, prepares an attractive paper, he is tempting his folks with a choice article. That they appreciate it is shown by the manner in which they subscribe and re-subscribe for the weekly.

However, substantial circulation can not be built over night, even though the paper is rendering a noteworthy service. Some enterprising men have, to their surprise, discovered this fact after going into a community and investing both ability and finance. Though their paper covered and reported all the news, the circulation showed little signs of growth. This point only typifies a difference between rural and urban minds. The former is more conservative and slower to react, but generally his response is more solid and judicious.

In next week's BUILD WISCONSIN, the author will analyze some of the methods that editors in different parts of the country have used in promoting and stimulating newspaper circulation.

2

SIGNED EDITORIALS FOR
COMMUNITY NEWSPAPERS

Here is the second of a series of community editorials which can be used by country weekly newspapers. This is by Arthur E. Holt, of the Chicago Theological Seminary. His outlook on the small community will be fresh and invigorating to country folks.

I am the Smaller Community

I AM one of the smaller communities of America. I am not Chicago and I am not New York. But people come here to exchange the goods of life. Some come here to sell produce and to buy clothing; some come to buy machinery; some come for pleasure; some come for borrowing and lending money; some come for education and some come for religion. Because I am a trade center, therefore I should seek to be a service center.

I will respect myself. I will not indulge in self-pity because I am small.

I will develop and conserve my resources. I will not fail to organize as I should but I will not waste my energy in useless organization.

I will not encourage factional strife of any kind, religious, social, or economic. Other communities may be able to endure factionalism but my resources are limited and they must be conserved.

I am a thinking unit in America's great Republic which is ruled by public opinion, and I will endeavor to make my contribution to an intelligent public opinion. I will not knowingly be ruled by ignorance nor prejudice. I will resent all attempts to fill my mind with propaganda as an insult, not to be endured at the hands of those who try it.

Because I am a community the most important fact about me is that I have a purpose and a spirit. I will encourage all those individuals and those groups who try to keep their spirit and purpose free from evil and full of righteousness and good will.

I will recognize that probably the basic man in my community is a farmer, a gardener, a fisherman, or a miner. Were it not for these people who man the industries, my community would not exist. I will try to prosper with them and not off them.

I am a small community but I do not need to be isolated nor provincial; the goods of the world are mine, but the world expects me to provide as well as take. I will be worthy of the whole-hearted devotion of my people because I offer to them a chance to secure the abiding satisfactions of life. - Arthur E. Holt.

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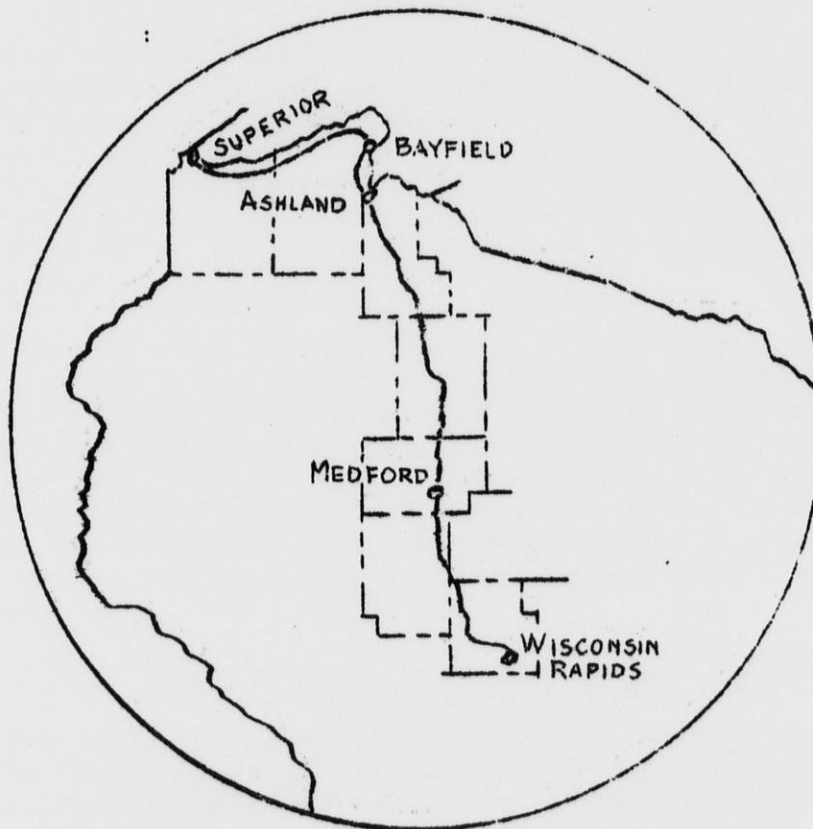
Volume 4

July 19, 1926

Number 29

SUMMER PRESS TOUR ROUTE RICH IN SCENIC INTEREST

State's Official Geologist Describes
Three Interesting Provinces
to be Visited by Editors



When the Editors of Wisconsin weeklies leave Wisconsin Rapids on August 13th for their 6th annual summer press tour, they will be setting out to cross, what geologists and geographers regard as, three great provinces. We have asked our State Geologist to give us, for circulation in BUILD WISCONSIN, a description of the geology of the country traveled by Trunk Highway 13 from Wisconsin Rapids to Superior. May we suggest that you read it over now and then put it with a state road map in one of the handiest pockets of your car? It will then be right where you will need it when you want it most.

By
E. F. Bean, State Geologist

In this trip three of the physiographic provinces of Wisconsin will be traversed: (1) the Central Plain, (2) the Northern Highland, and (3) the Lake Superior Lowland.

The Central Plain is a crescent shaped belt, extending from Marinette county southwest to Portage, thence northwest to Burnett county. The width of this plain varies from five miles in Marinette county to fifty miles in the region south of Wisconsin Rapids. This plain is underlain by weak Cambrian sandstone. The soil is sandy and the topography generally level except for mounds, like those at Camp Douglas, which rise abruptly from the plain.

Mountains Covered Wisconsin

Just as a stump-covered field enables us to picture the forest that has long since disappeared, so by a study of the worn-down stumps of mountains, the geologist is able to picture the mountains that once covered all of Wisconsin. These mountains were worn down until nothing remained but an undulating plain with occasional hills. This is the history of the Northern Highland of Wisconsin which is part of the Lake Superior Highland, a region of granites and other igneous rocks which extends northward in Canada to Hudson Bay and Labrador.

The Lake Superior Lowland is a clay plain, formed by the depositing of mud in glacial lakes that were held in between the front of the great continental ice sheet and the highlands to the south, west, and north. The lake clay and beach deposits show that, at one time, the surface of the lake stood about 450 feet above the present level of Lake Superior. The outlet was southward past Solon Springs to the St. Croix River. Since glacial times the clay plain has been cut into by streams so that many parts are very hilly. The streams now flow in ravines from a few feet to over a hundred feet in depth.

Some Points of Interest Enroute

In the following paragraphs is described, briefly, the geology of the trip. The figure after each city or village name is the elevation above sea level at a railroad station.

Wisconsin Rapids - (1017) Here the Wisconsin River has cut down through the sandstone to granite, thus causing the falls and rapids which furnish power for the industries of the city. For some distance northwesterly from Wisconsin Rapids the route lies near the north edge of the Central Plain. Along Hemlock Creek Granit is exposed.

Pittsville - (1030) This town is in the granite area. One of the earlier ice sheets extended a short distance south of Pittsville; hence there is considerable variety in the types of boulders. The glacial deposit is thin so that the granite topography has not been greatly modified. North of Pittsville there are numerous granite outcrops along Yellow River. The hill

to be seen at a distance on the right is Powers Bluff, a quartzite mound.

Marshfield - (1278) As we leave Marshfield, we cross the Marshfield Moraine, a deposit of boulders, sand, gravel and clay built at the edge of a melting ice sheet.

Spencer - (1308) Unity - (1333) Colby - (1355)

Granite Roads are Famed

Abbotsford - (1422) - Marathon county is famed for her disintegrated granite roads. The glacial drift is very thin so that weathered granite can be excavated and used as a road surfacing. Much of Clark county is underlain by sandstone with a covering of glacial drift.

Stetsonville - (1447) Little Black - (1416)

Medford - (1410) North of Medford the route enters the terminal moraine of the Wisconsin ice sheet. Here the topography is characterized by irregular ridges, hummocky hills, and undrained depressions called kettles. These kettles are due to the melting of buried ice blocks or are depressions inclosed by drift ridges. Lakes and swamps are numerous. The glacial drift is heavy and rock outcrops are uncommon. Well records indicate that the rock under the drift is granite in character. Between Medford and High Bridge there are great areas of gently undulating to level topography called ground moraine. Here the melting ice sheet did not pause long enough to form a terminal moraine.

Chelsea - (1525) Westboro - (1504) Ogema - (1551) Prentice -
(1542) Phillips - (1456) Fifield - (1454) Park Falls - (1494)
Butternut - (1504)

Glidden - (1521) North of Gordon Lake the route crosses the broad flat divide between the Chippewa and Bad rivers.

Morse - (1497)

Cross the Gogebic Range

Cayuga - (1457) About six miles north of Cayuga the highway crosses the Gogebic Range through a gap at an elevation of 1500 feet. About three miles east of here Mt. Whittlesey rises to a height of 1866 feet. The Gogebic Range is a ridge eighty miles in length and one to two miles in width. It is composed of iron formation and quartzite dipping steeply northward.

The iron mines at Hurley and on the Michigan side from Ironwood east are in the Range. In the vicinity of Mellen an attempt has been made at the Berkshire Mine to concentrate the lean hard iron formation which characterizes the west end of the Gogebic Range.

Suggests Side Trip

Mellen - (1242) From Mellen a side trip should be taken to see Copper Falls of the Bad River and the falls at the junction of Tylers Fork and Bad River. These falls are due to trap rock. Following is a description of these falls written in 1880:¹

"In the southern part of Section 17 the Bad River contracts, the current grows swifter, and, finally, turning to the north, makes a perpendicular leap of 25 feet into a narrow rock walled gorge. The fall is a picturesque one, the river being divided into two channels by a high mass of rock, the western channel carrying the most water. Along the slanting bottom of this gorge, with a width of about 25 to 40 feet, the river rushes in a northeasterly direction for 1,100 feet, falling in this distance about 40 feet, to the mouth of Tyler's Fork, which enters from the east, and is the first important tributary received. Immediately at the mouth of the latter stream, the gorge turns abruptly at right angles, trending now northwest. Directly in the angle of the convex or eastern side of the bend, Tyler's Fork enters Bad River by a fall of 45 feet over the wall of the gorge here about 65 feet deep. The top of the wall is thus cut into by the former stream, upon which there are, a few rods above, two falls of 10 feet each, with intervening rapids, making the total fall at the mouth of the stream between 60 and 70 feet. Beyond the mouth of Tyler's Fork the Bad River gorge, trending now northwesterly, deepens, soon reaching 100 feet, with overhanging walls of boulder-conglomerate and vertically placed sandstone.

High Bridge - (981) Just south of High Bridge, Ashland county operates a large gravel pit. This deposit is a beach formed when a glacial lake stood at this level. From High Bridge north the soil is largely heavy red clay since the route lies in the Lake Superior Lowland.

Marengo - (775)

Boat Trip Offers Much

Ashland - (671) The mean level of Lake Superior is 602 feet above sea level. The visitor who wishes to see the shore features of Bayfield Peninsula in the most satisfactory fashion had best travel by boat. The cliffs of red sandstone range from a few feet to 60 feet in height. Waves have carved innumerable caves, arches, and pillars in the sandstone, producing remarkably interesting architectural effects. Along much of the shore the waves are cutting cliffs in sand, clay, gravel, and boulders. The material worn from the cliffs is carried along shore to build beaches and bars. The auto trip, however, permits many views of the shore features. From Ashland north the highway skirts the shore of Chequamegon Bay. To the west the land rises to heights of 150 to 650 feet above the bay.

Washburn - (656) The red sandstone of this area was at one time extensively quarried. Public taste has turned to colored stone.

Bayfield - (617) At Red Cliff the route swings westerly across the peninsula to Cornucopia. Away from the lake no sandstone ledge is seen. The ridges and knobs are of drift deposited by the great ice sheet. In glacial times two great lobes of ice were formed, one moving southwesterly, the other moving southward on the eastern side of Bayfield Peninsula. As the ice melted away, the kettle moraine was formed between the two lobes. This is a region having an exceedingly irregular surface with knobs, ridges, and kettles from 50 to 150 feet deep. Here the surface rises to a height of about 700 feet above the lake and the drift is probably 600 feet in depth. This area is a part of the "barrens". The soil is so sandy that water sinks rapidly into the ground. There are no streams, but there are numerous kettle lakes. Trunk Highway 13 lies to the north of the kettle moraine in a region of milder topography.

From Cornucopia through Herbster, Port Wing, and Orienta to Martinsen the route roughly parallels the lake, crossing numerous streams deeply cut in glacial drift or lake clay with falls over sandstone ledge near the lake.

From Martinsen south five miles, thence westerly to Superior the route is through the clay plain deeply cut by streams since glacial times.

See Manitou Falls

Superior - There are numerous points of interest around the city: the ore docks, Billings Park, the Duluth drive.

All visitors should visit Manitou Falls, the highest waterfall in the state, which is about 12 miles south of the city on Trunk Highway 35.

Southward from Superior there is a gradual rise of about seven feet per mile in the first nine miles. From there on to the road corner near Manitou Falls the grade rapidly becomes steeper. At Manitou Falls the Black River drops over the steep northern slope of the Douglas Range in a fall of 160 feet in a horizontal distance of not more than 150 feet. At the falls the gorge walls are of trap. Below the falls, the river flows for about a mile in a narrow canyon with sandstone walls rising from 100 to 170 feet above the river. Below the sandstone gorge the valley is somewhat wider and is bordered by clay banks from 60 to 100 feet in height. The waterfall and gorge indicate that after the continental ice sheet withdrew, the Black River cascaded down a slope much like the one now occupied by the highway. This stream soon cut a channel through the loose sand, gravel, and clay. There was a waterfall near the north end of the present sandstone canyon. This waterfall gradually worked back into the sandstone and finally into the trap, producing the gorge and falls of today.

The Upper Falls is a little over a mile in a straight line, about a mile and a half by the river, from Manitou Falls. At Upper Falls there is a perpendicular fall of 31 feet over trap ledge.

SON OF WISCONSIN
NOW HEADS N. E. A.

In electing Herman Roe president of the National Editorial Association, the members accorded their highest honors to a native of Wisconsin and to an under-study of one of Wisconsin's most beloved editors.

Biographers have it that the newly elected chieftain was born at Porters Mills, Eau Claire county, Wisconsin, on June 9, 1886. Later on the family moved to Stanley where the future editor attended the public schools and came under the influence of W. H. Bridgman, editor of the Stanley Republican.

Neighbor Praises Roe's Leadership

Writing of the qualifications of the newly elected president, one of his fellow-townsmen "tells the world" that he has the ability, energy, training and the equipment which are needed in newspaper work, but above all the character which makes for leadership.

"His is a rare quality of community-mindedness, seeking community building on a sound basis," writes this neighbor. "I have never known anyone so fair-minded and so willing to give of his energy, his means and the support of his newspaper to all of the things worth while in the life of the Northfield Community, whether it be for the farmers, the business man, the schools and colleges, the churches, or any individual, institution or cause whose welfare is the public good."

Is Interested in Agriculture

According to his local admirers, Mr. Roe's public service includes a variety of interests. "He has served his own community in its civic organizations, as president of its school board, as president of the Community club, as president and treasurer of the Rice county fair, as a worker in his church - always with energy and devotion. Keenly interested in the development of good roads he was chosen secretary of one of the pioneer highway associations organized in this section of the state and was one of the organizers of the Jefferson Highway Association in New Orleans in November, 1915.

For six years he was a member of the board of managers of the Minnesota State Fair; he is just entering his second term as president of the Minnesota Agricultural Society. He has contributed materially to bringing publishers generally to a better understanding of their problems and to more business-like methods in the publishing of their newspapers; and they have rewarded him with many professional honors, among them the secretaryship of the Minnesota Editorial Association. A Republican in politics, he has long taken an active part in party affairs. In the 1924 campaign he served as secretary of the Republican State Central Committee - the office held by his predecessor, Congressman Heatwole, in the late eighties."

Build Wisconsin

These Sheets, published Weekly in the Interests of the Community Newspaper, are Issued by the Department of Agricultural Journalism of the Wisconsin College of Agriculture in co-operation with the Weekly Press of Wisconsin.

Volume 4

July 26, 1926

Number 30

CIRCULATION BUILDING on the Country weekly

3

Maintaining the Circulation is the First Step in Building Business

MOST SUCCESSFUL newspapers maintain a paid-in-advance circulation. Irrespective of the price, whether it is \$1.50 or \$2.00, these publishers will not mail out their papers until the

reader pays cash.

The present day country editor, unlike his predecessor of the past decade, maintains an inflexible policy of dropping a subscriber soon after his subscription expires and seldom, if ever, starting a new one until the price is paid - in cash. This plan, strange as it may seem, appears to promote the business. Large publications, as the farm magazines, advertise this fact on their mast head. This plan is vastly different from the system of yesterday when the editor would often permit the subscription to run on indefinitely. Cases are known where, on the final day of reckoning, the subscriber owed as much as \$44.

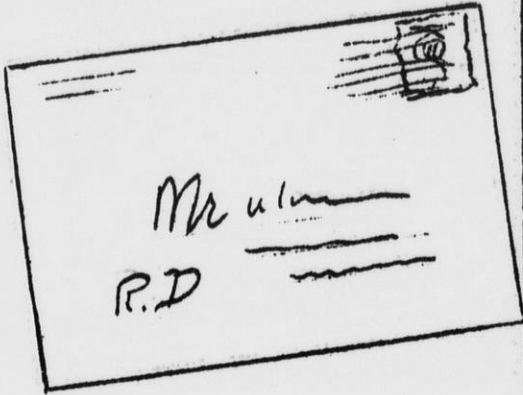
Money Makes Paper Go

In his demand for cash, the modern publisher may be unorthodox, compared to the publisher of days gone by. The newspaper then was much more gratuitous than it is now. Payments in groceries, potatoes, wood and other necessities were even accepted by the editor.

The first step in building circulation is the maintaining of the present circulation list. This is surely much better than permitting it to slip and dwindle.

Before subscriptions expire, the readers of most weeklies are warned of the approaching day by a blue pencil mark on the label or at the top of the front page. A note, inside, set in a prominent place, as in a front page box, tells the reader that if a mark is on his paper, his subscription expires in the near future.

In case the subscription is not renewed shortly before the expiration date, some editors send out a printed post card. This is not a threat, merely a tactful reminder. The following post card used by the SPENCER (Iowa) NEWS-HERALD has served as an effective preliminary notice.



THE SPENCER NEWS-HERALD
 \$2.00 per Year Payable
 in Iowa in Advance

Your subscription to the NEWS-HERALD expires soon. The exact date is shown on the address of your paper. You don't want to miss a single issue of the paper that tells of the news of your friends and home.

Won't you please send us your renewal at once? Money should be sent by postoffice money order, bank draft, check or registered mail.

Please enclose this card with your remittance.

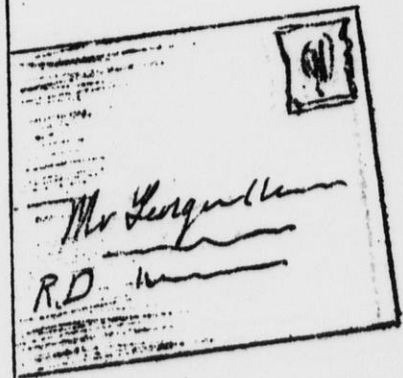
Despite the iron clad policy, few weekly editors drop the subscriber as soon as he becomes a delinquent. He is too valuable, and generally he can be brought back to the list of paid-up readers. A second card, sent sometime after the expiration of the subscription, is the next contact that some editors make. Like the following card, the message should be kindly, positive in its approach, and without the suggestion of a reproof.

Colorado Springs, Colo.
 March 6, 1926

My dear Sir:

The bookkeeper informed me today that your subscription to THE FARM NEWS expired, and in accordance with our stop-when-the-time's-out plan, your name will be taken off the mailing list. However, we have a hunch that you don't want to miss THE FARM NEWS, so we are having the paper mailed you another week. You probably over-looked the date of the expiration of your subscription. We know how it goes, for we do things like that ourselves. If you will sit down right now, write that check for \$1.50 and mail it today, you won't miss a single copy.

John N. Green
 Editor



Instead of the post card, other editors use a form letter which is neatly typed for every subscriber. Typing the complete letter instead of inserting the name is costly but, as the editor of SPENCER NEWS-HERALD states, the extra returns are well worth the cost. The following letter used by the Hawkeye editor costs, by the time it reaches the delinquent, 10 to 15 cents. However, it brings a response from more than 60 per cent of the subscribers.

THE SPENCER NEWS-HERALD

Spencer, Iowa
February 16, 1926

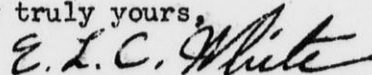
Mr. Thos. Meyers,
Madison, R. 2, Iowa.

Dear Mr. Meyer:

We noticed in looking over our subscription list that your subscription expired December 10. Now we know you merely over-looked this matter, so we are enclosing a check for \$2.00, together with a stamped envelope. This requires only your signature and name of your bank and then your subscription will be paid up to December 10, 1926.

We will appreciate your prompt reply.

Very truly yours,



E.L.C. White, Publisher

ELC/ESS

The appeal in this letter impresses the subscriber. There is even a blank check and a stamped envelope. All it needs is his signature on the dotted line.

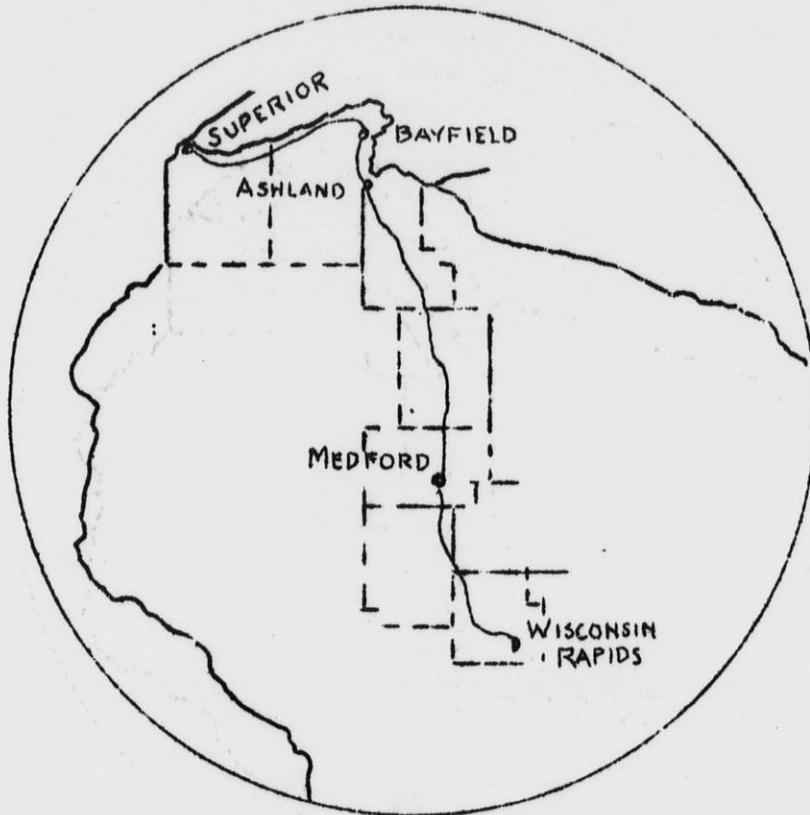
When the subscriber does not pay or make arrangements to pay, the enterprising editor will rightfully shear his name from the list. This move often impresses the delinquent, and he sometimes comes to the office and pays his subscription several years ahead.

There are many different plans and modifications of this system that are following in maintaining the circulation. However, to be successful, the editor or the circulation manager must exercise tact and sympathy. A suggestion leads to a reminder, possibly an entreaty, but never to a threat or mention of reproof.

Campaigns and "stunts" that have been used in increasing "weekly" circulation will be reviewed by Longsdorf in next week's BUILD WISCONSIN.

EDITORS ADVISED THAT
"TAYLOR COUNTY WILL
SEEM JUST LIKE HOME"

Farming is Backbone of
County. Villagers Interest
Themselves in Community
Enterprises



Taylor county is on the map of the 1926
Summer Tour of the Wisconsin Press Association.
County Agent Shaffer has supplied BUILD WIS-
CONSIN with this interesting sketch - telling
of the resources and institutions of the county.
Why not read it now and then carry it with you
on the trip? It will help to "Know Wisconsin
Better".

By Dan A. Shaffer,
County Agricultural Agent

When Wisconsin editors visit Taylor county they will be in the heart of the clover belt of North Central Wisconsin. It is 275 miles from Chicago, 195 miles from Milwaukee, 125 miles from St. Paul and Minneapolis and 150 miles from Superior and Duluth.

The climate of Taylor county is unsurpassed for the man who is looking for a permanent home. The air is clean, dry and bracing. The summers are delightful and winters invigorating. We have an annual rain-fall of about 44 inches, better than a third of which falls during June, July and August. This rain-fall, coupled with a fertile soil, is perfectly adapted to the growing of grasses and roots, truly the dairyman's paradise.

Lumbering is on the Wane

Pure water is abundant and easily obtained. Springs of clear, pure and cold water are numerous. Both man and beast are assured of plenty of pure and healthful drinking water.

Our clay loam soils are the natural home of the clovers, and every crop known to the middle western states can be produced with heavy yields in the garden spot of North Central Wisconsin.

The county is now rapidly passing from a lumbering to an agricultural community.

Dairying and general farming have developed along a firm basis. There is a tendency toward better homes, better herds and better living. Less than one percent of the farmers are tenants. Taylor county is an ideal location for the modern dairy farmer.

Well Supplied with Good Schools

Taylor county is well supplied with good schools, evenly distributed through-out the county. We are proud of our school system, our county normal, our four high schools, our fourteen state graded, our six city and village graded schools, and our seventy-four rural schools.

The county has many industries, leading, of course, in dairy manufacturing plants. The Medford Cooperative creamery is one of the largest cooperative creameries in the world. It has approximately one thousand patrons, and last year a total of 2,225,000 pounds of butter passed through the plant. Practically the entire out-put is ninety-two score sweet cream butter. The Rib Lake Cooperative creamery last year churned around a quarter million pounds of high quality butter, receiving the cream from a community that a few years ago was virgin forest. The Westboro Creamery and the Stetsonville Creamery are turning out a high quality product that is satisfying the discriminating consumer of the large cities.

Twenty or more cheese factories are making cheese that is second to none in Wisconsin. Last year the Farmers Pride Cheese Factory, was awarded the state prize as having the most beautiful surroundings in the state and a series of photographs were taken and published in Chicago papers, to illus-

trate the manufacture of cheese under clean, sanitary, and pleasant surroundings. A car load of clean, wholesome sweet milk is shipped to Chicago every day from Stetsonville. The Medford pea cannery is shipping "Teenie Weenie" and "Land O'Lakes" peas to all parts of the globe.

Finish Sawing This Season

The lumbering industry in the Medford territory is almost a thing of the past. The Medford Lumber Company will finish sawing this summer. A veneer factory, window and door frame factory and a sash and door factory comprise the other wood working industries in Medford.

Medford, as the county seat of Taylor county, has one of the finest court houses in the state and the court house grounds can not be surpassed for beauty in any county in the state.

Eight churches supply the spiritual needs of Medford and the surrounding farming community. A beautiful Carnegie library and a fine city park furnish all that is to be desired in amusements, etc.

Proud of School System

Our fine county normal is sending excellent teachers out into the rural communities, and our high school graduates are making names for themselves in business and in institutions of higher learning. An excellent clinic and hospital enjoys a patronage, that at times taxes the capacity of the place. Inter-laken and Sacket Lakes, a short distance northwest of town have many summer cottages and provide fishing, boating and bathing for thousands of people and with our many streams provide excellent fishing, be it trout, bass, pike or muskies.

Two large banks, with deposits of over a million dollars, reflect the financial stability of this dairy community. The Medford Commercial Club with almost 100 per cent membership of the business men of the city has accomplished a great deal toward making Medford a fine place to live and has accomplished a great deal in creating an excellent harmony between the business man and farmers.

Newspapers Are Wide-Awake

Two well equipped newspapers keep the community well informed with newsy papers, and their job departments are able to take ample care of all printing requirements.

Rib Lake is still famous as a lumbering town and the large mill on the shore of the beautiful Rib Lake is still cutting from 250 to 400,000 feet of lumber every 24 hours. The city also has two hotels, several stores, a fine high school, beautiful city hall, weekly newspaper, and will soon have a new library.

Gilman, a thriving little village in the western part of the county, boasts a saw mill, a barrel stave and header factory, a bank, an up-to-date cheese factory and a fine farming community. One of the prettiest parks in the northern part of the state is at Gilman on the banks of Yellow river. The park is reached by a suspension bridge over the river and has an excellent community hall with stage, electric light plant and moving picture

machine. Many fine entertainments are given at the hall through the efforts of the Gilman Commercial Club.

Has Beautiful Community Hall

The village of Jump River situated on the shores of beautiful Jump River boasts of one of the finest community halls in Northern Wisconsin. This hall is used for all community activities and was built through the cooperative efforts of the village people and the surrounding farming community. Jump River also has a dentist and a doctor, a saw mill, cheese factory, a pickle slating station, hotel and several stores.

Other villages in the county, surrounded by excellent farming country, are Hannibal, Lublin, Westboro, and Stetsonville. These villages all have good schools, churches and either a cheese factory or a creamery.

County is Growing Rapidly

Taylor county is growing rapidly, it has good markets, good railroad facilities.

To a farmer, coming here from any where in the corn belt the growing towns and shipping points of Taylor county will seem "just like home". They are, in fact, just a little better than thousands of towns scattered all through the farming community of the United States. They live in the same way and are populated by the same kind of people. Industrious, peaceable, home loving, thrifty, with stout hearts and an ambition to succeed.

Build Wisconsin

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Number 31

CIRCULATION BUILDING on the Country weekly

4

Avoid Claptrap
Schemes in Stimulating
Circulation



AN ENTERPRISING college student, according to an oft-repeated story, undertook to defray part of his college expenses by selling subscriptions to the local newspaper

during the summer. As an added attraction, he offered a dish pan, this premium to be given to every new subscriber. Sales were few and they came only after hard work. With his finances getting low, the collegian realized that a radical change must be made if he hoped to make anything at the job. With worthy initiative, he changed his entire program and attempted to sell the dish pan, offering the newspaper as a premium. According to this particular story, the collegian started at once to make money.

Salesman, as a whole, look on the premium offer as an attempt to put over an article or proposition that is none too popular. It needs a support on which to lean. Be this as it may, the idea has, nevertheless, found favor in the eyes of many circulation managers.

Egg Beaters to Foot Balls

The premium, which may range from an egg beater to a foot ball, is generally offered to every new subscriber, either a new or old reader. Sometimes the offer is made direct to the readers or the editor may enlist the aid of the local school boys who serve as solicitors. When such an offer is on, the press run is increased so that extra copies can be sent to non-subscribers, these names being secured from the town and county clerk.

To be successful, it is necessary that the premiums for such a campaign be purchased in wholesale quantities and at a low cost so that a fair-sized profit is left to the editor after the premiums are awarded. Often there are seasonable articles, as skates in the winter, seed in the spring, and thermos bottles in summer, that can be selected as premiums.

When the local boys serve as solicitors, a more substantial prize, as, for instance, a coaster wagon may be offered, it being necessary to secure five or ten new subscribers. The em-

ployment of boys as solicitors has proved none too successful in the country districts despite the fact that it meets with the approval of the city dailies.

Voting Contests Popular

During such a campaign, some editors report that it is worthwhile to publish every week the names of the new subscribers. People like to see their names in print even if they are being commended for paying a bill.

Voting contests have been widely used to stimulate interest. These have sometimes assumed large proportions, running for six to ten weeks, and offering substantial prizes that may include several automobiles, a radio set and a few cash prizes. In all, the prizes and commissions may aggregate between \$1,500 and \$3,000 and sometimes even more.

According to the plan, each subscription counts for a certain number of votes or credits, say 10,000. The subscriber then has the privilege of nominating a candidate for the contest. The candidates' names are displayed in the paper and other subscribers can vote for them. The object of the plan is apparently to get the candidates to work for the subscriptions.

The voting contest is often handled by a professional subscription manager, who, seemingly, finds the work rather profitable. Many editors have succeeded in staging the contest with the help of their office forces. During such a contest, the editor invariably turns the front page of the paper over to the publicity of the event. Besides this he often donates several pages of free advertising to the movement. These facts should be considered in the final cost of such a campaign.

Report Satisfactory Returns

A voting contest, in the minds of many editors, is well worth the cost. They report increases of 35 to 100 per cent in circulation. They further state that many of the contest subscribers stay with the paper and re-subscribe at the expiration of the term.

An Ohio organization that makes a specialty of building country weekly circulation endeavors to study the field before they start a campaign. Occasionally they find a territory which they feel will not prove profitable. It may either be saturated with circulation or it may appear unable to support adequately a weekly newspaper. They suggest prizes that are compatible with the apparent opportunities. Using their own cars, they go into the territory and select salesman and saleswomen. Generally they stay in the community until the canvassers have learned "the tricks of the trade".

The credits for each subscription are, according to this system, reduced at the end of the contest period. This plan makes it impossible for any person to buy the prizes when the contest is nearly completed.

Dangerous to Cut Prices

Editors, who believe that the principle of special bargains can be applied to subscriptions, have truly caught the community spirit. Similar to "Dollar Day" bargains, some publishers offer the weekly for 14 months or more at the regular price. However, it seems like exceptionally lax business management to reduce the price of a \$2.00 newspaper to \$1.50. Bargaining with the newspapers is not to be recommended. Many editors affirm the fact that they have had a hard fight getting the subscription price up to \$2.00 and they don't feel disposed to reduce it on iota.

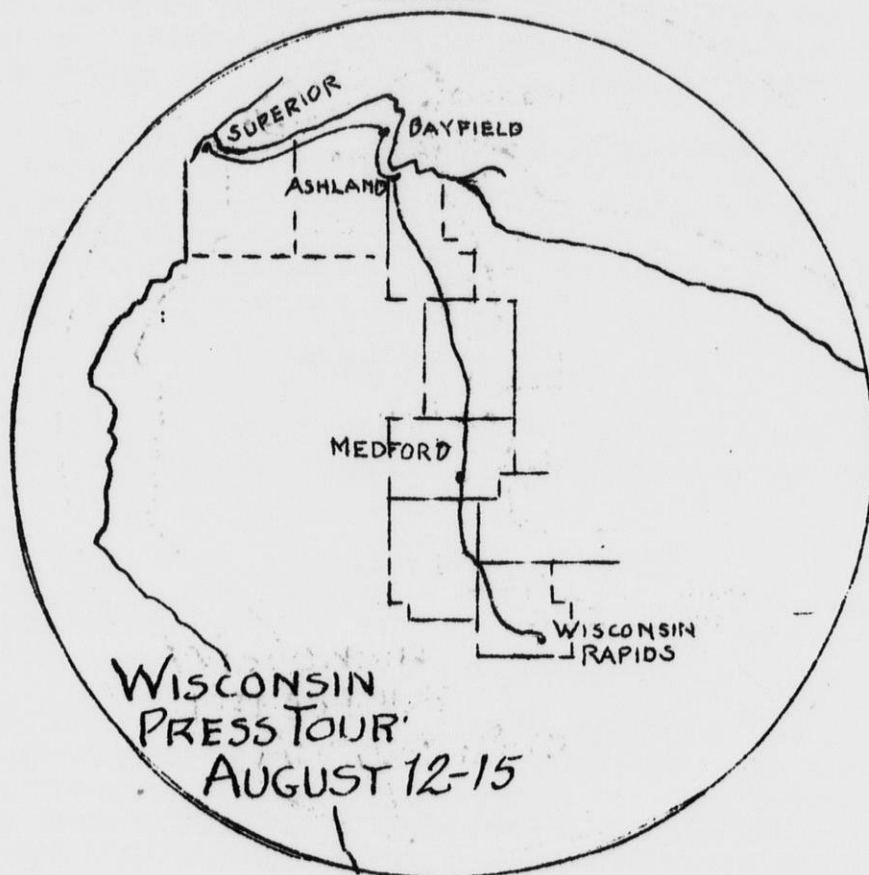
Clubbing offers have proved popular with many country editors. Their publication is sometimes offered with a daily newspaper, a general magazine and a farm paper. However, in preparing for a clubbing offer, the editor should follow the matter through. Will he, by bringing several publications into his patron's homes, especially the daily newspaper, lessen the desire to read his own product?

Some of these methods may be worthy of trial in promoting the weekly's circulation. Others appear to be unadapted to the country field. In every case, the editor will have to determine the cost and the benefits. Remember that it is the year-in and year-out circulation that offers the editor the most worthwhile possibilities.

Next week, in the concluding installment of this circulation promotion series, the author will present views on how the weekly newspaper may attain a permanent circulation.

PRESSMAN PROMISED
CLOSEUPS OF SUPERIOR
COUNTRY ENTERPRISES

Rapid and Recent Development
Characterizes Many Douglas
County Projects



By John M. Walz,
County Agricultural Agent

Douglas county contains approximately 850,000 acres of which 250,000 acres are red clay, 300,000 acres are clay loam or silt loam and the balance either sandy, rocky or rather irregular in soil types.

While the county has made wonderful strides in agriculture in the last 15 years, its advance has been remarkably rapid in the last four or five years, having increased from 1,557 farms in 1920 to 2,336 in 1925, and having, during the same period, increased the acreage actually in farms from 154,000 to 184,000 acres. Likewise during the same period the total number of cattle has increased from 10,000 to approximately 14,500 and the dairy cows have increased from 5,600 to nearly 10,000.

Douglas county was one of the first in the state, tested for tuberculosis and one of the few counties in the state which is a modified accredited area.

Specialize on Italian Cheese

A large county, extremely well located so far as transportation and population is concerned, it enjoys splendid terminal facilities and has wonderful outlets to all markets. At the present time the county is developing rapidly in dairying, poultry and sheep raising.

Our dairy farmers have a strong co-operative milk producers association which now is operating two plants at South Superior and Poplar, where dried milk, butter and casein are manufactured. It also has, at Lake Nebagamon, a flourishing Italian cheese factory which manufactures nothing but Italian Cheese. In addition to this the county is fortunate in having a large pea cannery located at Poplar.

Trout Streams Invite

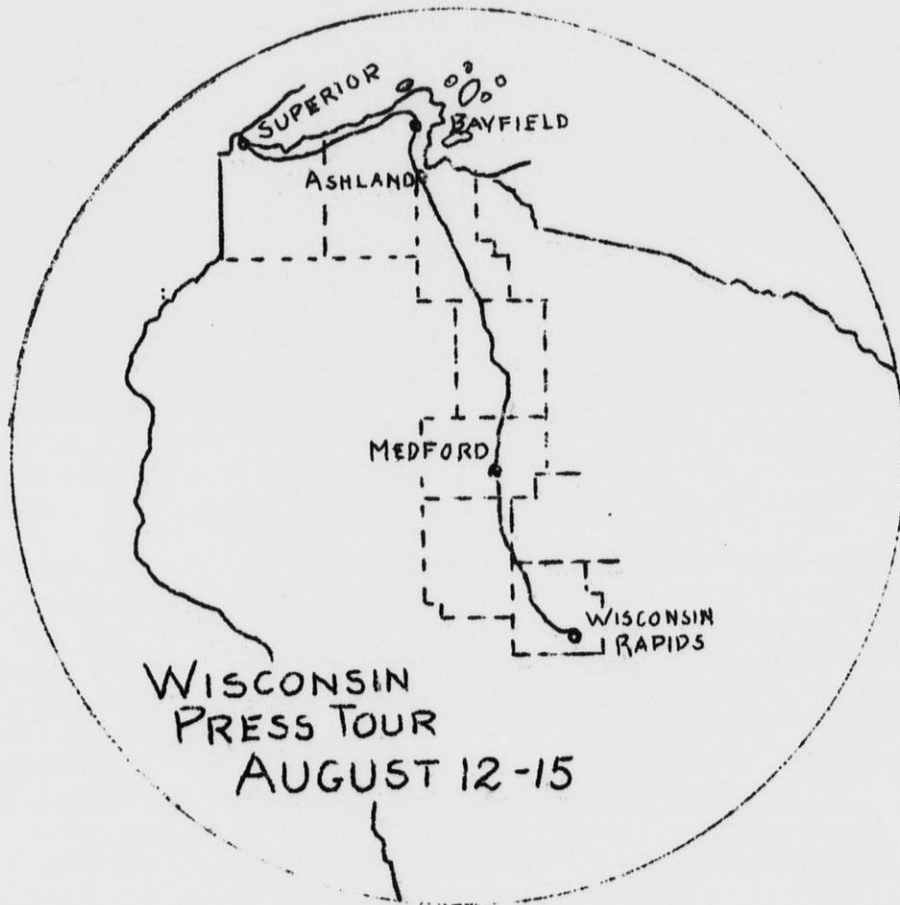
Excellent schools, five state trunk highways and better than 1,200 miles of roads are helping immensely to develop the agricultural areas.

In Superior, the county seat, a thriving city of more than 40,000 people, we have the Great Northern Ore Dock, the second largest of its kind in the world, several large flour mills and coal docks together with many terminals, and grain elevators.

Among the points of interest are the Brule River, famous as a trout stream, dozens of wonderful lakes including Lake Nebagamon and Lake St. Croix both widely advertised summer resorts. Pattison State Park, 12 miles south of Superior on State Trunk Highway 35 which contains the highest waterfall in this vicinity - the water falling 168 feet and Billings Park in the City of Superior overlooking St. Louis Bay.

EDITORS WILL VIEW
MUCH SCENIC SPLendor
AND RICH RESOURCES

Much in Upper County
Will Challenge Interest
and Admiration of
Pressmen



The Apostle Islands, gateway to Chequamegon Bay, have no rivals on the Great Lakes with their eight lighthouses. From Duluth to Buffalo, from Chicago to Detroit, they are known as the natural harbor of refuge of Lake Superior. The twenty Apostles, separated by broad channels from 75 to 200 feet deep, could shelter the combined navies of the world. They have a beauty and a fascination all their own.

They were once the gathering place of the scattered tribes of the ojibways, and here Marquette, Allouez and the early voyageurs planted the seeds of civilization. Seventeen of the twenty Apostles are in Ashland county. They were set apart by nature as the great playground of the future, some of the islands destined to become state parks for the preservation of wild life - others, the haven of health seekers, with summer homes and an unrivalled summer climate. The islands are ideal for the growing of fruit and farm products.

Ideal for Pea Growing

Ashland county is one of the leading agricultural counties in Northern Wisconsin. During the past ten years we have reached a point in dairying that gives us a place with many Central Wisconsin counties. Many pure bred sires were shipped out of this county into other states last year, and over ten carloads of high grade dairy cattle left our county.

Our climate for seed grain is ideal. The cool nights make this one of the best pea growing regions in the United States due to freedom from disease. Small fruit can be grown as successfully here as in any other part of Wisconsin.

The city lies at an average of fifty feet above the level of Lake Superior, and is 669 feet above sea level.

Ashland Harbor Rated High

The average value of the marine commerce of Chequamegon Bay for the past ten years, from the docks of Ashland, is over thirty-five million dollars annually. In 1924, the value of the marine commerce of Ashland was three times that of New York state canals. The bay is 12 miles long, protected from the open lake by the natural breakwater of Long Island, further protected by a breakwater 8,000 feet long, with a lighthouse on the outer end. The largest vessels on the lakes load at Ashland.

The city has five miles harbor frontage, with two municipally owned dock frontages of more than a thousand feet. Hon. Henry A. Powell, ex-M. P., and one of the Canadian Commissioners who conducted the Deep-Waterway hearings at Great Lakes ports said, "This is the finest harbor in the world; not even the great harbors of Sydney, Australia, and Halifax, N. S., excel it." It is conceded to be the finest harbor on the Great Lakes and one which will be a great distributing point for the ocean commerce which will follow the opening of the St. Lawrence Route.

Is Coal Distribution Center

Ashland ranks number seven as a coal distributing center from the Great Lakes. Its average annual coal receipts are about 650,000 tons, and the coal from its three modern docks coming from Lake Erie and Lake Ontario ports, for distribution to the Gogebic Iron Range cities, as far north as Winnipeg, and through Minnesota, the Dakotas and the west.

Mileposts in Ashland History

The first known white men to set foot in this region were Sieur Raddison and Sieur Groseillers. They arrived in Chequamegon Bay during the year 1661, landing near what is known as Mission Springs, at Nash.

Father Allouez was the first Missionary to visit this region, landing in Chequamegon Bay, October 1, 1665.

In 1668 the Jesuit Missionaries landed on Madeline Island, and established the first settlement at La Pointe.

In 1848 the first United States Survey of this locality was made by S. C. Morris, and in 1854 and 1855 George and Albert Stuntz made a survey of the territory south of Chequamegon Bay.

On the 5th day of July, 1854, Asaph Whittlesly and George Kilbourn left La Pointe and landed about 5 P. M. of the same date on the western limits of the city of Ashland. They built the first house and the same was occupied by Mr. Whittlesly.

In 1855 the first Post Office was established.

In 1856 the first white child was born.

The first election of county officers for the Town of La Pointe was held at Ashland in November 1856.

Ashland county was created by an act of the legislature on March 27, 1860, being formerly a part of Michilimackinac, Chippewa, Crawford, St. Croix and La Pointe counties. Ashland was designated as the county seat.

The first meeting of the Ashland county board was held May 10, 1860.

The first election for officers for Ashland county was held in June, 1860.

Ashland was the county seat until 1863. During that year the records were moved to La Pointe which remained the county seat until 1873, when the county seat was again established at Ashland.

In June 1877 the first train arrived in the city of Ashland, over the Wisconsin Central.

On October 3, 1877, the corner stone was laid for the first court house.

During the year 1915 the present or new court house was finished and on December 27th, 1915, the offices were moved to their present location.

In addition to the avenues of employment furnished by our coal and iron ore docks, there are several industrial institutions. Prominent among these are a large saw mill, charcoal iron works, paper mill, sash and door factory, flour and milling products, steel and iron works, cigar factories, and several smaller enterprises.

Ashland is the hub of the transmission line system of the Lake Superior District Power Company, and here are located the general offices of this large power company. Over 300 miles of high voltage power lines, all inter-connected, radiate out from Ashland. These lines make the water power of Northern Wisconsin and Michigan available to industry in Ashland. Cheap, reliable, electric power is necessary to industry.

Ashland, through the Lake Superior District Power Company, meets that requirement. The six hydro-electric plants and two steam plants of this system furnish total power resources of over 40,000 horse power. One of these plants, the Bay Front Steam Plant, having a capacity of 19,500 horse power, is located in Ashland, on the shores of Chequamegon Bay. It is amply

capable of caring for the growth of existing industries and of handling any new industrial power demand. The industrial power situation in Ashland offers attractive opportunities to new industries.

Leads in Hospital Service

Two hospitals thoroughly equipped and modern in every respect, and a corps of specialized physicians and surgeons make Ashland the leading hospital and medical center of Northern Wisconsin

Ashland is recognized as an outstanding community insofar as musical progress is concerned. The city employs a musical director of national reputation, having in charge the directing of the North Woods Band of 30 pieces, dressed in uniform characteristic of the great out-doors, the biggest boys' band in the world, there being no less than 268 boys in the organization, a symphony orchestra of 50 pieces and a fife and drum corps composed of thirty-two legionnaires, and last, but not least, the city prides itself in having a girls' Hawaiian guitar club of 350 members. These organizations together with a community choral club of 100 voices, combine their talents in a May Festival - an attraction of outstanding note.

Northland is a non-sectarian college of Congregational affiliation, offering standard courses leading to the B. A. degree. The college maintains a strong school of music, and an academy department for the benefit of young people of communities where no high school is available.

Much Iron Ore Shipped

The four great iron ore docks at Ashland receive the entire output of the Gogebic range, for shipment by water to South Chicago, Gary, Indiana Harbor, Canadian ports, and to the nine ore receiving ports on Lake Erie. The average shipments from the docks of Ashland are about six and one-half million gross tons annually.

Ashland is a city of 11,335 persons, which number represents 2,301 homes. This population is 50 percent American born, the next in order being Scandinavian, German, Canadian and Polish. In all, there are 25 nationalities in the city.

Aside from the lake transportation afforded through Chequamegon Bay, five railroad systems cross Ashland county, four of which have their terminus here. Ashland is the eastern terminal for the Northern Pacific from Duluth, the northern terminal of the Chicago & Northwestern running along the eastern side of Wisconsin to Chicago. Also the northern terminal of the Soo Line running through the center of the state from Chicago, and the northern terminal of the Chicago, St. Paul, Minneapolis & Omaha Railroad. This, together with being a terminal of a branch line of the Omaha running to Washburn and Bayfield, makes our community a railroad center of considerable importance.

Is Famous Playground Region

On account of the splendid recreational advantages in this immediate vicinity, Ashland, during the summer months, is a Mecca for tourists. The streams and lakes around Ashland abound in every sort of fish to be found in the Lake region, while forest resources provide the choicest hunting.

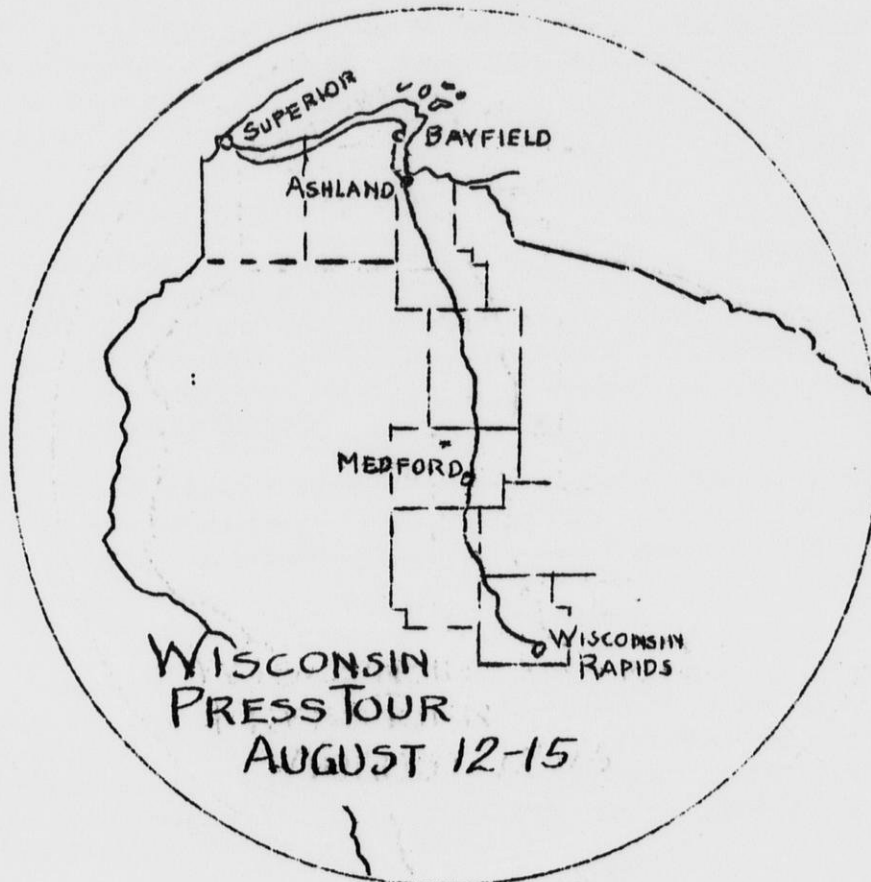
Some of the most prominent resorts in Northern Wisconsin are within a few miles driving out of Ashland. Aside from fishing and hunting, there are many points of interest to the tourist, including the Apostle Islands, Tyler Forks, Copper Falls and Squaw Bay, furnishing virgin scenery unsurpassed in the Northwest region. With these many advantages, Ashland holds the key to the playground of Northern Wisconsin.

Other cities and villages of Ashland county situated along the Soo Line are Butternut, Glidden, Morse, Cayuga, Mellen, High Bridge and Marengo; and on the Northwestern Line, the Village of Odanah, headquarters of the Bad River Indian Reservation. At these places one will find several saw mills, wood working plants, and an iron mine at Mellen furnishing work for the people.

Ashland county has a total land area of 692,400 acres, 4% of which is at present under cultivation. There are 1,079 farms, with a total crop acreage of 27,996 acres. This county is a modified accredited area, a county wide tuberculin test having been applied twice to all cattle.

PRESS TOUR CUTS
EDGE OF STATE'S
LARGEST COUNTY

Marathon First Noted for Lumber,
Now Famous for Clean Herds
and Thriving Farms



By W. J. Rogan,
County Agricultural Agent

After Wisconsin's country editors strike north from Wisconsin Rapids, they will pass through the southwestern corner of the state's largest county, Marathon. What they will see on their short trip in the county will give them a clear impression of the wonderful progress that has been made in transforming endless virgin forests into one of the wealthiest and most progressive dairying and farming sections of the state.

The first white settlers came to what is now Marathon county in 1838. The section was then covered with unbroken tracts of pine and primeval hardwood. In that same year, Charles Stevens, after whom Stevens Point was later named, established the first sawmill in Marathon county. Seven years later, Marathon county had the total population of 300 white settlers who were interested only in logging operations, but it was not until 1850, continuing upward to 1875, that large groups of agriculturists were induced to come into the county.

Early Settlers from Germany

The first immigrants came from Pomerania, Germany. These settlers were of a hardy strain, used to the hardships of the land, and due to their undaunted spirit and fortitude this rich country was thoroughly developed.

As the lumber industry receded, acceleration and new life was given to dairying. Both business men and farmers realized that if the country is to prosper, prosperity must come in increased revenues from the thousands of acres of rich lands which laid practically untouched.

Believes in Cooperation

Marathon, in recent years, made great strides in the development of the cooperative marketing idea. Besides having several cooperative livestock shipping associations, it has within its borders, a large cheese storing warehouse at Wausau, another at Abbotsford, bordering Marathon at the northwest and a third at Marshfield (just in process of erection) bordering Marathon at the south.

This central county is even today a center for lumbering industry. It has three large paper mills. It boasts of having the first electric saw mill in United States which is located at Wausau.

Clean Herds in the County

Marathon county has just completed its area test and while exact figures are not available at the present time, it appears that the percentage of reactors runs less than six tenths per cent. Marathon county produces more cheese than any other county in the state. In fact, for its population, it is one of the largest producing centers in United States.

Larger Than Rhode Island

Marathon county also boasts of having the highest point of land in Wisconsin, the tip of which could easily be seen if the editors journey within ten miles east of Colby. The name is Rib Mountain. Marathon is the largest county in the state and its square miles of territory are larger than the state of Rhode Island.

The farms of the county appreciate capable leadership and, today, Marathon is the only county in the state that maintains a Home Demonstration Agent and a Boys' and Girls' Club Leader.

It was one of the first north central counties to introduce the agricultural extension system and is one of the few counties in the state to maintain a county agricultural agent for a number of years without cessation.

Industry Widely Diversified

Marathon's variety of industries range from manufacture of tooth picks and brooms to steel bridges.

The county has 10 state highways and 13 trunk highways. Marathon is served by Wisconsin's leading railroads, cut in twain by the state's largest river developing a trunk system of water power serving a territory over 170 miles long and 70 miles wide.

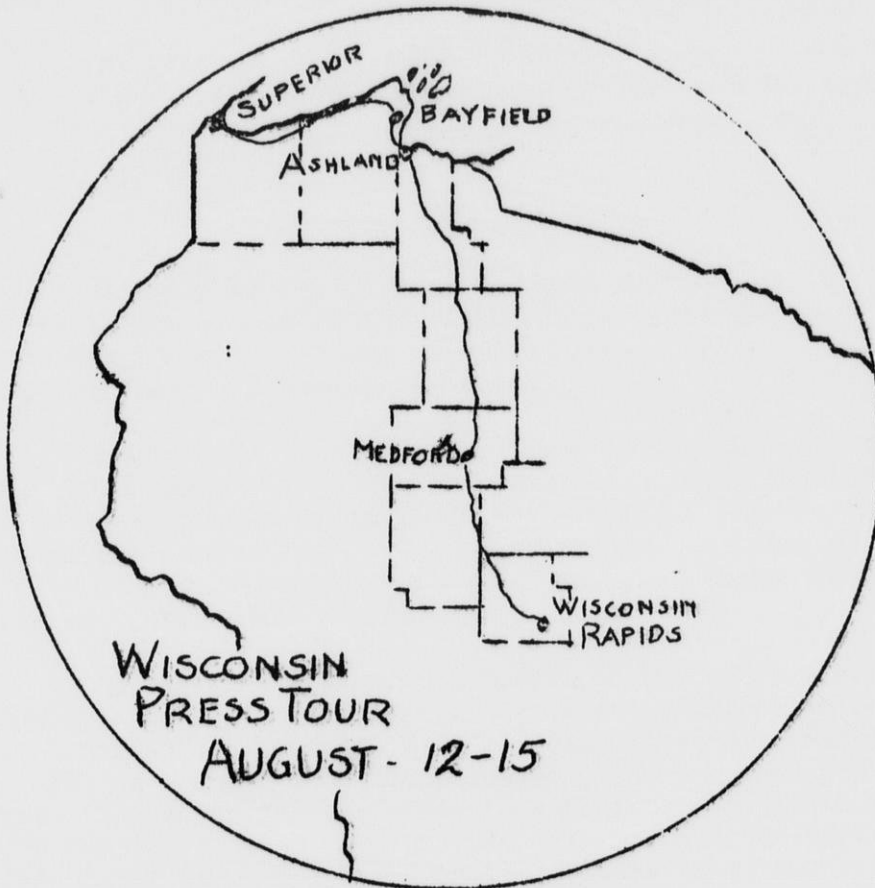
Unlike any other county, Marathon has instituted a comprehensive system of public parks for its citizens. Plots of virgin timber have been purchased from all sections within boundaries which is to be preserved for the enjoyment of future generations.

LOCATES MISSING AUTHOR

The anonymous story of Ashland county and the Apostle Islands, which appeared in a recent issue of BUILD WISCONSIN, has found its author. Lee Stewart, county agricultural agent of Ashland, gets the credit for preparing the interesting account of these points, both of which are on the editors' itinerary. Stewart is one of Ashland's most enthusiastic boosters.

ROLL CALL OF
EDITORS TAKEN
IN WOOD COUNTY

Dairy Farming Is Industry of
First Importance in
Central County



By R. A. Peterson,
County Agricultural Agent

Coming for all sections of the state, Wisconsin's country editors, members of the Wisconsin Press Association, will assemble at Wisconsin Rapids, in Wood county, August 12. The attraction that calls the newspaper men and their friends to this county seat city is the sixth annual summer trip of the state press association. From this city, they start north on an automobile trip that ends four days later in Superior.

The take-off point of the editors' trip lies in the very central part of the state, in fact, natives call Wood the "Heart of Wisconsin". What the newspaper men will see after they enter the county will help to give them a better impression of the advantages and glories of the entire state.

Noted for Famous Cranberries

Wood owes much of its greatness to the soil that is found in the county. A considerable portion of it is of the Colby silt loam type, which is fertile and productive and well suited for clover, alfalfa and the general farm crops. The southern part of the county has a sandy loam soil, and in this district, cranberries are extensively cultivated. The cranberry farms of the county are concentrated in a single township, Cranmoor.

The greatest asset of this central county is her people. Hardy and enterprising, they have come to Wood from all parts of the Globe. Good Americans, all of them, they are open-minded, open-handed, neighborly and progressive.

Supplies Nation With Cattle

Dairying is the leading agricultural industry of the county. There are in the county 52,000 head of high grade and purebred cattle of the Holstein, Guernsey, Brown Swiss and Jersey breeds. The cattle are healthy, and have all been T. B. tested.

Hundreds of buyers come to Wood County annually from all parts of the United States to purchase foundation stock. Eleven million pounds of cheese are produced annually in Wood County. Farmers believe in having an interest in both the production and marketing program, and many of them are cooperating with the Wisconsin Cheese Producers' Association to market their cheese.

Approximately 3,000,000 pounds of butter is manufactured in the county annually. Condensaries serve as a further outlet for the milk. A number of factories have developed a special sweet cream trade. Whole milk is being shipped to Milwaukee, Chicago, and even as far as Florida. The dairy industry returns approximately \$4,000,000 annually to Wood County farmers. The farmers believe in diversification, and supplement the dairy program with the production of hogs and of cash crops such as peas, beans, cabbage, which find a ready market at the canning factories.

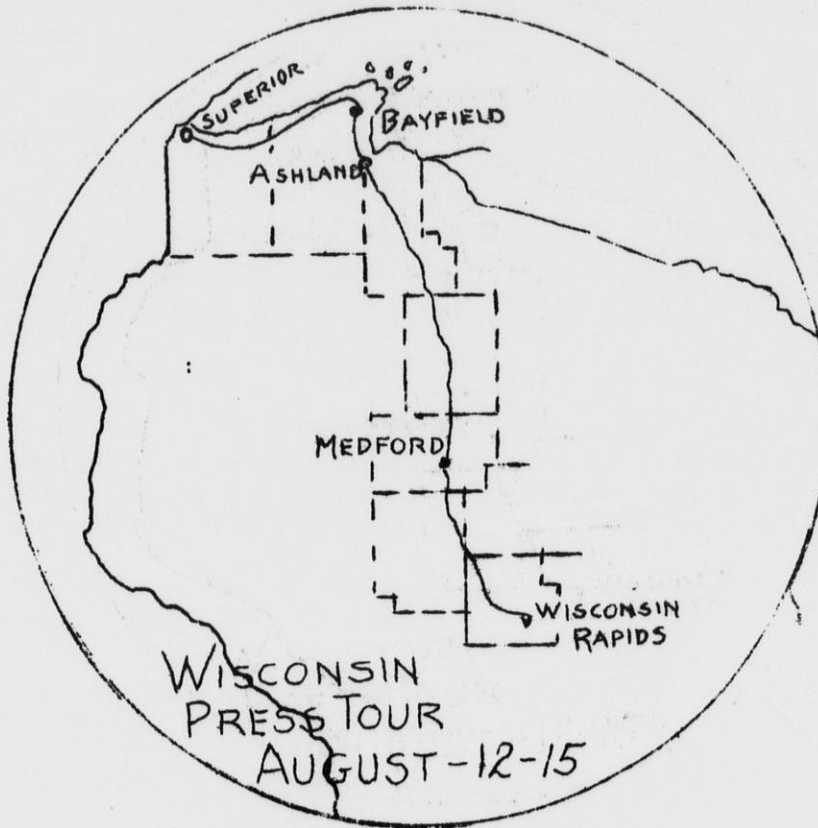
Social Life of Importance

The cities are Wisconsin Rapids, Marshfield, Pittsville, and Nekoosa. The two former have a population of about eight thousand, while that of Pittsville and Nekoosa is somewhat less. The villages are Port Edwards, Biron, Auburndale, Arpin, Vesper, Milladore, Babcock, and Rudolph. All are the best of market centers for farm products, and each of them has also developed some phase or another of manufacturing. Four large paper mills, as well as other large manufacturing plants furnish ready employment for the people of these cities and villages. Churches of the different denominations are freely distributed in both country and town. Six high schools, a Teachers' Training School and an Agricultural School, and the best of rural schools, are aiding to educate the youth of Wood county.

Since the passing of the lumber industry, the county has been developed very rapidly, agriculturally. The farms that have been improved are among the finest in the state. New land is still available and can be obtained at reasonable rates. #

VISITORS ARE GENEROUS
IN PRAISE OF BAYFIELD
COUNTY SURFACED ROADS

Offer Excellent Harbor Facilities
to Manufacturers in Search
of Locations



From V. E. Brubaker,
County Agricultural Agent

Our wonderful county contains a million acres of land. Many thousands of these acres are now producing dairy products and dairy cattle, sheep, potatoes, strawberries, apples and grain. Over 2,000 farmers are steadily but surely building up the best of dairy herds. We now have 15,000 head of dairy cattle in the county, mostly of the Holstein and Guernsey breeds.

Our lakes and streams attract tourists from every state in the Union. Our good roads are always a pleasure to our visitors as well as ourselves. The fine natural harbors found at Washburn and Bayfield in the Chequamegon Bay afford economical conditions for large manufacturers. Other harbors at Cornucopia, Herbster and Port Wing, located on the main shore of Lake Superior, are all good.

Our farming is diversified and our farmers do not know what a crop failure means.

Dairy Business Increasing

At present our dairy products sell for over \$2,000,000 annually. We have eight cooperative creameries, located at Port Wing, Cornucopia, Bayfield, Washburn, Barksdale, Bencit, Mason, Grandview, and Iron River.

Our dairy breeders' associations have done much to improve the dairy cattle in the county. These organizations have made it possible to increase the number of pure bred sires from 29 per cent to 75 per cent in the county during the past 4 years.

Last year, the State Veterinary Department tested every cow in the country for tuberculosis and from the 14,500 there were only 100 taken as reactors. Our cattle are now free from this disease.

The secretary of the Holstein breeders' association is Thoralf Yderstad, Mason, and Henry DuBay, Herbster, is secretary of the Guernsey breeders' association.

Potatoes

Bayfield county has thousands of acres of ideal potato land. The main varieties are Green Mountains and Rural New Yorker. Our largest potato producing communities are Mason, Grandview, Cable, Iron River, Durmmond and Port Wing.

The secretary of our County potato growers' and shippers' association is C. I. Larson, Mason.

We usually have several carloads of Rural New York seed stock for sale. This is excellent stock and very clean.

Small and Tree Fruits

The Bayfield Peninsula has long been noted for its fancy and high qualities fruit. Strawberries and raspberries are of exceptionally high quality and are always in demand. Our fruit acreage is rapidly increasing. A local canning factor takes care of fruit not suitable for shipping.

The main varieties of apples grown commercially are Wealthy, Dudley, Greening, McIntosh Red, Duchess and Jonathan. The Bayfield fruit association at Bayfield and The Farmers' Warehouse, at Washburn, both ship fruit cooperatively for growers. Port Wing is also a large fruit producing community.

Raise Pure Bred Grains

Our heavy clay soil, known as the Superior red clay, produces high yields of peas, winter wheat, oats and barley. Each year our grain growers in the county sell a large quantity of seed grains. These grains are well cleaned and pure in variety and sacks furnished when shipped.

Both the soup and canning peas yield exceptionally well in our county and are an excellent crop to use in our rotation.

Build Wisconsin

These Sheets, published Weekly in the Interests of the Community Newspaper, are Issued by the Department of Agricultural Journalism of the Wisconsin College of Agriculture in co-operation with the Weekly Press of Wisconsin.

Volume 4

August 16, 1926

Number 33

CIRCULATION BUILDING on the Country weekly

5

Merit is the
Greatest Circulation
Builder.



B

BEFORE A WEEKLY newspaper can enter the class of community builders, there are two requirements that both its editor and its potential

readers must answer in the affirmative. They are:

- 1 - Is the paper needed in the field?
- 2 - Does the paper render service?

The object of these questions is obvious, and it is only when they are answered "Yes" that the country weekly newspaper can hope to be a vital force in the building of a healthy community. And, of course, in the opposite situation, it is equally hopeless to garner circulation.

Consider the Paper's Merit

In the last analysis, community building editors, the country over, go on record, by a large majority, as feeling that the merit of the paper is the chief factor in attaining a sizeable and permanent circulation.

A Kansas editor, who has been through several high pressure campaigns, feels that the only way in which the country press can get its share of subscribers is by representing the entire community. In this broad outlook, he assumes that the editor will give his readers service that has a value of 100 per cent.

"If the paper properly represents the community, it will gain the confidence of the people, and", he continues, "it will also gain a permanent reputation that can not be shaken by periodical adversity. If the field is large enough, the circulation will grow without visible effort.

"I do not favor sudden high powered boosting of any kind", this Kansan avers, "and, I have never entered into any kind of 'get-rich-quick' schemes. I believe", he concludes, "in quality. If the paper possesses this factor, its circulation will always be in healthy condition."

Make the Weekly Interesting

"Make your paper the best you know how", is the maxim that guides the endeavors of an Iowa editor.

"In the first place," he explains, "we consider the only justifiable basis on which sound circulation can be secured is through the publishing of the best paper possible. A good newspaper, both literally and figuratively, appears to be the backbone of strong circulation, and all the high pressure circulation schemes in the world won't sell an inferior product.

"..... First, we try to get all the city news, then all the country news with as much rural correspondence as possible. We departmentalize the news, that is, each week, we have certain features, for example, farm news, local sports, birth and obituaries, and several others. This system, besides being a convenience, helps us to make up the paper."

Maintain Present Circulation

That names and plenty of them promotes interest in a publication is a fact well known to country editors. A Wisconsin editor, publishing a strong paper in Kewaunee county, feels that he has actually built a large part of his circulation by persistently aiming to publish as many names as possible.

"Names in the paper", he states, "is the surest method of building circulation and putting it upon a solid foundation. They make for interest and they indicate that the editor is thoroughly covering his field."

"A prime consideration in circulation building", points out a Minnesota editor, "is to insure the continuance of the present circulation. A steady circulation to a small paper, is worth more than a variable one that rises and falls spasmodically. Remember that our advertising rates can not be changed over night."

Merit Wins 7,400 Subscribers

Furthermore, the Minnesota publisher explains that it is very necessary that the editor go on record as maintaining and adhering to a definite news policy. It is exceptionally necessary that his news be representative of the entire community, especially that his reporters cross the city limits and set foot on the soil of the nearby farms, he concludes.

A New Jersey paper, with probably the largest circulation of any single weekly in the country, the figure being 7,400, points with pride to the fact that it has never had a contest to increase its circulation. It has never offered a premium nor entered into a clubbing arrangement. It has never had subscription "Bargain Days", nor in fact any of the commonly used devices for stimulating circulation. It has, as its editor agrees, established itself on merit.

Do You Recall

- when Herman W. Roe, newly elected president of the National Editorial Association, addressed members of the Wisconsin Press Association in these words:

"I confess I love the state of my birth, Wisconsin. Any man who comes from Wisconsin, or who happens to have been born in Wisconsin, is naturally proud of that fact and I should be proud of that fact because Wisconsin has been very generous, indeed, to me, and to the father and mother, who in 1880 came to this state from Norway and settled in a town that has been wonderfully served by one of the members of the Wisconsin Press Association. Wisconsin has treated that mother and father generously, so much so that they have been able to send six sons through college. So why shouldn't I love Wisconsin and anything I can do to repay that debt I am anxious to do.

"I had intended, after I finished college, to study law and settle down in Wisconsin. It was only a trick of fate that turned me to newspaper work and I am now mighty grateful that the tide was turned, because, in my judgment, from what I have seen of the average small town, there is no place where a man has greater opportunity than has the publishers of the country newspaper.

"We need more men and women***** to take charge of these community newspapers, men and women who have the vision and who will contribute to the up-building of a prosperous and successful rural life in America." - Delivered before Wisconsin Farmers' Products Merchandising Conference, February 2, 1923.





SIGNED EDITORIALS FOR
COMMUNITY NEWSPAPERS

The large number of your readers, who are living on the farm, will enjoy the following editorial as much as town people who spent their childhood days on the nearby farms. This is the fourth of a series of signed editorials that will be issued through **BUILD WISCONSIN**.

The Old Farm Has Changed

Those of us who can look back on boyhood on a farm, and that is a good many of us, recall most vividly the lack of companionship. At the time, perhaps, it was the round of chores that we liked the least. For there was fun, and chores frequently interfered with our plans. In summer there were a thousand and one things to explore. In winter, the sled and skates, and a dog with a nose for game. How we enjoy living over those days when we had to crack the ice in the pitcher to get water to wash our faces on cold mornings; and we boast, as becomes men whose pocketbooks have expanded with their girths, that this is the kind of hardening that makes successful men. But most of us will admit that what we needed more than anything else was a wider circle of friends.

The farm youngster of today need not be lonely. The motor car has erased the lines between town and country. Yet just as important as the means of getting somewhere is the new spirit in the farmlands, the community of interest that has grown up in recent years. For the boys and girls, this spirit finds expression in the "4-H clubs" that our departments of agriculture have fostered. With their calves and pigs and samples of sewing and canning, the boys and girls meet in friendly rivalry at county and state fairs.

Interesting stories could be told about how a boy's enthusiasms aroused by these clubs has led the father to ways of better farming. But even better than the business training these clubs afford the farmers of tomorrow is their influence for good citizenship. The four H's stand for "head, heart, hand and health," meaning thereby the development of wholesome men and women with an interest in their country as well as in their means of livelihood.

In all the talk about farm problems, the improvement in farm machinery, methods of marketing and electrification of the farm, it should not be overlooked that the most important question is the kind of men and women the farm is preparing for tomorrow.

-- Milwaukee Journal

Build Wisconsin

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Volume 4

August 23, 1926

Number 34

RURAL COMMUNITIES NEED LEADERSHIP

Small Towns, Aligned with the Farmers, Can
Aid in Redistributing Power and
Privilege in America

By ARTHUR E. HOLT

Editor's Note - When Mr. Holt comes to Wisconsin in August, he will bring to townsmen, villagers and farmers a conviction that the villages and towns, which are the home of rural weeklies and the service stations of agricultural communities, have every reason to maintain and develop local self-respect.

MODERN SOCIETY has undergone a certain necessary concentration of power. Business has developed centers of trade and centers of credit. Transportation systems radiate from the big centers like the strands of a spider's web. Until very recently the majority of the people have lived in villages but the steady centripetal urge toward the big city has turned a majority of our people into urban dwellers.

We must expect the city to grow, but it is possible to acquiesce too easily in the city trend. A friend of mine who was recently in Russia said that the Russian revolution took place so easily because the power of Russia was concentrated in two big cities and that when these two cities were captured, the revolutionists had the control of the nation. He said such a sudden change would not have been possible in any nation whose power and privilege were well distributed. Of course he might have gone farther and said that had Russia's power and privilege been well distributed, the revolution would not have been necessary. Be that as it may, his remarks are eloquent of the necessity for a "Distributed America."

Need of Local Self-Respect

How big ought a community to be? We measure communities as the census does, but I suggest another standard of measurement. That community is the largest for you which makes the largest use of you. There is a law of diminishing returns in community growth.

Perhaps there were not more nor better concerts in a community of seven thousand in which I once lived, but I attended more than I attend in Chicago.

Perhaps the office holders are more numerous in Chicago, but I voted for more whom I knew when I lived in a smaller community. That community is the largest which makes the best use of you and calls for the investment of the most will power, purpose, and intelligence on your part. Judged by this standard there is a basis for a fine self-respect on the part of the hamlet, the village and the town.

Conservation of Local Resources

I clip the following from an Associated Press report: "Without having aimed to establish a record as lodge joiners, the eight thousand eight hundred people of this town are believed to have done so, for a canvass of the population revealed that the combined membership of the various secret, fraternal, sports, patriotic, and other societies, exclusive of religious organizations, is more than ten thousand. This means that some persons belong to more than one organization, in fact the canvassers found one man who said he was paying dues to twenty-seven different organizations.

There are all told twenty-one clubs and lodges, ten soldier organizations and their auxiliaries, a hundred or more religious societies and organized groups. A fair estimate that the people of S-- -- support about two hundred different lodges, clubs, and fraternal societies into which they pay as dues about sixty thousand dollars a year.

Now I am not complaining about the number although I think that there are more than are desirable, but I am complaining because of the hap-hazard way in which the organizations are multiplied. No one ever asks the question as to the desirability from the stand of view of the community.

Over-Organization Possible

Organizations are created under the stress of imitation and competition, but seldom does a community have the chance to exercise any autonomy as to the number of organizations by which it is served. As a result the small community is bound hand and foot by organizations projected into it from the outside, all professing to help but actually selling it the benevolent end of a despotism.

The town meeting was once the saving unit in American democracy. Here men met in a face to face relationship and discussed matters about which they were concerned. Men think best about situations which are close to them, their poorest thinking is done about projects which are farthest away.

Now when men gather about the corner store, it is to discuss the issue brought before them by the big city daily whose columns are too often colored by the interests of the publishers. In other words, the small group has capitulated before the drive of the city opinion expressed in the mammoth edition of the cosmopolitan paper. America is the poorest because of this.

Country Editor a Leader

We need more communities which are willing to follow the leadership of men whom they know to be worthy even though they may for the time be unpopular. If we could multiply the William Allen Whites in the cities the size of Emporia, Kansas, we would have an army of non-conformists who would be the glory of America.

The point has been hinted at in the last paragraph but it needs emphasis. The next big controversy which will stir America will be between people who are on the opposite sides of a load of produce, or between the producers and the consumers. More and more the big cities are going to demand that they be fed with food at the cheapest rate possible. The farmer must get such returns as will make his life agreeable.

Will the small town identify its interests with the farmer or will it "line up" with the city? This is a vital question for the average town in the west. On it is absolutely dependent the success of the farming class.

Will the town work for the prosperity of the farmer or will it join the city? If it does the latter, we will have an industrial war or we will develop a peasantry like unto some parts of Europe?

Justice Through Unity

This is not an appeal for war between the consumers and the producers, it is an appeal or a bargaining which has justice in it, but this justice can only come as we establish something of equality in bargaining power. The small town should welcome the coming of the Farmers' Cooperative because these nation-wide organizations constitute the only hope for a balanced development between the producers and the consumers.

But the final word must not be of division but of unity. More and more as the cleavage due to race and class develop in society there must come those organizations which seek to build the whole of society.

SIMPLE EDITORIAL MAKE-UP EFFECTIVE

SET 13 PICAS wide and in 8 point type, the editorials in the WESTBY TIMES seem to attract the reader so that he gives rather careful attention to the personal comment of Editor Julius T. Hage. These two or three columns of editorial expression have a number of features that make them unusually appealing.

First, they are short, to the point and broken up with frequent paragraphs. They are written in a congenial and chatty style.

Each of the main editorial has a head. These also brief, are set in two lines, in eight point bold face, close to the left margin. They read; "Social Progress", "American Tourists", "World Tour, 28 Days". Editor Hage and his assistants have the faculty of assembling some very timely and unusual paragraphs. These are set under a boxed head, labeled "Oh, by the Way."

RACINE COUNTY PAPER
GETTING UP IN YEARS

SIXTY-THREE years of community building has been written into the history of the BURLINGTON STANDARD DEMOCRAT. This Racine county weekly, which started its sixty-fourth volume the middle of August, can point with pride to its long record of service. Its editor L. H. Zimmermann, takes particular pleasure in explaining that the STANDARD DEMOCRAT'S growth has paralleled the advancement of the Burlington community. Scanning the future, he declares the STANDARD DEMOCRAT'S goal will be everlasting service to the community and that it can be counted in on anything that is for the progress of this section of Racine county.

Excellentlly executed and carefully edited, the STANDARD DEMOCRAT has reached a high plane in country newspapering. It has a seven column page and ranges from eight to twelve pages in size. The type is fresh and attractive. By the use of a series of headlines, that would do justice to a large daily newspaper, Editor Zimmermann's weekly has a most appealing make-up. Frequent boxes are used to give added attractiveness to the pages.

As the STANDARD DEMOCRAT open up volume 64 BUILD WISCONSIN, in behalf of the state's weekly press, congratulates it on its splendid record and hopes it will continue to be the promoter of Burlington progress.

SCOTT'S EDITORIAL
PROVES A THRILLER

J. I. SCOTT, sage of Evansville, recently varied his editorial style and prepared a detailed "fictionized" editorial that directed new interest to the Rock County Fair that was held in Evansville. In an interesting and entertaining manner, Scott portrayed a local farm incident in which "Son Bill" satisfactorially convinced "Farmer Dad" that the family should attend the county fair and stay not one day but several days in order to take advantage of its many educational opportunities. The young man won but his victory came hard. Listen to Bill:

"Now let me ask you who has the finest herd of Hereford cattle in the state of Wisconsin? J. C. Robinson. Yes. Who has the best sheep? Broughton and Miles, yes. How about Harvey Little with his Shorthorns? Butts & Babcock with their Chester White hogs - Furseth with his poland Chines, and all the other purebred breeders around Evansville? Where did these men get their first chance when they had only a cow or two, or an old sow with a litter of pigs or a nice ewe and a pair of lambs, to show their stock and to find buyers for them, but at the Evansville Fair?"

Bill goes on and describes more about Rock's basic industry - agriculture. All real facts, in which he shows an intimate acquaintance with the county's leading breeders. This editorial story, set two columns wide, was given front page space. It completely filled two of the REVIEW'S columns.

SIGNED EDITORIAL FOR
COMMUNITY NEWSPAPERS

Dan A. Wallace, editor of THE FARMER, of St. Paul, pays a high compliment to the country weekly newspaper in the following editorial, the third of a series prepared for community weeklies. Wallace is considered one of the country's ablest farm editors and his views represent the thoughts of many other farm paper editors.

Your Home Paper
As Seen by Others

In the course of our travels through the rural sections of the country, we are constantly impressed by the fact that a wide-awake, progressive home paper plays a most important part in community progress. In fact, it is difficult for a community to move forward if the home paper does not match up to and properly reflect the enthusiasm of the leaders of that community. On the other hand, a live home paper can do much to wake up a sleeping community.

We sometimes find communities where the local paper is far ahead of the spirit of the people. In such communities the editor plays a heart-breaking game. On the other hand, many communities stand still year after year because of a dead or sleeping home paper. The right sort of working partnership between the community and the press nearly always brings results.

We believe that the Northwest is particularly fortunate with reference to its local papers. In a recent editorial, the Wisconsin State Journal says some things that have been on our mind for a long time. We gladly add our approval to this editorial which describes the unselfish idealism usually to be found behind the local newspaper. The editorial follows:

"The local newspaper in the United States is each year getting on a firmer foundation and becoming more and more useful to its home town and its community.

"It is the home newspaper which boosts the town, year in and year out, which takes the lead in every enterprise which has for its purpose the upbuilding of the community.

"We frequently hear it said that the old-time independent spirit of the newspaper is gone; that its editorial policy is now subservient to the business office. Yet this is not true. There is more unselfish idealism in the average local newspaper than in any other business enterprise. It frequently speaks out in the way which it believes will be for the good of the nation and of the community, regardless of what the consequences may be from a business standpoint.

"The local newspaper is the principal booster for the community, and it does its boosting often without hope of material reward. Unfortunate is the community which neither appreciates nor supports its local newspaper." -- Dan A. Wallace.

Build Wisconsin

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Volume 4

August 30, 1926

Number 35

INTRODUCES STATE TO ONE OF HER COUNTIES

COOPER COUNTY is today probably better known in the state of Missouri than ever before. Much of the newly created attention that is directed toward this county can be traced to the efforts of the BOONVILLE ADVERTISER, one of the county's enterprising weekly newspapers, edited by Edgar C. Nelson.

A close-up of Cooper is presented in a special issue prepared during the summer by the ADVERTISER. Known as a Rural Life Edition, this number interestingly and thoroughly covered the industry, institutions and peoples of the entire county. Featured also were the homes and boys and girls.

A glance at the heads of the feature stories indicate the wide variety of interesting news that Nelson assembled for his readers. Here are some of them: "Cooper County Farm Facts and Figures", "Mutual Insurance in Cooper County", "Take Care of Your Bees and They Will Help Take Care of You", "Furnishing the Farm Home", "4-H Clubs Train Boys and Girls" and "The Greatest Needs of Cooper County".

Set between colored covers, this year's rural life issued contained 64 pages, the size of which was about 10 by 15 inches. Fifty halftones were used in the issue and 78 progressive merchants took advantage of its advertising possibilities. About 4,250 copies of this banner issue were printed.

Editor Nelson issued the first rural life number last year. The main purpose of the issue, he states, is to promote a better acquaintance between Cooper county people and their home county. It has also proved effective in focusing the attention of the state upon the county. The advertising revenue from this large issue make it possible for Nelson and his assistants to present this annual number in appealing and attractive dress.

THE newspaper is the greatest public utility..... He serves his newspaper best who serves his community best. - Dean Walter Williams.

NEWSPAPER PROPERTY
OF LOCAL COMMUNITY

THE COUNTRY editor is duty bound to give a larger measure of service to the community in which he lives than any other of the local citizenry.

Such was the trust that Herman Roe, president of the National Editorial Association and himself a small town newspaper publisher, gave to the keeping of the South Dakota Press Association at its recent annual meeting.

"Every individual owes service to his community but the editor is under special obligation to do more than anyone else because the newspaper offers an unusual opportunity to translate ideals into practice", he declared. "In a sense the newspaper is not the editor's but the property of the community."

Though recognizing the limit to the energy and capacity of the country editor, Roe admitted that there were many newspapers in the Middle West that had not sensed their community building opportunities. Their editors were, for the most part, so pre-occupied with the problems of the back office that they had little time to give to the constructive advancement of the community.

"There are some editors who seem convinced that their town does nothing for them", Roe told the pressmen of the Sunshine state. "But these same men should look around and see if they are really doing anything for the community."

H. E. ZIMMERMANN, one of Wisconsin's veteran newspaper men, passed away at his home in Burlington, August 16. Although he has been in poor health for some time, his death was unexpected. He was associated with his son, L. H., in the management of the STANDARD DEMOCRAT.

Born in Oconomowoc in 1865, where he first worked as a printer, he purchased the STANDARD DEMOCRAT in 1888. Under his influence, this weekly became one of the state's leading community newspapers.

Mr. Zimmermann has served as postmaster of his city for a number of years and he has held various other positions of prominence in the community. He is survived by his wife, two sons and three daughters. To them, BUILD WISCONSIN extends its deepest sympathy.

SIGNED EDITORIAL

IMPORTANCE OF SMALL TOWNS

The vital role played in the national life of this country by the village -- the community of from 250 to 2,500 population -- is only now being discovered. The small town always has been conscious of its own importance although up to the present it has been considered more or less of a nonentity by urbanites and has been almost ignored by social scientists.

To the city all that is not city is country, but while the village may seem a part of "the country" its inhabitants differ quite as widely, in their interests and their point of view, from the country citizen, as the latter does from the city population.

There are more than 12,000,000 people living in the villages of the United States. Some of them are farmers, others are tradesmen, proprietors, owners and managers, but the great majority of them are unskilled laborers engaged in manufacturing. Taken as a whole, the American village is a small-scale manufacturing center. It has also been discovered that the number of children per family is smaller in the village than in the open country, that the number of old people and clergymen is larger in the village than elsewhere and that native white stock predominates in them.

Thus does the village become the citadel of conservatism, intolerant of the insurgency of the farmer and the radicalism of the wage earners of the big city. The atmosphere of small proprietorship, proverbially conservative, is so deeply entrenched in the small town as to be in little danger of disturbance.

Increasing in numbers and population, the village will play even a greater part in national affairs of the future.

-- Wisconsin State Journal

Build Wisconsin

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September 6, 1926

Number 36

CREAMERY TO RUN SERIES OF ADS IN LOCAL WEEKLY

QUESTION - How can a local organization most effectively acquaint the people of the community and particularly the country folks with its product and its plant?

Answer - Through the advertising columns of the local weekly newspaper, because it is read from cover to cover by all folks in the community, its rural route circulation being especially high.

This is the way the Barron Cooperative Creamery, one of the largest dairy manufacturing organizations in the country, answered the query, and as a result it is planning to run a series of educational advertisements in the BARRON COUNTY NEWS SHIELD. In this series, which is being prepared by an advertising agency, the creamery will aim to show Barron dairymen the advantages of clean methods and practices.

The preliminary announcement reads as follows:

"Creameries are now beginning to appreciate the power of printer's ink in their business and through advertising in their local papers they are preaching the gospel of better dairying.

"The idea of creameries advertising and this series of advertisements have the endorsement of most of the dairy experts and creamery association managers of the dairy states of the Middle West and will be found to be interesting and instructive. It is hoped the patrons of the creamery will enter into this campaign with the proper spirit and everyone make a decided attempt to take advantage of the suggestions offered to make the quality of the product manufactured here of such a high standard that the fame of the 'Butter City' will be still further increased.

"As in most every line of business, it is often the little things that count so much and a creamery is no exception. Improving the quality of butter is recognized as the one way to stimulate demand and consequently keep the price up to where it is profitable for the dairyman, and in order to do so, sweet cream of good flavor is quite essential.

"There is no such thing as two distinct qualities of butterfat when it comes from the udder of the cow - it is as nearly the same as it is possible for a product to be, coming from two different sources - consequently, its sweetness and flavor depend entirely on its care after leaving the udder of the cow.

"This campaign will take up the subjects of improved dairying from its various angles of interest to the dairyman, and the dairymen will make no mistake in closely following this series of advertisements and follow such suggestions as seem applicable to their business."

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YOUNG AND HUSTLING
AT 47 YEARS OF AGE

WHAT WAS probably the largest home town paper that ever greeted the readers of the OREGON OBSERVER marked the forty seventh birthday of Editor E. F. Kramer's weekly. Twelve pages, ten of which were printed at home, tells the size of this natal number.

Editor Kramer has directed the OBSERVER for nearly 17 years. Never content with a thing simply because it is old and well established, Kramer continues to improve the paper. He says the OBSERVER is today carrying more local news than ever before in its entire life time.

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Build Wisconsin

"The Little Partner of The Badger Weekly"

Volume 4

September 13, 1926

Number 37

USE NAMES AND PICTURES,
EDITOR'S ONLY RECIPE

POLITICS TOOK second place to community news in a recent issue of the ALGOMA RECORD HERALD that Editor H. H. Heidmann prepared primarily to promote the Kewaunee County Fair. Attractive and capably edited as the regular issues of the Algoma paper, this special edition represented work that any newspaper would be proud to display.

Heidmann said that the edition was the largest ever printed in the county. It comprised two sections, each of which contained 18 pages. It carried the pictures of more than a hundred of the county's best dairy cattle as well as many local farm scenes. Names of the local people were used profusely and the news was timely and interestingly prepared. Some of Heidmann's three line heads read: "Record Show Fair Growth is Constant", "Report Shows Rural Census Drop", "Beet Sugar is Equal to Cane Sugar", "Hard Work is Recipe for Club Success", "T.B. Reactors Under 3 Per Cent in Nation", and "Oats Crop is Hard Hit by Drought, Rust".

The advertising in this special issued was largely local. Standing out among the displays was a full page advertisement of the Kewaunee County Bankers' Association. A county breed association used nearly a quarter of a page to call attention to their exhibit of pure breeds at the fair.

Besides promoting the county fair, Heidmann pointed out he wished to maintain and stimulate interest in the breeding of better cattle. A copy of the issue was mailed to every rural home in the entire county.

Editor Heidmann called on County Agent H. R. Lathrope for assistance in the preparation of this gigantic number. Lathrope, on his trips through the county, snapped most of the pictures that were used and he helped also to prepare many of the news stories.

BEG YOUR PARDON,
IT WAS IN ERROR

IN THE eighteenth article of the "Know Wisconsin Better" series, entitled "Wisconsin is a Fruitland as well as a Dairyland", there appeared an error in the acreage of Wisconsin's fruits. In case, this article has not

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been used, please substitute the following paragraph for the third and fourth paragraphs of the original story.

In the state at the present time, there are nearly thirty thousand acres of apple orchards, three quarters of which are bearing. The cherry acreage totals nearly 6,000.

If the story has already been used, please run the following correction notice. This can be set after this week's story on "Minerals".

CORRECTION - In the recent "Know Wisconsin Better" series, there appeared an error in the article on fruit. The apple orchard acreage is comprised of about thirty thousand acres while the cherry orchards take up nearly 6,000 acres. Few pears or plums are grown on a commercial scale.

WANTS A POSITION ON
COUNTRY NEWSPAPER

"I WOULD like to get a position with a country weekly or a semi-weekly newspaper", writes a man to BUILD WISCONSIN. He feels that his work has especially fitted him for a position as farm editor, and he further states that he would be a credit to any weekly newspaper that required such a service.

BUILD WISCONSIN will furnish the name of the applicant to any editor who is interested.

NO YELLOW JOURNALISM
PERMITTED IN PLYMOUTH

PRINTED on bright yellow paper, the four page feature section of the PLYMOUTH REPORTER reminds the observer of two distinct ideas, one of which was probably in the Moormanns' minds when they selected this striking and unusual color. The first is yellow journalism and the other is cheese. We feel that the editors made their choice because of the second subject.

Plymouth, located in Sheboygan county, is in the heart of one of Wisconsin's best known dairy sections. This little city with its 3,500 population is probably more closely related to the cheese industry of the nation than any other town or city in the country. Located within its boundaries is the headquarters of the Wisconsin Cheese Producers' Federation and several other large cheese organizations.

On the mast head of the REPORTER'S feature section stands a drum of cheese from which a huge slice has been cut. To further show the reader the reason for the yellow paper, Moormann & Sons have printed on the cheese, "Plymouth, the World's Cheese Center".

Build Wisconsin

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September 20, 1926

Number 38

COMMUNITY'S BEAUTY KEPT BEFORE PUBLIC

EDITORS, who accompanied the Wisconsin Press Association, on its discovery of northern Wisconsin, will be interested in the mast head of the MELLEN RECORD. For the benefit of the scribes, who did not explore "the empire of the North", let it be known that near this Ashland county town is one of the state's most beautiful outdoor attractions, and which is also one of the least known of Wisconsin's beauty spots. The editorial caravan stopped at Mellen and visited this spot of interest which is called Copper Falls.

Editor I. A. Konyon has, in a way, capitalized the unusual location of Mellen. He tolls of it in striking type, on the masthead of the RECORD. Two cars, boxed by a hairline border, carry part of the story. In one, the reader is admonished to "See Wisconsin First", and in the other he is advised, "But First See Copper Falls and Bad River Gorge." Directly under the masthead, Konyon has set another phrase that can leave no doubt in the reader's mind that he is, indeed, in a favored territory. This says, "In the Hoart of the Penokoes - the Berkshires of the Middle West."

PROSPERITY DEPENDS ON COTTON, EDITOR ADMITS

CRITICIZED because the WELLINGTON (Texas) LEADER published interviews with local farmers on the condition of the cotton crop, which, it is claimed, tended to reduce the final price, Editor Henry Deskins emphatically stated in a recent issue that his paper would continue to publish these reports and all other news that concerned rural sections of the community.

The LEADER and its editor, according to the recent editorial, are as interested in a good price for cotton as any farmer in Collingsworth county. This is because of two reasons - first, the prosperity of the newspaper and every other business depends on the returns from the commu-

nity's chief crop and secondly the editor modestly admits that he himself is indirectly interested in about as much cotton as the average farmer grows. Thus, Wells figures, it is absurd to think that the LEADER would do anything that would cause a drop in the price of cotton.

Wells then explained how the price of cotton is determined. If Colingsworth county produces fifty thousand bales, it will mean, he pointed out, a bumper crop. However, if the crop runs only around thirty thousand bales, it will be below the average. The ratio of cotton produced in the county to the total amount grown in the South is 1 to 3,000. And the difference between a good and poor crop is two-fifths of one-three-thousandths. "Saying we have a good crop is not going to affect the price of cotton if we actually do have a large crop", he declared.

Concluding, he emphasized the condition of the crop and pointed out that the recent wet weather may cut down the yield.

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CAN YOU USE SOME ADVERTISING?

MINNESOTA and Wisconsin have so much in common that the following notice, which appeared in the current issue of AMONG OURSELVES issued by the Minnesota College of Agriculture for the Gopher weekly press, may also be followed by editors of this state. It reads:

If your furniture dealer handles the Sealy mattress, made in St. Paul, there is some nice business in sight for you if you get after him at once. These people have a big October campaign ready to go, and will place the ads where they have dealers. Go out today and find out whether or not your dealer handles this mattress. If so, get busy with him so as to get in on this campaign. Delay will lose a nice piece of business - act at once.

Build Wisconsin

"The Little Partner of The Badger Weekly"

Volume 4

September 27, 1926

Number 39

TOWN AND COUNTRY PROSPER TOGETHER

THE SMALL community may be the best home of the future. It already offers unexcelled opportunities to home seekers, declares Arthur E. Holt, sociologist of the Chicago Theological Seminary.

Comparing the cost of living in the city and the small town, Holt presents figures that prove while New York pays \$36.61 per family for protection, it costs the small town only 24 cents per family for similar protection. Health protection costs New York \$4.46 per family and the small town 70 cents. The metropolitan city's sanitation entails an expenditure of \$14.52 per family while 33 cents pays a similar bill for the communities. The annual cost of government in New York is \$151.56, and in the small towns \$32.80, his statistics revealed.

Distribution of electric power according to an economic basis is becoming more general throughout the Nation, declared Holt.

"The new factory will not necessarily be located by the side of the local mine nor at the railroad center to which coal may be hauled," he said. "We may not have discovered the foundation of perpetual youth, but in the waterfall it appears as though we may have discovered the foundation of perpetual power."

"We are in the process of discovering newer community units in America. Just as labor cannot think of itself as complete with capital nor is capital complete with labor, so town and country should not think of themselves as separate but each as incomplete with the other."

"If there is any value to be harvested out of the tough experiences of the past few years, it is that town and country are linked up together and that when one prospers the other prospers and when one fails the other fails", the sociologist emphatically stated. "They cannot long get rich off from each other."

THE AVERAGE American citizen, according to recent statistics, buys six cents worth of ink each year and also takes \$11.00 worth of advertising.

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MOUNT HOREB, CENTER
OF HEALTHY BUSINESS

"FEW PEOPLE realize the enormous investment and tremendous volume of business done by the 26 cheese factories in this community", Editor F. S. Zintz recently reminded the citizens of Mount Horeb and the local community in an issue of the TIMES.

Representing an investment of approximately \$450,000 and returning more than two million dollars annually, the Dane county editor felt justified in pointing to the cheese industry as the community's greatest asset. He claimed that the local factories should become more supreme than ever in their field, producing the highest quality of a product that would command top prices on the market. Careful methods and the use of labor saving equipment, both on the farm and in the factory, are going to help make this section of Wisconsin famous throughout the Nation as a cheese center, Zintz contends. In his two column story on this branch of the dairy industry, he gave the names of the 26 factories and the addresses of the cheese-makers.

MYSTERIOUS SPENDER,
THE AVERAGE CITIZEN

THE AVERAGE citizen makes some unexplainable purchases when he opens his pocketbook. During the year, he ordered \$2.58 worth of diamonds, \$1.30 worth of pickles, and 30 cents worth of mirrors. Despite the guesses of editors, he purchased six cents worth of ink and he also took \$11.00 worth of advertising.

Figures compiled by Mrs. Christine Frederick, in the ANNALS OF THE AMERICAN ACADEMY OF POLITICAL AND SOCIAL SCIENCES, and reported in the COOPERATOR, show that the average American spends \$1.10 for books, \$27 for joy riding but only 22 cents for dentrifices. Though only one in every ten people in the United States brush their teeth, the people of the Nation consume enough tobacco to pay off the interest on the entire public debt.

He spends six cents for condiments, 57 cents for typewriters, 51 cents for firearms and shells, 18 cents for fountain pens and steel points and \$1.29 for religious work.

While he contributes eight cents for professors' salaries, he furnishes \$10 for public schools. He spends \$3.00 for ice cream, \$45 for luxurious foods and \$9.00 for perfumery and cosmetics.

Health service costs the average citizen 11 cents. He pays \$2.10 for patent medicines, 32 cents for watches, 45 cents for toys and \$3.20 for cake and confections. For sporting goods, he pays \$2.50 and he finally spends \$30.73 for government expenses.

"Service is the touchdown that spells success in every line of human endeavor", declares Dean Walter Williams of the University of Missouri. "In the country newspaper field, where the opportunities for service are unlimited, the outstanding weeklies in every state are those papers whose publishers are putting into practice the policy of community service."

Build Wisconsin

"The Little Partner of The Badger Weekly"

Volume 4

October 6, 1925

Number 40

SERVICE MAY BE PRICE
OF LONGER AD COLUMNS

MANY OF the national advertisers are anxious to make the acquaintance of the country weekly newspaper.

The country weekly has not, for the most part, sold itself to the advertising agencies, which prepare and distribute advertising copy, according to Norman J. Radder, Indiana journalist, who has compiled the opinions of a hundred leading advertising executives. His conclusions are reported in a recent issue of INLAND PRINTER.

Must Have the Information

Typical of the replies that the Indiana expert received was the following paragraph, taken from the letter of a New York agency.

"The first thing an advertiser must do is to select his market. He can't select the market without adequate information. The editor should send out well written letters that show, in a brief, to-the-point manner, the market that is served by his paper. Of course, full information as to the amount and distribution of the circulation, should be given.

The effort of the NEWARK (N.Y.) COURIER AND COMMERCIAL, in its attempt to secure national copy, was commended by several of the agencies. This enterprising weekly has prepared a neat and attractive four page leaflet, which tells of the resources, wealth, industries, educational facilities and population of both Newark and its home county. A double page spread, on pages 2 and 3, shows a detailed map of the county, giving the townships and highways of the entire district. Four neat boxes have also been set on these pages which furnish additional description of the community and its paper.

Single Handed Efforts Count

Contrary to the opinions of many country publishers, a weekly even by itself, can do considerable to win the business of the large manufacturers. Although a state association, with a field secretary, can advertise more advantageously than a single editor and also give a flat

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rate for all the papers of the state, many agencies declared that manufacturers seldom desire to cover the entire state. They prefer to select both their own territories and papers, based, of course, on the data and information which they receive from the editors.

Business methods around the newspaper office have been found to be far above the average in states that have field secretaries, according to the report. Among the chief faults that national advertisers find with the country editor is his negligence toward correspondence and failure to send marked copies and prompt statements. In states, where field secretaries are employed, the business methods used in the weekly offices are of a decidedly higher class than in other states, the advertisers report.

Casting Box Claimed an Asset

Several agencies advised country weekly editors to keep the statement regarding their papers, which appears in Ayer's Newspaper Directory, continually up to date. This directory is followed religiously by agencies and many orders are given on the strength of the small notices. However, these should be complete and accurate. Otherwise, they will not be considered by advertisers.

The agencies also reiterated some of the charges which have often been leveled at weekly papers. Besides emphasizing the lack of a sensible business policy in the office, some of them pointed out that the press work was sloppy and that many editors were lax in checking copies. From the advertiser's standpoint, it appears that a casting box is an asset around the newspaper office. A few asserted the papers might receive more contracts if this implement was included in the equipment.

Weekly Must Give Service

The highlight that stands paramount as a result of this survey is the fact that the advertising agencies look for service from the weekly newspaper. Most of them realize the high class of its reading public. Advertising space in the daily newspaper is increasing because more service and cooperation is being given to the manufacturers and advertisers.

Better business and closer cooperation with the local dealers is the recipe for securing national advertising in the country weekly newspaper. The enterprising editor will be surprised at the effectiveness of a well planned and carefully executed campaign.

B. W. PUT ON NEW MAILING SCHEDULE

STARTING this week, BUILD WISCONSIN will arrive at your office Wednesday. The change of arrival from Monday to Wednesday is due to the fact that the new weekly service, "Farm and Family News", has been timed to reach its destination Monday morning, when the week's issue is being shaped together. BUILD WISCONSIN, containing only a little material that can be reproduced, will, under the new schedule, reach the office in the editor's moments of leisure, when the paper is about ready to be put to bed.

QUESTION BOX FEATURE
ADDS READER INTEREST

FURTHER interest may be added to weekly newspapers by the use of a question box, in which queries have been framed from the news columns of last week's issue. This feature may be particularly effective during the fall and winter months when the local schools are in session.

Starting with this issue, BUILD WISCONSIN will carry a question box each week, the queries of which will be based on news of state-wide importance and which was furnished to the editor the preceding week. However, if the stories from which the questions were taken did not appear in the preceding week's paper, the editor should strike out that particular query.

While the following questions have been prepared from last week's issue of "Farm and Family News", the box may be lengthened by adding questions of a general nature, taken from the regular news columns. Educational and state-wide news is especially adaptable for this feature. Often the editor can ask for the local expression on certain questions, as, for example, in this week's feature, he asks how Wisconsin dairymen can keep ahead of the state which are rapidly pushing to the top in the dairy industry.

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FARM AND FAMILY
QUESTION BOX

What are the dairy herd requirements for admission to the National Honor Roll?

What state is second to Wisconsin in this year's entries?

How can Wisconsin dairymen forge further ahead in the dairy industry? The editor of (name of paper) will be glad to receive your ideas on this question.

How effective in the T. B. test in discovering diseased cows in the herd?

What is the compulsory herd test and what are its advantages?

What happens to corn, that is to be saved for seed, by leaving it in the shock?

What type of land should be reforested?

Answers to these questions were given in last week's issue of the (name of paper).

Build Wisconsin

"The Little Partner of The Badger Weekly"

Volume 4

October 13, 1926

Number 41

NEWS AND NAMES STRONG TONIC FOR CIRCULATION

"THE PROSPERITY of the country weekly is built upon the corner stone of circulation."

This is the expression which the late Phil C. Bing used in his book, THE COUNTRY WEEKLY, much of which he wrote while living among us here in Wisconsin. "It is quite true", he further stated, "that when the cost of materials is high, the circulation revenue will bring in little or no profit to the editor. But unless the circulation is large enough to cover the local trade zone thoroughly, there will be little revenue from advertising; and advertising is the main source of profit in any newspaper venture".

This line of reasoning is clearly followed by country editors. The experience of many of them shows that circulation, more than any other part of the trade may determine success or failure in the publishing business. Subscribers are not easy to get and they are just as difficult to retain.

Readers Want Home News

Newspapers, even in small cities, are not taken because of sentimental reasons or for a "boost the town" cause. What brings the home newspaper to the local homes is the community news that it records and reports. While the happenings of the state and nation are of interest to the readers of the weekly newspaper, it is not the news of these large fields that builds and maintains the circulation. The testimony of many editors indicates that the thorough covering of the local field is the surest method of causing the circulation troubles to vanish and the receipts to increase.

George Wagenseller, editor and publisher of the MIDDLEBURGH (Pennsylvania) POST, declared years ago, before the state editorial association, that giving the people the kind of paper they wanted to read was the basis of the strength of his circulation. The POST had, at that time, a circulation list of 6,000 subscribers in a county having a population of less than 20,000, with several other papers competing. The Keystone editor said he continually aimed to keep his paper full of news, playing up names and country correspondence, thus making it distinctly a home paper.

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Many Wisconsin editors are duplicating the work of Editor Wagenseller. Some of the most successful are emphasizing names and getting as much country correspondence as is possible. They further report that they make it a business to get acquainted with the people of their locality, and it is but one step further to find out something about them.

Personal Solicitation Best

Spectacular campaigns, premiums, contests, clubbing offers, cut rates, and similar devices, used to swell the circulation lists, are not recommended by Bing. He claims that the money used to promote these schemes is, in a large measure, lost. The editor is actually paying for services that will net him little, or is making reductions that mean nothing less than sacrifice.

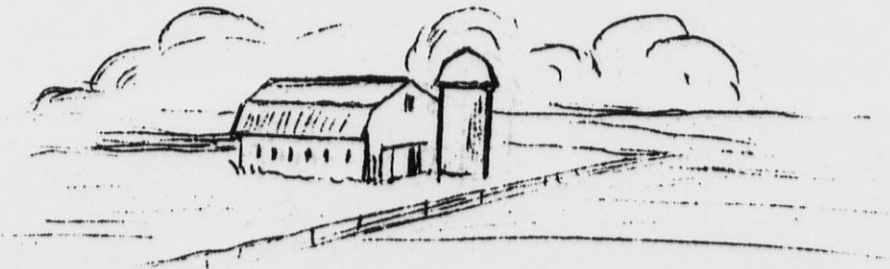
Personal solicitation either by the editor himself or by his agent, he believes, is the only satisfactory method of getting a substantial circulation. It is especially worthwhile when used in connection with form letters and circulars, and much more profitable than the contest method.

It is reported that H. E. Roetho, senior editor of THE FENNIMORE TIMES, travelled practically every mile of Grant county roads, attending barn raisings, community picnics, threshing operations, and various other events in the county. He has met hundreds that he would not otherwise have met, and, of course, he has seen to it that all occasions were mentioned in THE TIMES. That this plan of canvassing brought results is shown by the fact that THE TIMES today has a sworn circulation of 4,600.

TWO WEEKLIES SERVE BARRON COUNTY CITY

THE BARRON COUNTY TRIBUNE, a new publication launched at Barron by M. W. Sowaske and Hollis D. Babcock, is the youngest member of Wisconsin's press family. A full line of printing equipment was recently installed. THE TRIBUNE will be published on Wednesdays.

This county is now served by two weekly newspapers. The other is THE BARRON COUNTY NEWS-SHIELD which recently changed hands.



QUESTION BOX

HERE ARE the questions for this week's question box, the first one of which was started in last week's issue of BUILD WISCONSIN.

It has been suggested that the page on which the articles were used in the preceding week's number be given with the question. This may cause many a reader to hunt up last week's issue and read the news of the farm and family.

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FARM AND FAMILY QUESTION BOX

How does science fight the diseases of plants and animals?
See page _____.

What precautions should be followed in storing apples for the winter? See Page _____.

Why should apples be wrapped in waxed and oiled paper?
See page _____.

What is fire blight and when can it be destroyed? See page _____.

What is the maximum butterfat test of the skimmilk from an efficient separator? See page _____.

What foot troubles may be caused by poorly fitting shoes?
See page _____.

What per cent of the dairy cattle in the United States are pure breds? See page _____.

Editor's note - Answers to these questions may be found in last week's issue of (name of paper).

STATE-WIDE CONTEST FOR BADGER WEEKLIES

THE CURRENT issue of THE HOWLER contains an announcement of special interest to the editor of every Wisconsin country weekly.

Latest styles in country weekly newspapers, featuring attractive front pages, local editorial columns and interesting farm news services, will be on parade at the state-wide newspaper contest that is to be staged in Madison in conjunction with the annual meeting of the Wisconsin Press Association about the middle of February. Handsome prizes will be awarded to the three highest winners of each class. The contest is open to every country weekly editor in the state. A detailed story will follow in this week's news service.

Build Wisconsin

"The Little Partner of The Badger Weekly"

Volume 4

October 20, 1926

Number 42

"MEET YOUR REPORTERS",
WEEKLY EDITORS ADVISED

FIELD correspondents, trained and paid, determine in a great measure the extent of the weekly newspaper's circulation.

So important is the work of the correspondent that W. P. Kirkwood, writing in a recent issue of THE INLAND PRINTER, suggests that he be brought into the office now and then and be given a trial at copy-reading and other newspaper office work in order to better acquaint himself with the problems of the editor. Kirkwood says this will give him an experience seldom forgotten, and will quicken his sense of responsibility.

Correspondents who know something about the editor's problems are better reporters. They have a knowledge of what makes news, and are more likely to be in search of it, and will handle it in a better style. They may sift out the important from the unimportant. They should write paragraphs that need not be rewritten. They know what to feature. In fact, they know enough about the business to materially lessen the work and worries of the editor.

Careful Selection Essential

"The success of the weekly newspaper depends upon its service to its readers. Correspondents must be more than collectors of "personals". They must be reporters, men and women doing for the country weekly what the city reporter does for the daily", Kirkwood continues.

The selection of the correspondent is only the start. Training must follow if good results are to be expected. As Kirkwood points out: "In the locality where the correspondence is lacking, the editor learns of someone who might serve; he persuades the person to make the attempt; furnishes him or her with paper, stamped envelopes, and puts his name on the mailing list of the paper. And the results - if any - are frequently highly disappointing.

"That kind of thing will not do", he says. "The building up of an efficient correspondence is fundamental. It is worth the combing of one's whole territory, even at the cost of much time and gasoline and rubber, to put it over well."

These Sheets, Published Weekly in the Interests of the Community Newspaper, are Issued by the Department of Agricultural Journalism of the Wisconsin College of Agriculture in Co-operation with the Weekly Press of Wisconsin.

May Promote Acquaintance

Many of the correspondents never see the inside of the office from one year to the next. This is especially true in the case of the correspondent who lives at a considerable distance from the town in which the paper is published, and who has little or no reason to visit the place. There are cases where the correspondent and editor have never met, their acquaintance being entirely through the mail or the telephone.

Kirkwood believes that those publishers who invited their correspondents to annual picnics or theater parties are taking a step toward better service, as gathering of this kind contribute to a better understanding of one another.

Compensation for correspondence work is little enough if paid for at the rate of one dollar a column, Kirkwood believes. At this rate, if a dozen correspondents send in a half column a week, the weekly cost would amount to only six dollars, and the total year's expenditures for this service would go only a trifle over three hundred dollars. A small enough expense indeed, when one can feel assured that he has satisfied his readers.

FOUR EDITORS GETTING THEIR HEADS TOGETHER

Chosen to shape the second better newspaper contest into form is a committee consisting of Dick Pugh, editor of the LUCK ENTERPRISE; Charles Lowater, SPRING VALLEY SUN; A. F. Ender, RICE LAKE CHRONOTYPE and Andrew W. Hopkins, of the Wisconsin College of Agriculture. Pugh will look after the interest of the weeklies published in communities having less than 750 population, Lowater represents the papers edited in cities between 750 and 1,500 people; Ender the weeklies of the towns having more than 1,500 population and Hopkins will aid with the local arrangements.

Any paper published during the present year may be entered in any of the three classes of the contest. The deadline for submitting weeklies in the contest will be shortly after the beginning of the year.

The committeemen are working on some new features for this year's program. They will be glad to receive suggestions from other editors. Write them direct at their home towns.

Feb. 10-12 - The Wisconsin Editors Meet to Talk Shop - Madison.

QUESTION BOX

THE CHRISTIAN SCIENCE MONITOR, one of the nation's most entertaining dailies, makes use of a question box that is very similar to the suggestions given in BUILD WISCONSIN. The editors of the MONITOR feel that the questions arouse the interest of the readers and also adds to the educational features of the paper.

Here are the questions for this week's Question Box, based upon the articles found in last week's "News of the Farm and Family".

? ? ? ?
FARM AND FAMILY
QUESTION BOX

What is the record of a Wisconsin team of draft horses weighing more than 3,000 pounds? See page _____.

Is there any record of a team pulling more than its own weight on the dynamometer at fairs this season? See page _____.

How does the feeding value of soft corn compare with that of mature corn? See page _____.

What precaution should be taken when storing soft corn in the crib? See page _____.

What ideas should be kept in mind when selecting pictures for the home? See page _____.

How may pictures influence the live of children? See page _____.

THREE POLK PAPERS
HITCHED TOGETHER

THE FREDERIC STAR, MILLTOWN HERALD, and LUCK ENTERPRISE are now under the management of the Northland Printing company, Inc., the corporation having taken over the properties on October 1.

Those interested in the new Polk County corporation are Harvey J. Oleson, P. W. Clausen, Walter A. Lantz, Vernie R. Jensen, Lyle Speed, Dick Pugh, Mrs. Dick Pugh, and Elmer Haumont. The publishers claim that this merger will give better service to the public.

Build Wisconsin

"The Little Partner of The Badger Weekly"

Volume 4

October 27, 1926

Number 43

EDITORIALS ARE ESSENTIAL
IS OPINION OF PUBLISHER

THE editorial page is the backbone of the newspaper, transcending in importance any and all other elements which compose the paper", says a well known publisher of a Kentucky paper. "Our editorials are written in our own office by members of our own staff, and it is this page as publisher that I feel my primary and fundamental responsibility attaches."

An examination of fifteen Wisconsin weeklies, picked at random, showed only one paper without an editorial of some kind. Less than half of the editorials, however, were of local character, the others being made up of syndicate material, or were expressions on subjects having little local significance.

Editorial Opportunities Unlimited

There is almost no limit to the number of topics of local importance that may be used for an editorial. Hardly a week goes by but what some bit of news in the current issue could receive an editorial expression.

Not long ago a dozen Wisconsin weeklies had fitting editorials on the death of a county agent, who had been a real community leader. Another weekly carried a good half column of editorial comment at county fairs. Others discussed the local school question, the reorganization of the city band, the need of street improvement, or had complimentary notes on the action taken by a certain town board. Political views seem to have a favored place in many editorial columns.

Local Editorials Best

Says James L. Small, owner and editor of THE MUKWONAGO CHIEF, "As a rule the editor of this paper prefers to write his own editorials, not because he is conceited enough to think he can do it better than anyone else, but because the editorial column is the one place in the paper that is peculiarly and especially his. Once in a while, however, we happen upon something written by someone else that expresses so perfectly our own sentiments that we

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prefer to quote it just as it is."

Local editorials have a touch to them that the "canned variety" absolutely lacks. Too, they are to be preferred to those which treat of subjects not directly concerned with the locality. While the readers may not at all times agree with the editor, there is still that feeling of personal interest that cannot be found in foreign material. The big point is that the people will read them and feel them.

Separate Editorial from News

Some publishers editorialize in their news columns. They have the ability to write editorials, and apparently have the desire to write them, but they fail to separate their editorial comment from their news items. Since news should be given unbiased and without prejudice, it hardly seems fair to the readers for the editor to mix his comment in with news articles.

It would take but little more effort and extra time for the editor to sit down and write a corking good editorial on a subject that is to go in as news. This may be done, too, when the editor has a little more leisure, instead of writing under pressure of getting material ready for the press. The most favorable time to write editorials seems to be after the paper has been sent out and the rush is over, and before next week's issue has been started. Many editorials are prepared at this particular time.

The editorial need not be a lengthy, high-flown treatise of profound nature. It should not be. Rather, it may be comparatively short, simple, and to the point. This, of course, will depend upon the nature of the subject treated, the editor's attitude and enthusiasm toward it, and the amount of time he has to devote to it. But in general, the shorter, pointed editorials are to be preferred.

Editorials Are Read

While it is true that there is a vast difference between the city daily and the community weekly in so far as staff personnel is concerned, it is also true that the readers of one are readers of the other. People read editorials when the editorials contain something of interest to them. Not all people read editorials, nor are all of the editorials read, but as a general thing, some of the editorials are read by most of the people, and most of the editorials are read by some of the people.

If it can be said that the value of an editorial can be gauged by the number of readers, it can also be said that the number of readers will depend upon the content of the editorial. The two are directly proportional. This is probably the reason why the publisher of the Kentucky paper places so much importance on the editorial page.

QUESTION BOX

THE FOLLOWING QUESTIONS, suggested from articles sent to Wisconsin weeklies last week, may be used to stimulate more interest in the subject matter of the home paper, and induce readers to be a little more attentive to their reading. Many large dailies are using this device to maintain reader interest.

?????
FARM AND FAMILY
QUESTION BOX

How may the danger from hog cholera be lessened? See Page _____

What would be the first thing to do if hog cholera broke out on your farm? See Page _____

Why is baby beef preferred to other forms of beef? See Page _____

Which cools out quicker, the carcass of baby beef or prime beef? See Page _____

What makes clover a land of honey? See Page _____

Is the practice of feeding green corn out of the silo, before it has had a chance to ferment, a good one? See Page _____

WATERLOO BUSINESS MAN SUPPORTS HOME PAPER

NOT long ago a stranger appeared in Waterloo soliciting job work. While it is not known just what success he met with, he was informed by one of the business men that Waterloo had a print shop.

When the stranger argued that his firm could print a thousand letter heads cheaper than could be done by the local shop, this business man replied that he had the patronage of the local publisher, and that the difference in costs would be repaid many times over.

HILBERT FAVORITE PLANT IS PICTURED TO READERS

READERS OF THE HILBERT FAVORITE were made better acquainted with their paper when the FAVORITE, in its issue of October 21, came out with a full page of cuts showing all of the machines in its well-equipped shop. Appropriate explanations of each machine were placed under their respective cuts.

Build Wisconsin

Volume 4

November 3, 1926

Number 44

PAPER'S FRONT PAGE MAY ATTRACT FRIENDS

THE FRONT page of the home newspaper may be likened to any of the local merchants' show windows. Just as an attractive display of goods in the window excites the curiosity of the man in the street, and invites him into the store for closer examination of the stock, so does the attractive front page of the newspaper arouse the interest of the reader when he takes it up. It may, more than any other feature of the paper, cause him to turn its pages and examine its contents.

Go with the man into the store. When he enters, the merchant extends to him a cordial greeting, shows him patterns that will best suit his taste, and speaks of the qualities of his goods. As a rule, he will find goods neatly displayed on the shelves or hangers, where they are assorted according to size, style, quality, and character of stock. Shoes will not be mixed with shirts, nor neckties with socks; each kind of goods has its particular place where it may be quickly and easily found.

Where the Reader is Judge

When the prospective reader picks up the newspaper, there is no one close at hand to greet him, to help select his reading matter, nor to point out the excellent qualities of the paper. He sorts out, on his own initiative, his stock of reading matter, he may inspect the headings and find for himself the articles he wishes to read, he may turn through the pages, which compare with the merchant's shelves, to examine the special brands and varieties of news and features that appeal to his taste.

The well arranged front page, like the attractive show window, invites further inspection and examination. The first impression upon the reader may determine, to a large extent, his further action. It is because of this fact that certain trade devices are used to make the front page as pleasing and attractive as is reasonably possible in the short time allowed for make-up.

Important as Business Builder

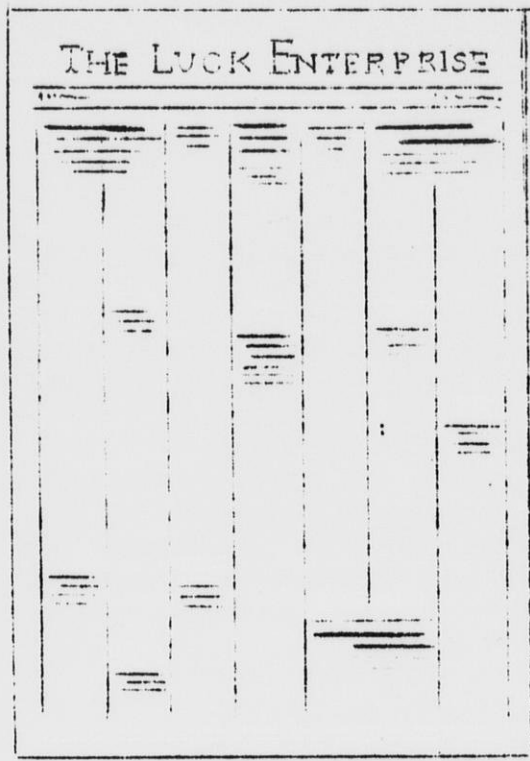
Front page make-up should be a challenge to every editor. Every issue of his paper puts him on trial, with his readers as judges. Their interest is his reward. Every issue is a separate and distinct problem, similar to preceding issues in many respects, yet unlike in others.

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Better Newspapers

SHOW WINDOWS of Wisconsin Weeklies

As they Dress Today



THE LUCK ENTERPRISE, placed third in one of the make-up classes in the first state-wide better newspaper contest.

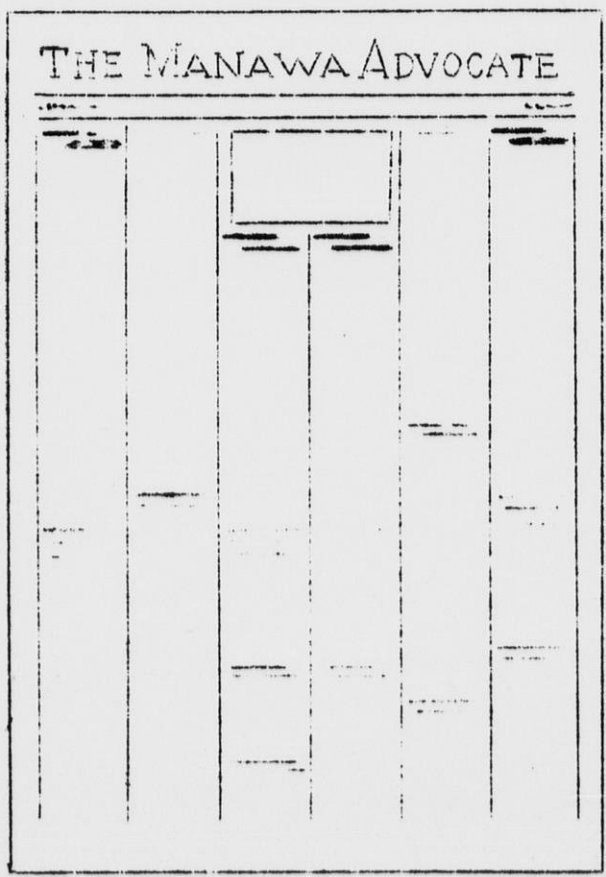
The accompanying sketch shows the front page of a recent issue. Note that the two outside columns carry two-column drop-line heads, with a hanging indention second deck. The middle column carries a three-line drop-line head with a three-line second deck, both at its top, and a quarter way down the page. The heads of columns three and five are set in italics. Twelve pages comprise this issue.

The ENTERPRISE is the produce of a town of less than 500 population. Its rural circulation is high. Dick Fugh is the editor

The MANAWA ADVOCATE was awarded fifth place on make-up in the better newspaper contest.

This sketch of the ADVOCATE shows how the use of a two column cut at the top of columns three and four brightens up the page. Note the use of the two-line heads in black faced type at the top of columns one and six, and of columns three and four under the cut. These are the only heads using heavy type. The second and fifth columns have light faced type at their top, and two line heads with decks nearly half way down the column. This issue has eight pages edited by Allen P. Walch.

The ADVOCATE is published in a town of 730 population.



The town may be judged by the character of its newspaper. Heads of industrial concerns, when scouting for new business opportunities, often examine, first of all, a copy of the paper from the town in which they feel they might become interested. Advertising men do not need to be urged to make use of the newspaper having an attractive front page, but they may hesitate to place an advertisement in a paper that presents an unattractive and uninviting one. Here again the first impression is usually the deciding factor.

Prize Winners on Parade

Effective make-up depends upon a number of factors, fortunately, all of which are within the reach of the publisher. Contrast and balance of the front page, both of which are of great importance, can be had with but little extra care and effort. The kind and size of type, number of lines in the heads, the use of single and double column heads, cuts and boxes, and the arrangement of reading matter on the page, all contribute to its attractiveness.

No matter how well written the stories may be, nor how important their contents are to the reading public, the final touch, the assembling of all of this material, transferring it from the galleys to the stone, and properly distributing it within the chase, is an operation that deserves careful and painstaking attention. It is the operation that helps in a large way to determine whether or not the reading public will be a satisfied public.

Starting with this issue, BUILD WISCONSIN will present a rough sketch of the front page make-up of several of the top notchers of Wisconsin's first Better Newspaper Contest, held in February, 1925. These may offer suggestions which can be used by other editors in arranging their front windows.

*"Every man owes something
to the upbuilding of the
profession to which he belongs"*

Theodore Roosevelt

EDITORS OF THE 70'S
MISSED A BIG SCOOP

THIS IS an age of speed in production and distribution. Only through back sights do we realize how fast we are moving today", says R. S. Kellogg, secretary of the News Print Service Bureau.

"Benjamin Franklin, as Postmaster General of the Colonies, listed twenty-five newspapers in America in 1771, and the Declaration of Independence in Philadelphia five years later did not find its first reprinting in Hartford, Connecticut, until eleven days after adoption. Now the circulation of the more than two thousand English-language dailies in the United States exceeds 24,000,000 copies on Sundays and 34,000,000 on week days, while a photograph taken in Europe in the morning is reproduced here in the afternoon.

"Newspaper sizes and circulations continue to grow, the newspaper reader is getting more for his subscription than ever before. It is not surprising that the United States uses nearly three-fifths of all the news print paper used in the world."

News print paper consumption for 1926 is close to fifty-seven pounds per capita. The total use of news print in the United States for this year will approximate three and a half million tons, according to Kellogg.

CIRCULATION CONTEST
ENDS IN COSTLY LOSS

EDITORS planning to stage circulation campaigns may profit from the experience of an enterprising editor of a Wisconsin weekly. Endeavoring to build up the circulation of his paper, he contracted with a syndicate that specialized in enlarging the list of subscribers.

When the contest was running, the manager suddenly disappeared with a large share of the cash in his pocket. The editor followed him to a Milwaukee hotel, where, strangely enough, the thief died. Upon investigation, it was learned that the manager had a long prison record and that he operated under several aliases.

Though the loss has been severe to the publication, the editor states that he is going to award the best prizes that he can afford to the winners.

Build Wisconsin

"The Little Partner of The Badger Weekly"

Volume 4

November 10, 1926

Number 45

EFFECTIVE ADVERTISING HAS A PERSONAL TOUCH

T

HAT THE ADVERTISER should write his advertisement just as he talks, is one of the favorite views of Cyrus H. K. Curtis, well known publisher.

Speaking of John E. Powers, the man who directed much of the publicity for Wanamaker's store, Curtis says, "He wrote as brusquely as he talked. And he told the plain truth about the goods he sold. If he was writing about seconds, he'd call them seconds. 'They are seconds', he'd write, 'that's why we're putting a lower price on them, to get rid of them!'"

Edward Jordan, a former Wisconsinite and now a noted automobile manufacturer, is another executive whose advertising methods command attention. "He writes simply. He sets down talk, not writing. His copy has the conversational sound", says Mr. Curtis.

Formality is Discarded

The merchant who writes his ads just as he talks to his customers puts his personality on the printed page. He makes his customers feel his presence as though he were talking to them over the counter and that his message is directed to them personally. Formality is discarded.

The home merchant, however, has a distinct advantage over other advertisers in that he is acquainted with his customers, knows their likes and dislikes, and can sense when and how to get them interested in his goods. His association with them on the street, in lodge, at church, or at any one of the several places where he might meet them, makes it unnecessary for him to first "break the ice" before attempting to sell to them. The out-of-town advertiser sometimes tries to secure this personal touch by inserting his own picture in his advertisement.

Advertising is Salesmanship

Advertising as one talks, strangely enough, is difficult to do; difficult because it is out of the natural order of things; one may not be accustomed to doing things that way. Writing is, or at least seems to be, a job that requires considerable thought, time, and care in preparation. Many a man has wished that he had the ability to put in writing the things he has in mind. However, it is not beyond the reach of him who sets about to do it, as has been shown in the two cases already referred to.

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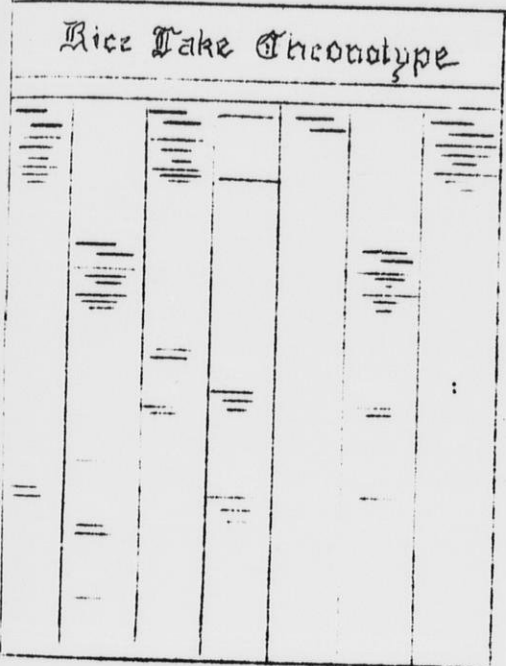
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Better
Newspapers

SHOW WINDOWS of Wisconsin Weeklies

As they
Dress Today

Rice Lake Chronotype



THE RICE LAKE CHRONOTYPE uses a two-line, black face type head, set in caps. Second and third decks are of the inverted pyramid style; second deck is set in caps, third deck in caps and lower case. These heads are used at the top of columns one, three, five, and seven, and again four or five inches below the tops of columns two, four, and six.

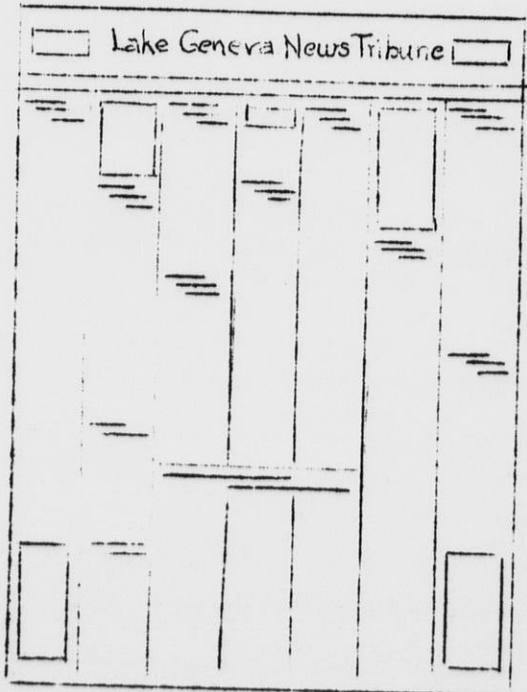
Heads of columns two and six are of the two-line, drop-line style, set in caps, with smaller type than is used to head other columns. The middle column has a boxed article at its top.

The CHRONOTYPE placed first in the class for papers published in cities of more than 1,500 population. It is edited by A. F. Ender.

THE LAKE GENEVA NEWS TRIBUNE uses a three-line, drop-line head, with an inverted pyramid for the second deck. Both decks are set in caps and lower case. This type of head is used only at the tops of columns one, three, five, and seven.

Boxed articles head columns two and six, and a boxed head is used at the top of the middle column. Another boxed article is found just below the middle of column four. Other heads are of the two-line or three-line, drop-line type. Note the boxed articles in both lower corners, and the three-column spread heading used at the bottom of the page.

The NEWS TRIBUNE placed third in the class for papers published in cities of more than 1,500. Arthur R. Todd is editor.



Advertising, as Publisher Curtis points out, is merely salesmanship in print. It includes the giving of facts about a piece of merchandise that the prospective customer may want to know. The difference is that the facts are set down in writing. Every merchant should have facts about his goods well enough in mind to be able to give a good sales talk. The man who can sell goods without giving the facts about them is either a super-salesman, a hypnotist, or a mere waiter on customers.

Vivid Description Necessary

Pick up a mail order catalog, turn to the page giving a description of hammers, and this is about what you will find: "This hammer is made of the best crucible steel, full nickel-plated. The face and claws are tempered just right for service, and the claws are split to a fine point. They grip firmly and will not break. The handle is made of selected second growth hickory, mahogany finish, and is fastened in with iron wedges so that it will not work loose".

A description of this kind is not beyond the ability of the local merchant. If he isn't well enough acquainted with his goods to describe them off hand, he has recourse to his buyers' catalog. If he will add to this description a little sound imagination, gleaned from his knowledge of his customers' wants, there is no reason why he should not turn out advertising copy that will increase his revenue. It is only a matter of a little more time and effort in preparation, but is time and effort well spent.

Editor May Help Advertiser

Carrying this idea over to the case of the man who is not a regular advertiser, the same might be said. Take, for example, the farmer who has livestock to sell, or who wishes to dispose of a used farm implement, a good description, such as he would use if he were talking with a neighbor, could well be incorporated, with some re-touching, in an advertisement for him. The music teacher who wants to get rid of her old piano, the wife who wants to dispose of an extra piece of furniture, or the man who wishes to sell his car, can all be helped with their advertisement copy. Descriptive adjectives are not wanting; their effectiveness depends upon the use which the advertiser makes of them.

Effective advertising is salesmanship in print. It embraces, not only a good description of the merchandise offered to the public, but also the personality of the advertiser himself. It is not formal. There is nothing mysterious about it. It is simplicity itself. But it needs attention. And the one man in town who, more than anyone else, might be called upon to help the business men advertise their goods, is the publisher of the local paper. This does not mean that the publisher is to do all of the work in getting out advertising copy, but it does mean that he can help materially by giving suggestions to those who pay him for white space.

When the farmer harvests his crops and the merchant fails to garner good business, it's generally because the catalog house beats the merchant advertisements. - OCONTO COUNTY REPORTER

Build Wisconsin

"The Little Partner of The Badger Weekly"

Volume 4

November 17, 1926

Number 46

MAKE THE WEEKLY A HOME NECESSITY, SAYS LITTLE

CIRCULATION is the most interesting and important subject in the country newspaper business, O. W. Little, editor of the ALMA (Kansas) ENTERPRISE, and secretary of the Kansas press association, told the editors of the state at a recent agricultural extension worker - editor conference.

To further emphasize his point, Little drew an analogy that may be appreciated by all of his Wisconsin readers. "As the life of an individual depends on the healthful circulation of the blood through the arteries, so the prosperity of a newspaper depends on the circulation of the printed page through the community it is trying to serve. Circulation is the life of both the individual and the newspaper", he continued.

Is the Paper Rightly Named?

"It goes without saying that the best and most successful way to secure and hold circulation is to deserve it; that is, to make your paper so valuable and interesting that everybody will want it and will feel that they cannot get along without it. The big question is, how to accomplish this result.

"The way to get circulation, rural or otherwise, is to go out after it where it is, and not wait for it to come to your back office and hunt you up", Editor Little suggests. "If the country weekly does not have a rural circulation, then it is not rightly named. The completeness with which it covers its field determines its usefulness and also its profits. The place to get the rural readers is out where they live, and not behind a job press in your shop. And the best man to get them is the boss himself".

Dailies May Set Example

The metropolitan daily, Little points out, thoroughly understands the circulation problem, when it sends its agents to rural towns all through the year. They travel the routes of the rural carriers and call at every home, not once a year, but several times a year. Appealing letters are sent out to every reader before his time expires, and when they are not effective enough to get the renewal, the agent follows up, with the result that they often secure a large R. F. D. circulation.

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"The country publisher can well afford to follow the example of the daily", says the Kansas editor. "If he is to succeed in the fullest measure, he must have readers in his territory. The rural community offers him the greatest possibilities. He has an advantage over the big city daily because he knows personally nearly all of his prospects. If he does not know them he should get acquainted. This personal touch is part of his capital and he can well afford to make it the greatest part. Here lie his two great opportunities, to increase his list and to make his paper so valuable they cannot keep house without it".

He Visits Farm Folks

Little suggests that a day or two each week spent on the rural routes would furnish material for at least one or two columns of the most interesting news in the paper. He points out that there is scarcely a farm home that will not yield a good news item, that there is a wealth of material in every neighborhood, which, with intelligent and sympathetic handling, can be made of intense interest and of much help and service to the community.

"And this news is of the same interest to your other readers", Little adds. "The town folks know many of the people about whom you are writing, and they enjoy this news about their friends. It furnishes them a further topic of conversation when they meet him each week, and brings the town and the country closer together in mutual interest".

Little claims that these visits to the country will not only bring friends and subscribers, but will yield cash returns as well. Many farmers will use limited quantities of stationery if solicited to do so, and can also be induced to do some advertising. Good community reporters can be secured, while the editor is out on these trips, who will be glad of the chance to furnish local news for the paper.

Contests May Be Costly

The newspaper contest, Little feels, is often a costly method for building circulation. He says many of these contests cause no small amount of grief and financial loss, and cheapen the newspaper in the eyes of the public. To quote him:

"What about piano and automobile contests and trips around the world?" someone asks. In nineteen cases out of twenty, they bring grief and financial loss. Not only that, but they cheapen the newspaper business and advertise to the community that you are not a good business man when you are obliged to resort to such methods. The promoter takes away with him half your revenues for from one to five years and leaves you to pay the expenses, bear the grief, and work out your own salvation with a lot of subscribers who are not on the list because of any interest in you or your paper, but only because some girl wanted a car.

"The Audit Bureau of Circulation discriminates against such a list and most of the dailies have discontinued these methods. A newspaper is coming to be recognized as a sound, legitimate business, and legitimate business concerns do not do these things. It is up to us to continue to raise the business standards of our profession and we can do it only by employing good business methods ourselves".

Paper Must Give Service

The dollar day plan for enlarging the subscription list of the paper is another scheme that Little would discourage. Unlike other business concerns in town, the newspaper has no shelfworn stock that it must dispose of in a hurry. It has no stock to turn every sixty days in order to reduce the overhead. An exception to this, however, he admits, might be that the publisher has a stock of box stationery, birthday cards, or some other novelty that can be sold for a dollar, to keep in line with other business concerns in town, but he believes that the subscription list is nothing to be played with. It is too valuable.

"But after all is said", Little concludes, "merit is the big subscription builder. Your paper must not only be interesting but it must render a service, and it must represent the entire community. If your paper does these things, it will gain the confidence of your people and your list will be built on a solid and permanent foundation, and the oft-recurring periods of adversity will have but little effect on it. And your readers will continue to increase in the same ratio in which you put your heart and brain and soul into your paper and into service for your 'community'".

There is no such a term as "village limits" in the life of the enterprising country weekly editor.

FURTHER EXPANSION OF MIDDLETON PAPER

THE MIDDLETON TIMES-HERALD announces the installation of a new four-page press which will permit faster printing and an opportunity to do larger printing jobs.

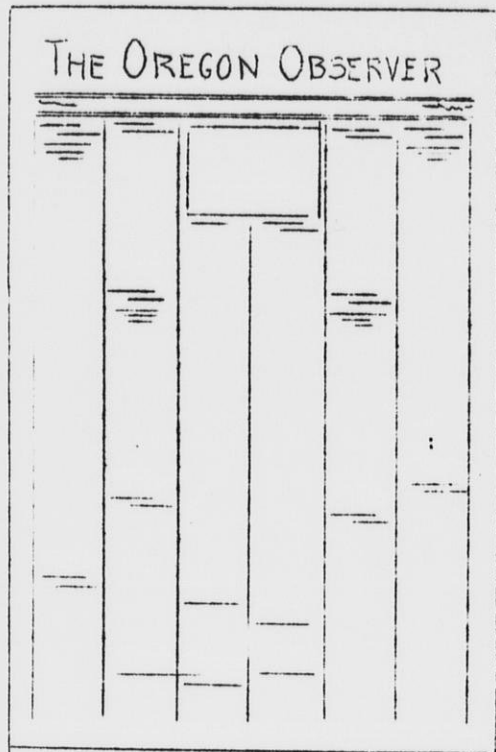
In the last three years the TIMES-HERALD has doubled the number of pages of home print, has added two pages of neighboring town news, and has built up a substantial circulation, reports T. R. Daniels, publisher.

EAGLE RIVER PAPER CHANGES OWNERSHIP

THE VILAS COUNTY NEWS, formerly owned and published by Ernst A. Stewart, at Eagle River, was recently purchased by C. J. Fredrich, of Butternut, who will undertake to publish Eagle River's news. Stewart and his family plan to remove to Sterling, Illinois, where, it is reported, he will again enter the newspaper business.

The new owner of the NEWS formerly owned and published weekly papers at Butternut and at Kilbourn.

Better Newspapers **SHOW WINDOWS** of Wisconsin Weeklies As they Dress Today



THE OREGON OBSERVER makes use of a cut at the top of its two middle columns. Only four heads are set in large type in this six column weekly, one at the top of each outside column, and one a third of the way down in columns two and five.

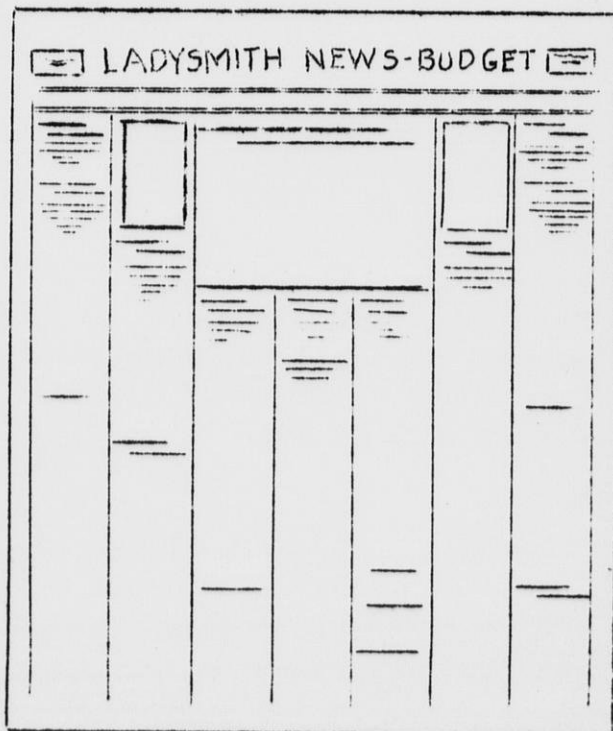
Heads are of the two-line, drop-line sort for the first deck, and of the inverted pyramid for the second deck. Both decks are set in caps. Light heads, of the same sized type as is used for the second decks already mentioned, are used at the tops of columns two and five.

THE OBSERVER, edited by E. P. Kramer, is published in a town of less than 900 people.

This recent edition of the LADYSMITH NEWS-BUDGET publishes election returns in table form at the top of the three middle columns. It uses four deck heads at the top of the two outside columns and also at the top of the middle column under the table. Columns two, three, five, and six have two-deck heads. Boxes are used at the tops of columns two and six.

All first decks are set in caps, and are of the two-line, drop-line type. All second and fourth decks are of the inverted pyramid type, and are set in caps and lower case. Third decks are in caps.

Mark R. Bell is managing editor. Ladysmith has about 3,600 people.



Build Wisconsin

"The Little Partner of The Badger Weekly"

Volume 4

November 24, 1926

Number 47

FARM SERVICE MAY UNITE TOWN AND COUNTRY FOLKS

IF ANYONE had told me three years ago that I would be a farm reporter today, I would have run him out of town", writes L. R. Combs, farm reporter of the EMPORIA (Kansas) GAZETTE, who helps to gather news from the surrounding country for the GAZETTE'S columns.

"I wanted to work in the city, but one year of that type of work cured me", he testifies. "When someone suggested farm reporting, and the EMPORIA GAZETTE decided that the department was worth trying, I jumped at the chance. After my three months' trial, I was assured that I had the job for another year if I wanted it. Now I would not consider a city run at the same price.

"The readers who are interested in rural activities deserve a part of each issue just as much as others deserve their radio, society, markets, and sports columns", Combs believes.

"The work is appreciated. Among those who have expressed their appreciation are dirt farmers who are interested in the news side of the stories, or who sometimes obtain a tip for their business through their reading. A poultryman complimented me very highly on the poultry stories. A photographer and a minister even stated that they enjoyed reading the page. So we are reaching not only the farmers but others as well".

That the farm page or department has a place in the paper is the contention of Combs. "In this connection, I believe that the department idea is best, because those interested may easily find what they want. Farm news is given the emphasis which it deserves. Anyway, some of the stories would look very funny if they were run wild.

"I always attempt, in gathering farm news, to find the farmer who is doing some one thing especially well. A farmer will hesitate to reveal all of his personal affairs, but he will give you the minutest details, even concerning finances of one branch, especially if it is something relatively new, like sweet clover. I have found that the farmer who has a theory without proof of it by actual practice, is to be watched.

"I have a general policy which I follow. That includes the backing of everything the local farm organization attempts. I aim to interest people in the page, and in the doings of other farmers, rather than to instruct.

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And by interesting them in others' activities and telling of their success, many of the readers will try it out for themselves. Wherever possible, I attempt to print stories that will bridge the seeming gap between city and country men, especially any activities wherein there is any cooperation between the two.

Experience Stories Best

"The best stories, I have concluded from comments of readers, are those in which actual results may be seen", Combs observes. "This is one reason why stories of certified flocks, of which the owner has a record, are taking so well. In some cases a farmer has been asked to keep data. I asked a farmer early in the summer to keep data on the cost of raising sweet clover, to see if it could be counted as a good cash crop as well as a soil builder.

"The first stories I obtained were mostly crop stories, and stories of different methods of cultivation used by farmers. These I obtained by stopping and talking with farmers who were cultivating, planting kafir, or mowing hay. One thing I learned later was never to stop a man who was cutting ripe wheat, or who was plowing a large field with a tractor and driving like a demon. New stories I have spotted. I can go out and get a story on poultry, sweet clover, or soy beans, and in doing this I get tips on other stories.

Local Crop Stories Important

"One of my greatest interest drawers has been the crop condition story. The question most often asked me by farmers is, 'How are the crops in Jim Jones' neighborhood?', so about every ten days or two weeks I make a flying trip over the county gathering information on the condition of crops. This is one story where names may be used profusely.

"One thing which I have tried to do so far is to mix news of nearby farmers with that of farmers in the outlying districts. This does away with the tang of citified news of which the farmer who lives far out is always suspicious. It also gives the city man a basis for his interest, as many of the farmers living close in are better known in town. One thing which I have strived to do is to impress on the farmer the fact that I am primarily a farm reporter, interested in him, and willing to come after the news."

Farm News Is Plentiful

Combs says that farm news does not have to be dry stuff. He has found any number of human interest stories of farm life as interesting and entertaining to city readers as to farm folk. His accounts of the accomplishments of enterprising young farmers, as well as the success of those who have been in the field half a century, draw readers to the farm page. Stories of the doings of farm boys and girls are eagerly read.

The wealth of material of this nature that can be found on farms in every neighborhood, when dug up and put into print, Combs says, brings about a better understanding and a more cooperative spirit between town and country, and contributes to the upbuilding of circulation among satisfied rural readers.

WISCONSIN PAPERS SEEK
TO ENLARGE CIRCULATION

THE TWO progressive Wisconsin weeklies are making special efforts toward the close of the year to enlarge their circulation list. THE STANDARD DEMOCRAT, of Burlington, offers a free subscription from now to January 1, 1927, to each new subscriber who will pay the regular \$2.00 subscription price for next year.

THE NEW RICHMOND NEWS makes an attractive offer to the rural schools of St. Croix and Polk counties to help in securing new subscribers. For every new, cash-in-advance subscription secured by the school, the NEWS offers a fifty per cent cash commission.

In addition to the liberal cash prizes, the NEWS also offers other prizes such as flags for the school, a radio to the school sending in the largest number of new, yearly, cash-in-advance subscriptions, and a wrist watch to the teacher of the school that sends in the first twenty-five new subscriptions. It is planned to continue the contest until the end of this year.

SOME EDITORS HAVE
NUMBER OF ALIASES

ARE you sensitive about your name?

Most folks are. The spelling and the initials of this very personal property must be absolutely correct.

Occasional reports from some editors have indicated that a few names on our mailing list may be incorrect, either the name may be misspelled or the initials wrong. Where changes of editorship have taken place, this may not have been recorded on the mailing lists of BUILD WISCONSIN and FARM AND FAMILY. If by chance, your mail is reaching you under a different name, please write BUILD WISCONSIN, Agricultural Hall, Madison, Wisconsin, and we will make an immediate correction.

DORCHESTER WEEKLY
MOVES TO NEW HOME

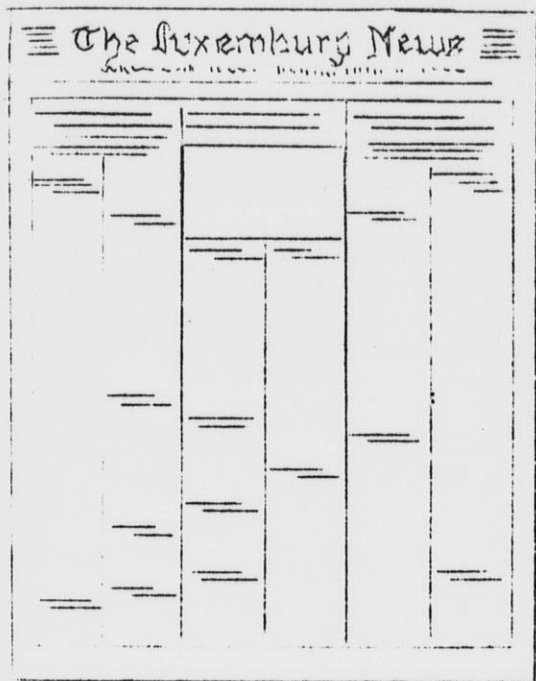
WHEN you visit Dorchester, look for the WEEKLY CLARION in a new place of business. Editor Ray W. Hugoboom could not wait until spring to move his equipment, but with the help of the TAYLOR COUNTY LEADER, one of Medford's weeklies, he recently installed the CLARION in its new quarters without missing a single issue.

Says Editor E. A. Roate, of the NEW HOLSTEIN REPORTER: Wisconsin's weeklies are looking better as a result of the first state-wide newspaper contest.

Better
Newspapers

SHOW WINDOWS of Wisconsin Weeklies

As they
Dress Today



The LUXEMBURG NEWS uses two-column heads on each of the two outer columns, and a cut at the top of the two middle ones. Both first and second decks of this six column weekly spread over the two columns, but the third deck is limited to but one column.

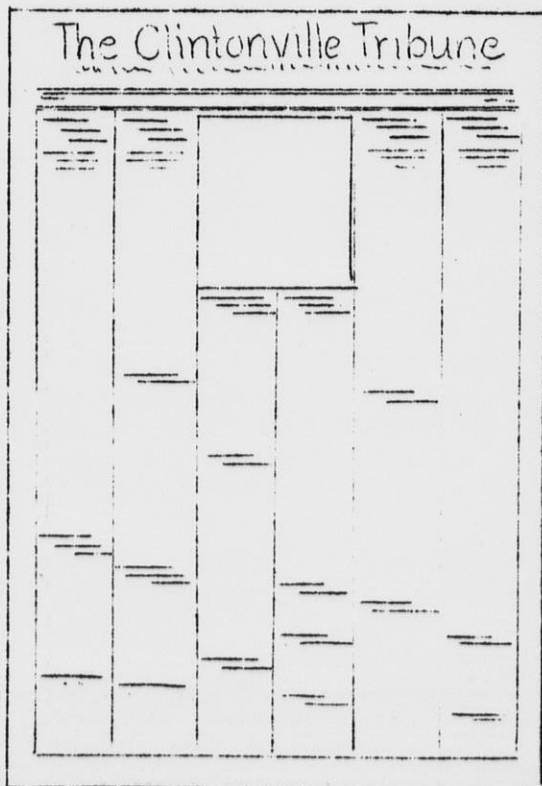
The first deck is of the two-line, drop-line kind, set in caps. The second and third decks are of the hanging indention type, each of three lines, and set in caps and lower case. All of the other heads on the page are set in smaller type, and are of the two-line, drop-line kind, employing caps and lower case letters.

The LUXE BURG NEWS placed second in the class for weeklies published in towns of less than 750 population. It is edited by Earl A. Balza.

The CLINTONVILLE TRIBUNE, also a six column weekly, uses a boxed article, verse, in this case, at the top of the two middle columns. The headings of all columns, including those at the tops of columns three and four under the box, are of two decks. The first is the three-line, drop-line kind set in caps. The second decks are set in caps and lower case, and are of the inverted pyramid kind.

Heads at the middle of columns two and five are smaller than those at the top, but larger than any of the others used in the lower half of the page. All headings are set in capitals. All of the articles in the lower half of the page, except the two at the lower left, employ two-line heads.

F. A. Moldenhauer is manager, and E. F. Moldenhauer is editor. The population of Clintonville is 3,275



Build Wisconsin

"The Little Partner of The Badger Weekly"

Volume 4

December 1, 1926

Number 48

READERS HAVE OPPORTUNITY IN LOCAL PAPER'S COLUMNS

THE community newspaper is everybody's newspaper.

What has been done by J. S. Farquhar, publisher of the CEDAR RAPIDS (Iowa) REPUBLICAN in promoting public interest in the local community, may serve as a plan for Wisconsin editors to stimulate greater interest in their weeklies.

Editor Farquhar arranged with a number of well known men in his city to write good editorials for the REPUBLICAN each week. Front page space was given them under a box heading "At the Sign of the Seven Seers". Each "seer" writes his editorial on some topic of public interest, giving his ideas and interpretations of the subject under consideration.

Lively Interest Secured

Occasionally the ideas of one "seer" do not harmonize with those of another, with the result that perhaps another editorial in a succeeding issue will take up the other side of the question. It is said that some of the writers became militant at times, and offered a wordy battle that was not without its thrills.

The experiment has been working out admirably, Editor Farquhar says, and he plans to continue the practice indefinitely. In order to make sure that this feature of editorial writing by selected contributors shall continue without a break, a number of other prospective writers have been lined up and are held in reserve, ready to take the place of one of the regulars who may prefer to quit.

Badger Weekly Wants Comment

Recently the HARTFORD TIMES-PRESS sought to make use of practically the same idea by inviting Hartford farmers to offer suggestions for the improvement of the community. The invitation was first extended to farmers at the Farmers'-Business-men's banquet, and later in the columns of the TIMES-PRESS.

"The townfolks need these opinions from the farmers so that they may be better guided in serving the agricultural and dairying folks of the community", says this Hartford paper.

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Both of the papers mentioned aim to give their readers a chance to express themselves on questions of community interest. Whether the method used is one of selection or one of invitation makes little or no difference, so long as the desired results are obtained. While it may be difficult to get the scheme started, once it is under way there may be plenty of force to keep it going. Others may soon become interested and strive for an opportunity to have their say.

WEST WISCONSIN EDITORS
FORM PRESS ASSOCIATION

A NUMBER of editors and publishers in the western part of Wisconsin recently met with Sam Haislet, field secretary of the Minnesota Editorial Association, at Bayport, Minnesota, where they became business members of the Minnesota Editorial Association, and formed a Wisconsin unit devoted to the interests of their publications.

H. F. Doolittle, of Ellsworth, editor of the PIERCE COUNTY HERALD, was elected president of the new association; F. C. Letch, of the OSCEOLA SUN, was elected vice-president; and William Hawley, of the BALDWIN BULLETIN, is secretary-treasurer.

Other Wisconsin editors present were F.A.R. Van Meter, of the NEW RICHMOND NEWS; Dick Pugh, of the LUCK ENTERPRISE; Harry Olson, of the FREDERIC STAR; and Oscar A. Halls, of the ELLSWORTH RECORD.

The next meeting will be held at Ellsworth, Wisconsin, on Saturday, December 4.

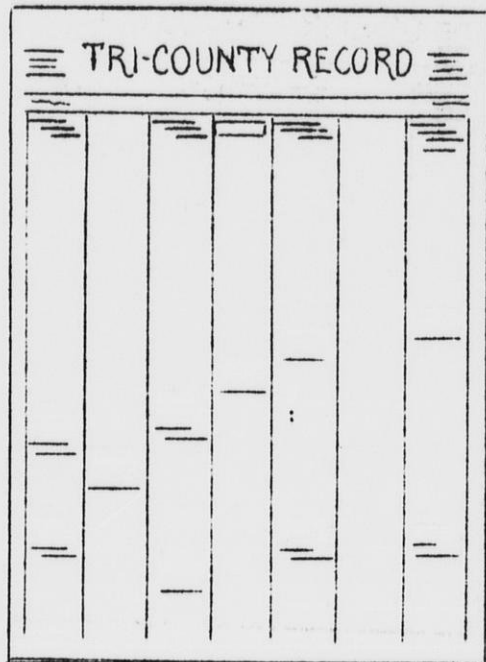
The future of the country weekly depends upon its business efficiency and cooperation. Let advertising be obtained not by a plea of charity, but by studying the merchandizing problems of the merchant and counselling with him. Let "service" be the standard. The seasoned national advertiser is just beginning to realize the time is approaching when the influential country weekly will have its place in the campaign of every national distributor interested in the concentration of his selling strength in rural districts.

- The United States Publisher

Better
Newspapers

SHOW WINDOWS of Wisconsin Weeklies

As they
Dress Today



THE TRI-COUNTY RECORD uses a single deck, three-line, drop-line head, set in caps and lower case, at the top of columns one, three, five, and seven. Columns two and six have single line heads of smaller type, set in caps. Column two contains wedding announcements of the week, and column five paragraphs of local items. The upper half of the middle column consists of local comment of an editorial nature.

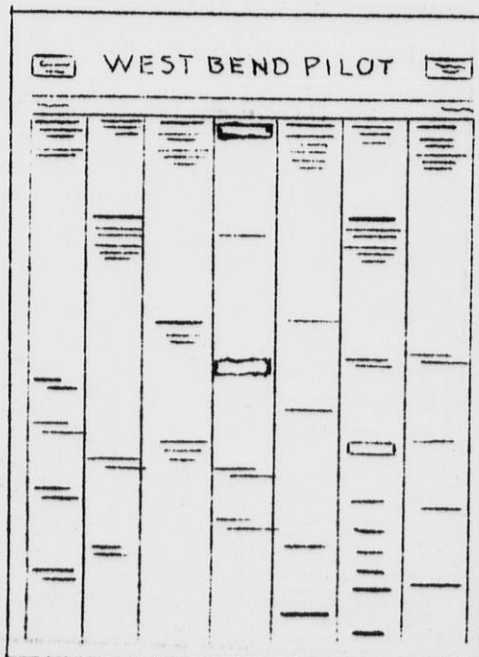
Five two-line, drop-line heads, set in caps, but of smaller type than that used at the top of the columns, are found in the lower half of the page. The single line heads in the lower part of the page are "Local brevities", "social mention", "Auxiliary notes", and an account of the city council meeting.

The RECORD is published at Kiel, a city of 1,600 population.

Three deck heads are used at the top of columns one, three, five, and seven in the WEST BEND PILOT. The first deck is of the crossline type, and the other two are the inverted pyramid. First and second decks are set in caps, and the third deck in caps and lower case. The same kind of head is also used three or four inches below the top of columns two and six.

The middle column has a boxed head, and columns two and six use a two deck head. The first deck is a crossline set in caps, and the second is an inverted pyramid set in caps and lower case. The heads of two articles in column three are similar to those at the top of columns two and six. Most of the other heads are of the two-line, drop-line type.

West Bend has 3,400 population.



Build Wisconsin

"The Little Partner of The Badger Weekly"

Volume 4

December 8, 1926

Number 49

RECENT CHANGE OF HEADS FINDS FAVOR WITH MANY

DISPLAY lines in all capital letters are not as easy to read as capitals and lower case", says the late Benjamin Sherbow, author of "Effective Type Use for Advertising". "All-capital heads and sub-heads should be avoided as far as possible".

In his work on the type make-up of magazines and trade papers for a half dozen years, Sherbow did not use a single all-cap headline. The editors for whom he worked have quite generally agreed that the headline in upper and lower case is not only easier to read but gives the page a friendlier, more inviting look.

Sherbow talked with many newspaper editors and publishers on the same subject. He found some a bit harder to convince. But in several instances he succeeded in getting newspapers to adopt the upper and lower case throughout.

Condensed Type Hard to Read

It is readily conceded by practically every newspaper man, and amply substantiated by experimental tests, that what Sherbow says regarding the reading of caps and lower case as compared with reading all caps, is true. In fact, it is estimated from psychological tests, that type set in caps and lower case is from twenty to fifty per cent easier to read than type set in all caps.

"Until a few years ago", writes Norman J. Redder, in his book on 'Newspaper Make-up and Headline', "little thought was given to the readability of headline type. The chief concern seemed to be to get a condensed or extra-condensed face that would carry the largest possible number of units to the line. The result was that some papers used headlines that were so condensed that complaints were made by the readers.

Tests Show Merit of Change

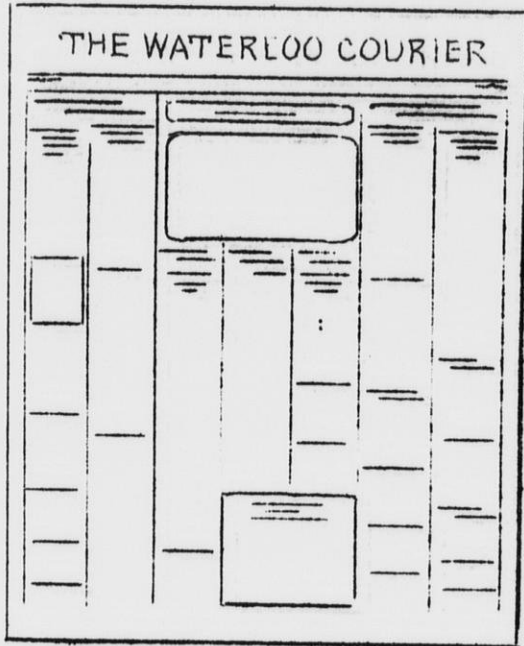
"A revolution followed which introduced the upper and lower case head. The pioneer in this movement was the New York Tribune, which adopted this system about three years ago after a series of tests had been made to find out what type was easiest to read. The Minneapolis Tribune and the Milwaukee Journal have followed the lead of the New York Tribune, and now use upper and lower case throughout.

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Better
Newspapers

SHOW WINDOWS of Wisconsin Weeklies

As they
Dress Today



Double column spreads of the first deck are used to head the outside columns of the WATERLOO COURIER, with the second deck of single column width. The first deck is the two-line drop, and the second deck is the hanging indentation, of four lines. Both decks are set in caps and lower case.

The blackest type used on the page heads the middle column under the cut, and is set in caps. The second deck in this head is a four-line inverted pyramid, set in caps and lowers.

The first deck in the heads of columns three and five is a two-line drop set in caps, and the second deck is a three line inverted pyramid in caps and lowers. Other heads on the page are one or two lines set in caps. Note the cut in the first column and a two-column boxed announcement at the bottom of the page.

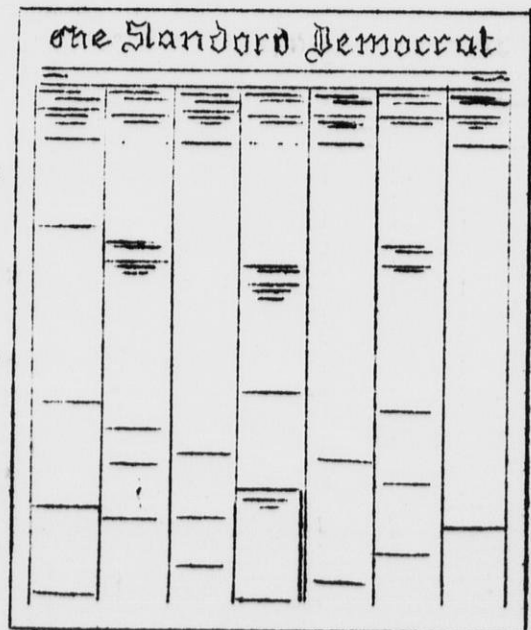
Waterloo has about 1,300 people.
E. H. White edits the COURIER.

No double column spreads are used to head articles in this issue of the BURLINGTON STANDARD DEMOCRAT.

Columns one, three, five, and seven use three decked heads. The first deck is a two-line drop set in caps; the second deck a three-line inverted pyramid in caps and lowers; and the third deck a cross-line set in caps.

All other stories in the upper half of the page have two-deck heads, with the first deck a two-line drop set in caps, but in much smaller type than that used in the other heads, and the second deck a two-line inverted pyramid in caps and lowers.

The DEMOCRAT is edited by Louis H. Zimmermann in a town of 3,600 population.



"Some papers use upper and lower case for single column heads but have retained the caps for the double and triple column spreads. Many papers have adopted caps and lower case for feature heads and boxes to good advantage.

"Small city dailies and weekly papers have been quick to adopt the change to caps and lower case", Radder observes. "The satisfactory experience of these papers with their new head schedule indicates that it will be adopted even more generally."

Badger Weeklies Follow Suit

In addition to the advantage of greater readability of caps and lower case, more units can be used than where caps alone are employed. This factor simplifies the job, somewhat, of wording a head that will fit the space allotted, and gives the editor a little more leeway in the selection of words to express the thought.

A recent examination of 126 Wisconsin weeklies shows that 67, or better than one half of the number examined, use caps only; 24 used caps and lower case; and the remaining 35 were mixed; that is, some of the heads were in caps alone, while other heads were in caps and lowers. Two papers of the third group used caps and lowers for heads of the more important articles, and caps alone for articles of lesser importance or of shorter length.

EDITORIALS ARE RENEWED BY SPARTA PUBLICATION

WE HAVEN'T written editorials for this column for several weeks. If our readers have noticed their absence, they have neither complained nor rejoiced about it. At least not to us.

The eminent editor of the EMPORIA (Kansas) GAZETTE, William Allen White, whose fame spread largely on account of his newspaper editorials, was once told by a friend that he could omit editorials in his paper for a month without receiving complaint from his readers. Editor White accepted the challenge. The editorials were omitted. And nobody complained.

So we feel not the least chagrin. It has been a nice vacation for the editorial writers of the HERALD. But we are going to start all over again. If our editorial comments stimulate thought and discussion along community lines, we have rendered service. - THE SPARTA HERALD

Over three hundred million dollars were spent in advertising last year according to figures of the advertising agencies. If advertising doesn't pay there must be a lot of fools parting with their money.

- Brainerd Tribune

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KAUKAUNA TIMES EDITOR
COOPERATES WITH LEGION

THE twenty-eight pages of the KAUKAUNA TIMES, issue of November 11, were replete with news, features, and advertising. This issue of the TIMES was in the hands of a staff selected from members of Kaukauna Post No. 41 of the American Legion.

Generous advertising by Kaukauna business men, and the help of various individuals and organizations in gathering news made this issue a striking one. It not only showed that there was a hearty cooperation between the Legion and the TIMES' staff, but it was also indicative of the enterprising nature of the newspaper's management.

PAY UP OR GET OFF
IS STAR'S WARNING

THE PORT WASHINGTON STAR notifies its readers that beginning on the first of December, a weeding-out process will be started, and that the names of those who have not paid their accounts by that date will be taken from the list. The STAR also announces that after January 1, 1927, all subscribers who pay in advance will be charged at the rate of \$2.00 a year, while those desiring credit must pay \$2.50 a year.

BUSINESS MEN HELP
IN MILK CAMPAIGN

AFTER staging its recent successful milk campaign, Brown county owes a vote of thanks to its business men for their hearty cooperation. For instance, the DE FERE JOURNAL-DEMOCRAT carried a double page advertisement headed "Brown County Milk Week". Ten advertisements were spread on the two pages, all of which were devoted to the milk campaign.

DEAN OF NEWSPAPER MEN
LATELY QUITS HIS DESK

RH. COPELAND, publisher of the TIMES, at Plummer, Idaho, recently completed his seventy-fifth year of newspaper work. He started sticking type on the WAUKESHA (Wisconsin) CHRONOTYPE in 1851, and was later publisher of his own paper at Sparta. He attended the first editorial convention in Milwaukee in 1859. He has lately been dubbed the "Dean of United States Newspaper Men". Until very recently Mr. Copeland has been active at his desk.

Build Wisconsin

"The Little Partner of The Badger Weekly"

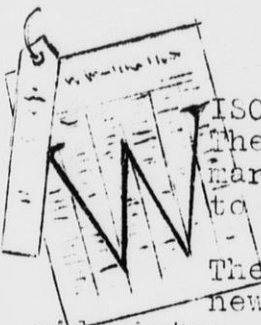
Volume 4

December 15, 1926

Number 50

CONTEST SHAPED FOR BETTER NEWSPAPERS

Match Open to All of State's 350 Weeklies.
Special Classes Based on Population.



WISCONSIN editors are being asked to break another record. They did it two years ago when they established a new mark for better newspaper contests. They have a chance to beat their own figure in this year's match.

The second state-wide contest for Wisconsin country weekly newspapers will be held in Madison during the days of the mid-winter convention of the Wisconsin Press Association, February 10-12. The contest is open to every country weekly editor in Wisconsin.

TO COMPETE ON EVEN TERMS

Following the rules of the first contest, the coming match will be divided into three main divisions, these being (1) front page make-up; (2) community building editorials and (3) farm news service. Although an editor may enter any of these classes, the contest committee is urging that, wherever possible, entries be made in the three divisions.

In order that weeklies, published in small communities, will have the same advantage as the papers from the large towns, the front page make-up class has been divided into three sections, the classification of which is based on the population of the town where the paper is published. They are (1) towns with a population less than 750; (2) towns between 750 and 1,500; and (3) towns having more than 1,500 population. This division does not effect either the community building editorial class or the farm news service, in both of which all the papers in the state will be on the same terms.

TWO ISSUES FOR EACH CLASS

Two issues of any paper, published during consecutive weeks in the present year, may be entered in any of the three classes. The entry in each class will be judged on the average excellence of the two issues. Copies of the same two issues may be en-

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tered in each of the three classes. Separate copies, however, are necessary for each class, this meaning that six copies will be necessary for the three classes.

Prizes aggregating more than \$250 will be offered to the winners of the contest. Although the division of the cash has not been announced, it, probably, will be distributed in a manner similar to that of the first contest. The first three winners of each of the three front page make-up divisions, the community building editorial classes and the farm news service received awards of \$25, \$15, and a three year membership in the National Editorial Association, respectively. Besides the cash prizes, specially prepared ribbons were awarded to the first six papers in each of the five groups.

DEADLINE JANUARY 15, 1927

The papers will be judged by a group of well known newspaper experts. The names of the judges will be announced in the near future. :

Six men are on the committee of arrangements for the contest. They are: A. F. Ender, editor of RICE LAKE CHRONOTYPE; Charles Lowater, SPRING VALLEY SUN; Dick Pugh, LUCK ENTERPRISE; Frank J. Holt, BUILD WISCONSIN; Chilton Bush, Department of Journalism, University of Wisconsin; and Andrew W. Hopkins, Department of Agricultural Journalism, University of Wisconsin.

The deadline for the contest is January 15, 1927. Papers should be sent to Andrew W. Hopkins, Agricultural Hall, Madison, Wisconsin. An entry blank will be mailed to every editor during the coming week.

More about the contest will appear regularly in future issues of BUILD WISCONSIN.

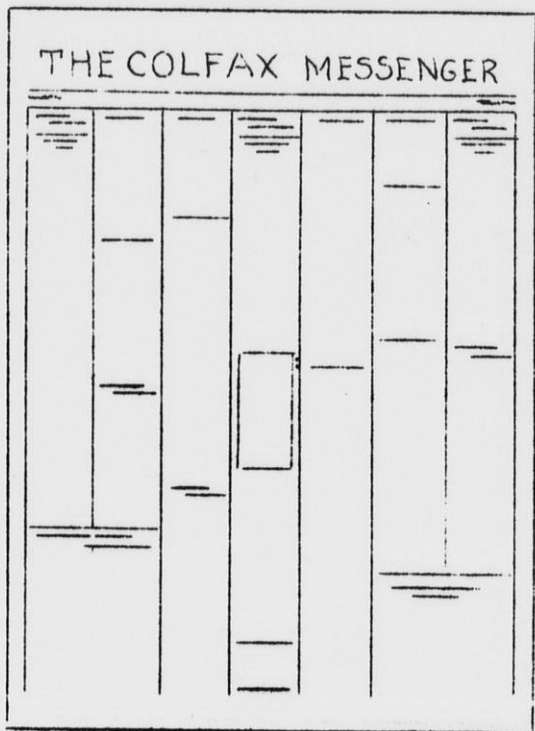
SUPPORT HOME MERCHANT
SAYS WHITEWATER SCRIBE

THOSE things which are far away sometimes look better than those at hand", philosophizes Editor F. R. Bloodgood, as he appeals to the readers of the WHITEWATER PRESS to shop early for Christmas goods and to buy them at home.

"Local retail business", he says, "is the life of the home city and in proportion as our citizens buy elsewhere so will our local stores become less able to carry the assortment which you need.

"Instead of cultivating loyalty to the home city, a few of our good citizens boast that they drive to a neighboring city for not only their clothing but their groceries and meat. Sometimes they admit the gasoline which they use actually costs more than the whole purchase made!"

Better Newspapers **SHOW WINDOWS** of Wisconsin Weeklies As they Dress Today



The heads of only three columns of THE COLFAX MESSENGER are given prominence in this issue. The first deck of columns one, four, and seven are the two-line drop, and the second deck is the inverted pyramid. Both decks are set in caps. All other heads are of either one or two lines, also set in caps.

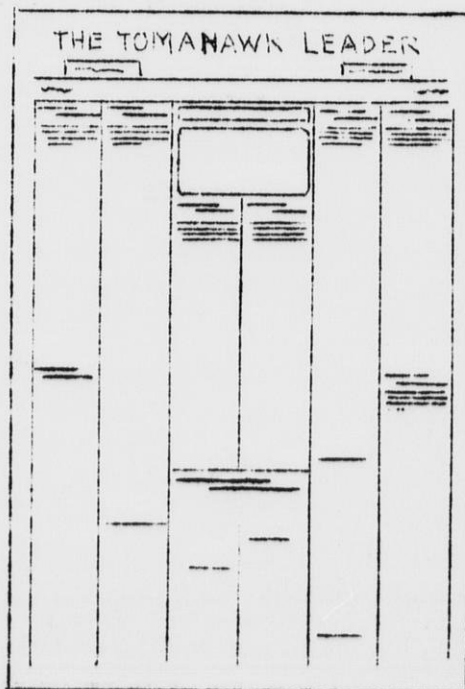
The cut in the middle column below center and the double column boxed features placed in both lower corners of the page make a well balanced page.

The MESSENGER is edited by Ward L. Swift, and published in a town of a little over 900 population.

The heads used at the top of all six columns of THE TOMAHAWK LEADER are alike. The first deck is a two-line drop, and the second deck a hanging indentation of four lines. Both decks are set in caps and lower case. The head at the middle of the last column is similar to those at the top. A two-line drop is used at the middle of the first column.

The use of the cut at the top of the two middle columns, and the two column head in the lower half of the page on the same two columns, gives the LEADER a distinctive appearance. Very few short articles are found on the page.

THE LEADER is published in a city of 2,900 population, and is published by the Osborne Brothers.



Build Wisconsin

"The Little Partner of The Badger Weekly"

Volume 4

December 22, 1926

Number 51

JUDGES WILL SELECT
"WISCONSIN'S BEST"



HO has Wisconsin's sweepstakes newspaper?

This puzzling question will be partly settled at the State-Wide Better Newspaper Contest, when nine judges will select for sweepstakes honors the best all-around country weekly. A handsomely engraved cup, to be presented by the Wisconsin Press Association, will become the permanent prize of the editor of the winning paper.

The grand champion decision will be made after the ribbons have been placed in each of the three classes. The selection will not be limited to the winners of the three classes but will include all of the papers entered in the contest. It, of course, is possible that a paper which has not placed high among the class champions may rate grand championship consideration. All-around merit, as shown on every page of the paper, will be the final test to which sweepstakes contenders will be put.

Characteristics of the champion weekly will include an excellently made-up front page, a worthy editorial column and a strong farm news. But this is not all. The make-up from cover to cover, including the lay-out of the advertising, will also be excellently executed on the weekly that is selected for the state's highest honor. Special entries are not necessary for the sweepstakes division. The judges will make their decisions after inspecting the entries in each class.

VERY PERSONAL -- This issue of B. W. contains a personally addressed note to you. Please send your answer as soon as possible to

Andrew W. Hopkins, Agricultural Hall, Madison, Wisconsin.

An innovation for this year's contest is the selection of three different judges for each of the main classes. The contest committee has already invited a group of well known experts to judge the papers. The names of the judges will be announced in the near future.

These Sheets, Published Weekly in the Interests of the Community Newspaper, are Issued by the Department of Agricultural Journalism of the Wisconsin College of Agriculture in Co-operation with the Weekly Press of Wisconsin.

IN sending newspapers for a contest through the mail, they will appear more attractive when they reach the destination if they have been folded twice and then backed with a stiff card-board. Entries may also be sent in card tubes. Attractiveness counts, even in a newspaper contest.

ACTIVE ORGANIZATIONS
SUBSCRIBE FOR AWARDS



CASH awards, amounting to \$250, are waiting to be taken home by the editors of Wisconsin country weekly newspapers who will enter the Better Newspaper Contest. This fund will be divided between five groups, in each of which three prizes will be given, namely, \$25 for first place, \$15 for second and \$10 for a third award.

Rated as one of the largest premium funds ever offered at a contest for weekly papers, this amount is the same as that collected at the first state-wide match. It has been made possible through the generous cooperation of a number of enterprising organizations, all of which are intimately associated with the Wisconsin country newspaper. In every case, the subscription was given to arouse interest in the progress and further development of the community and its newspaper.

The complete awards in the community building editorial class will be furnished by the Wisconsin Manufacturers Association, headquarters at Madison. Prizes for one of the front page make-up classes will come from the Mergenthaler Linotype Company.

Wisconsin organizations have shown marked interest in this year's match. The following companies are paired in supporting classes: Standard Paper Company, Western States Envelope Company, both of Milwaukee; Milwaukee Printers' Roller Company; Klau-van Pietersen-Dunlap-Younggreen, Milwaukee; Hamilton Manufacturing Company, Two Rivers; and the Democrat Printing Company, Madison. Judge A. C. Backus, editor of the MILWAUKEE SENTINEL, and the Western Newspaper Union, through their Wisconsin representative, A. M. Smith, are also supporting a class.

Among the sponsors of the contest are also the AMERICAN THRESHERMAN, edited at Madison, and the INLAND PRINTER, of Chicago.

*Experts of National Prominence are Among
the Headliners at the Mid-Winter Meeting
of the Wisconsin Press Association, Madison
February 10-12*

FORMER COMMUNITY
FOLKS WRITE HOME

RESIDENTS of northern Polk county are keeping up their acquaintances with the former folks of the community, many of whom are now scattered in distant parts of the country. Old friends and former neighbors "write home" at least once a year and local people see their letters in the columns of the LUCK ENTERPRISE. This is a practice that Editor Dick Pugh has followed for a number of years. He keeps in touch with the former residents, and publishes their letters during the yule season.

"There are many things which may be of interest to the local folks", explains Editor Pugh, "which seem common to those who write the letters. Crops, and weather conditions, reminiscences and various other topics are always interesting in the reports!"

WEEKLY MAILED BY NOON;
BUSINESS BRISK BY EVE

THAT the home folks religiously read the advertising in the weekly newspaper was again illustrated by Scott, of the EVANSVILLE REVIEW, who, in one of his usual pithy editorials, reported the unusual effectiveness of a small advertisement in the REVIEW.

One of the local folks, Howard Munn, recently placed a small advertisement in the paper. The paper was put in the mail at noon and before night, according to Scott, the advertiser had received a surprising number of orders for Christmas placards. This is not Munn's first experience with the REVIEW. Last summer, another small advertisement brought him considerable business revenue.

EDITORIAL FAMILY
INCREASES BY ONE

J. R. SATRAN, editor of the DENMARK PRESS, takes pleasure in announcing the recent arrival of a new member of the family. While the newly announced Satran may develop into an editor, the present occupant of the editorial chair does not feel that his position is in immediate danger. The new member of the Satran family is only a few weeks old.

Wisconsin's Better Newspaper Contest

Deadline, January 15, 1927

This Is Important

Two issues, published consecutively, are necessary in each class which you enter.

The date of each issue should be checked on this entry blank.

Entries close January 15, 1927.

Mr. Andrew W. Hopkins, Chairman,
Better Newspaper Contest,
Agricultural Hall,
Madison, Wisconsin.

I plan to enter copies of my newspaper in the Wisconsin Better Newspaper Contest, and, for each of the classes checked below, I will send two issues, published in consecutive weeks during the year 1926. I have checked, at the left, the classes I desire to enter. I have given, below, the dates of each of the two issues which I will send.

- Front Page Make-Up** _____
(DATES OF ISSUES)
- Community Editorials** _____
(DATES OF ISSUES)
- Farm News Service** _____
(DATES OF ISSUES)

The population of our town, at the present time, is _____

Copies of my entries, neatly folded and backed with card board, will be sent today or about _____

Signed _____

Address _____

Newspaper _____


Date _____

NOTE— If I submit the same two issues in more than one class, I will send separate copies for each division.

**EVERY MAN OWES SOMETHING TO THE UPBUILDING OF THE
PROFESSION TO WHICH HE BELONGS.—Theodore Roosevelt.**

*Wisconsin's country weekly editors have the opportunity to help
build their profession and to acquaint Wisconsin folk with their
efforts to build better Badger communities.*

WILL YOU HELP?

For 



Build Wisconsin

"The Little Partner of The Badger Weekly"

Volume 4

December 29, 1926

Number 52

Dear Editor:

Here is copy for four advertisements on the use of phosphate. These should fit in splendidly in the present state-wide soil improvement campaign. :

Why not take this complete set of copy to your local dealer and induce him to use it in the form of a double column ad in your paper for the month of January?

These advertisements fit in nicely with the stories on the use of phosphate fertilizers with which you have been supplied during the last few weeks. No doubt your local dealer has read with considerable interest the stories on the use of phosphate fertilizers, and will be ready to cooperate in this matter.

Should your dealer prefer, he may run each advertisement for two weeks instead of changing copy each week. In this case, he will be supplied with copy for the month of February also.

Very truly yours,

Andrew W. Hopkins.

These Sheets, Published Weekly in the Interests of the Community Newspaper, are Issued by the Department of Agricultural Journalism of the Wisconsin College of Agriculture in Co-operation with the Weekly Press of Wisconsin.

How Phosphate Is Sold from Your Farm

Most new soils have an ample supply of phosphates. But ground that has been farmed for a number of years has given up large amounts of its plant food to the crops which it produced

Every acre that produces a 65-bushel corn crop loses 16 pounds of phosphates.

More than six pounds of phosphates are taken from an acre to produce a 200-bushel potato crop.

A 1000-pound steer carries away $15\frac{1}{2}$ pounds of phosphates in his bones when he is sold to the butcher.

It takes $4\frac{1}{2}$ pounds of phosphates to produce half a ton of eggs.

This loss of phosphates from the farm must be replaced if the soil is to continue to produce at a profit.

We can supply you with acid phosphate at the lowest possible prices.

(Name of dealer)

(Name of town)

Increase Oat Crop Yields

Phosphate Will Do It

For You

Use Phosphate This Year

to increase yield and hasten maturity. Then new seedings of clover and alfalfa will have a better chance.

On 52 farms phosphate increased the oat yield 8.5 bushels to the acre, on an average. This increase is sufficient to pay for the phosphate and leave some profit. Only one-half of the phosphate is used the year of application. Better legume seedings are obtained and they also yield better.

We can supply you with acid phosphate at the lowest possible prices.

(Name of dealer)

(Name of town)

*Grow More and Better Barley
Phosphate Will Do It
For You*

Use Phosphate This Year

to increase yield, hasten maturity and to improve the quality of the grain.

The application of 300 lbs. of 20% Acid Phosphate increased the barley crop 6.1 bu. to the acre. This increase is the average result obtained on many average farms over a 5-year period. These results can be duplicated on most Wisconsin farms.

We can supply you with acid phosphate at the lowest possible prices.

(Name of dealer)

(Name of town)

Speed up Your Corn Crop

JACK FROST is beating a lot of us to a profitable corn crop.

ONE REASON is that many of our soils need phosphate.

Add Phosphate This Year

and speed up growth and maturity of your crop.

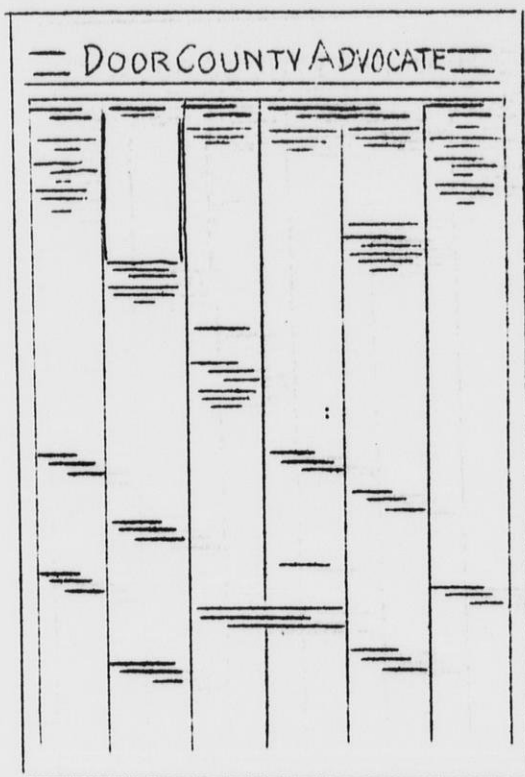
The application of 300 lbs. of 20 per cent acid phosphate improved the quality grown on black prairie soil. The ears were filled out better, which increased the percentage of shelled corn to cob. The corn matured one week earlier.
Agric. Exp. Sta. Rpt.

WE can supply you with acid phosphate at the lowest possible rates.

(Name of Dealer)

(Name of Town)

Better Newspapers [SHOW WINDOWS of Wisconsin Weeklies] As they Dress Today



Heads at the top of the outside columns of the DOOR COUNTY ADVOCATE are of four decks. The first and third decks are the two-line drop set in caps; those of the second and fourth are the inverted pyramid set in caps and lowers. Other major heads have but two decks, the first deck a two-line drop in caps, and the second deck an inverted pyramid in caps and lowers.

All heads in the lower half of the page, except one crossline and the two-column spread are three line drop; four of them are set in caps, and four in caps and lowers. The ADVOCATE uses one two-column spread, at the top of columns four and five, and boxes at the top of column two, and at the top of column five under the spread.

This weekly is published by H. J. Sanderson and A. T. Harris at Sturgeon Bay, a city having a population of 4,550.

The WALWORTH TIMES uses two-deck heads at the top of columns one, five, and seven, and also at the top of columns three and four under the cut. Heads at the middle of columns two and six are the same. The first deck is a two-line drop set in caps and the second deck an inverted pyramid set in caps and lowers.

Most of the other heads are of two decks, similar to the other heads mentioned except that the first deck is set in smaller type. In a few instances a crossline is used for the first deck. Boxed articles head columns two and six.

The WALWORTH TIMES placed first on front page make-up in the class of weeklies published in towns of 750 to 1500 population. It is published by Frank J. McCay.

