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Build Wisconsin

Issued by the Department of Agricultural Journalism of the
College of Agriculture in the interest of the Country Newspaper

"The Little Partner of The Badger Weekly"

Volume 6

January 5, 1928

Number 1-2

COW IS BEST CUSTOMER OF WAUPACA MERCHANTS

"DID you ever see John Farmer's Jersey cow come to town, walk up Main street, stop at the millinery store to pay for that new hat, go to the bank to make a deposit, at the grocery store for several items, and to the dry goods store for a flannel shirt and a pair of shoes? Did you ever see her drop in at the hardware store for some radio tubes, at the garage for car repairs and at the hardware shop for some staples and nails?

"You haven't? That's because she comes by proxy.

"We accept the claim that farming is the basic industry of Waupaca county and that dairying is the backbone of farming and we know that the old cow is the best customer Waupaca merchants have."

So reads a full page advertisement in a recent issue of the WAUPACA POST. But there is more to it. It continues:

"We know that the farm, the farmers, and the cow are the three legs to the country merchant's milk stool of success.

"We fellows who are penned up in stores, anxious to meet the streets lined with farmer's cars, have been hearing a lot about that farmers' meeting at the court house, January 4-5-6, and we also want to attend the meeting and learn what can be done to help the farmer. That's natural, because the interests of the merchant and the farmer are identical. The farmer needs the small town merchant and the merchant needs the farmers' trade."

Names of 55 local merchants and organization were signed to Editor D. F. Burnham's novel advertisement.

NEW SERIES OF ADS URGE FRESH BUTTER

BUTTER made from clean, fresh cream commands a premium on the market. Because of its high quality, many discriminating housewives demand it and are willing to pay for it.

The attached series of five ads has been prepared for local creameries. It is suggested that the editor arrange with the local creamery to run these as his advertising during consecutive weeks.

Better milk advertising copy #1
Prepared by the Agricultural Experiment Station,
of the University of Wisconsin

Set two columns wide

IT'S THE BEST SPREAD

Sweet, fresh, well made butter is an asset to the dairy industry. That is the kind that the (name of creamery) creamery aims to make at every churning.

Patrons who bring fresh, sweet, clean cream will get more money for it, because sweet cream butter sells at a premium.

The patrons as well as the operators of the local creamery are proud of creamery butter and want you to like it every time.

(Name of Creamery)

Better Milk advertising copy #2
Prepared by the Agricultural Experiment Station,
of the University of Wisconsin

Set two columns wide

WE WANT REPEATER CUSTOMERS

Cream graded and paid for on the basis of quality turns the cash premiums to those who deserve it.

Many discriminating housewives demand sweet, fresh butter, and are willing to pay for it. We want them to have what they want when they want it.

Is it not only fair, then, to pay the patron who brings clean, sweet cream of high quality, a bonus over the one who does not do so?

(Name of creamery)

Better milk advertising copy #3
Prepared by the Agricultural Experiment Station,
of the University of Wisconsin

Set two columns wide

WHAT ABOUT THE BUTTER SURPLUS?

: The United States produces about one-and-a-half billion pounds of butter a year. Of this, one-eighth is what is termed surplus. It is put into storage, and comes back on the market during the winter months.

If the surplus is of a uniform high standard, it will readily find a market. If it is of poor quality, it goes begging, and thereby depresses the price of all butter.

A good quality surplus is "spread thick". It is always in demand at good prices.

Let's strive for that twin-goal,-
high quality and high prices.

(Name of creamery)

Better milk advertising copy #4
Prepared by the Agricultural Experiment Station,
of the University of Wisconsin

Set two columns wide

SWEET OR SOUR CREAM, WHICH?

Why should not sweet cream bring a good bonus over the sour product?

Following is a list of the uses to which the two may be put. First, sweet cream,-we want it

1. for coffee cream
2. for making cream cheese
3. for ice cream
4. for pastries and desserts
5. for unsalted sweet butter
6. for salted sweet butter, which being the most palatable, raises butter prices,

What can be done with sour cream?
It can only be used for butter making,
and then never allows for the top quality.

PRODUCE AND MARKET SWEET CREAM

(Name of Creamery)

Better milk advertising copy #5
Prepared by the Agricultural Experiment Station,
of the University of Wisconsin

Set two columns wide

BUTTER MAKING TODAY AND YESTERDAY

We want high quality sweet cream today, where 20 years ago it was not in such demand, because manufacturing methods and market demands have changed.

Today, by contrast with two decades ago,

1. The cream is pasteurized
2. Butter is worked far better
3. The composition of butter is taken at each churning
4. Butter is standardized, as to uniformity in color, salt, flavor, workmanship, and packaging
5. We now must furnish the same uniform quality of butter, month in and month out, which can be placed in the trade with a guarantee.

This can only be done with SWEET CREAM BUTTER

(Name of Creamery)

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"The Little Partner of The Badger Weekly"

Volume 6

January 19, 1927

Number 2-4

"HOME PAPERS" INCREASE; ANNUAL SURVEY REPORTS

NUMERICALLY, at least, weekly newspaper continued to maintain their popularity during the past year. In point of numbers, it is shown in the 1926 edition of Ayer's American Newspaper Annual and Directory, that the so called weeklies increased by 48 during the year. This was the largest gain reported in any of the different groups which comprise the 22,128 publications now issued in the nation and which are included in the annual survey.

Weekly newspapers are now reported to number 11,930. Dailies total 2,388, of which about 570 are listed as morning publications and about 1,890 as evening papers. During the year there was an estimated decrease of 63 papers in the daily field.

County seat towns and cities having newspapers number 2,953, which represents a drop of 14 compared to a year previous. The number of towns in which publications are published is 10,762.

Considering all types of publications, there was a loss of 72 during the year, according to the 1926 directory. This is the difference between the 1,227 newly established publications and the 1,299 journals which were either merged or suspended. In the newspaper field, including dailies, tri-weeklies, semi-weeklies and weeklies, there were approximately 365 suspensions and 160 consolidations.

Nearly half of the 22,128 publications listed in the directory are weekly newspapers. A summary of the publications included in the various groups reveals 2,388 dailies; 555 dailies with Sunday editions, 14 tri-weekly

publications, 65 tri-weekly newspapers, 53 semi-weekly publications, 467 semi-weekly newspapers, 1,957 weekly publications, 11,930 weekly newspapers, 133 fortnightly publications, 320 semi-monthly, 3,987 monthly, 186 bi-monthly, 468 quarterly, and 160 miscellaneous publications.

CLAIM OF WEEKLY
IS UNCHALLENGED

"The only newspaper that places Two Rivers first", is the claim made on the mast head of current issues of the REPORTER-CHRONICLE of that Menitowoc county city. It is difficult for readers of this journal to avoid this crisp reminder when they open the paper for it is set in large caps, directly above the name of the paper and extends across the full width of the sheet.

The editorial page of this weekly reveals another feature which exemplifies the keen interest the editor displays in the development of what he calls "the Self Made City". At the head of the column he has placed six short paragraphs which set forth the achievement of the city. Referring to Two Rivers they read as follows:

"Originated the aluminum goods industry and has two of the largest plants.

"Started and built up the largest printers' wood type and wood goods factory in the world.

"Developed without outside help several other important industries.

"Created its own original plan for and perfected a successful boys' work association which attracted world attention.

"By its own initiative, developed from a little fishing and lumbering village on an out-of-the-way point on Lake Michigan to a city of 9,500 population that asserts itself everywhere and commands attention from the world.

"Without outside help made itself in psite of disadvantages. Has a city manager form of government. Fifteen miles of concrete pavement. Has all the social, economic, educational and industrial advantages approved as the most progressive in use."

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"The Little Partner of The Badger Weekly"

Volume 6

February 2, 1927

Number 5-6

PRIDE IN COOKING LISTED AS VIRTUE IN SMALL TOWN

AN ABSENCE of the hustle and bustle of the crowded streets in the large cities and the opportunity to carry on business in a purposeful and yet enjoyable manner combine to make living in a small town "an art rather than a series of worries", says the editor of the MINERAL POINT DEMOCRAT in a recent editorial, in which he makes some pertinent statements about community life.

While drawing his observations from local conditions, the Iowa county scribe has developed a line of thought which can be appropriately applied to many other Badger communities, although he does state that the "futile worry and bungling hurry so noticeable in the large cities" is also evident in too many of the smaller communities.

"People (in Mineral Point) go about their business with a calm dispatch and indulge in their pleasures in a carefree way, as though they really enjoyed them. Contrast this", he reminds us, "with the nervous excitement and the strained manner in which business is conducted and pleasure indulged in in a large metropolis.

"Food, instead of being regarded purely as a necessary fuel for the body, is here really enjoyed and time is taken to eat it; and housewives, caterers, and restaurant cooks pride themselves on their truly excellent pastries, saffron cake, and other delicacies.

"Social activities are wholesome and pleasing. The home and community card playing and dances and the clean shows - the only kind there are in Mineral Point - have better physical, mental, and spiritual effects and afford more real delight than the riotous living we have witnessed in many sumptuous places of amusement in Chicago and New York.

"In Mineral Point", he concludes, "life is an art with, young and old, and it is a community of happy people."

INTEREST IN FARM RECORDS SPREAD BY WEEKLY EDITORS

EDITORS of the WAUSHARA ARGUS, published at the county seat, Wautoma, feel that operating a farm without records is much like running a clock without hands.

In a recent number, they stated, in a boxed announcement on the front page, that, if local farmers were interested in farm accounting, they would make arrangements for a meeting at which time the subject would be thoroughly covered by a specialist from the state college of agriculture. If a sufficient number of requests were received, the Waushara editors indicated they would endeavor to plan a one-day school.

In conjunction with the announcement, this issue carried a detailed article on the value of records in successful farming.

This interest of Publisher R. W. Harmon and his Managing Editor L. F. Van Allen represents an enterprise of more than ordinary importance to the community. Although Waushara county is without the services of an agricultural agent, the ARGUS has in this instance rendered the same type of assistance as would be given by a farm adviser.

MORE ADVERTISING GOAL OF GALESVILLE JOURNAL

"DO YOU KNOW that country banks represent buying power?" is the headline Bert Gipple, of the GALESVILLE REPUBLICAN, has added to a circular he recently addressed to merchants and advertising agencies.

Two other pertinent questions are asked by Editor Gipple in this neatly arranged broadside. They ask:

"Do you know that Trempealeau county is in the heart of the dairy district?"

"Do you know that 70 per cent of the savings deposits is farmers' money?"

Set up like a news story, he has reproduced a short article in which it is pointed out that Trempealeau county has bank assets which total more than 11 million dollars.

NEW VIEW IN ADVERTISING

WITH THIS issue of BUILD WISCONSIN is enclosed a copy of a full page advertisement recently used by the WAUPACA COUNTY POST, Waupaca, in promoting the local farmers' institute. The initiative displayed in preparing this novel copy has won for D. F. Burnham high praise from editors in all parts of the state.

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February 16, 1928

Number 7-8

EDITOR WOULD HONOR BUILDERS OF COUNTY

ST. CROIX county folks have been asked to consider a plan for conferring recognition upon outstanding men and women who have made significant contributions toward the development of that western county.

A proposal that the county innovate a roll of honor similar to the honorary recognition conferred annually by the University of Wisconsin upon distinguished leaders, who have aided in the improvement of farming and the building of a more wholesome rural life, was made in a recent editorial by the editor of the WOODVILLE TIMES.

"In every county, there are men and women of outstanding, solid worth of character, life, and achievement", he explains, "and the county by honoring them would honor itself. Wouldn't it be a gracious act to provide the machinery for conferring such public recognition on a number of these men and women each year, and thus building a roll of honor for the county?"

"The county board might appoint a committee consisting, for instance, of the county agent, the superintendent of schools, one clergyman from each denomination having congregations in the county, one member of the bar, one member of the medical profession, one newspaper editor, the chairman of the board, the president of one women's club, the president of one ladies' aid for each of the religious denomination in the county - any way in which to make the committee large enough, representative enough, and broad-minded enough that its awards should be given on the right basis and accepted by the people on that basis.

"From two to four persons a year, according to the best judgment of the committee, might be recognized and awarded some suitable medal or other token, with appropriate ceremony".

The editor related his experience the time he witnessed honorary recognition at the state university. Although simple and without any ostentation, it appealed to him as a most impressive exercise. "No wealth can bring like honors and no poverty can prevent their disposal", he reminded.

If his suggestion merits the approval of St. Croix county people, he promises to develop the idea and present the plan in greater detail in a later issue.

FIGURES
NEVER
LIE
BUT -

THE country weekly newspapers of Wisconsin, as well as those of other states, constitute an advertising medium more valuable, by several times, than their circulation figures would often indicate. The reader interest and the standing of these publications in their respective communities is not surpassed. Advertisers, generally speaking, have not yet recognized the potentialities of these publications.

POWER OF PRESS PRAISED
BY SCIENTIFIC DIRECTOR

"THE press is the most powerful educator in all the world, and we have not half utilized it".

This statement was recently made by A. F. Woods, director of the scientific work of the United States Department of Agriculture, when he insisted that agriculture needs and will continue to need accumulated and accumulating knowledge.

For the business of farming and life on the farm to be fully what they ought to be, it is necessary, according to Dr. Woods, that there be a higher average caliber of instruction in the rural schools, a more highly informed rural population, and a higher and more effective organization of the agricultural community.

"The farms furnish us our men and women", he said, "and they furnish us food and raw materials for 80 per cent of our manufacturers. Their products are the life of trade, industry, and transportation. They are our principal source of wealth and prosperity. Every day of the year they produce more than \$25,000,000 worth of new wealth - more in four years than all the gold dug out of all the mines of the world in four centuries. Still that is not enough. Hunger and want are found in all the nations. Our machinery of distribution is at fault. Improved methods of marketing must be developed. Waste and inefficiency must be eliminated. Science and skill must be added to experience if we are to increase and cheapen production, preserve fertility, and, at the same time, secure a reasonable profit for the farmer.

"The farmers foresaw this half a century ago and commanded Congress to establish the agricultural colleges to prepare the way for a new order. Twenty-five years later the experiment stations were established, to seek out the laws of plant and animal development, the maintenance of soil fertility, the control of insects and fungus pests. These agencies have worked faithfully and have gathered a great body of knowledge, and every day are perfecting it and gathering more.

"The time is now at hand", he believes, "when this knowledge can be utilized. The farmers demand it, and their demands must be met. The rising generation of farmers must have it, and we must give it to them."

Build Wisconsin

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SHORTCOMING OF WEEKLY PRESS NOTED BY KANSAN

Failure of Weeklies to Use
Local Farm News Peeves
William Allen White

Editors of country weeklies have sometimes been charged with neglecting their farmer readers. This indictment was again made by William Allen White in the course of an interview with Philip Schuyler for the EDITOR AND PUBLISHER. Seemingly, about the only peeve the master of the EMPORIA (Kansas) GAZETTE has against the rural press is its failure to print farm news.

While waiting for some striking way to help the farmer he feels that editors may have failed to find the less spectacular plan, namely, that of printing, issue by issue, the news of their farming fields.

Mr. White is somewhat distrustful of very many of the proposed farm solutions, preferring to believe that the farmers themselves will, in the end, find their own remedy. He does think, however, that the editors of the nation and more particularly the editors of country weeklies, may contribute in a small, but nevertheless influential manner, to the solution by furnishing the tillers of the soil with "an intelligent view of themselves and their neighbors, such as can be reflected in a carefully conducted farm page of a newspaper."

Editorial Support Sound Farm Relief

While admitting that the farmer is not prosperous, he insists that he is not busted, and that while he is hard up he is not in want. What he sees the American farmer lacking is chiefly the surety of prosperity, such as the other estates in our country enjoy.

As an editor, Mr. White is following the principle of assisting his agrarian readers by printing the news day by day. Thus, he believes, the facts will accumulate, and out of the accumulation will come a diagnosis and a solution.

The farmer today is threatened; but he is not doomed. When he is doomed he will kick over the traces and get the relief he wants, insists the Kansan. He wants the farmer to live as well as do other manufacturers and he recognizes him as an important contributor to American life.

The whole situation as he sees it then, broadly speaking, amounts to this:

"The American farmer is competing, all over the world, with the exception of the English speaking countries, with peasants, persons living on a low standard with a few wants, small comforts, and no luxuries. But the American demands comforts and will have his luxuries, too.

Old World Peasants
Make Problem Acute

"If he wanted to be a peasant there would be no farm problem. If he was content with a two-wheeled cart, willing to take his children out of school for all but a few weeks of each year, stack his manure just outside his front door, live in the same house with his pigs, cows and sheep, in other words under Continental conditions, there would be no problem awaiting solution.

"The European farmer is the American farmer's competitor. He insists on competing on American terms.

"I'm for the American farmer. He refuses to go into the estate of the Continental. He demands the estate of his equals and peers in this country. He wants to send his boys to college, instead of taking them out of the district schools. He wants to burn his share of gasoline and does.

"During the last 150 years' the farmers say, 'We have been called the backbone of American civilization. Now we want to be treated with a little dignity. We want that backbone stiffened.'

"And as long as the farmers hold two-fifth of the votes, a fair balance of power, they will get what they want. They will eventually find their own solution of the farm problem.

Two of Every Five
Voters in Country

"Now the farmers themselves don't know what is wrong. None of the so-called solutions has the backing of all the farmers. Although, in view of my suggestion of peasant competition, it may sound contradictory, I still do not understand the scientific diagnosis of the farm problem. A man may have a fit and we may not know what bug is causing it. Thus we know there is a farm problem, but we do not know what is threatening to push the American farmer back to European peasantry. We do not know whether it is railroad rates, too high a valuation on land, or what it is exactly.

"Meanwhile editors of this country can help the farmers most by printing the news. Yet they allow themselves to become foolishly citified.

"They permit this despite the fact that often more than one-fourth of their circulation is among farmers. They run no farm news at all, and print from five to six columns of society paragraphs.

"Foolishly Citified",
Said of Some Editors

"You will also find from two to three pages devoted to sports, although the sport reading public is not as large as the farmer-public, except in baseball season, and then this sport takes the front page.

"When we know more about the farmer, we can do something for him. Every daily paper in a city of 100,000 and under will do well to put on a good farm reporter and a good farm page."

The Emporia Gazette has a special farm department devoted exclusively to local farm news and farm conditions.

"This farm page shows up interesting things every day," Mr. White comments. "I haven't yet got a slant on it to find out what it really means. I do know that it is a splendid circulation builder."

More Readers Result of Farm Page

"The page is edited by a young graduate from the state agricultural college, who was himself a farm boy. Several times during each week editorials on county conditions are carried in addition to the farm news.

"The editor of the farm page is equipped with a coupe motor car and rambles over the country each day, gathering interesting news for his page. And we have found it wise to make a fine editorial distinction. We keep the page devoted exclusively to farm news and affairs. We put the social happenings of the farm under the society columns, the farm deaths on the regular obituary page, and farm accidents on the regular news pages. We don't want the farmers to feel they are living in a segregated district.

"But news of crops, farmer activities, prices and anything pertaining to local county farms is big stuff for our page, and interesting stories, different than anything we ever carried before, are now being published daily."

HERALD NEW BABIES
AS FUTURE READERS

WHEN announcing the arrival of new babies in the local community, Editor L. A. Goodrich, of the BARRON COUNTY TRIBUNE, just assumes that the youngsters will in time become readers of his weekly. Their advent into the world is announced in the TRIBUNE under the boxed head, "Future Subscribers to the BARRON COUNTY TRIBUNE". In this feature, Goodrich aims to include the names of as many people as possible.

USES COLUMN LINES
TO IMPROVE MAKEUP

A NOTE of distinctiveness has been added to the WAUPUN LEADER by the typography used to display the heads of personal items and some of the features carried in the paper from week to week. Above the heads are used light and heavy lines and below only a light line; no side lines are carried, the column lines serve to make the parallels appear as if they are part of a box.

Editor George W. Greene and his assistants have set such heads as these between the parallel lines: "Your Schools", "Oakfield", "Town and Country Lines", "Burnett Corners", "Town of Waupun", etc. This make-up, used widely throughout the paper, helps to create an attractive and striking appearance, such as is seen only in journals where emphasis is given to careful printing and skillful make-up. The uniqueness of this and other features of the LEADER is augmented by the diverse and carefully planned system of headlines used by Greene.

Build Wisconsin

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"The Little Partner of The Badger Weekly"

Volume 6

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Number 11-12

ADVERTISING GROWS AS FARM SERVICE SPREADS

"ACRES of diamonds", just as widely sought as the precious stones which lured the Arabian adventurer on an endless quest, have been discovered in Oconto county by Doyle L. Buckles, editor of the OCONTO REPORTER.

Recognition which came to the Oconto editor at the second Wisconsin Better Newspaper contest, when the REPORTER won first place in the farm news division, supplied the stimulus that helped Buckles find new opportunities which had been over-looked in the local community. After receiving a blue ribbon, a silver trophy, and the congratulations of a large number of state editors, he realized he had set a high mark and he determined to maintain the record.

ATTRACTS LOCAL BUSINESS

Right then he made up his mind to devote more time and thought to the farm department of his newspaper. And after a year of experience, he was able to tell Wisconsin country weekly editors at the recent meeting of the state press association, "The farm field is well worth looking into if you wish to develop your local advertising". In recounting his experiences with rural news or what he appropriately calls "a virgin field", he said.

"Few country weeklies capitalize fully on the tie-ups with farmers and local farm organizations. I have found that the easiest editions to sell are those that link town and country together. The local merchants are always eager to show that they are willing to cooperate with rural forces and really do more than their share.

"For example, I received a small announcement last July that the Equity of our county would hold its annual meeting during the month and that Glenn Frank, president of the state university, would be the speaker of the day. July is a dull month with us and I decided to feature the picnic as a county-wide affair.

AFTER INTERESTING NEWS

"First, I wrote about 30 letters to prominent farmers, dairymen, county and state officials, and farm organization leaders; and in return I received many interesting articles pertaining to local and state farm problems. From long distance, I secured enough good, live material to fill a 24-page paper.

"After laying out a 24-page dummy, I set on the front page the 72-point screamer, '10,000 Expected at Picnic Sunday'. It was an easy matter to sell the local merchants with this appeal. Half page

ads were sold to the banks, big lumber companies and electric utilities. I also sold rural telephone organizations, mutual insurance companies, and shipping associations - with no trouble at all. Some of the farm organizations voluntarily sent orders for quarter page ads. I printed 500 extra copies and distributed them free at the picnic, landing several new subscribers and a number of renewals.

FINDS A NEW ADVERTISER

"As a direct outgrowth of this special farm edition, we made a new advertiser.

We had carried a story about one of our neighboring villages that had held a monthly stock market day for the past 17 years. On the anniversary of the date, the president of the association drove over to Oconto and asked me to frame up some advertising for the 17th anniversary celebration of the association. The village has a population of 300. I laid out a page ad, with the program in the center and ads on both sides. The secretary of the association sold the spaces, collected and sent me the money. There were 2,000 people in this little village on market day. Each month since that day, the shipping association has carried an ad announcing the day set for shipping.

"When the state potato show was held in Oconto, we published a 32-page edition that required a ton of news print. This number carried better than 2,000 inches of advertising at 40 cents per inch, including seven full pages from banks, land companies, and lumber organizations, not to mention several good sized ads from large fertilizer and implement companies in different sections of the state. The cost for overtime on this edition was \$18. Most of the farm news for the issue was secured by 'long distance', and through the cooperation of the college of agriculture of the state university and our county agent.

AIDED IN COUNTY T. B. TEST

"Last month a movement was initiated to secure sufficient signatures for a county-wide T. B. test of cattle. I laid out a page ad, had it set up and printed on good book paper. I sent copies to the agricultural committees of the Kiwanis club and the Chamber of Commerce. A copy was also sent to a large dairy firm in Chicago which purchased milk in our county, and I asked them if they would underwrite one page in connection with a three page campaign. The following day we received a wire stating the company would pay for one page. The Chamber of Commerce took care of the other two pages.

"These are a few of the outstanding possibilities of tying up with the farmer. There are many more. County fairs offer an opportunity to develop special editions. Farm sales and public auction advertising can be developed by an educational campaign showing how advertising space before 15,000 readers beats the pulling power of the old fashioned sale bills posted on telephone poles. Livestock directories can be sold in counties where purebred stock predominates. The use of want ads by farmers is another feature which can be more widely developed than it is at the present time."

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Volume 6

March 29, 1928

Number 13-14

BUILDING OF STATE INTERESTS EDITORS

Platform to Develop Southern State Comprised to Four Significant Planks

THAT the country editor contributes to the building of the entire state by developing his own community, was recognized by North Carolina newspapermen, when they focused attention on the affairs of the commonwealth at a recent institute of the State Press association.

Four planks, each based on the development of individual communities, were included in the platform for the building of a greater North Carolina, by E. C. Branson, when addressing the institute. His entire argument was based on the idea that "no civilization languishes when its agriculture flourishes, but no civilization flourishes when its agriculture languishes".

Although his suggestions are of primary concern to southern editors, his views will, because of their fundamental significance, interest Wisconsin editors and publishers. The four planks follow:

"FIRST. Organize a state-wide campaign for the production of cash crops on a live-at-home basis. THE DALLAS (Texas) NEWS has for five years conducted contests for prizes in farming of this sort. The annual booklets of THE NEWS are familiar to every editor in the state. Farming Methods The results in Texas are spectacular, and very little Mining the Soil that is not spectacular arrests the attention of anybody nowadays. The prize winner in 1927 produced 14 bales of long-staple on five acres within boll-weevil lines, at a cost of six cents per pound, and at the same time he produced around \$20,000 worth of food and feed stuffs.

"It is safe to say that Mr. McFarlane is not only making money at farming, but is having a fair chance to retain and accumulate wealth on his farm. The prevalent farm system in North Carolina is notably strong in wealth production, but it is as weak as water in wealth retention and wealth accumulation. After all, this is the most important matter for our farmers, and in the long run for commonwealth and the nation. *****

"SECOND. Carry brief, graphic stories throughout the year of other successful farmers within the curtilage of each paper. It is good business policy to feature farming and to blue-ribbon individual farm achievement. Already it is being done by the press of the state from time to time. The

Front Page Space
for Rural Topics

suggestion: here is that it be definitely a newspaper program for 1928. And the suggestion is made because of the nature of human nature. It is better to teach by example than by precept. Indeed the farmers will not submit to lecturing from editorial offices. A year of the campaigning suggested will make plainer than a pikestaff the fact that ownership-farming on a bread-and-butter basis is safe farming, that tenancy farming is extremely hazardous, and more that cropper farming menaces our civilization, for civilization is rooted every where and always in the home-owning, home-loving, home-defending instincts.

"THIRD. Illustrate the fundamental necessity for community life among home-owning farmers. For lack of such farm-life centers, in the state and the nation, our farmers are innocent of the impulse, the virtues, and the arts of group action in both life and livelihood. As a result our farmers dwelling in solitary farmsteads are without defense in the distribution of farm commodities and farm incomes. The choice is between farm blocs in farm business or farm blocs in politics. The boy up the tree, as you may remember, wisely preferred turf to stones as missiles of dislodgement. *****

"FOURTH. Hammer hard the necessity for improved county government in North Carolina. The five state-wide county government laws passed by the 1927 Assembly are in print but they are far from being in full or even in partial effect in 60 odd counties. These laws could not have been enacted without the unbroken and outspoken unanimity of the state press. But the hardest part of the work remains to be done, the work of showing our county officials and shoving them forward into competent public service under these laws. ***** If our local papers can get whole heartedly into this job of adoption, they can wonderfully quicken the pace of the state in a matter in which North Carolina is already distinctly in the lead.*****"

STATE EDITOR LOOKING
FOR WEEKLY NEWSPAPER

AN editor, with wide experience, who has been on the staffs of daily newspapers and has made a success with weekly publications, has inquired of BUILD WISCONSIN for a newspaper property that is now for sale.

He is anxious to locate in a city of 2,000 or more population, preferably in a county seat city.

By writing to BUILD WISCONSIN, Agricultural Hall, Madison, publishers who would consider such a transaction will be put in touch with this editor.

Build Wisconsin

Issued by the Department of Agricultural Journalism of the
College of Agriculture in the interest of the Country Newspaper

"The Little Partner of The Badger Weekly"

Volume 6

April 12, 1928

Number 15-16

OVERLOOK VITAL AGENCY IN SELLING TO FARMERS

MANUFACTURERS and distributors of farm machinery and other farm equipment neglect an opportunity to enlarge their trade if they fail to cultivate whenever possible the business of the readers of country weekly newspapers.

This is the gist of the correspondence that passed sometime ago between two Wisconsin publishers. Besides making it possible for commercial organizations to increase their sales, the weekly newspaper, with often more than 50 per cent of its subscribers living on rural routes, opens a substantial outlet for farmers to dispose of their surplus seed grains, livestock, and certain of the other products of the farm. Buyers for much of the seed stock they have for sale often live only a short distance from their farms, in the local community.

An appreciation of the niche filled by his paper has led one of these editors to promote in his news columns, in so far as possible, better farming and more wholesome homemaking. That rural people in general do not care for additional farm and home news after perusing the technical press (farm magazines), and that the readers of the country weekly, in the large, are not interested in the news of the farm and home, are tenets to which this editor will not subscribe. He has seen that it is highly successful both to his community and himself to feature farm and home news of the locality, and also to run numerous stories of county and state significance. However, he avoids material which does not have application in his community, which is generally of as little consequence on the nearby farms as are the Hottentots in determining the price of Wisconsin cheese.

"Quality and economic production of farm products entails", he writes, "the use of better methods and the employment of material and machinery, which, I believe, should be advertised in the country weekly much more exclusively than they are now.

"Incidentally, while the farmer may not have occasion to use its columns to advertise his butter or cheese for city markets, he will find it a superior medium in which to advertise his seed stock, grain, poultry, and live stock, for sale to fellow farmers."

That the value and importance of the country weekly is not fully appreciated by advertisers, by the community, or, for that matter, by the press itself, is affirmed by the editor.

"Too little, as yet, has been done to sell the country weekly not only as a community influence but as an advertising medium.

"We need to know Wisconsin better, which means we should know more intimately our respective communities, our industries, our agencies, our resources, and ourselves. In the past, have we fully realized our opportunity to develop and improve the industries and communities of the state?" he asks.

HISTORY OF COMMUNITY TOLD BY EARLY WEEKLY

THAT the newspaper of today is chronicling what will be the history of tomorrow was shown when an age tinted issue of THE DUNN COUNTY NEWS was received at the office of that weekly journal. Published in 1827, this issue portrayed vividly early life in the community.

Eggs in the early seventies were selling at 20 cents a dozen. "A brisk business was being done in lager and lemonade". New building operations were reported and activities of the logging and milling companies were given considerable space half a century ago.

This issue was kept in the family of a former Menomonie resident for more than 55 years.

NARROW POINT OF VIEW RESTRICTS SMALL TOWN

"THE worst thing that ails our American country towns in their myopia, their proneness to see only to the end of Main street, and to think that a town grows of itself and from its stores and shops outward."

So says E. E. Miller, in "Town and County", a recently published book in which he has aimed to analyze the fundamental problems of the community.

"A city has the Main street point of view when it looks down from the height of its own size to sneer at or to feel sorry for the little town with but one thoroughfare; a town has the Main street point of view when it thinks of its one important thoroughfare as a road to the city instead of a way to the country. And many a little town has this point of view", he adds.

"Cure the country towns of this defect of vision and understanding, and both material and spiritual development beyond dreams of most dwellers becomes possible for them".

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Build Wisconsin

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"The Little Partner of The Badger Weekly"

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Number 17-18

HIGHWAY RESTORED TO NATURAL COLOR

Property Owners Unite in
"Dry Cleaning" Widely
Used State Route

WHEN scenery is mutilated, everybody loses.

This is the view shared by many of the property owners along state trunk highway 19, the 80-mile route from Madison to Milwaukee. These residents, were you to ask them, hold that scenery is an economic resource to the community and the state, and that the marring of the beauty of the countryside destroys a source of income, which is of benefit to every community in the state.

Appreciation of the value of this out-of-door asset led the majority of the 250 farmers along this stretch of pavement to unite in a campaign to "dry clean" the highway. The cleaning process started with the removing of signs tacked and fastened to their buildings and fences and was concluded with the tidying of the lawns and the entrances to the home.

Inside of a week, half of the snipes and daubs, numbering last year more than 3,000, were removed. Many of the other pieces will likely follow as the farmers get ahead with their home work.

The "dry cleaning" process was the suggestion of the Barney Link Fellowship at the University of Wisconsin, cooperating with the Friends of the Native Landscape, an organization of nature lovers, which for years has been emphasizing the need for protecting and maintaining the state's scenic resources. The plan was introduced by a letter to the property owners, asking them "if they would help make state trunk highway 19 one of the most attractive routes in the state". Steps were also enumerated for restoring the highway to its natural beauty.

The response was generous and almost universal. In cleaning up their premises, many farmers declared they would never again permit competitive advertising to be placed on their farm.

Although the erection of advertising along the highways and throughout the open country has been widely extended during recent years, very little united effort, if any at all, has been taken to thwart indiscriminate advertisers, point out officials of the Friends of the Native Landscape. While the public, in the main, has deplored the en-

tire situation, a small number of people have continued to set up brighter and more blatant signs and to invade new country areas which were, heretofore, reasonably free from snipes and daubs.

Because of the unusual scenery found in the state, including, of course, the lakes and forests, there has been developed in Wisconsin a huge tourist trade, worth more than \$100,000,000 annually. Whether or not this business is to be increased or even maintained at the present figure may depend on the attitude of individual communities in preserving the scenery with which Wisconsin has been so richly endowed.

Editors of Wisconsin country weekly newspapers appreciate the significance of the state's scenic assets. Six summer tours, which have led them into nearly every section of the state, have served to acquaint with the splendid outdoor advantages found throughout Wisconsin. These trips have impressed upon many of them the necessity of protecting the scenery against the ravages of indiscriminate advertisers. A huge source of income, in which every community shares, is at stake. If Wisconsin people permit the highways to become cluttered with snipes and daubs and the state's scenery to be hidden, this income will undoubtedly suffer.

What has been accomplished on the Madison-Milwaukee highway can be effected in other sections of the state. The situation offers a fertile field for women's clubs and community organizations to do a worthwhile piece of work.

SLOGAN SHOWS WAY
TO MORE BUSINESS

MANUFACTURERS or agencies about to place an advertising contract with weekly newspapers would probably be impressed by the slogan that has been added recently to the mast head of THE CAMBRIDGE NEWS. It leaves no doubt that the inhabitants of this community have what advertising experts call "buying power", for it reads "In the heart of the agricultural and dairy section of the state".

Short, fresh statements, such as this slogan, placed under the name of the paper, give an air of individuality to the journal. Of course, they should always be pertinent and apply with particular force to the local community. Many Wisconsin editors are using this line to make the general appearance of this paper more interesting.

Build Wisconsin

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Number 19-20

INVENTORY OF COMMUNITY USED TO BUILD BUSINESS

COUNTRY editors have not sold white space when they receive an order for advertising. What they have actually sold is their community and its possibilities as an outlet for merchandise.

So insists H. Z. Mitchell, prominent editor of THE BEMIDJI (Minnesota) SENTINEL, and a judge at one of the Wisconsin Better Newspaper contests.

Making a statement which he knows is dangerously close to libel, Mitchell claims that some publishers display a greater lack of knowledge about their community than any other business man in the locality. For support, he calls on advertising agencies and representatives of manufacturers to confirm his claims. It is an uncommon happening, report these representatives, to receive answers from less than 50 per cent of the papers to which has been sent a request for information, prior to the placing of advertising contracts.

"There is a woeful display of lack of ignorance on the part of the country publisher about his product, that is his community", declares the Minnesota editor.

Organizations which distribute advertising orders insist upon specific information. For instance, an agency handling an account for the manufacturers of corn planters wants to know whether corn will grow in the community. A manufacturer of oil burners would be foolish to spend much money in a territory where three-fourths of the homes were heated with natural gas. Nor could an electric washing machine be profitably advertised in a paper that sent three-fourths of its circulation into rural sections which were not served by electric power lines.

To present this information and to solve this archaic method of doing business, Mitchell recommends, first of all, a community survey. This, in short, is an inventory of the business resources of an entire community. It is much more than a casual check of the city directory or the telephone book. It necessitates a visit to every shop in the trading zone. This plan has been used by many large newspapers, and is particularly well adapted for country weeklies.

Filed away on cards in a carefully arranged case, the Bemidji editor keeps this detailed information about the resources of his community. It must be carefully kept up to date and thoroughly accurate. Besides fur-

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nishing new ideas for increasing local advertising, the detailed survey supplies Mitchell with many suggestions for interesting news stories.

In stressing the need of such an inventory, Mitchell insists that "The old days of charity advertising have passed, and rightly so. Today the publisher should be able to present as logical and as convincing arguments as to why his paper should be used, and how, as the specialty salesman in any line of business".

By building a constructive program and following modern business principles, he firmly believes that the country weekly will get its share of advertising, surely increase the lineage of local copy and also secure more advertising from manufacturers selling national known goods.

GREAT COUNTY ASSETS
FEATURED IN LEAFLET

GREEN county residents undoubtedly had a greater appreciation of their resources after they read an interesting account of the development of the dairy and cheese industry of the county, issued as a leaflet by Emery A. Odell, editor of THE MONROE TIMES.

That the leaflet was widely read can be assumed from the unique manner in which the story was recounted. Starting with the arrival of the Swiss immigrants nearly 85 years ago, Odell sketched the early life in the county and the contributions of the pioneers in the building of the dairy industry, which is today the county's greatest source of income.

Significant figures were included in the story. These proved that tremendous purchasing power exists in Green county. They also showed local folks the important influence dairying and cheese making has upon the life of every resident of the county. A copy of Editor Odell's leaflet is enclosed with this number of BUILD WISCONSIN.

CHAMPION SIRE STARRED
IN CHIPPEWA NEWSPAPER

A GRAND champion Guernsey bull, of the type, conformation, and quality which breeders everywhere are anxious to obtain, is on the farm of two Chippewa county breeders.

His picture, with a detailed account of his career, appeared on the front page of a recent number of THE BLOOMER ADVANCE. Immediately after the purple ribbon was placed on the sire at the 1922 National Dairy exposition, the Chippewa breeders received several attractive offers for the new champion. They refused, deciding to use him to develop a great herd. The daughters of the grand champion are now being tested, and Editor F. E. Andrews, of THE ADVANCE, made the completion of a high record the occasion to point out the well bred stock found on county farms.

"What they have accomplished with their herd is quite within the possibility of any who will make constructive plans and then persevere until the result is achieved", concluded Andrews.

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Rivals Switzerland

Americans have been slow to realize that Green county, in Southern Wisconsin, is the heart of the foreign cheese industry in the United States, and that within its borders, 24 miles square, a record has been made that rivals even the ancient land of Switzerland in the production of the peculiar varieties which have brought fame to the little mountain side republic of Europe.

Green county is contributing to the market in the United States a large share of the foreign cheese types that are strongly suggestive of the imported kinds. One-third of the Swiss cheese produced in the United States is Green county cheese. Perfection has been reached in producing Limburger, which, with other foreign types made here is unsurpassed in excellence for a domestic product. All have gained high place in the cheese trade throughout the country.

Great cold storage plants are operated by wholesale buyers who ship the cheese in carload lots to all parts of the country.

Green county cheese has the advantage of being the best known of all other foreign lines made in this country but even with its extensive sale much of it does not carry the Green county label and its identity is therefore lost before it reaches the consumer. Thus it is that domestic cheese frequently passes as the imported article at prices correspondingly high.

Cheese consumption in the United States per capita is very low but more cheese is consumed now than formerly. As an article of wholesome, health and strengthening food it is gaining larger place for itself.

LAND OF BLACK AND WHITES

The Holstein is the favorite dairy cow in Green county. The dairymen realized the advantage of the best breeding and quantity production and found the sizable type Holstein and sizable herd brought him the sizable milk check. The all-year service Holstein and sixty years of practical dairying have made Green county an intensely developed dairy region. In no other dairy country are the evidences of dairying success so noticeable and convincing.

STORY FIGURES TELL

County bank deposits, Dec. 31, 1927	\$40,800,000
Additional bank resources	1,500,000
City of Monroe, deposits, 3 banks	5,500,000
Green county assessed valuation, 1927	56,389,836
Cattle investment, 1927	3,659,970
Value of all livestock, 1927	6,051,380
Dairy income, 1926	7,189,670

Producing and livestock value represents rural purchasing power.

Number of cattle, 60,126; producing cows 46,800; number of licensed cheese factories, 143; condensaries 4; receiving stations, 24; cheese produced, 15,912,320 pounds, as follows: Swiss 7,329,278, Limburger 4,251,685, Brick 3,257,018, American 1,033,383.

Green county has an area of but 593 square miles, being one of the smallest counties in Wisconsin. Population 21,508. City of Monroe 4,788, 3,000 in six villages and 13,780 rural. Farms 2,493, 1,670 owned and 733 rented. Value of all farm property (U. S. Census 1925) \$46,035,271, an average value per farm of \$19,157, the highest value per farm of any county in Wisconsin.

Silos 2,134, tractors 529, farms with electric service 608, alfalfa 21,050 acres. There is one cow to each five and one-half acres of land and 3 cows to each inhabitant.

Green county is second in the 1927 registration list of Wisconsin counties in automobile ownership with one automobile for every 2.7 persons.

Dairy barns are large and modern, equipped with steel stanchions, cement floors, running water, ventilation systems, feed and litter carriers, milking machines, electric lights, milk coolers, etc.

A county system of concrete highways, has been completed under a \$1,000,000 program.

Wisconsin state trunk highways 20, 69 and 14 cross at Monroe, center of five concrete highways.

An automobile trip through Green county reveals the fairest realm in all dairymen.

MONROE

GREEN COUNTY WISCONSIN

Swiss colonists from the Alps settled here in 1845. A monument to these pioneers who founded Green county's dairy industry stands in the church yard at New Glarus—so named after their old home in Switzerland—a reminder of the romantic chapter in Green county's history.

The Swiss colonists were attracted here by the scenic beauty of the country and its close resemblance to their native land. It is now one of the richest distinctly dairy districts of like area in the world. Green county being only 24 miles square.

The large herds of Holstein and Brown Swiss cattle, mammoth modern barns, tall silos, fine farm homes, the concrete highways, all attract the wonder of the tourist and tell their own story of dairying success.

Cheese factories at the cross roads operate the year round producing Swiss, Limburger and Brick cheese that goes to all leading markets of the country.

The great blue grass region in and about Green county produces 83 per cent of the Swiss cheese made in the United States.

Cheese Day, Monroe, Oct. 2

MEMBER OF

Monroe Chamber of Commerce

Written by Emery A. Odell
Publisher Monroe Evening Times

Green County Cheese Industry

BACK of the growth of the immense cheese industry of Green County is one of the most romantic chapters of the thrilling story of the settlement of America. Swiss colonists straight from the Alps came to Green county 83 years ago to seek relief from the pressing economic hardships of the old world and their prosperous condition in the years that followed is ample evidence of the wisdom of their course. Their coming was fraught with terrible hardships, however, for in 1845, when the little colony left their mountain homes, there were no railroads in the west, and an ocean voyage was not an affair of six or seven days on luxurious ocean liners. They came on a sailing vessel, 155 persons in all, and were on the ocean forty-six days before land was sighted. They came most of the way from Baltimore by river steamer, and where that form of transportation was not available they marched on foot. This expedition finds scarcely a parallel in history.

On August 15, 108 out of nearly two hundred who started, arrived at their destination, and here in the northern part of Green county, far away from a railroad, they settled in the hills, where they found timber, fertile valleys and running water. More like Switzerland than any place they had seen in their travels it was selected by them as the promised land.

At first a large hut served to house the entire colony but at night and on rainy days the inmates were crowded like sheep in a pen. New log huts were put up as rapidly as possible, but it was not until Christmas that the colony was fairly housed.

Cow Proves Benefactor

The colonists raised wheat continuously for more than twenty years. They knew nothing of American methods of cultivation and were too poor to buy farm implements. The wheat had to be hauled to Milwaukee, where it sold at 35 cents a bushel, but not until after the war when the prices came down did they turn to dairying. With their lands greatly reduced in fertility by the succession of wheat crops, with deep ditches washed in the hillsides by the heavy rains and cinch bugs devastating the crop year after year, they were confronted by a serious problem. However, they excelled in the care of the cow and here the Switzer turned to his benefactor in the old country.

Ohio drovers in 1846 brought cows to Exeter, then known as a mining town. One cow was purchased for each New Glarus family. The cost was \$12 each and was paid out of an unexpended balance of \$1000 aid that had been sent to them from Switzerland. This was the inauguration of the dairy industry which was to be the foundation of the prosperity of Green county. Fields were seeded to clover, cows obtained, cheese factories built, and in five or six years cheesemaking became almost the sole occupation of the farming population. Farms became more productive year by year, buildings better and larger, the homes more comfortable and modern, while bank accounts grew and the natural increase in the value of the land made all the earlier dairymen wealthy.

Cheese no larger than a saucer made in the homes was increased in size until the 200-pound Swiss cheese today is standard.

Fine Holsteins the Rule

The industry has dotted the country with cheese factories and filled the valleys and hillsides with sleek, well fed cows, mostly high grade Holsteins. Every night and morning the cattle of the country yield enough milk to float a ship, and each factory is the scene of great activity in the early hours of the day and following the evening milking until late at night.

Land in Green county is well adapted to the industry. That portion of the state lying west of Rock river and south of the Wisconsin has been termed the bluegrass region of Wisconsin. Cheese factories appear more and more frequently as one approaches the hilly region of which Green county is the very center.

Green county may be called the home of the Swiss cheese industry in America and it is acknowledged that the Swiss cheese made here has captured the American market and is regularly quoted in all the leading cities. Farmers of all nationalities have been drawn into the dairy business, until now it is stated that all but 5 per cent of the farmers in Green county are engaged in one way or another in the manufacture of dairy products. It means regular, steady employment and good profit the year round, and has made Green county one of the most progressive and prosperous farming sections of the whole country.

In Green county, where almost every farmer is a cheese producer, the average per capita of wealth by the 1927 official report of the approximate true value of taxable real estate and personal property based on the 1920 U. S. census is \$2,615.

Build Wisconsin

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Number 21-22

BADGER DAIRY INDUSTRY VIEWED BY SOUTHERNERS

FIFTY Arkansas farmers are this week in Wisconsin viewing first hand the state's most widely known industry. They are on a four-day tour through the southern and central counties in which dairying has been intensively developed, inspecting dairy farms, creameries, condensaries, and cheese factories.

Along with the party are business men and newspaper reporters and publishers.

One of the group, G. C. Konkler, farm editor of THE MENA STAR, is planning to tell in a series of six copyrighted stories the story of Wisconsin dairying and give its application to Arkansas conditions. When the trip was being planned, he offered Arkansas editors this series for \$2.50. His analysis of dairying as a fundamental industry for a state which is aiming to diversify its agricultural program is most complimentary to Wisconsin.

In an attractive and appealing manner, Konkler has outlined the place of dairy farming in the building of a prosperous community. His observations are based on years of farm experience and newspaper practice. Excerpts from this offer to southern publishers are quoted here:

"Dairying brings money into the community, encourages a better farm program, and builds up the soil so that larger yields of all crops may be grown, thus vastly increasing the entire income of the farmer.

"Many other farm programs have been advocated and encouraged in the various communities of Arkansas which, through lack of markets or other reasons, failed and reflected to the discredit of the promoters of the project. But who ever heard of dairying proving a failure?

"Dairying can be conducted at a profit anywhere in Arkansas and the people are fast finding it out. In the north it will always be observed that the dairy community is more progressive in every way, has more money to spend and holds its lands at higher figures than the nearby community which failed to get into dairying. As dairying is taken up in Arkansas the same condition will prevail".

In a letter to Arkansas publishers, Konkler wrote, "Business is business - you know anything that helps to bring more money in your trade

territory will help you. More money in the hands of the farmers means more subscriptions, more advertising, more general prosperity in your community.

"I do not believe there is any one thing that will do more to bring permanent prosperity to Arkansas than dairying. Dairying gives the farmer 52 pay checks annually instead of one. It puts him on an equal basis with the salaried worker.

"Dairying in our county has been growing for 10 years and the county was never on a safer basis than right now. More pretty country homes, less mortgages, less unrest and desire to move away, more general happiness".

EDITORS PRACTICE
WHAT THEY PREACH

NEWSPAPER publishers everywhere have long been proclaiming that "it pays to advertise". Now Wisconsin editors are asked to put into practice that short, crisp statement.

Once a month throughout the coming year, editors of weekly newspapers have been requested to reserve a quarter page of their edition to advertise their paper and their community. This is a suggestion of the publicity committee, appointed by President John A. Kuypers, of the Wisconsin Press association, to advertise Badger communities and newspapers. The committee consists of A. A. Washburn, editor of the CLINTONVILLE DAIRY-MAN GAZETTE; Dovle L. Buckles, OCONTO COUNTY REPORTER (Oconto); and Andrew W. Hopkins, of the University of Wisconsin.

"We all believe in advertising - for the other fellow", says the committee in a letter to state editors. "Let's now show that we have confidence in advertising by using it ourselves".

Copy will be supplied the editors once a month, it being the plan of the state association for each paper to carry a dozen ads during the year. The advertisement is of an educational character.

The first installment of the series is enclosed with this issue of BUILD WISCONSIN. A letter from the committee accompanies the advertisement.

"A PAPER in the home is worth a thousand on the highway", said Marshall Field, prodigious newspaper advertiser who built the gigantic organization bearing his name.

Wisconsin Press Association

May 28, 1928

Dear Editor:

Have you ever doubted your own home town or your own home paper?

Most of us have, we must reluctantly admit.

When we are pessimistic our readers are liable to think just as we feel. If we are discouraged with our town, our readers are not likely to hold it in high esteem. If we apologize for the material which fills our columns, the local people will undoubtedly speak slightingly of their home town paper.

Isn't it another case of nothing succeeding like success?

To help chase any indifference which may exist in the community and to generate a spirit of optimism, we suggest that Wisconsin editors devote a quarter page, now and then, to boosting their town and to selling their readers on their paper. We all believe in advertising - for the other fellow. Let's show that we have confidence in advertising by using it ourselves.

As a committee, appointed by the president of the Wisconsin Press association, we plan to supply you throughout the year with copy for a once-a-month insertion of a quarter page announcement, of an educational nature, acquainting the local folks of the opportunities in the community and the value of a community newspaper.

The first of this series is enclosed herewith. The others will follow in regular order. How do you like the plan and what suggestions do you have to offer? We will be very glad to have them.

Very truly yours,

A. A. Washburn
Doyle L. Buckles
Andrew W. Hopkins

Bold Face

{ It's Our Home Town
And We Like It

SOMEONE once said something about his town which we think applies with particular meaning to our home town. We won't change a word for it suits us just as it stands.

"There are fancier towns than our little town, there are towns that are bigger than this, while the people who live in the smaller towns don't know the excitement they miss.

"There are things you see in the wealthier towns that you can't in the town that's small; and yet, up and down, there's no other town after all.

"It may be that the streets aren't long, they're are not wide and maybe not straight, but the neighbors you know in your little town all welcome a fellow -- It's great.

"In the glittering streets of the glittering towns with palaces, pavement and thrall, in the midst of the throng you will frequently long for your own town after all.

"If you live and you work in your own little town, in spite of the fact that it's small, you'll find it a fact that our own home town is the best little town after all."

We believe in our town and have a lot of faith in our fellow townsmen. We want our paper to be your Home Town paper and all that it implies.

Italics

Your country weekly is (of), (by), and (for)
your home community.

NAME OF YOUR PAPER

Build Wisconsin

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"The Little Partner of The Badger Weekly"

Volume 6

June 7, 1928

Number 23-24

CAPITALIZE BADGER RECREATION ASSETS

With Coolidge on The Brule
Entire Nation will Hear
of Outdoor Wisconsin

ALTHOUGH the recreational supplement planned for Wisconsin country weeklies has been temporarily postponed, a number of Badger publishers have expressed the idea that, because of the attention now being focused on the out-of-door resources of the state as a result of President Coolidge's vacation on the Brule river, the time is still opportune to feature the recreational advantages of the state. If this is not done simultaneously by the weekly editors in a single issue, as was originally planned, they suggest that individual editors make it a point to carry some recreational material every week throughout the summer months.

The publishing of the supplement on a state-wide basis will likely be discussed at one of the sessions of the summer meeting of the Wisconsin Press association, at Tomahawk, June 21-24.

Correspondents and photographers from newspapers in all sections of the country as well as prominent public officials will be in northern Wisconsin this summer as a result of the visit of the chief executive. Many of them will see, for the first time, the lakes and woodlands of the northern counties and it is only modest to assume that the stories of the correspondents will be as enthusiastic about scenic Wisconsin as were the press reports from the Black Hills last summer. This, ultimately, means that the public will become better acquainted with "the playgrounds of the middle west" and that even longer caravans of motorists are going to head out, vacation bent, toward Wisconsin.

With only about 65 editors planning to publish the "On Wisconsin" recreational number, the committee in charge of the plan deemed it expedient to postpone the project. Because the cost was not definitely known, many editors, who otherwise would have gladly supported the supplement, were reluctant about subscribing to the plan.

Much of the reportorial and editorial copy for the special issue, consisting of feature and news stories on the recreational advantages of the state, was entirely prepared. This included signed articles by prominent figures in state life, in addition to specially prepared stories about the out-of-doors.

With this number of BUILD WISCONSIN is enclosed one of the stories prepared for the supplemental issue. This is for immediate release. If the state editors decide to abandon the project this season, the remainder of the stories will be issued to the press during the coming months. While the publishing of these by individual newspapers may not win the state-wide attention which would be possible with a unified supplement, it will nevertheless have a strong culminative effect in bringing to the attention of local folks some of the undiscovered, if not underestimated, resources of Wisconsin.

FINDS NEW BUSINESS
ALONG RURAL ROUTES

WHEN he was on the staff of a country weekly newspaper, E. E. Tucker, managing director of the Iowa Press association, discovered that important business was to be found along the rural routes of his county.

"For four years, I drove the county and interviewed farmers and their families", he writes. "However, not as a technical man, but just seeking farm news, about new buildings, crops, livestock, poultry, etc. Filled two seven-column pages every week, and in this way developed a splendid public sale business, as well as a market for purebred stock. I wrote the sale ads, compiled the herd books, and assisted in the sale ring. This made business for the paper.

"I never solicited a subscriber, but always sent him a sample copy, marking the item about him. In a couple of weeks his name would appear on the mailing list; he would want to see or read what I had to say about his neighbor. It got results."

BORROW IF YOU MUST;
BUT NEVER THE PAPER

PHILOSOPHIZING on one of his pet peeves, W. H. Goldthorpe, genial Cuba City editor, good naturedly called to account, in a recent issue of THE NEWS-HERALD, people who make a practice of borrowing their neighbor's newspaper. Borrowing a tooth brush, a Sunday suit, or a new spring hat would not be a whit more improper than to borrow persistently and unhesitatingly someone else's newspaper, according to this Grant county publisher. Borrowing the telephone is not nearly as bad as borrowing the paper, for the telephone remains in the house, and the paper is taken away. It may come back tomorrow or next week, intact or in shreds.

FIND NOVEL WAYS
TO USE "DAYS OFF"

Wisconsin Men Know Wide
Variety of Ways to
Spend Holidays

The call of the outdoors is as compelling to the man of affairs as it is to the lad who, bound by school room walls in early June, squirms and chaffs under the distracting visions of a cork "gone wild", or the anticipation of a dip in the cool waters of a favorite "swimmin' hole".

Well known Wisconsin men, men who occupy important places in the affairs of state and nation, are unable to ignore the siren call of the outdoors, and Wisconsin, with her wealth of recreational resources, offers ways for most all to satisfy their own particular fondness for an outing.

R. A. Moore, himself a wizard of Nature, in his noted work of creating new and heavier yielding varieties of Wisconsin farm crops, likes nothing better than to retire alone to his hunting shack at Armstrong Creek in Marinette county for a period of trapping. There is little to know about the habits and life of the furry members of the north woods that Moore in his long retirements from civilization has not learned. He is an enthusiastic believer of the preservation of Wisconsin's northern forests and game reserves.

Hunts with Bow and Arrow

When his duties as assistant director of the United States Forest Product's Laboratory permit, Aldo Leopold enjoys Wisconsin trout streams, and takes particular delight in seeking the winged members of Badger game haunts, when the season provides. He is more entertained by the chase than the product of it, and is a firm believer of giving game a "sportsman's chance". Only recently, he visited parts of the southwestern United States, in the quest of "big game", equipped only with bow and arrow. His luggage included no more than his hunting equipment on his return, but on another trip which he contemplates, the objects of his hunt may be less secure, as he becomes

more versed in this primeval art.

Wisconsin's state editor, Granville Tract, is a man who loves the broad highway, though he prefers to take it in hiking boots rather than by motor car. Instead of long vacations, he goes on holiday hikes to various scenic places within a day's walking distance. Similarly Dean H. L. Russell, of the Wisconsin College of Agriculture, is quite versatile in his vacation tastes. He is willing to mix hikes, boating, and out-door camping on his vacation trips.

Enjoys Unfamiliar Links

Among the golf enthusiasts is L. H. Zimmerman, secretary of the Wisconsin Press association. Besides playing the Burlington course, there are few things he enjoys more than assailing the hazards of unfamiliar links throughout the state. The Wisconsin Press association's president, John A. Kuypers, of De Pere, is fond of motoring, and never misses an opportunity to indulge in summer trips with his fellow editors to different vacation points of the state.

One of the nation's most famous landscape artists, Jens Jensen, enjoys scenic Green Bay country as his summer time retreat. He visits the state every year at his summer camp, "The Clearing", at Ellison Bay, Door county.

It is now quite generally known that Dr. E. A. Birge, president emeritus of the University of Wisconsin, makes his work his play and his play his work. His life's interest, summer and winter, is the fascinating study of inland lake life, and Wisconsin's abundance of fresh water lakes offers plenty of opportunity for it. Among the well known lakes of the state where Dr. Birge has combined study and vacation in this unique way are Mendota, Trout, Green and Geneva.

Hiking Pleasant Exercise

When not presiding as chief justice of the Wisconsin Supreme court, A. J. Vinje, is a man who takes pleasure in a hike, with a shack or a fire-side at the end, where a homely meal can be cooked and where he can chat with his friends. Occasionally his trips are of more ambitious extent, when he travels back to his native land, Norway, and indulges in the unusual pastime of scaling the steep slopes and exploring the picturesque fjords that are peculiar to that country.

Football and painting landscapes may seem to belong to entirely different personalities, but the two are combined in Robert Zuppke, whom Wisconsin loaned to Illinois as coach of the University of Illinois' football team. One of his favorite recreations is painting scenes from colorful landscape.

A fish fan of "the first water" is to be found in John Callahan, state superintendent of public instruction, and widely known, as well, as the framer of the widely known "Callahan Equalization Bill", which is destined to be a boon to the child who is by fortune cast into schools in the less wealthy sections of the state. His favorite vacation retreat is the far famed "Brule", claimed by many to be the "world's greatest trout stream". It is on this stream that President Coolidge is spending his vacation this summer.

Build Wisconsin

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COMMUNITY REPORTERS DISCUSS NEWS VALUES

Dane County Correspondents Exchange Experiences in First State Meeting

COUNTY correspondence was interpreted in the broadest sense of the term when editors and reporters of Dane county weekly newspapers met recently at a correspondents' conference, the first of its type ever held in the state. Twenty-five rural news gatherers were present for the initial meeting, which was held at Madison, the county seat.

Members of the agricultural journalism staff of the state university arranged the program and led in the discussions. The sessions were planned so that reporters could exchange experiences, ask questions, check sources of news, and a period was devoted to re-writing of news items.

Weekly papers represented at the conference were the DANE COUNTY NEWS, Black Earth; MT. HOREB TIMES; MT. HOREB MAIL; MIDDLETON TIMES; CAMBRIDGE NEWS; DE FOREST TIMES, and the SUN PRAIRIE COUNTRYMAN. The meeting was planned for all the papers of the county. Special invitations were sent to the correspondents by the committee in charge of the conference, and the editors also extended invitations to their representatives.

Significant topics emphasized during the meeting are summarized here:

Examination of weekly newspapers in Wisconsin and in other states shows that visits and social calls are still a prominent feature of community life. Nearly half of the items in the correspondence, or, to be exact, 47 per cent, deal specifically with visits made either into the community or out of the locality. Social activities, including dinners, parties, and forms of entertainment, furnished subject matter for 20 per cent of the items. Sickness was recorded in 10 per cent of the paragraphs, Church news, club activities, and educational information figured in 5 per cent. Home life and farm work was mentioned, on the average, only once in an entire column of correspondence.

That there is a conventional method in writing correspondence is shown by the fact that more than 90 per cent of the items commonly found in the community news begin with the names of the individuals figuring in the happening or event. Practically all the items which do not commence

with names record impersonal news and obviously can not be used in this style. This lack of variety often handicaps interest and weakens the appeal in the columns. However, by stressing the most significant part of each happening, the correspondent can easily get away from the frequent use of names in starting the sentence and make the paragraphs more interesting.

In writing the item, news gatherers may recall the "six serving men" of Kipling: "What, when, and where, why, how, and who". Which ever of these questions is most important can be answered in opening the item. Of course, when "who" is most important, names will likely be used at the start of the sentence.

News values exist in country correspondence just as definitely as in any other department of the paper. Detail may be as necessary in some instances as it is unwarranted in others. This calls for a sense of discrimination on the part of the correspondent.

"Spotlighting" of at least one news item every week, as is done by some correspondents, adds interest and a certain amount of dignity to the column. In this the most significant happening of the week is carefully written in some detail, often occupying two or more paragraphs, and is then ^{put} at the head of the letter. The less important items then follow in usual order.

Instead of merely labeling, with the name of the community, a correspondent's column, some enterprising editors "dress up" the correspondence, especially in cases where some item has been emphasized. This is done by writing headlines, sometimes a two-deck head, recording in it the most important news of the column. To show at a glance the community from which the news is gathered, the name of the locality is generally set indented at the start of the first paragraph.

Significant news is to be found in every community. Although there may be a place for items which appear trivial and commonplace, the most successful correspondents aim to include as much as possible of the news that affects the great number of people. Consider, for example, the news value of the fact that a well bred sire, ram, or stallion has been brought to a farm in the community alongside of the statement that George Herman visited in town last week.

Definitions are often academic and not infrequently of little value, but every correspondent should have a clear conception of what is meant by news, for after all it is the commodity in which he or she is interested. According to successful editors and reporters, news is anything of interest, significance, and importance to a number of people, and the best news is that which holds the greatest amount of interest, significance, and importance for the greatest number of people. Doesn't this definition explain why the use of a new variety of pedigreed seed has a greater news value than the visit Mrs. E. M. Bascoe has with Mrs. Tom Johnson?

Names make the backbone of country correspondence and, incidentally, the circulation of weekly newspapers. However, every name should justify its use, and there should be no occasion for resorting to the ordinary, unimportant, and trivial.

GOLFING IS ALWAYS
GOOD IN WISCONSIN

Fish May not Bite Some Days
But State Golf Courses
Are Always Ready

By C. J. McCauley
Secretary, Wisconsin Outdoor Club

Second of a series
of stories on the re-
creational advantages
of Wisconsin. Another
follows in the next
number

The young chap who a few years ago said golf was an old man's game will be found playing any one of Wisconsin's 110 courses. He is the same young fellow who said: "Golf? Give me fishin' any time. Why waste a vacation doing the same thing you can do at home?"

It might be habit, but most of us on vacation do the same things that we do at home. Colonel Lindbergh on vacation tries out new airplanes!

The big majority of Wisconsin's guests come from cities. There is little fishing to be found near Chicago, St. Louis, Indianapolis, or other metropolitan centers. Golf, however, is decidedly popular, with municipal and club courses being played by thousands almost daily.

Golf if the Fish Don't Bite

Along about this time of year city folk are vacation-bent. They have spent a long winter accumulating fishing tackle, dreaming fond dreams of catching gigantic muskelunge, fighting bass, or bringing to net a prize trout. Many do not consider bringing their golf clubs into Wisconsin, some because they feel they can get enough golf at home, others because they are going "into the wilds".

To them Wisconsin strongly urges: "Bring your golf clubs". There are days unsuited for fishing; there are weeks in midsummer when fishing at its best is not what the visitor would expect; and there are days when one just does not feel like fishing, even though the fish are in a "hitting" mood. Likewise, there are days when hiking does not appeal to one; riding no longer holds a lure. It is on days like those that a companionable four-

some makes life worth living again.

And it is to provide diversion on just such days that Wisconsin has increased the number of her golf courses by 175 per cent within three years. Wisconsin wants her guests to be contented. She realizes that golf has made phenomenal strides within a few short years. Golf no longer is regarded as an old man's game. Instead, it is played by father and son, mother and daughter. It no longer is "pasture pool", the more or less diverting art of "chasing a ball all over an 80 acre field". It is a game for young and old, weak and strong, rich and poor.

Vacationists Want Golfing

An indication of golf's popularity is seen in the fact that 55 per cent of the persons making inquiry at the Outdoor Club's Chicago information bureau last summer wanted to be at Wisconsin resorts or hotels having golf facilities. Thirty-five per cent wanted fishing.

Growth of golf in Wisconsin has been remarkable. Blessed with scenery unequalled anywhere, boasting an abundance of well stocked streams and lakes, having 7,000 crystal clear lakes with sandy beaches for bathing, and with thousands of hotels and resorts built to satisfy every fancy, the Badger state in addition has provided 140 golf courses for her guests.

In 1925 Wisconsin had some 40 odd golf courses. Of these, only eight were north of Green Bay. Today she has 110 courses!

Courses Under Construction

Northern Wisconsin has 33 links, a 300 per cent increase in three years, with work progressing now on half a dozen more. Southern Wisconsin has doubled the number of its courses in the same length of time, and there are dozens now under construction.

There is no cut and dried rule as to location of golf courses. Or, if there is, Wisconsin has brazenly defied that rule. For Wisconsin has seemingly "moved mountains" in order to provide her visitors with golf facilities. Courses will be found far from cities and towns, apparently hewn out of virgin forests; they will be found almost completely surrounded by water; they will be found on hill and in valley.

Wisconsin's guests used to golf at home. They'll get it here.